

Borough Local Plan 2013 - 2033

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Adopted 8th February 2022

Foreword

Foreword by Leader of the Council and the Cabinet Member for Planning

We are delighted to present the adopted Borough Local Plan for the Royal Borough of Windsor and Maidenhead. The Borough Local Plan promotes a sustainable pattern of development for the Borough until 2033. The plan aims to provide for high quality new housing in the right places, including affordable housing, family housing and accessible housing, whilst at the same time meeting employment needs and protecting our valued natural and built historic environment and assets. As the plan evolved, we sought to strengthen it by increasing the emphasis on placemaking and tackling climate change, recognising that the Royal Borough declared an environment and climate emergency in 2019. The plan will also ensure that new development is supported by suitable infrastructure, including the roads, schools, leisure, parks, open spaces and community facilities we need, as well as saving spaces for nature. It will also protect key employment areas, unlock opportunities for future sustainable economic growth and support our town centre regeneration ambitions.

The plan aims to protect and enhance those elements that make our Borough special in the eyes of not only our residents but all those who choose to visit, work and invest in the Royal Borough of Windsor and Maidenhead. We are privileged to be home to one of the most recognisable and valued historic assets in the country, Windsor Castle and the Windsor Great Park which the Borough Local Plan seeks to protect not only for our own benefit but also for future generations.

The adopted Borough Local Plan is based on a substantial and robust evidence base and on the results of several consultations, as guided by national policy and legislation. We have worked with partners including our neighbouring local authorities, statutory bodies and local communities and agencies, as well as considering the many emerging and adopted Neighbourhood Plans being prepared by towns, parishes and neighbourhood forums.

Planning often presents difficult choices and requires a balance of national policy and local wishes. We have sought to use brownfield land wherever possible. A very small amount of Green Belt (1%) in sustainable locations has been released to meet local needs, but this leaves the remaining 82% to be protected in the future. Your Council believes this plan sets out the right framework for the future development of the Royal Borough with policies to protect our most valued landscapes and open spaces whilst also delivering the required level of housing and employment opportunities to meet our growing needs.



Cllr Andrew Johnson, Leader of the Council



Cllr David Coppinger, Cabinet Member for Planning, Environmental Services and Maidenhead

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Introduction to the Borough Local Plan

Introduction to the Borough Local Plan

1.1 Introduction

1.1.1 The Borough Local Plan (BLP) is the key document that provides the framework to guide the future development of the Royal Borough of Windsor and Maidenhead. It sets out a spatial strategy and policies for managing development and infrastructure to meet the environmental, social and economic opportunities and challenges facing the area up to 2033. The Plan not only looks at the scale and distribution of development, but also explains how the Council and its partners will deliver it in a sustainable manner that maintains and enhances the quality of the places that make up the Royal Borough of Windsor and Maidenhead.

1.1.2 The BLP will be used to make decisions on planning applications. It also forms the strategic framework for Neighbourhood Plans with more detailed guidance to be provided in the form of Supplementary Planning Documents.

1.2 Preparation of the Borough Local Plan

1.2.1 The Planning and Compulsory Purchase Act 2004 (and amendments in Subsequent Acts) sets out the requirements and consultation processes needed to produce a Local Plan. The Council is also required to have followed the processes outlined within the Town and Country Planning (Local Planning) (England) Regulations 2012.

1.2.2 The BLP must also be consistent with the National Planning Policy Framework (NPPF, 2012). The NPPF requires that the presumption in favour of sustainable development should be seen as a golden thread running through the BLP. In particular the BLP should be seeking positively to meet the development needs of the Borough, encourage sustainable growth and development, and maintain and enhance the natural and built environments. The Planning Practice Guidance (PPG) provides further clarity about national policy and its implementation.

1.2.3 The BLP followed a process of plan making which included

- The preparation of Issues and Options in 2009
- 'Planning for the Future' in 2012
- The publication of Preferred Options in 2014
- The Regulation 18 draft BLP in 2016
- The Regulation 19 BLP Submission Version in 2017
- The BLP incorporating Proposed Changes to the Submission Version in 2019
- The Proposed Main Modifications in 2021

The preparation of the BLP included a series of public consultations at each of the main stages described above.

1.3 Evidence Base

1.3.1 Local plans are required to be based on adequate, up to date and relevant evidence about the social, economic and environmental characteristics and prospects of the area. A comprehensive evidence base was developed alongside the BLP to support the policies within it. The evidence base for the BLP is available for reference on the Council website at: www.rbwm.gov.uk/blp

1.3.2 The BLP was accompanied by a Sustainability Appraisal and Strategic Environmental Assessment (SA/SEA) that considered the impact of the policies on the community, the economy and the environment. The Council also undertook a Habitat Regulation Assessment (HRA) which assessed the likely impacts of BLP policies on the integrity of internationally designated nature sites.

1.4 Policy Context

1.4.1 The BLP must take account of relevant national guidance, policy and legislation. The BLP does not repeat national policy but aims to explain how the policy has been applied in the local context.

1.4.2 At the time of adoption, in addition to this BLP, the statutory development plan for the Royal Borough comprises:

Introduction to the Borough Local Plan

- Policy NRM6 of the partially revoked South East Plan which is concerned with the Thames Basin Heaths Special Protection Area
- Replacement Minerals Local Plan 1995 (incorporating alterations adopted in December 1997 and May 2001)
- Waste Local Plan December 1998
- Ascot, Sunninghill and Sunningdale Neighbourhood Plan 2014
- Hurley and the Walthams Neighbourhood Plan 2017
- Eton and Eton Wick Neighbourhood Plan 2018
- Old Windsor Neighbourhood Plan December 2019
- Horton and Wraysbury Neighbourhood Plan June 2020
- Windsor Neighbourhood Plan May 2021

1.4.3 The BLP supersedes the saved policies of the 1999 Local Plan and the Maidenhead Town Centre Area Action Plan.

1.5 Neighbourhood Plans

1.5.1 The Local Plan sets out an up-to-date framework for local communities who are preparing Neighbourhood Plans. A Neighbourhood Plan is a community-led development framework, which in combination with a Local Plan will help guide the future development of local places. Neighbourhood planning offers a formal opportunity to add real value to the planning process by setting out community aspirations for a specific area in the Borough.

1.5.2 Neighbourhood Plans must be consistent with national policies and the strategic policies of the Local Plan. The strategic policies in this BLP are clearly marked in the List of Policies in Chapter 2. In general, 'strategic policies' are those that set out an overarching direction or objective, shape the broad characteristics of development, operate at a borough-wide scale or set requirements essential to achieving the wider vision in the BLP. It is these policies that will specifically guide the production of Neighbourhood Plans across the Borough.

1.5.3 Other policies in the BLP are not considered to be strategic, but it is expected that Neighbourhood Plans would also have general regard to these non-strategic policies in helping to formulate their plans.

1.6 Duty to Cooperate

1.6.1 Section 110 of the Localism Act 2011 sets out the 'Duty to Cooperate' which is a legal duty under a new Section 33A in the Planning and Compulsory Purchase Act 2004 requiring local planning authorities to cooperate on strategic cross boundary matters. The Duty applies to all local planning authorities in England and informs the plan making process.

1.6.2 The Duty relates to sustainable development or use of land that would have a significant impact on at least two local planning areas and requires:

- that councils set out planning policies to address such issues
- that councils and public bodies 'engage constructively, actively and on an ongoing basis' to develop strategic policies
- councils to consider joint approaches to plan making.

1.6.3 The Duty to Cooperate is an ongoing task involving collaborative joint working with other bodies on areas of common interest. The Council is actively engaged in contributing to the Duty to Cooperate process which has included initiatives such as:

- Joint working on the Strategic Housing Market Area (SHMA) for Berkshire
- Functional Economic Market Areas (FEMA)
- Retail study work
- The Thames Basin Heaths Special Protection Area joint working
- Work with Thames Water and other statutory undertakers
- Major highway schemes such as on the M4, and other transport issues such as Elizabeth Line (Crossrail).

This process has helped steer and inform policy development and the development of an appropriate evidence base for the BLP.

Introduction to the Borough Local Plan

1.6.4 It is important to recognise that Duty to Cooperate is a continuous process of reviewing policy and accompanying justification and the potential impacts of policy on neighbouring authorities and agencies. The Duty continues throughout all stages of the plan making process.

1.6.5 A Duty to Cooperate Compliance Statement accompanied the pre-submission document and was updated when it was submitted to the Secretary of State with the BLP and other supporting documents. The Statement sets out the bodies engaged under the Duty during the preparation of the BLP, the strategic issues that have been given consideration, and the outcomes that have affected policy preparation.

1.7 Monitoring

1.7.1 It is important to assess whether the BLP is meeting its aims and objectives. It is also important to have appropriate mechanisms in place to enable us to take action if the Plan is not meeting its aims and objectives. To help achieve this, we have included a series of monitoring indicators.

1.7.2 Where policies are failing to deliver the strategic objectives of this Plan, necessary actions will be identified in the Council's Authority Monitoring Report (AMR). This may include an early review of the BLP.

List of Policies

List of Policies

Policy Number	Policy Name	Strategic?
SP1	Spatial Strategy for the Royal Borough of Windsor and Maidenhead	Yes
SP2	Climate Change	Yes
QP1	Sustainability and Placemaking	Yes
QP1a	Maidenhead Town Centre Strategic Placemaking Area	Yes
QP1b	South West Maidenhead Strategic Placemaking Area	Yes
QP1c	Ascot Strategic Placemaking Area	Yes
QP2	Green and Blue Infrastructure	Yes
QP3	Character and Design of New Development	Yes
QP3a	Building Height and Tall Buildings	Yes
QP4	River Thames Corridor	Yes
QP5	Development in Rural Areas and the Green Belt	Yes
HO1	Housing Development Sites	Yes
HO2	Housing Mix and Type	Yes
HO3	Affordable Housing	Yes
HO4	Gypsies and Travellers	Yes
HO5	Loss and Subdivision of Dwellings	No
ED1	Economic Development	Yes
ED2	Protected Employment Sites	Yes
ED3	Other Sites and Loss of Employment Floorspace	No
ED4	Farm Diversification	No
TR1	Hierarchy of Centres	Yes
TR2	Windsor Town Centre	No
TR3	Maidenhead Town Centre	No
TR4	District Centres	No
TR5	Local Centres	No
TR6	Strengthening the Role of Centres	No
TR7	Shops and Parades Outside Defined Centres	No
TR8	Markets	No
VT1	Visitor Development	Yes
HE1	Historic Environment	Yes
HE2	Windsor Castle and Great Park	No

List of Policies

Policy Number	Policy Name	Strategic?
NR1	Managing Flood Risk and Waterways	Yes
NR2	Nature Conservation and Biodiversity	Yes
NR3	Trees, Woodlands and Hedgerows	No
NR4	Thames Basin Heaths Special Protection Area	Yes
NR5	Renewable Energy	No
EP1	Environmental Protection	No
EP2	Air Pollution	No
EP3	Artificial Light Pollution	No
EP4	Noise	No
EP5	Contaminated Land and Water	No
IF1	Infrastructure and Developer Contributions	Yes
IF2	Sustainable Transport	Yes
IF3	Local Green Space	No
IF4	Open Space	Yes
IF5	Rights of Way and Access to the Countryside	No
IF6	Community Facilities	No
IF7	Utilities	No

Table 1 List of Policies

3.1 Context

3.1.1 The Borough lies to the west of London providing a predominantly countryside setting for the three main settlements of Maidenhead, Windsor and Ascot, and a number of neighbouring villages. Pressure for development comes from a number of sources including a changing and growing population with a shifting demand for different types of housing and infrastructure.

3.1.2 The presence of good transport links including closeness to Heathrow Airport and the Elizabeth line, a successful urban and rural economy, a high quality environment that serves to attract new residents, businesses and visitors, and the Borough's relative proximity to London, provides a dynamic setting for future development. The population of the Borough is continuing to change with an ever increasing and ageing population and this shift in the demographic profile will bring with it particular challenges especially with regard to making appropriate provision for sustainable development to meet those needs.

3.2 Linkages to Surrounding Areas

3.2.1 Located in the heart of the Thames Valley, less than 30 miles to the west of Central London, the Borough borders several other administrative local authorities and has important inter-connections with employment and housing catchments, plus strategic transport links. The Borough benefits from having 10 railway stations, served by a combination of main line and branch line services.

3.2.2 Maidenhead is on the Great Western Main Line, which connects London Paddington with south west England and Wales, incorporating branch lines to Marlow and to Windsor and Eton Central. Windsor and Eton Riverside is the western terminus for southern services from London Waterloo, while Ascot lies on the junction of the Waterloo to Reading and the Ascot to Guildford lines. Maidenhead will also be a significant stop for the Elizabeth Line, linking it to Reading, London and beyond.

3.2.3 The Borough is located only a short distance away from the UK's primary international airport, London Heathrow. This affects the surrounding area in terms of aircraft noise, road traffic, business and tourism. Aviation policy is set at the national level and the Borough actively engages in regular discussions at a strategic level with neighbouring local authorities and through government consultations to identify its impacts.

3.2.4 The Borough contributes to the workforce of nearby towns in the Thames Valley region, with residents commuting to Slough, Reading and London for employment. More than one in ten of East Berkshire's jobs are located in the Slough Trading Estate. Reading is another major town that provides jobs as well as a major shopping attraction. In turn, the Borough provides some of the main tourist and visitor attractions in the surrounding area, with historic Windsor Castle and its Great Park, Eton College, Legoland Windsor and Windsor and Ascot Racecourses.

3.2.5 The River Thames forms much of the northern boundary of the Borough, which continues to work with the Environment Agency and other bodies to consider fluvial impacts on settlements and neighbours further downstream. The Borough also provides several crucial River Thames crossing points, enabling movement north and south of the river. These are located at Bisham, Cookham, Maidenhead, Windsor, Datchet and Old Windsor.

3.2.6 Additional planned development in the surrounding areas (through other Development Plans) could increase pressure on the Borough's infrastructure, demand for housing, or on open spaces and access to the countryside. The planned redevelopments of both Slough and Bracknell town centres will impact upon the Borough, and its settlements will need to focus on their unique distinctiveness to maintain their vibrancy and vitality.

3.3 Natural and Built Environments

3.3.1 Approximately 82% of the Borough's area is Metropolitan Green Belt. There are 27 Conservation Areas, over 950 Listed Buildings, 17 Scheduled Monuments including Windsor Castle and 12 Registered Historic Parks and Gardens including six which form part of the Royal Windsor Estate. Trees, woodlands and open space play an important role in defining the area as a 'Green Borough'.

3 Spatial Portrait

3.3.2 A number of areas in the Borough are internationally designated as Special Areas of Conservation (SAC), the Thames Basin Heaths Special Protection Areas (SPA), and Ramsar Sites designated under the Natura 2000 Convention. The Borough also has a number of nationally designated sites including Sites of Special Scientific Interest (SSSI) that cover 1,663 hectares or 8.41% of the Borough's area and one adjoining National Nature Reserve (NNR) at Chobham Common. These designations are, in isolation and in combination, likely to act as constraints on development in line with the National Planning Policy Framework (NPPF).

3.3.3 A key feature of the Borough is the vast number of trees and open space that residents and businesses alike can enjoy. Trees and woodlands play an important role in defining the character of a 'Green Borough', helping to shape the environment for residents and tourists that appreciate the special characteristics of the Royal Borough of Windsor and Maidenhead.

3.3.4 Within the Borough there are a number of larger sites such as Windsor Great Park, Ashley Hill near Burchetts Green and other open space containing trees and woodlands which are important for nature conservation. The River Thames and its associated tree-lined and wooded banks also provide distinctive features and a wildlife corridor.

3.3.5 The Borough's landscape provides opportunity for conservation, enhancement, restoration and creation, to strengthen distinctive character through design and management. The landscapes that border urban areas, or are attractive tourist destinations (such as Windsor Great Park) are deemed to be particularly at threat from change, although overall the landscapes of the Borough are deemed to have low capacity for change.

3.4 Community

Population

3.4.1 The 2011 Census indicated that the Borough has 144,560 residents, an 8.2% increase in the ten years since the 2001 Census, when the population was 133,626. The population of the Borough is showing signs of ageing in line with national trends, seeing 16.7% of the population aged 65+; nationally this was 16.4%.

3.4.2 The Borough also has a slightly higher than national average percentage of young people aged 0 – 19 years at 24.3% of the population, compared to 24.0% nationally. A further trend in the Borough is fewer young adults (19 – 30 years of age) than nationally. This could in part be linked to few further education opportunities such as universities within the Borough, but also potentially the high cost of living and employment opportunities in the area.

Housing

3.4.3 The 2011 Census counted 58,349 households in the Borough. In 2008, 1.4% of the Borough's dwelling stock comprised second homes; nationally 0.9%. In April 2011, the tenure of dwellings across the Borough was 86.7% private rented or owner-occupied, and 13.3% Registered Social Landlord (RSL); nationally 82% and 10% respectively. The 2011 Census counted 3,495 people living in communal establishments (for example, care homes, boarding schools) in the Borough.

3.4.4 In recent years, the dwelling stock of the Borough has remained relatively unchanged, seeing only a slight shift to smaller dwellings. For example, in 2001 Band C properties made up 14.4% of the dwelling stock, but by 2018 this was 14.7%, and similarly Band G accounted for 15.4% in 2001, down to 14.9% in 2018.

3.4.5 In April 2019, the average property price in the Borough was £465,925 compared to £318,727 for the South East. This is more than double the national average and makes the Borough one of the most expensive places to live in the country outside London.

Health

3.4.6 Access to doctors and hospitals is often cited as a cause for concern in public consultations. The Borough has four hospitals (St Marks, Maidenhead; Heatherwood Hospital, Ascot; King Edward, Windsor; Princess Margaret, Windsor) but no accident and emergency services, and the Borough is reliant on Wexham Park Hospital in Slough, the Royal Berkshire in Reading, Frimley Park in Frimley and St Peters in Chertsey.

3.4.7 Modelling undertaken in October 2015 suggests that 72% of households are within 15 minutes of a GP surgery using public transport and walking (99% are within 30 minutes). For hospitals, 100% of households can access services by car within 30 minutes.

Education

3.4.8 There are 66 state schools in the Borough; three nursery schools, 46 primary schools or first schools, 14 secondary, middle and upper schools, two special schools and one pupil referral unit and of these, 26 are currently academies. Demand for primary school places in the Borough rose significantly in the decade to 2016, and significant new primary capacity was added by the Borough. Although birth rates are now falling, it is expected that there will continue to be challenges at a local level, particularly where there are large numbers of new dwellings. Underlying birth rates may, of course, also start to rise again.

3.4.9 Demand for secondary schools places in the Borough has increased significantly in recent years, and schools in Ascot, Maidenhead and Windsor have been expanded accordingly. Substantial numbers of children and young people living in the Borough attend selective secondary schools in neighbouring local authority areas, particularly Slough and Buckinghamshire. There is also significant movement into the Borough's secondary sector from neighbouring areas. There are many independent schools located in the Borough, educating approximately 20% of the Borough's children and young people, at both primary and secondary school age.

3.4.10 There are two further education establishments located in the Borough: Berkshire College of Agriculture (Hall Place, Burchetts Green) and The Windsor Forest Colleges Group, which has a campus at Windsor College in Windsor. The number of students attending further education establishments is increasing year on year, with demand for places arising from prospective students living within and outside of the local authority area.

Recreation

3.4.11 The Borough manages and maintains 70 parks, open spaces and play areas, providing opportunities for sports activities, informal play, or gentle strolls in pleasant surroundings – covering a total area of around 295 hectares. Any intensification or infilling development in the urban area could result in access to open space for recreation becoming an increasingly important local issue. There are also several indoor and outdoor sports facilities, including leisure centres and sports pitches.

Arts and culture

3.4.12 Both The Old Court Artspace in Windsor, and the Norden Farm Centre for Arts in Maidenhead provide events such as film, live music, theatre, comedy, workshops, dance and exhibitions. There is also the Theatre Royal in Windsor, the Sir Stanley Spencer museum in Cookham, a heritage centre in Maidenhead, a museum in Windsor and a number of community halls that host arts and cultural activities. Windsor contemporary art fair brings over 160 curated artists and galleries together in one place over one weekend.

3.5 Economic Prosperity

3.5.1 The Borough has a highly qualified workforce with 96% holding qualifications, and 56% qualified to degree level or higher. The main industries for jobs include wholesale and retail trade (16.2%) followed by professional, scientific and technical activities (12.5%), education (10%), information and communications (10%), accommodation and food service activities (8.8%), construction (7.5%) and human health and social work activities (7.5%). The number of people who are self-employed has increased to 12% in 2018 from 10.5% in 2001 (nationally 8.3% in 2001, and 10.6% in 2018). The rise in the self-employed workforce has resulted in an increase in demand for better access to broadband services, particularly in rural areas.

3.5.2 The economically active workforce, aged between 16 and 64 years, is 83.1% which is higher than the national average (78.5%). The unemployment rate is low compared to the national average (2.7% in 2018 compared with 4.2% nationally).

Retail

3.5.3 The Borough has two sub-regional shopping centres (Windsor and Maidenhead), two district centres (Ascot and Sunningdale) and several local centres which provide vital services for residents in the wider urban areas, or villages outside the main urban settlements. Overall, the larger centres provide predominantly comparison goods and services retail functions, with local centres providing more convenience goods and service shops. A similar trend is seen with regard to whether the shops are independents or large national multiple chains; main town centres tend to see a large proportion of the latter, with local centres seeing an increased variety of occupiers.

Spatial Portrait

Visitors and tourism

3.5.4 Tourism is crucial to the local economy, with over seven million people visiting the Borough each year. Windsor itself is home to two of the UK's top visitor attractions, Legoland and Windsor Castle.

3.5.5 The Borough is also home to other attractions and world class events including Ascot Racecourse with Royal Ascot, Windsor Racecourse, the Windsor Royal Tattoo, Eton College, Windsor Great Park, and historic villages. The Borough contains one of the oldest and best known airfields in the country; White Waltham Airfield, reputedly the largest grass airfield in Britain.

3.5.6 An estimated 590,000 staying trips were spent in the Borough in 2017, of which around 65% were made by domestic visitors and 35% by overseas visitors. It is estimated that 65% of overseas trips to Windsor and Maidenhead were holiday related, 28% were business related and 5% were primarily for visiting friends and relatives.

3.5.7 Tourism-related expenditure is estimated to have supported 6,483 full time equivalent jobs in the Borough; an actual total of 8,816 if part time and seasonal work is accounted for (Economic Impact Study, 2017).

3.6 Climate Change

Flooding

3.6.1 The most pressing implication of climate change is likely to be flooding as a result of increased rainfall and hard surfaces due to construction in the future. The Strategic Flood Risk Assessment and the Environment Agency flood maps set out which parts of the Borough are located within which flood zones. Guidance in relation to climate change allowances for flood risk assessment is contained in the National Planning Practice Guidance with further information on the Environment Agency's website.

3.6.2 It is important to take into consideration that property and areas within the Royal Borough currently at risk of flooding may be more susceptible to more frequent and severe flooding in future years. Climate change could also potentially increase the frequency and intensity of localised storms over the Borough, exacerbating localised drainage problems which may be increased by the use of non-porous materials in construction.

Efficient use of energy and resources

3.6.3 The Borough actively encourages residents and businesses to recycle as much as possible, with recycling, reusing or composting accounting for 47.4% of waste in 2016/17. This is in line with the average for the South East in the same period.

3.6.4 Energy consumption is currently mostly from fossil fuels and not renewable sources, although the Borough is increasingly seeing developments incorporating sustainable aspects, and has seen hydro-electric turbines built at Romney Weir and the retrofitting of homes. Many schools, householders and businesses are retrofitting solar panels to their properties to become more energy efficient.

3.6.5 Water usage is a key consideration for the future of the Borough, with alterations in climate patterns having the scope to impact water resources. If spring and autumn become drier and warmer seasons, then the recharge season may be shorter resulting in overall less groundwater recharge. There are already several areas across the Borough covered by Source Protection Zones (SPZ), but the most significant are in SPZ1 where development could have greatest risk to groundwater supplies, including the following locations: Cookham Rise, Hurley, Maidenhead, Bray and North Datchet.

Sustainable transport

3.6.6 The Borough has high car usage and ownership, partially due to the rural nature of some settlements where regular public transport services are not viable, and also as a result of the area being relatively affluent. Car ownership was 86.7% at the 2011 Census, which has increased since the 2001 Census when it was 85.7%. The population is therefore very mobile, increasing the amount of commuting and social journeys undertaken.

3.6.7 The Borough has five Air Quality Management Areas (AQMAs) to monitor and seek to improve air quality in urban areas that experience high levels of traffic pollution. These are:

- Maidenhead AQMA
- Windsor AQMA
- Bray/M4 AQMA
- Wraysbury/M25 AQMA
- Imperial/St Leonards Road Junction AQMA.

3.7 Key Spatial Issues

3.7.1 Considering the nature of the Borough as described above leads to the identification of a series of key issues for the Borough Local Plan (BLP) to address. The challenge for the BLP is to manage the potential impacts of future growth to ensure that development takes place in a sustainable manner that supports the local economy, whilst safeguarding and enhancing, where possible, the valuable natural and built assets of the Borough.

Key spatial issues

- How can the Borough promote the development it needs without adversely impacting on the existing built character and natural and historic environment which makes the Borough the successful place it is?
- How can the Borough provide the necessary amount of decent and affordable housing for all its communities in the right locations, given land values and property prices in the area?
- How can the Borough respond to the needs of an ageing population?
- How and where could the Borough enable provision of the services and facilities needed for existing and future residents, including necessary infrastructure?
- How can the Borough improve and maintain the natural environment and countryside which makes the area an attractive place to live, work and visit?
- How can the Borough plan to meet the development needs of business and support an economy fit for the 21st century, whilst maintaining the balance between residential and commercial development needs in both urban and rural locations?
- How can the Borough support and improve the tourism and visitor economy, particularly around the towns of Windsor and Maidenhead?
- How should the Borough contribute to national climate change targets, and ensure the community are not put at risk of the effects of climate change?
- How can the Borough conserve and enhance its unique heritage and built environment for current and future residents and visitors to enjoy?
- How can the Borough best accommodate the needs of people to use their car for some journeys and also encourage more use of alternatives?
- How can the Borough support rural areas to improve their sustainability, whilst maintaining the factors that make the countryside a desirable place to live, work and play?

Spatial Vision and Objectives

Spatial Vision and Objectives

4.1 Context

4.1.1 The corporate vision for the Borough is set out in the Borough's Strategic Plan (Royal Borough of Windsor and Maidenhead 2016) which had its roots in the Sustainable Community Strategy (Royal Borough of Windsor and Maidenhead 2010) and seeks a prosperous and vibrant future for both urban and rural communities whilst retaining and enhancing the Borough's distinctive heritage, landscape and character. The Borough Local Plan (BLP) is the spatial expression of the Council's vision for the future of the Borough and therefore built on the four main themes of the Strategic Plan as follows:

- Residents first
- Value for money
- Delivering together
- Equip ourselves for the future.

Spatial Vision and Objectives

4.2 Spatial Vision

Spatial Vision

The spatial vision for the Borough Local Plan (BLP) sets out what the Borough will look like following the implementation of the plan. The Royal Borough of Windsor and Maidenhead will remain a place where everyone can thrive in a safe, healthy and sustainable environment.

The varied characteristics of the Borough are recognised and the distinct and different values of Windsor and Maidenhead are valued both separately in their own right and collectively in terms of the contribution they make to the continuing success of the Borough. The particular and special characteristics in terms of the countryside and open spaces, ecology and biodiversity, Green Belt, historic environment, River Thames, woodland and parkland, remain part of the heritage that continues to be valued, enhanced and protected.

Development will be expected to promote sustainability and add to the special qualities of the Borough through high quality design, effective and efficient use of land and protection for those valued heritage, natural and other assets. Development will aim to protect the open countryside from unnecessary development and promote the inclusion of open and green space wherever possible. Particular consideration will be given to flooding and traffic implications arising from development with regard paid to the capacity of existing infrastructure.

Additional infrastructure including education, healthcare, highways, social infrastructure and telecommunications will be provided alongside development to ensure that people, goods and communications can freely connect and travel across the Borough. Transport infrastructure in particular will be maintained to ensure that interdependencies between places within the Borough and outside are maintained.

Development will be located sustainably within and around the urban area of Maidenhead as the major service centre of the Borough. Sustainable development will also be focused in and around Windsor and other centres that already provide services.

The wider Thames Valley region will continue to be a focus for economic development with Maidenhead playing a vital role. Maidenhead Town Centre will continue its programme of regeneration to enable the town to continue to provide a focus for economic development and employment and together with Windsor and Ascot will continue to meet the aspirations of residents at the heart of the community. Windsor and Eton will continue to be promoted and enhanced as thriving visitor destinations for both the domestic and international tourist market.

The Borough will continue to prosper and provide a good range of jobs and homes for all of our residents close to where people choose to live with Maidenhead as a particular focus for sustainable residential development. Smaller villages and settlements within the Green Belt will be protected from pressure arising from additional housing development whilst still allowing for an appropriate level of growth supported by suitable infrastructure. The Borough will continue to provide an excellent education through our schools and colleges relevant to the needs of our existing business community whilst also helping to attract and retain new business opportunities.

The Green Belt will be protected to ensure that the setting of our towns and villages remain protected from inappropriate development. Access to the countryside will be promoted to take advantage of the benefits offered by the rural setting of the Borough.

Spatial Vision and Objectives

4.3 Objectives

Objective 1

Special qualities

To conserve and enhance the special qualities of the Borough's built and natural environments:

- i. Protect the openness of the Green Belt.
- ii. Retain the character of existing settlements through guiding development to appropriate locations and ensuring high quality design of new development.
- iii. Protect the special qualities of the built environment including heritage assets.
- iv. Protect and enhance biodiversity within the Borough.
- v. Protect and enhance the River Thames and other watercourses and their associated riparian corridors.

*This objective meets the following Strategic Plan themes: **Residents first, Value for money***

Objective 2

Meeting housing needs

To meet the varied housing needs of residents in an appropriate way whilst steering development to the most sustainable locations:

- i. Provide sufficient new housing to meet the Borough's needs.
- ii. Make the most of previously developed land.
- iii. Provide housing that meets the needs of all sections of community including a sufficient level of affordable housing.

*This objective meets the following Strategic Plan themes: **Residents first, Value for money***

Objective 3

Visitor economy

To enable the continued success and evolution of the Borough's distinct visitor economy:

- i. Reinforce the role of key tourism centres such as Windsor, Ascot and the River Thames as well as key tourist attractions, including Windsor Castle (and Windsor Great Park), Legoland, and Ascot Racecourse.
- ii. Provide sufficient accommodation and facilities for tourists.
- iii. Identify and promote opportunities for additional tourism related development.

*This objective meets the following Strategic Plan themes: **Residents first, Value for money, Equip ourselves for the Future***

Spatial Vision and Objectives

Objective 4

Local business economy

Enable the evolution and growth of the local business economy:

- i. Maintain a buoyant and broad-based economy.
- ii. Support the reuse and redevelopment of existing employment-generating sites and premises in order to maintain a sustainable balance between jobs and local labour.

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

Objective 5

Town, district and local centres

To promote the vitality and viability of town centres so that they are at the heart of their communities:

- i. Promote the town centres of Windsor and Maidenhead as the principal locations for office, retail, tourism and leisure development.
- ii. Maintain a broad mix of uses and the current function of the district centres of Ascot, Sunningdale, and ensure that local centres continue to provide a broad range of services for their local community.

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

Objective 6

Infrastructure

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

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

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

Spatial Vision and Objectives

Objective 7

Sustainable transport

To promote sustainable transport and alternatives to the use of private vehicles:

- i. Encourage the provision of facilities for pedestrians and cyclists in new development
- ii. Locate development to minimise the need for travel
- iii. Promote the use of public transport.

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

Objective 8

Heritage

To seek to maintain and enhance the rich heritage of the Borough:

- i. Protection of designated areas and developments, such as Scheduled Monuments, Listed Buildings and Conservation Areas
- ii. Promotion of high quality development and design in sensitive heritage areas.

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

Objective 9

Environmental protection

To maintain, protect and enhance the natural environment of the Borough, including the water environment:

- i. Ensure that new development contributes to environmental improvement
- ii. Protect designated areas and features.

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

Objective 10

Open space and leisure

To provide adequate open space for planned development and appropriate leisure and recreation facilities:

- i. Ensure that new development contributes to providing open space within new development
- ii. Maintain and enhance leisure and recreation facilities.

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

Spatial Vision and Objectives

Objective 11

Climate change and biodiversity

To ensure that new development takes account of the need to mitigate the impacts of climate change and on biodiversity:

- i. Promote sustainable design and construction.
- ii. Promote the use of renewable energy.
- iii. Manage flood risk through the location and design of development.

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

Spatial Strategy

5.1 Spatial Strategy Context

5.1.1 The spatial strategy seeks to provide a sustainable spatial response which balances the need for growth in a constrained, high quality environment with the essential requirement to protect and enhance the Borough's highly valued assets, character and identity.

5.1.2 The Council is pursuing a growth strategy in line with Government requirements for councils to meet their housing and employment needs and to take advantage of the opportunities of the Elizabeth Line project (Crossrail). In line with its growth ambitions the Council has committed to meeting the full employment and housing needs arising from within the Borough for the period 2013 – 2033.

5.1.3 The Borough has a wealth of natural, cultural, landscape and heritage assets that create a unique and high quality identity. Throughout are physical examples of the area's long association with the Crown, with many exceptional buildings and places. Distinct towns and villages, each with its own identity and character but all related by an attractive countryside setting which includes royal parkland, River Thames valley and farmland create a high quality environment which is one of the Borough's defining characteristics. Many of the assets (for example Windsor Castle and Windsor Great Park, River Thames and the Thames Basin Heaths Special Protection Areas (SPA)) have national and international significance but there is also a rich depth of assets of local significance which are deeply valued by the communities in which they are located. The Council is fully committed to protecting and enhancing these assets as it recognises they are fundamental in creating the character of the Borough and maintaining its success.

5.1.4 The Council recognises that its growth strategy has to take place in a heavily constrained environment. The majority of the Borough is in the Green Belt, and significant areas are affected by severe flood risk. Natural assets such as the Thames Basin Heaths SPA and London Reservoirs Special Areas of Conservation (SAC) impact on large areas of the Borough and there is a need to protect the landscape and heritage assets on which the internationally important visitor economy is built.

5.1.5 Placemaking and providing high quality design and adequate supporting infrastructure (including green infrastructure) in all new development will be of major importance and part of the means of achieving a sustainable balance between delivering growth and protecting the Borough's environment.

5.1.6 A key element of the spatial strategy is the identification of three sustainable growth areas. These are focused on the existing urban areas of Maidenhead, Windsor and Ascot which together contain the largest concentration of housing and employment opportunities in the Borough. The growth areas are well serviced by transport links, lie outside of locations subject to severe flooding (functional floodplain) and avoid nationally significant natural and heritage resources.

5.1.7 Maidenhead acts as the main centre in the Borough and has excellent rail links to London and the west of England. Its role as an employment, service and commuter location in the wider Thames Valley is anticipated to increase in response to the identification of Maidenhead as one of the Elizabeth Line stations. The Elizabeth Line project is expected to transform travel in the South East by facilitating faster access into and across London, boosting the economy by billions of pounds and supporting intensified development in the form of new jobs and homes in the vicinity of the Elizabeth Line stations.

5.1.8 To take advantage of this major infrastructure facility, and its main service centre role, Maidenhead has been identified as the key location in the Borough to accommodate future growth. A strategic growth location has been identified in Maidenhead encompassing both Maidenhead Town Centre and South West Maidenhead, an extensive area south of Maidenhead Railway Station. Over the plan period it is expected these places will accommodate a large proportion of the Borough's future housing, employment and mixed use growth. Higher intensities of development will be considered within, and near to Maidenhead Town Centre, to take advantage of sustainable transport links. Provision of green infrastructure, incorporating enhanced walking and cycling routes and public transport will strengthen access to the station, wider town centre environment, open space, recreational facilities and employment areas. A strategy for the rejuvenation of Maidenhead Town Centre is already in place which envisages new shops, homes and employment opportunities, alongside a raft of environmental improvements. South West Maidenhead has good sustainable transport links to the town centre and rail station and is expected to provide for much of the Borough's future housing and employment growth along with leisure and recreational needs.

Spatial Strategy

5.1.9 Windsor is identified as a smaller growth area than Maidenhead. As a key visitor destination and local service centre, Windsor town centre is an appropriate location to receive limited higher intensity mixed use development although particular attention will need to be given to maintaining and enhancing the character and design of the centre and its heritage and environmental assets. A small extension to the west of Windsor will provide additional housing in a town constrained by internationally recognised heritage assets.

5.1.10 Ascot is also identified as a growth area. The rejuvenation of Ascot High Street is an opportunity to create a community hub through mixed development, including new shopping and housing. The Ascot, Sunninghill and Sunningdale Neighbourhood Plan which was made in 2014, recognised the opportunity to regenerate Ascot High Street through the creation of a community hub supported by new retail and housing. Taking this approach forward, housing growth in Ascot will be focused on the High Street, supported by other site allocations within and on the edge of the Ascot settlement area. Outside the growth locations limited growth will be accommodated within, and on the edges of, those existing settlements inset from the Green Belt.

5.1.11 Employment will continue to be focused in the town centres and in existing employment areas although some expansion of employment space to meet future needs will be accommodated in South West Maidenhead on the Triangle site (land bounded by the A308(M), M4 and west of Ascot Road).

5.1.12 The Borough entirely lies within the extent of the Metropolitan Green Belt. The vast majority is covered by the Green Belt designation with only the towns of Maidenhead, Windsor and Ascot, along with a number of smaller settlements being excluded from it. The Council is committed to protecting the Green Belt but the limited supply of suitable brownfield sites has led to a recognition that not all of the needed growth can be accommodated in settlement locations. A series of studies (including an Edge of Settlement Study undertaken by the Council in 2016), identified and assessed parcels of land around the Borough's towns and settlements in relation to the purposes of the Green Belt set out in the National Planning Policy Framework (NPPF). The majority of the release is concentrated around the strategic growth location of Maidenhead, with smaller releases around the edges of Windsor, Ascot, Cookham, Sunningdale, Datchet and Horton.

5.1.13 The remainder of the document sets out the detail of this spatial strategy and how it will be applied and delivered.

5 Spatial Strategy

5.2 Policy SP1 Spatial Strategy for the Royal Borough of Windsor and Maidenhead

Policy SP 1

Spatial Strategy for the Royal Borough of Windsor and Maidenhead

1. The Council's overarching spatial strategy for the Borough is to focus the majority of development in three strategic growth areas (Maidenhead, Windsor and Ascot) to make best use of infrastructure and services, in addition to providing a sustainable approach to growth.

Maidenhead

2. Within Maidenhead new development will largely be focused on the strategic growth location which is comprised of Maidenhead Town Centre and South West Maidenhead. Higher intensity development will be encouraged in the strategic growth location, particularly within the town centre and near to the Maidenhead railway station to take advantage of the Elizabeth Line connections.
3. Maidenhead Town Centre will be a major focus of sustainable growth to support its important role within the wider Thames Valley. Regeneration and new housing, employment, retail and leisure development will help provide a high quality, highly connected and vibrant place.
4. South West Maidenhead will provide a sustainable extension to Maidenhead. This new place will accommodate a large proportion of the Borough's required new housing and employment, as well as providing for leisure and recreation needs.
5. Development in Maidenhead outside of the strategic growth location will be focused on existing urban sites wherever possible, with some limited release of Green Belt.

Windsor

6. Windsor is identified as accommodating limited growth. Windsor town centre has national and international significance as a major focus of visitor and tourist activity based on Windsor Castle and the River Thames. The conservation of existing heritage assets is particularly important, meaning limited development will only be permitted where it seeks to enhance the quality of the built environment and does not compromise its character and appearance. A growth area has been identified on the western edge of the Windsor urban area where limited Green Belt release will accommodate additional housing growth.

Ascot

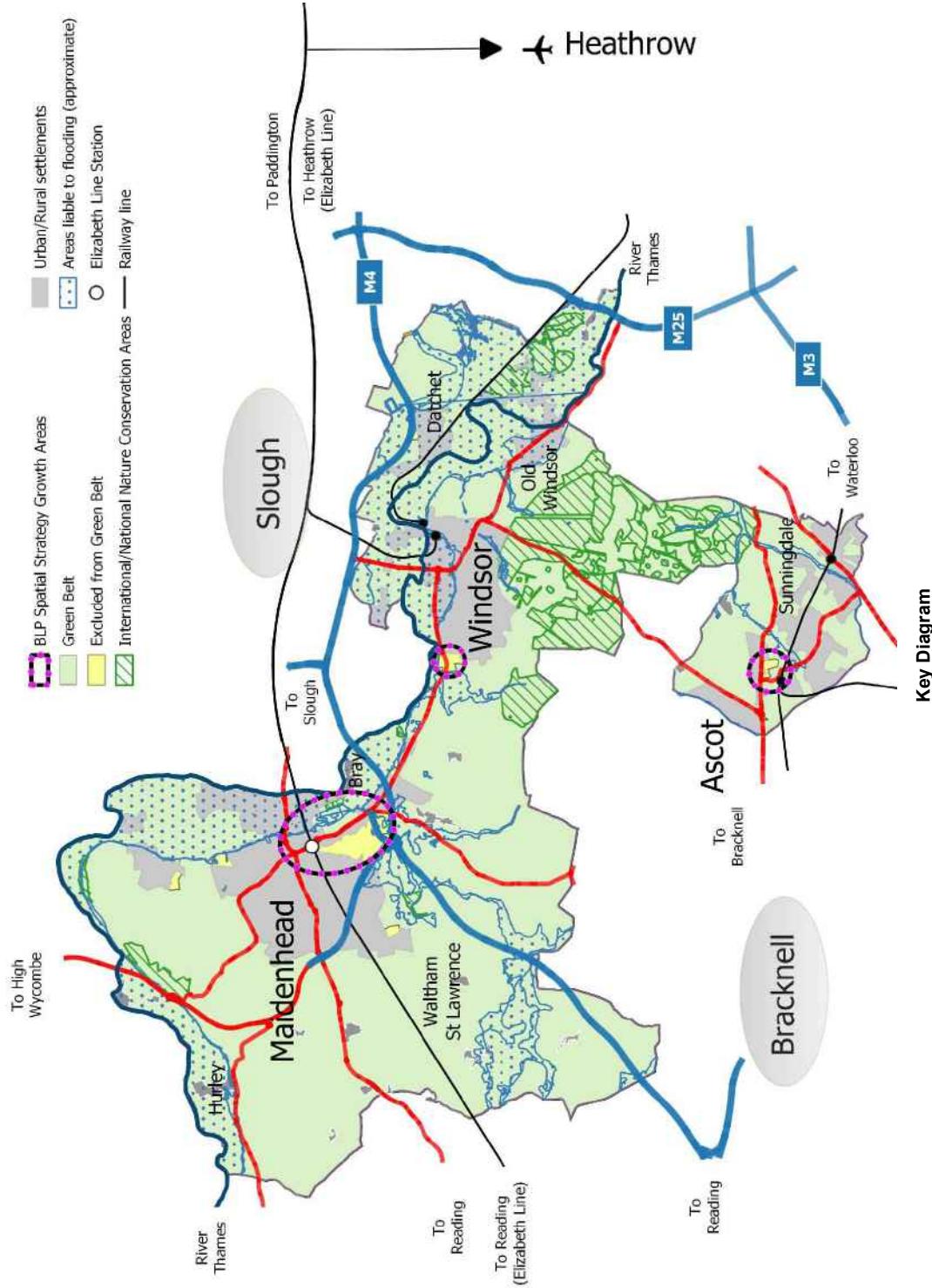
7. Development within the Ascot growth location will be largely focused around the High Street and its immediate vicinity. The coordinated development of several sites related to Ascot High Street will provide the opportunity to strengthen its role as a significant centre in the Borough providing a wide range of uses and activities, and include the provision of public open space. This will be achieved through the redevelopment of existing sites as well as limited Green Belt release.

Villages and Green Belt

8. The villages excluded from the Green Belt will continue in their roles as local centres as well as providing limited opportunity to accommodate new development. This will largely be achieved through the redevelopment of existing brownfield sites within the villages alongside limited Green Belt release.
9. The Green Belt will be protected from inappropriate development in line with Government policy.

Spatial Strategy

5.3 Key Diagram



5 Spatial Strategy

5.4 Climate Change

5.4.1 In June 2019 the Royal Borough declared an environment and climate change emergency, and in February 2021, adopted the Environment and Climate Strategy 2020-2025. This strategy cross references the key objectives and policies on the environment and climate change set out in this Local Plan, and provides a wider strategic framework and 'plan of action' to achieve the target of net zero carbon emissions by 2050.

5.4.2 The Environment and Climate Strategy will be a material consideration in the determination of planning applications, and will help inform the preparation of future Supplementary Planning Documents and other planning guidance.

5.4.3 Even with the measures set out in this Local Plan and in the Environment and Climate Strategy, climate change is inevitable. Adaptation to climate change is about making sure future communities can live, work, rest and play in a comfortable and secure environment in the face of inevitable climate change. Taking action now to help successfully achieve adaptation measures would help to reduce vulnerability for people, businesses, services and infrastructure to climate change.

5.4.4 The impacts of climate change are predicted to increase over time, with winters getting warmer and wetter, while summers become hotter and drier. It is expected that there will be more extreme weather leading to impacts including intense rainfall and floods, heatwaves, droughts and increased risk of subsidence. These impacts will affect people's lives, homes and businesses as well as essential services and supplies such as transport, hospitals, water supply and energy. There will also be significant impacts on biodiversity and the natural environment.

5.4.5 Given the anticipated level of growth of the Royal Borough over the coming years, it is imperative that this growth takes place in a sustainable manner incorporating climate change adaptation technologies. Buildings, services and infrastructure need to be able to easily cope with the impacts of climate change. Part of this ability to cope relates to ensuring that new development is designed to adapt to more intense rainfall, the possibility of flooding, plus heat waves and droughts. The design of developments therefore needs to more carefully consider matters such as shading, insulation and ventilation, surface water runoff and storage and the use of appropriate tree and other planting.

Spatial Strategy

5.5 Policy SP2 Climate Change

Policy SP 2

Climate Change

1. All developments will demonstrate how they have been designed to incorporate measures to adapt to and mitigate climate change. The following measures shall be incorporated into development:
 - a. Wherever possible, new buildings shall be orientated to maximise the opportunities for both natural heating and ventilation and reducing exposure to wind and other elements;
 - b. Proposals involving both new and existing buildings shall demonstrate how they have been designed to maximise resistance and resilience to climate change for example by including measures such as solar shading, thermal mass, heating and ventilation of the building and appropriately coloured materials in areas exposed to direct sunlight, green and brown roofs, green walls, etc;
 - c. Use of trees and other planting, where appropriate as part of green and blue infrastructure schemes, to provide shading of amenity areas, buildings and streets and to help to connect habitat, designed with native plants that are carefully selected, managed and adaptable to meet the predicted changed climatic conditions; and
 - d. All development shall minimise the impact of surface water runoff from the development in the design of the drainage system, and where possible incorporate mitigation and resilience measures for any increases in river flooding levels as a result of climate change
2. Adaptation measures need to be built into all new developments to ensure the sustainable development of housing, businesses and the economy of the Royal Borough.
3. Applicants should refer to the adopted Sustainable Design and Construction Supplementary Planning Document (SPD), the Borough Wide Design Guide SPD and the Environment and Climate Strategy 2020-2025, or successor documents for further guidance.

6.1 Context

6.1.1 A key objective of planning is to maintain and where possible enhance the quality of a place. This quality is not only about how an area looks, but also about how it feels and is used. The quality of an area is important to the social, economic and environmental vitality of its community, and is often important beyond the immediate vicinity. These factors make it important to ensure that the qualities of our towns, villages, hamlets, spaces, and countryside are maintained and enhanced, and that new development contributes to these values.

6.1.2 Development can help build community cohesion, define local distinctiveness, and foster a sense of place, or conversely it can harm these assets by not considering fully the impacts or opportunities within a scheme or proposal. Development should be a long-lasting feature within an area, so it is important to get it right.

6.2 Sustainability and Placemaking

6.2.1 The Government has identified in the National Planning Policy Framework (NPPF) that the main purpose of planning is to contribute to the achievement of sustainable development by:

- Helping to build a strong, responsive and competitive economy
- Supporting strong, vibrant and healthy communities, and
- Contributing to protecting and enhancing the natural, built and historic environment.

6.2.2 The Council is committed to supporting in full, the growth anticipated to occur in the Borough over the 20 year plan period to 2033. It is also committed to achieving a sustainable balance between meeting growth needs and the creation of high quality, well-functioning places with distinctive local identities. Delivering this balance is at the heart of placemaking.

6.2.3 As a place the Royal Borough is defined by its varied mix of towns and villages set in an attractive rural landscape of pasture, forests, Royal parkland and water bodies. The unique and long association with the Crown has left the Borough with many exceptional buildings and places and a rich portfolio of heritage assets, whilst the River Thames and the large number of trees and open spaces create a green character to the Borough as a whole. Together these features create a unique identity for the Borough based on its Royal connections, heritage legacy and attractive, high quality and green places.

6.2.4 Within this wider place context are a series of smaller communities and places, each with its own distinctive character and unique identity. Work undertaken by communities through Neighbourhood planning processes has helped to refine understanding of some of the areas of the Borough and the qualities that make these smaller places unique and distinct. This work can further inform site development briefs through Neighbourhood Plans, to support local aspirations for future development proposals.

6.2.5 The driving principle for placemaking in the Royal Borough of Windsor and Maidenhead is to plan for the Borough as a whole place whilst also supporting placeshaping by local communities for the smaller places which together make up the entity of the Royal Borough.

6.2.6 As part of the placemaking process the Council will expect new growth to:

- Conform to the vision for the place (set out in the Borough Local Plan (BLP) or subsequent supporting documents, including Neighbourhood Plans)
- Achieve high quality design
- Contribute to the creation/maintenance of strong local distinctiveness
- Deliver enhanced and supporting infrastructure
- Provide for a mix of uses
- Respond to climate change with adaptive and mitigating measures
- Contribute to the green character of the Borough through delivery of generous green infrastructure
- Develop and enhance the importance of the existing blue character of the Borough (including the River Thames and associated waterways)
- Maintain the depth and richness of the heritage assets in the Borough
- Support the delivery of vibrant and healthy communities
- Provide sustainable environments
- Provide human scale, walkable environments

Quality of Place

6.2.7 The broad approach to sustainability and placemaking at the local level is set out in the vision, objectives and spatial strategy of the BLP, with detail in subsequent policies.

6.2.8 In addition to the broad framework set out by the BLP, the Council will continue its sustainable placemaking through further work in the form of neighbourhood plans, the ongoing Infrastructure Delivery Plan, and Supplementary Planning Documents.

6.2.9 The Council will also work with landowners and developers to ensure 'stakeholder masterplans' are prepared for sites above the thresholds set out in Policy QP1(3). The stakeholder masterplanning process formalises good practice in relation to pre-application discussions, by requiring developers of larger sites to engage with the Council, local community and other stakeholders at an early stage in the development process.

6.2.10 The stakeholder masterplanning process and output should be proportionate to the scale of the proposed development, and likely complexity of the issues needing to be addressed. Larger, more complex proposals will require a more involved process, engaging a wider range of stakeholders and local interest groups; considering a wider range of issues and site options; and the final stakeholder masterplan document providing a fuller framework for the preparation and submission of the subsequent planning application.

6.2.11 The site promoter/developer will be responsible for preparing the stakeholder masterplan document. The main stages of the stakeholder masterplanning process will be engagement with the Council and other stakeholders on key issues, priorities and development options; preparation of the draft stakeholder masterplan document; consultation on the draft document; consideration of the consultation responses and preparation of final stakeholder masterplan document (with evidence of how the consultation comments have influenced its contents); and approval of the final stakeholder masterplan document by the Council.

6.2.12 The Council will work with site promoters/developers to agree the most appropriate scope and form for the stakeholder masterplan document, with a view to ensuring that the process adds value from a placemaking perspective.

6.2.13 'Stakeholder Masterplans' will not need to be prepared for sites that sit within one of the three placemaking areas (Maidenhead Town Centre, South West Maidenhead and Ascot), with the comparable pre-planning application engagement and consultation with local communities and other stakeholders being undertaken as part of the Supplementary Planning Document (SPD) process for these areas.

6.3 Policy QP1 Sustainability and Placemaking

Policy QP 1

Sustainability and Placemaking

1. All new developments should positively contribute to the places in which they are located.
2. Larger developments⁽¹⁾ in particular will be expected to:
 - a. Provide a harmonious, integrated mix of uses, where appropriate, that foster a sense of community, vibrancy and activity;
 - b. Contribute to the provision of social, natural, transport and utility infrastructure to support communities;
 - c. Be designed to facilitate and promote community interaction through the provision of:
 - i. walkable neighbourhoods; and
 - ii. attractive public spaces and facilities and routes which encourage walking and cycling;
 - d. Create places that foster active healthy lifestyles;
 - e. Be of high quality design that fosters a sense of place and contributes to a positive place identity
 - f. Foster biodiversity and enhancement of green infrastructure;
 - g. Conserve and enhance the importance of the existing blue character of the Borough (including the River Thames and other watercourses)
 - h. Conserve and enhance the Borough's rich historic environment
3. Proposals for sites bringing forward developments of 100+ net new dwellings, or 5,000 sq. m of employment or mixed use floorspace (outside of the three defined placemaking areas of Maidenhead Town Centre, South West Maidenhead and Ascot), will be expected to be in conformity with the adopted stakeholder masterplan for the site.

¹ (over 10 residential units or 1,000 sq. m of floorspace or 1 ha in area)

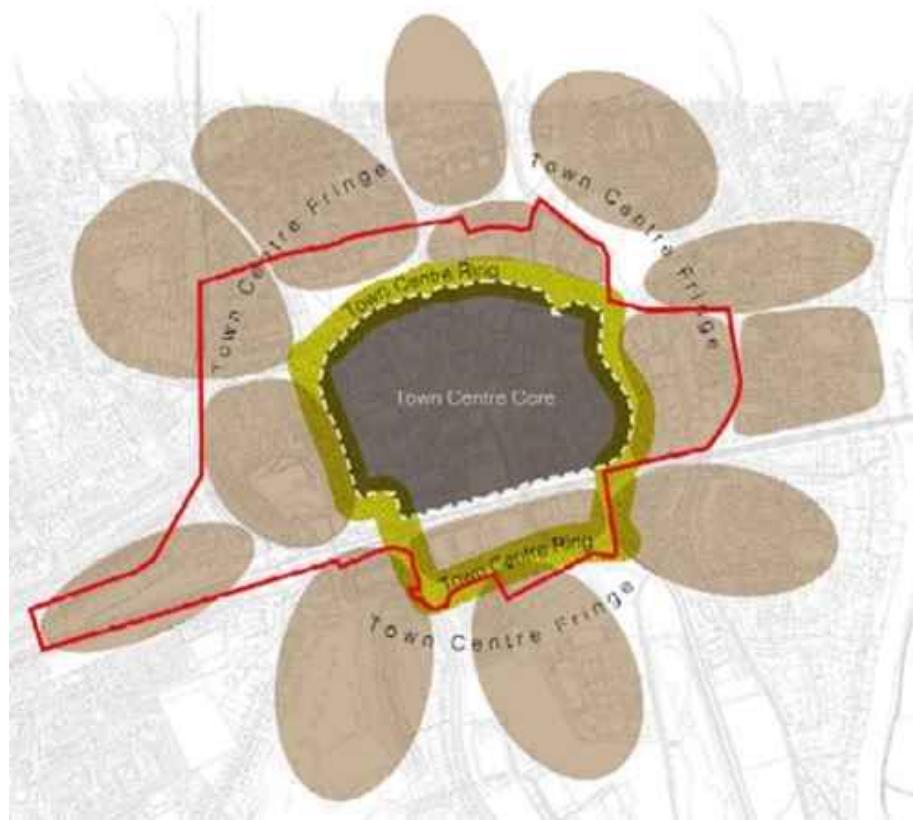
Quality of Place

6.4 QP1a Maidenhead Town Centre Strategic Placemaking Area

6.4.1 Maidenhead has a compact town centre containing an evolving shopping, office, leisure and cultural offering. It is enclosed by major highways on its western and northern sides, the Great Western railway line to the south and on the eastern side its waterways. The presence of the railway station within the town centre, together with the major highways means that it is easily accessed (although this is not the case in respect of the provision of local pedestrian and cycle access). There are excellent green spaces just outside of the core retailing area and the waterways in the town centre also provide recreational opportunities.

6.4.2 Maidenhead has been identified as the key focus in the Borough for accommodating future development and the town centre area will play a major role in delivering the scale and mix of development types that the Borough requires. 12 of the Plan's 40 allocated development sites lie in the town centre area delivering retail, employment, housing, leisure and community uses. The range of uses, scale of development, intensity of activity and large number of different sites makes it important that the future development of the town centre is considered holistically and compels the need for a bold vision of placemaking.

6.4.3 The comprehensive placemaking approach to the town centre has expanded the concept of the town centre beyond the traditional central retail focus. The Maidenhead Town Centre Placemaking Area (MTCPA) that this policy relates to encompasses a Town Centre Core, the Town Centre Ring and the Town Centre Fringe (as shown on Figure 2⁽²⁾). The MTCPA is encompassed within the Maidenhead strategic growth area (shown on the Key Diagram), and its full extent is included on the Policies Map. Improvements in each of the Core, Ring and Fringe areas must complement each other and into the wider surrounding areas of the Town, including the adjoining South West Maidenhead Placemaking Area.



Maidenhead Town Centre strategic placemaking map

6.4.4 This policy seeks the delivery of the MTCPA as a high quality, sustainable and vibrant heart for the town that is accessible, attractive and enticing. It sets out a series of placemaking principles to ensure a comprehensive, positive and proactive approach to the development of the allocated sites. It seeks to ensure that sustainable, green and innovative design solutions come forward that meet the Council's transformation and regeneration ambitions for the town centre.

² Figure 2 derives from the MTC Placemaking Study 2019 and is indicative only. The red line indicates the Boundary of Maidenhead Town Centre.

Quality of Place

6.4.5 Maidenhead town centre is often characterised by the historic form, centred around the conservation area. This gives the town a distinctive historic environment. The retention and enhancement of this historic core is a key consideration for future development. Good contemporary design can be integrated to utilise the character of the area and enhance the distinctiveness.

6.4.6 All development in MTCPA will be required to provide high quality architectural and urban design. It will also be expected to extend, deepen and enhance the green and blue infrastructure networks across the town centre, linking into areas beyond.

6.4.7 The scale of development and the compact physical form of the town centre provide enhancement opportunities for intensification and high-density development. This includes potential for raising context heights in specific locations as well as tall building development in appropriate identified locations, outlined in greater detail in the Tall Building Study (2019). Increases in height will be expected to provide meaningful enhancement to character and distinctiveness and enable green infrastructure networks to extend upwards. The quality of tall buildings will be required to be exemplar.

6.4.8 Gateways into Maidenhead provide a main route into the town centre and are therefore important distinctive features. There is need to enhance these gateways and movement routes for all modes of transport to improve the overall permeability into the town centre. The historic gateway to the western end of the Historic Town Centre Core near the ring road is an example of a gateway that can be significantly enhanced whilst keeping the historic character.

6.4.9 New public realm development with high quality design help create landmarks and destinations to create a key characteristic. Opportunities for new public spaces must incorporate urban greening methods that are implemented into the existing green infrastructure network. Additionally, existing public spaces should take the opportunity to enhance the green infrastructure of the place, to respond to the challenges of climate change. Integrating biodiversity gain across the town centre core with links and connections in free infrastructure into and around the town centre improves the ecological function of the area, but also underpins the town's identity as a green place, and its attractiveness as a place to enjoy. The waterways are also key contributors to biodiversity and place identity, which also provide recreational amenity. This will positively contribute to people's health and wellbeing.

6.4.10 The Council, in partnership with the local community, landowners, developers and other stakeholders, will prepare a Maidenhead Town Centre Supplementary Planning Document (SPD) that will expand on the policy and provide a more detailed framework to guide new development in the town centre. It will ensure that there is a comprehensive and coordinated approach to delivery of the site allocations within the MTCPA as a whole (including in relation to infrastructure delivery). The SPD will draw on the Maidenhead Town Centre (MTC) Placemaking Study 2019 and a range of other evidence documents (including the Tall Buildings Study) as well as other placemaking work being undertaken, such as the Maidenhead Vision Charter.

Quality of Place

6.5 Policy QP1a Maidenhead Town Centre Strategic Placemaking Area

Policy QP 1a

QP1a Maidenhead Town Centre strategic placemaking area

1. Maidenhead Town Centre will be renewed and enhanced through a combination of new developments, proactive management of change and support for community-led initiatives. This will deliver a modern, high quality, vibrant, accessible and adaptable centre.
2. This will be achieved through making sure that development and change contains a mix of uses that contribute towards the creation of a high quality, successful and sustainable place, and promoting sustainable ways of living, working and overall activity.
3. Development will be guided by a Town Centre Placemaking Supplementary Planning Document focused around the concept of the three distinct areas defined as the Town Centre Core, the Town Centre ring and the Town Centre Fringe.
4. Within each of these three distinct areas all new development will need to:
 - a. Capitalise on and strengthen the centre's important role within the wider Thames Valley as a centre for shopping, leisure and employment whilst also being a growing and sustainable community in its own right.
 - b. Help to achieve character and distinctiveness across the town centre, including ensuring that individual developments are appropriate to their settings and contribute towards creating a clear sense of place where they are located and for the town centre as a whole;
 - c. Deliver high quality architecture and urban design, improving legibility and creating distinct quarters which demonstrate their own individual character and distinctiveness.
 - d. Improve gateways, arrival points and key transport routes and facilitates easier movement in and around the Town Centre for all modes of transport, including reconnecting the Town Centre with its neighbouring areas.
 - e. Contribute towards establishing a strong green infrastructure network, including improved access to current open spaces, introducing new public spaces, and maximising opportunities to green the urban environment.
 - f. Contribute towards the improvement and better integration of the waterways.
 - g. Support the delivery of a coordinated programme of investment in the public realm and local infrastructure and structured environmental improvements, creating a safe accessible and attractive environment for the community and visitors alike.
 - h. Deliver proposals that are resilient and respond to the challenges of climate change.

Town Centre Core

5. The Town Centre Core (containing the Shopping Centre, as defined on the Policies Map) will continue to maintain the main shopping, office, leisure and community functions of the town. The High Street will form the key focus for these activities with attractive connections to subsidiary activity nodes. Redevelopment of the Nicholsons Centre (as a retail led mixed use development will consolidate and reinforce the retail centre of the town). Increased levels of residential accommodation, principally at upper floor levels, will be provided throughout the Core area to help support the other town centre functions.

Quality of Place

6. The following allocated sites contribute to the function of the Town Centre Core:

Ref	Site	Use
AL1	Nicholsons Centre, Maidenhead	Retail, employment, leisure, community and residential
AL2	Land between High Street and West Street, Maidenhead	Retail, employment and residential
AL3	St Mary's Walk, Maidenhead	Retail, employment and residential
AL4	York Road, Maidenhead	Residential, community and retail
AL5	West Street, Maidenhead	Residential and community
AL6	Methodist Church, High Street, Maidenhead	Residential and community

Table 2 Allocated sites in Town Centre Core

7. Within the Core proposals will need to demonstrate how they contribute to the maintenance of the vitality and viability, reconnection of the town with its hinterland, reversal of the negative effects of the dominance of the car and reprioritization of pedestrian and cycle movement into and out of the town. Proposals for built form and public realm within the Core area should seek to create a legible a connected structure to this area and help establish a generous and high quality green and blue infrastructure network across the Core.

Town Centre Ring

8. The Town Centre Ring consists of a series of roads and barriers that surround the Core Area. Proposals within the Town Centre Ring shall seek to reconnect the town with its hinterland, to reverse the negative effects of the dominance of the car and reprioritise pedestrian and cycle movement into and out of the town. The corridors surrounding the town offer many opportunities to green the environment, reinforcing the identity of Maidenhead as a leafy place and extending these qualities right into the heart of the town centre.

9. The following allocated sites contribute to the functions of the Ring area:

Ref	Site	Use
AL7	Maidenhead Railway Station	Employment, retail and residential
AL8	St Cloud Gate, Maidenhead	Employment
AL9	Saint-Cloud Way, Maidenhead	Residential, community & retail

Table 3 Allocated sites in Town Centre Ring

Town Centre Fringe

10. Within the Town Centre Fringe proposals shall bring about a widespread series of small improvements which cumulatively improve the sustainability of the area by improving legibility and reinforcing existing sense of place and by realising opportunities to integrate better with the town centre.

11. The following allocated sites contribute to the functions of the Fringe area:

6 Quality of Place

Ref	Site	Use
AL10	Stafferton Way Retail Park, Maidenhead	Retail, employment and residential
AL11	Crossrail West Outer Depot, Maidenhead	Employment
AL12	Land to east of Braywick Gate, Braywick Road, Maidenhead	Residential

Table 4 Allocated sites in Town Centre Fringe

12. The above site allocations are identified on the Policies Map. Site-specific requirements for each site are contained in Appendix C and form part of this policy.

Quality of Place

6.6 QP1b South West Maidenhead Strategic Placemaking Area

6.6.1 The South West Maidenhead Strategic Placemaking Area (SWMPA) is a large area of land to the south-west of Maidenhead railway station, extending from the railway line southwards to the M4. The land has a range of topographies and is currently used for a mix of open space, leisure, residential and employment activities. A number of key local roads into Maidenhead Town Centre run through the area which is well located in relation to the A404(M), A308(M) and the M4. Maidenhead town centre lies to the north of the area.

6.6.2 The area covered by the SWMPA is encompassed in the Maidenhead strategic growth area shown on the Key Diagram, and its full extent and component site allocations is included on the Policies Map.

6.6.3 This Plan proposes accommodating some 2,600 new homes in the SWMPA, together with a large employment site with scope to accommodate a range of uses with a mix and quality that meets the Borough's needs and aspirations for commercial land. The Plan also allocates Braywick Park as a mixed use strategic green infrastructure space, accommodating indoor and outdoor sports facilities, a public park, special needs school and wildlife site.

6.6.4 This policy seeks the delivery of the SWMPA as a high quality, sustainable development area for Maidenhead and sets out a series of placemaking principles to ensure a comprehensive approach to the development of the allocated sites. The scale of development compels the need for a bold vision of placemaking and this can only emerge through a structured framework to ensure the necessary infrastructure, community needs and design objectives are met.

6.6.5 Given the importance and scale of the new development in the SWMPA, development proposals will be required to accord with a range of placeshaping principles. These principles will ensure that a comprehensive approach is taken to the development of the area as a whole which will bring together all of the component parts of a successful place.

6.6.6 The scale of development in this area provides an opportunity to deliver a high quality, sustainable development with a distinct character and degree of self-containment supported by the provision of on-site services and facilities including primary and secondary schools, a local centre; new and enhanced open spaces, community and health facilities.

6.6.7 Development in the SWMPA will need to address a number of issues including tackling congestion, improving connectivity both north-south and east-west through the area and into the surrounding town and local communities. The northern part of the SWMPA adjoins the Maidenhead Town Centre Air Quality Management Area (AQMA) and, as development in such close proximity to the AQMA may worsen emissions in the area, mitigation measures such as enhanced public transport routes, and opportunities for sustainable and active travel should be maximised to reduce negative impacts on air quality.

6.6.8 North-south connections are currently provided by the existing road corridors of Shoppenhangers and Braywick Roads although these corridors are constrained and, in their current form, present limited opportunities for accommodating bus or cycle lanes. Further to the south, the Triangle strategic employment site is separated from the new Desborough housing allocation by the strategic road network, which, if not addressed, would perpetuate the dominance of the private car for journeys between Desborough and future employment opportunities there. A new, car free green spine, running north-south through the heart of the SWMPA provides the opportunity to create a new public transport corridor, fast cycle links, safe pedestrian connections and an attractive variety of open space.

6.6.9 East-west connections from the South West Maidenhead Strategic Area (SWMSA) out to adjoining areas, especially Braywick Park and south-west to Ockwells are also currently limited, both for vehicular and non-vehicular modes as well as for wildlife and biodiversity. Measures to improve connectivity will therefore need to seek to increase opportunities for active travel and to enhance access to public transport.

6.6.10 In addition to the transport challenges, the scale of development and the transformation of the open space poses challenges for the retention and enhancement of green infrastructure to serve the new community and for the delivery of net gains in biodiversity. Furthermore, the current approach to Maidenhead from the south is characterised by green, leafy corridors. The challenge for the development of the SWMPA is to provide sufficient green infrastructure and accessible open space for the benefit of existing and new communities. Whilst on-site provision of open space and green infrastructure is important, the improvement and provision of new connections to areas of formal and informal open space elsewhere in the SWMPA area for pedestrians, cyclists and nature will be key to creating a healthy, sustainable community.

Quality of Place

6.6.11 Areas in the southern half of the SWMPA fall within Flood Zones 2 and 3, including a small part of Desborough residential site and a large part of the Triangle strategic employment site. The majority of Ockwells open space either side of the channel of The Cut watercourse falls within Zone 3b and the Council will work with the Environment Agency to create backwaters in the river to enhance habitats for fish and other wildlife. The eastern part of Braywick Park lies within Zone 2.

6.6.12 Building at scale presents a range of opportunities, for example for modal shift, whereby the development of the SWMPA can encourage a movement towards lower car-ownership in those parts of the area that are well-served by public transport and by delivering services and facilities within walking distance of a large proportion of residents. The scale of development here also presents the opportunity for innovation in building types, incorporating green buildings and exploiting opportunities for low carbon lifestyles.

Vision

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

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

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

Framework Plan

6.6.13 New development within the area should come forward in accordance with the South West Maidenhead (SWM) Placemaking Area Framework Plan, which provides a high level planning context to guide and enable a comprehensive approach to be taken to the future change and evolution of the area in a subsequent Supplementary Planning Document (SPD) and planning applications.

6.6.14 The Framework Plan illustrates key guiding principles and broad land use distributions across the area and assists in articulating and interpreting some of the key elements of the policy, including:

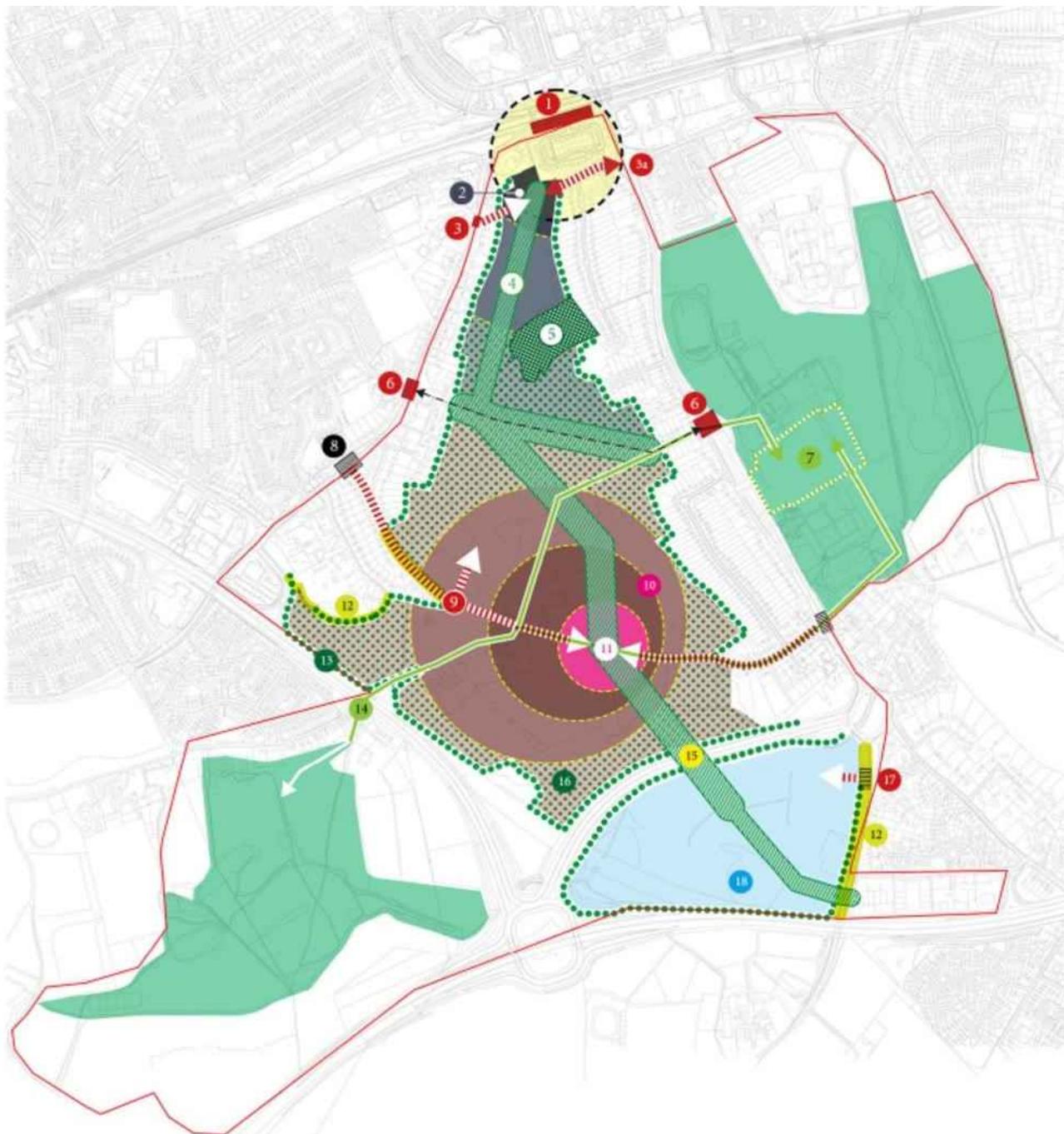
- key access points, particularly where they interact with existing strategic routes
- the broad disposition of the main land uses,
- significant transport/movements routes through the site;
- key nodes such as local centres and prominent gateways and
- significant areas of green infrastructure.

6.6.15 The Council will work with the landowners, developers, stakeholders and other interested parties to prepare the SWM Development Framework SPD, with a target date for adoption no later than March 2022. It is expected that planning applications for development within the SWMSA will be determined following adoption of the SPD, to ensure individual proposals can be assessed and determined within the context of a comprehensive masterplan for the site, and a comprehensive understanding of the infrastructure needs (and related delivery programme).

6.6.16 If adoption of the SWM Development Framework SPD is delayed (i.e. has not been adopted by March 2022), any planning applications coming forward would need to demonstrate how the proposals form part of a comprehensive and coordinated approach to delivery of the SWMSA as a whole (including in relation to infrastructure delivery), taking account of the matters set out in Policy QP1b, the Site Allocation Proforma and where available the emerging SPD.

6 Quality of Place

South West Maidenhead Development Framework Plan



South West Maidenhead Strategic Placemaking Area: Framework Plan (see next page for key to map)

(3)

3 Figures 3 and 4 are a schematic map and key produced for the South West Maidenhead Placemaking Study (October 2019) and are indicative only. Whilst the principles shown provide the broad framework for the SPD masterplanning process, the detail may be subject to change, as a result of further technical work, stakeholder engagement, and discussions with the relevant landowners and developers about the South West Maidenhead SPD. It should also be noted that figure 3 does not show the full extent of the AL13 allocation.

South West Maidenhead Development Framework Plan Key

1. There is the opportunity to make significant improvements to the south access to the railway station and the public realm surrounding it. Development form and traffic management should work to improve the legibility and accessibility of the station. Any opportunities to create direct links from the Golf Course to the south of the station should be explored.
2. Development to the north of the area should make the most of the proximity to the town centre with activity orientated towards the town centre and the majority of facilities being accessed there. Building heights and typologies reflect the proximity to the town centre as a sustainable locations and promote patterns of living which reduce the reliance on the car.
3. Vehicular access into the development area is via the existing golf course access.
- 3a. Additional access should be explored to create a link across the site to the Braywick roundabout. This could alleviate traffic along the stretch of Shoppenhangers Road adjacent to the station entrance and allow for changes in priorities and public realm improvements at the station forecourt.
4. The north-south Green Spine provides the continuity of cycle, pedestrian and public transport movement through the whole development area, relieving congested surrounding highways and offering an alternative future to the reliance on the car. The Green Spine will represent a strategic shift in planning for the movement of people as well as being a multi-purpose space full of play space, ecological value and recreational opportunities.
5. Rushington Copse to be retained and protected as an ecological resource. Where compatible with retaining habitats, public access may be promoted.
6. The public right of way which crosses the gold course should be retained and an improved green link included along its route distinguishing the north of the site from the south. Where it meets Shoppenhangers Road/Braywick Road at each end introduction of, or improvements to, the pedestrian and cycle crossings should be explored and the design of public realm and introduction of street trees used to increase the prominence of the access to the site along the green link.
7. Establish safe, attractive green links to and from the new Leisure facilities at Braywick Park.
8. Improvements to junctions between Harvest Hill Road and Shoppenhangers Road/Braywick Road should make better provision for safe pedestrian and cycle crossings and utilise the public realm design to enhance the gateways to Harvest Hill and the new development.
9. Harvest Hill Road is the main existing vehicular access serving the development area and can be improved to encourage connections east and west as well as provide links which extend north into the site
10. Residential development in the southern neighbourhood is focussed around the Harvest Hill Local Centre where facilities and services are concentrated and a high density of the population are accommodated. Further residential areas reduce in density from the centre but retain a high quality network of connections ensuring their accessibility to the centre and to green links into the town centre.
11. Harvest Hill Local Centre (see separate diagrams)
12. Where new development boundaries with existing residential areas, to the south west and south east corners of the area, development should look to create a relationship with existing development and provide access for existing residents into the new area and links it provides to facilities and green space.
13. Sites should retain their green edges to maintain the sense of a leafy enclosure and setting to development and to retain the privacy of surrounding properties
14. Consider ways to improve the pedestrian bridge over the A404(M), creating a distinctive gateway feature to the town but also ensuring safe, attractive green links to and from Ockwells Park.
15. A new pedestrian bridge across the A308(M) integrates the employment site to the south with the new community and underpins the sustainability of the whole south west area. A new bridge offers the opportunity to create a sculptural form across the dual carriageway and create a distinctive landmark at this entrance to the town.
16. Residential areas to the periphery of the respective centres of focus (the town centre to the north and Harvest Hill Local Centre to the south) retain a large proportion of the existing green space, tree planting and habitats. Buildings should integrate within the layout of the landscape, with wild spaces, food production and green streets and spaces establishing the identity to the neighbourhoods.
17. Vehicular access to the Triangle site is from the Ascot Road. Other pedestrian and cycle links should be explored to avoid the site only being accessible by vehicle.
18. New employment site known as 'The Triangle Sites' (see separate diagrams).

Quality of Place

6.7 Policy QP1b South West Maidenhead Strategic Placemaking Area

Policy QP 1b

QP1b South West Maidenhead strategic placemaking area

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

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

Table 5 Allocated sites in South West Maidenhead strategic placemaking area

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

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

Quality of Place

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

Quality of Place

6.8 QP1c Ascot Strategic Placemaking Area

6.8.1 Ascot, one of the three main settlements in the Borough, is renowned for its royal racecourse, established in 1711. It has been identified as one of the locations to accommodate future development as part of a wider spatial strategy for the area. The Spatial Strategy (Policy SP1) states that development within the Ascot growth location will largely be focused on the High Street and its immediate vicinity, with the coordinated development of several sites related to Ascot High Street providing the opportunity to strengthen its role as a significant centre in the Borough.

6.8.2 Ascot's District Centre (Policy TR1) provides a range of shops for the surrounding area but it is constrained by having the racecourse on one side and Green Belt on the other. The High Street has a limited mix of shops, is narrow and is dominated by traffic. There is strong support from the community⁽⁴⁾ to see Ascot improved and enhanced, with the rejuvenation of the High Street.

6.8.3 Ascot has good transport links including railway services to London, Reading and Guildford. However, some roads suffer from congestion, including the A332 and the Heatherwood roundabout. Bus services are relatively infrequent. Pedestrian and cycle routes are poor, including from the High Street and proposed development sites to the Railway Station.

6.8.4 The built up part of Ascot is within the Metropolitan Green Belt. The Edge of Settlement Green Belt Purpose Study found that some parcels of land to the south of the High Street provide opportunities to support regeneration initiatives. Most of Ascot is within 5km of the Thames Basin Heaths Special Protection Area (SPA) where mitigation needs to be provided in the form of Suitable Alternative Natural Greenspace (SANG).

6.8.5 Ascot has a green and leafy, semi-rural character with areas of Ancient Woodland and good quality greenspace, including Allen's Field and South Ascot Recreation Ground. However, there is more limited access to Public Parks and Gardens and amenity greenspace. The Ascot, Sunninghill and Sunningdale Neighbourhood Plan was made in 2014. This identifies existing green corridors, including a primary corridor that runs from Allen's Field in the west through to (and beyond) the land to the south of St. George's school and a secondary corridor running along the railway embankment from Ascot to Sunningdale.

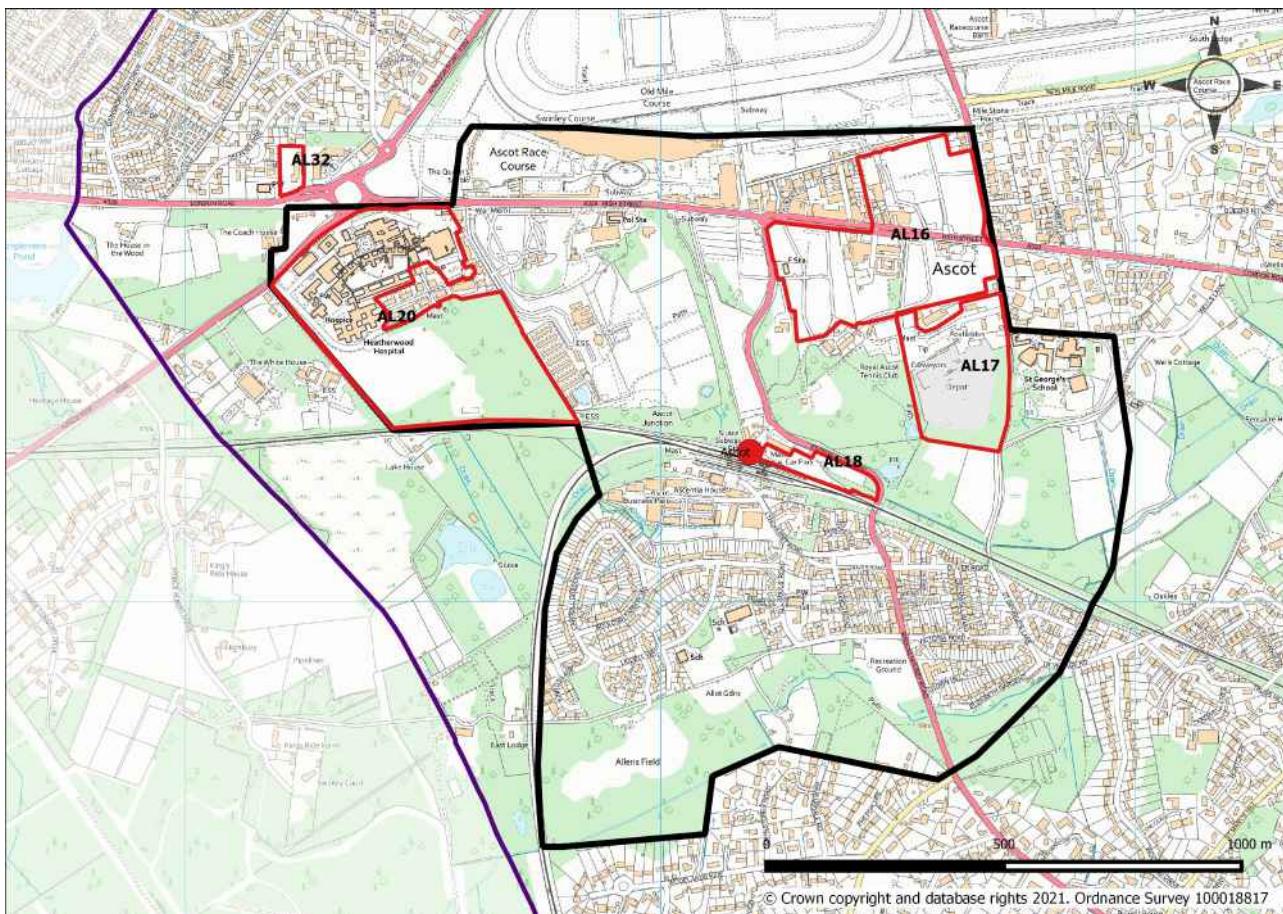
6.8.6 Ascot has high house prices and a high proportion of older people. There is a lack of an evening economy and facilities for young people. There is a strong community aspiration for a new village square or community hub, with a relocated library and parish council offices as well as a community/arts centre and public open space.

6.8.7 The Ascot, Sunninghill and Sunningdale Neighbourhood Plan was formally 'made' by the Borough Council in 2014 and remains part of the development plan. Policy QP1c, and indeed the BLP as a whole, are not intended to supersede the policies in the Neighbourhood Plan, although where any conflicts arise in the application of the policies, the more recently adopted Local Plan will take precedence. This will be the case, for example, in relation to the uses proposed for some of the allocations within the Policy QP1c area, with the Local Plan requiring a different use on some sites, such as AL17, than was set out in the Neighbourhood Plan.

6.8.8 The BLP allocate several strategic housing sites close to the High Street, including AL16 (Ascot Centre), AL17 (Shorts) and AL20 (Heatherwood Hospital). One smaller site has also been allocated, AL18 (Ascot Railway Station car park). The Heatherwood Hospital site now has planning permission for up to 230 homes and a new hospital. Together these sites will deliver about 720 new homes. It is important to ensure that these sites come forward in an integrated and coordinated way rather than in isolation. It is also important that new residential development is exemplar quality and sympathetic to local character.

6.8.9 The Borough Council recognises the importance of 'placemaking' as part of planning for future growth and development, and that the quality of the place that people live in and use will have a powerful impact on quality of life. To address the above issues, a Strategic Placemaking Policy has been developed for Ascot addressing the area shown at Figure 5. The diagram below shows the boundaries of the placemaking area, which is centred on the railway station. It includes the High Street, several proposed housing development sites, Ascot Business Park and also several green and blue infrastructure sites, including one or more new SANG sites.

Quality of Place



Ascot Strategic Placemaking Area

6.8.10 The boundary of the Ascot Strategic Placemaking Area includes the area to the south of the railway line (South Ascot), even though there are no allocations in this area. The Placemaking Area has Ascot Railway Station at its centre, in order to emphasise the importance of public transport. Whilst the railway station is a significant asset, the railway line acts as a barrier between the parts of the Area to the north, including the High Street (and the Racecourse) and the Area to the South, which contains existing residential development, networks of green infrastructure, such as Allen's Field and the South Ascot Recreation Ground, as well as employment uses at the Ascot Business Park. The inclusion of South Ascot will ensure that any unallocated (windfall) development sites that come forward contribute towards the wider vision for the Placemaking Area, including improving connectivity between the High Street and South Ascot.

6.8.11 The policy below seeks to rejuvenate Ascot to create a vibrant place with an improved High Street and high quality new development that is integrated into Ascot and retains its green and leafy character. It also seeks to improve connectivity so that those residents living in South Ascot are better connected to the High Street. The policy contains a set of placemaking principles that all new development will have to adhere to.

6.8.12 The Council, in partnership with the local community and other stakeholders, will prepare an Ascot Strategic Placemaking Area Supplementary Planning Document (SPD) that will expand on the policy and provide a more detailed framework to guide new development. The SPD will draw on both the aims and vision underpinning the Neighbourhood Plan and the Development Briefs it requires, including the emphasis on protecting the green and leafy appearance of the Ascot area, as well as on Policy QP1c and the placemaking work produced to support this policy.

Quality of Place

6.9 Policy QP1c Ascot Strategic Placemaking Area

Policy QP 1c

Ascot strategic placemaking area

1. Ascot Town Centre and immediate surrounding area will be rejuvenated through a combination of new developments, proactive management of change and support for community-led initiatives as a vibrant, multi-use green place that serves all parts of the Ascot community as well as being a retail focus for visitors to the Ascot racecourse. The existing community living in South Ascot will be better connected to the High Street and its facilities, so that the whole community is unified and cohesive.
2. Development will be guided by an Ascot Strategic Placemaking Area Supplementary Planning Document produced by the Council in partnership with the local community, developers, landowners and other key stakeholders.
3. The Ascot Strategic Placemaking Area encompasses the following allocated sites (identified on the Policies Map):

Ref	Site	Use
AL16	Ascot Centre, Ascot	Residential, retail, employment, community uses, and public open space
AL17	Shorts Waste Transfer Station and Recycling Facility, St Georges Lane, Ascot	Residential
AL18	Ascot Station Car Park	Residential and public car parking
AL20	Heatherwood Hospital, Ascot	Residential and health uses

Table 6 Allocated sites in Ascot Strategic Placemaking Area

Site specific requirements for each of the site allocations are contained in Appendix C and form part of this policy.

4. All new development in the Ascot Strategic Placemaking Area will need to adhere to the following place making principles:
 - a. Improvements to the quality of the public realm, with the High Street improved through traffic calming to create a safer, more pedestrian and cyclist friendly environment.
 - b. Improvements to the High Street to provide a high quality retail, cultural and leisure experience. This will include a village square on the southern side that will form a new heart to the centre and create a vibrant day and night time economy with primarily small independent shops, cafes/restaurants, community uses and civic buildings.
 - c. The delivery of holistic residential-led mixed use development on development sites close to the High Street that has a distinct and exemplar design, is sympathetic to local character and existing context heights and reflects the local architectural vernacular. To achieve this developers must work together to ensure that sites are not developed in isolation but instead are well integrated with each other and with surrounding uses.
 - d. Improved connectivity within the area, including overcoming transport and physical barriers such as the railway line, so that the High Street heart is connected by footpaths, cycle ways and public transport to new and existing residential communities and Ascot railway station.
 - e. Encouraging racecourse visitors to use sustainable means of transport to reach the venue and local communities to use their cars for fewer trips.

Quality of Place

- f. Mitigation of the impact of residential development on the Thames Basin Heaths Special Protection Area through the provision of on-site Suitable Alternative Natural Greenspace (SANG) to the south of Heatherwood Hospital and potentially to the south of St George's School, or a contribution to existing SANG elsewhere.
- g. Improved connectivity to local and wider networks of green and blue infrastructure, including through the creation of new parks and 'urban greening' within development sites and enhanced biodiversity.
- h. New development that is built to high environmental standards and responds to the challenges of climate change.
- i. Provision of new employment opportunities on the Ascot Business Park and on the High Street to establish Ascot as a more significant business location, diversifying the economy and providing jobs.
- j. Enhancement of the role of Ascot as a tourist location, including the provision of a new hotel close to the High Street and the racecourse.

Quality of Place

6.10 Green and Blue Infrastructure

6.10.1 Green infrastructure has been defined as “a strategically planned network of high quality natural and semi-natural areas with other environmental features, which is designed and managed to deliver a wide range of ecosystems services and protect biodiversity in both rural and urban settings” (European Commission, 2013).

6.10.2 Green Infrastructure networks are highly valued by local people and form an important part of the Borough’s character and local identity. Delivery of high quality green (and blue) infrastructure has an important role in the placemaking agenda set in the Borough Local Plan as well as having benefits for climate change adaptation and mitigation and biodiversity. The following can form part of green infrastructure networks:

- Parks and gardens
- Natural and semi-natural greenspaces
- Green corridors
- Outdoor sports facilities
- Amenity greenspace
- Provision for children and teenagers
- Allotments, community gardens/orchards and urban farms
- Cemeteries and churchyard
- Accessible countryside in urban fringe areas
- River corridors and waterways (blue infrastructure)
- Green roofs and walls
- Street-level greening.

6.10.3 The benefits of green and blue infrastructure are fully realised when delivered at a strategic scale. In areas subject to strong intensification (for example, the Maidenhead Town Centre and South West Maidenhead strategic placemaking areas) the need for a comprehensive, high quality network of green and blue infrastructure will be especially important. The use of water, green roofs and walls, pocket parks and street-level greening is likely to be essential in providing innovative, high quality green and blue infrastructure network to support high intensity developments. The Green and Blue Infrastructure Study (2019) presents a baseline of the green and blue infrastructure assets in the Borough, drawing from national, regional and local data. It sets out key challenges and opportunities within the Borough for green and blue infrastructure and also makes recommendations around delivery. However, it is important to ensure that where possible, all future development includes an appropriate level of high quality green and blue assets. More details on how this evidence can be drawn upon to deliver biodiversity enhancements in development proposals are given in Chapter 12, for example Section 12.4 and Policy NR2. In order to provide further guidance on this important issue, the Council will prepare a Green and Blue Infrastructure Supplementary Planning Document (SPD).

6.10.4 The waterways and water bodies in Windsor and Maidenhead are distinctive components of the environment and character of the Borough. The Council will seek to ensure this blue infrastructure is maintained and enhanced wherever possible. Development will be expected to contribute to this through either the provision of additional blue infrastructure or enhancement or extension of existing water bodies where appropriate. The Maidenhead Waterways Project is recognised as an important element of blue infrastructure in the Borough that provides public open space, recreation and amenity benefits.

6.11 Policy QP2 Green and Blue Infrastructure

Policy QP 2

Green and Blue Infrastructure

1. In order to secure multiple biodiversity, recreational, health and well-being and environmental benefits, development proposals will be required to contribute to the maintenance, enhancement, and, where possible, enlargement, of the Borough's existing green and blue infrastructure network, in terms of both quantity and quality. The level of provision of green and blue infrastructure on individual development sites will be expected to conform to the standards set out in the Council's Green and Blue Infrastructure SPD, or a subsequent successor document.
2. Within intensifying urban areas, especially town centres, all forms of development will be expected to incorporate innovative, exemplar quality green and blue infrastructure at both ground floor and upper levels.
3. Development proposals will be expected pay particular attention to the provision of blue infrastructure in their proposals. This could include (but is not limited to) improving and restoring the quality and quantity of existing natural water features, as well as introducing man-made features and Sustainable Drainage Systems (SuDS).

Quality of Place

6.12 Design

6.12.1 One of the core planning principles of the NPPF is to always seek to secure high quality development and a good standard of amenity for all existing and future occupants of land and buildings. Design is not just about how a development looks, but is also about how well it works and meets the needs of users. It plays an essential role in the functioning of places. Well-designed buildings, places and spaces help to create attractive environments that set a positive context for the development of successful places and sustainable healthy communities.

6.12.2 All development, redevelopment and conversion should demonstrate design excellence and respond positively to its context. Development in the Borough should create safe, secure and pleasant environments both inside and outside of buildings, with careful consideration to the way people use spaces and places. These factors will not only improve quality of life, but will also attract business and visitors to the Borough.

6.12.3 The Council is committed to achieving high quality design that responds to the distinctive character of the Borough. Delivering good design is a key element of this plan. There are many different principles that go into delivering good design including visual factors, functionality, sustainability and local distinctiveness.

6.12.4 Individual places within the Borough have their own distinctive characters which have evolved over time. They are valued by local communities as part of the heritage of the area. The Council has carried out a detailed review of the character of its rural and urban areas in the form of a Townscape Assessment (2010) and a Landscape Character Assessment (2004). Both documents provide a starting point for considering local character attributes. These documents (and any updating successors) will be one of the factors taken into account when the Council is assessing the design quality of development proposals. The Council has adopted a Borough Wide Design Guide Supplementary Planning Document (SPD) to illustrate in detail what it considers to be high quality design for the Borough as a whole.

6.12.5 The NPPF encourages the empowering of local people to shape their surroundings through local and neighbourhood planning processes. The local importance of design and the need to respond to an area is something that is very important to residents as demonstrated in the Cookham Village Design Statement, the Ascot Sunninghill and Sunningdale Neighbourhood Plan and emerging neighbourhood plans. Neighbourhoods may wish to set detailed or specific design guidance for their local areas through Neighbourhood Plans or Village Design Statements. The Borough will view favourably those proposals that have actively sought, and incorporated the views of the local community throughout their design.

6.12.6 The Council recognises that in some locations the scale of development will be such that it will create its own identity and character. In such locations, innovative and creative solutions may need to be applied to provide acceptable sustainable design solutions in terms of character, amenity, and supporting infrastructure. Such locations will include Maidenhead Town Centre (as defined on the Policies Map) and the cluster of sites to the south of Maidenhead Town Centre based around Maidenhead Golf Course. Opportunities exist to use more dynamic variations in building heights, although exemplar design will be expected.

6.13 Policy QP3 Character and Design of New Development

Policy QP 3

Character and design of new development

1. New development will be expected to contribute towards achieving sustainable high quality design in the Borough. A development proposal will be considered high quality design and acceptable where it achieves the following design principles:
 - a. Is climate change resilient and incorporates sustainable design and construction which:
 - minimises energy demand and water use
 - maximises energy efficiency; and
 - minimises waste.
 - b. Respects and enhances the local, natural or historic character of the environment, paying particular regard to urban grain, layouts, rhythm, density, height, skylines, scale, bulk, massing, proportions, trees, biodiversity, water features, enclosure and materials;
 - c. Provides layouts that are well connected, permeable and legible and which encourage walking and cycling;
 - d. Delivers easy and safe access and movement for pedestrians, cyclists, cars and service vehicles, maximising the use of sustainable modes of transport where possible;
 - e. Respects and retains existing high quality townscapes and landscapes and helps create attractive new townscapes and landscapes;
 - f. Retains important local views of historic buildings or features and makes the most of opportunities to improve views wherever possible (including views of key landmarks such as Windsor Castle, Eton College and the River Thames);
 - g. Creates safe, accessible places where crime and disorder, and the fear of crime, do not undermine quality of life or community cohesion. Well connected, attractive, legible places with strong active frontages will be expected;
 - h. Incorporates interesting frontages and design details to provide visual interest, particularly at pedestrian level;
 - i. Designed to minimise the visual impact of traffic and parking;
 - j. Protects trees and vegetation worthy of retention and includes comprehensive green and blue infrastructure schemes that are integrated into proposals;
 - k. Provides high quality soft and hard landscaping where appropriate;
 - l. Provides sufficient levels of high quality private and public amenity space;
 - m. Has no unacceptable effect on the amenities enjoyed by the occupants of adjoining properties in terms of privacy, light, disturbance, vibration, pollution, dust, smell and access to sunlight and daylight;
 - n. Is accessible to all and capable of adaption to meet future needs;
 - o. Provides adequate measures for the storage of waste, including recycling waste bins, in a manner that is integrated into the scheme to minimise visual impact
 - p. Fronts onto, rather than turns its back on waterways and other water bodies.

Quality of Place

6.14 Building Height and Tall Buildings

6.14.1 Policy QP3a addresses the height of all new development, with specific urban design criteria for tall buildings. The purpose of the policy is to respond to increasing pressure for higher density and taller development in the Royal Borough. This will ensure that the unique character of the Royal Borough's towns and villages is protected from inappropriately tall development by directing taller buildings to areas where they can play a positive role in placemaking, and by providing a criteria based approach to establishing the appropriateness of tall buildings. The largely low-rise, rural context and landscape setting of towns and villages are important characteristics of the Royal Borough, which should be preserved and enhanced.

Definition of Tall Buildings and their height

6.14.2 A tall building is an exceptional development that is significantly higher than the buildings in its surrounding context and that notably breaks the skyline. As such, 'tall building' is a relative term. A building is considered tall in relation to the height of its surroundings, which is called the 'context height'. The context height is the height that an observer would read as the typical or defining height of a particular area.

6.14.3 The relationship of height between a tall building and its context can be expressed as a factor of the prevailing context height. This is the context height ratio (CHR), which expresses the degree of height of a building in relation to its context. This provides a measure of the extent to which a building is 'outstanding' on the skyline considering the prevailing height and scale of the existing place.

6.14.4 Tall buildings with a height of 1.5 to 2.5 times the context height will be prominent and outstanding features in an area. Thus any building exceeding 1.5 times the context height of the surrounding area (or a minimum of 4 storeys in a 2 storey area) will be defined as a tall building for the purpose of Policy QP3a. Whilst their height is exceptional, they retain a proportionate relationship with their context and commonly are perceived as integral parts of a local townscape. Buildings with heights above 2.5 times the context height rise up into the sky and have a more detached relationship with the lower rise context. Such a relationship is only justifiable in places with highly urban and central characteristics where this increased height forms part of the place character, supports intensification and visually marks a place of district-wide importance on the skyline. The only place in the Royal Borough where a building of such increased height may be acceptable is within the town centre of Maidenhead. In the remainder of the Royal Borough, heights of above 2.5 times the context height will not generally be appropriate.

Impact of Tall Buildings

6.14.5 Due to their greater height and visibility tall buildings can have a greater impact on their immediate and wider environments, both positive and negative. As such proposals for tall buildings require higher levels of scrutiny than development of lesser height.

6.14.6 Tall buildings such as Windsor Castle and the spires of churches have been a part of the Royal Borough for centuries. Their enhanced visibility contributes to distinctive skylines and enhances legibility by landmarking important locations such as town and village centres. When carefully located and designed, new tall buildings can serve those same functions and be welcome additions to the Royal Borough's settlements. They can also catalyse regeneration and make effective use of constrained sites in central locations.

6.14.7 Inappropriately located, designed or scaled tall buildings can cause significant adverse impacts on their immediate and wider contexts by appearing overly prominent in views, causing harm to heritage assets and their settings, drawing attention away from historic landmarks or skyline features, resulting in overshadowing and overlooking of low-rise housing and gardens, or by being out of place and detracting from the character of towns and villages.

Tall Building Locations and Design

6.14.8 Generally a tall building proposal should form part of the comprehensive development of a large site where it can contribute to the regeneration and enhancement of a wider urban area. Tall buildings should only be considered where they are part of a plan-led and collaborative strategy for change. As part of this approach, tall buildings must complement existing townscape characteristics or positively contribute to placemaking and enhance the legibility of areas.

6.14.9 Proposals for tall buildings will need to carefully consider and test their potential impact on sensitive heritage, landscape and townscape assets in their immediate and wider surroundings.

Quality of Place

6.14.10 Due to their visual prominence, tall buildings will need to integrate positively with their context and contribute to a sense of place and local pride. Policy QP3a provides key location and design principles that will ensure that tall buildings are only brought forward in the right places, with an appropriate height and can achieve the highest architectural and urban design quality.

6.14.11 The Royal Borough will prepare a Building Height and Tall Buildings SPD. This will identify locations that present opportunities for tall buildings in the Royal Borough, together with site-specific recommendations on building height. It will provide additional detailed guidance on location, height and design of tall buildings and set application requirements for tall buildings.

Quality of Place

6.15 Policy QP3a Building Height and Tall Buildings

Policy QP 3a

Building Height and Tall Buildings

General approach to heights in the Borough

1. Within established settlements (outside of Maidenhead Town Centre where Clause 2 applies), new development will be generally expected to maintain the existing context heights, to reinforce and reflect the character of the local area. In large developments that can establish their own sense of place the general height of buildings may be increased to support placemaking and an efficient use of land. Proposed general building heights on such sites should not normally constitute an increase to the typical building height in the surrounding area by more than one storey, subject to responding appropriately to the existing characteristics of the site and wider context in respect of the built form, landscape, landform, heritage and views.
2. Maidenhead town centre has the capacity to accommodate buildings of greater height. An increase of the general height by up to 2 storeys above the surrounding context height (up to a maximum of 5 storeys in total) may be acceptable, where it can be demonstrated that this approach is necessary to deliver sustainable development and facilitate intensification, and any adverse impacts on existing townscape, heritage assets and views are avoided or appropriately mitigated.
3. Where development is proposed on large greenfield sites that lack a relevant development context, the appropriate future height of buildings should be established through the Placemaking SPD or Stakeholder Masterplan process (as relevant).

Tall Building Definition

4. A building of more than 1.5 times the context height of the surrounding area or a minimum of 4 storeys in a 2 storey area, will be considered a tall building.

Tall Buildings Urban Design Principles

5. Tall buildings (as defined in Clause 4 above) are exceptional forms of development and will only be appropriate in a limited number of locations and circumstances as exceptions to Clauses 1 or 2 above. Large parts of the Royal Borough are unsuitable for tall buildings due to heritage, landscape and townscape character sensitivities. Other than in Maidenhead Town Centre, building heights of above 2.5 times the context height will not generally be appropriate.
6. On the Nicholsons Centre site (AL1) within Maidenhead Town Centre, a single tall building above 2.5 times the contextual height may be acceptable to mark the centre of the town.
7. In general, tall buildings will only be considered appropriate in areas with high public transport accessibility, a mix of uses and an existing or emerging urban character that can successfully assimilate the scale, height and level of activities of the proposed development.
8. To be acceptable tall building proposals will need to be part of a comprehensive approach to development and placemaking and have a clear purpose. Proposals should demonstrate how as a landmark building (or cumulatively as part of a cluster of buildings) they will significantly enhance legibility and deliver significant regeneration benefits for the locality.
9. Proposals for tall buildings must be of the highest quality of design and demonstrate how they will:
 - a. be of a height, scale, mass and volume that are proportionate to the role, function and importance of the location in the wider context of the locality and the Royal Borough.
 - b. enhance the character and distinctiveness of the area and respond appropriately to the local townscape character.
 - c. not adversely affect sensitive townscapes and landscapes, detract from important landmarks, strategic and locally important views or key characteristics of the skyline.
 - d. mitigate against and avoid harm to the significance of heritage assets and their settings.
 - e. not prejudice future development potential of adjacent/neighbouring buildings or plots.
 - f. avoid an overbearing impact or canyon effect on the street space and present a human scale of development at street level with active uses at ground floor level.

Quality of Place

- g. maintain adequate distance between buildings to protect the amenity of existing and future residents (including consideration of privacy, day and sun-lighting and outlook).
- h. provide high quality private and communal open space, play areas and public realm for occupants of the building.
- i. ensure the development does not adversely impact on the microclimate of the application site and the surrounding area.
- j. achieve innovative and sustainable building design, including maximising opportunities for biodiversity gain.

10. Further details and guidance on the application of this policy will be set out in a Building Height and Tall Buildings SPD.

Quality of Place

6.16 River Thames Corridor

6.16.1 The River Thames is one of the Borough's most important natural and cultural assets, providing extensive leisure, ecological, environmental, landscape and economic benefits. It is essential to ensure that this importance and attraction is preserved whilst welcoming the opportunities the river brings for positive change.

6.16.2 The NPPF states that 'the planning system should contribute to and enhance the natural and local environment by protecting and enhancing valued landscapes'. High quality development proposals within the River Thames Corridor can make a positive contribution to the character and setting of this important landscape.

6.16.3 Policy should support and promote the key heritage attractions associated with the River Thames. This applies to development of all uses and scales with an impact on the River Thames and its setting, including the valley sides and crests which form a distinctive topographical feature, and the flat open floodplain where change could have a significant impact on views from the river.

6.16.4 In built-up areas the setting may, in places, be defined simply by the line of buildings closest to the river, but in other places could comprise a wider area including entire villages such as Bisham, Temple and Hurley due to their relationship to the river and the nature of the valley topography. Similarly, historic buildings and their settings that have a visual or historic link with the river, for example Windsor Castle and Eton College, would also form part of the river setting.

6.16.5 The River Thames flows through the Borough for 25 miles making a unique contribution to the environment and forming one of the Borough's most significant landscape features. It includes stretches of great scenic character, for example steep wooded slopes between Bisham and Maidenhead, and extensive floodplain valleys such as around Hurley. It also has stretches with deep historic associations, often with national importance, such as in Windsor, Eton and Ankerwycke.

6.16.6 The quality of the building and spaces alongside the river makes an important contribution to the Borough's environment and enjoyment of the river. Every stretch of waterway has its own character and this needs to be reflected in the design of new development.

6.16.7 The principles of high quality design are set out in 'Policy QP3 Character and Design of New Development'. Particular care will be taken to ensure developments within the setting of the Thames complement the distinctive character of the water frontage and important views. The extent of the setting of the Thames is defined on the Policies Map.

6.16.8 In addition to the scenic and cultural benefits, the River Thames Corridor provides many opportunities for sport and leisure. Some of these opportunities are active, some involving the water, and others simply benefiting from the calm and reflective feeling of being near water. Both active and passive activities can contribute towards improving the health of residents and visitors and should be protected. There is public access to much of the River Thames including the Thames Path National Trail.

6.16.9 River-related services, businesses and infrastructure, make an important functional contribution to the character and use of the River Thames. This is especially the case for those involving the construction, repair and servicing of river craft; make a vital contribution to the continuation of the historic traditions and function of the River Thames. The Council endorses the principle of supporting sites associated with river-related activities and employment. Opportunities for generating renewable energy will also be supported in principle, provided that they do not adversely impact on the River Thames Corridor.

6.16.10 The variety of wildlife related to the river, its tributaries and islands adds to the enjoyment of the river. 'Policy QP4 River Thames Corridor' seeks to maintain the ecological value of the river and in appropriate circumstances, restore and enhance natural elements of the riparian environment.

6.16.11 In 2015, the River Thames Alliance published the Thames Waterway Plan, an integrated strategy for the river to 2021. Furthermore, the Environment Agency has produced a River Basin Management Plan, Thames River Basin District in 2015, which seeks to manage the pressures facing the water environment of the river basin.

6.16.12 Policy QP4 seeks to promote the healthy growth in the use of the River Thames for communities, wildlife, leisure and business in ways that are compatible with its character, setting and ecology, and is in line with the objectives of these plans. The Borough will work with adjoining authorities and other partner organisations where needed to prepare wider strategies or projects.

6.17 Policy QP4 River Thames Corridor

Policy QP 4

River Thames Corridor

1. The special character and setting of the River Thames as defined on the Policies Map will be conserved and enhanced, and appropriate development proposals associated with river related activities and employment will be supported.
2. Particular care will be taken to ensure developments within the setting of the Thames complement the distinctive character of the water frontage and important views. Existing riverside access will be maintained and opportunities to extend access to the River Thames and adjoining sites examined.
3. Where appropriate, development proposals within the River Thames Corridor will be required to:
 - a. protect, and where possible enhance, views to and from the river;
 - b. meet the principles of high quality design set out in this plan, having special regard to the riverside setting and water frontage character, and considering views of proposals from all public vantage points, including from the river;
 - c. protect and conserve landscape features, buildings, structures, bridges, archaeological remains that are associated with the Thames and its history and heritage;
 - d. maintain, and where possible enhance, public access for riverside walking, river corridor cycling, and fishing and boating;
 - e. maintain tree cover, conserve and enhance natural river banks and their associated bankside and marginal vegetation and the ecological value of the area including its role as a wildlife network. There may be opportunities for the restoration and enhancement of natural elements of the river environment that should be incorporated within the design of new developments;
 - f. retain or provide an undeveloped 8 metres buffer zone on both sides of a main river measured from the top of the river bank at the point at which the bank meets the level of the surrounding land.
4. Appropriate proposals for sport, leisure and river-related employment, infrastructure and renewable energy generation will be supported where they meet the above criteria and where they will not obstruct access along or to the river for any users, or harm its ecological value.
5. The principle of supporting sites associated with river-related activities and employment will be supported. Opportunities for generating renewable energy will also be supported in principle, provided that they do not adversely impact on the River Thames Corridor.
6. The ecological value of the river will be maintained and in appropriate circumstances restored and enhanced together with natural elements of the riparian environment, and proposals should seek to promote the healthy growth in the use of the River Thames for communities, wildlife, leisure and business in ways that are compatible with its character, setting and ecology, and in line with the objectives of the River Thames Waterways Plan and the Environment Agency's River Basin Management Plan.

Quality of Place

6.18 Rural Development

6.18.1 The whole of the Borough lies within the extent of the Metropolitan Green Belt which surrounds London and only a number of settlements are excluded from it. The Green Belt is used for agriculture, forestry, open land and recreational uses and also includes a number of small villages and hamlets, educational establishments and other institutional uses, employment premises and mineral workings. The Green Belt is valued not only for the open countryside it provides in the Borough, but also for its natural beauty, wildlife and historical and cultural associations.

6.18.2 The main aim of Green Belt is to prevent urban sprawl by keeping land permanently open. Green Belt also provides opportunities for people to access the countryside, to protect land for agriculture, forestry and similar land uses, and for nature conservation.

Villages and large developed sites in the Green Belt

6.18.3 The Green Belt contains a large number of villages. The larger villages ⁽⁵⁾are inset from the Green Belt whilst the remainder⁽⁶⁾ are washed over by the Green Belt designation. Whilst not villages, large previously developed sites such as Windsor Racecourse, Ascot Racecourse and Legoland are also washed over by the Green Belt designation.

Development in the Green Belt

6.18.4 The BLP seeks to manage development pressures so as to protect and enhance the quality and distinctive character and heritage of its settlements and the countryside that surrounds them. Development in the Green Belt will be restricted as set out in national policy. Inappropriate development is considered by definition to be harmful to the Green Belt and will not be approved by this Council, except in very special circumstances. A very special circumstances case to justify development will not exist unless the potential harm to the Green Belt by reason of inappropriateness, and any other harm, is clearly outweighed by other considerations.

6.18.5 Whilst most forms of development are considered inappropriate in the Green Belt, national planning policy lists certain exceptions which are not inappropriate. These are set out in paragraphs 89 and 90 of the NPPF.

6.18.6 Further clarification is provided below on several of the key forms of Green Belt development in the Royal Borough which are not automatically defined as being inappropriate:

Agricultural and forestry workers dwellings

6.18.7 Applications for new dwellings in the Green Belt for a worker engaged in farming or forestry will be judged on a case by case basis. Any such dwelling should be:

1. responding to an essential and permanent agricultural/forestry need on a holding that cannot be met elsewhere,
2. proportionate to the holding or other enterprise it is intended to serve, not the personal preference of the occupier.

6.18.8 Consideration may be given to the removal of some permitted development rights for the extension of dwellings so approved to ensure that the dwelling remains proportionate and available to the agricultural holding in the long term. The Council will look to use temporary planning permissions where a new agricultural or forestry enterprise is being established and viability is not yet proven.

Limited infilling

6.18.9 Development within villages in the Green Belt is limited to small scale infilling. For the purposes of this policy, limited infilling is considered to be the development of a small gap in an otherwise continuous frontage, or the small scale redevelopment of existing properties within such a frontage. It also includes infilling of small gaps within built development. It should be appropriate to the scale of the locality and not have an adverse impact on the character of the locality.

⁵ Broomhall, Cookham, Cookham Rise, Datchet, Eton, Eton Wick, Old Windsor, Sunningdale, Wraysbury

⁶ Bisham, Bray, Burchetts Green, Cheapside, Fifield, Holyport, Horton, Hurley, Hythe End, Knowl Hill, Littlewick Green, Shurlock Row, Warren Row, Waltham St Lawrence, White Waltham, Woodside

Quality of Place

6.18.10 Case law has now established that the infilling in villages exception is not restricted to sites that fall within identified settlement boundaries in local plans. This impacts on villages with defined boundaries shown on the Policies Map and small villages that do not have defined boundaries.

6.18.11 Where the built form of a village extends wider than the settlement boundary the Council will need to assess whether or not the proposal site could be understood as falling within the wider understanding of the village extent and thus able to benefit from the limited infilling exception. Proposal sites for villages where no boundary has been defined will need to be assessed on a case by case basis. The Council considers there to be very few opportunities for limited infilling in those smaller villages where no settlement boundary has been defined. Should any proposals come forward, these will be considered on their planning merits, taking into account national and local planning policies (including any policies in made Neighbourhood Plans).

Facilities for outdoor sport, outdoor recreation and cemeteries

6.18.12 There are many existing sport and recreation facilities in the Borough's Green Belt, including football pitches, golf courses, and cricket grounds. The Green Belt in the Borough also contains a number of cemeteries and for their continued functioning, the need for new associated buildings occasionally arises.

6.18.13 As the principal objective of Green Belt policy is to maintain an open character it follows that any new building, as well as the treatment of associated outside space, including for access and car parking, should be no more than is genuinely required to enable that use to be carried on. Even then, the consequent impact on the Green Belt may render a proposal unacceptable and in accordance with core planning principles it will be preferable if an existing building can be converted to provide the accommodation required.

6.18.14 Any development, including any new access, car parking areas, floodlighting or additional curtilage, should be unobtrusive and will not be acceptable where it would create a significant and essentially urban element in the landscape to the detriment of its Green Belt setting. Consideration will be given as to whether the new facility proposed would lead to the expansion of the existing use to the extent that it would become unacceptable in its location because the noise and other disturbance it would generate, both on site and on the road network leading to the site, would be harmful to the amenity of local residents or people visiting the area for recreation. In these cases permission should not be forthcoming.

Equestrian facilities

6.18.15 As a consequence of changes to agricultural practices and a decline in agriculture generally, the fragmentation of former agricultural holdings often results in individual land parcels being used for the keeping and grazing of horses, where a need for new stabling, including associated buildings for the storage of feed and tack, can arise. Usually the proposal will be for ready-made stables and these are generally acceptable where they are of timber construction and can be appropriately and unobtrusively sited.

6.18.16 The use of more permanent materials should be resisted as this can result in a proliferation of permanent structures to the detriment of the open character of the landscape should the use as a stable cease. Stables should where possible be sited where access already exists, as the impact of any new access will be taken into account in assessing impact. In all cases the local authority will ensure that regard has been made of latest guidelines on the welfare of horses to ensure that the scale of the proposal is proportionate to the amount of land associated with it and proposals deemed excessive will not be acceptable.

6.18.17 Facilities for the exercising of horses, (usually referred to as a manege), riding arenas, training facilities and horse walkers may be acceptable in the Green Belt as they are associated with an open land use, provided that they can be unobtrusively located and designed and do not detrimentally impact on residential amenity, highway safety and landscape quality. They are structures that require a large, flat surface and in many cases this cannot be achieved without a significant degree of engineering involving the realignment of slopes and erection of retaining structures. This can have a significant impact on the character and appearance of the local landscape and any proposal that would result in a detrimental impact will not be acceptable. Where the degree of engineering and impact can be accepted, it will be expected to be mitigated through the use of appropriate hard and soft landscaping. This will include consideration of the type of surfacing and boundary treatment proposed which should be appropriate to the character of the surrounding landscape.

6.18.18 Floodlighting for a manege will not be accepted as this is deemed to have an undesirable urbanising effect and can lead to unacceptable light pollution in the countryside.

6 Quality of Place

6.18.19 Encouragement will be given to off road riding facilities such as headlands or bridleways within farm units.

Conditions

6.18.20 The Borough will impose such conditions as may be appropriate to ensure that the openness of the Green Belt and the purposes of including land within it are maintained and identification of the extent of any residential curtilage. This may include withdrawal of permitted development rights, limiting use and/or duration, creating personal permissions and using occupancy conditions.

Amendment of Green Belt boundaries

6.18.21 National planning policy requires that Green Belt boundaries are only amended in exceptional circumstances and that this must be undertaken as part of the Local Plan process. We consider that exceptional circumstances exist to justify a small amendment of Green Belt boundaries in order to facilitate the growth that is needed in the Borough and promote sustainable patterns of development. Whilst the general extent of the Green Belt has been retained, a very small amount of land will be removed during the plan period in order to enable development around the Maidenhead urban area, and the edges of selected villages. The amount of Green Belt in the Royal Borough remains well over 81%. Details of the specific areas released from the Green Belt, and their resulting new designations, are set out in Appendix A.

6.18.22 Paragraph 85 of the NPPF sets out a series of points for local planning authorities when defining Green Belt boundaries. To ensure Green Belt boundaries are readily recognisable and use permanent durable boundaries in some cases areas not included in the site boundary have been realigned from the Green Belt. These areas will form part of the relevant settlement, and development proposals determined through the application process.

6.18.23 The general extent of the Green Belt to remain during the Plan period is shown on the Policies Map. The Green Belt will be maintained and supported through the BLP strategic and non strategic policies.

6.18.24 There are opportunities for local communities to develop detailed site development briefs for those areas removed from the Green Belt through Neighbourhood Plans. This can further support sustainable, high quality design and placemaking, by ensuring new development positively contributes to local places and which accurately reflect the aspirations of the local community.

Quality of Place

6.19 Policy QP5 Development in Rural Areas and the Green Belt

Policy QP 5

Policy QP5

Development in Rural Areas and the Green Belt

General

1. The rural areas in the Royal Borough are defined as land within the Metropolitan Green Belt, which includes those settlements that are 'washed over' by the Green Belt. In all instances therefore (including in relation to the rural uses specifically addressed below), national Green Belt policy will be applied to development in rural areas within the Royal Borough.
2. Within rural areas, proposals should not result in the irreversible loss of best and most versatile agricultural land (grades 1, 2 and 3a).

Green Belt

3. The Metropolitan Green Belt, as shown on the Policies Map, will be protected against inappropriate development. Planning permission will not be granted for inappropriate development (as defined by the NPPF), unless very special circumstances are demonstrated.
4. Certain forms of development are not considered inappropriate within the Green Belt, as defined in the NPPF. Within the Royal Borough, village settlement boundaries are identified on the Policies Map, and these boundaries will be used in determining where limited infilling may be acceptable:
 - a. Limited infilling within the identified village settlement boundaries within the Green Belt as designated on the Policies Map (marked "Settlements (QP5)").
 - b. Limited infilling outside identified village settlement boundaries⁽⁷⁾ where it can be demonstrated that the site can be considered as falling within the village envelope as assessed on the ground. In assessing the village envelope consideration will be given to the concentration, scale, massing, extent and density of built form on either side of the identified village settlement boundary and the physical proximity of the proposal site to the identified village settlement boundary.

Rural Uses

5. The following policy will apply to specific types of rural development

Equestrian Development

6. New equestrian development (including lighting and means of enclosure) should be unobtrusively located and designed so that it does not have a significant adverse effect on the character of the locality, residential amenity, highway safety and landscape quality
7. Proposals will need to ensure sufficient land is available for grazing and exercise, where necessary
8. A satisfactory scheme for the disposal of waste will need to be provided.

Facilities for Outdoor Sport, Outdoor Recreation or Cemeteries

9. The scale of development will be expected to be no more than is genuinely required for the proper functioning of the enterprise or the use of the land to which it is associated.
10. Buildings should be unobtrusively located and designed so as not to introduce a prominent urban element into a countryside location, including the impact of any new or improved access and car parking areas
11. The development (including lighting) should have no detrimental effect on landscape quality, biodiversity, residential amenity or highway safety

⁷ The settlement boundaries for those villages listed at footnote 5 and footnote 6 of this Local Plan.

7.1 Context

7.1.1 Good quality housing is a fundamental need that plays a significant role in shaping our lives and our communities. A home is a vital part of people's lives and contributes to creating a safe, healthy and prosperous society. The planning system can play a positive and supporting role in the delivery of homes to meet the full range of housing needs of society, within the wider framework of sustainable development. The Borough Local Plan (BLP) is a vital tool in addressing the scale, distribution and type of new homes that need to be provided up to 2033.

7.2 Amount and Distribution

7.2.1 The National Planning Policy Framework (NPPF) states that local planning authorities should prepare a Strategic Housing Market Assessment (SHMA) to assess their full housing needs and work with neighbouring authorities where housing market areas cross administrative boundaries. This assessment should identify the scale and mix of housing that meets the household and population projections, taking account of migration and demographic change.

7.2.2 The Borough forms part of a wider Strategic Housing Market Area and has close links with neighbouring Housing Market Areas. The Council has worked collaboratively with the other Berkshire authorities and the Thames Valley Berkshire Local Enterprise Partnership (LEP) to produce a joint Strategic Housing Market Assessment (SHMA). The SHMA defined two separate housing market areas, namely:

- A Western Housing Market Area (WHMA) comprising Bracknell Forest, Reading, West Berkshire, and Wokingham; and
- An Eastern Housing Market Area (EHMA) comprising Windsor and Maidenhead, Slough, and South Bucks.

The Berkshire wide SHMA has identified a level of objectively assessed need for the EHMA as 2,015 dwellings per annum. For the Borough an Objectively Assessed Housing Need (OAHN) of 712 dwellings per annum, or 14,240 new dwellings over the plan period from 1st April 2013 to 1st April 2033, has been identified.

7.2.3 Paragraph 14 of the NPPF states local authorities should meet the full objectively assessed need for housing unless the impacts of doing so would significantly and demonstrably outweigh the benefits when assessed against the NPPF as a whole, or specific policies indicate that development should be restricted.

7.2.4 The BLP aims to accommodate a significant increase in housing provision over the plan period. This includes continued work to identify emerging windfall sites and working with other agencies such as central government, to ensure the optimum use of surplus land and facilities to accommodate need, and working with Neighbourhood Plan groups to identify further sites for housing. This is placed against the background of positively seeking opportunities to meet housing need and the BLP takes a proactive approach to providing for the identified level of need across the Borough as noted in the spatial strategy. The spatial strategy proposes the provision of new homes within the Borough. This growth will be focused in growth locations identified in the Spatial Strategy and particularly in the strategic growth location of Maidenhead. Additional development is proposed in existing settlements, and on previously developed sites in the Green Belt. A limited number of sites will be released from the Green Belt. The spatial strategy pursues with vigour the more intensive use of urban land, particularly in town centre locations.

Housing Provision

7.2.5 The BLP makes provision for at least 14,240 new dwellings over the plan period from 2013 to 2033 as set out in Table 7 and identifies sites for specific or mixed uses and activities across the Borough. The Council does not need to allocate land in the BLP to meet the total housing need identified because sites have already been developed since the start of the plan period, some sites have planning permission, and small unidentified sites will become available. A significant contribution of 6,955 new dwellings towards meeting this target has already been made by sites which have either been developed or are committed.

7.2.6 The Council will be supportive of new residential development on the number of sites that unexpectedly become available during the plan period but are impractical to identify in advance providing that the sites are suitable and appropriate for residential development. This windfall source of land recycling is expected to provide for at least an additional 1,934 new dwellings over the plan period based on recent trends.

Housing

7.2.7 Development in and adjacent to Maidenhead town centre is anticipated to provide a large number of new dwellings, including the redevelopment of existing sites for higher intensity development. The result of the step change in the level of housing provision within Maidenhead town centre will result in higher urban intensity development through mixed use sites, thereby increasing the number of residents and enhancing the vitality and vibrancy of the town centre particularly into the evenings and weekends. This also ensures the use of previously developed land in sustainable locations is maximised.

7.2.8 A number of smaller brownfield sites are also being allocated elsewhere that will make a valuable contribution towards meeting the identified need for housing. Relying on sites located in existing excluded settlements does not provide enough land to meet the identified housing need without compromising the character and appearance of existing towns and villages. It is proposed to allocate a limited number of sites in the Green Belt to help meet the identified housing need, and to provide a greater mix of housing types in addition to the higher density development proposed in Maidenhead. The Council is satisfied that the exceptional circumstances required for the limited release of the Green Belt can be demonstrated.

7.2.9 It is important to note that the BLP housing requirement does not represent the only source of new dwellings that can be accommodated. Ancillary accommodation created through the extension of properties and some forms of shared accommodation do not require planning permission but will still make an important contribution to meeting housing needs. Contributions will also arise from changes to permitted development rights, which in the case of office to residential conversions have been made permanent.⁽⁸⁾

7.2.10 The housing supply position set out in Table 7 is higher than the identified need set out in the Berkshire (including South Bucks) SHMA (2016) which allows a degree of flexibility in housing delivery.

Category	Amount
Completions since 1st April 2013	4,018
Commitments (sites with planning permission)	2,937
Windfall sites	1,934
Allocations (defined in 7.4 'Policy HO1 Housing Development Sites')	7,059
Total	15,948

Table 7 : Housing supply

Housing Delivery and Targets

7.2.11 Government policy requires the Council to set out the expected rate of housing delivery through a housing trajectory for the plan period and to identify a supply of deliverable sites to provide five years of housing against its housing requirements. Housing delivery in the first eight years of the plan period was as follows:

Time period	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21
South East Plan ⁽⁹⁾ housing target	346	346	346	-	-	-	-	-
No. of new dwellings completed	360	514	608	584	515	705	404	328

Table 8 : Historic Housing Delivery

7.2.12 The Planning Practice Guidance (PPG) recommends that the assessment of a local delivery record is likely to be more robust if a longer term view is taken, since this is likely to take account of the peaks and troughs of the housing market cycle. Housing delivery within the Borough has historically been above the Berkshire Structure Plan housing target, and South East Plan housing target of 346 with the exception of 2010/11 to 2012/13, due to the effects of the economic recession.

⁸ The Town and Country Planning (General Permitted Development) (England) (Amendment) Order 2016

⁹ The South East Plan was the Regional Spatial strategy for the South East. It was revoked by government on 25 March 2013

Housing

7.2.13 Delivery rates have since recovered and were rising above past trends although these have fallen again in recent years. The Council will publish annually, via the Monitoring Report, details of the five year housing land supply targets for the delivery of housing for each year over the plan period. Targets for the delivery of housing for each remaining year of the plan period are presented in Table 9 below and indicate the implications of achieving the objectively assessed need over the first five year period. The projected housing delivery over the plan period is set out in Appendix B.

7.2.14 The five year housing land supply figure comprises sites considered to meet as closely as possible the criteria for deliverability as required by Paragraph 47 of the NPPF (2012) in that they are available, suitable and achievable within five years. Paragraph 48 of the NPPF (2012) permits an allowance for small windfall sites in the five year supply, based on previous historical patterns of delivery within the Borough, with sites with planning permission, and site allocations as identified in Policy HO1 Housing Development Sites also contributing. Further detail is set out in the supporting evidence. Housing delivery from past trends to the levels required to meet the need identified during the plan period will require a market adjustment and delivery of significant infrastructure, particularly for larger sites.

Year	2021/22	2022/23	2023/24	2024/25	2025/26	2026/27
Year	2027/28	2028/29	2029/30	2030/31	2031/32	2032/33
Units	200	400	1400	1400	1400	775
Units	775	775	775	775	775	772

Table 9 Stepped Housing Requirement

Housing

7.3 Housing Development Sites

7.3.1 Sites are allocated for housing through a process that takes into account a large amount of information from technical studies, developers and landowners, consultation responses and many others. Allocated sites in 7.4 'Policy HO1 Housing Development Sites' are in the following place categories:

- Maidenhead
 - Maidenhead Town Centre
 - South West Maidenhead
 - Other Maidenhead
- Windsor
 - West of Windsor
 - Other Windsor
- Ascot
 - Ascot Strategic Placemaking Area
 - Other Ascot
- Other places

7.4 Policy HO1 Housing Development Sites

Housing Development Sites

1. The Borough Local Plan will provide for at least 14,240 new dwellings in the plan period up to 2033. The Spatial Strategy sets out that development will be focused on existing urban areas, primarily Maidenhead, but also Windsor and Ascot.
2. New housing will be delivered in accordance with the following stepped housing requirement in the remaining years of the Plan period:

Year	Period	Requirement
9	2021/22	200
10	2022/23	400
11	2023/24	1,400
12	2024/25	1,400
13	2025/26	1,400
14	2026/27	775
15	2027/28	775
16	2028/29	775
17	2029/30	775
18	2030/31	775
19	2031/32	775
20	2032/33	772

Table 10 Stepped Housing Requirement

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

Housing

Site Reference	Site	Estimated Number of Residential Units (Net)
Maidenhead		
Maidenhead Town Centre		
AL1*	Nicholson's Centre, Maidenhead	500
AL2*	Land between High Street and West Street, Maidenhead	243 (7 completions, 50 commitments)
AL3*	St Mary's Walk, Maidenhead ⁽¹⁰⁾	0
AL4*	York Road, Maidenhead	0 (26 completions, 454 commitments)
AL5*	West Street Opportunity Area, Maidenhead	240
AL6	Methodist Church, High Street, Maidenhead	50
AL7*	Maidenhead Railway Station	150
AL9	Saint-Cloud Way, Maidenhead	550
AL10*	Stafferton Way Retail Park, Maidenhead	350
AL12	Land to east of Braywick Gate, Braywick Road, Maidenhead	50
South West Maidenhead		
AL13	Desborough, Harvest Hill Road, South West Maidenhead	2,470 (plus 130 units beyond plan period)
Other Maidenhead		
AL23	St. Mark's Hospital, Maidenhead	40-50 (45 used for table total)
AL24	Land east of Woodlands Park Avenue and north of Woodlands Business Park, Maidenhead	300
AL25	Land known as Spencer's Farm, north of Lutman Lane, Maidenhead	330
AL26	Land between Windsor Road and Bray Lake, south of Maidenhead	100
AL26A	Osbornes Garage, 55 St Marks Road, Maidenhead	0 (14 commitments)
Windsor		
West of Windsor		
AL21	Land west of Windsor, north and south of A308, Windsor	450
AL22	Squires Garden Centre Maidenhead Road Windsor	39

Housing

Site Reference	Site	Estimated Number of Residential Units (Net)
Other Windsor		
AL29*	Minton Place, Victoria Street, Windsor	100
AL30	Windsor and Eton Riverside Station Car Park	30
AL31	King Edward VII Hospital, Windsor	47
Ascot		
Ascot Strategic Placemaking Area		
AL16*	Ascot Centre	300
AL17	Shorts waste transfer station and recycling facility, St Georges Lane, Ascot	131
AL18*	Ascot Station Car Park, Ascot	50
AL20*	Heatherwood Hospital, Ascot	0 (230 commitments)
Other Ascot		
AL32	Sandridge House, London Road, Ascot	20
AL32A	Gas holder site, Bridge Road, Sunninghill	0 (76 commitments)
Other Places		
AL33	Broomhall Car Park, Sunningdale	30
AL34	White House, London Road, Ascot	10
AL35	Sunningdale Park, Sunningdale	0 (158 commitments & 103 care unit commitments)
AL36	Cookham Gas holder, Whyteladyes Lane, Cookham	50
AL37	Land north of Lower Mount Farm, Long Lane, Cookham	200
AL38	Land east of Strande Park, Cookham	20
AL39	Land at Riding Court Road and London Road, Datchet	80
AL40	Land east of Queen Mother Reservoir, Horton	100
AL40A	Land adjacent to Coppermill Road, Horton	24
TOTAL ALLOCATIONS (Excluding Completions and Commitments)		7,059
Sites marked with an asterisk (*) are allocated for mixed use development		

Table 11 Housing Development sites

Housing

7.5 Meeting Housing Need

7.5.1 The NPPF states that Local Planning Authorities should plan for a mix of housing based on current and future demographic trends and the needs of different groups in the community. It also says that they should identify the size, type, tenure and range of housing that is required in particular locations reflecting local demand.

7.5.2 The Borough seeks to deliver a wide variety of high quality homes that will provide the tenures, types and sizes of housing to meet the needs and demands of different people in the community. This will include housing for older people, people with disabilities, the travelling community and others in the community with specialist housing needs. The provision of new dwellings will take account of local need to allow for a genuine choice of housing options and the creation of sustainable, balanced and mixed communities.

Housing Size and Mix

7.5.3 The 2016 Berkshire SHMA identified a need for a focus on 2 and 3 bedroom properties in the market housing sector with an emphasis on 1 bedroom units in the affordable sector.

7.5.4 Table 12 shows the mix of housing recommended across the whole housing market area in the 2016 SHMA. The policy for a mix of homes should be able to react to changing circumstances and ensure that it contributes to the mix of both the wider area as well as the development site itself. Therefore, the policy for a mix of homes does not prescribe the size of homes. Developers will be expected to have regard to the Borough-wide housing mix target set out in the 2016 SHMA (and subsequent successors) as a starting point when bringing forward proposals for individual sites.

	1 bed	2 bed	3 bed	4+ bed
Market	5-10%	25-30%	40-45%	20-25%
Affordable	35-40%	25-30%	25-30%	5-10%
All dwellings	15%	30%	35%	20%

Table 12 Housing Size Mix by tenure set out in 2016 SHMA for Eastern Berks & South Bucks HMA

Specialist needs

7.5.5 The PPG identifies a number of groups which may have housing needs which differ from those of the wider population. From the SHMA 2016 we know that in the Royal Borough over the period 2013 - 2036:

- We have an ageing population with a significant projected growth in the over 65 year olds. The rate of increase in the 65+ population is expected to be 62%. This however, is the lowest rate of increase across the Berkshire SHMA area.
- There is a projected increase of 9,622 people living with long term health problems or disability.
- The population aged 15 or under is expected to increase by 10%.
- The number of households headed up by someone aged under 35 is expected to increase by 12%. This age group have a high reliance on the private rented sector.

We want a flexible housing stock that will help meet the wide range of accommodation needs so we will expect all new homes to be flexible, accessible, adaptable and age friendly. New homes should support the changing needs of individuals and families at different stages of life. Therefore we will expect that a proportion of new housing should meet the higher accessibility standards of Requirement M4(2) of the Building Regulations. Housing built to this standard will make reasonable provision for most people to access the dwelling and incorporates features that make it potentially suitable for a wide range of occupants, including older people, those with limited mobility and some wheelchair users. The features of this enhanced accessibility housing mean that it is not suitable to be located on all sites or in all situations (such as steep slopes or flooding vulnerability). Therefore it is only required to be provided on sites of more than 20 units where the overall scale can reasonably accommodate the additional requirements having regard to townscape, design and amenity. Provision to meet the higher wheelchair user standard M4(3) will be encouraged where this is practicable given site considerations and financially viable to do so.

Self and Custom Build

7.5.6 The Government is actively supporting the self and custom-build sectors for people who wish to design and build their own home. The Self Build and Custom Housebuilding Act 2015 requires relevant authorities to keep a register of people and interested associations that are seeking land to construct self-build or custom build housing.⁽¹¹⁾

7.5.7 Self-build and custom housebuilding registers provide valuable information on the demand for self-build and custom housebuilding in a relevant authority's area and provide evidence base of demand for this type of housing. Future demand for such plots will be kept under review. Interest in the register indicates that there is demand for the allocation of self build and custom housebuilding plots in the Borough. Custom and self-build plots will be required on certain residential allocations, and will be encouraged on other sites to help meet this indicative demand. The proformas in Appendix C confirm which sites are required to make provision for self-build and custom plots. A plot passport should be issued to every self/custom build plot available on a self-build site. This should set out the rules for design as well as a summary of the main features to be delivered.

7.6 Policy HO2 Housing Mix and Type

Policy HO 2

Housing Mix and Type

1. The provision of new homes should contribute to meeting the needs of current and projected households by having regard to the following principles
 - a. provide an appropriate mix of dwelling types and sizes, reflecting the most up to date evidence as set out in the Berkshire SHMA 2016, or successor documents. Where evidence of local circumstances/market conditions demonstrates an alternative housing mix would be more appropriate, this will be taken into account.
 - b. be adaptable to changing life circumstances
 - c. for proposals of 20 or more dwellings, 30% of the dwellings should be delivered as accessible and adaptable dwellings in accordance with Building Regulations M4(2), and 5% of the dwellings should meet the wheelchair accessible standard in Building Regulations M4(3), unless evidence can be provided to demonstrate that such provision would be impracticable or render the scheme unviable.
2. The provision of purpose built and/or specialist accommodation with care for older people will be supported in settlement locations, subject to compliance with other policy requirements.
3. Development proposals should demonstrate that housing type and mix have been taken into account and demonstrate how dwellings have been designed to be adaptable.
4. Proposals for 100 or more net new dwellings (on greenfield sites) are required to provide 5% of the market housing as fully serviced plots for custom and self-build housing.⁽¹²⁾ On other allocated and windfall sites, the Council will encourage the provision of custom and self-build plots. Self-build plots will generally be expected to be provided in clusters. Where developers provide custom and self-build plots, these plots must be made available and appropriately marketed for 12 months. Marketing should be agreed with the Council before it is commenced. If the plots have not been sold in the 12 month period, these plots may be reverted back to the developer to build. All self-build plots will need to be provided with a plot passport.
5. Community-led housing approaches (such as co-housing, community land trusts and co-operatives) will be encouraged in sustainable settlement locations and on allocated sites.

¹¹ Further information regarding the register is available on the Council's website

¹² The site proformas at Appendix C confirm which sites are expected to deliver custom and self-build housing. At the planning application stage, if less than 100 net new dwellings are deliverable on the site allocation as a whole, no custom or self-build plot provision will be required.

Housing

7.7 Affordable Housing

7.7.1 The Borough is considered to be one of the most prosperous areas in the country with very high house prices and lack of supply, particularly with regard to affordable housing. The Borough enjoys a close proximity to London with excellent transport links, a great number of employment and leisure opportunities and a vibrant local economy, and this serves to increase demand for housing which in turn leads to increased house prices.

7.7.2 Affordability is a measure of whether housing can be afforded by certain groups of households and is defined by the relationship between local incomes and the local general housing market. Therefore, the ability of a household to satisfy its own housing requirement is fundamentally a factor of the relationship between local house prices and household income.

7.7.3 The high cost of home ownership in the Borough has always presented an issue of affordability for many of the Borough's residents and leaves many people unable to afford market housing. In addition the high cost of renting on the open market leaves many local people unable to afford this tenure and can lead to increasing dependency on benefits. This increases the demand for the provision of affordable housing. The SHMA shows that there is a need for an additional 434 new affordable homes in the Borough every year.

7.7.4 Affordability is a major concern to those on the lowest earnings, who are generally first time buyers. The Borough's affordability ratio of median house price to median gross annual residence based earnings is 12.02 which means that houses cost, on average, over twelve times the average salary.⁽¹³⁾ Due to the high price of housing many lower paid and lower skilled jobs are filled by people who cannot afford to live in the Borough and this has led to an increase in commuting.

7.7.5 The Council has a corporate policy to encourage affordable housing, including key worker housing. The Council seeks to encourage more residents to invest in securing their own housing in the Borough and thus the provision of a broader range of affordable housing products to meet the demand across the whole of the local housing market.

Hierarchy of Provision - Alternative Sites

7.7.6 The Council will expect new affordable housing to be provided on site in the first instance. If, in accordance with the policy, a case is advanced justifying provision on an alternative site, it will be the responsibility of the applicant to identify a suitable alternative or donor site. To ensure no overall loss of affordable units, the alternative site will be expected to deliver those units foregone on the original site plus any affordable units that would be required should the alternative site in itself also trigger the requirement to provide affordable housing. In such circumstances the Council will require an amount of affordable housing commensurate with that which could have been secured had the site come forward in its own right in addition to the quantum of affordable housing to be provided to secure compliance with obligations for the original site.

7.7.7 The delivery of affordable housing will be provided in accordance with the following order of priority:

- on-site as part of the development and distributed across the development as much as is reasonable and practical to create a sustainable, balanced community
- on an alternative site, only if provision would result in a more effective use of available resources or would meet an identified housing need, such as providing a better social mix and wider housing choice
- financial payment to be utilised in providing affordable housing on an alternative site will only be used in exceptional circumstances to the satisfaction of the Council. Financial contributions should however be used for any fractions of Affordable Housing units required on site. In the case of small (5 to 9 dwellings) sites in the Designated Rural Areas, the preference is still for delivery on site, but the small numbers involved means it is more difficult to find a Registered Provider to take them on.

7.7.8 Planning conditions and/or obligations will be used to ensure that the affordable housing will remain at an affordable price for future eligible households, or for the subsidy to be recycled to alternative affordable housing provision.

Viability

7.7.9 In exceptional circumstances, where the provision of affordable housing in accordance with this policy is not economically viable, the Council will expect the submission of open book financial appraisal information alongside the planning application. Applicants will be expected to pay for an independent review of the information submitted.

7.7.10 If the Council is satisfied that affordable housing cannot be provided in accordance with this policy, it will seek to negotiate alternative provision. Reference may be made to the economic viability analysis provided for the Community Infrastructure Levy (CIL) which is now implemented.

Affordable Housing Delivery

7.7.11 On the basis of the results of the SHMA and the Housing and Economic Land Availability Assessment (HELAA), it is clear that the Council will not be able to deliver sufficient affordable housing to meet the level of identified need. The Council will therefore explore opportunities to deliver affordable housing from other sources of sites. The details will be determined on a site-by-site basis through negotiation.

7.7.12 The proportion of affordable housing should not prejudice the provision of other planning elements necessary and reasonably related to the scheme. This will not override the objective of achieving sustainable development in the Borough.

7.7.13 This policy applies to all sites where new residential development is proposed, including mixed use schemes. This will include sheltered and extra care accommodation and other forms of residential accommodation where relevant.

7.7.14 Financial contributions collected by the Council in lieu of on-site provision will be used to fund new affordable homes through the following mechanisms:

- the provision of grant funding to Registered Providers
- the provision of grant funding directly to a developer
- a local housing company, providing it is a Registered Provider.

7.7.15 The Council will prepare and keep under review an Affordable Housing Delivery Supplementary Planning Document (SPD) which will provide detailed information regarding the implementation and delivery of this policy. Specifically, the SPD will include:

- a formula for calculating financial contributions in lieu of on site provision
- details of the size and type of units that the Council will expect to be delivered on site
- details of the distribution of affordable housing across developments (e.g. approach to 'pepper potting' and 'clustering')
- the Council's approach to rounding
- details of any exceptional circumstances
- advice on the open book approach to viability assessments
- details of the requirement for affordable units to be secured in perpetuity through the use of Section 106 agreements.

In the interim the tenure and number of bedrooms of the affordable homes provided on each qualifying site must contribute, to the Council's satisfaction, towards meeting the mix of affordable housing needs identified in the Berkshire Strategic Housing Market Assessment 2016, or subsequent affordable housing needs evidence.

Housing

This currently includes a tenure split of at 20-25% - intermediate housing and 75-80% - social/affordable rented housing. A minimum of 10% of the affordable homes provided on each site under this policy must be available for affordable home ownership, except where an exemption applies in the NPPF (2012).

Rural Exception Sites

7.7.16 The countryside areas of the Borough have high house prices and a very limited supply of affordable homes. This acts to restrict the ability for residents to live in a home in which they have an element of equity. There is a considerable component within the community across the Borough, particularly in the countryside areas who cannot afford the homes that are available on the open market. There is justification therefore for an exception to be made against normally restrictive policy such as Green Belt, to allow for affordable housing to be provided on sites that would not normally be considered for housing use.

7.7.17 There are few opportunities to build in the countryside due to the Green Belt. Certain parts of the Borough are designated as 'Rural Areas' under current guidance and legislation and there are provisions within legislation that allow for the provision of affordable housing provided on an exception basis and which will remain affordable in perpetuity, secured as appropriate by planning obligations. The Borough will continue to work with a variety of housing providers including Registered Landlords and other developers to understand the needs of the local community for affordable housing and to explore the means to provide it on such rural exceptions sites.

7.7.18 The provisions of the legislation that allows for rural exceptions housing sites also allows for an element of market housing on the site in order to enable the scheme to be viable. In these circumstances it will be expected that a development appraisal will need to accompany any planning application. The inclusion of any element of open market housing must serve to benefit the provision of rural affordable housing and must not inflate the 'threshold land value', that is, the minimum land value likely to trigger an owner to sell the land.

7.8 Policy HO3 Affordable Housing

Policy HO 3

Affordable Housing

1. The Council will require all developments for 10 dwellings gross, or more than 1,000 sq. m of residential floorspace, to provide on-site affordable housing in accordance with the following:
 - a. On greenfield sites providing up to 500 dwellings gross - 40% of the total number of units proposed on the site;
 - b. On all other sites, (including those over 500 dwellings) – 30% of the total number of units.
2. Within designated rural areas⁽¹⁴⁾, the Council will require 40% affordable housing from all developments of between 5 and 9 dwellings.
3. Where a development falls below the size thresholds in 1 or 2 but is demonstrably part of a potentially larger developable area above those thresholds, the Council will require affordable housing on a pro rata basis.
4. The required affordable housing size and tenure mix shall be provided in accordance with the Berkshire Strategic Housing Market Assessment 2016, or subsequent affordable housing needs evidence. This currently suggests a split of 45% social rent, 35% affordable rent and 20% intermediate tenure overall.
5. The delivery of affordable housing will be provided in accordance with the following order of priority:
 - a. On-site as part of the development and distributed across the development to create a sustainable, balanced community
 - b. On an alternative site, only if provision would result in a more effective use of available resources or would meet an identified housing need, such as providing a better social mix and wider housing choice
6. If the Council consents to the affordable housing not being provided on-site under clause 5(b) a financial contribution equivalent to the cost of providing the same quantum of affordable housing which would otherwise be sought on site will be required in order to provide affordable housing on an alternative site. Financial contributions will also be required in respect of any fraction of an affordable unit that would be required to meet clauses 1 and 2 of the policy.
7. Planning obligations will be used to ensure delivery of affordable housing on an alternative site and to ensure that the affordable housing will remain at an affordable price for future eligible households, or for the subsidy to be recycled to alternative affordable housing provision.

Rural Exception Sites

8. Development proposals for limited affordable housing within the Green Belt, to meet local needs only, will be permitted as an exception where all of the following criteria are met:
 - a. a demonstrable local community need for affordable housing has been established;
 - b. the number, size and tenure of the dwellings are suitable to meet the identified need;
 - c. the site and the development proposal are well related to an existing settlement and not located in the open countryside;
 - d. the proposal is designed to respect the characteristics of the local area including the countryside setting, and
 - e. schools with capacity, health, shops and other community facilities are within reasonable travelling distance.

¹⁴ As listed in Schedule 1 of The Housing (Right to Acquire or Enfranchise) (Designated Rural Areas in the South East) Order 1997, rural areas in the Borough are as follows: the parishes of Cookham, Eton, Horton, Hurley, Old Windsor, Waltham St. Lawrence, White Waltham, and Wraysbury.

Housing

7.9 Gypsies and Travellers

7.9.1 Gypsies and Travellers form part of the community within the Borough with particular housing needs. To plan positively and manage development to meet the needs of this group, a separate Traveller Local Plan is being developed. This will be informed by a Gypsy and Traveller Accommodation Assessment study which was published in 2018. In the meantime there is a need to provide guidance for consideration of applications that may come about before the Traveller Local Plan is adopted. Best practice set out in the national Planning Policy for Traveller Sites 2015, states that locally specific criteria should be used to guide both the allocation of sites in plans, and form the policy used to assess applications which come forward on unallocated sites.

7.10 Policy HO4 Gypsies and Travellers

Policy HO 4

Gypsies and Travellers

1. The need for Gypsy and Traveller Accommodation will be addressed through the proposed Traveller Local Plan.⁽¹⁵⁾ The current Gypsy and Traveller Accommodation Assessment has identified a need for transit and permanent pitches to meet needs in the area. Meanwhile applications for planning permission will be considered positively in the light of national planning policy and the criteria listed below.
2. Planning permission for Gypsy and Traveller and Travelling Showpeople accommodation will be granted providing all of the following criteria are met:
 - a. the site is suitably connected by sustainable modes of transport to a settlement with health care, retail, and school facilities with capacity
 - b. the impact of development including in combination with existing pitches would not harm the landscape, heritage assets, biodiversity or visual character and amenity of the area, in particular the Green Belt
 - c. the site can be safely accessed by pedestrians, vehicles and caravans to and from the highway
 - d. the site is not located in an area at high risk of flooding as defined by the Council's strategic flood risk assessment and shown on the Policies Map
 - e. adequate on-site utilities, including water resources and supply, waste disposal and treatment, are provided for the benefit of residents and also in order to avoid adverse impacts on the natural environment.
3. In addition to the above, the following criterion applies to Travelling Showpeople accommodation only: the site should be suitable for the storage and maintenance of show equipment and associated vehicles without causing harm through conflict with other policies in the Plan.
4. Due to the nature of this housing need, there will be continuing cooperation with neighbouring local planning authorities to ensure that the appropriate demand is identified and provision made.

7.11 Loss and Sub-division of Dwellings

7.11.1 The sub-division of dwellings can provide additional residential accommodation that makes more efficient use of existing properties, particularly due to the limited number of suitable development sites available in the Borough. This also provides access to existing services and facilities available in settlements. However, it is important to consider the individual and cumulative impact such changes can have on the character of properties and residential areas. Residential developments will be expected to provide a high quality of amenity for their occupants, including sufficient internal space and external amenity space.

7.11.2 Given the pressure on existing housing stock the Borough wishes to offer protection to land that benefits either from a planning permission that allows for residential development or that comprises part of the extant housing stock. This will also help towards creating a balanced and mixed community in line with national guidance. Offering protection to existing housing stock will also help to reduce the need to travel by providing accommodation within the Borough and going some way to reducing the pressure on the Green Belt to provide housing land. Proposals that result in the net loss of housing will ordinarily be resisted, unless there is clear justification for such a loss.

7.11.3 There may be circumstances where development proposals would result in the partial loss of residential accommodation to non-residential use. Such proposals will be carefully considered in relation to the impact on remaining residential accommodation.

Housing

7.12 Policy HO5 Loss and Sub-division of Dwellings

Policy HO 5

Loss and Sub-division of Dwellings

1. Development proposals for the sub-division of dwellings to form additional dwellings or housing in multiple occupation in areas excluded from the Green Belt will be permitted where the proposal can demonstrate it meets all of the following criteria:
 - a. no loss of small family accommodation
 - b. respect for the character and appearance of the original property
 - c. be compatible with the character and appearance of the area
 - d. provide satisfactory levels of residential amenity for future occupiers and would not unacceptably affect the residential amenities of nearby properties
 - e. provide a satisfactory standard of accommodation, including adequate living space, appropriate noise insulation, layout of rooms between units of accommodation and a quality external and internal environment
 - f. provide usable outdoor amenity space
 - g. provide suitable space for refuse and recycling storage and drying space
 - h. provide satisfactory access, car parking and secure cycle parking.
2. Development proposals should not result in a net loss of existing dwellings or land that provides for residential uses unless such a loss is justified by specific circumstances. The Council will only support development proposals that would result in the net loss of residential accommodation where one or more of the following criteria are met:
 - a. retention of the residential use would be undesirable due to proven environmental constraints
 - b. the development proposal would provide an essential community service or another form of residential accommodation.
3. Development proposals that would result in the partial loss of an existing unit of residential accommodation to non residential use will only be permitted where one or more of the following criteria are met:
 - a. the nature and intensity of the non residential use would not detract from the occupation of the retained residential accommodation, or
 - b. the retained residential accommodation would be of a satisfactory standard including living space and residential amenity.

Economy

8.1 Context

8.1.1 The Borough is a key driver of economic activity in the prosperous Thames Valley. The Borough Local Plan (BLP) seeks to meet the changing development needs of business and support a borough economy fit for the twenty first century. Planning supports sustainable economic development and policies are intended to guide and support economic development which ensures that local residents will benefit from a thriving and healthy economy.

8.1.2 The Borough has a strong local economy, with good representation in the service sector, knowledge-based firms and other professional occupations. There is a smaller but important manufacturing base. Within the Borough, employment has historically been concentrated in the principal towns: Windsor and Maidenhead. However the East Berkshire Local Economic Assessment suggests that employment in both of these towns has decreased over recent years, flagging this as a concern.

8.1.3 The financial and business services sector is particularly strong accounting for around a third of jobs in the Borough. The information and communication, and wholesale and retail sectors provide significant employment. Another very important sector for the Borough is tourism, including international business tourism. The Borough has several attractions of international importance including Windsor Castle (and Windsor Great Park); Legoland; and Ascot Racecourse. There is a smaller but important manufacturing base.

8.1.4 While the local economy has restructured in recent decades to become more business and service oriented, and this trend is likely to continue, a healthy economy still needs a broad and diverse base with many different types of business sectors represented. This helps insulate the Borough from structural economic changes and any future economic downturn, and ensures that residents have access to as wide a range of employment opportunities as possible.

8.1.5 Unemployment in the Borough has historically been below regional and national rates. In common with other areas, the claimant count rose in the late 2000s/early 2010s but remains low compared to other areas. The labour market is tight with high rates of economic activity, and the workforce is well skilled and educated. The Borough is one of the most buoyant parts of the Thames Valley and has intrinsic growth potential but this may be limited by the considerable land constraints. Currently, many of its highly qualified residents are commuting out of the Borough to work. This plan seeks where possible to align local jobs with residents aspirations and to encourage and sustain high levels of enterprise, particularly focused around the Thames Valley Berkshire Sector Propositions of Digital Technologies, Life Science & Healthcare and Energy & Environment.

8.2 Economic Development

8.2.1 The economic strengths of the Borough influence its ability to support new businesses and employment floorspace in future. These strengths include:

- good transport accessibility
- a location within the economically buoyant M4 corridor and close to London and Heathrow
- high rates of new business formation and entrepreneurship
- a workforce with high level job skills
- high proportions of knowledge-based businesses
- good quality of life factors
- attractiveness to inward investment.

8.2.2 Alongside these strengths, challenges exist which may act to limit the growth of the local economy and these include high housing costs and wage levels, high levels of out-commuting to London and a highly constrained development land supply. A long term trend has been apparent of a restructuring of the local economy which has seen a move away from traditional industrial uses and towards higher value, office-based employment uses.

8.2.3 Economic growth in Berkshire is influenced by the Thames Valley Berkshire Local Enterprise Partnership (TVBLEP). The Council is working closely with the Local Enterprise Partnership (LEP) and the other Berkshire authorities to ensure that the aspirations of the TVBLEP's Strategic Economic Plan for Berkshire (SEP) can be accommodated in a way that recognises the Borough's very special character and the considerable land supply constraints it faces. The Berkshire SEP articulates how the LEP will achieve the ambition of creating 20,000 new jobs across Berkshire by 2021.

8.2.4 Employment floor space will be managed and appropriate development and redevelopment supported including the promotion of appropriate infrastructure to support home and flexible working patterns. This will be supported by the Borough's Economic Development Strategy.

8.2.5 TVBLEP and the six Berkshire authorities jointly commissioned Nathaniel Lichfield and Partners (NLP) to undertake identification of the Functional Economic Market Areas (FEMAs) that they operate within and also to analyse the land requirements necessary to accommodate jobs in the main "B Class" sectors which together broadly cover office, manufacturing and warehousing land uses. These studies form a key part of the detailed analysis for the implementation of the SEP and are an essential element of the plan making process.

8.2.6 The evidence base to support the identification of economic development needs for the Borough draws on these Economic Development Needs Assessments (EDNAs) produced by NLP. The studies have been carried out by NLP in accordance with the Planning Practice Guidance to provide an assessment of future business needs and requirements for employment land and floorspace within each FEMA, focusing on the group of 'B Class' sectors. However, the Council recognises that not all jobs fall within these use classes; growth in the service industry, retail, leisure and tourism is also expected to provide further economic growth.

8.2.7 Two core FEMAs operate across the Borough which reflect the varied characteristics and economic roles associated with different parts of it. The Borough's position within two FEMAs illustrates the equally strong relationships that the Borough exhibits with more central parts of Berkshire as well as areas to the north and east. In labour market terms, eastern parts of the Borough share a Travel to Work Area (TTWA) with Slough and Heathrow, while northern and western parts of the Borough have stronger functional economic relationships with western M4 corridor locations such as Reading and Wokingham.

8.2.8 Three separate FEMAs were identified as follows:

- A Western Berkshire FEMA comprising West Berkshire
- A Central Berkshire FEMA comprising Bracknell Forest, Reading, Windsor and Maidenhead and Wokingham and
- An Eastern Berkshire FEMA comprising Slough, Windsor and Maidenhead and South Bucks

8.2.9 The evidence from the studies help to inform the economic policies for the BLP. The outputs of the EDNAs include jobs forecasts and projections, and B Class floorspace requirements for the need arising from the Borough. The analysis used three scenarios for future economic growth to 2036 based on labour demand, past trends of completion of employment space and labour supply.

8.2.10 The derivation of floorspace requirements from forecast growth is highly sensitive to the assumptions made during the analysis. The conversion of jobs change to floorspace requirement by type of property that the EDNA has made provide an approximation on the macro-economic scale of sub-regional planning, but may not be the most appropriate to the specific circumstances and markets within individual districts.

8.2.11 For the Royal Borough the assessment for B8, B2, and E(g)(iii) figures appears at odds with market trends. To check the validity of the findings in the local context, The Council undertook an assessment of the appropriateness of the broad sector classifications used in the Berkshire EDNAs to the local circumstances in the Borough. This sensitivity analysis has identified a higher net need for E(g) floorspace and a lower requirement for B8 warehousing; which would be analogous to market trends.

8.2.12 The sensitivity analysis made use of the Office of National Statistics Inter Departmental Business Register (IDBR) to study the property requirements of businesses currently operating within the Borough. The analysis suggested the change in jobs and resulting net employment floorspace needs by use class for the scenarios tested are:

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Uses	IDBR informed Labour Supply Jobs Growth for Plan Period (20 years)
Offices E(g)	5,908
Manufacturing B2	519
Warehousing B8	349
TOTAL E(g) & B CLASS JOBS GROWTH	6,776
TOTAL JOBS GROWTH IN ALL SECTORS	11,291

Table 13 Labour Supply Jobs Growth for the Borough for the Plan Period (20 years)

8.2.13 Since the base date the Council has successfully delivered nearly 4,500 jobs within our existing portfolio of sites. This has been achieved through the reuse of vacant property and occupiers making more efficient use of their stock. Therefore, to meet our minimum job target, we need to make provision for 7,000 net additional jobs, of which 4,000 are expected to be within the E(g) and B use classes.

8.2.14 Using industry standard employment densities ⁽¹⁶⁾ this requires an additional 50,000 sq. m of office space and 25,000 sq. m of industrial space. Since the base date the Council has successfully delivered nearly 4,500 jobs within our existing portfolio of sites. This has been achieved through the reuse of vacant property and occupiers making more efficient use of their stock. Therefore, to meet our minimum job target, we need to make provision for 7,000 net additional jobs, of which 4,000 are expected to be within the E(g) and B use classes.

8.2.15 For offices the Council already has a positive pipeline of new office supply ⁽¹⁷⁾ which reduces the need for this plan to identify new sites to accommodate office job growth. There is a need to provide 26,000 sq. m of new space on new sites that do not have planning permission.

8.2.16 To address this gap a number of new allocations are proposed as set out in Table 14 (in Policy ED1). Whilst there are around enough sites either permitted or allocated in this plan a cautious approach is still justified – especially to control losses of viable to occupy stock. The scale of future permitted development losses is unknown and could rapidly erode any remaining flexibility in the market. The Council intends to apply selective Article 4 directions in our town centres and major office sites, but these will take time to implement. To provide additional contingency the Council will work to secure a stronger pipeline of new office space within the town centres with any redevelopment site first seeking to maximise net additional office space – in line with market evidence at the time.

8.2.17 For industrial uses there are signs that more land may be needed than would be required to accommodate the increase in jobs alone. There is a need of around 25,000 sq. m of new space to accommodate our job growth, but unlike offices there is a negative industrial pipeline. Market evidence suggests that there is very limited capacity remaining in our stock to accommodate growth – with almost no vacant space available for new firms or existing firms to expand ⁽¹⁸⁾. To meet our growth needs, and address historic under provision, the Council estimates that the plan ought to look to provide around 80,000 sq. m of new industrial stock. This would require around 20 ha of new land using standard employment and plot ratio assumptions ⁽¹⁹⁾.

8.2.18 For industrial uses policy ED1(7) allocates two named sites. Together these sum to 26.9 ha, exceeding the 20 ha noted above. But while the whole of the Triangle site is allocated in this plan, not all of the site is developable as a result of a number of constraints – most noticeably flooding. The developable area, and floorspace capacity of the site, is not yet confirmed but not all of the site would have to be developed to meet the identified need for industrial uses.

16 For office 13.75 sq. m per job, for industrial 47.2 sq. m per job and for warehousing 71.2 sq. m per job.

17 Alma Road, Windsor (former Imperial House) 16,389 sq. m (PA ref: 18/00095/FULL) and Broadway (Landings) 9,595 sq. m (PA ref: 18/01576)

18 Despite a need for an additional 25,000 sq. m of new industrial space – since the base date of the Plan the Borough has lost (or are likely to lose) around 45,000 sq. m of space. Overall it is estimated that to correct for this an additional 80,000 sq. m of space could be justified to meet our job growth and address historic undersupply

19 At a floorspace to land plot ratio of 40%

8.2.19 The Council will monitor the pipeline of sites to meet its minimum job target and provide flexibility in the stock of property. Should a shortfall emerge (because sites are not delivered as expected or new constraints identified) the Council will seek to address this as part of the next plan review.

8.3 Policy ED1 Economic Development

Policy ED 1

Economic Development

1. A range of different types and sizes of employment land and premises will be encouraged to maintain a portfolio of sites to meet the diverse needs of the local economy. Appropriate intensification, redevelopment and upgrading of existing sites and premises will be encouraged and supported to make their use more efficient and to help meet the forecast demand over the plan period and to respond to modern business needs.
2. The Royal Borough will seek to make provision for at least 11,200 net new jobs across a range of floorspaces.
3. It will do this by ensuring a flexible supply of high quality employment floorspace making some new allocations, utilising existing employment areas and promoting a more intensive use of these sites through the recycling, refurbishment and regeneration of existing older or vacant stock and promotion of flexible working practices.

Allocated Sites to Meet Economic Needs

4. To ensure that the Royal Borough delivers its employment needs in full, land will be allocated for economic needs in the following locations:

Offices

5. New office space will be focused within Maidenhead, Windsor and Ascot town centres. The Council will require that the recently permitted schemes at both Alma Road (Windsor) and The Landing (Maidenhead) will be delivered in accordance with the planning consent.
6. In addition the following sites and areas will be expected to meet the Borough's office needs:
 - a) The following sites will be allocated to meet the Borough's office needs:

Ref	Site	Estimated additional office space (sq. m)
AL1	Nicholsons Centre, Maidenhead	15,000 (net additional)
AL7	Maidenhead Railway Station	4,000 (net additional)
AL8	St Cloud Gate	3,500 (net additional)

Table 14 Sites to be allocated to meet the Borough's office needs

- b) Redevelopment of the Nicholsons centre is a major opportunity to deliver net additional employment floorspace within Maidenhead town centre. The Council will work with the site promoter to ensure that this redevelopment makes a positive contribution to the Borough's office supply.
- c) Where other sites within town centres come forward for redevelopment developers will be required to demonstrate that have maximised the office component of their scheme in line with market evidence at the time.
- d) A strong presumption against net loss of floorspace will apply where sites are redeveloped within the town centres.

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Industrial and Warehousing Space

7. New industrial and warehousing space (E(g)(iii), B2, B8 and associated *sui generis* employment uses) will be provided at the following locations around Maidenhead:

Ref	Site	Estimated additional Industrial space (ha)
AL14	The Triangle Site (land south of the A308(M) west of Ascot Road and north of the M4), Maidenhead	25.7 (Note: not all of the site will be developed for employment purposes due to flood risk and other constraints)
AL11	Crossrail West Outer Depot, Maidenhead	1.2

Table 15 Sites to be allocated to meet the Borough's industrial and warehousing needs

8. Given the shortage of industrial space in the Borough and limited scope to allocate new sites as a result of constraints, priority should be to deliver units that meet the needs of the Borough's firms. This is likely to take the form of smaller 'flexible' units for small and medium sized firms who may otherwise be required to look for space outside the Borough focusing on <1,000 sq. m units with a some slightly larger (<2,000 sq. m).

9. Where possible property should be provided in a format that may allow mezzanine floors and consideration should be given to providing office space above industrial units to make the most efficient use of limited land.

10. At the Triangle site, larger units (for example B8 distribution units) should only be permitted where they are required to secure the delivery of a mix of units as part of a comprehensive scheme and ensure that the allocation is delivered to a high standard reflecting the 'gateway' nature of the site to Maidenhead. The site should also be subject to a phased masterplan to deliver new units to the local market over the first 10 years of the plan.

Site allocations and proforma requirements

11. The above employment site allocations are identified on the Policies Map. Site specific requirements for each of the employment sites are contained in Appendix C and form part of this policy. In meeting the proforma requirements, flexibility may be applied to allow for material changes in circumstance as a result of the passage of time or to enable alternative solutions that will deliver the same, or preferably, a better planning outcome.

8.4 Growth and Skills

8.4.1 The general approach towards economic development is to make the best use of existing employment land and to aim for a diverse and knowledge-based economy based around higher value, lower impact activities including high-tech employment uses. Economic growth that does not require the importing of extra labour or the use of extra land is encouraged. This is often referred to as smart growth, and is seen as an essential element of the Borough's future economic success.

8.4.2 Smart growth can achieve higher prosperity without increasing the ecological or physical footprint of business. This reflects wider changes in society that are seeing a move away from traditional, rigid workplace-based working patterns and towards a more flexible and responsive way of working, including in particular much greater use of home-working.

8.4.3 The EDNA identifies there will also be a rise in smarter and more flexible forms of working, this is supported by our sensitivity analysis. This reflects national trends and is likely to become a more important factor in the local economy in future. To reflect the need for flexibility and support smart growth in the economy, the BLP aims to support home-working and other forms of flexible working, including the provision of the infrastructure necessary to support this.

8.4.4 The Borough will continue to work with key stakeholders and infrastructure providers to improve broadband coverage and enable the provision of new infrastructure, in particular the implementation of the Superfast Berkshire project.

8.4.5 Besides allowing economic growth without a commensurate increase in employment floorspace, this type of working also facilitates a greater number of people to be economically active or increase their level of economic activity. This in turn aids the development of the Borough's economy and the principle of flexible working and the infrastructure necessary to support this forms a central part of this strategy and is strongly encouraged.

8.4.6 Home working will be supported owing to its economic value to the Borough, and this will be applied within the context of determining whether its impact on the local area is acceptable. Neighbourhood Plans may offer further detail and guidance on the assessment of such proposals.

8.5 Range of Uses

8.5.1 The presence of a range of types of businesses provides a number of benefits for Borough residents. These include the opportunity to access a sustainable choice of local employment opportunities and useful services. In addition, the availability of suitable business premises means that residents who wish to set up their own business will find it easier to do so.

8.5.2 Nationally, permitted development rights to convert offices and light industrial units to housing will inevitably reduce the supply of employment floorspace in the Borough. Any changes arising will be monitored during the plan period and the supply of floorspace will be managed to ensure that an appropriate supply of premises continues to be made available to support the needs of the local economy. The Royal Borough may consider the use of available planning powers, to ensure that this supply remains to ensure a vibrant and adaptive local economic base can thrive and prosper.

8.6 Small Businesses

8.6.1 The Borough has a high level of new business formation, and the small business sector is vital to the social and economic well-being of the Borough. Enabling small businesses to develop and thrive can strengthen the local economy and increase business vibrancy, as well as leading to greater employment opportunities for local people. The Borough supports the development of small businesses in a flexible and sustainable way, through planning applications and the allocation of land.

8.6.2 Access to broadband is a high priority for many small businesses, and it is important that homes are broadband-enabled to allow for effective home-working. The Borough will continue to work with key stakeholders and infrastructure providers to improve broadband coverage and enable the provision of new Information and Communications Technology (ICT) infrastructure. In particular the Superfast Berkshire project and its necessary supporting infrastructure is supported.

8.7 Employment Sites

8.7.1 It is considered likely that the need for new or replacement employment floorspace can be largely met through intensification and redevelopment leading to more efficient use of existing sites, alongside a small number of new allocations.

8.7.2 To secure this objective the Council will need to ensure that space is not unnecessarily lost from its existing portfolio of sites. For many occupiers new space may not be affordable and so substitutable for the space lost. Where sites are lost the Council may be required to release additional greenfield land as part of the next plan review to ensure the ED1 objectives are met over the whole plan period. There are therefore, strong grounds to resist the loss of space wherever possible.

8.7.3 For these reasons the Council will look to apply at least 'nil net loss' principle when managing the portfolio of sites identified in policy ED2, with a preference to increase business use class floorspace. This principle first applies to the type of space currently on site to ensure that activity is not displaced by, for example, industrial property being replaced by 'lighter' employment uses that do not meet the same qualitative need. It would then look for replacement with other industrial or office uses appropriate to the sites classification in ED2.

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8.8 Policy ED2 Protected Employment Sites

Policy ED 2

Protected Employment Sites

1. The BLP will retain sites for economic use and employment as defined on the Policies Map:
 - i. Office stock within the town centres of Maidenhead, Windsor and Ascot will be protected and, in line with ED1(5) & (6), where redeveloped the Council will look to secure net additional office space where possible.
 - ii. Outside the above town centres the Employment sites listed below are defined on the Policies Map as Business Areas:
 - a. Vanwall Business Park, Maidenhead
 - b. Norreys Drive, Maidenhead
 - c. Foundation Park, Cox Green
 - d. Windsor Dials, Windsor
 - e. Centrica, Millstream Windsor
 - f. Alma Road, Windsor
 - g. Stafferton Way, Maidenhead, Employment Uses only
 - h. Whitebrook Park, Maidenhead
 - i. Tectonic Place, Maidenhead
 - iii. Employment sites listed below are defined on the Policies Map as Industrial Areas:
 - a. Furze Platt Industrial Area, Maidenhead
 - b. Woodlands Business Park, Maidenhead
 - c. Cordwallis Industrial Area, Maidenhead
 - d. Howarth Road, Off Stafferton Way, Maidenhead
 - e. Prior's Way Industrial Estate, Maidenhead
 - f. Vansittart Road Industrial Area, Windsor
 - g. Fairacres Industrial Area, Windsor
 - h. Ascot Business Park, Ascot
 - i. Queens Road Industrial Estate, Sunninghill
 - j. Manor House Lane Employment Estate, Datchet
 - k. Baltic Wharf, Maidenhead
 - l. Boyn Valley Industrial Estate, Maidenhead
 - m. Reform Road, Maidenhead
 - iv. The sites listed below are defined on the Policies Map as Mixed Use Areas:
 - a. DTC Research, Belmont Road, Maidenhead
 - b. Shirley Avenue (Vale Road Industrial Estate), Windsor
 - v. The sites below are defined on the Policies Map as Established Employment sites in the Green Belt:
 - a. Maidenhead Office Park, For E(g) and industrial Uses
 - b. Ashurst Manor, Sunninghill, For E(g) use
 - c. Lower Mount Farm, Cookham, for Industrial Uses
 - d. Ditton Park, Riding Court Lane, for E(g) uses
 - e. Horizon Building, Honey Lane, Maidenhead, for E(g) Uses
 - f. Grove Park, Business Park, White Waltham, Mixed Uses
 - g. Silwood Park, Sunningdale, Technology Park / Educational Uses

2. Within industrial areas (as defined on the Policies Map) there will be a strong presumption in favour of retaining premises suitable for industrial, warehousing and similar types of uses, (including premises, suitable for medium, smaller and start-up businesses). Proposals for new premises suitable for these types of uses will be supported. Other uses will only be permitted if they are ancillary to industrial or warehousing uses, do not result in the loss of industrial or warehousing premises or demonstrate a sufficient benefit for the economy of the Borough.
3. Within business areas and mixed use areas, intensification of employment activity will be encouraged subject to the provision of appropriate infrastructure and safe access. An element of residential development may also be acceptable in mixed use areas but it must ensure that the overall quantum of employment floorspace within the mixed use area as a whole is not reduced, except where identified in the proforma in this plan.
4. Within industrial, business and mixed use areas, development proposals that improve and upgrade the facilities available to support businesses will be supported.
5. Within Established Employment Sites in the Green Belt, proposals that improve and/or upgrade the uses specified in Clause 1v for each site will be supported. Proposals to intensify the uses may also be supported, subject to the provisions set out in national policy with regards to development within the Green Belt.
6. For all sites a 'nil net loss' of commercial floorspace principle will apply.
7. In exceptional cases, where redevelopment does not provide full replacement space the Council will require market evidence to justify this loss, using policy ED3 and Appendix D as a guide. This should consider both the reuse of the buildings on site and feasibility/viability of replacement space offered freehold or leasehold. Justification should also be provided as to why the release is needed in advance of the plan review of the allocation in question.

8.9 Other Sites and Loss of Employment Floorspace

8.9.1 The BLP takes a positive approach to ensuring that a suitable range of floorspace is provided to meet the needs of other businesses important to the Borough economy. This includes lower cost premises suitable for small and start-up businesses, together with premises for industrial and warehousing operations.

8.9.2 Existing employment sites have been assessed and those with the greatest ability to provide a range of types of accommodation suitable for the needs of a diverse range of local businesses have been identified as industrial areas. By ensuring that a sufficient portfolio of sites will remain available to service businesses in a variety of economic sectors the policies aim to support the needs of the local economy.

8.9.3 Proposals for economic development uses may come forward on sites that are not currently allocated for employment uses. Where the site is not already in employment use, an assessment will be made of the benefits arising from the proposal, and this will be compared with the benefits of retaining the existing use. Each case will need to be determined on its merits, according to local circumstances and where the site is already in employment use, the proposals will be supported in principle.

8.9.4 The policy approach gives general support to new economic development while ensuring that any loss of employment land is properly justified by evidence. It is important that existing and new businesses are supported by ensuring that a suitable supply of employment land and premises continues to be available. This policy therefore takes a cautious approach towards the loss of employment land and premises, to ensure that a sufficient supply of sites continues to exist to meet the needs of the local economy.

8.9.5 The requirement for marketing evidence in this policy applies when a proposal is made that would result in the loss of an economic use or a net reduction in the quantity of employment land or premises. In such instances this policy requires justification for the change and a demonstration that it would not cause unacceptable harm to the local economy. Other relevant information such as the quality and vacancy level of the premises and the appropriateness of the location for economic use may also be submitted. Prospective applicants are

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required to formally agree the marketing process with the Local Planning Authority prior to its commencement and demonstrate that the price and terms on which the land or premises were, or will be, marketed were reasonable by comparison with similar examples in the local area in accordance with Appendix D. This is especially important where, from the outset, the prospective applicant considers addressing this policy is overly onerous given their site constraints or limitations. See Appendix D for marketing evidence details which will be used to assess the acceptability, or otherwise, of the information submitted and the marketing undertaken.

8.9.6 The Council intends to introduce Article 4 directions, withdrawing permitted development rights to convert offices to homes as soon as possible. In the long term, uncontrolled losses of highly accessible sites, suitable for high trip generating office uses, cannot be sustained.

8.10 Policy ED3 Other Sites and Loss of Employment Floorspace

Policy ED 3

Other Sites and Loss of Employment Floorspace

Other Sites

1. Development proposals for employment on sites currently in employment use will be supported.
2. Development proposals for employment development on sites currently used for non-employment purposes will be considered on their merits. Where benefits arising from the proposed use would exceed the benefit of retaining the existing use, the development proposal will be supported.

Loss of Employment Floorspace

3. Where a change is proposed from an economic use to another use, development proposals must provide credible and robust evidence of an appropriate period of marketing for economic use and that the proposals would not cause unacceptable harm to the local economy. A further consideration to be taken into account will be the significance to the local economy of the use to be lost.
4. Marketing evidence should prove that both the land and the premises have been widely advertised and marketed for a wide range of economic uses for at least one continuous year immediately prior to submission of a relevant planning application. The exercise should be formally agreed with the Local Planning Authority prior to its commencement and demonstrate that the price and terms on which the land or premises were marketed were reasonable by comparison with similar examples in the local area. See Appendix D for marketing evidence details which will be used to assess the acceptability, or otherwise, of the information submitted and the marketing undertaken.
5. Information should be provided detailing any interest received from potential buyers or tenants since the marketing commence. Where interest has been received and that interest has not been pursued, this must be explained. The requirement for marketing evidence applies when a proposal is made that would result in the loss of an economic use or a net reduction in the quantity of employment land or premises.
6. Marketing evidence will be assessed within the context of:
 - a) the overall quality of the site as an employment location
 - b) the level of occupation/vacancy of the site
 - c) consideration of the suitability of conversion for start-up and micro businesses
 - d) whether the employment use generates any adverse impacts on the adjoining area
 - e) possible benefits from relocating the economic use; possible benefits from using the site for alternative uses
 - f) the achievement of other plan objectives.

Marketing evidence will need to address the demand from both the freehold and leasehold markets – reflecting the fact that the dynamics of the two markets may differ.

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8.11 Farm Diversification

8.11.1 Agriculture and related industries have played an important part in the local economy in the area. However, farm businesses are under increasing pressure to respond to economic changes and trends within the farming industry. Farm diversification can help to sustain existing farm businesses to ensure long-term viability and provide rural employment opportunities. Such activities should respect the character of their rural location and protect or enhance the area's countryside. Existing buildings should be re-used, where possible, to provide any accommodation needed in association with alternative uses.

8.11.2 Farm diversification is not a new phenomenon and farm businesses increasingly need to find ways to offset the long-term trend of falling prices for agricultural goods and reduced farm incomes. Farming has long played a key role in tourism and many other aspects of the rural economy and is promoted within the National Planning Policy Framework (NPPF) as a means to help maintain a prosperous rural economy.

8.11.3 The scale and character of the diversified activities will need to be sensitive to the character of their setting and must protect or enhance it. Existing buildings should be re-used where possible and any opportunity should be taken to seek environmental improvements and to improve the appearance of the holding as a whole through appropriate diversification schemes.

8.11.4 The Royal Borough is keen to ensure that agricultural businesses can be sustainable, efficient and competitive. Therefore the authorities will encourage well-conceived proposals relating to the diversification of farm businesses where it is required for the efficient operation of an existing farm enterprise, promotes economic activity, maintains or enhances the environment, and is in accordance with all other policies in this Plan.

8.12 Policy ED4 Farm Diversification

Policy ED 4

Farm Diversification

1. Proposals for farm diversification will be permitted providing they meet the following criteria:
 - a. the proposal is a subsidiary component of the farm enterprise and contributes to the continuing viability of the farm as a whole, retaining existing or providing new employment opportunities and services for the local community;
 - b. the scale and nature of the proposal must be appropriate within its rural location and where it is likely to create significant vehicular movements to and from the site it should be well located in relation to villages, settlements and towns;
 - c. the proposal should reuse or adapt any existing farm buildings which are suitable and where appropriate include the removal of any redundant buildings which are derelict or offer no opportunity for beneficial use. The reuse of a building for business and industrial uses should be appropriate in terms of its size and character, not adversely impact upon nearby agricultural activity, be appropriate to a rural setting and preferably connected to agriculture. New buildings to enable farm diversification will only be permitted in accordance with national Green Belt policy, and only if existing buildings cannot be reused.
 - d. In the Green Belt, very special circumstances will be needed for a new building. If a new building can be justified it should be sited in or adjacent to an existing group of buildings, be compatible in scale, design, siting and materials, must relate satisfactorily to the surrounding landscape and character, and must avoid where possible the loss of the best and most versatile agricultural land;
 - e. there would be no significant detriment to the amenity of nearby residents, the surrounding landscape, biodiversity or geodiversity, and no unacceptable effect on water quality or flooding on any watercourse in the vicinity of the site;
 - f. the proposal should have regard to the local road network and the associated traffic movement should not compromise highway safety or the free flow of traffic; and
 - g. where a retail use is proposed it must be directly related to the farm unit.
 - h. the proposal would, where this is possible and viable, deliver environmental improvements, for example in terms of additional landscaping or biodiversity enhancements.
2. Proposals for retail development in the countryside, not related to a farm enterprise, will not be permitted and should be directed to villages, settlements and towns, in accordance with the Town Centres and Retail policies.

Town Centres and Retail

Town Centres and Retail

9.1 Context

9.1.1 Town centres offer an accessible focal point for a range of commercial premises, shops and leisure facilities for the surrounding communities. Attractive town centres can contribute to the image and character of an area, helping to attract business and investment.

9.1.2 Changes in the retail sector coupled with the continued growth of online shopping mean that the role of town centres is evolving. It is essential that the attractiveness of town centres is supported by planning policy in order to maintain their vitality and viability.

9.1.3 The Thames Valley has a complex network and hierarchy of town centres, with each fulfilling different but complementary roles. The retail offer in the Borough is dominated by the two town centres of Windsor and Maidenhead where a range of comparison goods shops, leisure services and services are provided.

9.1.4 Further district centres at Ascot and Sunningdale and a number of local centres provide for predominantly convenience based shopping and service needs in other locations across the Borough. A survey of visitors undertaken to support the 2015 Retail and Town Centre Study confirmed that the retail catchment of the Borough extends into neighbouring areas, with residents from settlements outside the Borough including Beaconsfield, Marlow, Staines and Slough, making use of the services on offer in the town centres of Windsor and Maidenhead. The nearby centres of Reading, Bracknell and central London offer the widest range of shops and services in locations that are easily accessible by both road and rail to local residents.

9.1.5 It is important that the Borough Local Plan (BLP) provides for customer choice and a diverse retail offer within town centres, as well as other uses that encourage people to visit town centres and enhance their experience of visiting. Securing a town centre as a desirable place to shop and spend time is fundamental to its future success and the improvement of local image and character.

9.1.6 The BLP strategy is to promote and maintain a range of uses within town centres, and define a hierarchy of centre including a strong, central core of retail and allied uses, to support their vitality and viability and promote customer choice. The BLP sets out a positive approach towards main town centre uses and defines a hierarchy of centres. It sets out the operation of the sequential test and impact assessment and provides a context within which to assess the appropriateness of development proposals.

9.2 Hierarchy of Centres

9.2.1 The hierarchy of centres within the Borough is shown in this policy. It is important to note that centres do not operate in isolation and the Thames Valley has a complex network and hierarchy of town centres, with each fulfilling different but complementary roles.

9.2.2 Residents will use centres both within and outside the Borough to fulfil their diverse retail and leisure needs, with centres fulfilling a different function for different people. This pattern is replicated by residents across the region.

9.2.3 Many shopping parades and individual stores of purely neighbourhood significance are not classed as centres for the purposes of policy. Similarly, large free-standing stores or retail parks in out of centre locations are also not classed as centres.

9.2.4 Windsor is a highly attractive town centre which supplements the shopping and service needs of residents with stores catering to the needs of tourists. The town was 107th in the 2014 CACI Retail Footprint rankings having risen from 215th in 2010. There is a strong comparison retail offer in the town.

9.2.5 The majority of the town's retail stores are concentrated within the Windsor Yards shopping precinct, the Windsor Royal Station development, which is also hosts an arts and crafts market, and the more traditional high street on Peascod Street. Together these areas comprise a relatively high quality environment.

9.2.6 Core shopping areas benefit from the proximity of Windsor Castle which generates high footfall. The cafes and restaurants around Windsor Royal Station help increase the footfall for a cluster of fashion retailers catering to the high end of the market which are located there. Businesses that serve the tourist market are concentrated to the north of Peascod Street and east of High Street.

Town Centres and Retail

9.2.7 The town centre of Maidenhead has been the subject of a programme of public realm improvements which is ongoing. While the attractiveness of the centre has been hampered in recent years by high vacancy rates, the level of vacancies is now declining. A range of major and multiple retailers are located within the town, focused within the Nicholsons Centre shopping precinct and along the pedestrianised section of the High Street. There is a wide range of land uses within the town centre including a range of offices, hotels, cinema, restaurants and residential developments, which together help to ensure that the centre enjoys high levels of footfall.

9.2.8 Ascot district centre has a variety of retail units which together cater for local convenience shopping and service needs. It is a pleasant centre with well-maintained streets and shop units and enjoys a very low vacancy rate. Ascot has a high proportion of comparison goods shops and a high number of independent retailers which benefit from the footfall generated by retail anchor stores.

9.2.9 Visitors are attracted to Ascot because of the racecourse and their spend helps to support a number of retail outlets catering to the high-end of the market, and the many cafés in the High Street. A number of bars and pubs thrive from the patronage of race goers and the evening economy is supported by racecourse activities. However, traffic congestion and a lack of suitable parking is perceived to be a problem by users of Ascot High Street.

9.2.10 Sunningdale district centre is attractive with well-maintained streets enhanced by planters and shop canopies. The centre is fragmented with two distinct centres to the east and west separated by the railway line. Sunningdale has a variety of retail units with a very high proportion of comparison good retailers for a centre of this size and also a relatively high proportion of financial and business service units for a district centre, including a number of estate agents and a bank.

9.2.11 The centre has a low vacancy rate. A Waitrose supermarket is the main anchor and the majority of visitors to Sunningdale travel by private car. Traffic congestion and the high costs of car parking are perceived to be a problem by users of Sunningdale centre.

9.2.12 Local neighbourhood centres are located at Cookham; Cookham Rise; Datchet; Dedworth Road West, Windsor; Eton; Eton Wick; Old Windsor; Shifford Crescent, Maidenhead; Sunninghill; Vale Road, Windsor; Wessex Way, Cox Green; Wootton Way, Maidenhead and Wraysbury which provide for daily needs. The boundaries of these local centres are shown on the Policies Maps and in detail on maps in Appendix E.

Town Centres and Retail

9.3 Policy TR1 Hierarchy of Centres

Policy TR 1

Hierarchy of Centres

1. The area's centres will be supported and strengthened to ensure that they continue to be the focus of communities. Initiatives which safeguard and enhance their role and function will be supported.
2. The hierarchy of centres in the Borough is defined as follows:
 - Town Centres: Windsor; Maidenhead
 - District Centres: Ascot; Sunningdale
 - Local Centres: Cookham; Cookham Rise; Datchet; Dedworth Road West, Windsor; Eton; Eton Wick; Old Windsor; Shifford Crescent, Maidenhead; Sunninghill; Vale Road, Windsor; Wessex Way, Cox Green; Wootton Way, Maidenhead; Wraysbury. In addition, a new Local Centre will form part of the development of Maidenhead Golf Course.
3. Windsor and Maidenhead will be the preferred location for the development of main town centre uses, followed by the District and Local Centres. The extent of the centres is defined on the Policies Map.
4. Development proposals for main town centre uses including retail development, leisure, entertainment facilities, offices, hotels, arts, cultural and tourism development will be supported in accordance with the hierarchy, provided they are appropriate in terms of their scale, character and design, and are well-related to the centre.

9.4 Retail Context

9.4.1 The retail studies undertaken to aid the development of the BLP, support the view that a successful retail sector is key to securing a vital and viable town centre. The most recent retail study produced by Cushman and Wakefield in 2015 (the Retail Study), supports the view that a key method of supporting the retail sector is through securing a mix of uses within town centres to maximise the likelihood of linked trips, which have the effect of increasing the amount of time spent in the centres and the likelihood of a higher spend per trip.

9.4.2 Borough residents are expected to continue to use centres both within and outside the Borough to fulfil their diverse retail and leisure needs, with centres fulfilling different functions for different people. The BLP aims to promote and maintain a range of uses within the defined centres, including a strong, central core of retail and allied uses, to support their vitality and viability and promote customer choice.

9.5 Frontages and Diversity of Use

9.5.1 Town centre frontages are defined as primary and secondary. Primary frontages are those which include a high proportion of retail uses. Secondary frontages are those where there is greater opportunity for diversity of uses.

9.5.2 Retail uses will be appropriate in both locations. While non-retail uses that support the town centre function such as restaurants, pubs and cinemas will be appropriate across a centre, there will be greater concentrations of these uses in secondary frontages. In Windsor, retail and service uses aimed at visitors will be appropriate in defined locations.

9.5.3 It is important that the vitality and viability of centres is maintained and enhanced. An appropriate amount of supporting uses in primary shopping areas and primary frontages, for example food and drink outlets, is necessary to complement the shops and function of the area.

Town Centres and Retail

9.5.4 Secondary frontages comprise areas where a greater variety of uses is apparent and there is opportunity for a greater diversity of retail and non-retail uses, and the promotion of entertainment and a street café culture. The strategy, which complements the desire to maintain a strong, central core of retail and allied uses, is to permit the flexibility to allow secondary frontages to contain a good mix of different uses.

9.5.5 An appropriate mix of uses that would not cause unacceptable harm to the existing character, function, and vitality of the street or surrounding environment will be supported. The Maidenhead Waterways Restoration Project is a key driver for the rejuvenation of the town, and thus support is offered for proposals that would enhance the town's waterways in line with the Waterways Development Brief.

9.5.6 The BLP is not prescriptive about the proportion of retail and non-retail uses that would be appropriate in any given area as the role played by frontages varies across the town centres. Where a non-retail use is proposed in a frontage, the make-up of units in that area of frontage will be assessed in order to determine the likely impact of the proposed use and its acceptability.

9.5.7 Residential use is particularly helpful within town centres as it increases vitality, provides custom for town centre businesses and increases natural surveillance. Residential use at ground floor level would not be appropriate within retail frontages as it can create a dead space without visual interest or appeal. However, the residential use of upper floors forms a valuable part of the mix of uses that supports a successful town centre.

Town Centres and Retail

9.6 Windsor Town Centre

9.6.1 The retail function of any town centre is defined by its Class E(a) shops whilst other uses play a valuable role in creating a balanced town centre and an attractive experience for visitors. In Windsor, there is a need to balance the needs of residents with the needs of visitors and tourists.

9.6.2 The forecasts for retail growth in Windsor are based on retaining the 2015 pattern of market shares over the forecast period. Under this assumption, it is expected that Windsor will have the capacity to accommodate a net tradable area of approximately 6,100 sq. m comparison goods floorspace and 800 sq. m convenience goods floorspace between 2016 and 2033.

9.6.3 Windsor town centre is highly constrained and it is considered that the modest capacity for additional retail floorspace over the plan period would be most appropriately accommodated through the intensification of the existing town centre, for example, through the reconfiguration of the existing layout of the Windsor Yards shopping complex to provide additional retail floorspace, or the provision of mezzanine floors within existing units.

9.7 Policy TR2 Windsor Town Centre

Policy TR 2

Windsor Town Centre

1. Development proposals should promote and enhance the role of Windsor town centre and its vitality and viability. The retail role of Windsor town centre will be supported.
2. New development proposals within the primary shopping area, as defined on the Policies Map, should broaden the range of shopping opportunities and improve the image of the town as a sustainable and high quality shopping destination. In particular proposals to extend retail floorspace within existing stores and complexes and to extend department store provision within Windsor Town centre will be supported.
3. Development proposals for retail and service provision aimed particularly at visitors will be supported in a visitor development area that is appropriate to the character and function of the area, which includes Windsor Castle, Royal Windsor Shopping Centre, Windsor Yards, High Street and Thames Street.
4. Primary frontages, defined on the Policies Map, should include a high proportion of retail uses. Development proposals for non-retail uses within primary frontages will be permitted where they would enhance vitality and viability, be appropriate to the character and function of the area and retain prominent shop units within the primary frontage.
5. Development proposals in secondary frontages will be supported where they contribute to the existing character, function and vitality of the street or surrounding environment.
6. Development proposals for residential use on upper floors throughout Windsor town centre will be encouraged.
7. An allocation for a mixed use development comprising predominantly retail units on the ground floor with residential units above is identified on the Policies Map at Minton Place.

Town Centres and Retail

9.8 Maidenhead Town Centre

9.8.1 The extent of Maidenhead Town Centre is set out on the Policies Map.

9.8.2 The BLP supersedes the adopted Maidenhead Town Centre Area Action Plan (MTCAAP).

9.8.3 The forecasts for retail growth for Maidenhead are based on the 2015 pattern of market shares over the forecast period assuming development of an additional 2,300 dwellings within Maidenhead town centre to 2031. Under this assumption, the retail study forecasts that Maidenhead town centre will have the capacity to accommodate a net tradable area of approximately 3,250 sq. m comparison goods floor space together with a net tradable area of approximately 1,750 sq. m convenience goods floor space to 2031.

9.8.4 There are currently significant numbers of empty units within the town centre at Maidenhead, although the numbers are declining. The retail capacity forecasts take account of the empty units and the additional retail capacity provided by 'The Landing' together with proposals for the High Street/York Road Opportunity Area which are being implemented.

9.8.5 The policy for Maidenhead town centre considers recent retail forecasts which adjust the figures for anticipated retail floor space capacity.

9.9 Policy TR3 Maidenhead Town Centre

Policy TR 3

Maidenhead Town Centre⁽²⁰⁾

1. Development proposals should promote and enhance the role of Maidenhead town centre and its vitality and viability. The retail role of Maidenhead will be supported and development proposals for the regeneration of sites for town centre uses and those that protect, enhance or diversify retail activity, within the primary shopping area will be supported.
2. Subsequent revisions of retail floor space projections should be taken into account in development proposals.
3. Primary frontages, defined on the Policies Map, should include a high proportion of retail uses. Development proposals for non-retail uses within primary frontages will be permitted where they would enhance vitality and viability, be appropriate to the character and function of the area and retain prominent shop units within the primary frontage.
4. Development proposals in secondary frontages will be supported where they contribute to the existing character, function and vitality of the street or surrounding environment. In particular, proposals to expand the cultural, entertainment and food offer of Maidenhead will be encouraged.
5. Outside the primary and secondary frontages, new retail development will only be permitted where it would not compromise the vitality, viability and attractiveness of the town centre.

9.10 District Centres

9.10.1 Ascot is a district centre serving the surrounding residential areas and providing a range of shops and services. Visitors are attracted to Ascot because of the racecourse and their spend helps to support a number of upmarket retail outlets and the many cafés in the High Street.

20 It should be noted that the Maidenhead Town Centre boundary, as defined by this policy and shown on the Policies Map, is different in extent from the Maidenhead Town Centre Strategic Placemaking Area as defined by Policy QP1a and shown indicatively on Figure 2.

Town Centres and Retail

9.10.2 A number of bars and pubs thrive from the patronage of race goers and other racecourse activities. However, issues such as parking and the lack of a focus to Ascot prevent the High Street from meeting its full potential.

9.10.3 Sunningdale is a district centre whose main function is to provide a range of shops and services to the surrounding area. Both local and specialist functions are catered for and a superstore draws trade from further afield.

9.10.4 Both district centres serve their immediate settlement and its hinterland. They comprise groups of shops containing at least one supermarket or superstore and a range of non-retail services including banks, pubs and restaurants, as well as local public facilities such as libraries. The Borough's strategy is to maintain a broad mix of uses and the current function of these centres, so as to ensure the centres can continue to play a full role in the life of the area.

9.10.5 A diverse range of appropriate uses including retailing will be appropriate. Analysis of retail capacity in the Retail and Town Centre Study 2015 shows limited scope for new retail floorspace in either district centre. The Neighbourhood Plan for the area Ascot, Sunninghill and Sunningdale Neighbourhood Plan 2011-2026 supports the provision of small retail units on sites in both centres and this is consistent with the capacity analysis.

9.11 Policy TR4 District Centres

Policy TR 4

District Centres

1. Ascot and Sunningdale are district centres, defined on the Policies Map, whose main functions are to provide a range of shops and services to the surrounding areas. A broad mix of uses will be maintained within the centres to support their current functions and to help them meet their full potential.
2. Development proposals for retail use within district centres will be supported, particularly within the primary shopping areas as defined on the Policies Map.
3. Non-retail uses and services will also be supported provided the overall function of the centre and opportunities for customer choice are maintained.
4. The scale of development that will be appropriate in district centres will be smaller than that in town centres, and will be determined by reference to the scale and function of the centre in question. Development proposals should not be of such a scale that they would elevate the centre to a higher level in the retail hierarchy.
5. Development proposals for residential use on upper floors in district and local centres will be supported. Where there is a considerable proportion of vacant property in a centre, residential or other uses at ground floor level will also be considered by the Borough where they do not negatively impact the character, and provided that they would not adversely affect the function of the centre within the retail hierarchy.
6. Special considerations will apply in situations of sustained high levels of vacancy, for example where more than 30% of the units in a centre have been vacant for more than a year. Where there is a sustained high level of vacancy, the Council will consider active town centre uses as a first resort with residential or other uses at ground floor level as a last resort.
7. A diverse range of appropriate uses including retailing will be appropriate and there is limited scope for new retail floorspace in either district centre. The Neighbourhood Plan for the area, Ascot, Sunninghill and Sunningdale Neighbourhood Plan 2011-2026, supports the provision of small retail units on sites in both centres.

Town Centres and Retail

9.12 Local Centres

9.12.1 Local centres perform a more limited role, acting as the focus for convenience and service uses that serve their immediate community. The Borough's local centres are all different in terms of their size and the precise role they play in the life of their community, but in general they include a range of small shops serving a localised catchment. Typically they may include a convenience store, newsagent, sub-post office, pharmacy, hot-food takeaway or launderette, as well as various local services.

9.12.2 The local centres identified in 'Policy TR5 Local Centres' exclude small parades of shops of purely neighbourhood significance. The Borough's strategy is to ensure that local centres continue to provide a broad range of services for their local community, mainly serving specialist local needs or the immediate day to day needs of their local area.

9.13 Policy TR5 Local Centres

Policy TR 5

Local Centres

1. Development proposals for retail use within local centres (as defined on the Policies Map and in the proposed new Maidenhead Golf Course Local Centre) will be supported. Non-retail uses and services will also be supported provided the overall function of the centre and opportunities for customer choice are maintained.
2. The scale of development that will be appropriate in local centres will be determined by reference to the scale and function of the centre in question. Development proposals should not be of such a scale that they would elevate the centre to a higher level in the retail hierarchy.
3. Development proposals for residential use on upper floors in local centres will be supported. Where there is a considerable proportion of vacant property in a centre, residential or other uses at ground floor level will also be considered by the Borough provided that they would not adversely affect the function of the centre within the retail hierarchy.
4. Special considerations will apply in situations of sustained high levels of vacancy, for example where more than 30% of the units in a centre have been vacant for more than a year. Where there is a sustained high level of vacancy, preference will be given to active town centre uses. Residential or other uses at ground floor level will also be considered by the Borough where they do not negatively impact the character, and provided that they would not adversely affect the function of the centre within the retail hierarchy.
5. Local centres defined on the Policies Map will be supported to provide a broad range of services for their local community, mainly serving specialist local needs or the immediate day to day needs of their local area.

9.14 Impact and Conditions

9.14.1 The scale of retail development that is appropriate within the Borough will be determined with reference to retail capacity work (Retail and Town Centre Study 2015 and subsequent updates). Applications for retail development will be considered against the policies in this section and the retail capacity identified for each centre. The forecast capacity for new retail floorspace (2,700 sq. m net comparison goods floorspace and 2,350 sq. m net convenience goods floorspace across the Borough) is based on the 2015-pattern of market shares remaining unchanged throughout the forecasting period to 2033, in addition to a number of other assumptions. The forecasts serve only as a guide and are not prescriptive minimums or maximums, particularly given the structural changes and challenges facing the retail sector.

Town Centres and Retail

9.14.2 Retail capacity guidance and policy indicates that any new floorspace should be located in accordance with the sequential approach. It should also be noted that it is possible to sell all types of goods from a town centre location.

9.14.3 National policy allows local authorities to set a proportionate threshold at a local level, above which proposals for retail, leisure and office development must be accompanied by an impact assessment. The national threshold of 2,500 sq. m (gross external area) is considered appropriate for leisure and office use within the Borough.

9.14.4 For retail uses, a threshold of 1,000 sq. m (gross external area) is considered appropriate within the urban areas of Maidenhead and Windsor. This figure approximates to the size of a small retail warehouse and marks a perceptual cut off point between town centre type and out of centre type retail units.

9.14.5 While larger units than this would normally be acceptable in central locations such as within Maidenhead and Windsor town centres, their location out of centre would indicate that a different form of retailing was likely to occur from the unit in question. Such different store formats can generate different shopping patterns and have detrimental effects on town centres.

9.14.6 A threshold of 500 sq. m (gross external area) is considered appropriate for retail uses elsewhere. This approximates to a large convenience store or small supermarket, the establishment of which in an out of centre location has the potential to have a significant effect on the functioning of smaller centres in the locality. In the case of both thresholds as set out in policy, there is no bar to development occurring but it is appropriate to assess fully the impact of a proposed development to inform properly the decision made on any such planning application.

9.14.7 Where impact assessments indicate significant adverse impacts on the existing vitality and viability of the centre, development will be refused. What constitutes a significant adverse impact will be based on the circumstances of each case.

9.14.8 The cumulative impact of recent/committed proposals may also be relevant. Where the evidence shows there is no significant adverse impact the positive and negative effects of the proposal will be balanced, together with locational and other considerations, to reach an overall judgement.

9.14.9 Conditions will be used to ensure that the impacts of retail development are acceptable and will remain in line with good development management practice. Such conditions could include restricting the subdivision or amalgamation of units, the maximum gross floorspace and net sales area or the range of goods that may be sold.

9.14.10 Flexible unit sizes are preferred to cope with flexible future trends and appropriate conditions for use will vary for individual proposals. In general, fewer restrictions will be appropriate in town centres, while it will be appropriate to exercise a greater element of control over any retail developments in other locations.

Town Centres and Retail

9.15 Policy TR6 Strengthening the Role of Centres

Policy TR 6

Strengthening the Role of Centres

1. Provision is made for 2,700 sq. m net comparison goods floorspace and 2,350 sq. m net convenience goods floorspace across the Borough.
2. Main town centre uses must be located within the centres defined in the hierarchy of centres where sites are suitable, viable and available. Subject to operation of this sequential test and as set out elsewhere in policy, offices may also be located in defined business areas.
3. Planning applications for main town centre uses which are neither in a defined centre nor in accordance with the policies of this Plan will be subject to the Sequential Test.
4. Where suitable and viable in-centre sites are not available, edge of centre locations must be considered. If suitable and viable edges of centre sites are not available, out of centre sites should be considered. When considering edge of centre and out of centre sites, preference will be given to accessible sites that are well-connected to the centre.
5. Flexibility should be demonstrated on issues such as the format and scale of development. All centres within each individual level of the hierarchy are of equal status for the purposes of this sequential test.
6. Outside the defined centres, retail development (including subdivision of existing retail units or widening the range of goods allowed to be sold) will be resisted unless:
 - a. the proposal passes the sequential test outlined above, or
 - b. is intended to meet a particular local need that occurs only in a specific location.
7. Development proposals for retail, leisure and office development larger than the thresholds set out below, located outside defined centres must be accompanied by an assessment of their impact on the vitality and viability of and investment in defined centres within their catchment:
 - a. retail development: 1,000 sq. m within Maidenhead and Windsor urban areas; 500 sq. m elsewhere
 - b. leisure development: 2,500 sq. m
 - c. office development: 2,500 sq. m
8. Neighbourhood Plans may set different thresholds where local considerations, supported by evidence, indicate this is appropriate.

Town Centres and Retail

9.16 Shops and Parades Outside Defined Centres

9.16.1 Not all town centre uses can be accommodated within existing centres. In recognition of this a number of retail parks and large free-standing stores have been developed.

9.16.2 Individual shops and small parades, located outside centres, can play a vital role in their local community. They can provide convenient access to day to day requirements and may be the sole accessible store for less mobile residents.

9.16.3 It is important that the community function of shops is supported. The policy takes a cautious approach towards the loss of small parades and individual shops, to ensure that the needs of communities can continue to be met in the future, but allows for change of use when the use of the shop to the local community can no longer be demonstrated.

9.16.4 Where a centre is suffering from a significant proportion of vacant property, it is appropriate to plan flexibly and positively for the future of the area and facilitate alternative uses. With this in mind, special considerations will apply in situations of sustained high levels of vacancy, for example where more than 30% of the units in a centre have been vacant for more than a year. Where there is a sustained high level of vacancy, residential or other uses at ground floor level may be considered.

9.17 Policy TR7 Shops and Parades Outside Defined Centres

Policy TR 7

Shops and Parades Outside Defined Centres

1. Development proposals that enhance the community function of shops and parades located outside centres defined on the Policies Map will be supported.
2. Where it is proposed to change the use of a shop outside a centre, an assessment will be made of its value to the local community. If the shop fulfils a function of benefit to the local community, development proposals must provide credible and robust evidence of an appropriate period of marketing for retail use.
3. Where evidence suggests that a shop does not fulfil a function of benefit for the local community, or where a community benefit exists to changing to another use, marketing evidence will not be required.

Town Centres and Retail

9.18 Markets

9.18.1 Markets are part of the overall retail economy. In addition to providing consumers with a more varied shopping experience, they also have the benefit of supporting local producers and can enhance the overall experience of visiting a town centre.

9.18.2 Markets and similar community events can add distinctiveness and diversity to a town centre's overall shopping experience. They attract people into a town centre, helping to make it more lively, and can significantly enhance a town centre's overall image and identity.

9.19 Policy TR8 Markets

Policy TR 8

Markets

1. Existing and proposed markets within town, district and local centres will be supported. Development proposals that include the operation of events and markets within town, district and local centres and that incorporate suitable spaces and appropriate infrastructure for events and markets, such as electricity points and lighting, will be supported.
2. Development proposals should not adversely impact upon the amenity of nearby residential and business properties, especially with regard to noise.

Visitors and Tourism

Visitors and Tourism

10.1 Context

10.1.1 Visitors and tourism can contribute to enhancing quality of life through delivering rewarding experiences for visitors, and a greater variety of jobs and training opportunities. They can support urban renaissance and rejuvenation, and diversify and develop the rural economy.

10.1.2 The Borough's economy is supported by a vibrant visitor and tourism market. This is particularly important to Windsor and Eton, Ascot and Thames-side settlements. One of the objectives of the Borough Local Plan (BLP) is to enable the continued success and evolution of the Borough's distinct visitor economy.

10.1.3 Key objectives include:

- supporting and promoting the key heritage attractions of Windsor, Eton, Ascot and the River Thames
- providing sufficient visitor accommodation and facilities
- promoting opportunities for visitor related development.

10.1.4 To work towards these objectives, the Council will work with partner organisations through the Visitor Management Forum to support the tourist economy. An integrated approach will be taken to ensure that these objectives are reflected in local activities such as town centre management and regeneration, open space strategies, heritage enhancement initiatives, countryside management and environmental stewardship. Visitor and tourism policies encourage development which supports the sustainable growth of the tourism industry.

10.1.5 The National Planning Policy Framework (NPPF) includes tourism under a category with arts and culture, as a main town centre use. This definition can include theatres, museums, galleries and concert halls, hotels and conference facilities. The NPPF also identifies the need for Local and Neighbourhood Plans to support sustainable rural tourism and leisure developments that benefit businesses in rural areas, communities and visitors, while respecting the character of the countryside.

10.2 Tourism in the Borough

10.2.1 Windsor is one of the major tourist attractions of south east England, experiencing very high levels of tourism and day visitor activity which make a major contribution to the local economy. Windsor Castle is the oldest and largest inhabited castle in the world and is an international tourist destination. The effects of high visitor numbers on traffic congestion and pressures on local services and residents require careful management.

10.2.2 The River Thames is also a major tourist attraction and of considerable importance to tourism and the visitor economy in the Borough. The river provides high quality landscapes along its length and is widely used for a range of informal leisure activities, bringing direct economic benefits to its surrounding area.

10.2.3 Legoland Windsor is one of Britain's most popular paid for tourist attractions, with over 2.3 million visitors in 2018, rising from 1.1 million when it first opened in 1996. In addition, of the many events that take place in the Borough each year, the Royal Ascot race meeting attracts the most visitors, with around 300,000 people travelling to the racecourse over the five days of racing each year.

10.2.4 There are many other visitor attractions and events in the Borough, including Windsor Race Course, the Royal Windsor Horse Show, Eton College, Cookham's Stanley Spencer Gallery, Windsor Great Park, golf in Sunningdale, Thames Valley Athletics Centre, River Thames' locks, Bisham Abbey and Windsor Festival. In many cases, tourism and visitors are important in helping to maintain key heritage assets.

10.3 Key Challenges and Issues

Key challenges and issues

10.3.1 The number of visitors received by the Borough is increasing annually, both from overseas and domestically. Between 2006 and 2017, visitor numbers increased from 6.7 million to just over 7.6 million trips per year.

10.3.2 The number of day visitors currently represents 92.3% of the total number of visitors received. Overall, an estimated 590,000 staying trips were spent in Borough in 2017, of which around 382,000 were made by domestic visitors (65%) and 208,000 by overseas visitors (35%). Domestic visitors were down 13% from 438,000 in 2016 and overseas visitors up 8% from 192,000 in 2016.

Visitors and Tourism

10.3.3 Staying trips in 2017 resulted in an estimated 1,712,000 visitor nights in the Borough, a reduction of 1% compared to 2016. Total expenditure from overnight visitors in 2017 was £188 million, of which over £104 million came from overseas and £84 million from domestic visitors.

10.3.4 Approximately 7,615,000 visitor day trips were made to the Borough in 2017 generating an additional £253.4 million in visitor trip expenditure. Compared to 2016, the volume of day trips fell by 2%, and trip expenditure also fell by 5%.

10.3.5 Direct expenditure generated by visitors and tourism in the Borough in 2017 was £441.8 million. Adding additional indirect and induced effects (which generate a further £124.7 million) translates to £566.5 million worth of income for local businesses. Compared to 2016, this represents a reduction of 0.8% in total tourism value.

10.3.6 This visitor-related expenditure is estimated to have supported 8,816 full time equivalent jobs in Windsor & Maidenhead. Many of these jobs are part-time or seasonal in nature and are spread across a wide range of service sectors from catering and retail to public service jobs such as in local government as well as tourism.

10.3.7 The visitor accommodation usage in the Royal Borough is different to many locations and there have been some recent new developments, but there may need to be a wider choice of accommodation, based on existing buildings, towns and villages to meet visitor demands and aspirations.

10.3.8 The Borough's Local Transport Plan highlights the burden placed on local transport infrastructure by the fact that 51% of visitors arrive by car, with parking capacity and traffic congestion being particular issues for Windsor and Eton.

Visitors and Tourism

10.4 Policy VT1 Visitor Development

Policy VT 1

Visitor Development

1. Maidenhead and Windsor town centres will be the main focus for major visitor related development. Development will be acceptable in other settlement locations provided that the type and scale of activity and the number of trips generated are appropriate to the accessibility of the location by walkers, cyclists and users of public transport. Proposals for hotel development to support the operation of Windsor and Ascot racecourses will be supported if very special circumstances can be demonstrated in each case.
2. Development proposals for visitor development will be expected to:
 - a. be consistent with the sequential approach to site selection within that settlement or as an exception show evidence that the proposed development is locationally specific and consistent in terms of scale, impact and function with their location
 - b. contribute positively to the character of the area, the amenity of surrounding land uses and the retention and enhancement of heritage assets
 - c. contribute, where appropriate, towards town centre rejuvenation and environmental enhancement and a sustainable, safe, attractive and accessible environment
3. Development required to meet the changing needs of visitors at existing visitor attractions will be supported if the proposal does not have an adverse impact on local environment, amenity or traffic.
4. Development proposals for visitor development in rural locations will be supported where the proposals promote the rural economy and contribute positively towards the ongoing protection and enhancement of the countryside.
5. Visitor development proposals located in the Green Belt will be expected to demonstrate that they maintain the character of the Green Belt in that location, protect historic and heritage assets, are in conformity with current Green Belt guidance, policy and legislation, and are supported by a case of very special circumstances.

Historic Environment

Historic Environment

11.1 Context

11.1.1 The Borough enjoys a wide diversity of built character. Many of the oldest settlements in the Borough are located close to the River Thames, which has played an important role in its economic and cultural development. For example, both the villages of Hurley and Datchet pre-date Roman occupation and continue to be thriving communities due in part to the advantages of a riverside location.

11.1.2 The Borough is steeped in history; the area has evolved around old settlement patterns, and receives its royal title from strong connections with the Crown. Windsor Castle is a prominent medieval building of international importance located in the wider floodplain of the River Thames built on an outcrop of chalk, and influenced the development of the town for trade and more recently tourism.

11.1.3 The character and diversity of its urban and rural areas, and its high quality historic built environment and archaeological sites make the Borough very distinctive. This character can vary settlement to settlement. The scale and extent of the Borough's 27 Conservation Areas vary from small hamlets (such as White Waltham) to villages (such as Cookham Dean) and towns like Windsor; all of which have unique historic and architectural interest. There are currently:

- 956 Listed Buildings in the Borough, including Windsor Castle.
- 12 Registered Parks and Gardens, including Eton College and the Royal Estate, and also
- 17 Scheduled Ancient Monuments (SAMs), including Bisham Abbey

In addition to designated heritage assets, there are many non-designated heritage assets of local value. These form an important part of the historical and cultural fabric of the Borough. The preparation of a local list that details local heritage assets will be one of the outcomes related to the Heritage Strategy and this local list will be updated via the Annual Monitoring Report. However, non-designated heritage assets may also be discovered through a number of different processes, including the making of neighbourhood plans, Conservation Area appraisals or through the consideration of planning applications.

11.2 Conservation and Heritage

11.2.1 The objective of conserving and enhancing the special qualities of the Borough's built and natural environment can be achieved through ensuring that development proposals respect both individual identity and the sense of place. The historic environment is irreplaceable and meeting this objective is essential to ensure that residents, visitors and future generations can enjoy the historic environment of the Borough in the future.

11.2.2 Heritage assets are defined as a building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions because of its heritage interest. This includes designated heritage assets and assets identified by the Council as local planning authority (including local listing).

11.2.3 The evidence base comprises the Historic Environment Record maintained by Berkshire Archaeology and the Heritage at Risk Register maintained by Historic England. This register is published annually and in 2016 there were four heritage assets identified as being at risk in the Borough. The Borough also has a Townscape Assessment that provides useful descriptions and information about those urban and suburban areas not lying within the Green Belt.

11.2.4 The character of villages and hamlets in the countryside are defined in the Landscape Character Assessment.

11.2.5 The Borough has also undertaken Conservation Area Appraisals for many of the Conservation Areas. These appraisals will be used to guide the design of development proposals, and to help determine the appropriateness of development involving or in proximity to heritage assets. Conservation Areas will be subject to a rolling programme of Conservation Area Appraisals. A list of all the Conservation Areas in the Borough can be found on the Council's website.

11.2.6 In accordance with the National Planning Policy Framework (NPPF), the Borough considers its heritage assets to be "an irreplaceable resource" and it will protect all heritage assets in line with their significance. All development proposals will be expected to have regard to both the national and local historic contexts. The Council will encourage pre application discussions and all applications involving works to heritage assets should be accompanied by full details of existing and proposed works, and a Heritage Statement. The latter should

Historic Environment

explain the significance of the asset, consider and assess the impact of the proposed work on the asset, fully justify any resultant harm and where appropriate propose suitable mitigation works. The Council will not accept outline applications for works that affect designated heritage assets.

11.2.7 Given the history and geology of Borough, it is likely that many development sites will be archeologically sensitive. Where sites are identified as sensitive the Council will expect the developer to liaise at the earliest opportunity with Historic England in the case of SAMs, and Berkshire Archaeology elsewhere, and to provide a desktop assessment of the site as part of any application submission.

11.2.8 The Council will monitor buildings or other heritage assets at risk through neglect, decay or other threats. Furthermore, the Council will proactively seek solutions for assets at risk through discussions with owners, through a willingness to consider positively development schemes that would ensure the repair and maintenance of the asset, and, as a last resort, using its statutory powers.

11.2.9 Further details of how the Historic Environment policies will be implemented will be set out in the Heritage Strategy Supplementary Planning Document and related workstreams.

11.3 Policy HE1 Historic Environment

Policy HE 1

Historic Environment

1. The historic environment will be conserved and enhanced in a manner appropriate to its significance. Development proposals would be required to demonstrate how they preserve or enhance the character, appearance and function of heritage assets (whether designated or non-designated) and their settings, and respect the significance of the historic environment.
2. Heritage assets are an irreplaceable resource and works which would cause harm to the significance of a heritage asset (whether designated or non-designated) or its setting, will not be permitted without a clear justification in accordance with legislation and national policy
3. The loss of heritage assets will be resisted. Where this is proven not to be possible, recording in accordance with best practice will be required
4. Applications for works within archaeologically sensitive areas will be required to include a desk-top archaeological assessment.
5. Applications for works to heritage assets will only be considered if accompanied by a heritage statement which includes an assessment of significance, a heritage impact assessment and, where appropriate, information on marketing and viability.

Historic Environment

11.4 Windsor Castle and Great Park

11.4.1 Windsor Castle, home to Her Majesty Queen Elizabeth II, is one of the most recognisable heritage assets in the United Kingdom. Dating from 1165 the Castle and most of the buildings within the walls are Grade 1 Listed Buildings and therefore in the top 2.5% of all Listed Buildings in the country. Windsor Castle is both the largest inhabited castle in the world and the longest occupied Royal Palace in Europe whilst also being a Royal home. Windsor Great Park is also Grade 1 Listed on the Register of Historic Parks and Gardens.

11.4.2 Windsor Castle is of extreme importance to the Borough, not only because of its historical and cultural significance but also the role that it has as a major visitor attraction. Visitors to Windsor and the surrounding areas make a substantial contribution to the ongoing success of the local economy. The Castle and its setting within The Great Park are visible to and from a large area, and these views provide the background setting for the buildings and its immediate surrounds.

11.4.3 The Palace of Windsor Castle is owned by the Occupied Royal Palaces Estate on behalf of the nation and Windsor Great Park is managed by the Crown Estate. Both Windsor Castle and the Great Park are considered to be 'Crown Land' which is defined in Section 293 of the Town and Country Planning Act 1990 as land in which there is a Crown interest or a Duchy interest. From 2006 Crown land no longer enjoys immunity from planning control although there are some exceptions.

11.4.4 There are provisions and arrangements in place to help facilitate development and restrict access to sensitive information in the interests of national security and defence including additional permitted development rights. These rights which are set out in Part 19 of Schedule 2 of the Town and Country Planning (General Permitted Development)(England) Order 2015 make provision for the Crown and other Crown bodies to carry out certain types of development without a planning application needing to be made and this includes emergency development and development for national security purposes.

11.4.5 The setting of Windsor Castle and Home Park sits within the wider setting of the Great Park. Both Home Park and Windsor Great Park are included on the Register of Historic Parks and Gardens and therefore benefit from added protection due to this status.

11.5 Policy HE2 Windsor Castle and Great Park

Policy HE 2

Windsor Castle and Great Park

1. Development proposals that affect Windsor Castle, as defined on the Policies Map, should be accompanied by a statement showing how the development proposal:
 - a. seeks to enhance the architectural and historical significance, authenticity and integrity of Windsor Castle and its local setting within the Great Park, and
 - b. safeguards the Castle and its setting within the Great Park allowing appropriate adaptation and new uses that do not adversely affect the Castle, The Great Park and their settings, and
 - c. protects and enhances public views of the Castle including those from further afield.
2. The Council will, subject to the other policies in the Plan, support development proposals that aim to meet the needs of visitors to the Castle and the Great Park.

Natural Resources

12.1 Context

12.1.1 Maximising energy efficiency and reducing resource consumption in new development, or retro-fitting existing buildings, can help to reduce CO₂ emissions and associated climate change effects. The Borough requires new developments to be as sustainable as possible, and to seek to move towards a low-carbon economy. Ways that development proposals can achieve this include reducing energy demand, and adopting sustainable methods of design and construction.

12.2 Managing Flood Risk and Waterways

12.2.1 The River Thames and its tributaries is a dominant feature in the Borough. The Thames forms much of the northern boundary of the Borough and is a feature of eight parishes and an additional five wards. Fluvial flooding and flooding from local sources (for instance, from groundwater, surface water and sewers) are constraints to development in parts of the Borough which have been affected by serious flooding from the River Thames on a number of occasions in the last 100 years, with the risk of flooding predicted to increase as a result of climate change.

12.2.2 The Borough Local Plan (BLP) seeks to minimise the impact of climate change and one of the key ways to achieve this is by adapting to climate change through the careful management of flood risk. This requires local planning authorities to develop policies to manage flood risk from all sources, taking account of advice from the Environment Agency and other relevant flood risk management bodies, such as lead local flood authorities.

12.2.3 How to address the challenge of climate change and flooding is set out in the National Planning Policy Framework (NPPF). The Planning Practice Guidance (PPG) also advises that the effective implementation of the NPPF on development within areas of flood risk does not remove the presumption in favour of sustainable development. The main source of flood risk in the Borough is fluvial flooding and although the Thames is the largest river in the Borough, there are a number of other watercourses including the Bourne Ditch, the Battle Bourne, Wraysbury and Horton Drains, that can contribute to potential flooding problems in local areas.

12.2.4 The Borough is also at risk of flooding from the Colne Brook, the Colne, the Cut, Strand Water and White Brook as well as a number of streams and ditches. However, flooding may also occur directly from rainfall, rising groundwater, the overwhelming of sewers and drainage systems or potentially from the failing of man-made features such as bunds, reservoirs and reservoir aqueducts, water supply tunnels, man-made lakes, and flood defence assets.

12.2.5 To help reduce flood risk to some urban areas in the Borough, the Jubilee River relief channel was developed, which provides an overflow storage channel for flood water. The Jubilee River scheme extends from Maidenhead to Eton (11.6 km in length), leaving the River Thames at Boulters weir and re-joining immediately upstream of Datchet, and has reduced the area of Maidenhead at risk from severe flooding. It was built as part of the Maidenhead, Windsor and Eton Flood Alleviation scheme, reducing the frequency and severity of flooding to properties within the Borough. The channel is designed to look and function as a natural living river, containing water all year round, and is sensitively landscaped to enhance the environment and create new habitats for wildlife in addition to reducing fluvial flood risk.

12.2.6 There is also a number of formal raised flood defences that affect flooding within the Borough. These include the Cookham Bund, North Maidenhead Bund, Datchet Golf Course, Battle Bourne, Windsor Bourne Flood Storage area embankment and Myrke Embankments.

12.2.7 The Borough has experienced major floods in 1894, 1947 and 2014. Other floods of lesser severity have occurred in 1954, 1959, 1974, 1981, 1990, 2000, 2003, 2007 and 2012. If not effectively managed, new development will affect the severity of flooding due to the resulting physical loss of floodwater storage capacity on a site and by impeding the flow of floodwaters across a site.

12.2.8 As a consequence, the Borough has operated a policy of constraining new development in areas with a high risk from flooding since 1978. This has been supported in an overwhelming number of cases at appeal. Locating inappropriate or poorly designed development in areas at risk of flooding will increase the impact of flooding in the future, putting more people at risk and increase the cost of damages to property.

12.2.9 The Borough's Strategic Flood Risk Assessment (SFRA) Level 1 and Environment Agency (EA) flood maps show that it is predominantly locations along the River Thames that are at highest risk of flooding including, Wraysbury, Old Windsor, Cookham and Windsor. However, some other areas including around Waltham St

Lawrence and White Waltham/Paley Street and up to Holyport, have flood risk owing to Twyford Brook and The Cut, which are both tributaries of the River Thames. Fluvial flood risk is therefore a constraint to development in several areas of the Borough which is not necessarily restricted to locations along the River Thames. Regard should be had to the Thames River Basin Management Plan (RBMP) produced by the Environment Agency.

12.2.10 In addition some areas are more prone to experiencing surface water flooding. Department for Environment, Food & Rural Affairs (DEFRA) has introduced the concept of a 'Surface Water Management Plan' (SWMP) "which outlines the preferred surface water management strategy in a given location. In this context surface water flooding describes flooding from sewers, drains, groundwater, and runoff from land, small water courses and ditches that occurs as a result of heavy rainfall.

Regulations and guidance

12.2.11 The Flood Risk Regulations 2009 place a duty upon the Borough as a Lead Local Flood Authority to prepare a Preliminary Flood Risk Assessment (PFRA). The PFRA is a high level screening exercise that includes the collection of information on historic flood events, and potential, future, flood events.

12.2.12 The Borough's PFRA was published in 2009 and the Flood Water Management Act 2010 requires the local authority to provide a Local Flood Risk Management Strategy which will need to include information on how local flood risk is to be managed and the actions that might be taken to manage flood risk. The Borough adopted its strategy in December 2014.

12.2.13 The Government also expects the Council to adopt a sequential risk-based approach to development and flood risk. At all levels of the planning process whether allocating land or when considering planning applications, new development should be steered towards areas at the lowest probability of flooding. The Borough's Strategic Flood Risk Assessment (SFRA), most recently revised in 2017/18, refines information on the probability of flooding, taking other sources of flooding and the impacts of climate change into account. Applicants will be expected to provide a flood risk assessment for all proposals, including a change of use, in Flood Zones 2 and 3 and for applications over 1 hectare in Flood Zone 1, or ; land which has been identified by the Environment Agency as having critical drainage problems; land identified in a strategic flood risk assessment as being at increased flood risk in future; or land that may be subject to other sources of flooding, where its development would introduce a more vulnerable use.

12.2.14 In making decisions, the vulnerability and locational need of the proposed use should be taken into account. If, following the application of the sequential test, it is not possible, consistent with wider sustainability objectives, for a proposed development to be located in zones of lower probability of flooding, the 'Exceptions Test' should be applied where relevant to do so. Further guidance is available in the PPG.

12.2.15 Climate change projections for the UK indicate more frequent short-duration, high-intensity rainfall or more frequent periods of long-duration rainfall. This is likely to mean milder, wetter winters and hotter, drier summers. These changes will have implications for fluvial flooding and local flash flooding; subsequently the Government recognises that this will lead to increased and new risks of flooding within the lifetime of planned developments. In some areas there will also be increased risks from groundwater flooding such as in Datchet.

12.2.16 Fundamental to the BLP strategy is the avoidance of inappropriate development in areas liable to flooding through the adoption of a risk based approach. This approach is translated into 'Policy NR1 Managing Flood Risk and Waterways'. The policy also provides an opportunity to support and safeguard the Maidenhead Waterways and the River Thames Scheme (RTS). Channel 1 of the River Thames Scheme (within the Royal Borough from Datchet to Wraysbury) is not proceeding at present but will continue to be safeguarded in case funding can be secured and this part of the scheme delivered later in the Plan period.

12.2.17 Policy NR1(9) requires that development proposals near rivers should retain or provide an 8 metre buffer zone to ensure there is no increase in flood risk, to provide for maintenance access, and to create undeveloped wildlife corridors. Although this requirement will be strictly applied for main rivers, for ordinary watercourses this will be applied more flexibly and a smaller buffer may be appropriate in some circumstances, depending on the local context.

12.2.18 The Borough will continue to work with the Environment Agency, water companies and other partners and individuals to manage water and flooding matters, to promote development away from areas at risk of flooding. The Borough will work with applicants to ensure that development is appropriately located and does not result in unacceptable flood risk or drainage problems, in the locality or elsewhere. This will involve exploring mitigation measures to ensure that they are suitable, appropriate and economically viable.

Natural Resources

12.3 Policy NR1 Managing Flood Risk and Waterways

Policy NR 1

Managing Flood Risk and Waterways

1. Flood zones are defined in the National Planning Practice Guidance and the Council's Strategic Flood Risk Assessment (Level 1). Within designated Flood Zones 2 and 3 (and also in Flood Zone 1 on sites of 1 hectare or more in size and in other circumstances as set out in the NPPF) development proposals will only be supported where an appropriate flood risk assessment has been carried out and it has been demonstrated that development is located and designed to ensure that flood risk from all sources of flooding is acceptable in planning terms.
2. The sequential test is required for all development in areas at risk of flooding, except for proposed developments on sites allocated in this Plan or in a made Neighbourhood Plan which accord with the provisions of those Plans so far as material to the application. In applying this test, development proposals should show how they have had regard to:
 - a. the availability of suitable alternative sites in areas of lower flood risk
 - b. the vulnerability of the proposed use and the Flood Zone designation
 - c. the present and future flood risk
 - d. the scale of potential consequences
 - e. site evacuation plan in the event of potential flooding.

Only water compatible uses and essential infrastructure development will be supported in the area defined as functional floodplain. The exception test will still apply.

3. The sequential approach should be followed by developers for all development so that the most vulnerable development is located in the lowest risk flood areas within a site, taking account of all sources of flood risk.
4. Development proposals should include an assessment of the impact of climate change using appropriate climate change allowances over the lifetime of the development so that future flood risk is taken into account.
5. In all cases, development should not itself, or cumulatively with other development, materially:
 - a. impede the flow of flood water
 - b. reduce the capacity of the floodplain to store water
 - c. increase the number of people, property or infrastructure at risk of flooding
 - d. cause new or exacerbate existing flooding problems, either on the proposal site or elsewhere.
 - e. reduce the waterway's viability as an ecological network or habitat for notable species of flora or fauna.

6. Development proposals should:
 - a. increase the storage capacity of the floodplain where possible
 - b. incorporate Sustainable Drainage Systems in order to restrict or reduce surface water runoff
 - c. reduce flood risk both within and beyond sites wherever practical
 - d. be constructed with adequate flood resilience and resistance measures suitable for the lifetime of the development
 - e. where appropriate, demonstrate safe access and egress and incorporate flood evacuation plans
7. The exception test will need to be applied in accordance with national policy and guidance in the NPPF and PPG, including on sites allocated in the development plan. This should demonstrate how flood risk would be managed on the site, including that the sustainability benefits of the site outweigh the flood risk and that the development will be safe for its lifetime, taking into account the vulnerability of its users and that it will not increase flood risk elsewhere. Where possible, development will reduce flood risk overall.
8. Development proposals will be required to incorporate appropriate comprehensive flood risk management measures as agreed with the Environment Agency or the Council as Local Lead Flood Authority
9. Development proposals near rivers (including culverted rivers) should retain or provide an undeveloped 8 metre buffer zone alongside main rivers and, where practicable and appropriate, ordinary watercourses. This buffer zone should be on both sides of the watercourse and be measured from the top of the river bank at the point at which the bank meets the level of the surrounding land.
10. Further development land associated with strategic flood relief measures will be safeguarded, including the proposed River Thames Scheme and the flood relief channel from Datchet to Wraysbury. Development should facilitate the improvement and integration of waterways in Maidenhead, including the completion of the Maidenhead Waterway Project.

12.4 Nature Conservation and Biodiversity

12.4.1 Planning has an important and positive role to play in protecting and enhancing the Borough's biodiversity, including the conservation of protected species, and helping natural systems to adapt to the impact of climate change. This includes ensuring that opportunities for biodiversity improvement are sought and realised as part of development schemes.

12.4.2 Green networks and corridors provide opportunities for physical activity and increase accessibility within settlements and to the surrounding countryside. At the same time they enhance biodiversity and the quality of the external environment, and aid the movement of wildlife across its natural habitat.

12.4.3 Green networks and corridors can encompass many types of feature including grass verges, hedgerows, woodland, parks and many other elements. Planning has an important role to play to ensure that, where possible, development proposals contribute to the creation and enhancement of green corridors and networks.

12.4.4 The Local Plan will give appropriate weight to the roles performed by the area's soils. These are valued as a finite multi-functional resource which underpins our wellbeing and prosperity. Decisions about development should take full account of the impact on soils, their intrinsic character and the sustainability of the many ecosystem services they deliver.

Natural Resources

12.4.5 The plan will seek to safeguard the long term capability of best and most versatile agricultural land (Grades 1, 2 and 3a in the Agricultural Land Classification) as a resource for the future in line with National Planning Policy Framework to safeguard 'best and most versatile' agricultural land.

12.4.6 The high quality of the environment is a key feature of the Borough. Significant areas are recognised to be of importance in terms of nature conservation and landscape value. Environmental quality is also a major economic asset, with a healthy environment contributing to a strong local economy. Residents benefit from the high quality of the Borough's environment, which is also of importance to both tourism and local businesses.

12.4.7 The Green and Blue Infrastructure Study (2019) presents the baseline for the green and blue infrastructure across the Borough, including by identifying and mapping biodiversity designations and priority habitats. It also sets out opportunities for improving biodiversity and green infrastructure, including through joining these assets into a more connected Nature Recovery Network and through urban greening. Taking account of this and other evidence, the Council is expected to adopt a Biodiversity Action Plan by the end of 2021 and the creation of a Nature Recovery Network forms part of its action plan. This evidence can and should be drawn on by developers in demonstrating that proposals can meet the requirements of Policy NR2 and NR3, including identifying areas for biodiversity improvements and avoiding the fragmentation of existing habitats.

12.4.8 The Borough's ecological value is reflected in a number of international, national and local designations. International designations afford the highest level of protection. Those that apply to the Borough are Special Protection Areas (SPA), Special Areas of Conservation (SAC) and Ramsar sites (wetlands of international importance). National designations that apply in the Borough comprise Sites of Special Scientific Interest, while Local Wildlife Sites, formerly known as Wildlife Heritage Sites are designated at a local level.

12.4.9 These sites are designated independently from the Local Plan process. International designations often overlap in that more than one designation applies to a particular site. Sites in the area that currently have SPA and SAC designations are shown on the Policies Map and all international designations within the Borough are shown in below. Other, national designations also apply to many of these sites.

International designation	Area wholly or partially within the Borough
Chiltern Beechwoods SAC	Bisham Woods
South West London Water Bodies SPA and Ramsar	Wraysbury and Hythe End Gravel Pits and Wraysbury No. 1 Gravel Pit
Thames Basin Heaths SPA	Chobham Common
Thursley, Ash, Pirbright and Chobham SAC	Chobham Common
Windsor Forest and Great Park SAC	Windsor Forest and Great Park

Table 16 : International designations

12.5 Policy NR2 Nature Conservation and Biodiversity

Policy NR 2

Nature Conservation and Biodiversity

1. Designated sites of international and national importance, will be maintained, protected and enhanced. Protected species and habitats will be safeguarded from harm or loss and should be enhanced where possible.
2. Development proposals:
 - a. Will be expected to demonstrate how they maintain, protect and enhance the biodiversity of application sites including features of conservation value such as hedgerows, trees, river corridors and other water bodies and the presence of protected species.
 - b. Will avoid impacts on habitats and species of principal importance, such as those listed under Section 41 of the Natural Environment and Rural Communities (NERC) Act 2006.
 - c. Either individually or in combination with other developments, which are likely to have a detrimental impact on sites of local importance, including Local Wildlife Sites and Local Nature Reserves, or compromise the implementation of the national, regional, county and local biodiversity actions plans, will not be permitted unless it can be demonstrated that the benefits clearly outweigh the need to safeguard the nature conservation value of the site.
 - d. Will be required to apply the mitigation hierarchy to avoid, mitigate or as a last resort compensate for any adverse biodiversity impacts, where unavoidable adverse impacts on habitats and biodiversity arise. Compensatory measures involving biodiversity offsetting will be considered as a means to prevent biodiversity loss where avoidance and mitigation cannot be achieved.

Biodiversity

3. Development proposals will be expected to identify areas where there is opportunity for biodiversity to be improved and, where appropriate, enable access to areas of wildlife importance. Development proposals shall also avoid the loss of biodiversity and the fragmentation of existing habitats, and enhance connectivity via green corridors, stepping stones and networks. Where opportunities exist to enhance designated sites or improve the nature conservation value of habitats, for example within Biodiversity Opportunity Areas or a similar designated area, they should be designed into development proposals. Development proposals will demonstrate a net gain in biodiversity by quantifiable methods such as the use of a biodiversity metric.
4. Development proposals shall be accompanied by ecological reports in accordance with BS42020 to aid assessment of the proposal. Such reports should include details of any alternative sites considered, and any mitigation measures considered necessary to make the development acceptable.
5. The biodiversity of application sites should be protected and enhanced by measures to:
 - a. conserve and enhance the extent and quality of designated sites
 - b. conserve and enhance the diversity and distribution of habitats
 - c. restore and recreate habitats lost as a result of development
 - d. recognise the importance of green corridors, networks and open space including water bodies, green verges, woodland and hedges; they should also ensure that all new developments next to rivers will not lead to the deterioration of the ecological status of the waterbodies and where feasible will contribute to raising their status in line with the aims of the NPPF, the Water Framework Directive and Thames River Basin Management Plan (RBMP)

Natural Resources

- e. avoid the fragmentation of existing habitats
- f. where appropriate recognise the importance of urban wildlife
- g. conserve soil resources to protect below ground biodiversity which in turn helps retain and enhance above ground biodiversity.

12.6 Trees, Woodlands and Hedgerows

12.6.1 Trees, woodlands and hedgerows are an essential component of the Borough's natural and built environment and make a major contribution to its green character. They bring considerable environmental, social and economic benefits, providing amenity value and benefits beyond contributing to the character and identity of varied landscapes.

12.6.2 They can help mitigate the impacts of climate change, improve air quality, reduce wind speeds, enhance biodiversity and help prevent flash floods. They play a major role in shaping the Borough's environment and people's appreciation of it.

12.6.3 They are an integral feature of landscapes and rural settings across the Borough, helping to achieve the objective of conserving and enhancing the special qualities of the Borough's built and natural environment. Their loss either individually or cumulatively can have a significant impact on the character and amenity of an area.

12.6.4 Trees, woodlands and hedgerows have an important contribution to make towards protecting and enhancing the quality of the townscape, and achieving the highest quality of urban design. Similarly, trees and hedgerows in the urban fringe contribute significantly to landscape, historic, biodiversity and recreational values. Since unsuitable species, such as Leyland Cypress, may have an anti-social effect in the future, it is expected that planting schemes will carefully consider the selection of species. Native species of local provenance to be planted where appropriate.

12.6.5 A number of trees and woodlands in the Borough are designated for their amenity or landscape value, and have 'Tree Preservation Orders' or are afforded protection if within conservation areas. Similarly, countryside hedgerows considered important for their landscape, historical or wildlife value may be protected against removal within the scope of the Hedgerow Regulations 1997.

12.6.6 The retention of existing trees on a development site can help to soften the impact of new buildings and structures, as well as provide enhanced amenity and reduce the impact of vehicles in terms of noise and pollution. Trees and hedgerows, both new and existing, make an important contribution to the townscape of the Borough.

12.6.7 The Royal Borough of Windsor and Maidenhead Tree and Woodland Strategy 2010-2020, which is due to be refreshed in 2021, provides the evidence base for trees and woodlands in the Royal Borough. It aims to ensure that trees and woodland contribute to a high quality natural environment and help to shape the built environment and new development in a way that strengthens the positive character and diversity of the Borough. The Green and Blue Infrastructure Study (2019) adds that within the urban context, street trees contribute to mitigating the urban heat island effect and therefore contribute to building the Borough's resilience to climate change.

Natural Resources

12.7 Policy NR3 Trees, Woodlands and Hedgerows

Policy NR 3

Trees, Woodlands and Hedgerows

1. Development proposals shall maximise opportunities for creation, restoration, enhancement and connection of natural habitats as an integral part of proposals, with reference to the Tree and Woodland Strategy for the Borough (or successive strategies).
2. Development proposals should carefully consider the individual and cumulative impact of proposed development on existing trees, woodlands and hedgerows, including those that make a particular contribution to the appearance of the streetscape and local character/distinctiveness.
3. Development proposals should ensure Ancient Woodland (including planted Ancient Woodland sites and wood pasture) will be maintained, protected and where suitable, enhanced. Ancient or veteran trees are to be safeguarded from harm or loss.
4. Development proposals should:
 - a. protect and retain trees, woodlands and hedgerows;
 - b. where harm to trees, woodland or hedgerows is unavoidable, provide appropriate mitigation measures that will enhance or recreate habitats and new features;
 - c. plant new trees, woodlands and hedgerows and extend existing coverage where possible.
5. Where trees, hedgerow or woodland are present on site or within influencing distance of the site, or where there is reason to suspect the presence of protected species, applications will need to be accompanied by an appropriate tree survey, constraints plan, tree protection plan, and ecological assessment. Proposals will need to assess and demonstrate how they are sensitive to, and make provision for, the needs of protected species. The tree survey, tree constraints and tree protection plans shall comply with BS5837.
6. Applicants shall provide indicative planting schemes when submitting a planning application and allow adequate space for existing and new trees to grow so as to avoid future nuisance. When considered necessary, development proposals shall include detailed tree planting/landscaping proposals.
7. Where the amenity value of the trees, woodland and hedgerows outweighs the justification for development, planning permission may be refused.

Natural Resources

12.8 Habitats and Designations

12.8.1 A wide variety of valuable wildlife habitats exist in the Borough, including wetlands, Ancient Woodland and unimproved grasslands. Such a diverse range of habitats aids the survival of numerous species of flora and fauna, as well as enhancing the character and appearance of the rural environment. There are also areas which provide a nature conservation resource in urban areas, which can be of particular local value and amenity. This diversity of habitat is recognised by a number of official conservation designations in the Borough. These site designations are put in place independently of the Local Plan process, often by external bodies.

12.8.2 Sites of Special Scientific Interest (SSSIs) are designated by Natural England as the very best wildlife and geological sites in the country. They support plants and animals that find it more difficult to survive in the wider countryside. Eleven such sites have been designated in the Borough, as follows:

- a. Bisham Woods
- b. Bray Meadows
- c. Bray Pennyroyal Field
- d. Cannoncourt Farm Pit, Furze Platt
- e. Chobham Common, Sunningdale (a small part of the site is in the Borough)
- f. Cock Marsh, near Cookham
- g. Englemere Pond, Ascot (a small part of the site is in the Borough)
- h. Great Thrift Wood, Cox Green
- i. Windsor Forest and Great Park
- j. Wraysbury and Hythe End Gravel Pits
- k. Wraysbury No.1 Gravel Pit

12.8.3 Some SSSIs have further designations as Special Areas of Conservation (SACs), Special Protection Areas (SPAs) or Ramsar sites. These are areas that have been given special protection under the European Union's Habitats Directive. SACs provide increased protection to a variety of wild animals, plants and habitats and are a vital part of global efforts to conserve the world's biodiversity. SPAs are areas that have been identified as being of international importance for the breeding, feeding, wintering or the migration of rare and vulnerable species of birds, while Ramsar sites are those that are of international importance as wetlands. Conserving habitats is a positive measure to aid the protected species and others that use them.

12.8.4 Local Wildlife Sites are non-statutory sites of significant value for the conservation of wildlife. They are identified by the Thames Valley Environmental Records Centre, with formal designation being made by the Borough.

12.8.5 Local Wildlife Sites protect threatened habitats, which in turn protects the species making use of them. These habitats can act as buffers, stepping stones and corridors between nationally-designated wildlife sites. River corridors are an important part of green corridors and networks along with their buffer zones.

12.9 Conservation and Improvement

12.9.1 The Borough is committed to maintaining, protecting and enhancing the nature conservation resource in the Borough. It is important to ensure appropriate access to areas of wildlife importance and identify areas where there is the opportunity for biodiversity to be improved. Such opportunities, including restoring and creating links between sites, large-scale habitat restoration, enhancement and re-creation, should be pursued through development proposals.

12.9.2 The Thames Basin Heaths Special Protection Area is a European designated site which is accorded priority protection and conservation. Policy NR4 Thames Basin Heaths Special Protection Area reflects the unique legal and ecological issues arising from the Thames Basin Heaths Special Protection Area and the potential for development to have an adverse impact on its integrity. It expands on the protection offered by Policy NR2: Nature Conservation and Biodiversity and implements a solution to enable the potential adverse effects of development to be mitigated.

12.9.3 The Thames Basin Heaths Special Protection Area (SPA) is designated under European Directives 79/409/EEC and 92/43/EEC because it offers breeding and feeding sites to populations of three heathland species of birds ; the Dartford warbler, Nightjar and Woodlark. It is a fragmented area extending across several local authority areas, and a small part of the Chobham Common section lies within the Borough at Sunningdale.

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12.9.4 The five kilometre zone of influence of the SPA extends across eleven local authority areas. It covers much of the southern part of the Borough, including the settlements of Sunninghill, Sunningdale, Cheapside and most of Ascot.

12.9.5 The designation has a major impact on the potential for residential development both within the SPA and the areas adjoining it. New development which, either alone or in combination with other plans or projects, is likely to have a significant effect on the integrity of the SPA, requires an Appropriate Assessment under the Habitats Regulations. Judgements of whether the integrity of the site is likely to be adversely and significantly affected should be made in relation to the features for which the European site was designated and their conservation objectives according to the statutory requirements of the Conservation of Habitats and Species Regulations 2010.

12.9.6 Natural England has identified that net additional housing development up to five kilometres from the SPA, and large-scale housing development up to seven kilometres from the SPA, are likely to have a significant effect, either alone or in combination with other plans or projects, on the integrity of the SPA. Within this zone of influence, mitigation measures are required.

12.9.7 Similarly, Natural England has identified that an exclusion zone for new housing of 400 metres linear distance from the SPA is appropriate, as mitigation measures are unlikely to be effective so close to the SPA. To enable residential development within the zone of influence but outside the exclusion zone to come forward in a timely and efficient manner, this policy sets out the extent of mitigation measures required.

12.9.8 The Thames Basin Heaths Joint Strategic Partnership Board (made up of elected representatives from the local authorities affected by the Thames Basin Heaths SPA) has endorsed a Delivery Framework Thames Basin Heaths Special Protection Area Delivery Framework, 2009, which sets out a strategy for mitigating the impacts of development on the SPA. This framework explains that effective mitigation measures should comprise a combination of providing suitable areas for recreational use by residents (to draw recreational visits away from the SPA) and actions to monitor and manage access to the SPA itself. Such measures must be operational prior to occupation of new residential development, so as to ensure the integrity of the SPA is not damaged.

12.10 Mitigation and Suitable Alternative Natural Green Space (SANG)

12.10.1 An alternative area for residents to use for recreation, in the form of a strategic Suitable Alternative Natural Greenspace (SANG), has been provided in the Borough at Allen's Field, south of Ascot. This 9.5 hectare site has been assessed as having the capacity to mitigate the impact of 462 new dwellings. The Council monitors permissions issued and developments commenced, and will use this work to ensure that no permissions are issued in excess of the mitigation capacity of Allen's Field.

12.10.2 While capacity remains, the Allen's Field SANG can be used to mitigate the impact of any sized residential development proposal within two kilometres of its boundary and inside the Borough. Proposals for fewer than ten dwellings do not need to fall within a relevant SANG catchment area, thus the Allen's Field SANG can also be used to mitigate the impact of proposals for a net increase of fewer than ten dwellings within five kilometres of the SPA and inside the Borough. The SPA includes a five kilometre zone of influence and 400 metre exclusion zone.

12.10.3 Future levels of housing development expected in the area of influence of the SPA will require appropriate mitigation and it is likely that new SANG land will need to be identified in the future. The Council will work with partner organisations to deliver an appropriate level of SANG mitigation to mitigate the impact of new development.

12.10.4 Land is identified on the Policies Map as a southern extension to Allen's Field that will increase its mitigation capacity by 84 dwellings. Further new SANG may be identified in due course subject to agreement with Natural England and the landowner. In certain circumstances, SANG land within Bracknell Forest can be used by developments located within the Royal Borough. Bracknell Forest Council supports development sites in the Royal Borough utilising SANG that is controlled by third party landowners in Bracknell Forest. However, this additional SANG source can only be utilised if the development site (comprising 10 dwellings or more) lies within the relevant Bracknell SANG catchment zone (4km or 5km, depending on the size of the SANG). For small windfall sites of 9 dwellings or fewer, there is no SANG distance catchment limit.

Natural Resources

12.10.5 Where large developments are proposed, bespoke SANG mitigation may be necessary. Applicants should engage positively with Natural England to discuss appropriate mitigation, in light of the particular location and characteristics of the development proposed.

12.10.6 Measures proposed will be assessed on their own merits through the Habitats Regulations process. The mitigation measures adopted should be agreed with both the Council and Natural England, and secured by legal agreement. SANG size and associated catchment criteria are specified in the Thames Basin Heaths SPA Supplementary Planning Document.

12.11 Mitigation and Strategic Access Management and Monitoring (SAMM)

12.11.1 Access management is delivered in the form of the Strategic Access Management and Monitoring project (SAMM). This project is provided at a strategic level, to ensure a consistent approach is used across the Thames Basin Heaths SPA and that improvements to one site do not have an adverse impact on others.

12.11.2 It delivers a suite of measures to monitor use of the SPA and manage access through a combination of education, surveys and physical works. To ensure appropriate provision for SAMM, contributions from development proposals across all authorities affected by the SPA are collected and pooled. Natural England is currently responsible for delivering the project across all relevant areas.

12.11.3 The Council has produced a Supplementary Planning Document on the application of mitigation measures regarding the SPA. This guidance will be revised and updated after adoption of the BLP.

12.12 Policy NR4 Thames Basin Heaths Special Protection Area

Policy NR 4

Thames Basin Heaths Special Protection Area

1. New residential development which is likely to have significant effects on its purpose and integrity will be required to demonstrate that adequate mitigation measures are put in place to avoid any potential adverse effects. The measures will have to be agreed with Natural England who will help take a strategic approach to the management of the Special Protection Area (SPA).
2. A precautionary approach to the protection and conservation of the SPA will be taken and development will only be permitted where the Council is satisfied that this will not give rise to significant adverse effects upon the integrity of the SPA.
 - No sites will be allocated nor planning permission granted, for a net increase in residential development within the 400 metres exclusion zone of the Thames Basin Heath SPA because the impacts of such development on the SPA cannot be fully mitigated.
 - New residential development beyond 400 metres threshold but within five kilometres linear distance of the SPA boundary (the SPA zone of influence) will be required to make an appropriate contribution towards the provision of Suitable Alternative Natural Greenspace (SANG) and the Strategic Access Management and Monitoring (SAMM).
 - Development proposals between five to seven kilometres linear distance from the SPA boundary, for 50 or more residential units, will be assessed on an individual basis to ascertain whether the proposal would have a significant adverse impact on the SPA. This assessment will involve a screening of the likely significant effects of the development and, where the screening suggests it is necessary, an Appropriate Assessment. Where a significant adverse impact is identified then mitigation measures will be required to be delivered prior to occupation and implemented in perpetuity.
3. The following sites are defined on the Policies Map and allocated as SANG:
 - a. land south of Allen's Field (extension to Allen's Field strategic SANG)
 - b. land at Heatherwood Hospital and Sunningdale Park (bespoke SANGs which may also have a strategic role)

Future SANG Provision

4. It is likely that new strategic SANG land will need to be identified in the future to provide appropriate mitigation in the area of influence of the SPA. The Council will continue to work with partner organisations to deliver an appropriate level of SANG mitigation to mitigate the impact of new development. If insufficient SANG is available for future developments requiring mitigation then planning permission will be refused.
5. A minimum of eight hectares of SANG land (after discounting to account for current access and capacity) should be provided per 1,000 new occupants. SANG must be secured in perpetuity.
6. An applicant may wish to provide a bespoke SANG as part of development. Such bespoke SANG provision will usually be necessary only for larger developments of 50 or more dwellings. Where that is the case, all relevant standards including standards recommended by Natural England should be met and a contribution will have to be made towards SAMM. Access management measures will be provided strategically through cooperation between local authorities.

Natural Resources

12.13 Renewable Energy

12.13.1 Planning can make a significant contribution to both mitigating and adapting to climate change, through decision-making on the location, scale, mix and character of development. The 2008 Planning Act introduced a duty on local development plans to include policies which ensure that they make a contribution to both climate change mitigation and adaptation. Reflecting this, one of the plan's objectives is to ensure that new development takes into account the need to mitigate the impacts of climate change.

12.13.2 National policy states that local planning authorities should adopt proactive strategies to mitigate and adapt to climate change, that planning should provide resilience to the impacts of climate change, and support the delivery of renewable and low carbon energy and associated infrastructure. It also states that planning should support the transition to a low carbon future in a changing climate and encourage the use of renewable resources, for example by the development of renewable energy.

12.13.3 Applications for renewable energy may include solar farms, wind turbines, weir hydro-power, biomass, district heating, combined heat and power (CHP) from renewable resources and others. The visual impact of solar farms on the landscape and other sensitive areas will be a key consideration in determining applications.

12.13.4 Applications for biomass infrastructure should consider the transportation and the feasibility of combined heat and power. The Borough will generally be supportive of hydro-electric turbines along the River Thames.

12.13.5 A Written Statement by the Secretary of State for Communities and Local Government set out new considerations to be applied to proposed wind energy developments. It stated that when determining applications for wind energy development involving one or more turbines, local planning authorities should only grant permission if:

- the development site is in an area identified as suitable for wind energy development in a Local or Neighbourhood Plan
- following consultation, it can be demonstrated that the planning impacts identified by affected local communities have been fully addressed and therefore the proposal has their backing.

12.13.6 The Statement set out that maps showing the wind resource as favourable to wind turbines will not be sufficient and that suitable areas for wind energy development will need to have been clearly allocated in a Local or Neighbourhood Plan. The Borough commissioned a survey to assess potentially suitable and unsuitable sites for wind energy development across the Borough. Wind development suitability was assessed using mapping software to screen the Borough based on three key planning constraints:

- wind speed
- environmental and landscape designations
- proximity to residential properties.

12.13.7 In accordance with Department of Energy and Climate Change (DECC) guidance designated landscapes (National Parks, Areas of Outstanding Natural Beauty (AONBs)) and international and national nature conservation areas (SPA, SACs, SSSIs etc.) should not be excluded as potential wind energy development sites. However, it is recognised that such designations are a constraint to wind energy development and wind energy developments will not normally be permitted in these areas.

12.13.8 Any wind energy proposals located within these designations will be assessed through the decision making process on planning applications and have not been used to determine areas classified as suitable or unsuitable for the purposes of the mapping exercise. Designations which have been identified as areas which are unsuitable for wind energy development include Ancient Woodland, Semi Natural Ancient Woodland, Scheduled Ancient Monuments and Registered Parks and Gardens.

12.13.9 Maps have been produced to illustrate the potential suitability for wind energy development across the Borough including one for small scale wind development(<50m in turbine height) and medium/large scale wind development (≥ 50 m in turbine tip height).

12.13.10 Wind energy proposals of more than 50 megawatts are currently decided by the Secretary of State for Energy with the Local Authority a statutory consultee. National guidance has indicated that the government intends to amend legislation to allow all onshore wind energy proposals to be determined by local authorities.

12.14 Policy NR5 Renewable Energy

Policy NR 5

Renewable Energy Generation Schemes

1. Development proposals for the production of renewable energy and associated infrastructure will be supported. Renewable energy development should be located and designed to minimise adverse impacts on landscape, wildlife, heritage assets and amenity. Priority will be given to development in less sensitive areas including on previously developed urban land.
2. Development proposals should illustrate how the location and design of renewable energy generation proposals are appropriate to the chosen location, do not cause adverse harm to the area and in the case of more sensitive areas are small scale.
3. The following matters will be considered in the determination of renewable energy generation proposals:
 - a. potential to integrate the proposal with existing or new development
 - b. Best Practicable Environmental Option (BPEO) which should include an evaluation of the potential benefits to the community and opportunities for environmental enhancement
 - c. proximity to adequate transport networks
 - d. availability of suitable connections to the electricity distribution network.
 - e. impacts on Heritage Assets and their setting
4. Development proposals for wind energy development will only be supported where they are located in areas identified as being suitable for small or medium and large turbines on the Wind Mapping Exercise Maps and on sites allocated for wind energy development in Neighbourhood Plans.

12.15 Mineral Safeguarding

12.15.1 Minerals are an important, and finite, natural resource. It is important that viable mineral resources are "safeguarded" (protected) from unnecessary sterilization by non-mineral development. The emerging Joint Central and Eastern Berkshire Minerals and Waste Plan will identify Mineral Safeguarding Areas and encourage the prior extraction of minerals wherever possible and viable.

Environmental Protection

Environmental Protection

13.1 Context

13.1.1 Most of the Borough has high environmental quality which needs protecting, and some areas that would benefit from improvements. Therefore protection of the environment through maintaining or enhancing air quality, minimising or reducing nuisance which affects human senses (such as noise and odour), can protect health and safeguard residential amenity.

13.1.2 Whilst there is legislation to control emissions from polluting activities, the planning system has a complementary role in directing the location of development that may give rise to environmental protection problems. This can manifest itself either directly from the development or indirectly; for example, through the impact of potential traffic it generates.

13.1.3 There are two strands to all environmental policy; to ensure new development proposals do not generate issues which unduly impact on the surrounding environment, and to ensure they are not the recipients of existing issues. Similarly it is important that existing lawful uses do not become compromised by virtue of subsequent new development.

13.2 Environmental Protection

13.2.1 Environmental protection policies are linked with Borough Local Plan (BLP) objectives to minimise impact of development on climate change and the environment, and requiring new development to provide environmental improvements. The Borough is committed to protecting existing environmental quality and where possible reducing adverse effects on the local and natural environment as a result of changes in activities or from new development.

13.3 Policy EP1 Environmental Protection

Policy EP 1

Environmental Protection

1. Development proposals will only be supported where it can be shown that either individually or cumulatively in combination with other schemes, they do not have an unacceptable effect on environmental quality or landscape, both during the construction phase or when completed. Development proposals should also avoid locating sensitive uses such as residential units, schools or hospitals in areas with existing or likely future nuisance, pollution or contamination.
2. Where appropriate, applicants will be required to submit details of remedial or preventative measures (for example: construction management plans) and any supporting environmental assessments. Planning conditions may be imposed to ensure implementation of any measures that make development proposals acceptable.
3. Development proposals should seek to conserve, enhance and maintain existing environmental quality in the locality, including areas of ecological value (land and water based), and improve quality where possible, both during construction and upon completion. Opportunities for such improvements should be incorporated at the design stage and through operation.
4. Residential amenity should not be harmed by reason of noise, smell or other nuisance. Accordingly, care should be taken when siting particular commercial or agricultural proposals such as livestock units, silage storage or slurry pits which should be sited well away from the curtilage of any residential property.

13.4 Air Pollution

13.4.1 Air pollution in the Borough relates mainly to pollutants emitted from road transport sources, together with other pollutants as specified within the UK Air Quality Strategy. Local Authorities have a duty to declare Air Quality Management Areas (AQMAs) and work towards achieving national air quality objectives in areas

Environmental Protection

where residents are exposed to pollutants in excess of the objectives. It is therefore important to ensure that new development proposals, either individually or cumulatively, do not significantly affect residents within existing AQMAs by generating unacceptable levels of pollution.

13.4.2 There are five AQMAs in the Borough:

- Maidenhead AQMA
- Bray/M4 AQMA
- Windsor AQMA
- Imperial/St Leonards Road Junction AQMA
- Wraysbury/M25 AQMA

13.4.3 It will be important to ensure that new development is carefully phased so that it does not delay compliance with air quality standards in zones which are currently out of compliance, or cause non-compliance to occur during the period leading up to 2032.

13.4.4 The Defra air quality action planning resource highlights options available relevant to compliance with air quality standards and minimisation of potential impacts on human health – for example, development planning, sustainable travel, vehicle parking, awareness raising, and enabling smarter travel choices.

13.4.5 Further options which could be adopted if required to mitigate impacts on AQMAs:

- Strategic planning measures, such as a requirement to install electric vehicle charging points in new developments, limitations on car parking, or requirements for “air quality neutral” or low emissions buildings – e.g. through the use of Ground Source Heat Pumps for providing heating and cooling.
- Traffic management options to reduce the impact of specific groups or types of vehicles on AQMAs
- Investment in public transport or other alternatives to diesel and petrol fuelled road transportation
- Using green infrastructure, in particular trees, to absorb dust and other pollutants;

13.5 Policy EP2 Air Pollution

Policy EP 2

Air Pollution

1. Development proposals will need to demonstrate that they do not significantly affect residents within or adjacent to an Air Quality Management Area (AQMA) or to residents being introduced by the development itself.
2. Development proposals which may result in significant increases in air pollution must contain appropriate mitigation measures, (such as green infrastructure, sustainable travel, electric vehicle charging parking points, limited vehicle parking, awareness raising, and enabling smarter travel choices) thus reducing the likelihood of health problems for residents.
3. Development proposals should aim to contribute to conserving and enhancing the natural and local environment, by avoiding putting new or existing occupiers at risk of harm from unacceptable levels of air quality. Development proposals should show how they have had regard to the UK Air Quality Strategy or any successive strategies or guidance, ensuring that pollutant levels do not exceed or come close to exceeding national limit values.
4. Development proposals should show how they have considered air quality impacts at the earliest stage possible; where appropriate through an air quality impact assessment which should include the cumulative impacts. Where relevant, air quality and transport assessments should be linked to health impact assessments, including any transport related mitigation measures that prove necessary.

Environmental Protection

13.6 Light Pollution

13.6.1 Many forms of artificial lighting can be beneficial but sometimes the installation of lighting can be intrusive and result in light pollution. 13.7 'Policy EP3 Artificial Light Pollution' sets out a development management approach to dealing with light pollution.

13.6.2 National planning guidance states that through good design and planning policies, the impact of light pollution from artificial light on local amenity, intrinsically dark landscapes and nature conservation can be limited. Light pollution is caused by a number of factors including:

- sky glow – the orange glow seen around urban areas at night
- glare – the uncomfortable brightness of a light source when viewed against a dark background
- light trespass – the spill of light beyond the boundary of property on which the light source is located.

13.6.3 The Institute of Lighting Professionals (ILP) specify environmental zones and corresponding thresholds for exterior lighting control:

Zone	Surrounding	Lighting Environment	Examples
E0	Protected	Dark	United Nations Educational, Scientific and Cultural Organization (UNESCO) Starlight Reserves, International Dark-Sky Association (IDA) Dark Sky Parks
E1	Natural	Intrinsically dark	National Parks, Areas of Outstanding Natural Beauty etc.
E2	Rural	Low district brightness	Village or relatively dark outer suburban locations
E3	Suburban	Medium district brightness	Small town centres or suburban locations
E4	Urban	High district brightness	Town/city centres with high levels of night-time activity

Table 17 : Exterior Lighting Control Environmental Zones

13.6.4 The impact of artificial light pollution in all environments can have a significant effect on the character of the area, particularly in rural areas, making an area seem more urbanised, for example sporting facilities with floodlighting such as equestrian activities or driving ranges at golf courses. It can also intrude on the amenity of local residents or adversely affect the biodiversity of an area. Applicants should address the environmental zone in which the application is proposed and suggest mitigation measures and methodology accordingly.

13.6.5 Reducing light pollution can also be beneficial in making developments more sustainable by using less energy. Light pollution can be substantially reduced, without adversely affecting the purpose of the equipment being installed, through ensuring that light is directed properly through effective shielding, switching off lights when not in use and avoiding 'over-lighting'.

Environmental Protection

13.7 Policy EP3 Artificial Light Pollution

Policy EP 3

Artificial Light Pollution

1. Development proposals should seek to avoid generating artificial light pollution where possible and development proposals for new outdoor lighting schemes that are likely to have a detrimental impact on neighbouring residents, the rural character of an area or biodiversity, should provide effective mitigation measures. Development proposals which involve outdoor lighting must be accompanied by a lighting scheme prepared according to the latest national design guidance and relevant British Standards publications.
2. Development proposals should seek to replace any existing light installations in order to mitigate or reduce existing light pollution.
3. The distinction between urban areas and the countryside should be maintained. To determine whether development proposals involving artificial lighting have a detrimental impact, they should be assessed in accordance with the zone in which they are located (E2, E3 or E4) on whether they have the potential to cause harm to the health or quality of life, or to affect biodiversity.
4. All artificial lighting must be directional and focused with cowlings to reduce light spill into river corridors and other wildlife corridors.
5. Development proposals should show how they have addressed the environmental zone in which the application is proposed and suggest mitigation measures and methodology accordingly and will also require where appropriate development proposals include landscaping measures to effectively screen lighting installations. The use of overly sensitive 'movement triggered' lighting will be resisted where it would impact on the amenity of the area.
6. With particular reference to floodlighting schemes, development proposals should not have an adverse effect on adjacent areas and use suitable methods for data provision, such as an isolux diagram.

13.8 Noise

13.8.1 Noise can affect the local and natural environment and people's health and quality of life. It is therefore important to ensure that development proposals do not give rise to unacceptable impacts on the existing environment by generating unacceptable levels of noise, either individually or cumulatively and are not the recipients of unacceptable existing levels of noise. There are two different types of noise: neighbourhood noise and environmental noise.

13.8.2 Neighbourhood noise is defined as noise generated within the community, such as construction noise, noise from licensed premises including cooking facilities, industrial noise, air conditioning plants and street noise. Neighbourhood noise is controlled by specific legislation. Environmental noise is defined as transport noise from aircraft, road and rail.

13.8.3 The Borough has mapped its areas where environmental noise is considered to be or is likely to be significant. In effect all developments within 50m of railway lines, within 100m of all A-roads and motorways and (owing to Heathrow Airport operations) within all the wards of Windsor, Datchet, Old Windsor, Horton & Wraysbury, Eton Wick and within 500m of White Waltham airfield will be affected by high levels of environmental noise.

Environmental Protection

13.9 Policy EP4 Noise

Policy EP 4

Noise

1. Development proposals should consider the noise and quality of life impact on recipients in existing nearby properties and also the intended new occupiers ensuring they will not be subject to unacceptable harm.
2. Development proposals that generate unacceptable levels of noise and affect quality of life will not be permitted. Effective mitigation measures will be required where development proposals may generate significant levels of noise (for example from plant and equipment) and may cause or have an adverse impact on neighbouring residents, the rural character of an area or biodiversity.
3. Development proposals in areas significantly affected by aircraft, road or rail noise will be supported if the applicant can demonstrate via a noise impact assessment, effective mitigation measures.
4. Development proposals will need to demonstrate how they have met the following internal noise standards for noise sensitive developments:
 - a. Internal noise levels within all habitable rooms shall not exceed an average noise level (LAeq) of 35 dB(A) during the daytime measured between 07.00am to 11.00pm
 - b. Internal noise levels within all habitable rooms shall not exceed an average noise level (LAeq) of 30 dB(A) during the night – time measured between 11.00pm and 07.00am
 - c. Internal noise levels within the bedroom environment shall not exceed a maximum noise level (LAmax) of 45 dB(A) during the night – time measured between 11.00pm and 07.00am
 - d. Where feasible, measures shall be taken to ensure the external noise levels as part of the development do not exceed an average noise level (LAeq) of 55 dB(A) during the daytime measured between 07.00am and 11.00pm

These noise standards will apply unless there are particular specific circumstances that justify some variation to be made in individual cases.

5. The Council will require noise impact assessments to be submitted in circumstances where development proposals will generate or be affected by unacceptable levels of neighbourhood or environmental noise.

Neighbourhood Noise

6. Where neighbourhood noise associated with a particular development is likely to cause unacceptable harm to existing or future occupiers, the Council will require applicants to submit a noise assessment.
7. Development proposals will be expected to demonstrate how exposure to neighbourhood noise will be minimised by the use of sound insulation, silencers, noise limiters, screening from undue noise by natural barriers, man made barriers or other buildings and by restricting certain activities on site.

Environmental Protection

Environmental noise

- Development proposals will need to carry out a noise impact assessment in compliance with BS7445-1: 2003 for development proposals affected by environmental noise, to determine the noise levels that affect the development, and will also need to submit noise insulation and ventilation measures in compliance with BS8233. In addition noise mitigation measures will also need to be adopted to provide some protection of outdoor amenities from excessive noise levels from road and rail noise.

13.10 Contaminated Land and Water

13.10.1 The objective of utilising previously developed land often enables development in the most sustainable locations, but if the land is contaminated it is important that the health and quality of life of existing or future occupiers are not put at risk. Historic activity leaving a contamination legacy can put groundwater resources at risk, both in terms of quality and quantity and such activities include landfill sites, chemical works, petrol stations, effluent from farming practices. Groundwater plays a vital role in the environment, providing drinking water and maintaining river flows. Regard should be had to the Water Framework Direction (WFD) which requires all waterbodies to achieve at least "good ecological classification" by 2027.

13.10.2 Surface water and groundwater can be seriously affected by development and uses occurring within sites, therefore the Borough requires adequate measures to protect the quality of water where appropriate. This is particularly important in groundwater Source Protection Zones (SPZ), which are areas often found around wells, boreholes and springs, identified by the Environment Agency as at risk from potentially polluting activities. Applicants should provide a full assessment of how they plan to achieve the mitigation of any impacts on such sources. SPZs are designated for all groundwater supplies intended for human consumption.

13.10.3 There are several areas across the Borough covered by SPZs; those deemed to be at greatest risk are classified as Zone 1. Areas in the Borough with this classification include but are not limited to: Cookham Rise, Hurley, Maidenhead, Bray and North Datchet.

13.11 Policy EP5 Contaminated Land and Water

Policy EP 5

Contaminated Land and Water

- Development proposals will be supported where it can be demonstrated that proposals will not cause unacceptable harm to the quality of groundwater, including Source Protection Zones, and do not have a detrimental effect on the quality of surface water. Development proposals should demonstrate how they will achieve remedial or preventative measures and submit any supporting assessments.
- Development proposals on, or near to land which is, or is suspected to be contaminated will be supported where the applicant can demonstrate that there will be no harm arising from the contamination to the health of future users or occupiers of the site or neighbouring land, and that the proposals will not cause unacceptable harm to the environment.
- Development proposals will be reviewed under pollutant linkage (source-pathway-receptor) risk assessments which should be represented by a conceptual model for the proposed use. The Council will liaise with the Environment Agency and water companies where appropriate, in relation to measures that affect surface and groundwater.
- Development proposals will be supported where it can be demonstrated that adequate and effective remedial measures to remove the potential harm to human health and the environment are successfully mitigated.

Infrastructure

14.1 Context

14.1.1 The timely provision of suitable and appropriate infrastructure is crucial to the well-being of the Borough's resident population, those who visit, provide services and invest and work in the Borough. Infrastructure has not always historically kept pace with development and there are some parts of the Borough where infrastructure demands are currently near to, or at, full capacity. Fundamental to delivering the spatial strategy is ensuring that the necessary social, physical and green infrastructure is put in place to support the level of growth proposed and to serve the changes in the Borough's demographic make-up that are expected to take place over the Plan period.

14.1.2 The definition of infrastructure is wide and includes a range of services and facilities provided by both public and private bodies. For the purpose of the Borough Local Plan (BLP), the definition of infrastructure is that set out below:

Transport infrastructure	Local and major transport, junctions, sustainable transport, parking
Green/Blue infrastructure	Public open space, play space, Suitable Alternative Natural Greenspace (SANG), Rights of Way (ROW)
Social infrastructure	Education, health, sports and leisure facilities, emergency services, libraries and community centres
Utilities and hard infrastructure	Electricity, gas, water, sewerage, waste, telecommunications and broadband, flood defences

Table 18 : Definition of Infrastructure

14.2 Developer Contributions

14.2.1 To provide new and improved infrastructure to support planned growth, it will be necessary for the Council to coordinate funding and delivery from individual developments. Development proposals should mitigate their own impact on the Borough's infrastructure. Infrastructure may be secured via a number of mechanisms as appropriate to the circumstances.

14.2.2 These may include Planning Obligations, Community Infrastructure Levy (CIL), or conditions attached to the grant of planning permission. The Borough will update the Planning Obligations and Developer Contributions Supplementary Planning Document (SPD) to provide further illustration of how this policy should be implemented.

14.2.3 The Borough will work in partnership with infrastructure service providers and developers to ensure that the infrastructure needed to support development is delivered in a timely manner to meet the needs of the community arising from the development. In some cases it may be necessary for the infrastructure to be provided in advance of the development commencing.

14.2.4 Development may be phased to ensure the timely delivery of infrastructure that has been identified as necessary to serve the development. Detailed decisions about this will be determined on the merits of individual schemes through the development management process.

14.2.5 Spatial planning goes beyond traditional land use planning. It aims to create sustainable communities by ensuring that development policies are integrated with other policies and programmes that influence the nature and function of places. The provision of infrastructure is therefore central to supporting the spatial vision and spatial strategy set out in this document.

14.2.6 Spatial planning is not limited to the activities of the Council. Fundamental to the delivery of the spatial strategy is the Council's ability to work with partners to deliver the spatial vision and in particular, to secure infrastructure provision.

14.2.7 The Infrastructure Delivery Plan (IDP) that supports the BLP defines critical, essential and desirable social and community; health; community and public services; highways and transportation; utilities; and open space and environmental improvements infrastructure that is required. It provides schedules and a strategic view of the infrastructure needed to support the implementation of the BLP. The IDP sets out the capacity of

existing infrastructure, the impact of development on that infrastructure, and the likely funding sources available to meet future needs. The IDP will be regularly updated to take account of new information to inform the delivery of infrastructure projects.

14.2.8 The Council has already implemented CIL from 1 September 2016, and the IDP is capable of forming the evidence base for a review of the CIL which will ensure that all new development contributes to the provision of new infrastructure.

14.2.9 The Council's strategy is to optimise use of existing infrastructure, to reduce demand (for example, by managing travel demand) and to seek new infrastructure where required. The loss of existing facilities will therefore be resisted and land will be safeguarded for the provision of future infrastructure requirements where necessary. The Council will ensure a co-ordinated approach to infrastructure management and investment through partnership working with key infrastructure service providers.

14.3 Policy IF1 Infrastructure and Developer Contributions

Policy IF 1

Infrastructure and Developer Contributions

1. Development proposals must, where appropriate, deliver infrastructure to support the overall spatial strategy of the Borough, including making contributions to the delivery of all relevant infrastructure projects included in the IDP in the form of financial contributions or on site provision.
2. Implementation of the CIL ensures a consistent and co-ordinated approach to the collection of developer contributions. Alongside CIL, dedicated Planning Agreements (S.106 of the Town and Country Planning Act, 1990) will be used to provide the range of site specific facilities which will normally be provided on-site but may where appropriate be provided in an off-site location or via an in-lieu financial contribution.
3. Applicants will be subject to a requirement for a financial viability appraisal if it is considered that the level of affordable housing being sought will threaten the viability of the development proposal.
4. The loss of existing infrastructure will be resisted unless a suitable alternative can be provided or it can be demonstrated that the infrastructure is no longer required to meet the needs of the community. The Council will expect development proposals to demonstrate that consultation with an appropriate range of service providers and the community has taken place.
5. The Council will work in partnership with infrastructure service providers and developers to ensure that the infrastructure needed to support development is provided in a timely manner to meet the needs of the community. In some cases, it will be necessary for the infrastructure to be provided before development commences.
6. Development may be phased to ensure the timely delivery of the infrastructure that will be necessary to serve it. Each case will be determined on its individual merits during the development management process.

14.4 Sustainable Transport

14.4.1 One of the key principles of sustainable development is to reduce the need to travel and to encourage sustainable modes of transport in a manner that provides access to safe, convenient and sustainable means of transport. The interface between the location of new development and the provision of sustainable modes of transport is therefore key to achieving this.

Infrastructure

14.4.2 Accordingly, the BLP seeks to locate new development close to offices, shops and local services and facilities and provide access to safe, convenient and sustainable modes of transport. This ties in with national guidance on transport which is contained within the National Planning Policy Framework (NPPF). One of the core planning principles is to manage actively patterns of growth to make the fullest possible use of public transport, walking and cycling, and focus significant development in locations which are most sustainable.

14.4.3 Transport networks in the Borough are under pressure, giving rise to a number of issues affecting local residents and businesses, including:

- congestion on strategic road and rail networks during peak travel times; at peak hours on local roads, particularly in urban areas, and associated with tourist attractions and major events
- poor air quality linked to traffic emissions, with Air Quality Management Areas declared for parts of Maidenhead, Windsor, and Holyport
- traffic noise issues, with around 30 areas identified from initial modelling as potentially having actionable noise levels
- perceived road safety risks, particularly for pedestrians and cyclists
- higher than average levels of car ownership and per capita contribution to carbon emissions.

14.4.4 The Borough enjoys enviable levels of connectivity to London and to key regional and national destinations via the strategic road and rail networks. The M4 runs east-west through the middle of the Borough, serving Windsor (via Junction 6) and Maidenhead (via Junctions 8/9), while the M3, M25 and M40 are all within easy reach.

14.4.5 The Borough also benefits from having ten rail stations, served by a combination of main line and branch lines services. Maidenhead is on the Great Western Main Line, which connects London Paddington with South West England and Wales, incorporating branch lines to Marlow and to Windsor and Eton Central. Windsor and Eton Riverside is the western terminus for services from London Waterloo, while Ascot lies on the junction of the Waterloo to Reading and the Ascot to Guildford lines. The Borough is also in close proximity to Heathrow Airport, the UK's primary international hub airport.

14.4.6 Excellent connectivity coupled with the Borough's pleasant natural and historic setting makes the Thames Valley an attractive place to live, work and visit, and has helped to fuel historically high economic, population and visitor growth across the sub-region. It has also helped to create a highly mobile population.

14.4.7 Transport issues by their nature do not respect local authority boundaries. The Thames Valley is a relatively densely populated area with numerous towns and villages, leading to high numbers of inter-urban trips for a wide range of journey purposes. The strategic road and rail corridors running through the Borough carry large numbers of through movements as well as catering for more local trips.

14.4.8 The Borough is working with neighbouring local authorities, through the Berkshire Strategic Transport Forum and Thames Valley Berkshire Local Transport Body, to study and address sub-regional issues. The Borough recognises the need to improve rail access to Heathrow Airport from the west and south to encourage more sustainable travel patterns to and from this hub airport and relieve pressure on local and strategic road networks. The Borough endorses the proposed Western Rail Access to Heathrow rail link, which will reduce journey time from Windsor to the Airport by 30 minutes.

14.4.9 The Elizabeth Line (Crossrail) is a new east-west railway providing direct links to and through Central London, which will serve to reduce journey times from Maidenhead. With the planned electrification to the Great Western Main Line and the arrival of the Elizabeth Line, Maidenhead station will see significant investment in the future.

14.4.10 The Elizabeth Line is due to be delivered by 2022. The Borough will work in partnership with service providers, developers, public transport operators and neighbouring local transport authorities to support the delivery of sustainable transport improvements in the Borough and to improve access for residents, businesses and visitors to key services and facilities.

14.4.11 Transport Assessments set out the transport issues related to development proposals and identify measures to reduce impacts and improve accessibility. Transport Assessments will be expected for development proposals with significant transport implications to fully assess the impacts of development and identify appropriate mitigation measures.

14.4.12 Developer contributions will be secured to implement transport mitigation schemes. Where transport impacts are anticipated to be small, development proposals may be required to submit a Transport Statement, in line with Department for Transport Guidance on Transport Assessments.

14.4.13 New developments that lead to an increase in the number of people travelling to a site can put pressure on the road network, particularly as car ownership in the Borough is higher than the national average. A Travel Plan can be utilised to manage the travel demands of occupiers and visitors, employing measures to control the number of private vehicle trips to a site and influence a shift to sustainable transport choices for site users. The Council will require a Travel Plan from development proposals that generate significant traffic and a Travel Statement from smaller scale developments, in accordance with good practice guidance from the Department for Transport.

14.4.14 The Council will support proposals that deliver improvements and increased accessibility to cycle, pedestrian and public transport networks and interchange facilities. In particular, proposals to improve easy access between Maidenhead, Windsor Central, Windsor and Eton Riverside and Ascot Rail Stations and the town centres will be encouraged. Consideration will be given to the provision of development proposals with zero parking in Town Centres, providing it does not create new or exacerbate existing on-street car parking problems.

14.4.15 Expected parking standards will be set for residential development but in applying these standards, the Council will seek to ensure that this will not undermine the overall sustainability objectives of the BLP, including the effects on highway safety. The Council will ensure that changes made to transport infrastructure or increase in road vehicle usage will not have an adverse effect on the integrity of a Special Protection Area (SPA), Special Areas of Conservation (SAC) or Ramsar site.

14.5 Local Economic Partnership

14.5.1 M4 corridor capacity improvements have been identified by the Thames Valley Berkshire Local Economic Partnership and the Thames Valley Berkshire Local Transport Body as a priority for sub-regional transport investment. Planned economic and housing growth across the Thames Valley will place an additional burden on local infrastructure and on transport networks in particular.

14.5.2 This will bring new challenges in the planning, management and maintenance of local transport networks. The Borough will respond to these challenges, providing a framework within which transport improvements will take place to minimise the negative economic, social and environmental impacts of travel.

14.6 Local Transport Plan

14.6.1 The Council's transport policy is currently set out in the Local Transport Plan – a long term strategy covering all forms of transport in the Borough. It has five overarching aims, which reflect both local priorities and the Government's over-arching principles which are reflected in Policy IF2 Sustainable Transport below:

- a. To improve access to everyday services and facilities for everyone
- b. To improve road safety and personal security for all transport users
- c. To support sustainable economic growth
- d. To improve quality of life and minimise the social, health and environmental impacts of transport
- e. To mitigate and adapt to the effects of climate change.

14.6.2 Policy IF2 Sustainable Transport seeks to optimise accessibility, particularly to and within the Borough's centres by ensuring that all transport infrastructure is well designed, safe and accessible; and promoting better integration of public transport facilities with a particular focus on improving public transport connections. The Council will assess development proposals in accordance with the Council's Highway Design Guide and is seeking to reduce pedestrian and vehicular conflicts by establishing a clear and legible hierarchy of movement and access across the centres; prioritising pedestrian and cyclist accessibility; eliminating unnecessary vehicular movements through multi-trips; strengthening existing links to and within the Borough's centres with the rural hinterland and creating new links where necessary.

14.6.3 A Parking SPD will be produced by the Council, which will include parking standards and parking design requirements. This should be read in conjunction with any locally specific parking standards included in Neighbourhood Plans. Prior to adoption of the Parking SPD:

Infrastructure

- The parking standards in the 2004 Parking Strategy will be used as a guide for determining the appropriate level of on-site parking provision. However, they will not be used to apply maximum standards and consideration will be given to the accessibility of the site and any potential impacts associated with overspill parking in the local area.
- Parking provision in excess of the maximum standards in the 2004 Parking Strategy might be justified in specific cases.

14.7 Policy IF2 Sustainable Transport

Policy IF 2

Sustainable Transport

1. Development proposals should support the policies and objectives of the Transport Strategy as set out in the Local Transport Plan, or any successor document.
2. New development should be located close to offices and employment, shops and local services and facilities and provide safe, convenient and sustainable modes of transport. Development proposals that help to create a safe and comfortable environment for pedestrians and cyclists and improve access by public transport will be supported.
3. Development proposals should show how they have met the following criteria where appropriate:
 - a. be designed to improve pedestrian and cyclist access to and through the Borough's centres, suburbs and rural hinterland;
 - b. be designed to improve accessibility by public transport;
 - c. facilitate better integration and interchange between transport modes particularly for Windsor, Maidenhead and Ascot town centres and railway stations;
 - d. be located to minimise the distance people travel and the number of vehicle trips generated;
 - e. secure measures that minimise and manage demand for travel and parking
 - f. optimise traffic flows and circulation to minimise negative environmental impacts of travel including congestion, air pollution and noise;
 - g. provide cycle and vehicle parking in accordance with the Parking SPD (or the parking standards set in Made Neighbourhood Plans if these are applicable), including disabled parking spaces, motorcycle parking and cycle parking as well as provision of electric vehicle charging points where appropriate. Prior to adoption of the Parking SPD, the parking standards in the 2004 Parking Strategy will be used as a guide for determining the appropriate level of parking provision, with consideration also given to the accessibility of the site and any potential impacts associated with overspill parking in the local area.
4. Transport Assessments and Statements and Travel Plans will be required to be prepared and submitted alongside development proposals, including residential schemes, in accordance with Department for Transport guidance and local authority requirements. Appropriate provision for public transport services and infrastructure will also be required.

14.8 Local Green Space

14.8.1 The National Planning Policy Framework enables Local Plans and neighbourhood plans to designate Local Green Space. In accordance with national planning policy and practice guidance, Local Green Space should meet the criteria listed below:

- The Local Green Space should be in reasonably close proximity to the community it serves, usually within easy walking distance.
- The Local Green Space should be local in character and not an extensive tract of land. Blanket designation of open countryside adjacent to settlements is not appropriate.

14.8.2 In addition, a Local Green Space must be demonstrably special to a local community and hold a particular local significance. Local Green Spaces should therefore also meet at **least one** of the following criteria and be of a particular local significance because of its:

- beauty – the site makes a significant visual contribution to the street scene or visual attractiveness of the area
- historic significance – the site includes or provides a setting for a locally valued landmark or is of cultural value
- recreational value – the site is used for sport or recreation activities or used by the local community for informal recreation
- tranquillity – the site provides a peaceful and tranquil space within a settlement
- richness of wildlife – this site is recognisable as a priority habitat with a reasonable species diversity or harbours priority species (listed in the UK priority habitats and species list) and is managed to benefit the ecological interests

14.8.3 Sites already subject to statutory designation, such as Historic Parks & Gardens or Scheduled Ancient Monuments, have high levels of protection and would not benefit from an additional local designation.

14.8.4 On the basis of the above methodology the Council has identified one area of Local Green Space worthy of designation: at Poundfield, Cookham.

14.8.5 The Cookham Village Design Statement (VDS) identifies green space as being a key characteristic of all three settlements that the VDS covers. The fields to the north and west of The Pound in Cookham are known as 'Poundfield'.

14.8.6 The VDS sets out that Poundfield's importance derives from a unique combination of ecological, rural, and heritage factors; it is also a tranquil space in the heart of the village. Poundfield's undeveloped frontage faces Maidenhead Road, and the glimpse of its more distant slope rising to the north are signals of the rural character of Cookham.

14.8.7 Poundfield forms a green wedge at the heart of Cookham, dividing the picturesque narrow roadway of The Pound (the edge of Cookham village) from Cookham's more commercial areas (the Station Hill area and Cookham Rise). It is an intrinsic part of the character of the village and in very close proximity to the community that it serves being surrounded by houses.

14.8.8 It is also visible in views from the Moor and from the eastern end of the Causeway. Poundfield is the subject of several Stanley Spencer paintings, including a series of scenes at Englefield and a panoramic view stretching towards The Pound. This is considered in greater detail in the context of the Cookham High Street Conservation Area within the accompanying appraisal reviewed in 2016.

Infrastructure

14.9 Policy IF3 Local Green Space

Policy IF 3

Local Green Space

1. The Council will give special protection to Poundfield, which is designated as Local Green Space and is shown on the Policies Map.
2. Proposals to develop land designated as Local Green Space in the Development Plan will be determined in accordance with Policy QP5, which is consistent with national policy as it relates to development in the Green Belt.
3. Inappropriate development within designated Local Green Spaces identified in the BLP and Neighbourhood Plans will not be permitted except in very special circumstances.

14.10 Open Space

14.10.1 Open space is an important feature of the Borough, forming the element of green and blue infrastructure that primarily delivers amenity value. In addition to public open space there are large areas of privately owned open space that residents and visitors can enjoy, including National Trust land around Pinkneys Green and Cookham, and Crown Land in Windsor Great Park.

14.10.2 Both public and private open spaces underpin people's quality of life and well-being, providing green 'lungs' in urban areas and forming an essential part of creating sustainable and healthy communities. It is important that local residents have access to open spaces, including outdoor sports and leisure facilities, near to their homes. The NPPF (2012) protects existing open space through Paragraph 74.

14.10.3 National planning guidance states that access to high quality open spaces and opportunities for sport and recreation can make an important contribution to the health and well-being of communities. The NPPF defines as all open space of public value which offers important opportunities for sport and recreation and can act as a visual amenity (NPPF, annex 2).

14.10.4 The Council's Open Space Study (2019) provides an audit of existing open space in the Borough and analyses its quality, quantity and accessibility. It used six categories of open space:

- Public parks and gardens
- Natural and semi-natural greenspace
- Amenity greenspace
- Provision for children and young people
- Allotments and community gardens
- Cemeteries and churchyards

The study concluded that the Borough is generally well-supplied with parks and gardens and natural and semi-natural greenspace, and the quantity of amenity greenspace is adequate. More provision for children and young people will be necessary to meet the growing need within the Borough. The overall provision of allotments is generally good across the Borough but there are shortages of burial space in some areas.

14.10.5 The study makes a number of recommendations, including that existing open space should be protected to meet current and projected needs, with increases in the quantity and quality of open spaces where necessary to address deficiencies. It is therefore important to protect and where appropriate increase provision in the future, particularly to meet the future needs associated with new development.

14.10.6 The Council has also produced a Playing Pitch Strategy and Action Plan (2016) which seeks to ensure that the provision of outdoor playing pitches meet the local needs of existing and future residents within the Borough. The Strategy found that there are some shortfalls in provision for some pitch sports and that there is a need to protect all existing provision and increase provision and pitch quality where this is feasible.

14.10.7 Site specific requirements for new open space are set out in Appendix C and for other sites, Appendix F sets out open space and play facilities standards, based on Fields in Trust guidelines.

14.10.8 The policy below allocates three sites as new or upgraded open space as part of the Green Infrastructure network. Braywick Park (AL15) is proposed as a mixed use strategic green infrastructure site to serve Maidenhead, including the new proposed residential area to the west AL13 (Desborough). It comprises a sports hub, a park, a special needs school and a wildlife zone, all of which will remain in the Green Belt. A new leisure centre to replace the Magnet Centre has been built within the sports hub on the site of the golf driving range. Two further Green Infrastructure sites are proposed in Maidenhead, land south of Ray Mill Road East (AL27) for a pocket park and habitat area and land north of Lutman Lane, Spencer's Farm (AL28), which is proposed for sports facilities, public open space and a habitat area in conjunction with the adjacent residential development (AL25). Site specific requirements for these allocations are set out in Appendix C.

14.11 Policy IF4 Open Space

Policy IF 4

Open Space

Existing Facilities

1. Existing open space in the Borough will, where appropriate, be protected, maintained, and where possible, enhanced to increase capacity and make it more usable, attractive and accessible.
2. Development involving the loss of open space will only be granted permission where
 - a. There is clear evidence, for example from the latest published Open Space Study, that the existing facility is no longer required to meet current or projected needs, including for biodiversity improvements/off-setting; or
 - b. The existing facility would be replaced by equivalent or improved provision in terms of quality and quantity in a suitable location within walking distance of the existing facility, or
 - c. The development is for alternative sports and recreational provision, the benefits of which clearly outweigh the loss of the current or former use.

New Facilities

3. The following sites are allocated as new or upgraded open space as part of the Borough's Green Infrastructure network:

Ref	Site
AL15	Braywick Park, Maidenhead
AL27	Land south of Ray Mill Road East, Maidenhead
AL28	Land north of Lutman Lane, Maidenhead

Table 19 Sites allocated as new or upgraded open space as part of the Borough's Green Infrastructure network

These sites are identified on the Policies Map. Site specific requirements for these green infrastructure sites are set out in proformas in Appendix C. The proformas form part of this policy.

Infrastructure

4. New open space and play facilities for children and young people will be required on sites allocated for new housing and housing-led mixed use developments as set out in the site allocation proformas in Appendix C and in line with requirements contained in the most up to date Open Space Study.
5. Proposals for residential development on non-allocated sites of ten dwellings and above should normally provide new open space and play facilities in accordance with the quantity standards set out in Appendix F, or those within a more up to date Open Space Study. However, where there is clear evidence that there is a quantitative surplus of one or more types of open space/play facilities in the local area, these standards will be applied flexibly in order to address any local deficits.
6. Whilst on-site provision is preferred, provision of new open space and play facilities on an alternative site within walking distance of the development site, as set out in Appendix F, would be acceptable if this meets the needs of the community and results in a greater range of functional uses. A financial contribution towards improving existing provision may be acceptable if there are qualitative open space deficiencies in the area.

14.12 Rights of Way and Access to the Countryside

14.12.1 The Borough has a network of over 300 kilometres of public rights of way, which currently provide for recreational use as well as routes for journeys to work and school. The Borough supports Safer Routes to School which promotes walking and cycling to school. This network includes the Green Way, which forms a waterside corridor from Cookham, through the centre of Maidenhead, to Bray. Covering over 19km, the Green Way provides an accessible path along the watercourse formed by the Fleet Ditch, Strand Water, the Maidenhead Ditch and York Stream. The Thames National Trail is one of 15 National Trails in England and Wales. It passes through Hurley, Cookham, Maidenhead, Eton, Windsor, Datchet and Old Windsor. In places the trail crosses the Thames to follow the Buckinghamshire side of the river.

14.12.2 Access to the public rights of way and cycle networks in the Borough make a significant contribution to people's health and well-being and sense of place. Access to these networks also contributes to the Plan's objective of helping to ensure a high quality of life for residents of all ages. Access - for all - to a network of public rights of way and opportunities for recreation can make an important contribution to the health and well-being of communities as recognised in the NPPF.

14.12.3 The Borough's "Public Rights of Way Management and Improvement Plan 2016-2026" (ROWMIP) identifies ways to improve access on public rights of way for all, especially those with visual and mobility impairments, walkers, cyclists, equestrians and people with pushchairs.

14.13 Policy IF5 Rights of Way and Access to the Countryside

Policy IF 5

Rights of Way and Access to the Countryside

1. Development proposals will be supported provided that they protect and safeguard the existing rights of way network and do not adversely affect the recreational and amenity value of the existing rights of way network. Development proposals will need to demonstrate how they:
 - a. promote accessibility, linkages and permeability between and within existing green corridors including public rights of way such as footpaths, cycleways and bridleways
 - b. promote the integration of the development with any adjoining public open space or countryside
 - c. promote accessible and attractive cycle routes through the site and connecting the site to local schools, shops, stations and other community facilities
 - d. are consistent with the Borough's Public Rights of Way Management and Improvement Plan 2016 – 2026.
2. Development proposals should, wherever possible, aim to realign the route of the Green Way to follow watercourses. Development proposals should also, wherever feasible, take the opportunity to realign the Thames National Trail to ensure it follows the river.
3. Opportunities will be sought to add to and enhance the existing National Cycle Network and to improve connections to it from local communities.
4. New walkways and pedestrian links are encouraged where they are needed as set out in the ROWMIP 2016-26 and the annual Milestones Statements (Royal Borough of Windsor and Maidenhead Milestones Statement and Public Rights of Way Improvement Plan Annual Reviews).
5. The Council will assess the potential for improving public access and recreation in individual situations against any detrimental impact which may be caused. Any initiatives to improve public access to the countryside identified in neighbourhood plans will specifically be encouraged.
6. Where appropriate, the following initiatives will be encouraged:
 - a. improvements to the existing public rights of way network including improving accessibility for disabled or elderly people and families with pushchairs
 - b. creation of new rights of way and cycle routes access agreements with local landowners to enable public access to suitable areas for informal recreation like woodland, meadows or riverside areas
 - c. management of existing facilities
 - d. improvement of public transport links to the countryside.

Infrastructure

14.14 Community Facilities

14.14.1 Community facilities contribute to sustainable development by providing venues and services for a wide range of activities. Such facilities make a significant contribution to the well being of residents and they enhance the sustainability of communities ensuring a high quality of life for all residents. Community facilities include local shops, meeting places, indoor sports venues, schools, cultural buildings, public houses, places of worship, health care facilities, leisure centres, libraries, day care centres and post offices.

14.14.2 They must be able to develop and modernise in a way that is sustainable in order to make it possible for them to remain in use. Some facilities, such as local shops and public houses are also commercial concerns. The Borough strongly supports retaining these facilities where they can raise the quality of community life and help promote thriving, inclusive and sustainable communities. Such facilities can also generate employment, have a positive impact on the local evening economy and may be used to underpin larger mixed use developments.

14.14.3 Community facilities can now be registered as an Asset of Community Value which affords additional protection particularly in respect of the retention of such facilities.

14.14.4 It is envisaged that community facilities will combine several functions and form a vital focus for social and recreational activities. For example a number of existing schools allow public use of sports pitches and recreational facilities outside of school hours, an approach that will be pursued when new schools are developed. The policy supports the principle of co-locating facilities, although transport and accessibility implications will be carefully reviewed when considering such proposals. Supporting the co-location of community facilities and services at sites of local and district significance includes supporting and strengthening the voluntary and community sector network of organisations in order to maximise the use and viability of community buildings.

14.14.5 The Indoor Sport and Leisure Facility Strategy for the Borough produced following a Built Facilities Assessment identifies the importance of existing current leisure stock at multi-use indoor centres across the Borough such as Windsor Leisure Centre, Charters Leisure Centre, Cox Green School, Furze Platt School and other dual use provision. The Strategy recommends that where any new state schools are built, site master planning and sports provision location and design should be orientated to accommodate community use, and secured via an appropriate and binding community use agreement.

14.14.6 The policy ensures that any development proposals that would result in the loss of community, leisure and cultural facilities must be accompanied by an assessment of both existing facilities and the need for and value of the facility to the community. Where there is evidence that existing provision is not able to meet needs, the Council will work with partners to seek and where possible, enable new facilities.

14.15 Policy IF6 Community Facilities

Policy IF 6

Community Facilities

1. Proposals for new or improved community facilities which meet the needs or aspirations of local residents and visitors will be supported. Where an assessment identifies specific needs in the local area, proposals to meet that local need will be supported when they are located in areas that are accessible by walking, cycling or public transport.
2. Existing community facilities should be retained, improved and enhanced. Applications for change of use or redevelopment will therefore be resisted, unless evidence can be provided to show that the facility is not needed, not economically viable and is no longer required to meet the needs of the local community.
3. Where a new community facility is proposed (including stand-alone new facilities, facilities provided as part of a mixed-use development or conversions), it should be in an accessible location and designed to maximise use by local communities. Proposals for new community facilities should demonstrate that there is a specific need for the facility in the local area. An assessment should be provided, and use may be made of existing evidence provided by the Borough such as the Indoor Sports Facility Strategy.
4. Where opportunities exist the Council will support the co-location of community, leisure and cultural facilities and other local services.
5. Any development proposals for new or additional school provision should be accompanied by a Travel Plan.

Loss of Facilities

6. Existing community facilities should be retained, improved and enhanced and applications for change of use or redevelopment will therefore be resisted. Planning permission for development leading to the loss of facilities currently, or last used for the provision of community activities will only be granted where it can be demonstrated that:
 - a. there is no longer a demand for the facility within the area, demonstrated by continuous marketing evidence for a period of at least twelve months, or
 - b. the proposed development would provide sufficient community benefit to outweigh the loss of the existing facility, or
 - c. there is provision for new or replacement facilities to meet an identified need in locations which are well related and easily accessible to the settlement or local community.
7. When a proposal will involve the loss of social and community facilities which are not being replaced, applicants will be required to provide evidence that they have consulted with an appropriate range of service providers and the community, to prove that there is no need for, or requirement for, the facility from any other service provider for an alternative social or community facility that could be met through change of use or redevelopment. In addition applicants are expected to provide evidence that:
 - a. there is no significant local support for its retention
 - b. there are alternative premises within easy walking distance
 - c. any such alternative premises offer similar facilities and a similar community environment to the facility which is the subject of the application.

Infrastructure

8. Loss of an indoor or outdoor sports facility will only be acceptable where an assessment of current and future needs has demonstrated that there is an excess of provision in the catchment, and the site has no special significance to the interests of sport.
9. Any loss of school facilities will only be acceptable where the loss would not result in any constraints on school place provision.

14.16 Utilities

Telecommunications

14.16.1 Convenient access to modern technology plays a central part in Borough residents' lives. Advanced, high quality communications infrastructure is essential to support sustainable economic growth and enables many aspects of modern life including flexible working patterns and home working. The development of high speed broadband technology and other communications networks also play a vital role in enhancing the provision of local community facilities and services, particularly in rural areas.

14.16.2 Rural communities and small businesses benefit particularly from enhanced broadband coverage. This has a number of benefits including support for the local economy, greater social inclusion, and reduced pressure on the environment by reducing the need to travel.

14.16.3 The Superfast Berkshire project aims to improve broadband speeds and coverage across Berkshire in those areas not covered by commercial broadband roll-out. The project's intention is to implement sustainable, future-proof improvements in broadband infrastructure.

14.16.4 It was scheduled to deliver superfast broadband coverage (greater than 24Mbps) to 92.3% of the county by the end of 2015, and has signed contracts to extend superfast coverage to 95.6% by the end of 2017. The project aims to ensure all remaining Berkshire premises can access basic broadband at speeds of at least 2Mbps.

Water supply and sewerage

14.16.5 Sustainable management of natural resources is important and the Borough is in one of the driest parts of the country. It also experiences a high level of demand for water and in some areas the demand is close to exceeding the available supply.

14.16.6 The provision of water and waste water and sewerage infrastructure is an essential element of any new development. The Borough has worked with partners to prepare an Infrastructure Delivery Plan (IDP) that examines current infrastructure provision in the Borough and the changes made necessary by planned developments. Climate change is leading to more unpredictable weather patterns and this in turn affects the availability of water, so care must be taken to ensure that sufficient supplies and infrastructure are available to service any new developments.

14.16.7 There is a demonstrable need for new water resource schemes in parts of south east England, and increased demand management to cater for water supply needs of current and future development and the protection of the environment. Should the water or sewerage undertakers or the Environment Agency identify sites that are required to deliver necessary water or sewerage infrastructure, these should be safeguarded through the planning process.

14.16.8 Thames Water is currently the statutory sewerage undertaker for the whole Borough and also the statutory water undertaker for part of the Borough. Remaining parts of the Borough are currently supplied with water by Affinity Water (formerly Veolia) and South East Water.

14.16.9 To ensure that sufficient water supplies and sewerage infrastructure are available to service any new developments, it will be necessary to examine existing provision and the impact that a development proposal is likely to have on capacity and water pressure. The major statutory undertaker in the Borough has provided information on the capacity of existing sewerage and water infrastructure to accommodate new development, and this has informed preparation of the plan and the Infrastructure Delivery Plan.

14.16.10 Water companies' investment programmes are based on a five year cycle known as the Asset Management Plan (AMP) process, which in turn is informed on a strategic level by Water Resources Management Plans. In these plans, water companies forecast the available supply for water and likely supply over a 25 year period.

14.16.11 If the forecast shows a deficit, then the plan sets out a range of demand management and new water supply options to meet that shortfall. The Borough will work with the Environment Agency and other partners that provide water and sewerage services across the Borough over the plan period to identify infrastructure needs and to ensure that adequate water supply and sewerage capacity is provided in a timely manner to meet planned demand.

Infrastructure

14.17 Policy IF7 Utilities

Policy IF 7

Telecommunications

1. Expansion of electronic communications networks and the provision of suitable infrastructure to achieve this are supported, subject to appropriate safeguards relating to the impact of the infrastructure. Development proposals that would result in improvements to telecommunications networks will be supported, provided environmental impacts are minimised.
2. Development proposals for telecommunications equipment that require planning permission will be permitted provided that the following criteria are met:
 - a. the siting and appearance of the proposed apparatus and associated structures should seek to minimise harm to the visual amenity, character and appearance of the surrounding area
 - b. proposed apparatus and associated structures on buildings should be sited and designed in order to seek to minimise harm to the external appearance of the host building
 - c. proposals for new masts should demonstrate that the applicant has explored the possibility of erecting apparatus in existing locations in the following sequence:
 - i. sharing existing masts and other structures
 - ii. on existing buildings
 - iii. on sites currently used for telecommunications infrastructure

such evidence should accompany any planning application for new masts and should show clearly why sequentially preferable options have been discounted
 - d. development proposals should not cause unacceptable harm to areas of ecological interest, areas of landscape importance, archaeological sites, conservation areas or buildings of architectural or historical interest.

Water Supply and Sewerage Infrastructure

3. Development proposals must demonstrate that adequate water supply and sewerage infrastructure capacity exists both on and off site to serve the development and that the development would not lead to problems for existing users. Developers should contact the water/waste water company as early as possible to discuss their development proposals and intended delivery programme to assist with identifying any potential water and wastewater network reinforcement requirements. Where there is a capacity constraint the Local Planning Authority will, where appropriate, apply phasing conditions to any approval to ensure that any necessary infrastructure upgrades are delivered ahead of / in-line with the occupation of the relevant phase of development.
4. Where appropriate, planning permission for developments, which result in the need for off-site upgrades, will be subject to conditions to ensure the occupation is aligned with the delivery of necessary infrastructure upgrades.
5. Where works are required to secure water supply and sewerage provision to a development proposal, such works will be secured either by a planning condition or other mechanism as appropriate.
6. New water resource schemes, improvements to the water supply network, demand management measures needed to meet current and future water supply needs and those needed to meet the challenges of climate change and environmental protection will be supported. Sites that are identified by water or sewerage undertakers or the Environment Agency as being required to deliver necessary water or sewerage infrastructure will be allocated or safeguarded as appropriate.

Monitoring and Implementation

Monitoring and Implementation

15.1 Monitoring and implementation

15.1.1 Policies in the Borough Local Plan (BLP) have been designed to deliver a sustainable pattern of growth and development across the Borough over the plan period. The BLP aims to protect the environment and heritage assets of the Borough and make appropriate provision for the identified levels of development.

15.1.2 A robust monitoring framework is essential to ensure that the BLP delivers the right quantum of development, in the right location, at the right time and accompanied by the right infrastructure whilst also protecting the historic and natural environment. The Community Infrastructure Levy (CIL) has sought to mitigate any risks to delivery of the overall spatial strategy and the policies that aim to deliver that strategy and provide for sustainable development. The Council will use the results of monitoring to understand how well the BLP is performing in terms of delivering sustainable development and protecting and enhancing the environment and assets within it, and also to indicate whether a review of the plan is necessary.

15.1.3 The delivery of necessary infrastructure to support the level of growth and development prescribed by the BLP is set out in the Infrastructure Delivery Plan. It is extremely important to ensure that the identified infrastructure requirements are delivered and robustly monitored. The spatial strategy and the supporting policies indicate a step change in the pace of growth and development. Careful review of monitoring and implementation indicators will be published in the Monitoring Report and updated on an annual basis.

15.1.4 Monitoring indicators are drawn directly from the objectives of the BLP and targets indicate how these objectives may be met. Related policies in the BLP are identified, and for each Monitoring Objective the achievement of targets will be assessed annually.

Monitoring and Implementation

Monitoring Indicator 1

Spatial strategy

Indicators: Delivery of development in accordance with the Spatial Strategy, development in accordance with Climate Change Targets

Related Policies: SP1, SP2, NR1, NR5

Targets:
Quantity & type of development delivered in the three growth locations set out in the Spatial Strategy
Quantity and type of development delivered in other settlements
Quantity and type of development delivered in Green Belt areas
Amount of development permitted in Flood Zone 3
Number of developments with effective Sustainable Drainage Systems (SuDS) features
Amount of renewable energy delivered

Table 20 : Spatial Strategy

Monitoring Indicator 2

Sustainability and placemaking

Indicators: Delivery of development in accordance with policy related to sustainability and placemaking objectives, Deliverability of development in accordance with policy related to conserving and enhancing the special qualities of the Borough

Related Policies: SP1, QP1 QP1a, QP1b, QP1c, QP2, QP3, QP3a, QP5

Targets:
Progress of the Maidenhead Town Centre Strategic Placemaking area Supplementary Planning Document
Progress of the South West Maidenhead Strategic Placemaking area Supplementary Planning Document
Progress of the Ascot Strategic Placemaking Area Supplementary Planning Document
Amount and quality of green and blue infrastructure in new development
Number of Neighbourhood Plans made
Number of tall buildings approved in the Borough in accordance with definitions given in the Tall Buildings Supplementary Planning Document
No further loss of Green Belt after adoption of the plan

Table 21 Sustainability and placemaking

Monitoring and Implementation

Monitoring Indicator 3

Meeting housing needs

Indicators: Delivery of housing as compared with the housing trajectory; delivery of affordable and specific needs; delivery of housing on previously developed land; adaptation to existing homes to take account of changed circumstances for residents.

Related Policies: HO1, HO2, HO3, HO4

Targets:

Number of dwellings completed for the following periods:

2013-2018	2019-2023	2024-2028	2029-2033
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Retain a five year housing land supply through the plan period

Number of affordable houses as a percentage of total dwellings completed

Number of self and custom build plots made available

Number of units in different tenures delivered in accordance with the Strategic Housing Market Assessment (SHMA) outputs

Housing mix delivered in accordance with SHMA outputs

Number of traveller plots and pitches

Number of windfalls

Number of dwellings completed to M4(2) and M4(3) standards

Table 22 Meeting housing needs

Monitoring Indicator 4

Local business economy

Indicators: Actual growth of the local economic base in several sectors; provision of employment and retail floor space

Related Policies: SP1, ED1, ED2, ED3, TR2, TR3

Targets:

Delivery of office (Use Class E(g)) floorspace

Delivery of warehouse and other industrial (use Class B2, B8) floorspace

Loss of employment floorspace by type

Table 23 Local business economy

Monitoring and Implementation

Monitoring Indicator 5

Town, district and local centres

Indicators: Promote the viability and vitality of the town centres in the Borough; promote appropriate shopping and services in district and local centres

Related Policies: SP1, ED1, ED2, ED3, TR2, TR3, TR4, TR5, TR6

Targets:

Delivery in Ascot, Windsor and Maidenhead Town Centres according to policies on allocated sites for housing, commercial and retail uses

Loss and gain of retail floorspace by use class

Change in the number of shops and community uses within designated district and local centres

Table 24 Town, district and local centres

Monitoring Indicator 6

Infrastructure

Indicators: Provision of utilities, services and facilities to support planned development

Related Policies: IF1, IF2, IF3, IF4, IF5, IF6, IF7

Targets:

Delivery of infrastructure according to the Infrastructure Delivery Plan (IDP)

Delivery of key infrastructure elements as set out in the IDP

Increase in the amount of the Borough provided with Superfast Broadband

Open space and green/blue infrastructure provided on allocated housing sites

Provision of specific new indoor and outdoor leisure and recreation facilities

Amount of public open space lost

Number of applications delivering new Rights of Way in accordance with Rights of Way Management and Improvement Plan

Table 25 Infrastructure

Detailed provision in this area is co-ordinated and guided through the Infrastructure Delivery Plan (IDP).

Monitoring and Implementation

Monitoring Indicator 7

Heritage

Indicator: Maintenance and protection of Listed Buildings, Scheduled Monuments, Conservation Areas and Registered Parks and Gardens.

Related Policies: HE1, HE2

Targets:

Number of entries on the Local Heritage List

Number and percentage of Conservation Areas with an up-to-date Character Appraisal

No reduction in the extent of Conservation Areas

No loss of Listed Buildings, Historic Parks and Gardens, Ancient Monuments, Ancient Woodlands or sites of archaeological interest

Table 26 Heritage

Monitoring Indicator 8

Environmental protection

Indicators: Specific protection of designated environmental areas and issues

Related Policies: EP1, EP2, EP3, EP4, EP5

Targets:

Number of new Air Quality Management Areas declared

Number of applications and/or appeals refused or dismissed on air, light or noise pollution grounds.

Number of applications likely to have a negative impact on air quality where mitigation is required.

Number of planning applications and or appeals refused or dismissed on contaminated land or water grounds.

Table 27 Environmental protection

Monitoring and Implementation

Monitoring Indicator 9

Biodiversity

Indicators: Maintain and enhance natural environmental conditions

Related Policies: QP1, NR2, NR3, NR4, EP1

Targets:

Gain in priority habitat across the Borough

All developments to result in biodiversity net gain (at least 10%)

Number of dwellings permitted requiring the provision of Suitable Alternate Natural Greenspace (SANG)

Amount of SANG provided as well as the amount of Strategic Access Management and Monitoring (SAMM) contributions

Progress with a Borough Wide Local Biodiversity Action Plan

Table 28 Biodiversity

Term	Definition
Affordable Housing	Social rented, affordable rented and intermediate housing, provided to eligible households whose needs are not met by the market. Eligibility is determined with regard to local incomes and local house prices. Affordable housing should include provisions to remain at an affordable price for future eligible households or for the subsidy to be recycled for alternative affordable housing provision
Air Quality Management Areas	Areas designated by local authorities because they are not likely to achieve national air quality objectives by the relevant deadlines
Ancient Woodland	A descriptive term for a group of native woodland habitats. These special areas have remained as woodland since at least 1600 and their soils are relatively undisturbed by people. Ancient woodland is the richest terrestrial habitat for wildlife, being home to more threatened species than any other, and represents the last fragments of the wildwood that once covered the country. (www.woodlandtrust.org.uk)
Biodiversity	The variety of life in a particular habitat or ecosystem
Borough Local Plan (BLP)	The plan adopted by the Council for the future development of the local area, in consultation with the community. In law this is described as the development plan documents adopted under the Planning and Compulsory Purchase Act 2004
Community Infrastructure Levy (CIL)	A levy allowing local authorities to raise funds from owners or developers of land undertaking new building projects in their area
Conservation	The process of maintaining and managing change to a heritage asset in a way that sustains and, where appropriate, enhances its significance
Cumulative impact	Effects that result from incremental changes over time caused by past, present and foreseeable actions
Development Plan	Comprehensive term for adopted Local Plans and Neighbourhood Plans within the Borough, plus one saved policy of the South East Plan, as defined in Section 38 of the Planning and Compulsory Purchase Act 2004
Economic Development	Development, including those within the E(g) and B Use Classes, public and community uses and main town centre uses (but excluding housing development)
Edge of Centre	For retail purposes, a location that is well connected and up to 300 metres of the primary shopping area. For all other main town centre uses, a location within 300 metres of a town centre boundary. For office development, this includes locations outside the town centre but within 500 metres of a public transport interchange. In determining whether a site falls within the definition of edge of centre, account should be taken of local circumstances
Green Belt	In the Royal Borough of Windsor and Maidenhead, Green Belt refers to the Metropolitan Green Belt. The designation accounts for 82% of the land area of the Royal Borough
Green Networks / Green Corridors	The linking together of natural, semi-natural and man-made open spaces to create an interconnected network
Greenfield	Any land that is not classified as PDL (previously developed land). Greenfield is not only countryside but also for example, open spaces in urban areas
Green Infrastructure	A strategically planned network of high quality natural and semi-natural areas with other environmental features, which is designed and managed to deliver a wide

Glossary

Term	Definition
	range of ecosystems services and protect biodiversity in both rural and urban settings
Habitable rooms	Habitable rooms are defined as any room used or intended to be used for sleeping, cooking, living or eating purposes. Enclosed spaces such as bath or toilet facilities, service rooms, corridors, laundries, hallways, utility rooms or similar spaces are excluded from this definition
Heritage Asset	A building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. Heritage asset includes designated heritage assets and assets identified by the local planning authority (including local listing)
Infilling	The infilling of a small gap within an otherwise built up frontage or group of houses
Isolux Diagram	A line through all points on a surface where the illumination is the same; called an isofootcandle line if the illumination is expressed in foot-candles. A series of such lines for various illumination values is called an isolux diagram
Main Town Centre Uses	Retail development (including warehouse clubs and factory outlet centres); leisure, entertainment facilities; the more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, night-clubs, casinos, health and fitness centres, indoor bowling centres, and bingo halls); offices; and arts, culture and tourism development (including theatres, museums, galleries and concert halls, hotels and conference facilities)
Mixed Use	Type of development that comprises of a mixture of land uses, or more than just a single use
National Planning Policy Framework (NPPF)	National planning guidance issued by the Government, setting out policy guidance on different aspects of planning. Local Planning Authorities must take the content into account in preparing Local Plans and decision making
Neighbourhood Development Plan	Legal term for Neighbourhood Plan; see below
Neighbourhood Plan	A plan prepared by a Parish Council or Neighbourhood Forum for a particular neighbourhood area (made under the Planning and Compulsory Purchase Act 2004)
Neighbourhood Plan Area	The land area covered by a Neighbourhood Plan
Open Space	All open space of public value, including not just land, but also areas of water (such as rivers, canals, lakes and reservoirs) which offer important opportunities for sport and recreation and can act as a visual amenity
Out of Centre	A location which is not in or on the edge of a centre but not necessarily outside the urban area
Out of Town	A location out of centre that is outside the existing urban area
Planning Obligation	A legally enforceable obligation entered into under Section 106 of the Town and Country Planning Act 1990 to mitigate the impacts of a development proposal
Planning Practice Guidance (PPG)	Guidance provided by the Government to support the NPPF and sets out more detailed practical guidance on the implementation of national policy

Term	Definition
Previously Developed Land (PDL)	Land which is or was occupied by a permanent structure, including the curtilage of the developed land (although it should not be assumed that the whole of the curtilage should be developed) and any associated fixed surface infrastructure. This excludes land that is or has been occupied by agricultural or forestry buildings; land that has been developed for minerals extraction or waste disposal by landfill purposes where provision for restoration has been made through development control procedures; land in built-up areas such as private residential gardens, parks, recreation grounds and allotments; and land that was previously-developed but where the remains of the permanent structure or fixed surface structure have blended into the landscape in the process of time.
Primary Shopping Area	Defined area where retail development is concentrated (generally comprising the primary and those secondary frontages which are adjoining and closely related to the primary shopping frontage)
Primary and Secondary Frontages	Primary frontages are likely to include a high proportion of retail uses which may include food, drinks, clothing and household goods. Secondary frontages provide greater opportunities for a diversity of uses such as restaurants, cinemas and businesses
Ramsar Sites	Wetlands of international importance, designated under the 1971 Ramsar Convention
Sites of Special Scientific Interest (SSSI)	Sites designated by Natural England under the Wildlife and Countryside Act 1981
South West Maidenhead Strategic Placemaking Area (SWMPA)	Large area of land to the south west of Maidenhead railway station, extending from the railway line southwards to the M4
South West Maidenhead Strategic Area (SWMSA)	Land defined in Policy QP1b and Policies Map comprising the allocated sites AL13, AL14 and AL15
Special Areas of Conservation (SAC)	Areas given special protection under the European Union's Habitats Directive, which is transposed into UK law by the Habitats and Conservation of Species Regulations 2010
Special Protection Areas (SPA)	Areas which have been identified as being of international importance for the breeding, feeding, wintering or the migration of rare and vulnerable species of birds found within European Union countries. They are European designated sites, classified under the Birds Directive
Strategic Access Management and Monitoring (SAMM)	A project overseen by Natural England that implements monitoring, warden arrangements and public education messages across the Thames Basin Heaths SPA
Suitable Alternative Natural Greenspace (SANG)	The name given to green space of appropriate quantity and quality which is designated to provide mitigation for the potential impact of residential development on the Thames Basin Heaths SPA by providing recreational alternatives to visiting the SPA

Glossary

Term	Definition
Supplementary Planning Document (SPD)	Documents which add further detail to the policies in the Local Plan. They can be used to provide further guidance for development on specific sites, or on particular issues, such as design. Supplementary planning documents are capable of being a material consideration in planning decisions but are not part of the development plan.
Tall Building	A building of more than 1.5 times the context height of the surrounding area or a minimum of 4 storeys in a 2 storey area
Town Centre	Area including the primary shopping area and areas predominantly occupied by main town centre uses within or adjacent to the primary shopping area. References to town centres or centres apply to town centres, district centres and local centres but exclude small parades of shops of purely neighbourhood significance. Existing out of centre developments, comprising or including main town centre uses, do not constitute town centres
Unavoidable Adverse Impacts	The negative effects on natural resources that would arise from a development and remain after its completion, and which cannot be prevented
Visitor Attraction	A permanently established excursion destination, a primary purpose of which is to allow public access for entertainment, interest or education, rather than being a primary retail outlet or a venue for sporting, theatrical or film performance
Windfall sites	Sites which have not been specifically identified as available in the Local Plan process. These normally comprise previously developed sites that have become unexpectedly available
Woodland	Land under stands of trees with a canopy cover of at least 20% (or having the potential to achieve this), including integral open space, and including felled areas that are awaiting restocking. There is no minimum height for trees to form a woodland at maturity, so the definition includes woodland scrub but not areas outside woodland such as gorse and rhododendron

Table 29 : Glossary

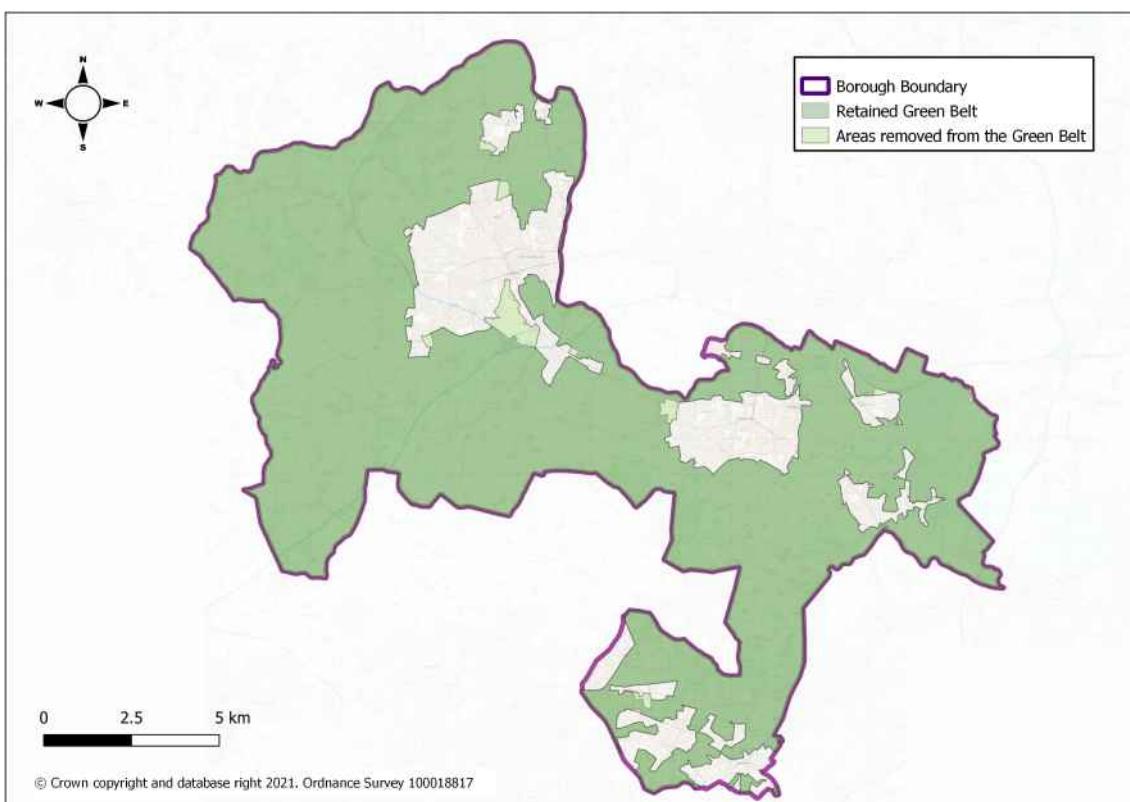
Green Belt Boundary Alterations

A

Green Belt Boundary Alterations

Area	Site Ref	Site Name
Maidenhead	AL13	Desborough, Harvest Hill Road, South West Maidenhead
	AL14	The Triangle site (land south of the A308(M) west of Ascot Road and north of the M4), Maidenhead
	AL24	Land east of Woodlands Park Avenue and north of Woodlands Business Park, Maidenhead
	AL25	Land known as Spencer's Farm, north of Lutman Lane Maidenhead
Windsor	AL26	Land between Windsor Road and Bray Lake, south of Maidenhead
	AL21	Land west of Windsor, north and south of A308, Windsor
Ascot	AL22	Squire's Garden Centre, Maidenhead Road, Windsor
	AL16	Ascot Centre
	AL17	Shorts waste transfer station and recycling facility, St Georges Lane, Ascot
Datchet	AL18	Ascot Station Car Park
	AL39	Land at Slough Road/Riding Court Road, Datchet
Cookham	AL37	Land north of Lower Mount Farm, Long Lane, Cookham
	AL38	Land east of Strande Park, Cookham
Other Areas	AL40	Land east of Queen Mother Reservoir, Horton

Table 30 : Sites where there are alterations to the Green Belt boundary

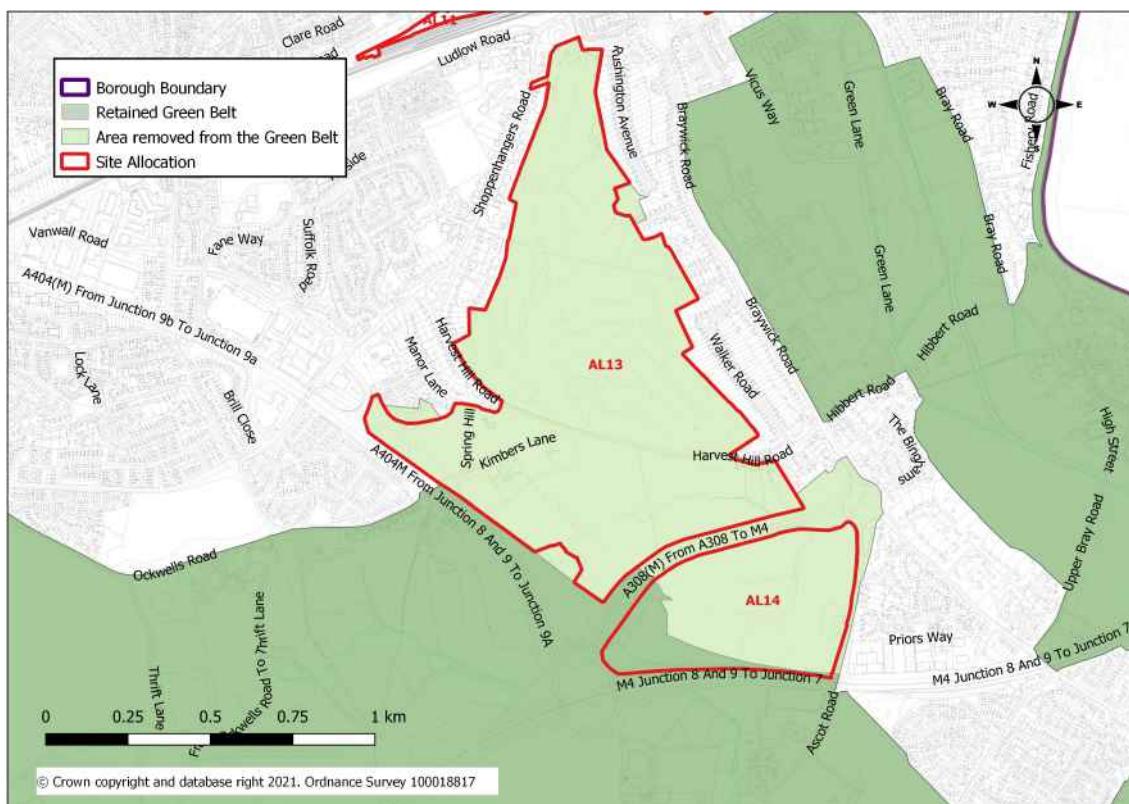


Green Belt Boundary Alterations Overview

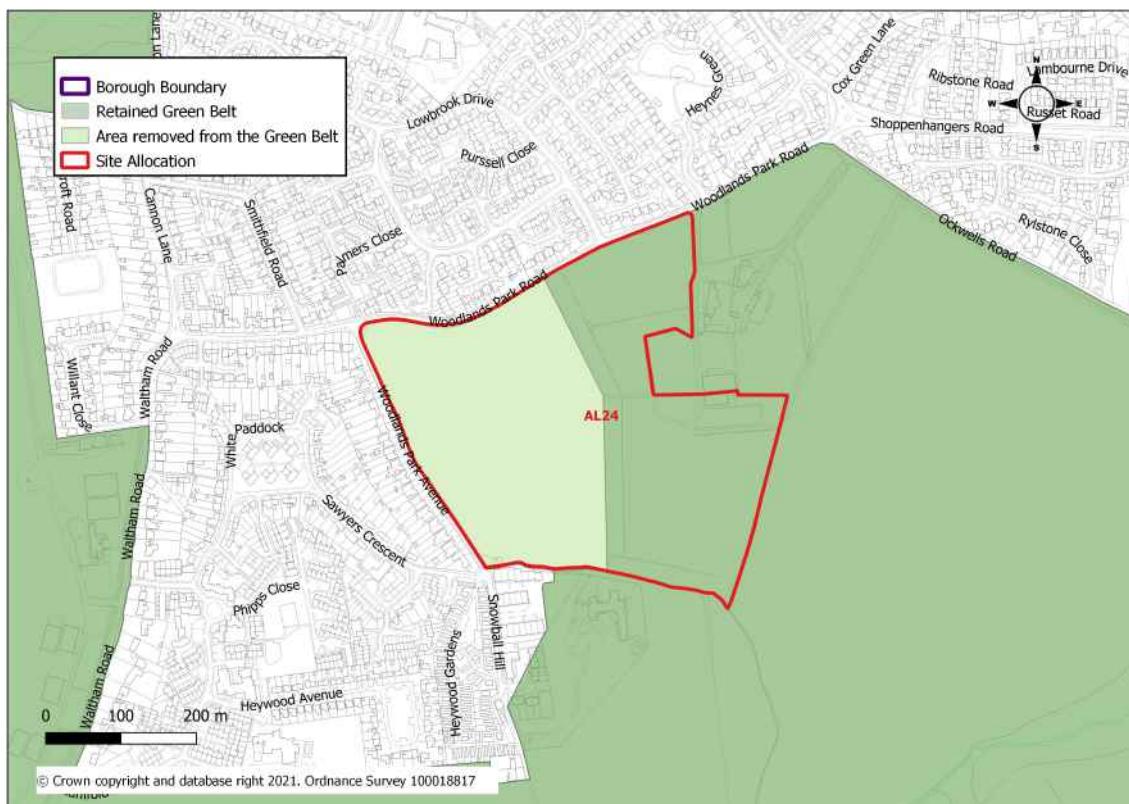
Green Belt Boundary Alterations

A

Maidenhead



AL13: Desborough, Harvest Hill Road, South West Maidenhead and AL14: The Triangle Site Land south of A308(M), west of Ascot Road and north of the M4, Maidenhead



AL24: Land east of Woodlands Park Avenue and north of Woodlands Business Park, Maidenhead

Green Belt Boundary Alterations



AL25: Land known as Spencer's Farm, north of Lutman Lane, Maidenhead



AL26: Land between Windsor Road and Bray Lake, south of Maidenhead

Green Belt Boundary Alterations

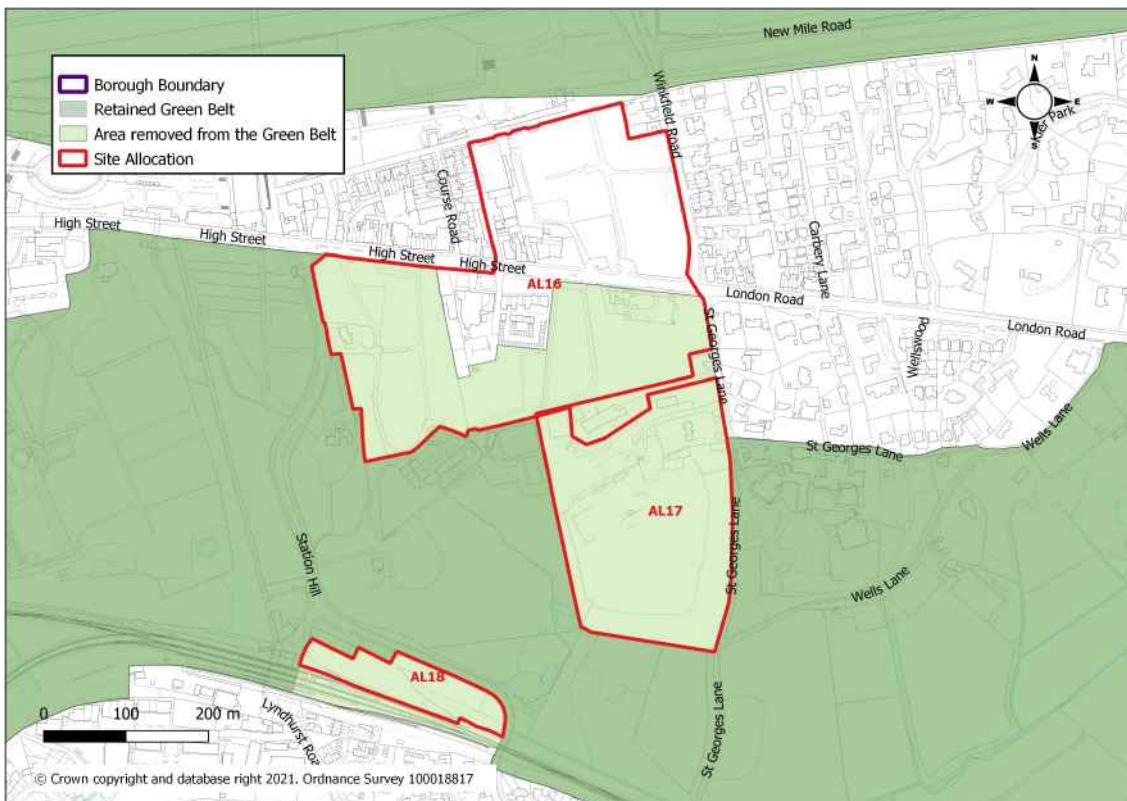
A

Windsor



AL21: Land west of Windsor, north and south of the A308, Windsor and AL22: Squire's Garden Centre, Windsor

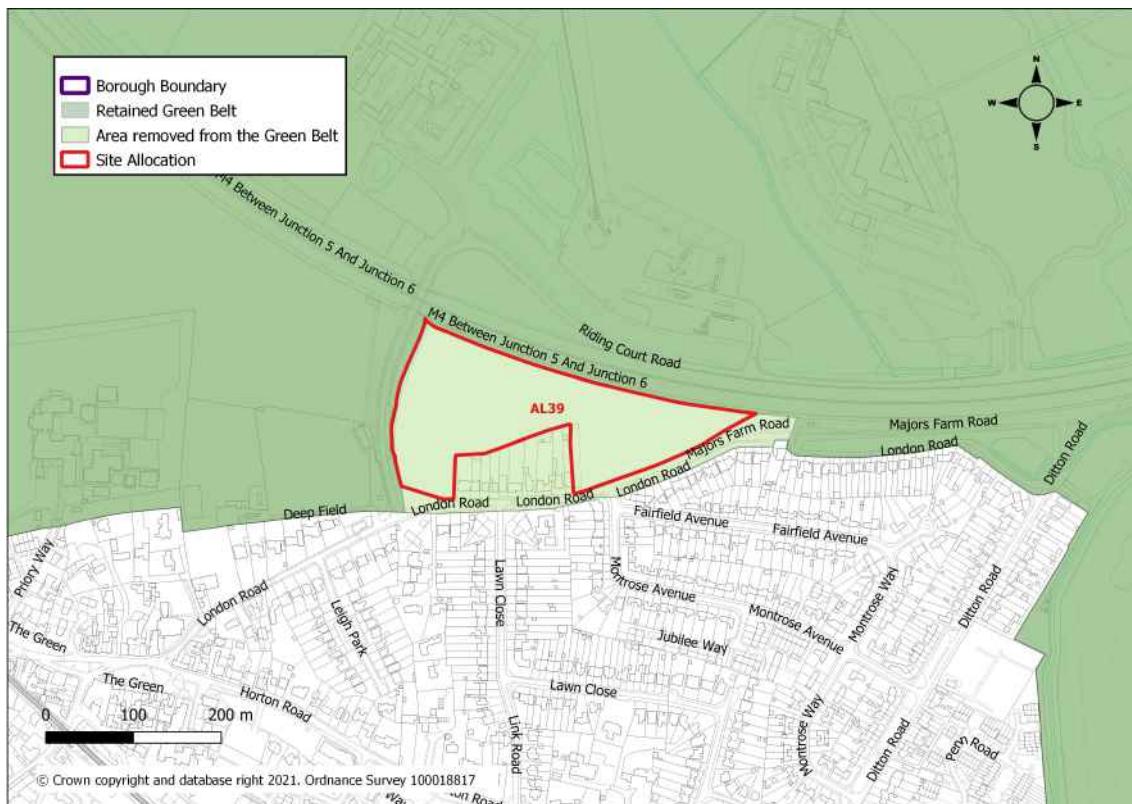
Ascot



AL16: Ascot Centre, AL17: Shorts waste transfer station and AL18: Ascot railway station

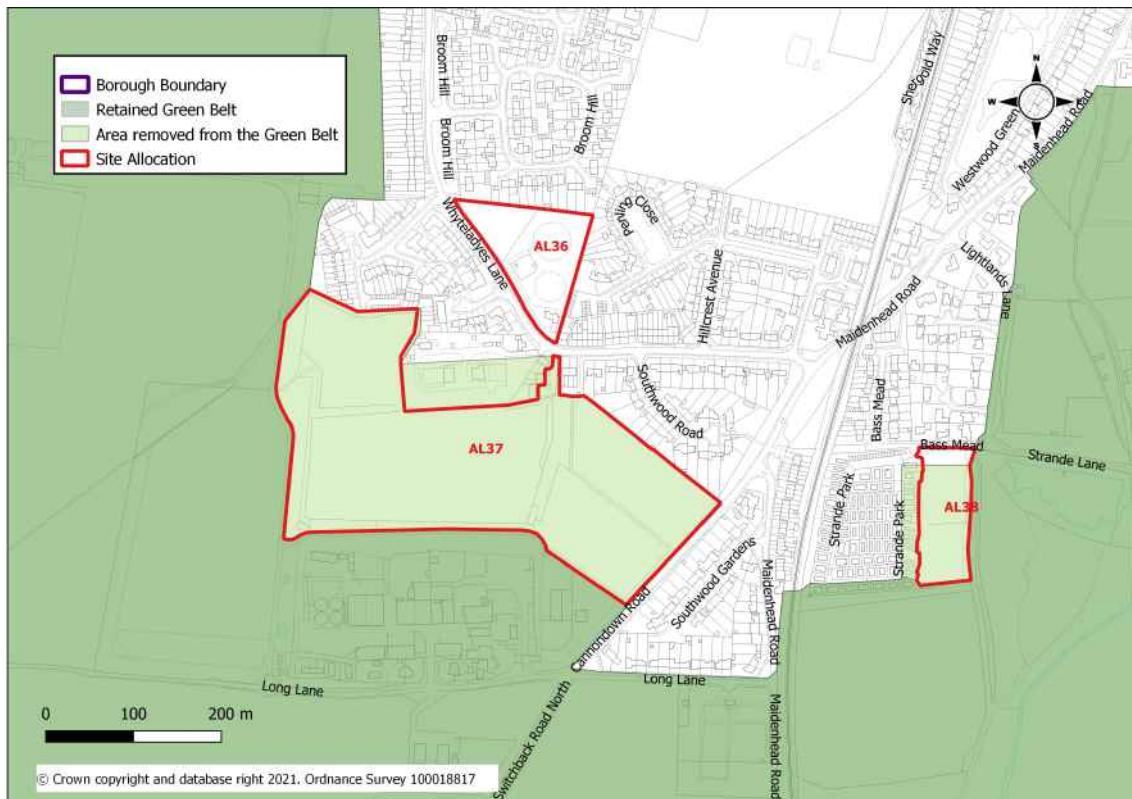
Green Belt Boundary Alterations

Datchet



AL39: Land at Riding Court Road and London Road, Datchet

Cookham



AL37: Land north of Lower Mount Farm, Long Lane, Cookham and AL38: Land east of Strande Park, Cookham

Green Belt Boundary Alterations

Other Areas



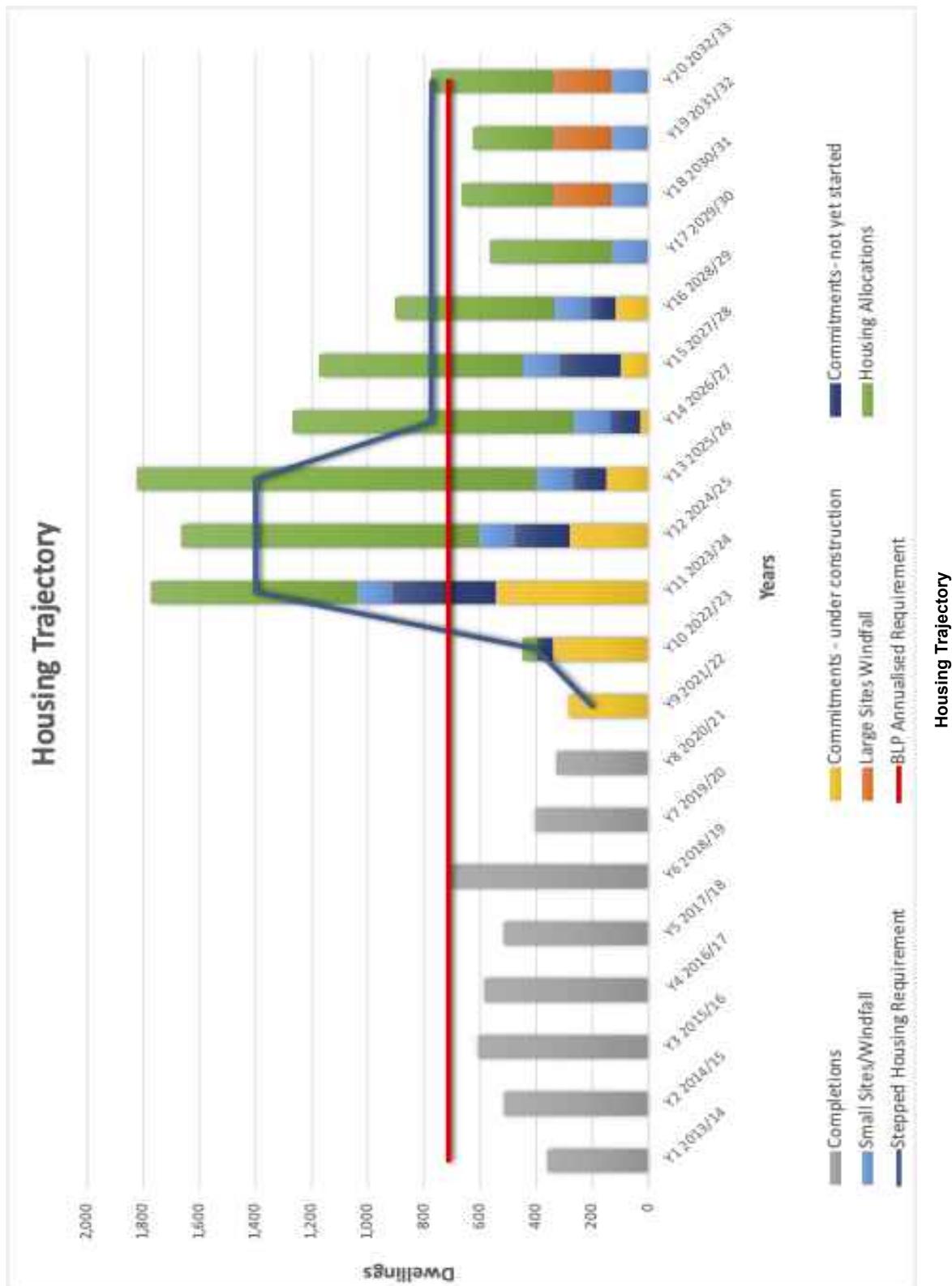
AL40: Land east of Queen Mother Reservoir, Horton

Housing Trajectory

Housing Trajectory

B

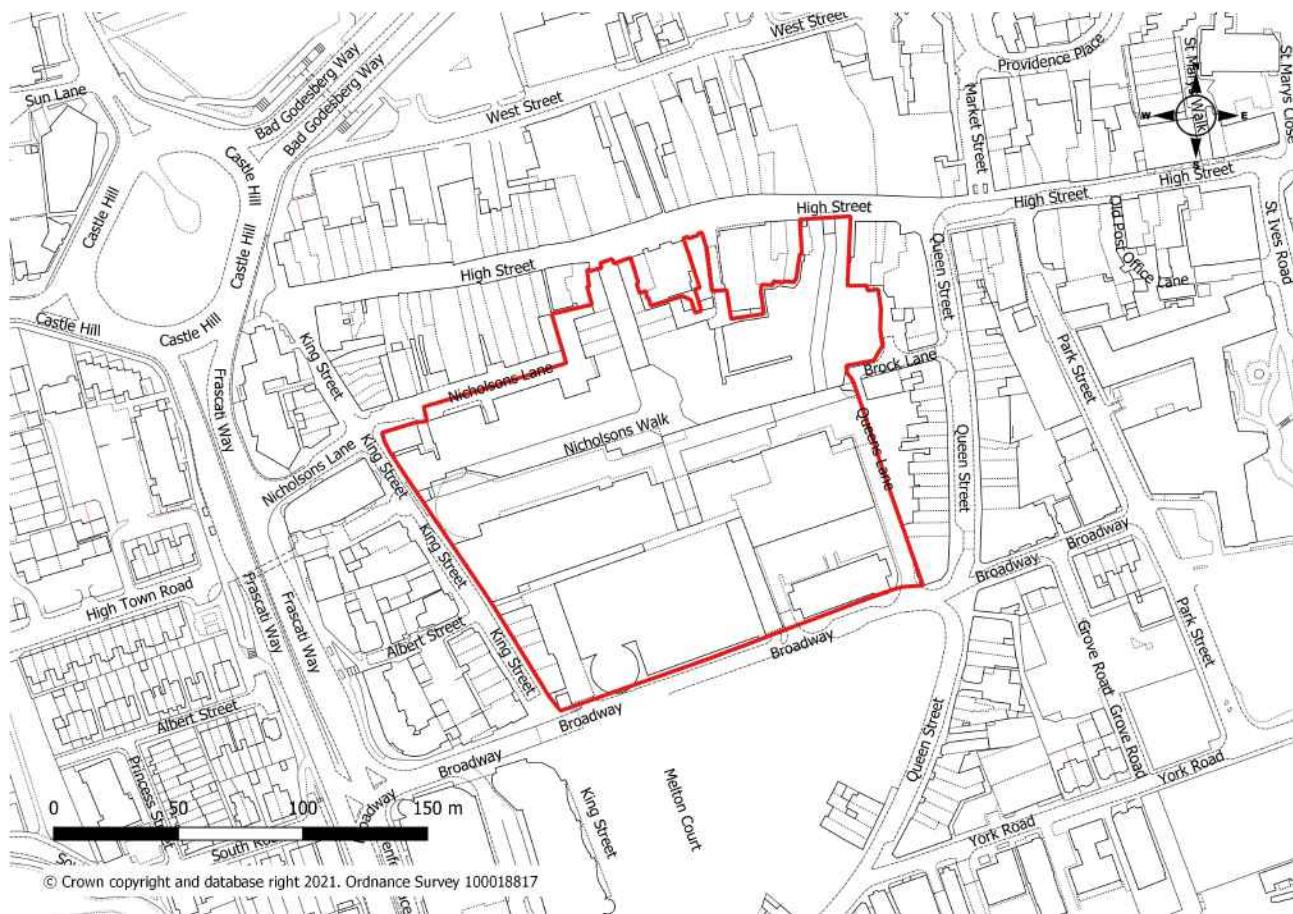
Housing Trajectory



Site Allocation Proformas

Site Allocation Proformas

AL1: Nicholsons Centre, Maidenhead



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Allocation	<ul style="list-style-type: none"> A mixed use development providing retail, community, 15,000 sq. m (net additional) of employment space and approximately 500 residential units Public square
Site Area	<ul style="list-style-type: none"> 2.47 ha

Site Specific Requirements

Development of the site will be required to:

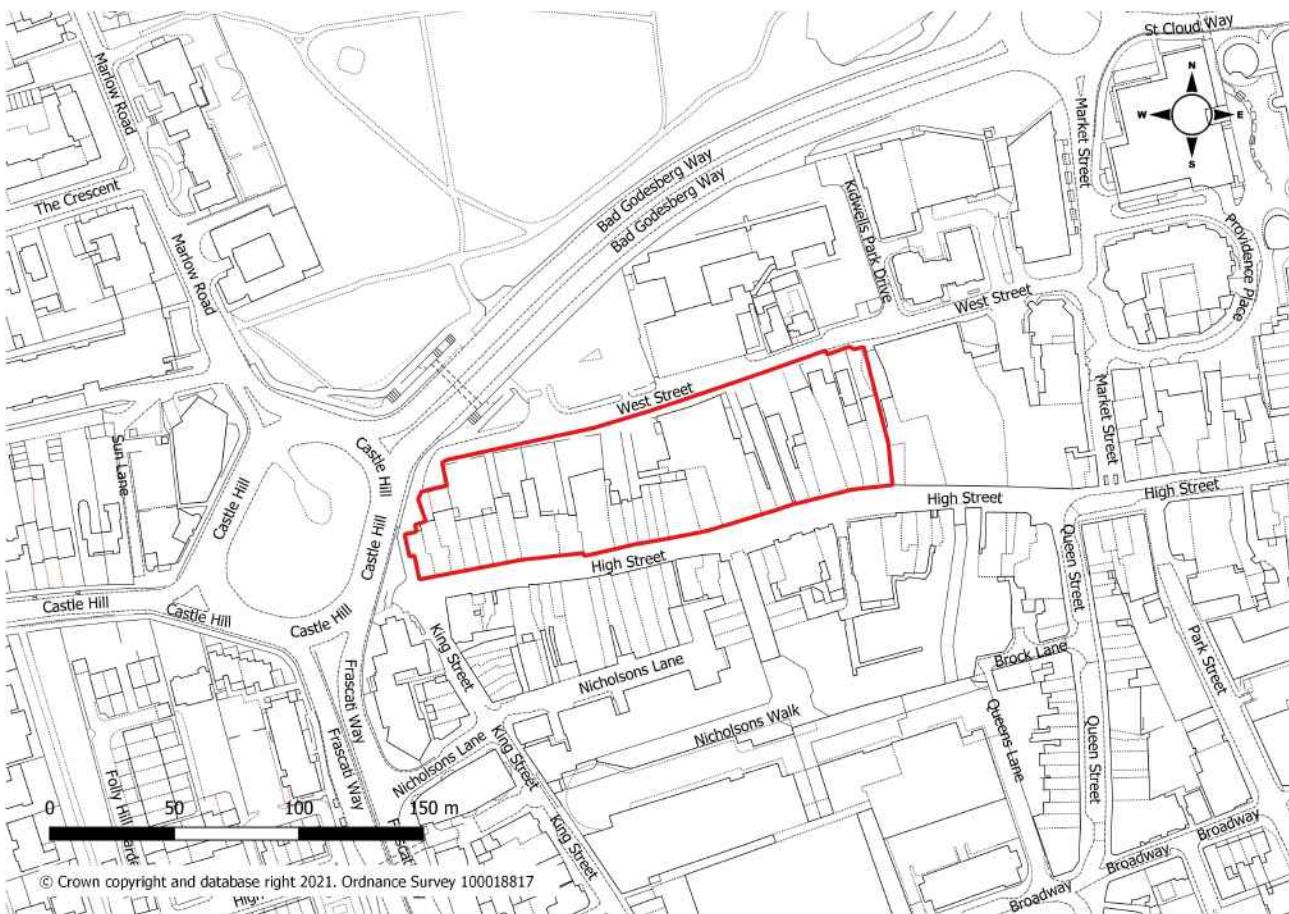
1. Be of exceptional design and a main focal point in terms of placemaking and town centre functions
2. Act as the primary retail focus for Maidenhead providing high quality primary retailing frontages with a dominance of Class E (a) uses
3. Create a highly permeable network of attractive human scale streets that are highly connected to surrounding streets and adjoining developments
4. Provide a network of high quality pedestrian and cycle routes across the site and linked into surrounding areas and routes
5. 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. This will include provision of bus stops adjacent to the main frontages of the site and attractive way marking from Maidenhead Railway Station
6. Provide storage and parking for cycles and scooters
7. Provide an appropriate level of car parking, including electric car charging points, for residential and commercial uses, having regard to the Infrastructure Delivery Plan (IDP) requirement for a permanent multi-storey car park (approximately 1,500 spaces) at the Broadway

Site Allocation Proformas

8. Be strongly connected in visual terms into the High Street with a visually prominent route through from the High Street through the site to the intersection of King Street and Broadway
9. Create a high quality green infrastructure network on the site at both ground and upper levels to facilitate biodiversity enhancement, leisure and improved health and wellbeing for visitors, workers and residents
10. Plant large growing trees along the western side of the site, including on the junction of King Street and Nicolson's Lane and at the junction of King Street and Broadway corner
11. Provide mixed uses at ground floor levels throughout the development
12. Provision of public social spaces at upper levels in the form of an exceptional quality roof garden
13. Provide an exemplar quality designed public square at ground floor level to act as the focus for streets, pedestrian and cycling routes and the network of green infrastructure. The square will be expected to be fronted by high quality buildings housing a mix of retail, community and employment uses at ground floor level. The square will be human scale and a social space providing a favourable micro climate for outdoor leisure throughout much of the year. Blue infrastructure and public art will be expected to provide a focus for the square
14. Provide appropriate mitigation measures to address the impacts of noise and air quality in order to protect residential amenity
15. Contribute to the vitality, enclosure and enhancement of all surrounding streets, particularly the High Street, King Street and Broadway
16. Provide high quality attractive and animated frontages to Queen Lane and Brock Lane
17. Conserve and seek to enhance the significance of heritage assets and provide appropriate settings for these heritage assets
18. Be designed sensitively to consider the privacy and amenity of neighbouring residential properties
19. Maintain a human scale frontage to the High Street
20. Provide 30% affordable housing
21. Address surface water flooding issues and potential risks to groundwater
22. Consider flood risk as part of a Flood Risk Assessment as the site is larger than one hectare
23. Demonstrate the sustainable management of surface water runoff through the use of Sustainable Drainage Systems (SuDS) in line with policy and best practice; any proposed surface water discharge should be limited to greenfield runoff rates where feasible.

Site Allocation Proformas

AL2: Land between High Street and West Street, Maidenhead



Allocation	<ul style="list-style-type: none"> A mixed use scheme incorporating retail, employment and approximately 300 residential units
Site Area	<ul style="list-style-type: none"> 0.96 ha

Site Specific Requirements

Development of the site will be required to:

1. Demonstrate how proposals have sought to facilitate comprehensive re-development and effective placemaking in the town centre. This will include playing a key role in enhancing the vitality and attractiveness of the western end of the High Street and improving the environment of West Street
2. Provide mixed uses at ground floor levels with a dominance of retail uses in the eastern half of the site
3. Contribute towards the provision of high quality pedestrian and cycle connections between the High Street and West Street
4. 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
5. Create high quality green and blue infrastructure on the site at ground and upper levels to facilitate biodiversity enhancement, leisure and improved health and wellbeing for residents
6. Provide suitable tree planting on the western end of the site to provide a buffer to the Castle Hill roundabout and also along the southern side of West Street to improve the visual qualities of the street
7. Contribute to the vitality, enclosure and enhancement of the public space at the intersection of King Street, High Street and Castle Hill
8. Provide high quality attractive and animated frontages to West Street, the High Street and Castle Hill
9. Conserve and seek to enhance the significance of heritage assets within the area, and in particular the special interest, character and appearance of the Conservation Area

Site Allocation Proformas

10. Be designed sensitively to consider the privacy and amenity of neighbouring residential properties
11. Provide appropriate mitigation measures to address the impacts of noise and air quality in order to protect residential amenity
12. Maintain an attractive and human scale frontage to the High Street
13. Provide 30% affordable housing
14. Address surface water flooding issues and potential risks to groundwater
15. Demonstrate the sustainable management of surface water runoff through the use of Sustainable Drainage Systems (SuDS) in line with policy and best practice; any proposed surface water discharge should be limited to greenfield runoff rates where feasible.

Site Allocation Proformas

AL3: St Mary's Walk, Maidenhead



Allocation	<ul style="list-style-type: none"> A mixed use development (that may come forward in stages) incorporating employment, retail and preferably residential uses
Site Area	<ul style="list-style-type: none"> 0.32 ha

Site Specific Requirements

Development of the site will be required to:

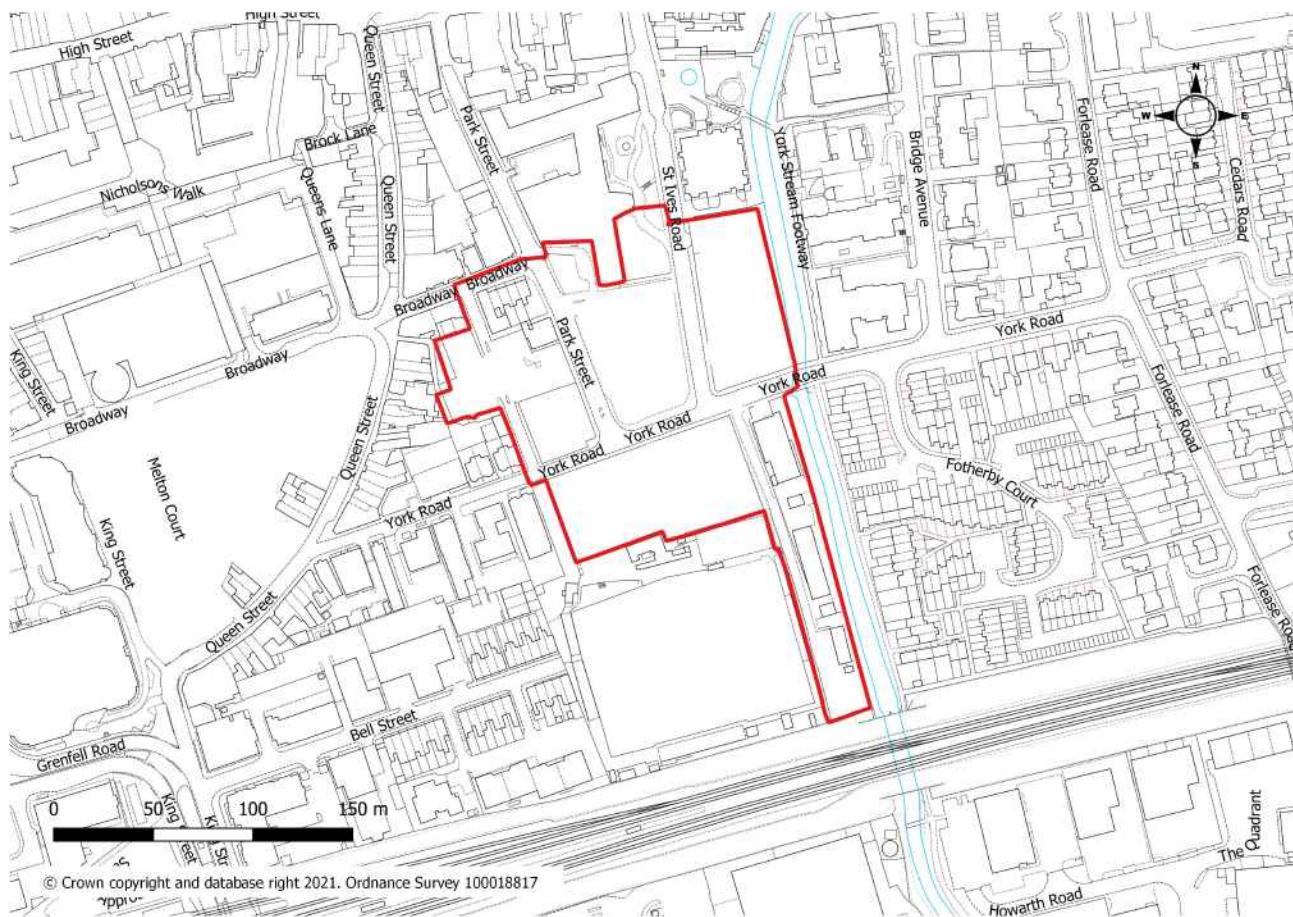
1. Facilitate comprehensive re-development and effective placemaking in the town centre. This will include playing a key role in providing an attractive and safe connection between the High Street and the public realm areas to the north of the site as well as enhancing the vitality and attractiveness of Providence Place
2. Focus retail provision (at ground floor level) on the part of the site fronting the High Street, preferably with residential uses above
3. Provide high quality attractive and safe pedestrian and cycle connections between the High Street, Providence Place, St. Marys Close and the public realm area to the north
4. 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
5. Create a high quality green infrastructure network on the site at ground and upper levels to facilitate biodiversity enhancement, leisure and improved health and wellbeing for residents and visitors
6. Retain and protect existing trees, including the Hornbeam in the precinct area and the Lime tree next to Providence Place
7. Improve the design quality, safety, green infrastructure and vitality of St Mary's Walk through public realm improvements, incorporation of a mix of uses, providing for overlooking, improving frontages and adding public art

Site Allocation Proformas

8. Provide for high quality active frontages to the High Street, Providence Place, St Mary's Walk and the public realm space to the north
9. Provide appropriate mitigation measures to address the impacts of noise and air quality in order to protect user/residential amenity
10. Provide 30% affordable housing (if applicable)
11. Conserve and seek to enhance the significance of heritage assets within the area, and in particular the special interest, character and appearance of the Conservation Area
12. Address potential risks to groundwater
13. Demonstrate the sustainable management of surface water runoff through the use of Sustainable Drainage Systems (SuDS) in line with policy and best practice; any proposed surface water discharge should be limited to greenfield runoff rates where feasible.

Site Allocation Proformas

AL4: York Road, Maidenhead



Allocation	<ul style="list-style-type: none"> A mixed use scheme incorporating retail, approximately 2,000 sq. m of employment and community/cultural floorspace , civic square and approximately 450 residential units
Site Area	<ul style="list-style-type: none"> 2.51 ha

Site Specific Requirements

Development of the site will be required to:

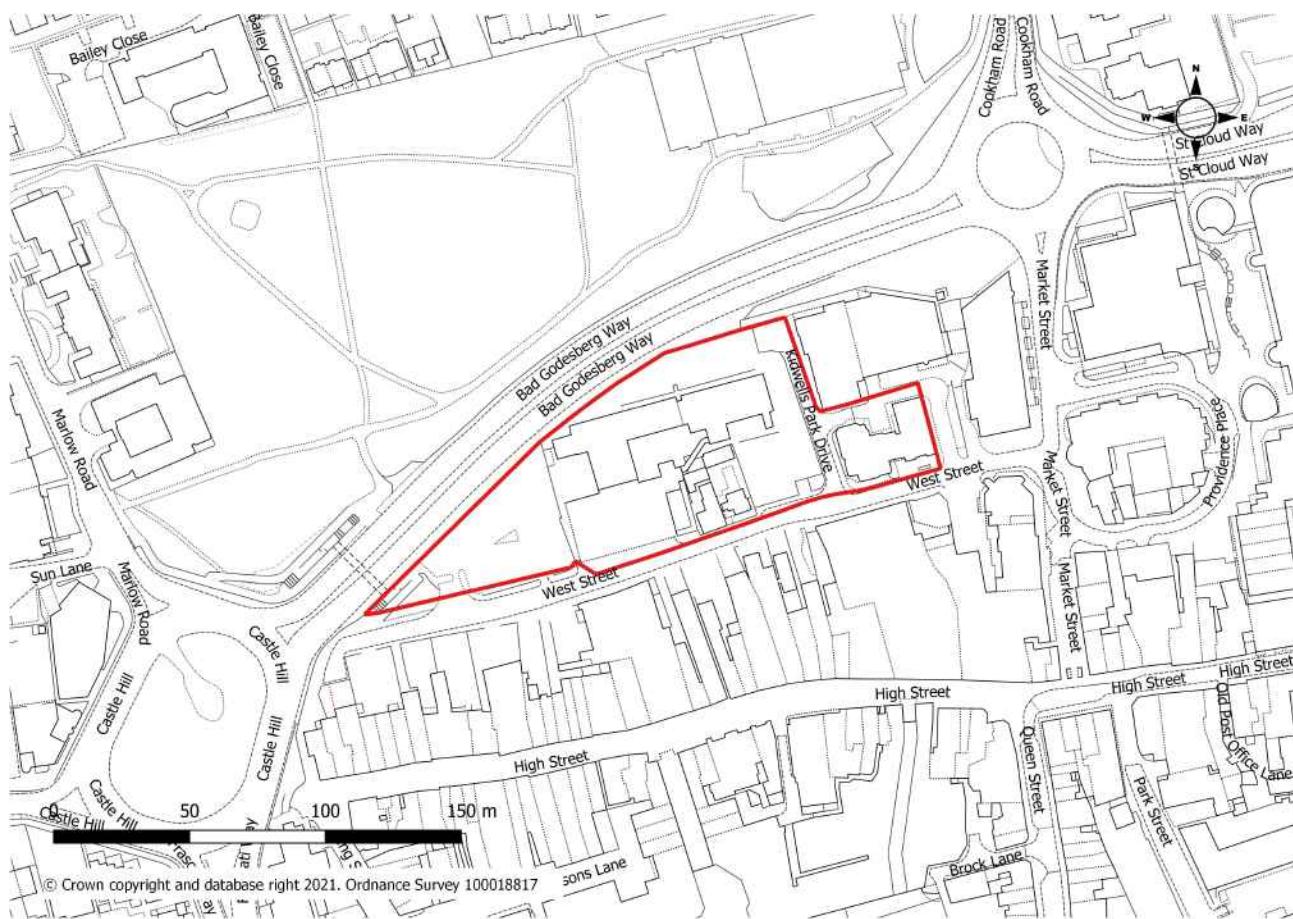
1. Facilitate comprehensive re-development and effective placemaking in the town centre. This will include providing a new civic and social space for the town and improving the frontage to the adjacent waterway
2. Retain existing community uses unless acceptable provision is made elsewhere Provide a network of high quality pedestrian and cycle routes across the site which link into surrounding areas and routes to improve the connectivity between Stafferton Way and the town centre via York Stream
3. Provide mixed uses at ground floor levels throughout the development
4. 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 educational facilities
5. Provide high quality green and blue infrastructure
6. Conserve and enhance local biodiversity
7. Retain high/medium quality trees and planting of replacement trees
8. Provide a high quality public realm, including improvements to existing pedestrian thoroughfare
9. Provide high quality attractive and animated frontages to St Ives Lane, York Road and York Stream

Site Allocation Proformas

10. Provide 30% affordable housing
11. Conserve and enhance the setting of the Town Centre Conservation Area
12. Preserve the setting of the library, which is a Grade II Listed Building, and its associated outdoor environment, and the Grade II Listed 25 & 27 Broadway
13. Provide appropriate mitigation measures to address the impacts of noise, vibrations and air quality from the railway in order to protect residential amenity
14. Be sensitively designed to consider the privacy and amenity of neighbouring residential properties
15. Address surface water flooding and potential risks to groundwater
16. Consider flood risk as part of a Flood Risk Assessment as the site is partially located within Flood Zones 2 and 3 and larger than one hectare. This will need to demonstrate that the exception test can be passed and that a safe evacuation route can be provided
17. Provide strategic waste water drainage infrastructure
18. Demonstrate the sustainable management of surface water runoff through the use of Sustainable Drainage Systems (SuDS) in line with policy and best practice; any proposed surface water discharge should be limited to greenfield runoff rates where feasible
19. Protect and enhance the Designated Local Wildlife site (York Stream)
20. Support the implementation of the Maidenhead Waterways Project.

Site Allocation Proformas

AL5: West Street, Maidenhead



Allocation	<ul style="list-style-type: none"> A mixed use development incorporating approximately 240 residential units and community uses
Site Area	<ul style="list-style-type: none"> 0.96 ha

Site Specific Requirements

Development of the site will be required to:

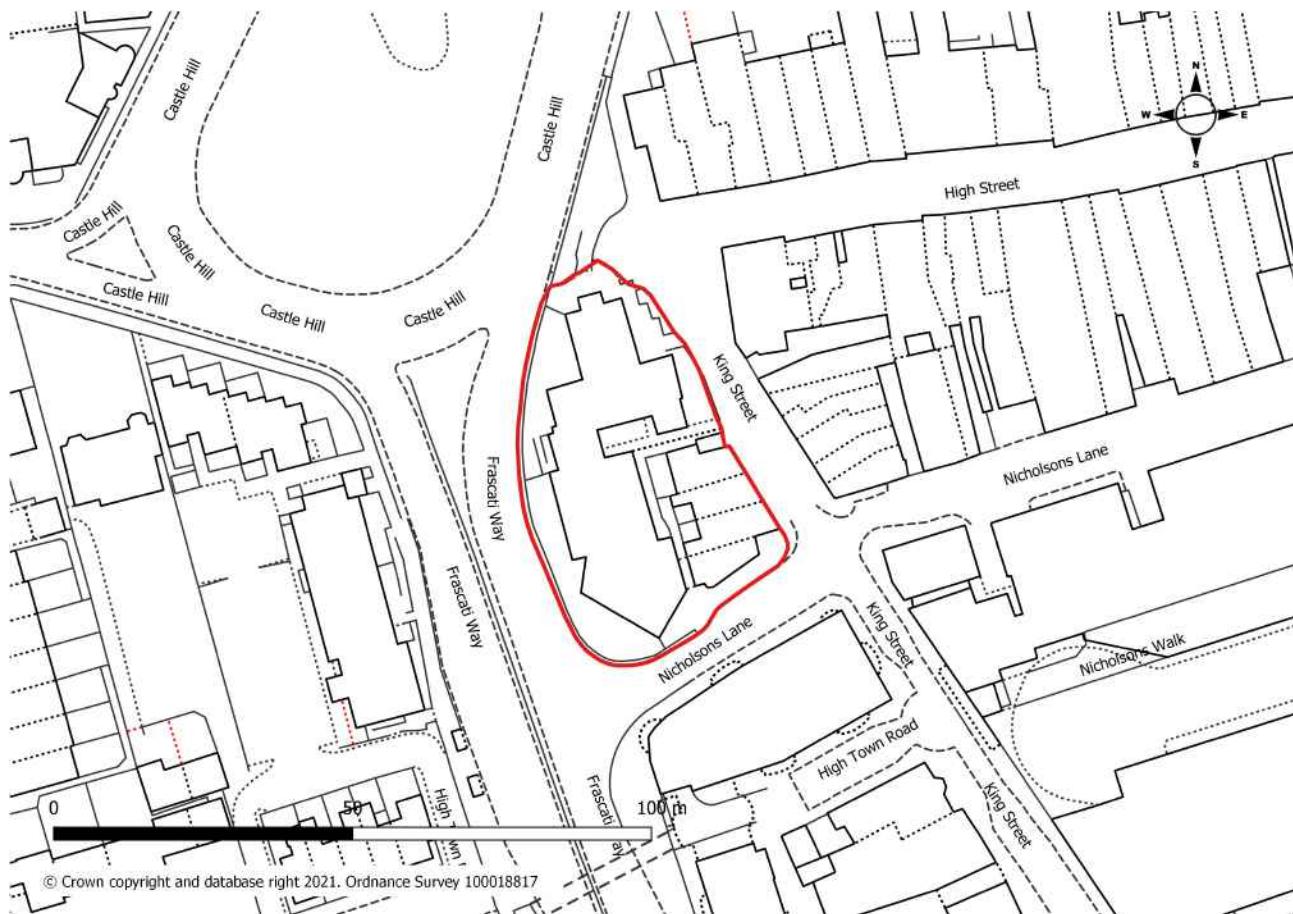
1. Facilitate comprehensive re-development and effective placemaking in the town centre. This will include playing a key role in enhancing the vitality and attractiveness of West Street and improving the frontages onto Bad Godesberg Way
2. Consolidate or remove the telecommunications infrastructure to enable comprehensive, phased redevelopment
3. Retain existing community uses
4. Provide high quality green and blue infrastructure including at higher levels
5. Retain and protect important trees along Bad Godesberg Way and to the west of the existing car park
6. Provide pedestrian and cycle links through the site, with improved connectivity to Kidwells Park to the north, overcoming the barrier of Bad Godesberg Way (A4), and to the south to the West Street Opportunity Area (AL5) and the High Street
7. 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
8. Provide improvements to the quality of the public realm including improvements to existing pedestrian underpass
9. Provide limited on-site parking, with vehicular access from West Street or Kidwells Park Drive

Site Allocation Proformas

10. Achieve a high quality design which supports the character of the area
11. Provide an exceptional quality building to act as a landmark on the corner of Bad Godesberg Way and West Street
12. Provide 30% affordable housing
13. Retain the Listed building (United Reformed Church) in an appropriate setting, with regard had to the setting of the Town Centre Conservation Area
14. Demonstrate the sustainable management of surface water runoff through the use of Sustainable Drainage Systems (SuDS) in line with policy and best practice; any proposed surface water discharge should be limited to greenfield runoff rates where feasible
15. Address potential risks to groundwater
16. Provide appropriate mitigation measures to address the impacts of noise and air quality from Bad Godesberg Way in order to protect residential amenity
17. Provide waste water drainage infrastructure in order to address network capacity issues
18. Ensure that an appropriate archaeological assessment is undertaken.

Site Allocation Proformas

AL6: Methodist Church, High Street, Maidenhead



Allocation	<ul style="list-style-type: none"> A mixed use scheme incorporating, retail, community uses and approximately 50 residential units
Site Area	<ul style="list-style-type: none"> 0.20 ha

Site Specific Requirements

Development of the site will be required to:

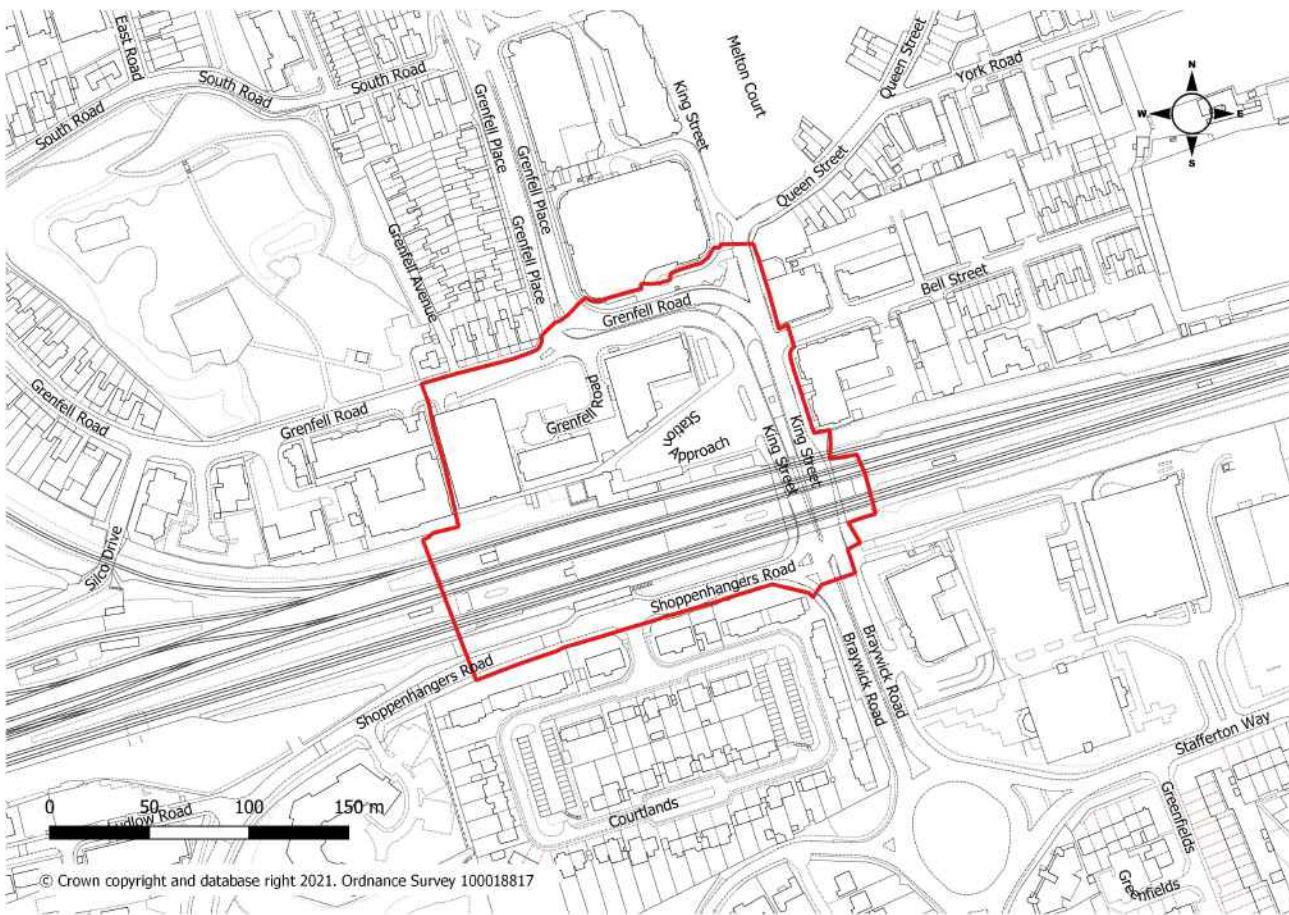
1. Facilitate comprehensive re-development and effective placemaking in the town centre. This will include playing a key role in enhancing the vitality and attractiveness of the King Street and improving the social space at the High Street/King Street intersection.
2. Bring forward the site as a high quality gateway to the High Street
3. Retain the existing Methodist Church building as an important heritage assets fronting onto the High Street/King Street intersection and conserve it in a manner appropriate to its significance
4. Conserve and seek to enhance the significance of heritage assets within the area, and in particular the special interest, character and appearance of the Conservation Area
5. Provide a Heritage Management Plan
6. Retain community uses on the site, unless alternative suitable accommodation can be provided elsewhere within Maidenhead Town Centre.
7. Address all frontages and corners of the site with a high quality design
8. Provide active frontages to Nicholsons Lane, Kings Street and the High Street.
9. Focus residential units away from Castle Hill and Frascati Way to mitigate noise and air quality impacts arising from traffic on.
10. Provide improvements to the quality of the frontage with Castle Hill and Frascati Way.
11. Consider views into the site, especially from the High Street and Castle Hill
12. Provide high quality green and blue infrastructure

Site Allocation Proformas

13. Contribute towards the enhancement of the social space at the intersection of King Street and the High Street.
14. Minimise the visual impact on service areas with appropriate screening
15. Address potential risks to groundwater
16. Demonstrate the sustainable management of surface water runoff through the use of Sustainable Drainage Systems (SuDS) in line with policy and best practice; any proposed surface water discharge should be limited to greenfield runoff rates where feasible
17. Provide 30% affordable housing.

Site Allocation Proformas

AL7: Maidenhead Railway Station



Allocation	<ul style="list-style-type: none"> A mixed use scheme providing 4,000 sq. m (net additional) of employment space, approximately 150 residential units, small scale station related retail/cafes and an enhanced railway station
Site Area	<ul style="list-style-type: none"> 3.11 ha

Site Specific Requirements

Development of the site will be required to:

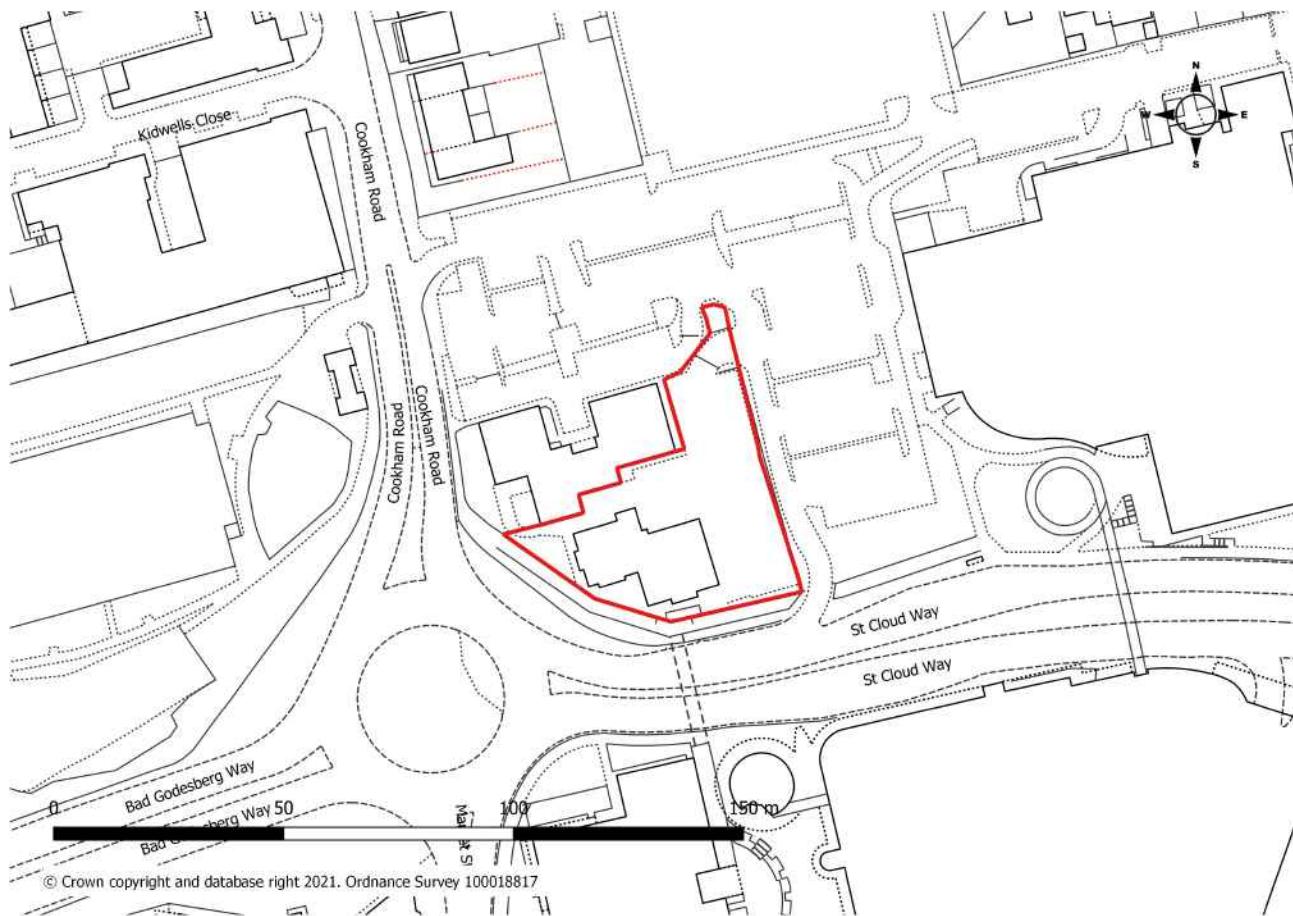
1. Facilitate comprehensive re-development and effective placemaking in the town centre. This will include acting as a key gateway site of exceptional quality as well as the sustainable transport interchange for the town centre which significantly enhances the arrival and departure experience for visitors, workers and residents
2. Facilitate the delivery of a public transport interchange with drop off and cycle parking facilities and bus and taxi stops
3. 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 educational facilities
4. Provide improved pedestrian/cycle connectivity through the station and into
 - The primary shopping areas focused on the High Street and the Nicholsons Centre
 - Surrounding residential and commercial areas (including South West Maidenhead)
 - Braywick Park.

Site Allocation Proformas

5. Provide a high quality public realm in the station approach areas, including a human scale public square with public art on the northern side of the station concourses
6. Have regard to, and avoid compromising, the Crossrail (Elizabeth Line) infrastructure improvements at Maidenhead Station
7. Improve the vitality and attractiveness of all streets within and surrounding the site by delivering exceptional architecture and active frontages
8. Provide high quality green and blue infrastructure, including at higher levels
9. Provide very limited on-site parking for both station users and other land uses
10. Provide an outstanding and distinctive design reflecting its gateway location with a modest tall building adjacent to the train station entrance. The building must respect and be compatible with the adjacent residential uses in terms of both character and amenity
11. Provide 30% affordable housing
12. Provide appropriate mitigation measures to address the impacts of noise, vibrations and air quality from the railway and surrounding streets in order to protect residential amenity
13. Address potential risks to groundwater
14. Demonstrate the sustainable management of surface water runoff through the use of Sustainable Drainage Systems (SuDS) in line with policy and best practice; any proposed surface water discharge should be limited to greenfield runoff rates where feasible
15. Consider flood risk as part of a Flood Risk Assessment as the site is larger than one hectare
16. Conserve and enhance the setting of heritage assets in the surrounding area, including the provision of an enhanced setting for the Grade II Listed clock tower and Victorian station buildings.

Site Allocation Proformas

AL8: St Cloud Gate, Maidenhead



Allocation	<ul style="list-style-type: none"> • Approximately 3,500 sq. m of office space (net additional)
Site Area	<ul style="list-style-type: none"> • 0.19 ha

Site Specific Requirements

Development of the site will be required to:

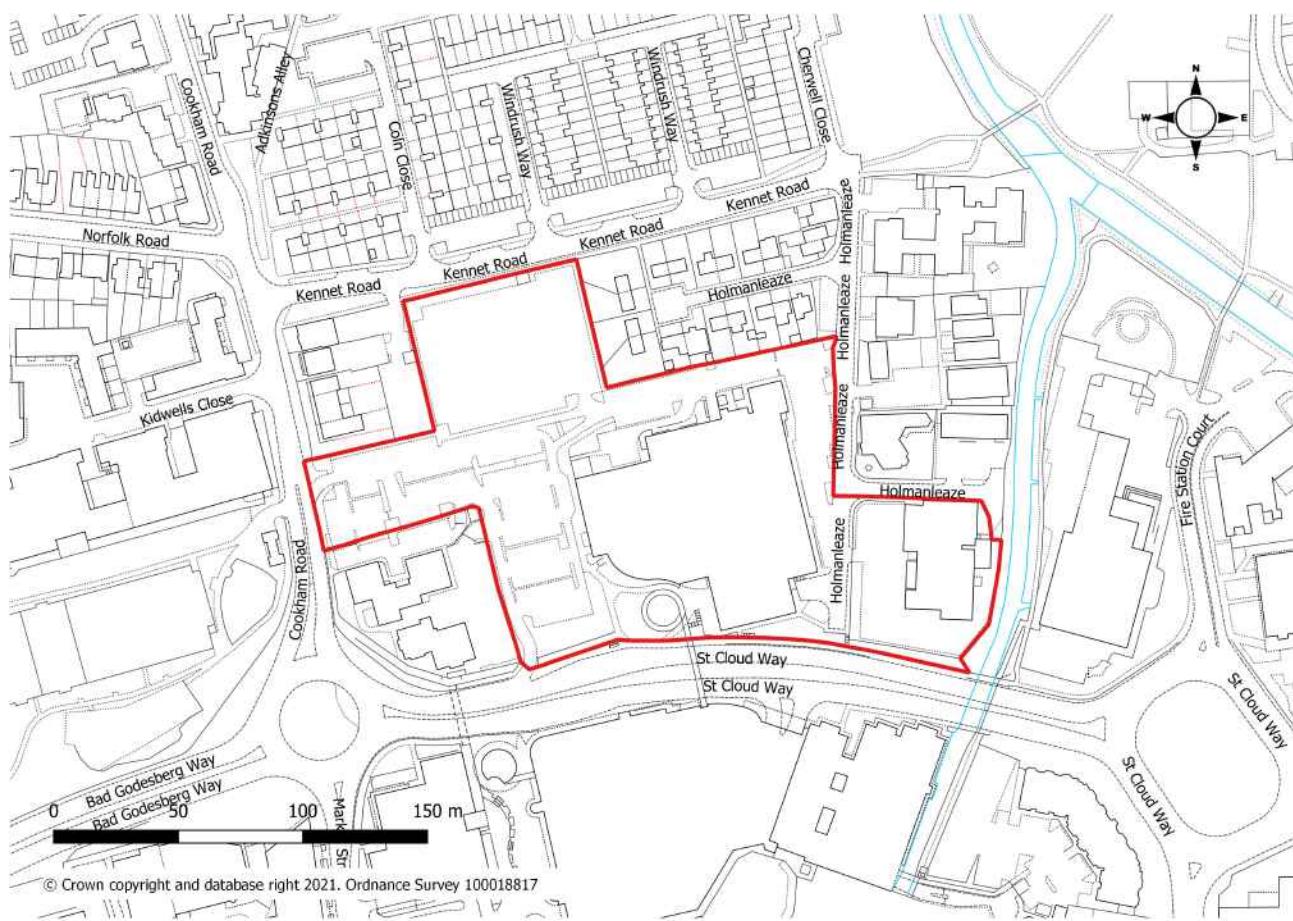
1. Facilitate comprehensive re-development and effective placemaking in the town centre. This will include playing a key role in enhancing connections into the Town Centre Areas and improving the appearance and environment of the Town Centre Ring
2. Contribute to the provision of very high quality and safe connections from the northern side of St Cloud Way into the Town Centre Core Area
3. Provide a network of pedestrian and cycle connections through the site facilitating linkages to St Cloud Way, Cookham Road, the adjoining surgeries, Council car park and St Cloud Way allocation site
4. Provide adequate vehicle and cycle parking provision proportionate to and in line with the implemented sustainable transport measures
5. 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
6. Include high quality green infrastructure at ground floor and higher levels and incorporate green walls and/or roofs and sitting out areas for employees
7. Create an active frontage to both St Cloud Way and Cookham Road
8. Enclose St Cloud Way and Cookham Road with buildings and large trees
9. Address the Cookham Road/St Cloud Way intersection with a gateway feature

Site Allocation Proformas

10. Provide appropriate transition from the height of the built form on the site to the low height and small scale buildings adjacent to the northern boundary. A building of inappropriate height, scale or mass that does not respect its setting will not be acceptable
11. The development should be of an exemplary design to reflect the gateway role of the site. The design must also positively manage, conserve and enhance the setting of the adjoining Grade II Listed Building, The Wilderness (Claremont Surgery), and its associated outdoor environment. Particular attention will need to be paid to height, massing, character, overshadowing, architectural form, amenities, landscaping, lighting and materials
12. Integrate well in terms of design, layout, function and connectivity with the adjoining St Cloud Way allocation site
13. Ensure that adjoining developments do not suffer from poor residential amenities as a result of the proposals. This will include good sun and daylighting and privacy standards for adjoining developments
14. Demonstrate the sustainable management of surface water runoff through the use of Sustainable Drainage Systems (SuDS) in line with policy and best practice; any proposed surface water discharge should be limited to greenfield runoff rates where feasible
15. Address potential risks to groundwater.

Site Allocation Proformas

AL9: Saint-Cloud Way, Maidenhead



Allocation	<ul style="list-style-type: none"> A mixed use scheme incorporating approximately 550 residential units, community centre and retail
Site Area	<ul style="list-style-type: none"> 2.52 ha

Site Specific Requirements

Development of the site will be required to:

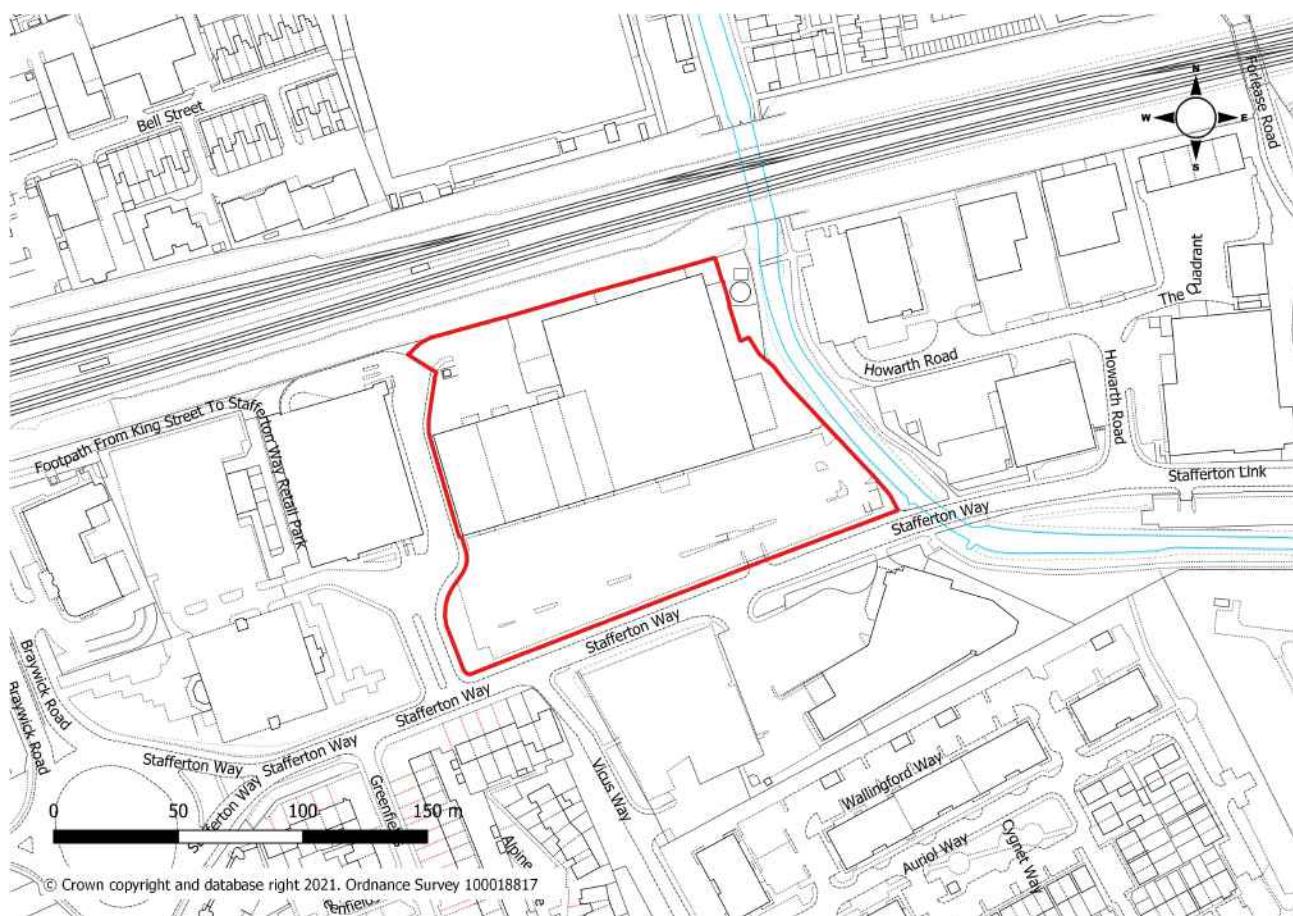
1. Facilitate comprehensive re-development and effective placemaking in the town centre. This will include playing an important visual and connectivity role in the Town Centre linking ring and fringe areas with the Town Centre Core
2. Provide a small amount of non-residential uses at ground floor level, including a small community centre to accommodate community groups and small scale retail/café units
3. Support delivery of the Maidenhead Missing Links scheme with high quality pedestrian and cycle routes through the site and into the town, and with an improved access across St Cloud Way (A4)
4. 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
5. Develop and implement a robust residential travel plan to manage travel to and from the site and reduce instances of single-occupancy car trips, including a car club for residents
6. Provide high quality green and blue infrastructure linking to existing open space to the west (Kidwells Park) and to the waterway (York Stream) to the east
7. Conserve and enhance biodiversity, especially in the proximity of the York Stream Local Wildlife Site
8. Consist of a high quality design which supports the character of the area and is sensitively designed to consider the privacy and amenity of neighbouring residential properties

Site Allocation Proformas

9. Develop the site in phases, with the Magnet Leisure Centre retained until the new facilities at Braywick Park are open
10. Integrates well in terms of design, layout, function and connectivity with the adjoining St Cloud Gate allocation site
11. Have residential development of an appropriate scale fronting onto Kennet Road, Holmanleaze and the waterway, with active frontages onto St Cloud Way, with buildings stepped back from the road, potentially with green walls
12. Address topographical issues across the site
13. Be designed sensitively to conserve and enhance the setting of the Listed Building (The Wilderness)
14. Provide 30% affordable housing
15. Retain high/medium quality trees and planting of replacement trees
16. Provide strategic waste water drainage infrastructure
17. Consider flood risk as part of a Flood Risk Assessment as the site is partially located within Flood Zone 2 and 3 and larger than one hectare. This will need to demonstrate that the exception test can be passed and that a safe evacuation route can be provided
18. Direct development away from areas at highest risk of flooding on eastern part of site, with any built development in Flood Zone 2 requiring robust justification and consideration of climate change effects. Only open space/green infrastructure uses would be appropriate in Flood Zone 3
19. Address surface water flooding and potential risks to groundwater
20. Demonstrate the sustainable management of surface water runoff through the use of Sustainable Drainage Systems (SuDS) in line with policy and best practice; any proposed surface water discharge should be limited to greenfield runoff rates where feasible
21. Provide appropriate mitigation measures to address the impacts of noise and air quality from St Cloud Way in order to protect residential amenity
22. Support the implementation of the Maidenhead Waterways Project.

Site Allocation Proformas

AL10: Stafferton Way Retail Park, Maidenhead



Allocation	<ul style="list-style-type: none"> A mixed use scheme providing retail, employment and approximately 350 residential units
Site Area	<ul style="list-style-type: none"> 1.89 ha

Site Specific Requirements

Development of the site will be required to:

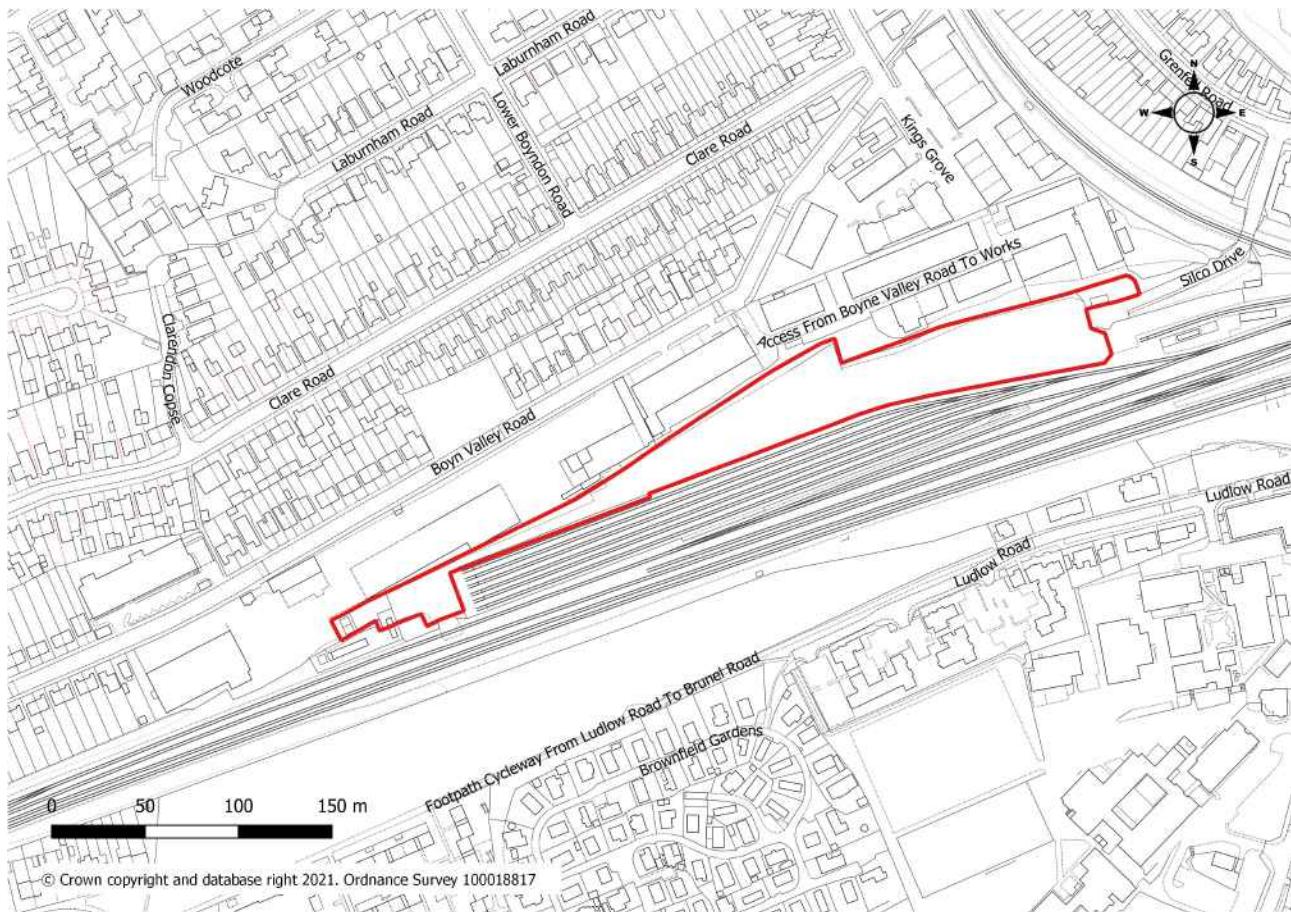
1. Facilitate comprehensive re-development and effective placemaking in the town centre. This will include playing a key role in enhancing the vitality and visual and environmental attractiveness of the fringe areas of the town centre.
2. Ensure that building heights respect and not significantly exceed those of the surrounding Stafferton Way area.
3. Be designed as a high quality mixed use site that provides attractive and animated frontages to Stafferton Way.
4. Significantly improves the interface and frontage of the site with the adjoining waterway to the east.
5. Avoid domination of frontages by car parking and service areas
6. Ensure that the development is well-served by public bus routes/demand responsive transport/other innovative public transport solutions, with appropriate provision for new bus stop infrastructure, such that the bus is an attractive alternative to the private car for local journeys
7. Provide high quality green and blue infrastructure at all levels across the site and maintain a strong landscaping buffer at all site boundaries
8. Be designed sensitively to consider the privacy and amenity of neighbouring residential properties in Greenfields

Site Allocation Proformas

9. Provide appropriate mitigation measures to address the impacts of noise, vibrations and air quality from the railway in order to protect residential amenity
10. Provide 30% affordable housing
11. Provide a high quality public realm, including improvements to existing pedestrian thoroughfare
12. Provide a network of high quality pedestrian and cycle routes into and across the site which link into surrounding areas and routes.
13. Address surface water flooding and potential risk to groundwater
14. Protect and enhance the nearby Designated Local Wildlife site (York Stream)
15. Consider flood risk as part of a Flood Risk Assessment as the site is partially located within Flood Zone 2 and larger than one hectare
16. Investigate an appropriate Sustainable Drainage Systems (SuDS) for the proposals as part of the surface water drainage strategy. The use of infiltration as a potential option for surface water disposal would require a thorough site investigation and risk assessment to demonstrate that the use of infiltration SuDS would not mobilise contaminants which could then pollute groundwater
17. Conserve and enhance local biodiversity
18. Retain high/medium quality trees and planting of replacement trees where required
19. Provide strategic waste water drainage infrastructure
20. Provide suitably located and screened servicing areas towards the rear of the site adjacent to the railway line
21. Support the implementation of the Maidenhead Waterways Project.

Site Allocation Proformas

AL11: Crossrail West Outer Depot, Maidenhead



Allocation	<ul style="list-style-type: none"> Approximately 4,500 sq. m (net additional) of industrial and warehousing space
Site Area	<ul style="list-style-type: none"> 1.17 ha

Site Specific Requirements

Development of the site will be required to:

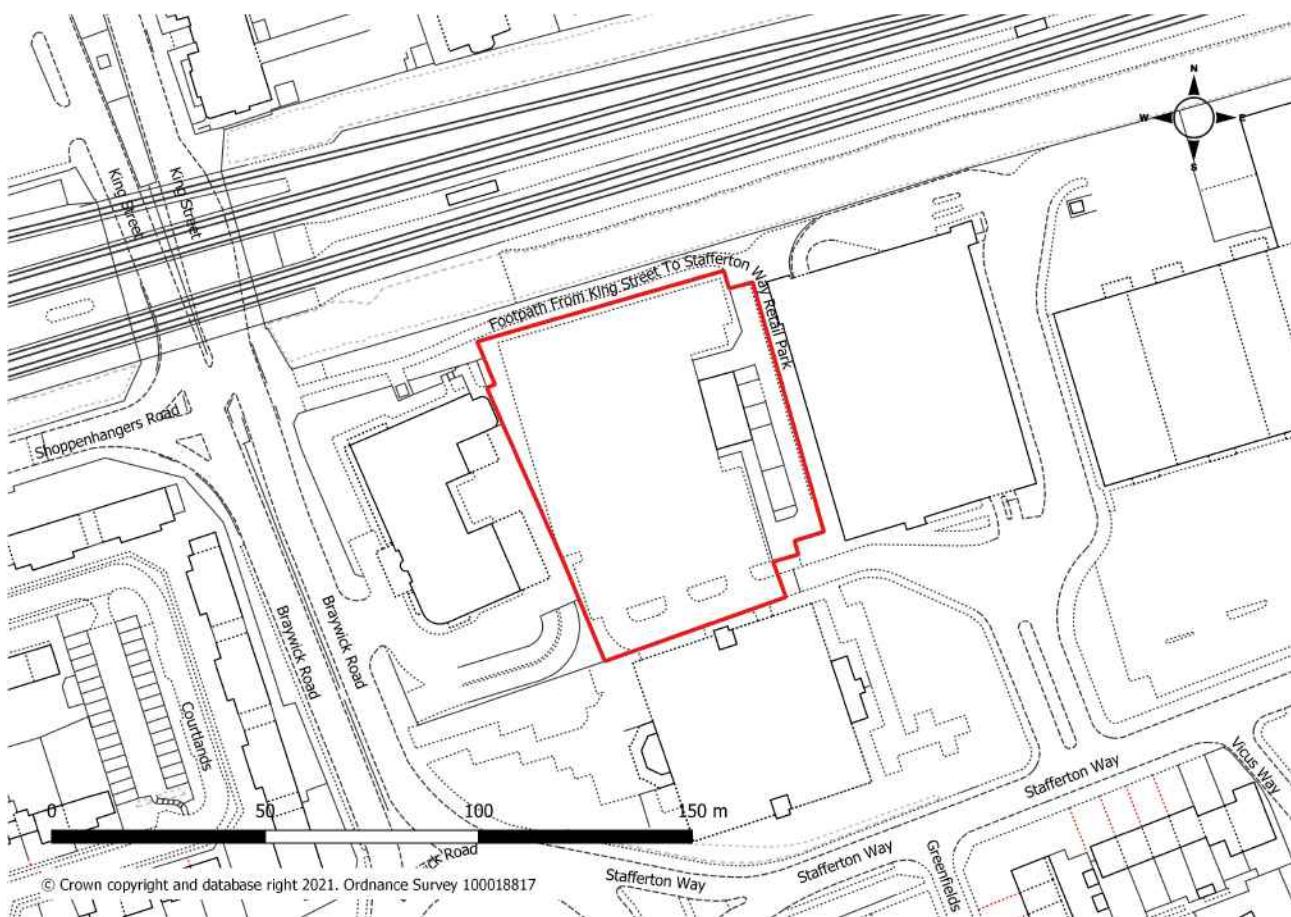
- Provide a suitable and sustainable mix of E(g)(iii), B2 and B8 and associated sui generis employment uses
- Retain existing belt of trees along northern boundary of site
- Include high quality green infrastructure along the southern boundary of the site and incorporate green walls and/or roofs and sitting out areas for employees
- Include the submission of an appropriate Travel Plan
- Provide adequate vehicle and cycle parking provision proportionate to and in line with the implemented sustainable transport measures
- Be designed to take into account that the access to and from the site passes residential properties. The Council will therefore limit delivery hours and control vehicle movements to minimise disruption to nearby residents
- Be of a high quality design that supports the character and function of the surrounding area
- Ensure that building heights and densities reflect those of the surrounding area, including the industrial estate to the north
- Address topographical issues across and adjacent to the site to the north, which is at a lower level
- Ensure that any design takes account of the potential requirement for operational access to railway tracks and sidings
- Address potential risks to groundwater
- Consider flood risk as part of a Flood Risk Assessment as the site is larger than one hectare

Site Allocation Proformas

13. Investigate an appropriate Sustainable Drainage Systems (SuDS) for the proposals as part of the surface water drainage strategy. The use of infiltration as a potential option for surface water disposal would require a thorough site investigation and risk assessment to demonstrate that the use of infiltration SuDS would not mobilise contaminants which could then pollute groundwater
14. Provide appropriate mitigation measures to address the impacts of noise and air quality from the adjacent railway line.

Site Allocation Proformas

AL12: Land to east of Braywick Gate, Braywick Road, Maidenhead



Allocation	<ul style="list-style-type: none"> • Approximately 50 residential units
Site Area	<ul style="list-style-type: none"> • 0.47 ha

Site Specific Requirements

Development of the site will be required to:

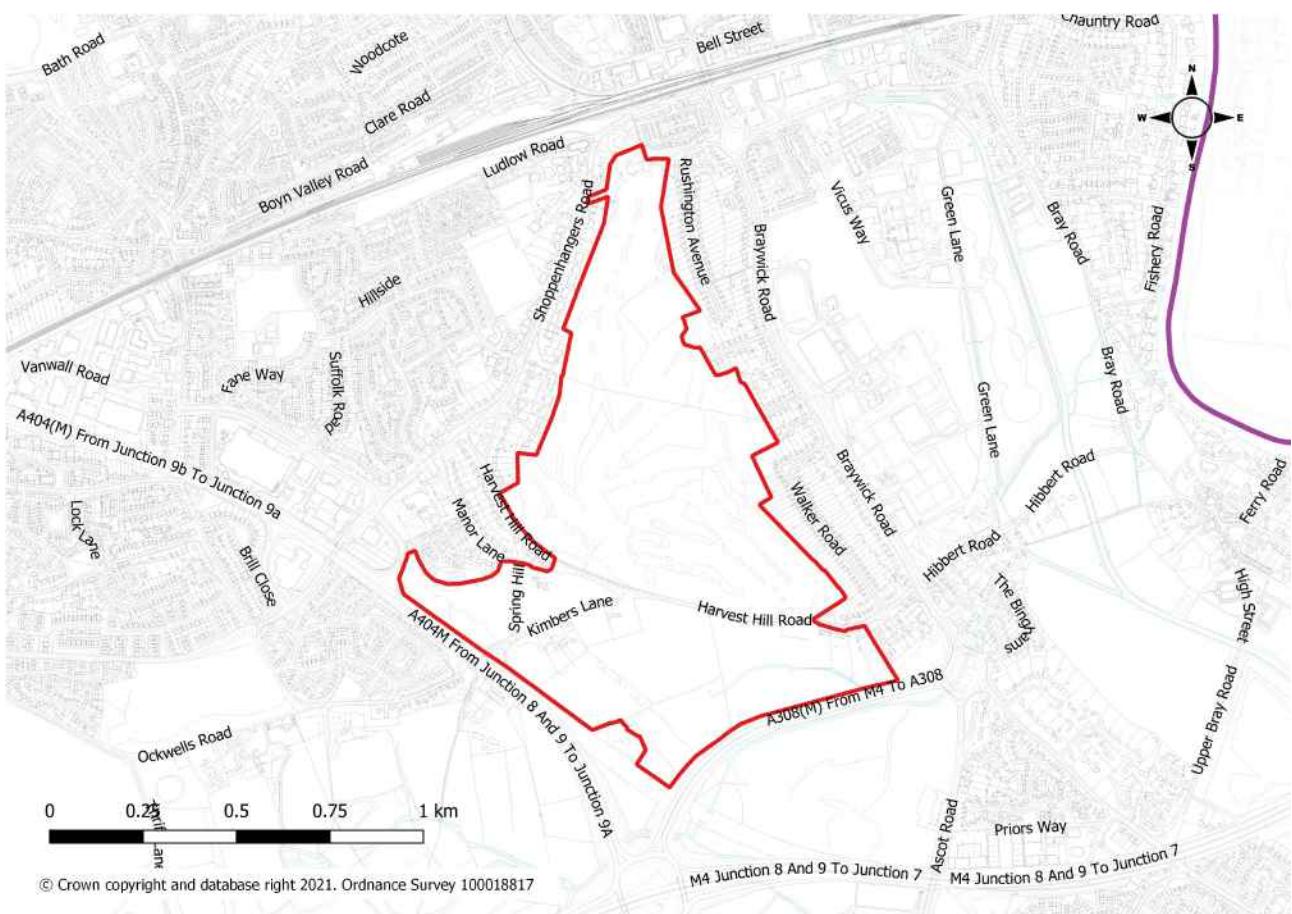
1. Facilitate comprehensive re-development and effective placemaking in the town centre. This will include playing a key role in enhancing the attractiveness and safety of the environment in the Braywick Gate area
2. Provide pedestrian/cycle connections to external networks at all site boundaries
3. Provide vehicular access from Stafferton Way
4. Create effective and attractive permeability through the site
5. Provide a permeable layout with a mix of pedestrian and cycle linkages
6. Include high quality green and blue infrastructure in the form of internal courtyards, roof gardens and green walls and roofs
7. Contribute to the enhancement of the existing footpath to the north of the site through provision of green boundary treatment, lighting active frontages and human scale high quality building design to enable sun and light access to the connection route
8. Provide improvements to the quality of the public realm
9. Provide a high quality design to enable the effective integration of the residential uses with the surrounding non-residential buildings. Buildings of inappropriate height, scale or mass that do not respect their surroundings and contextual scale will not be acceptable
10. Be designed sensitively to mitigate air and noise pollution
11. Mitigate the loss of the car park facility through sustainable transport measures, including improving public transport links to educational facilities

Site Allocation Proformas

12. Provide 30% affordable housing
13. Address surface water flooding issues and potential risks to groundwater
14. Demonstrate the sustainable management of surface water runoff through the use of Sustainable Drainage Systems (SuDS) in line with policy and best practice; any proposed surface water discharge should be limited to greenfield runoff rates where feasible.

Site Allocation Proformas

AL13: Desborough, Harvest Hill Road, South West Maidenhead



Allocation	<ul style="list-style-type: none"> Approximately 2600 residential units. Educational facilities including primary and secondary schools. Strategic public open space, formal play and playing pitch provision. Multi-functional community hub including retail as part of a Local Centre
Site Area	<ul style="list-style-type: none"> 89.93 ha

Site Specific Requirements

Development of the site will be required to:

In addition to the requirements set out in other policies in this plan, particularly those in Policy QP1b: Placemaking Principles for South West Maidenhead Strategic Area, the development of the site will be required to:

1. Create two new distinct neighbourhoods, each forming a clear sense of place and sustainable function:
 - i. The northern neighbourhood will be orientated towards the town centre making the most of proximity to the railway station and town centre facilities. Here, building heights, densities and typologies will reflect those in the town centre and will promote patterns of living which reduce reliance on the car
 - ii. Residential development in the southern neighbourhood will be focused around a new local centre on or near to Harvest Hill Road, where services and facilities are concentrated and housing densities and building heights of 4 to 6 storeys reflect the area's accessibility and contribute to its vibrancy. Residential areas will reduce in density away from the Local Centre, allowing for the provision of family homes with gardens whilst retaining a high quality network of connections

Site Allocation Proformas

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

C Site Allocation Proformas

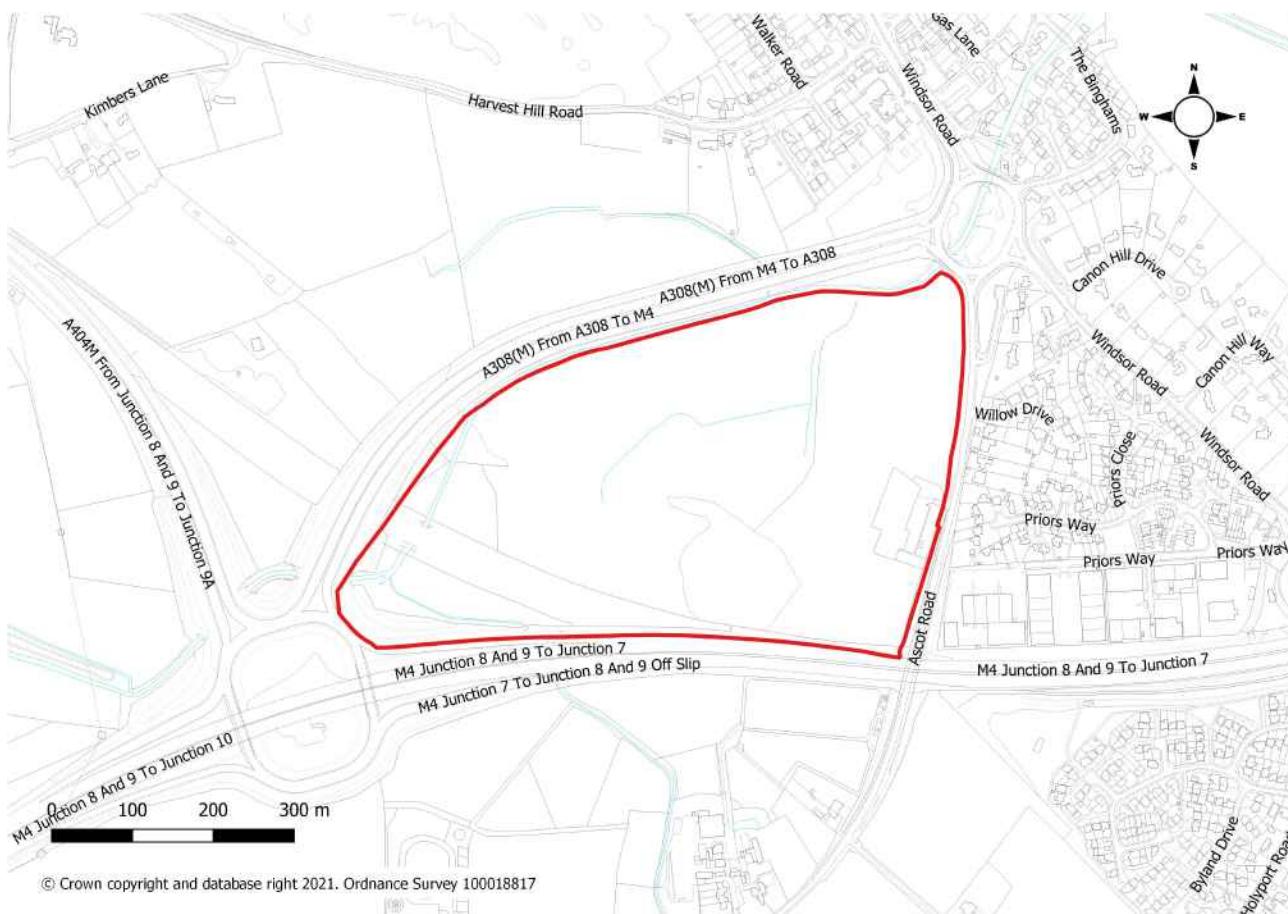
provide comparable benefits for the movement of pedestrians, cyclists and public transport users in the area

- i. Opportunities to create a relationship and access between this site and existing residential areas to the south-east and south-west should be explored to provide access for existing residents to the new development and its facilities and green space

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

Site Allocation Proformas

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



Allocation	<ul style="list-style-type: none"> General Industrial/Warehousing uses
Site Area	<ul style="list-style-type: none"> 25.70 ha (Note: not all of the site will be developed for employment purposes due to flood risk and other constraints)

Site Specific Requirements

Development of the site will be required to:

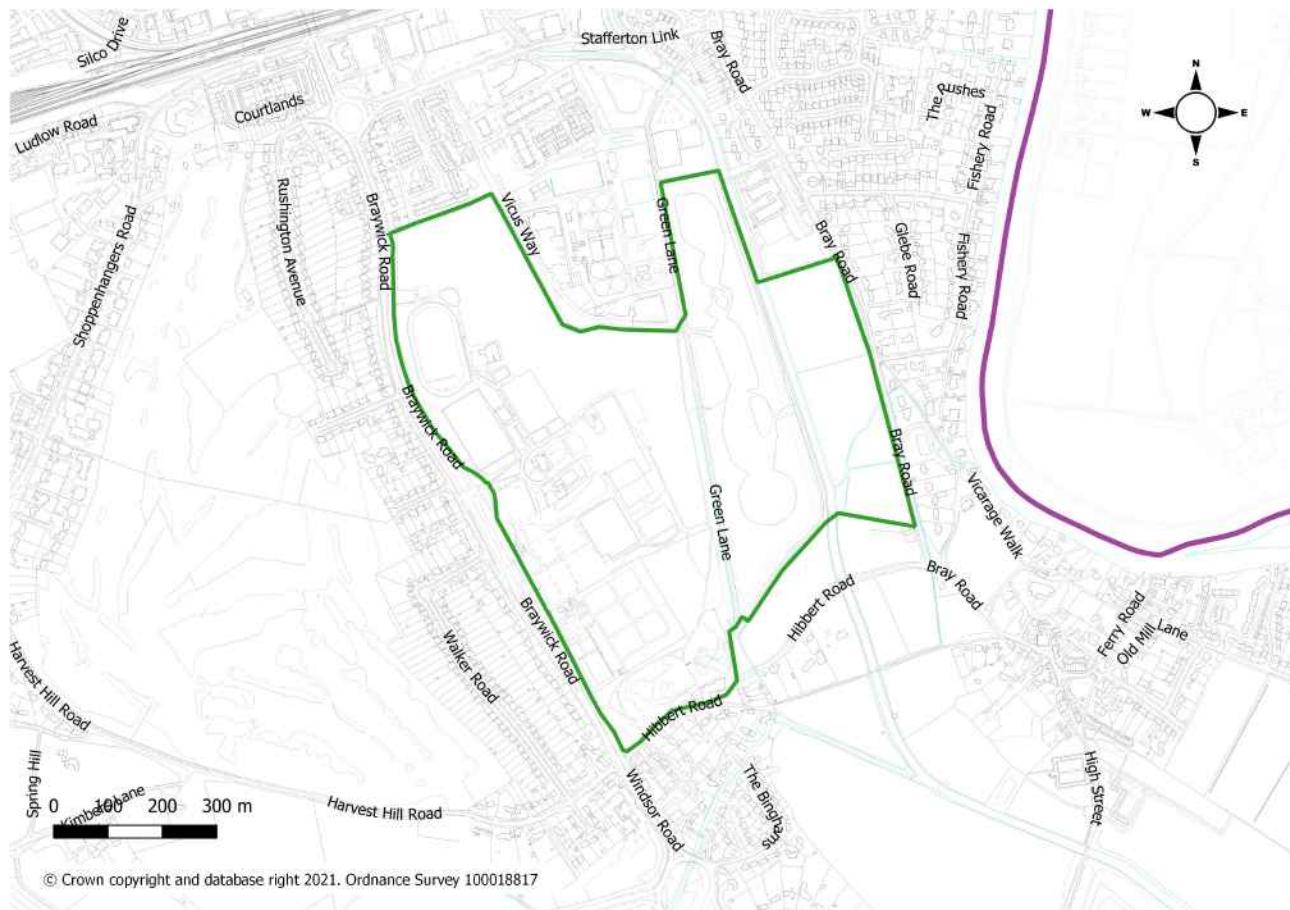
1. Be considered as a gateway site to the town of Maidenhead and an important highly visible part of a wider South West Maidenhead growth area
2. Facilitate comprehensive development and effective placemaking in the South West Maidenhead Area
3. In line with Policy ED1, provide a suitable and sustainable mix of B2 and B8 uses
4. Explore how best to make efficient use of the site, which may include some E(g)(iii) space above industrial uses
5. Promote sustainable travel and mitigation measures such as improved public transport provision and walking and cycling routes to mitigate the impact of development on the Maidenhead Town Centre Air Quality Management Area (AQMA)
6. Ensure that the development is well-served by public bus routes/demand responsive transport/other innovative public transport solutions, with appropriate provision for new bus stop infrastructure, such that the bus is an attractive alternative to the private car for local journeys, including to railway stations
7. Provide adequate vehicle and cycle parking provision proportionate to and in line with the implemented sustainable transport measures
8. Provide pedestrian and cycle links to Desborough (AL13) with connectivity to the surrounding area and Maidenhead Town Centre
9. Address impacts of vehicle movements on Ascot Road and Braywick Road roundabout

Site Allocation Proformas

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

Site Allocation Proformas

AL15: Braywick Park, Maidenhead



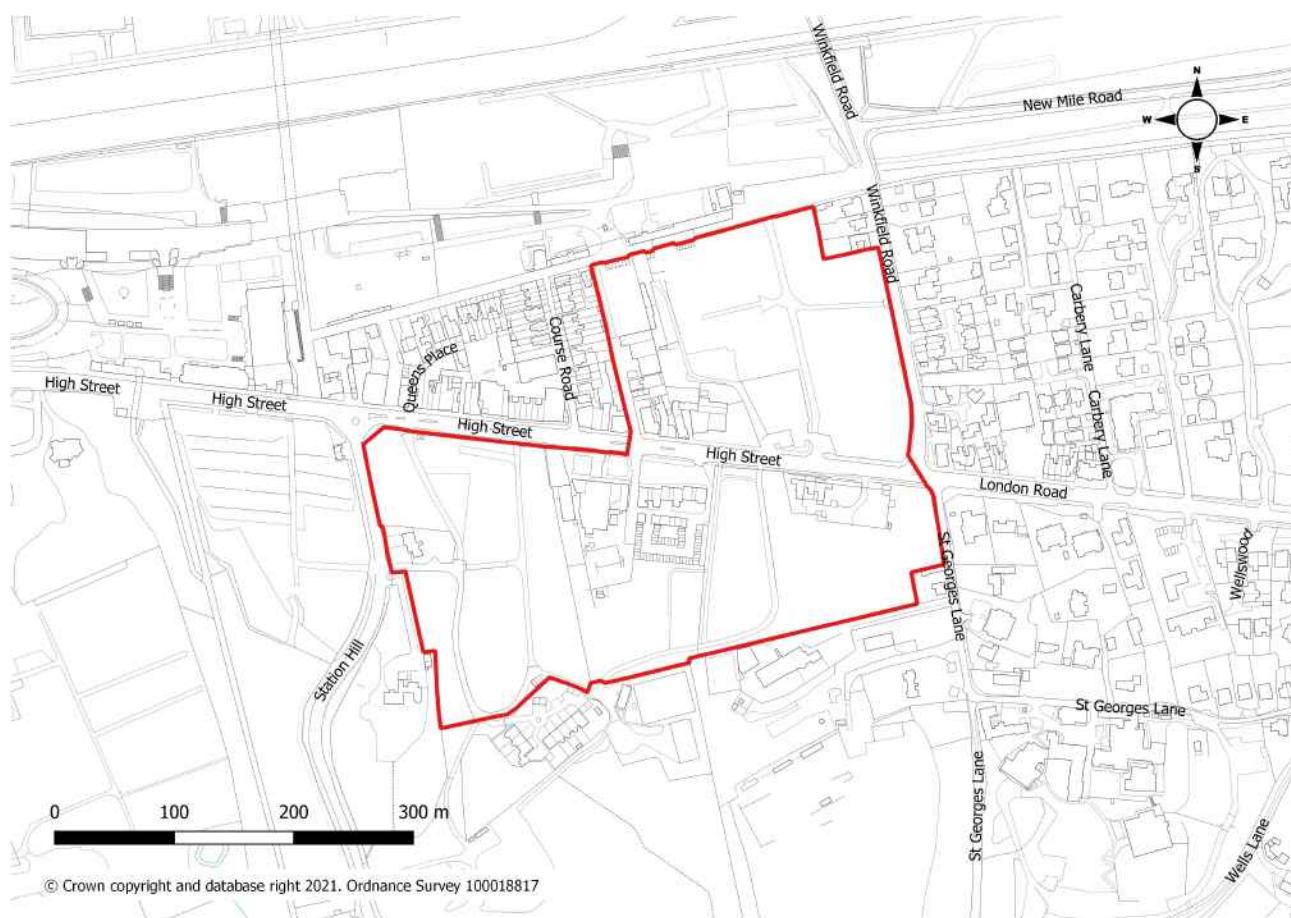
Allocation	<ul style="list-style-type: none"> A mixed use Strategic Green Infrastructure site to serve Maidenhead, providing a sports hub, a public park, a special needs school and multi-use games area, a 'wildlife zone' comprising the Braywick Local Nature Reserve and a Site of Special Scientific Interest. The site will remain in the Green Belt. (Note: planning permission has already been granted for the leisure centre and the special needs school/multi use games centre and these have been either completed/occupied or are under construction.)
Site Area	<ul style="list-style-type: none"> 54.1 ha
Site Specific Requirements	
<p>Development of the site will be required to:</p> <ol style="list-style-type: none"> 1. Be a highly connected place that provides links to surrounding residential areas, both existing and proposed (including AL13, Desborough), the town centre and improved links between the sports hub to the west and the publicly accessible parts of the nature reserve/Site of Special Scientific Interest (SSSI) to the east 2. Provide cycle and pedestrian links to be north-south (for example to the town centre) and east-west (for example to AL13, Desborough and the nature reserve) 3. Provide a range of sporting facilities (indoor and outdoor) to create a high quality strategic sporting hub for Maidenhead. This will include a leisure centre to replace the Magnet Leisure Centre which is to be decommissioned 4. Encourage links between the new proposed school and sporting facilities at Braywick Park, including the new leisure centre 5. Encourage improved public transport access for users of the site 6. Be a major focus of Borough's green and blue infrastructure network, delivering a wide range of environmental and quality of life benefits 	

Site Allocation Proformas

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

Site Allocation Proformas

AL16: Ascot Centre, Ascot



Allocation	<ul style="list-style-type: none"> A mixed use development providing approximately 300 residential units, 900 sq. m (net additional) of offices, public open space, a community building (including cultural/leisure) and retail/cafes/restaurants
Site Area	<ul style="list-style-type: none"> 12.30 ha

Site Specific Requirements

Development of the site will be required to:

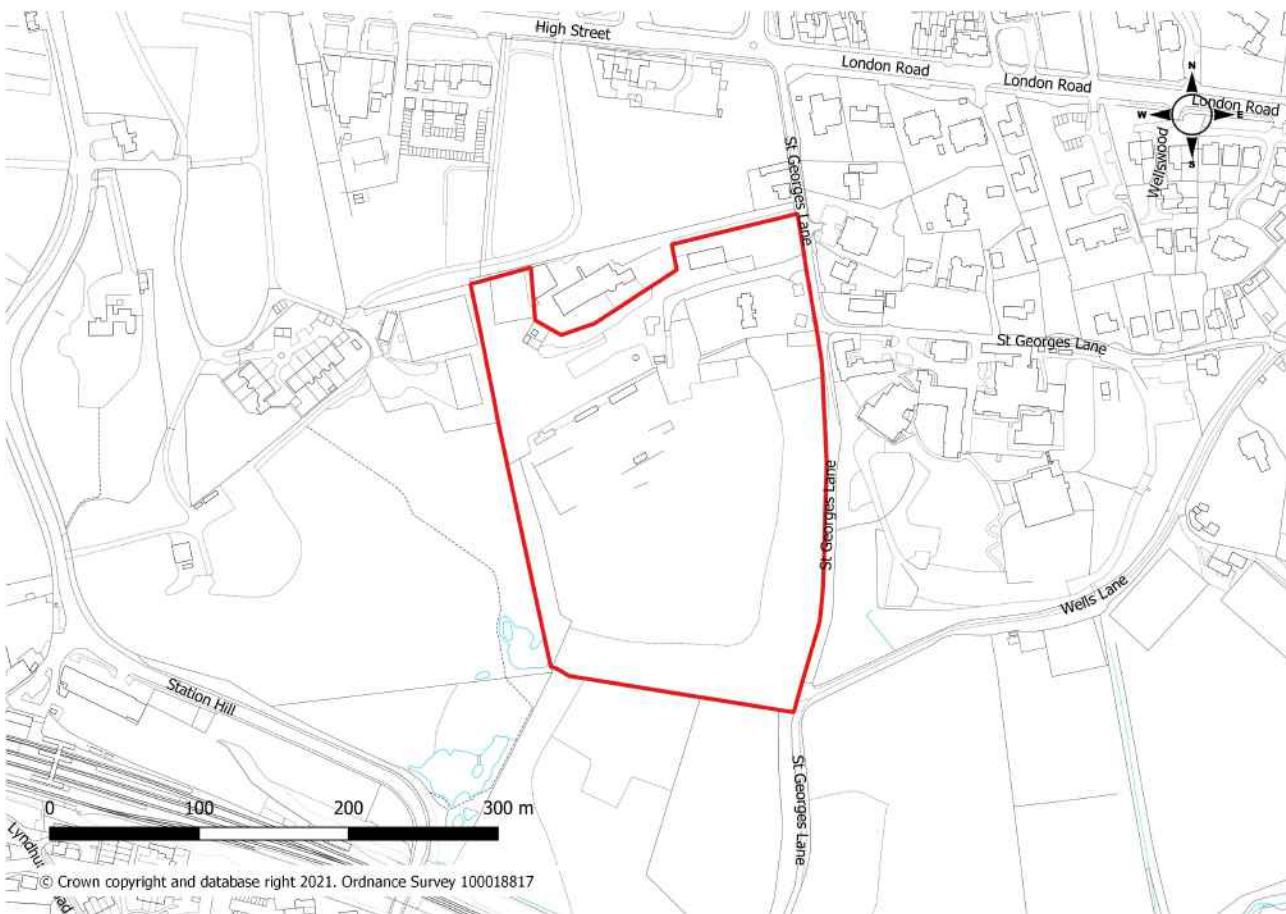
1. Be considered as part of a wider Ascot Strategic Area to enable comprehensive development and effective placemaking
2. Deliver holistic mixed use phased development, integrated with surrounding uses, including on allocation AL17 to the south
3. Deliver a 'village square' on the southern side of the High Street with community/cultural/leisure/retail uses and public open space
4. Provide small scale retail/cafes/restaurants, including independent retailers along the High Street and the village square
5. Provide high quality green and blue infrastructure, including significant public open space and children's play areas throughout site
6. Provide public open space on at least 22% of the developable site
7. Retain the prevailing green and leafy character of the area, with mature trees and hedgerows retained where possible
8. Conserve and enhance biodiversity of the area, including on the priority habitat fronting the High Street
9. Provide a network of high quality pedestrian and cycle routes through the site and enhanced connectivity to Ascot Railway Station and South Ascot

Site Allocation Proformas

10. 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 local leisure and educational facilities
11. Develop and implement a robust residential travel plan to manage travel to and from the site and reduce instances of single-occupancy car trips
12. Be designed to as to rationalise and improve the junctions of the A329/A330/St George's Lane and the site access
13. Provide improvements to the quality of the public realm, specifically the High Street environment for pedestrians and cyclists, including provision of parking for all users of the High Street
14. Consist of a high quality design which is sympathetic to local character, reflects the local vernacular, is sensitive to the scale and heights of existing properties around the site and the sloping topography and considers the impact of long distance views. No buildings should have more than four storeys
15. Provide appropriate mitigation measures to address the impacts of noise and air quality in order to protect residential amenity
16. Provide 40% affordable housing
17. Provide 5% of market housing units as custom and self-build plots (fully serviced)
18. Make a financial contribution towards High Street public realm improvements and education provision
19. Provide local waste water infrastructure upgrades and address the issue of public sewers crossing site
20. Address surface water flooding issues
21. Consider flood risk as part of a Flood Risk Assessment as the site is larger than one hectare
22. Demonstrate the sustainable management of surface water runoff through the use of Sustainable Drainage Systems (SuDS) in line with policy and best practice; any proposed surface water discharge should be limited to greenfield runoff rates where feasible
23. Mitigate the impact of residential development on the Thames Basin Heaths Special Protection Area.

Site Allocation Proformas

AL17: Shorts Waste Transfer Station and Recycling Facility, St Georges Lane, Ascot



Allocation	<ul style="list-style-type: none"> • Approximately 131 residential units
Site Area	<ul style="list-style-type: none"> • 5.80 ha

Site Specific Requirements

Development of the site will be required to:

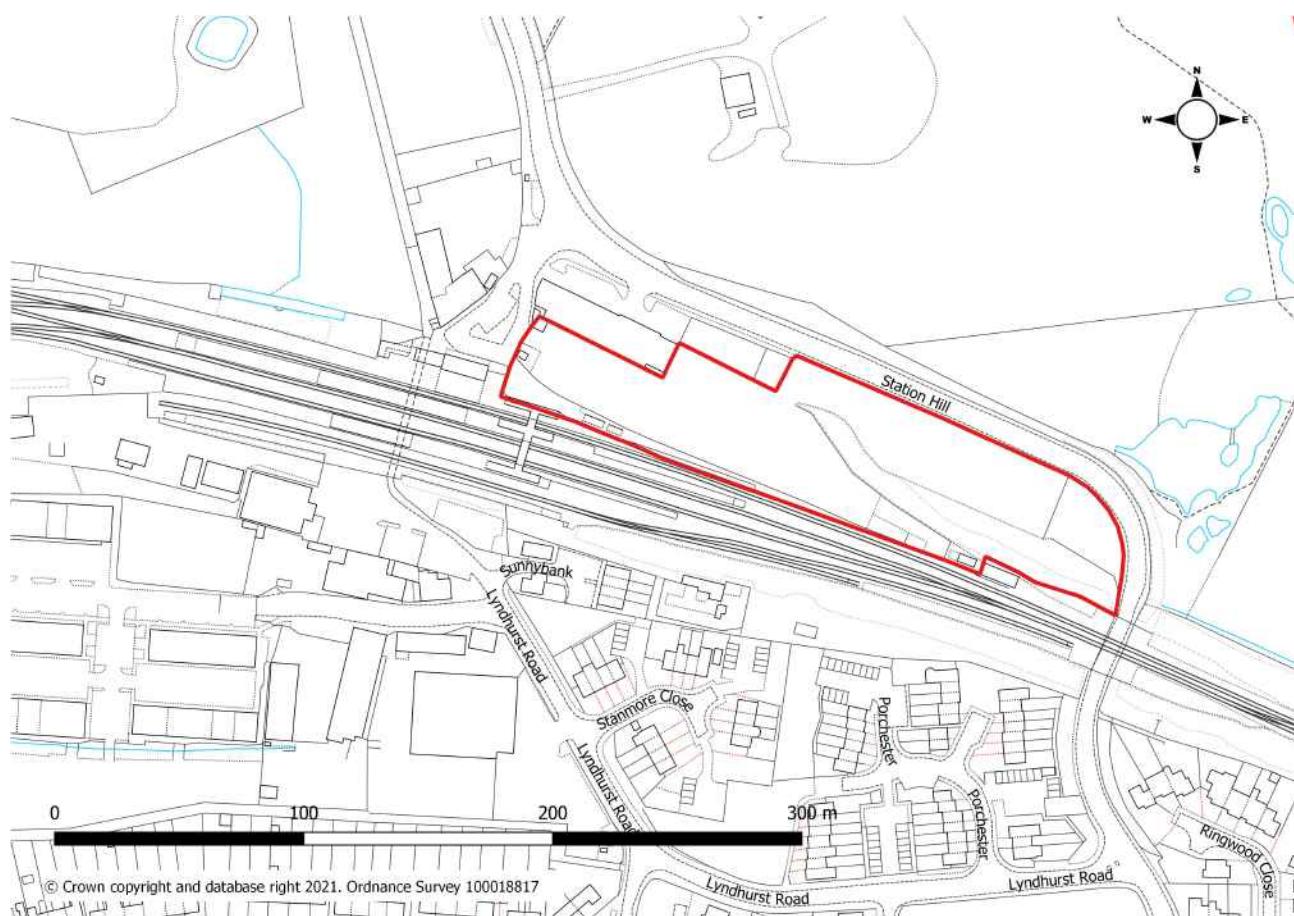
1. Be considered as part of a wider Ascot Strategic Area to enable comprehensive development and effective placemaking
2. Deliver a holistic development that is integrated with surrounding uses, including development on allocation AL16 to the north
3. Address the loss of the existing waste uses on the site
4. Provide high quality green and blue infrastructure, including open space/children's play area
5. Retain mature trees and hedgerows where possible
6. Conserve and enhance the biodiversity of the area (including by addressing the impacts on wildlife on the adjoining Ascot Wood)
7. Provide pedestrian and cycle links through the site, including to/from Ascot Railway Station, South Ascot and the High Street
8. Develop and implement a robust residential travel plan to manage travel to and from the site and reduce instances of single-occupancy car trips
9. 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 local leisure facilities
10. Enhance vehicular access, including on St George's Lane and junction improvements to the Winkfield Road roundabout
11. Maintain and enhance the public right of way on St George's Lane

Site Allocation Proformas

12. Be of a high quality design that is sympathetic to local character, reflects the local vernacular, is sensitive to the scale and heights of existing properties around the site and the sloping topography and considers the impact of long distance views
13. Provide appropriate mitigation measures to address the impacts of noise and air quality in order to protect residential amenity
14. Deliver a series of character areas based around an element of the green and blue infrastructure
15. Provide 30% affordable housing
16. Provide local drainage infrastructure upgrades
17. Consider flood risk as part of a Flood Risk Assessment as the site is larger than one hectare
18. Address potential risks to groundwater
19. Investigate an appropriate Sustainable Drainage Systems (SuDS) for the proposals as part of the surface water drainage strategy. The use of infiltration as a potential option for surface water disposal would require a thorough site investigation and risk assessment to demonstrate that the use of infiltration SuDS would not mobilise contaminants which could then pollute groundwater
20. Provide an appropriate solution for addressing the possible contamination of the site
21. Make a financial contribution towards High Street public realm improvements and education provision
22. Mitigate the impact of residential development on the Thames Basin Heaths Special Protection Area.

Site Allocation Proformas

AL18: Ascot Station Car Park



Allocation	<ul style="list-style-type: none"> A mixed use scheme providing approximately 50 residential units, public car parking and ancillary retail/cycle hub
Site Area	<ul style="list-style-type: none"> 1.14 ha

Site Specific Requirements

Development of the site will be required to:

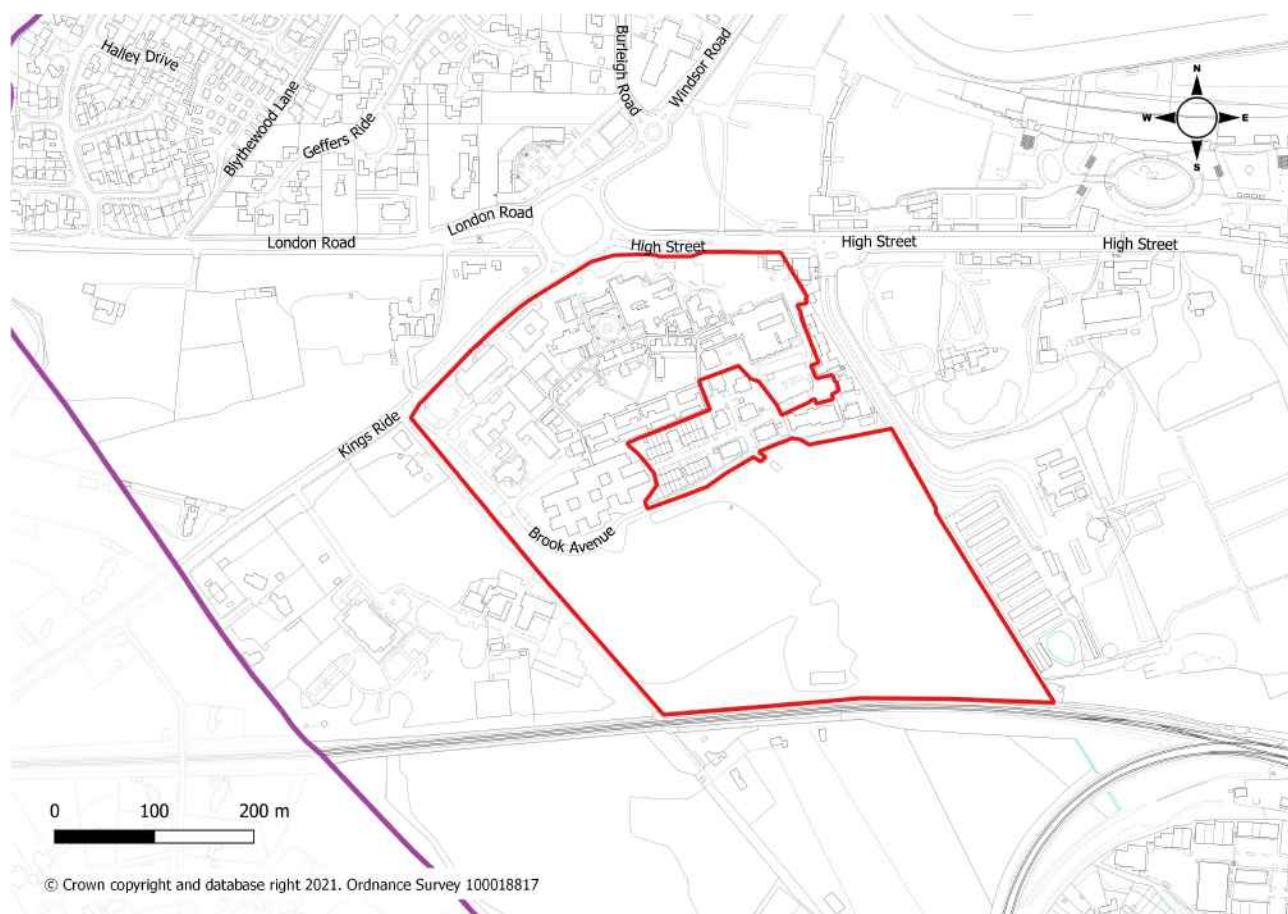
1. Be considered as part of a wider Ascot Strategic area to enable comprehensive development and effective placemaking
2. Provide enhanced pedestrian and cycle access into and through the station from Station Hill and to South Ascot
3. Ensure that the development is well-served by public bus routes with appropriate provision for new bus stop infrastructure, such that the bus is an attractive alternative to the private car for local journeys and bus/rail interchange is supported
4. Provide an increase in the amount of public car parking currently available at the station by decking the existing upper level of the car park, with parking for cycles along with electric car charging points
5. Provide high quality green and blue infrastructure across the site
6. Retain mature trees where possible
7. Consist of a high quality, sensitive design which is sympathetic to local character, enhances the gateway into Ascot and considers the impact on long distance views
8. Provide improvements to the quality of the public realm at the entrance to the railway station
9. Provide 30% affordable housing
10. Consider flood risk as part of a Flood Risk Assessment as the site is larger than one hectare
11. Address potential risks to groundwater

Site Allocation Proformas

12. Investigate an appropriate Sustainable Drainage Systems (SuDS) for the proposals as part of the surface water drainage strategy. The use of infiltration as a potential option for surface water disposal would require a thorough site investigation and risk assessment to demonstrate that the use of infiltration SuDS would not mobilise contaminants which could then pollute groundwater
13. Provide appropriate noise and vibration mitigation to ensure a high quality living environment for new residents
14. Mitigate the impact of residential development on the Thames Basin Heaths Special Protection Area.

Site Allocation Proformas

AL20: Heatherwood Hospital, Ascot



Allocation	<ul style="list-style-type: none"> A mixed use development including approximately 230 residential units, retained health uses and 3,800 sq. m of retained ancillary offices and Suitable Alternative Natural Greenspace (SANG)
Site Area	<ul style="list-style-type: none"> 16.25 ha

Site Specific Requirements

Development of the site will be required to:

1. Retain hospital facilities and GP practice
2. Provide in perpetuity a bespoke SANG on the southernmost part of the site to mitigate the impact of residential development on the Thames Basin Heaths Special Protection Area in agreement with the Council and Natural England. Requirements include a contribution towards Strategic Access Management and Monitoring and any other measures to satisfy the Habitat Regulations
3. Ensure that built form does not extend beyond the southernmost extent of residential development as granted under permission 16/03115/OUT to avoid encroachment onto the land intended for the SANG
4. Provide high quality green and blue infrastructure, including on-site public open space and children's play areas in accordance with standards
5. Provide structural planting/trees to the High Street frontage in order to respect the adjoining residential properties' amenity
6. Provide pedestrian and cycle access into and through the site including from Ascot Railway Station
7. Provide a new footpath/cycle route between Prince Albert Drive and Ascot High Street around the hospital
8. 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

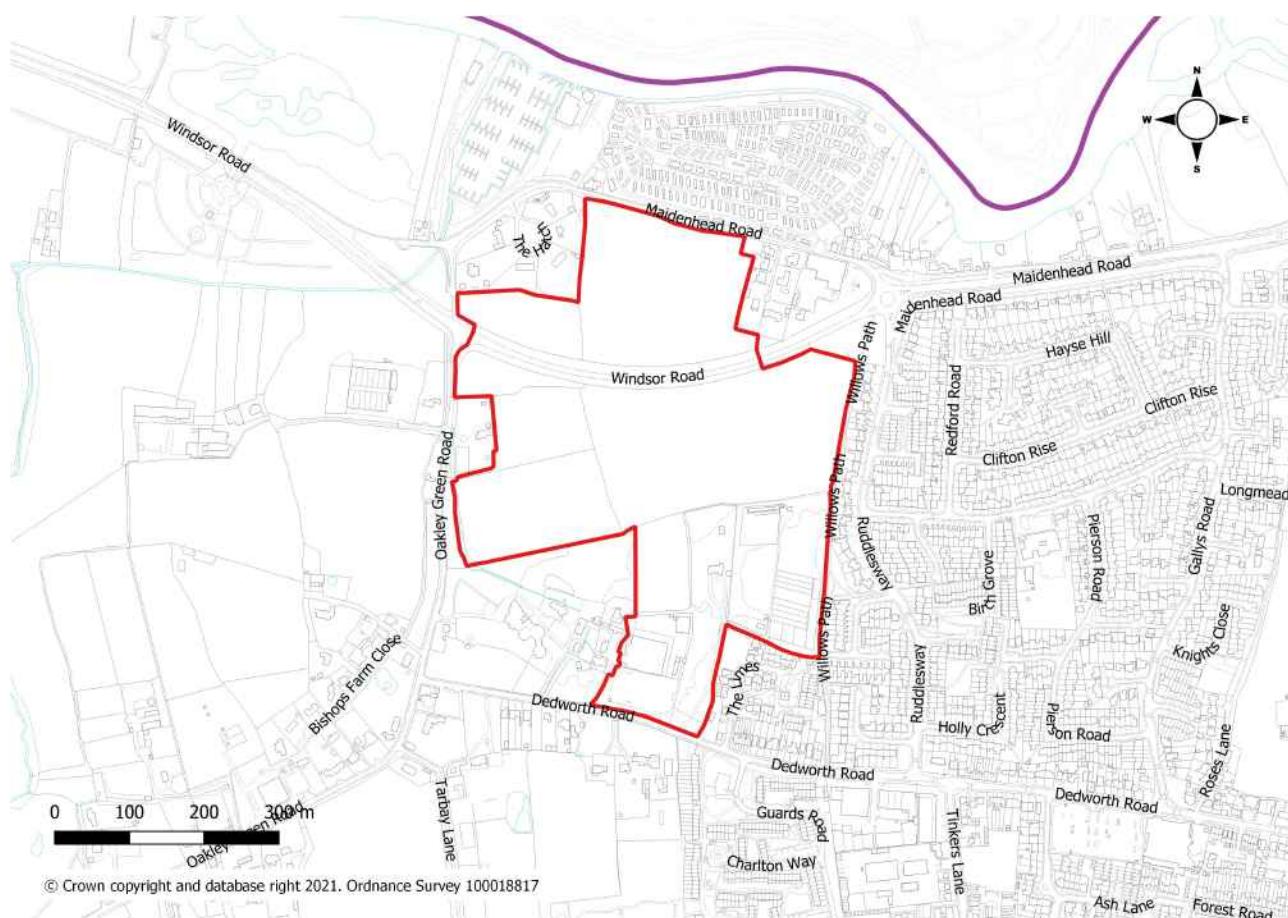
Site Allocation Proformas

that the bus is an attractive alternative to the private car for local journeys, including to leisure and educational facilities

9. Provide sufficient car and cycle parking for residential and non-residential uses
10. Provide highways improvements, including to High Street/London Road (Heatherwood) roundabout
11. Provide a landscape buffer to the woodland to the south of the site
12. Be designed in a high quality manner, reflecting the gateway location of site
13. Conserve and enhance biodiversity of the area
14. Provide 30% affordable housing, including key worker housing
15. Retain the Scheduled Ancient Monument on the site (Bell Barrow on Bowledge Hill) and enhance its setting by providing a landscape buffer
16. Ensure vehicular access utilises the existing junctions on Kings Road and High Street
17. Provide an appropriate solution for addressing the possible contamination of the site
18. Consider flood risk as part of a Flood Risk Assessment as the site is larger than one hectare
19. Address potential risks to groundwater
20. Investigate an appropriate Sustainable Drainage Systems (SuDS) for the proposals as part of the surface water drainage strategy. The use of infiltration as a potential option for surface water disposal would require a thorough site investigation and risk assessment to demonstrate that the use of infiltration SuDS would not mobilise contaminants which could then pollute groundwater
21. Provide appropriate mitigation measures to address the impacts of noise and air pollution from Kings Ride and High Street so to protect residential amenity
22. Provide local upgrades to drainage infrastructure
23. 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.

Site Allocation Proformas

AL21: Land west of Windsor, north and south of the A308, Windsor



Allocation	<ul style="list-style-type: none"> Approximately 450 residential units, strategic public open space, formal pitch provision for football and rugby, multi-functional community hub (including a café and internal space for community meetings/activities) and a Special Educational Needs School (approximately 150 pupil capacity)
Site Area	<ul style="list-style-type: none"> 20.52 ha

Site Specific Requirements

Development of the site will be required to:

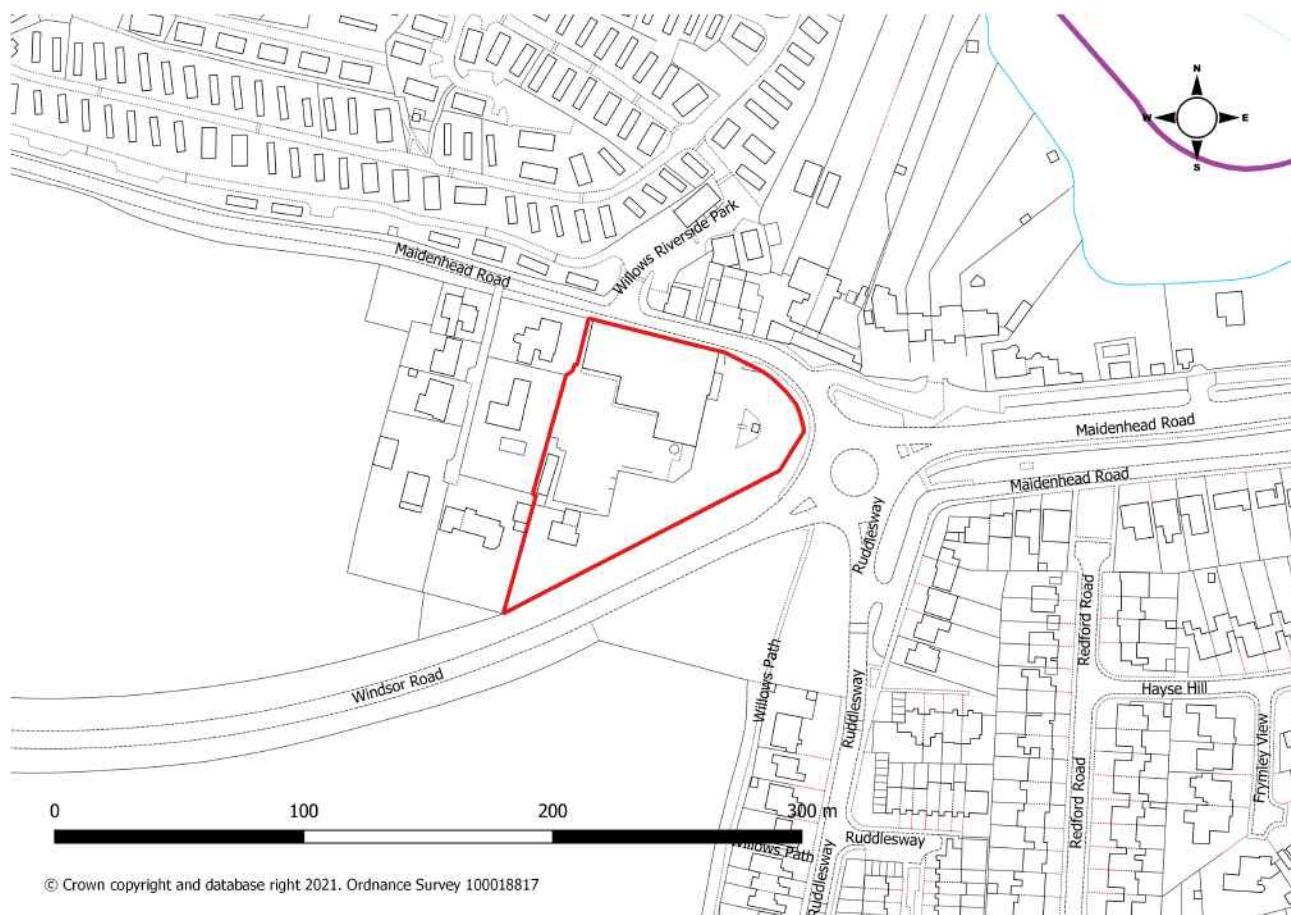
1. Retain the hidden nature of the site in the landscape through retention and reinforcement of existing tree belts and hedgerows along roads (especially the A308 Windsor Road) and by retaining low building heights that are reflective of local contextual heights
2. Be highly connected with surrounding streets, public rights of way and public transport corridors to ensure that the development integrates into the Windsor urban area
3. Provide a highly permeable layout within the site focused on the strategic public open space
4. Provide pedestrian and cycle links through the site and into surrounding streets and rights of way to improve connectivity
5. Enhance existing pedestrian and cycle links towards Maidenhead and Windsor
6. Ensure that the development is well served by public bus routes/demand responsive transport/other innovative public transport solutions, with appropriate provision for new bus stop infrastructure, such that the bus is an attractive alternative to the private car for local journeys, including to local railway stations
7. Develop and implement a robust residential Travel Plan to manage travel to and from the site and reduce instances of single-occupancy car trips, including a car club for residents

Site Allocation Proformas

8. Provide a strong high quality green and blue infrastructure network across both elements of the site that uses existing trees, water courses and landscaping elements as its base framework. The Green infrastructure network will need to support enhanced biodiversity, recreation, food production and leisure functions
9. Ensure the strategic public open space is of very high design quality and is located in the southern parcel of the site with the community hub and educational facilities located near to or fronting the space
10. Retain valuable trees at site boundaries
11. Be of very high quality design that respects the framework of trees and hedgerows in and around the site
12. Provide a series of character areas across the site, each focused on an element of the green and blue infrastructure network
13. Provide 40% affordable housing
14. Provide family housing with gardens
15. Provide 5% of market housing units as custom and self build plots (fully serviced)
16. Conserve, or preferably enhance, the Grade II* Listed The Old Farmhouse and its setting
17. Consider and avoid or, where necessary, mitigate potential disturbance impacts on the users of the Cardinal Clinic
18. Ensure appropriate edge treatments and transition to the countryside
19. Provide allotments or community garden/orchards by accommodating these uses on areas of best and most versatile land where practical, subject to wider site layout and design considerations
20. Consider flood risk as part of a Flood Risk Assessment as the site is partially located within Flood Zone 2 and 3 and larger than one hectare. This will need to demonstrate that the exception test can be passed and that a safe evacuation route can be provided
21. Demonstrate the sustainable management of surface water runoff through the use of Sustainable Drainage Systems (SuDS) in line with policy and best practice; any proposed surface water discharge must be limited to greenfield runoff rates
22. Provide appropriate mitigation measures to address the impacts of noise and air pollution to protect residential amenity.

Site Allocation Proformas

AL22: Squires Garden Centre, Maidenhead Road, Windsor



Allocation	<ul style="list-style-type: none"> • Approximately 39 residential units
Site Area	<ul style="list-style-type: none"> • 0.74 ha

Site Specific Requirements

Development of the site will be required to:

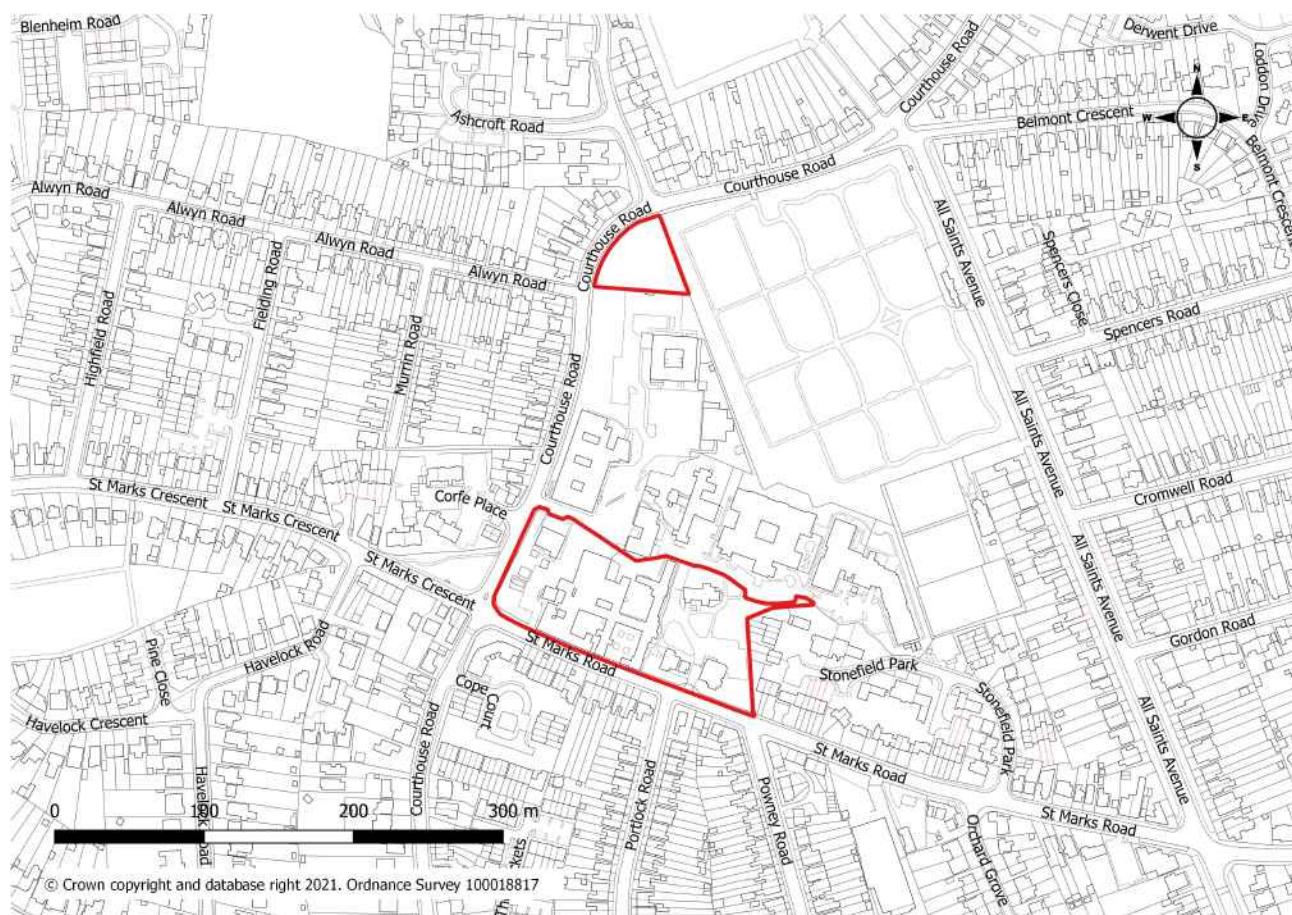
1. Be considered as part of a wider area to enable comprehensive development and effective placemaking for the Windsor growth location
2. Enhance existing pedestrian and cycle links towards Maidenhead and Windsor
3. Ensure that the development is well served by public bus routes/demand responsive transport/other 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, leisure facilities, educational facilities and railway stations
4. Not threaten the retention of the trees just beyond the site boundary, either during construction or in the longer term by creating amenity issues for future residents
5. Provide high quality green and blue infrastructure
6. Be designed to be of a high quality which supports and enhances local character
7. Provide 30% affordable housing
8. Front onto the A308
9. Consider flood risk as part of a Flood Risk Assessment as the site is partially located within Flood Zone 2
10. Address potential risks to groundwater
11. Demonstrate the sustainable management of surface water runoff through the use of Sustainable Drainage Systems (SuDS) in line with policy and best practice; any proposed surface water discharge should be limited to greenfield runoff rates where feasible

Site Allocation Proformas

12. Provide appropriate mitigation measures to address the impacts of noise and air pollution to protect residential amenity
13. Ensure that the sewer systems including treatment works are sufficiently reinforced prior to the occupation and use of the housing.

Site Allocation Proformas

AL23: St Marks Hospital, Maidenhead



Allocation	<ul style="list-style-type: none"> • Approximately 40-50 residential units
Site Area	<ul style="list-style-type: none"> • 1.55 ha

Site Specific Requirements

Development of the site will be required to:

1. Provide green and blue infrastructure on the site to support health and well-being as well as biodiversity.
2. Provide pedestrian and cycle links through the site to improve connectivity
3. Integrate successfully, and in a high quality way with the remaining hospital uses on the adjoining site.
4. Enhance vehicular access at St Marks Road and Courthouse Road
5. Be designed sensitively to consider the privacy and amenity of neighbouring residential properties
6. Be designed sensitively to conserve and enhance the Hospital's Listed Buildings, including St Mark's Church, and their settings. A Heritage Assessment must be submitted with any planning application for the southern part of the site that would appraise the historic environment and potential impacts of development and redevelopment on the Listed Buildings and their setting.
7. Provide active and attractive frontages to Courthouse Road and St Marks Road
8. Provide 30% affordable housing
9. Provide an appropriate solution for addressing the possible contamination of the site
10. Provide appropriate mitigation measures to address the impact of noise and air quality so as to protect residential amenity
11. Provide mitigation measures for surface water flooding and address potential risks to groundwater
12. Consider flood risk as part of a Flood Risk Assessment as the site is larger than one hectare
13. Investigate an appropriate Sustainable Drainage Systems (SuDS) for the proposals as part of the surface water drainage strategy. The use of infiltration as a potential option for surface water disposal

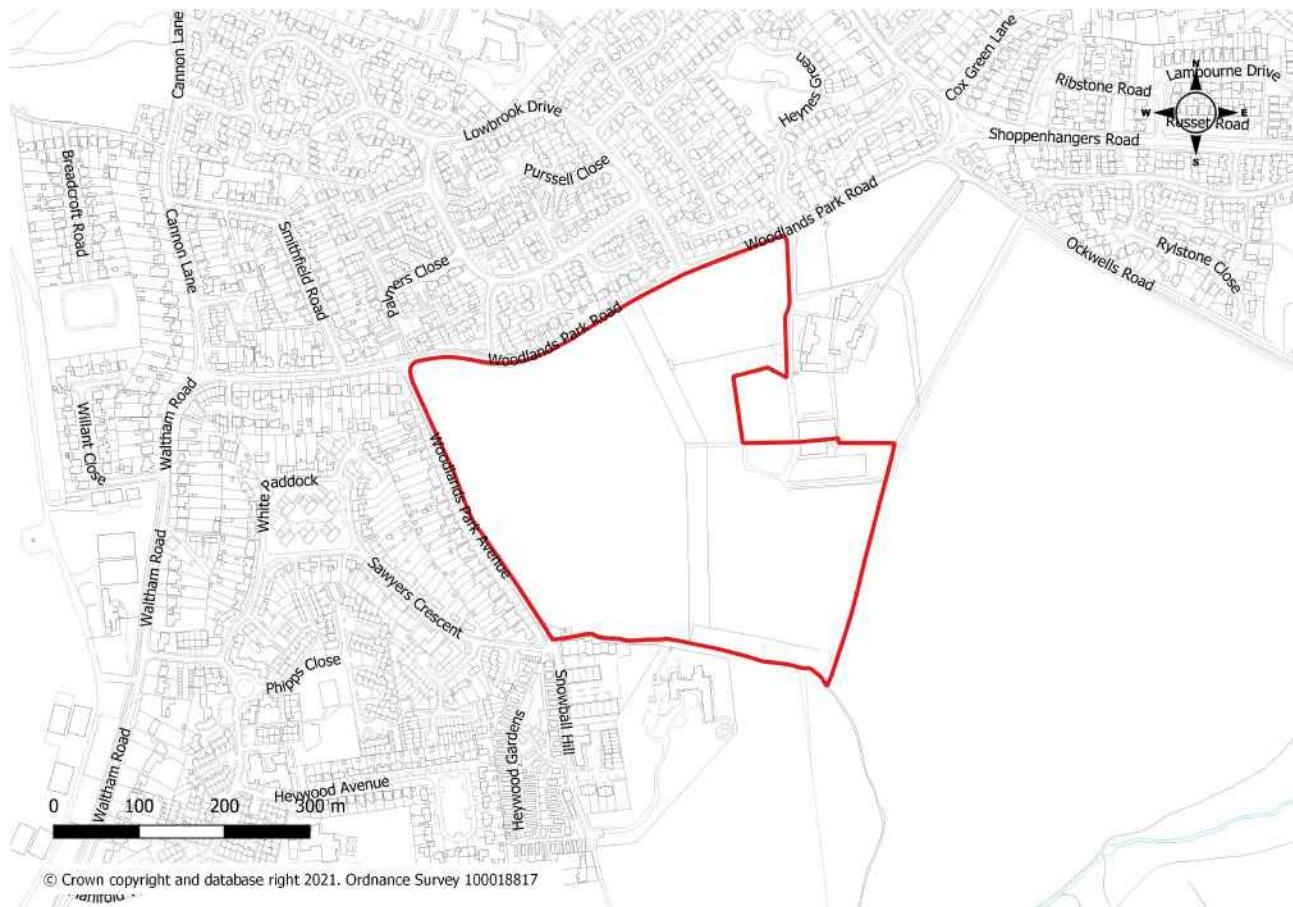
Site Allocation Proformas

would require a thorough site investigation and risk assessment to demonstrate that the use of infiltration SuDS would not mobilise contaminants which could then pollute groundwater

14. Retain valuable trees where possible, particularly at site boundaries
15. Provide appropriate edge treatment, especially adjacent to the cemetery.

Site Allocation Proformas

AL24: Land east of Woodlands Park Avenue and north of Woodlands Business Park, Maidenhead



Allocation	<ul style="list-style-type: none"> • Approximately 300 residential units, strategic public open space and sports pitches
Site Area	<ul style="list-style-type: none"> • 16.69 ha

Site Specific Requirements

Development of the site will be required to:

1. Provide a mix of residential, strategic public open space and sporting hub for western Maidenhead
2. Retain the existing central tree belt in the centre of the site running north to south
3. Provide all housing to the west of the existing central tree belt order to create a defensible boundary to the urban edge
4. Limit development on the eastern side of the central tree belt to the provision of facilities associated with delivery of the strategic open space and sports pitches
5. Provide strong pedestrian and cycle connectivity throughout the housing area and into and through the strategic public open spaces on the eastern side of the central tree belt. Provide strong linkages into surrounding urban and countryside areas including connections to the Public Rights of Way network
6. Ensure that the development is well served by public bus routes/demand responsive transport/other innovative public transport solutions, with appropriate provision for new bus stop infrastructure, such that the bus is an attractive alternative to the private car for local journeys, including local railway stations
7. Develop and implement a robust residential travel plan to manage travel to and from the site and reduce instances of single-occupancy car trips, including a car club for residents

Site Allocation Proformas

8. Create a strong high quality green and blue infrastructure framework across the whole site to deliver biodiversity, health and wellbeing benefits, recreation, food production and leisure opportunities. The central tree belt and the public open spaces to the east will form the focus for the Green Infrastructure network on the site
9. Retain valuable trees at site boundaries and enhance biodiversity across the site by placing sports pitches in a woodland setting
10. Provide appropriate edge treatment and transition from the strategic public open spaces to the countryside
11. Minimise the visual impacts of any recreational, sporting or leisure built form on the eastern side of the central tree belt, including sports pitch lighting
12. Provide family housing with gardens
13. Provide 40% affordable housing
14. Provide 5% of market housing units for custom and self build plots (fully serviced)
15. Be designed sensitively to conserve and enhance the setting of nearby Listed Building
16. Provide appropriate mitigation measures to address the impact of noise and air quality so as to protect residential amenity
17. Front onto both Woodlands Park Road and Woodlands Park Avenue
18. Address potential risks to ground water and surface water flooding issues
19. Consider flood risk as part of a Flood Risk Assessment as the site is partially located within Flood Zone 2 and larger than one hectare
20. Demonstrate the sustainable management of surface water runoff through the use of Sustainable Drainage Systems (SuDS) in line with policy and best practice; any proposed surface water discharge must be limited to greenfield runoff rates
21. 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.

Site Allocation Proformas

AL25: Land known as Spencer's Farm, north of Lutman Lane, Maidenhead



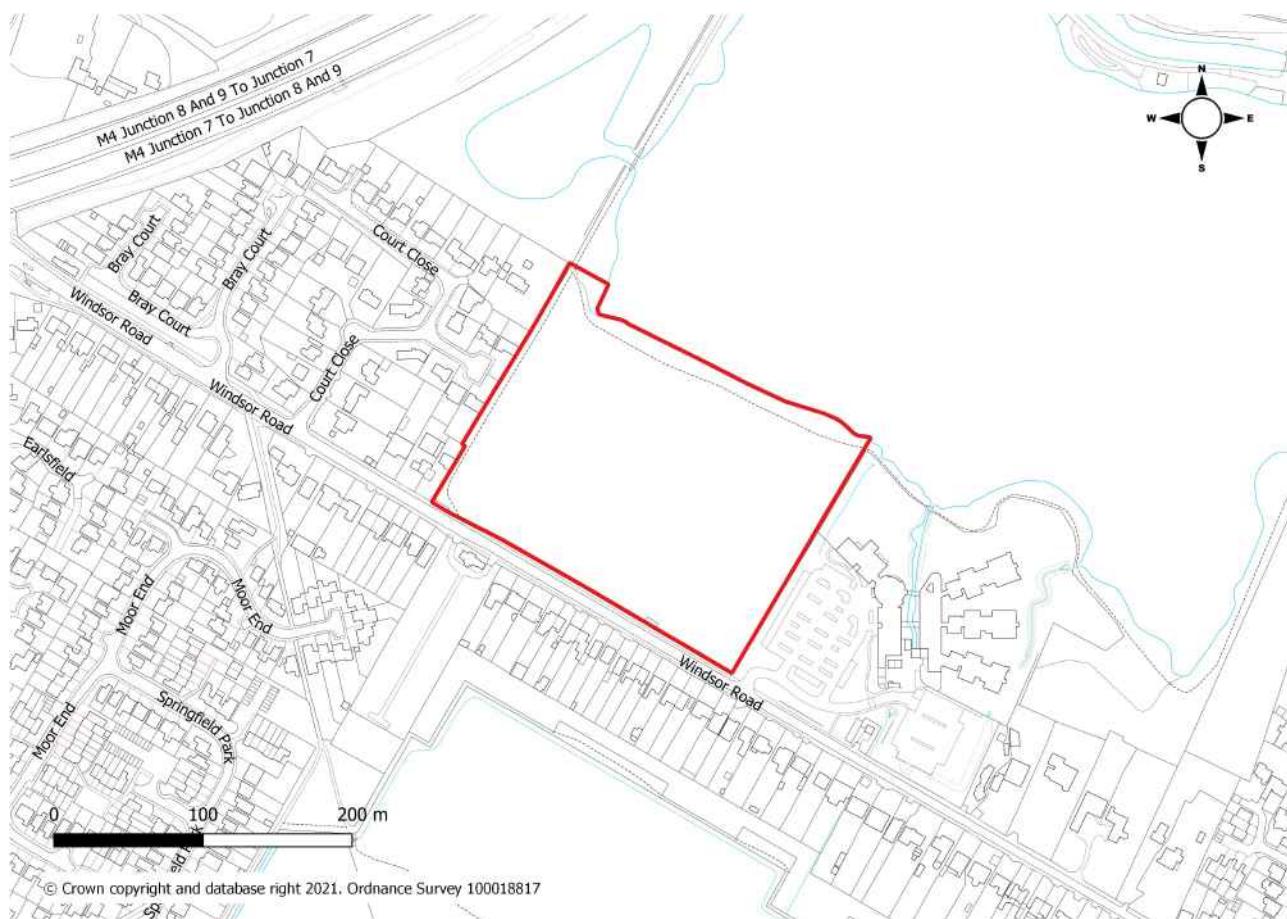
Allocation	<ul style="list-style-type: none"> Approximately 330 residential units and educational facilities
Site Area	<ul style="list-style-type: none"> 13.51 ha
Site Specific Requirements	
<p>Development of the site will be required to:</p> <ol style="list-style-type: none"> Provide a mix of residential, education uses integrating with the adjoining green infrastructure allocation site (AL28) Provide a primary school with up to three forms of entry Provide a clear and defensible Green Belt boundary, making use of the woodland edge to the north, and new features along the eastern boundary of the allocation, such as linear attenuation basins, estate fencing and new landscape planting 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 Develop and implement robust residential and school travel plans to manage travel to and from the site and reduce instances of single-occupancy car trips Provide a network of high quality pedestrian and cycle routes across the site which link into surrounding areas and routes including improving the connectivity to the Public Rights of Way network and the adjoining green infrastructure site (AL28) Provide a high quality network of green and blue infrastructure across the site, (including on-site public open space) that connects to surrounding Green Infrastructure (GI) networks and pedestrian and cycle access points Conserve and enhance local biodiversity 	

Site Allocation Proformas

9. Identify and adequately mitigate any historic waste material deposited on the site
10. Provide appropriate mitigation measures to address the impacts of noise and air quality from the railway line in order to protect residential amenity
11. Provide 40% affordable housing
12. Provide 5% of market housing units as custom and self-build plots (fully serviced)
13. Be designed sensitively to consider the impact of long distance views and be sensitive to the scale and heights of existing properties around the site, and the sloping topography
14. Retain high/medium quality trees and planting of replacement trees
15. Provide waste water drainage infrastructure
16. Consider flood risk as part of a Flood Risk Assessment as the site is partially located within Flood Zones 2 and 3 and larger than one hectare. This will need to demonstrate that the exception test can be passed and that a safe evacuation route can be provided
17. Address potential risks to groundwater
18. Investigate an appropriate Sustainable Drainage Systems (SuDS) for the proposals as part of the surface water drainage strategy. The use of infiltration as a potential option for surface water disposal would require a thorough site investigation and risk assessment to demonstrate that the use of infiltration SuDS would not mobilise contaminants which could then pollute groundwater.

Site Allocation Proformas

AL26: Land between Windsor Road and Bray Lake, south of Maidenhead



Allocation	<ul style="list-style-type: none"> • Approximately 100 residential units
Site Area	<ul style="list-style-type: none"> • 3.99 ha

Site Specific Requirements

Development of the site will be required to:

1. Provide a strong green infrastructure network across the site that is highly connected to the Lake edge and capable of supporting enhanced biodiversity, recreation, food production and leisure functions
2. Provide a clear and defensible Green Belt boundary
3. Create a high quality public open space along the Lake Edge that is fronted by housing to the south and integrated with the adjoining Hospice site
4. Retain valuable trees and hedgerows, particularly at site boundaries
5. Reinforce and enhance the planting along the Windsor Road frontage to reduce the visibility of the site in the wider landscape
6. Ensure that the development is well-served by public bus routes/demand responsive transport/other innovative public transport solutions, with appropriate provision for new bus stop infrastructure, such that the bus is an attractive alternative to the private car for local journeys, including to nearby GP surgeries, leisure facilities and railway stations
7. Be of very high quality design which responds positively and sensitively to the character (including height) of the surrounding residential areas
8. Provide a series of high quality character areas across the site each with its own identity
9. Designed sensitively to consider the impact on long distance views from across the Lake
10. Provide family housing with gardens
11. Provide 40% affordable housing
12. Provide 5% of market housing units as custom and self-build plots (fully serviced)

Site Allocation Proformas

13. Achieve flood risk betterment on site by incorporating appropriate flood risk reduction measures
14. Consider flood risk as part of a Flood Risk Assessment as the site is partially located within Flood Zone 2 and 3 and larger than one hectare. This will need to demonstrate that the exception test can be passed and that a safe evacuation route can be provided
15. Demonstrate the sustainable management of surface water runoff through the use of Sustainable Drainage Systems (SuDS) in line with policy and best practice; any proposed surface water discharge must be limited to greenfield runoff rates
16. Provide appropriate mitigation measures to address the impacts of noise and air quality from the Windsor Road so to protect residential amenity
17. Link to the permitted path around the lake
18. Undertake a minerals assessment to assess the viability and practicality of prior extraction of the minerals resource, as the site falls within a Minerals Safeguarding Area.

Site Allocation Proformas

AL26A: Osbornes Garage, 55 St Marks Road, Maidenhead



Allocation	<ul style="list-style-type: none"> • Approximately 20 residential units on previously developed land
Site Area	<ul style="list-style-type: none"> • 0.49 ha

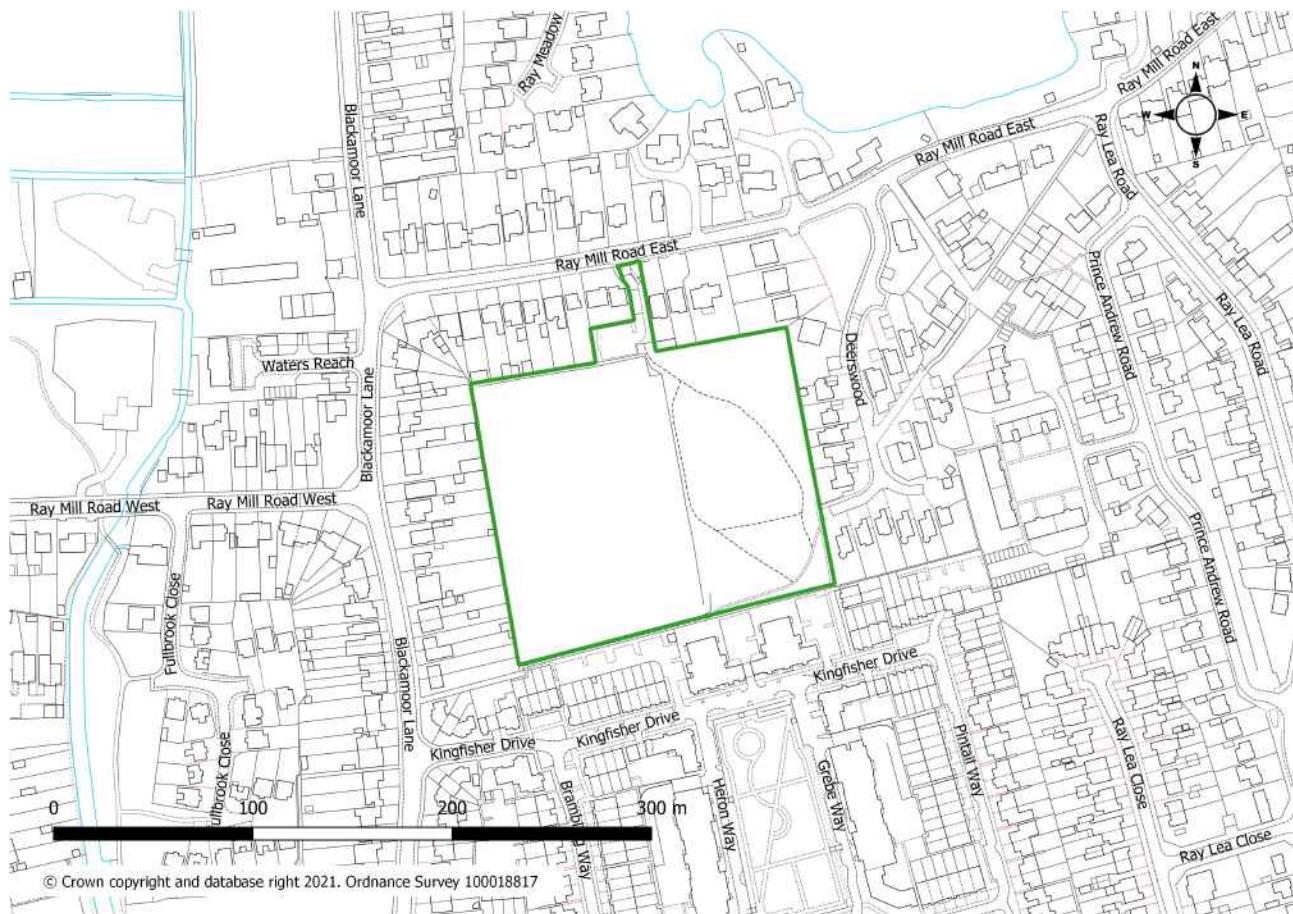
Site Specific Requirements

Development of the site will be required to:

1. Deliver a comprehensive, high-quality scheme, that responds positively to the character of the adjoining residential area
2. Protect the amenity and privacy of existing neighbouring properties, through careful consideration of the local topography, and the scale, siting and orientation of new development
3. Ensure opportunities for soft landscaping are fully explored and implemented as part of the green and blue infrastructure strategy for the site, to soften the visual impact of the significant levels of hardstanding required to deliver development on this linear site
4. Ensure that the trees just beyond the site boundary are not adversely affected by the proposed development
5. Provide appropriate green landscaping to the St Marks Road frontage
6. Provide 30% affordable housing
7. Investigate and remediate as required, site contamination
8. Demonstrate the sustainable management of surface water runoff through the use of Sustainable Drainage Systems (SuDS) in line with policy and best practice; any proposed surface water discharge should be limited to greenfield runoff rates where feasible.

Site Allocation Proformas

AL27: Land south of Ray Mill Road East, Maidenhead



Allocation	<ul style="list-style-type: none"> A Green Infrastructure site providing a local 'pocket park', a habitat area and flood attenuation
Site Area	<ul style="list-style-type: none"> 2.29 ha

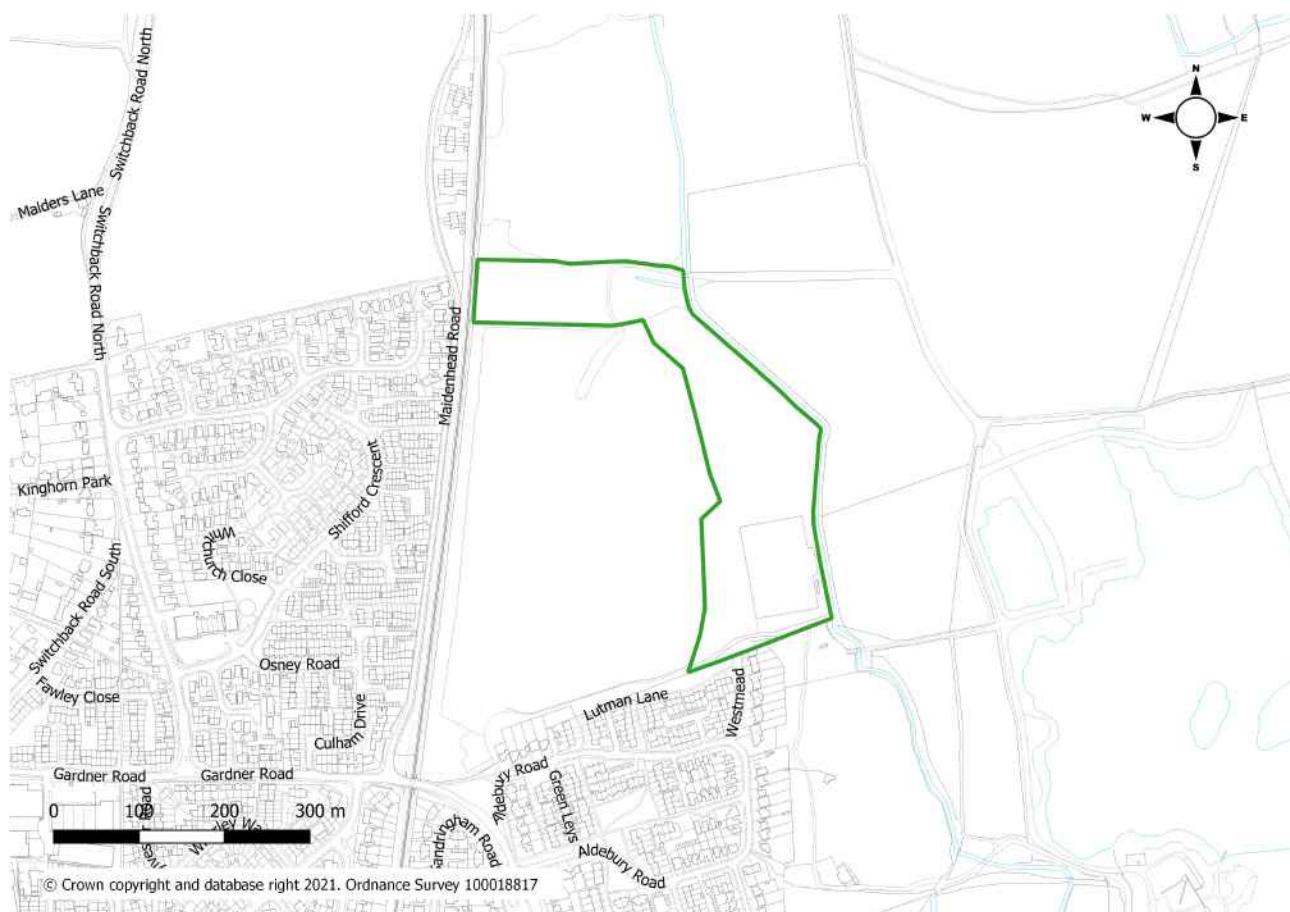
Site Specific Requirements

Development of the site will be required to:

1. Create a maintained 'pocket park' with small scale facilities which may include information boards and seating
2. Deliver biodiversity enhancement – Due to proximity to river corridor and nearby lake, the site is of value to various wildlife (including: birds, bats, frogs, toads, hedgehogs and reptiles) as a stop-over/feeding/roosting location. A pond should be created away from public footpaths to enhance this value to the wildlife
3. Retain and enhance all existing trees and shrubs and varied grassland
4. Provide flood attenuation areas
5. Provide and improve public footpaths into and across the site
6. Retain the existing car parking off Ray Mill Road East
7. Maintain views of open land from surrounding residential properties.

Site Allocation Proformas

AL28: Land north of Lutman Lane, Spencer's Farm, Maidenhead



Allocation	<ul style="list-style-type: none"> A Green Infrastructure site providing sports facilities, public open space, habitat area and flood attenuation
Site Area	<ul style="list-style-type: none"> 6.43 ha

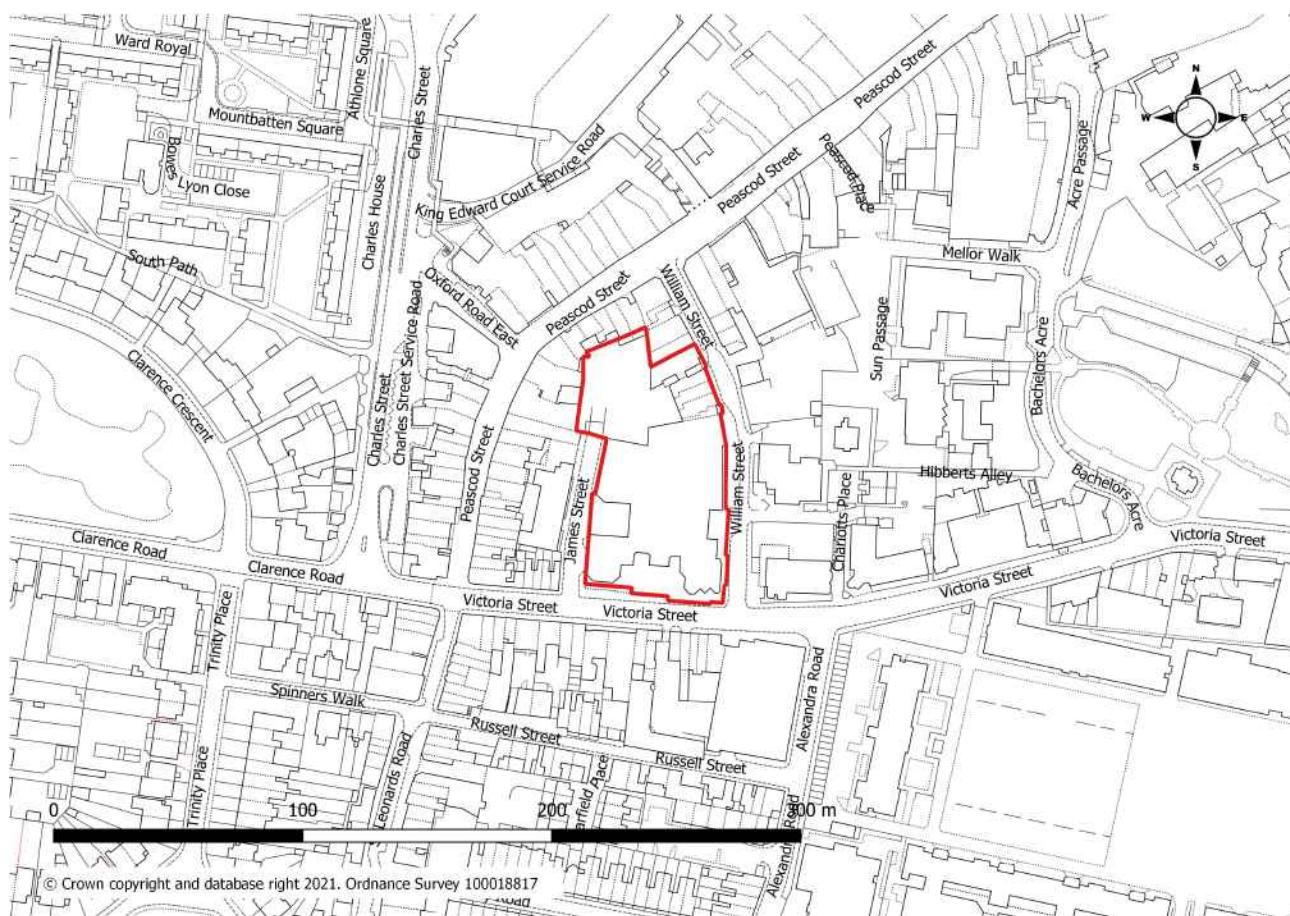
Site Specific Requirements

Development of the site will be required to:

1. Deliver green and blue infrastructure, including public open space to serve the new residential and educational uses development on adjoining site allocation AL25
2. Provide further improvements to the existing football facilities
3. Deliver significant biodiversity improvements, including along the Greenway Corridor/Strand Water, which is a Local Wildlife Site
4. Retain the existing area of woodland to the north of the site
5. Provide a network of high quality pedestrian/cycling routes to the new housing/educational uses to the west, enabling new residents and pupils to access the public open space, habitat areas and sporting facilities
6. Link into and help extend the wider strategic green infrastructure/nature recovery network linking Maidenhead with Cookham via an alternative route to the Thames path
7. Mitigate impacts of light pollution from the floodlighting that serves the football pitch on light sensitive wildlife
8. Provide flood attenuation areas as a defensible buffer for proposed development on adjoining site allocation AL25.

Site Allocation Proformas

AL29: Minton Place, Victoria Street, Windsor



Allocation	<ul style="list-style-type: none"> A mixed use scheme providing employment space, retail, leisure/tourism and approximately 100 residential units
Site Area	<ul style="list-style-type: none"> 0.53 ha

Site Specific Requirements

Development of the site will be required to:

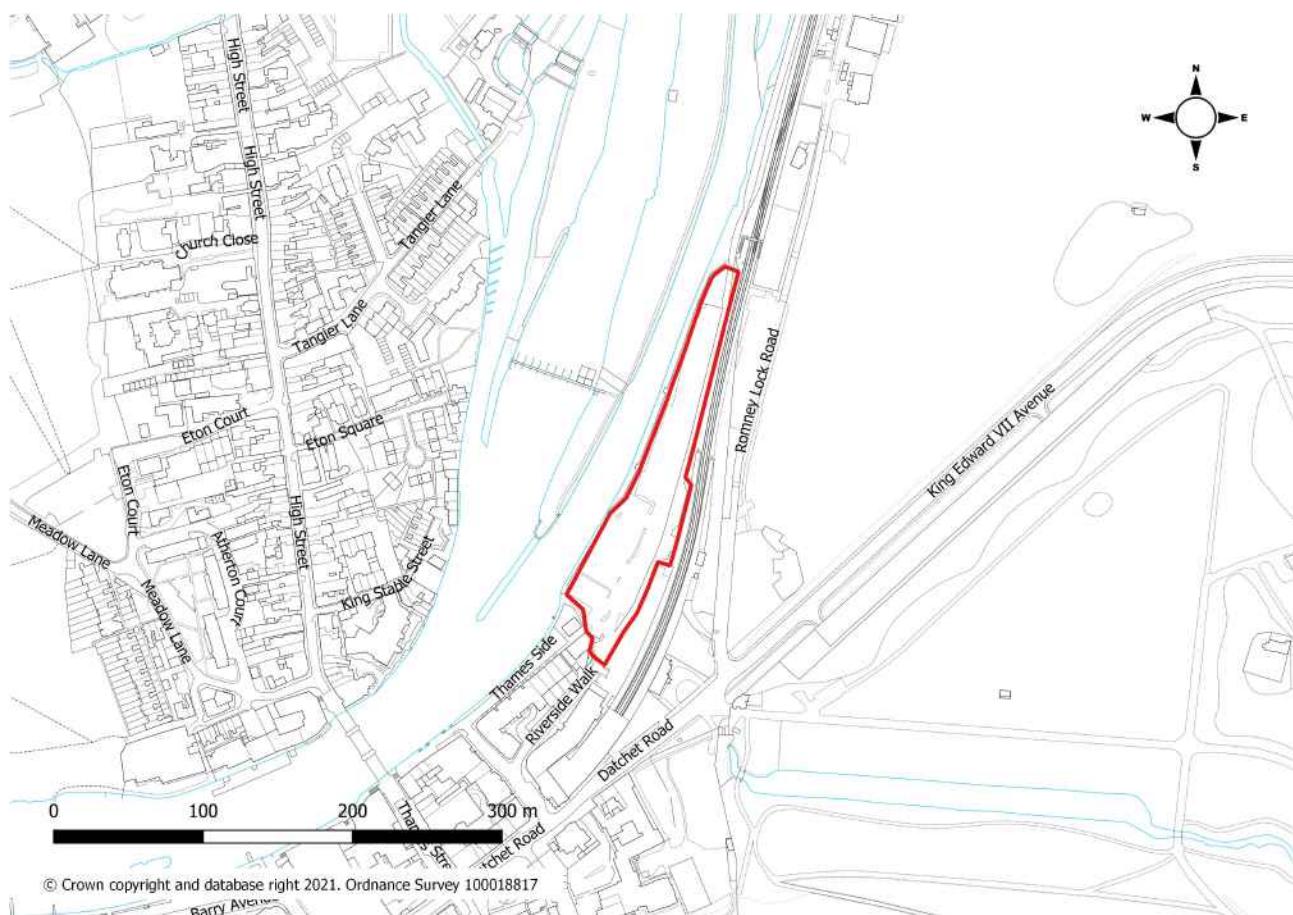
- Predominantly have retail uses on the ground floor with active frontages
- Provide minimum off-street parking for future occupiers to encourage sustainable travel patterns. Such parking that is provided must be of a high quality design and not adversely impact the character of the area
- Develop and implement a robust residential travel plan to manage travel to and from the site and reduce instances of single-occupancy car trips, including a car club for residents
- 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
- Provide pedestrian and cycle access to the site
- Integrate high quality green and blue infrastructure at all levels throughout the site, with priority on Victoria Street and William Street frontages
- Provide appropriate mitigation measures to address the impacts of noise and air quality from the surrounding roads so to protect residential amenity
- Provide improvements to the quality of the public realm, prioritising pedestrian and cycle mobility
- Provide high quality design which preserves, or preferably enhances the character of the Windsor Town Centre Conservation Area

Site Allocation Proformas

10. Address the corner site at Victoria Street/William Street to create a distinctive feature that will enhance the area
11. Be designed sensitively to consider the impact on long distance views across Windsor
12. Conserve and seek to enhance the significance and provide an appropriate setting for nearby Listed Buildings
13. Ensure that the scale and massing of development respects the existing site context and makes a positive contribution to local character and distinctiveness
14. Be designed sensitively to preserve and enhance residential amenity including neighbouring residents
15. Minimise the visual impact on service areas with appropriate screening
16. Provide 30% affordable housing
17. Address surface water flooding issues and potential risks to groundwater
18. Demonstrate the sustainable management of surface water runoff through the use of Sustainable Drainage Systems (SuDS) in line with policy and best practice; any proposed surface water discharge should be limited to greenfield runoff rates where feasible.

Site Allocation Proformas

AL30: Windsor and Eton Riverside Station Car Park



Allocation	<ul style="list-style-type: none"> • Approximately 30 residential units on previously developed land
Site Area	<ul style="list-style-type: none"> • 0.85 ha

Site Specific Requirements

Development of the site will be required to:

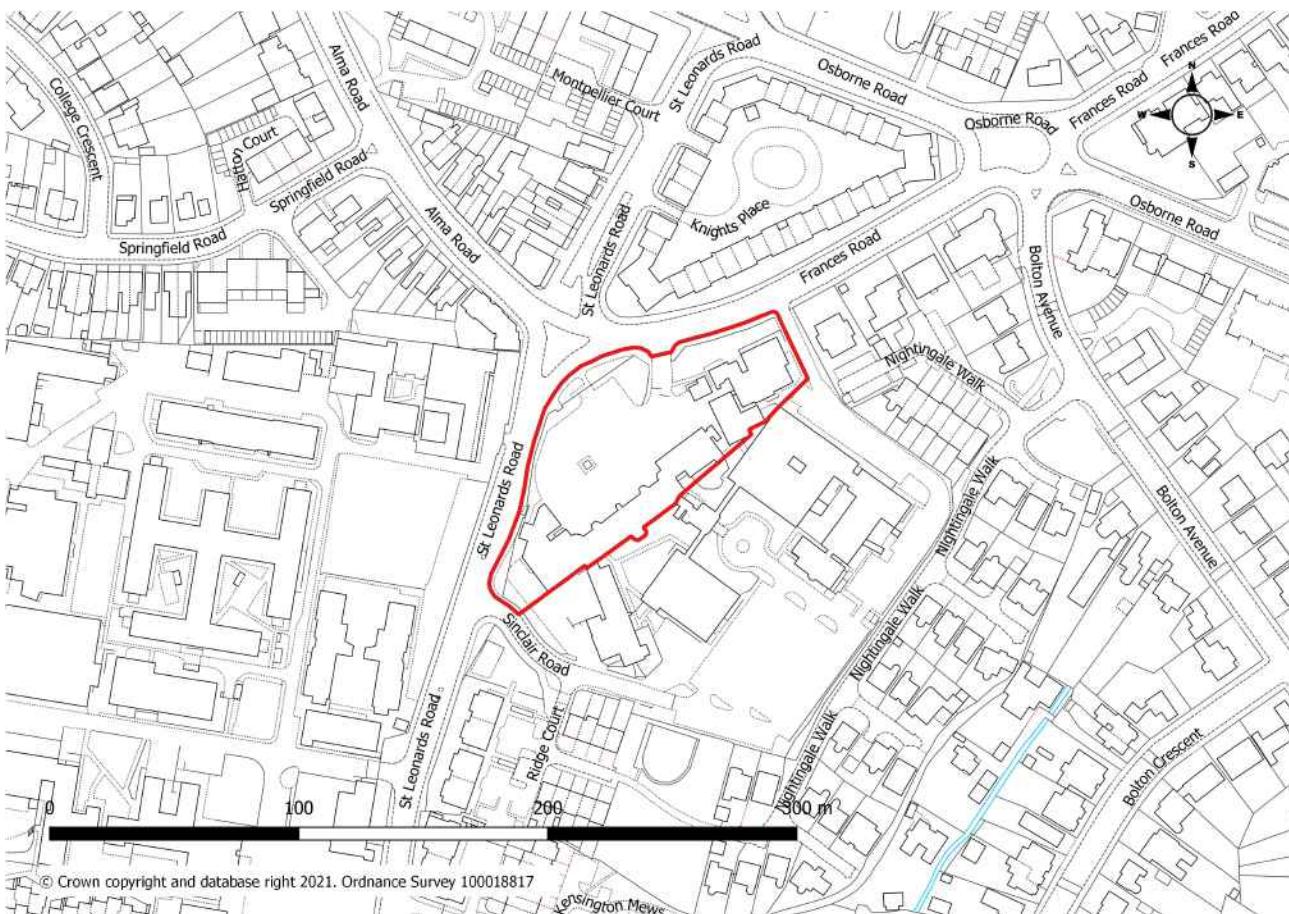
1. Maintain pedestrian, cycle and vehicular access along Riverside Walk
2. Re-provide the existing Eton and Windsor Riverside railway station parking, either onsite or in alternative location, with enhancements to cycle parking for the station
3. Provide a strong high quality green and blue infrastructure network across the site that is highly connected to the River's edge and capable of supporting enhanced biodiversity, and leisure functions
4. Retain trees along river frontage to provide a green corridor along the River Thames
5. Provide views through the site to the River Thames from Riverside Walk
6. Be designed sensitively to consider the impact on long distance views, including from the River Thames
7. Have a very high quality design which preserves, or preferably enhances the character and function of Windsor, and the Town Centre Conservation Area
8. Ensure that the design, scale and extent of development takes into account the impact on views from the Grade I Registered Windsor Home Park
9. Provide very high quality interfaces and frontages towards both the River Thames and Riverside Walk
10. Be designed to be sensitive to the scale and heights of existing properties around the site, and its location in Windsor
11. Consider flood risk as part of a Flood Risk Assessment as the site is partially located within Flood Zone 2 and ensure that built form is restricted within Flood Zone 1

Site Allocation Proformas

12. Demonstrate the sustainable management of surface water runoff through the use of Sustainable Drainage Systems (SuDS) in line with policy and best practice; any proposed surface water discharge should be limited to greenfield runoff rates where feasible
13. Address potential risks to groundwater
14. Provide appropriate mitigation measures to address the impacts of noise, vibrations and air quality from the railway and surrounding streets in order to protect residential amenity
15. Provide 30% affordable housing.

Site Allocation Proformas

AL31: King Edward VII Hospital, Windsor



Allocation	<ul style="list-style-type: none"> • Approximately 47 residential units
Site Area	<ul style="list-style-type: none"> • 0.72 ha

Site Specific Requirements

Development of the site will be required to:

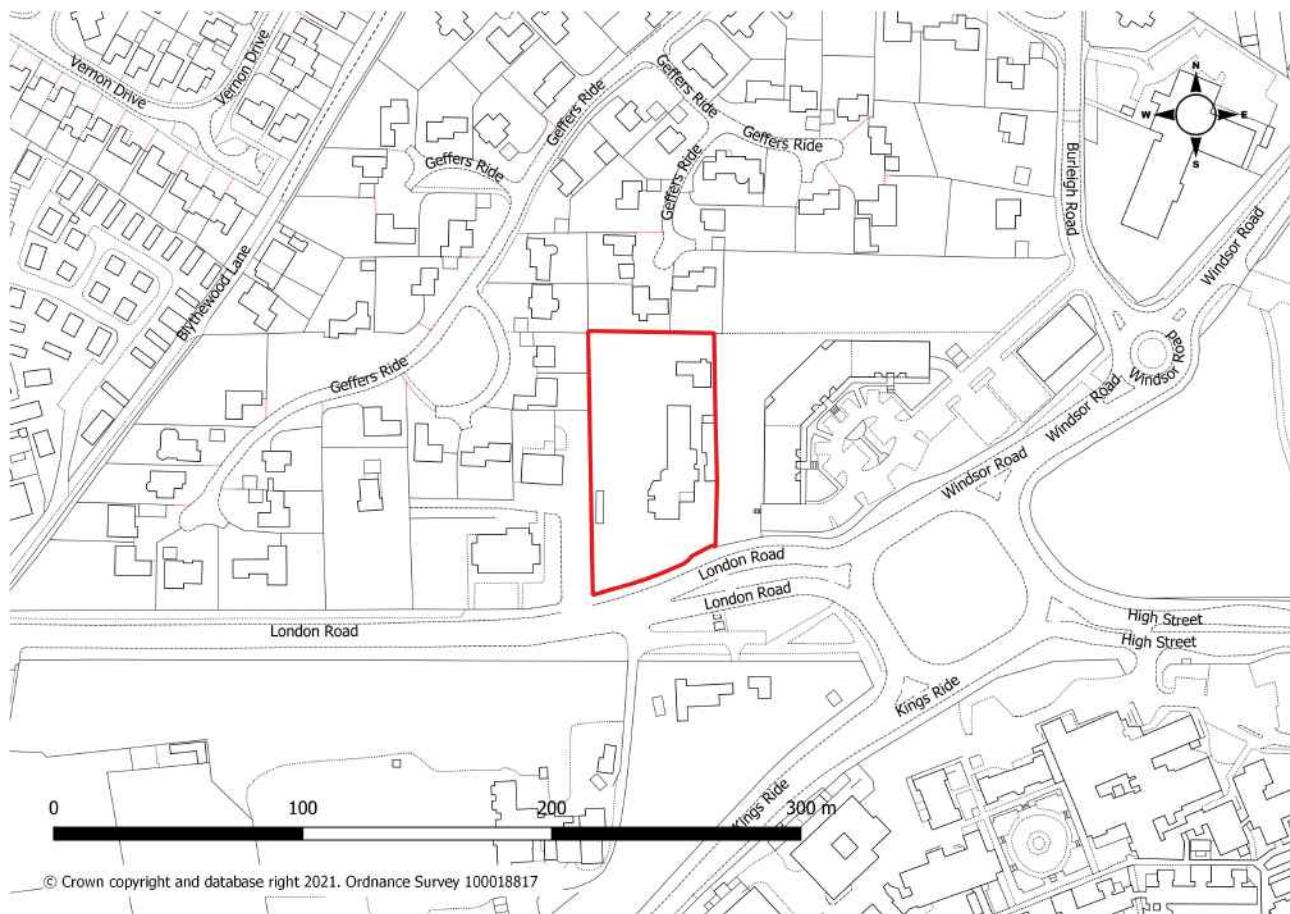
1. Provide a high quality green and blue infrastructure on the site to support health and well-being as well as biodiversity
2. Provide pedestrian and cycle links through the site to improve connectivity
3. Integrate successfully, and in a high quality way with the remaining hospital uses on the adjoining site
4. Be based on a Heritage Assessment (agreed with the Local Planning Authority) of the Listed Buildings on and near the site and their setting
5. Be designed sensitively and retain, conserve and enhance to preserve and enhance the setting of Listed Buildings, including the main front block and statue, and non-designated heritage assets in a manner appropriate to their significance
6. Provide 30% affordable housing
7. Retain valuable trees where possible, particularly at site boundaries
8. Provide a high quality corner feature to address the intersection of Alma Road, St Leonards Road and Frances Road
9. Ensure that the sewer systems including treatment works will be reinforced prior to the occupation and use of the housing, if required

Site Allocation Proformas

10. Demonstrate the sustainable management of surface water runoff through the use of Sustainable Drainage Systems (SuDS) in line with policy and best practice; any proposed surface water discharge should be limited to greenfield runoff rates where feasible
11. Provide appropriate mitigation measures to address the impacts of noise, vibrations and air quality arising from traffic and the adjoining NHS hospital uses in order to protect residential amenity.

Site Allocation Proformas

AL32: Sandridge House, London Road, Ascot



Allocation	<ul style="list-style-type: none"> • Approximately 20 residential units
Site Area	<ul style="list-style-type: none"> • 0.49 ha

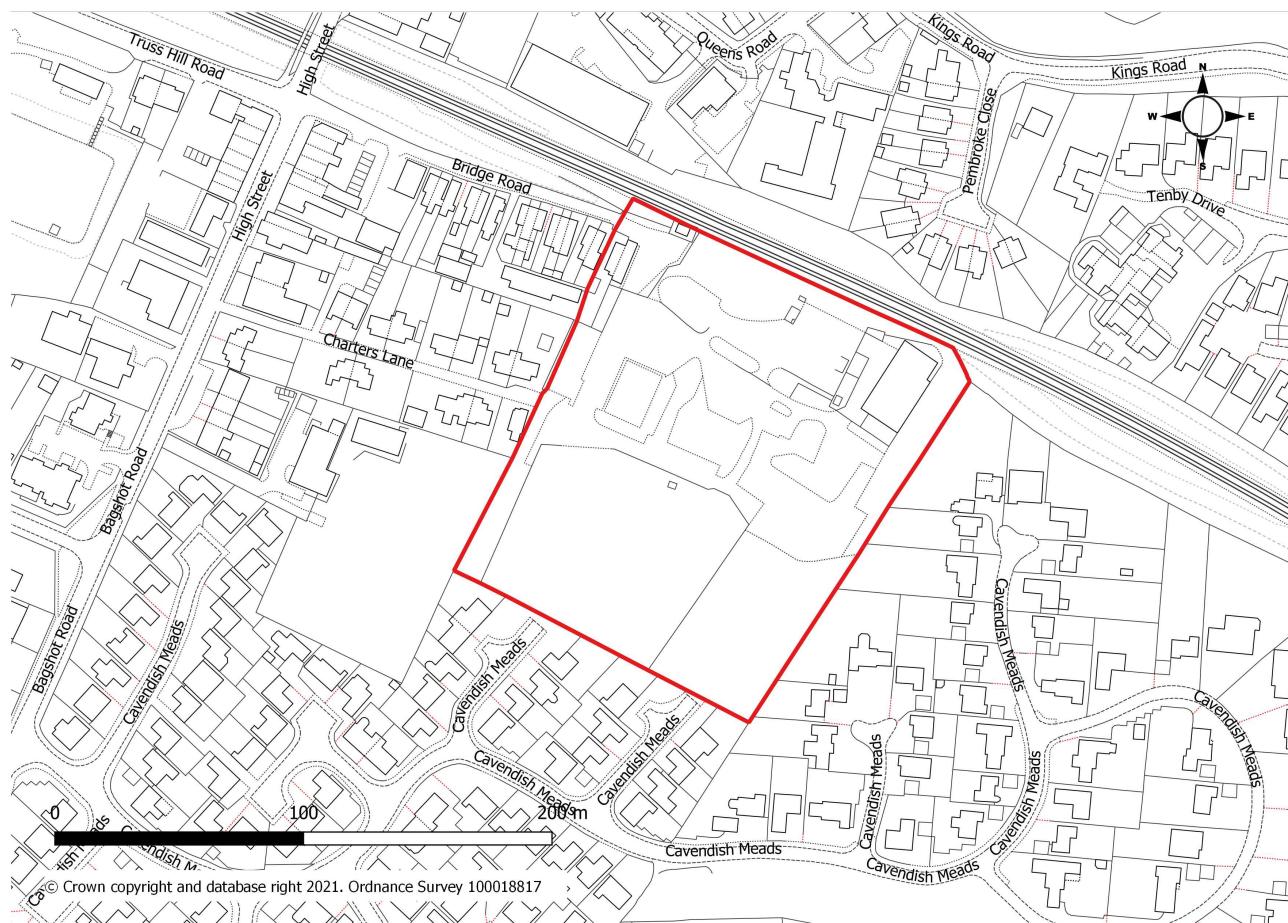
Site Specific Requirements

Development of the site will be required to:

1. Provide high quality small scale green and blue infrastructure
2. Retain valuable trees where possible, particularly at site boundaries, including between All Saints Church and the site
3. Consist of a high quality and sensitive design which responds to the immediate context and the green and leafy character of the area
4. Retain the original building, a non-designated heritage asset, in a manner appropriate to its significance, but allow for a sympathetic extension
5. Conserve and enhance the setting of the adjacent Listed Building (All Saints Church)
6. Provide 30% affordable housing
7. Provide local waste water and surface water infrastructure upgrades
8. Demonstrate the sustainable management of surface water runoff through the use of Sustainable Drainage Systems (SuDS) in line with policy and best practice; any proposed surface water discharge should be limited to greenfield runoff rates where feasible
9. Mitigate the impact of residential development on the Thames Basin Heaths Special Protection Area
10. Mitigate impacts on the nearby Englemere Pond Site of Special Scientific Interest (SSSI)/Local Nature Reserve
11. Mitigate the impacts of noise and air quality from the London Road to protect residential amenity.

Site Allocation Proformas

AL32A: Gas holder site, Bridge Road, Sunninghill



Allocation	<ul style="list-style-type: none"> Approximately 53 residential units on previously developed land
Site Area	<ul style="list-style-type: none"> 2.41 ha

Site Specific Requirements

Development of the site will be required to:

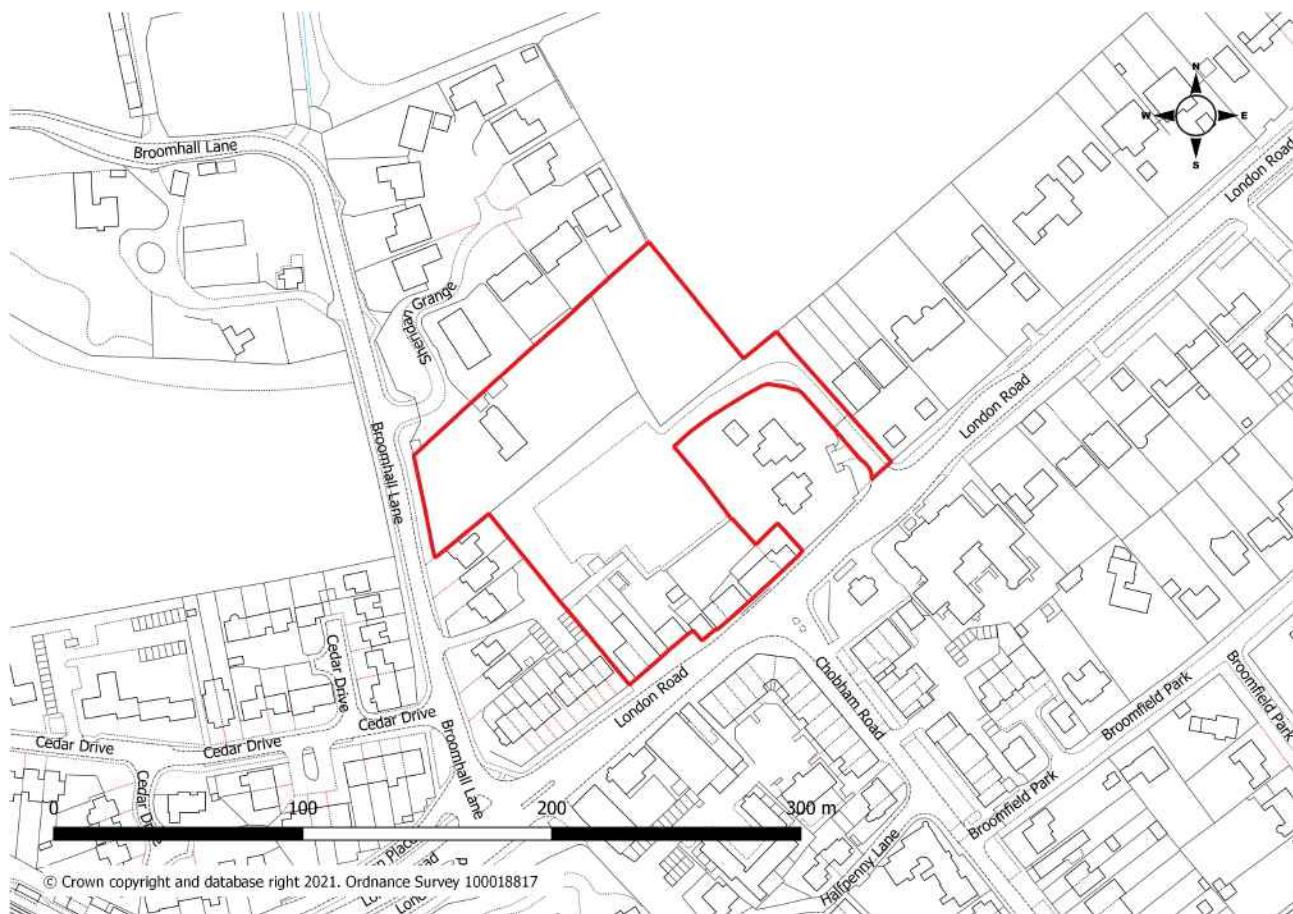
1. Deliver a comprehensive, high-quality scheme, that responds positively to the character of the adjoining residential areas
2. Protect the amenity and privacy of existing neighbouring properties, through careful consideration of the scale and siting of new development, and the treatment of the site boundaries
3. Investigate and remediate as required, site contamination
4. Retain the trees covered by Tree Preservation Orders wherever possible (subject to further consideration of the need to move/remove contaminated soil, and the impact this will have on the aforementioned trees)
5. Consider flood risk as part of a Flood Risk Assessment as the site is larger than one hectare
6. Provide mitigation measures for surface water flood risk
7. Investigate an appropriate surface water drainage strategy, which addresses the risks of any infiltration mobilising contaminants
8. Provide high quality green and blue infrastructure across the site, making provision for new and replacement tree planting
9. Mitigate the impact of development on the Thames Basin Heaths Special Protection Area

Site Allocation Proformas

10. Preserve and enhance biodiversity, including through preserving and enhancing the green corridor adjacent to the railway line
11. Provide appropriate mitigation measures to address the impact of noise and air quality from the railway
12. Provide family housing
13. Provide 30% affordable housing
14. Enhance vehicular access along Bridge Road (onto the High Street)
15. Provide pedestrian and cycle access through site and onto Bridge Road and High Street.

Site Allocation Proformas

AL33: Broomhall Car Park, Sunningdale



Allocation	<ul style="list-style-type: none"> Mixed use scheme including approximately 30 residential units, retail, employment and public car parking
Site Area	<ul style="list-style-type: none"> 1.45 ha

Site Specific Requirements

Development of the site will be required to:

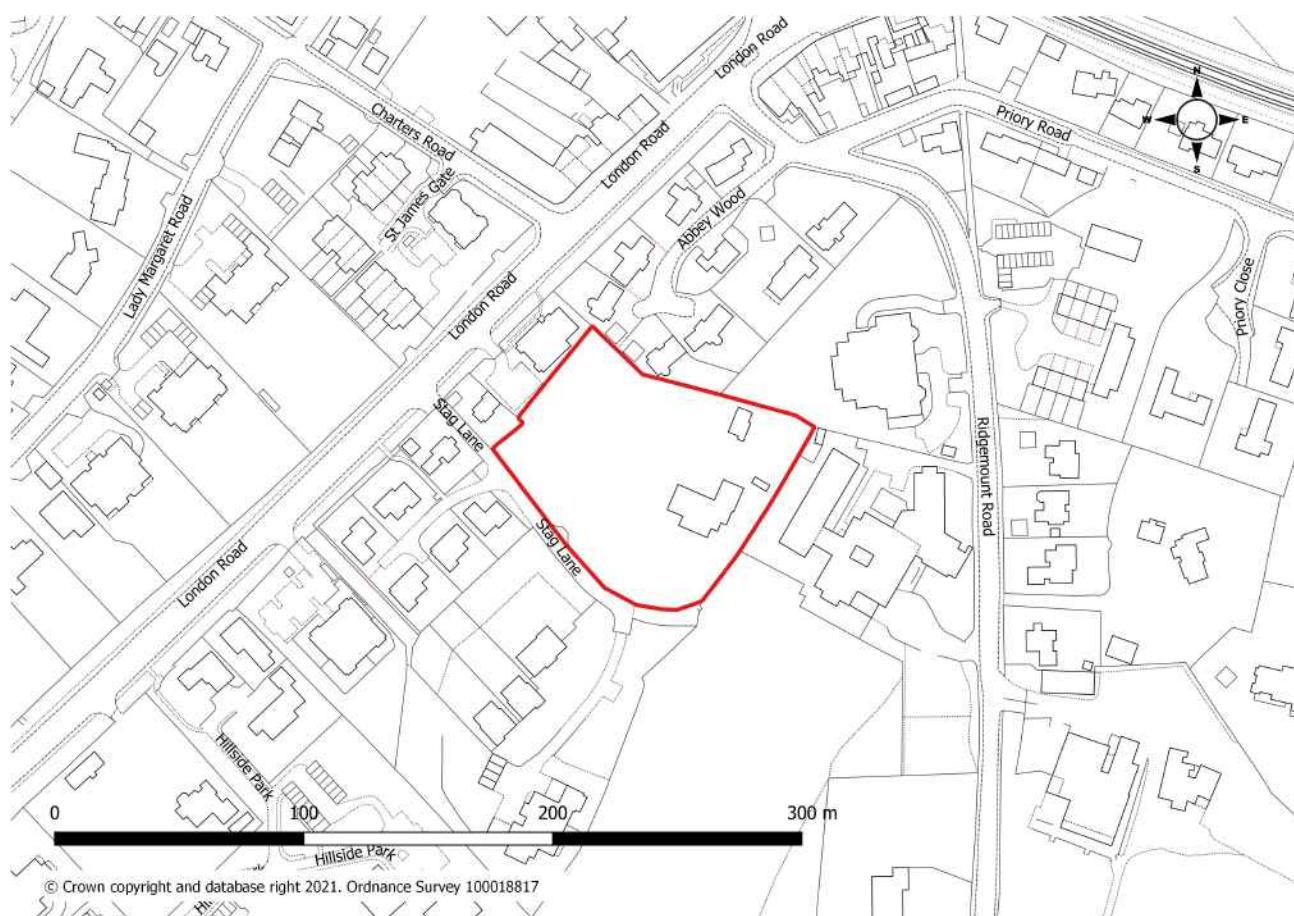
1. Ensure predominantly small retail units fronting London Road with no net loss of retail floorspace
2. Retain and enhance existing employment uses (and/or provide a new medical/health facility)
3. Provide an increase in the amount of public car parking currently available, over and above that which may be required to serve any new residential or employment floorspace
4. Provide high quality green and blue infrastructure throughout the site that links into the wider surrounding network
5. Retain mature trees located on the north west boundary of the site
6. Improve pedestrian and cycle access into and through the site, including linking Broomhall Lane and London Road, with additional cycle parking provision for new retail uses
7. Enhance pedestrian crossing facilities on London Road
8. Enhance vehicular access into the site from London Road
9. Enhance the bus stop facilities on Broomhall Lane, particularly for northbound services
10. Provide a high quality, sensitive design which supports the character and function of the area and takes account of views into the site from Chobham Road (B383)
11. Provide 30% affordable housing

Site Allocation Proformas

12. Provide appropriate mitigation measures to address the impacts of noise and air quality so to protect residential amenity
13. Consider flood risk as part of a Flood Risk Assessment as the site is larger than one hectare
14. Demonstrate the sustainable management of surface water runoff through the use of Sustainable Drainage Systems (SuDS) in line with policy and best practice; any proposed surface water discharge should be limited to greenfield runoff rates where feasible
15. Provide a financial contribution to mitigate the impact of residential development on the Thames Basin Heaths Special Protection Area in agreement with the Council and Natural England
16. Minimise the visual impact on service areas with appropriate screening.

Site Allocation Proformas

AL34: White House, London Road, Ascot



Allocation	<ul style="list-style-type: none"> • Approximately 10 residential units
Site Area	<ul style="list-style-type: none"> • 0.82 ha

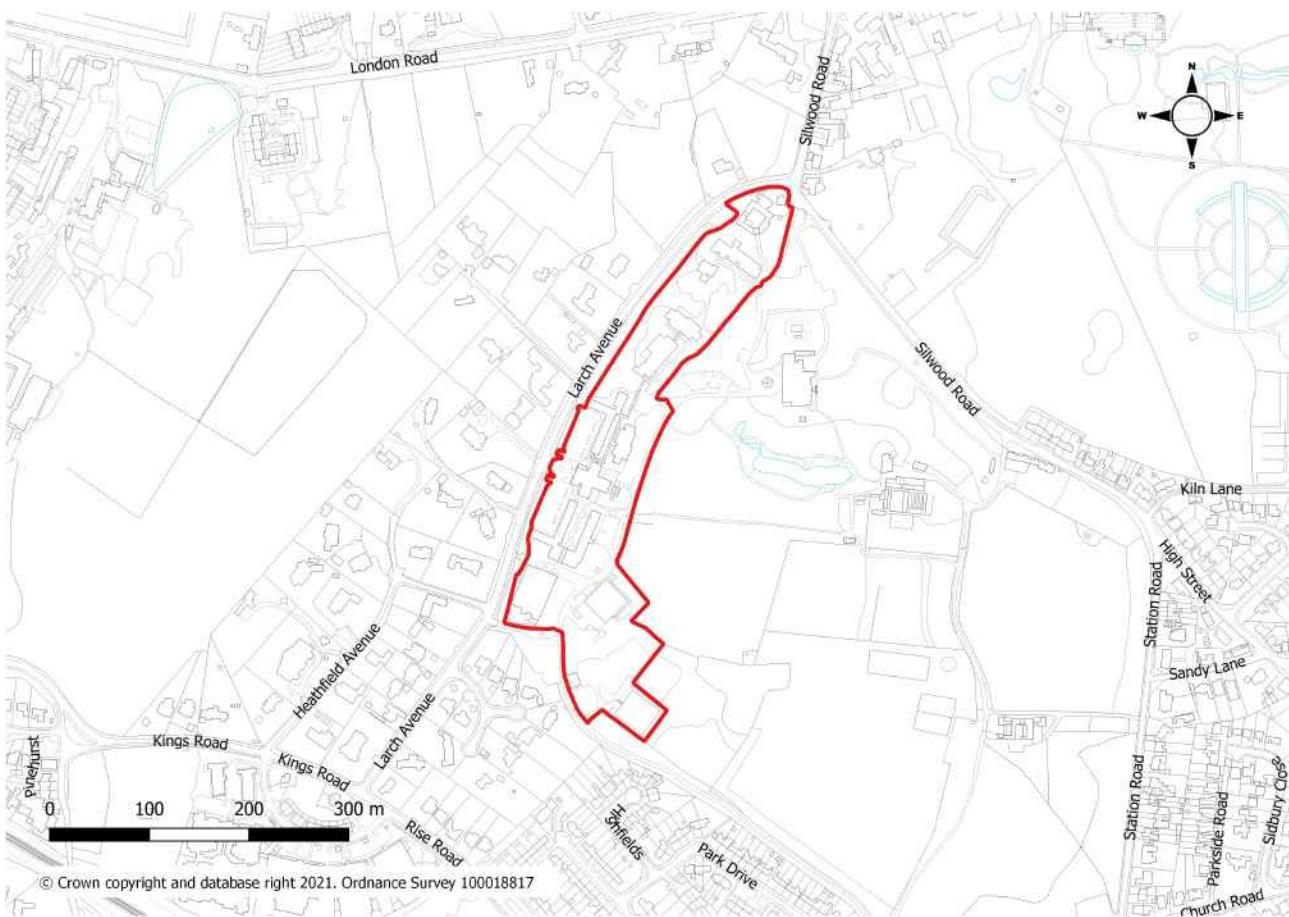
Site Specific Requirements

Development of the site will be required to:

1. Retain valuable, higher category (BS5837) trees where possible, particularly those that reinforce the character of the area, and at site boundaries
2. Implement new tree planting in and around the site where appropriate
3. Provide biodiversity net gain for site with biodiversity assessment. Habitats areas must be connected to avoid fragmentation
4. Make improvements where possible to vehicular access from London Road, and provide safe access into the site for pedestrians and cyclists as well as motorists
5. Have a high quality design which supports the character and function of the area and has regard to the topography of the site
6. Provide appropriate mitigation measures to address the impacts of noise and air quality so to protect residential amenity
7. Provide 30% affordable housing
8. Demonstrate the sustainable management of surface water runoff through the use of Sustainable Drainage Systems (SuDS) in line with policy and best practice; any proposed surface water discharge must be limited to greenfield runoff rates
9. Mitigate the impact of residential development on the Thames Basin Heaths Special Protection Area.

Site Allocation Proformas

AL35: Sunningdale Park, Sunningdale



Allocation	<ul style="list-style-type: none"> Approximately 230 residential units which may include specialist accommodation for older people
Site Area	<ul style="list-style-type: none"> 4.83 ha

Site Specific Requirements

Development of the site will be required to:

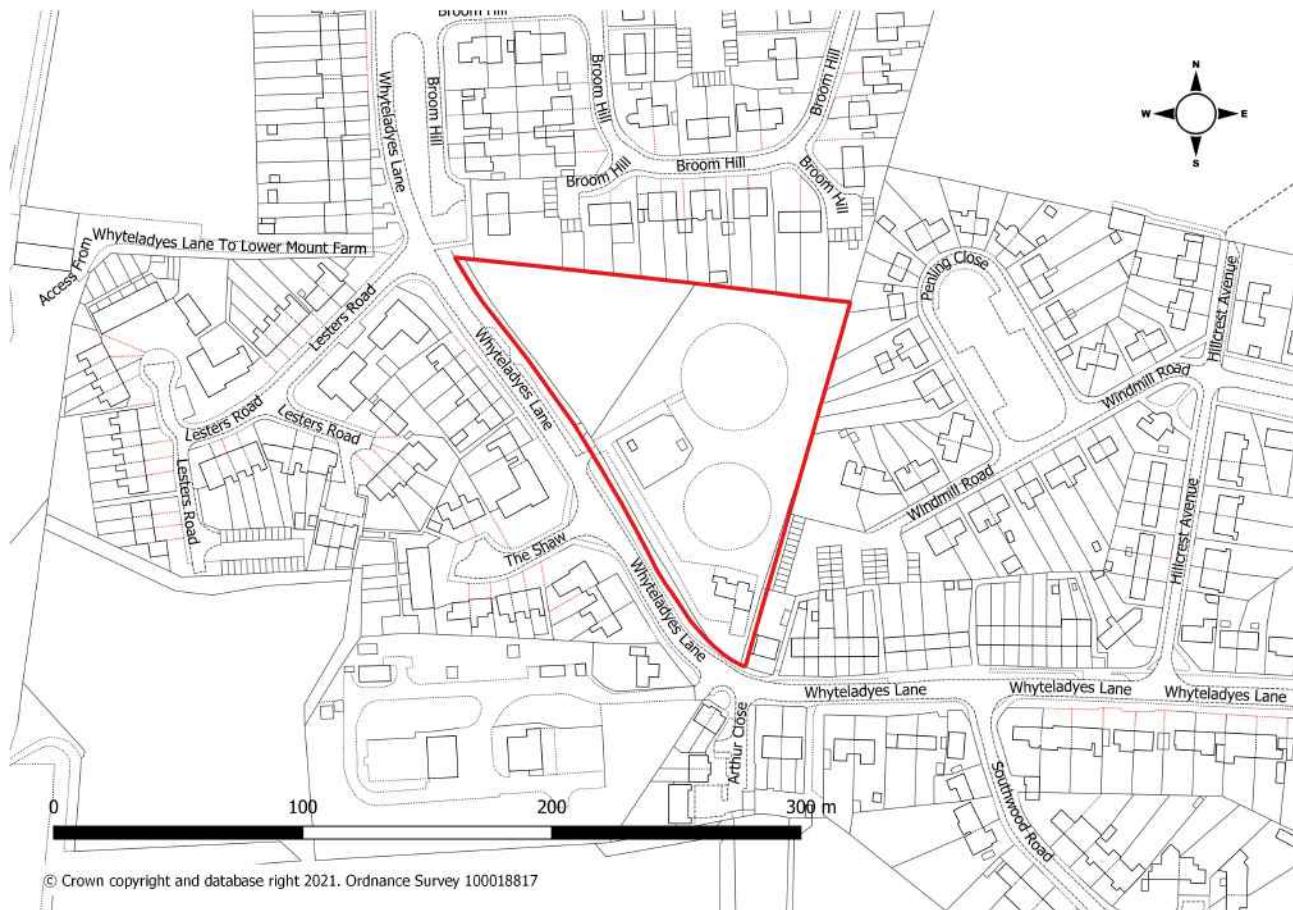
1. Mitigate the impact of residential development on the Thames Basin Heaths Special Protection Area through the provision of Suitable Alternative Natural Greenspace (SANG) on adjoining land
2. Provide biodiversity net gain for the site with a biodiversity assessment. Development should also be designed sensitively to conserve and enhance the biodiversity throughout the site
3. Provide soft green boundaries with tree plantings to screen development from the historic park
4. Retain mature trees and hedgerows throughout the site to retain the character of the area
5. Provide safe pedestrian and cycle access from Larch Avenue and new routes through the site to Sunningdale village and Sunningdale Railway Station
6. Ensure that the development is well-served by public bus routes/demand responsive transport/other innovative public transport solutions, with appropriate provision for new bus stop infrastructure, such that the bus is an attractive alternative to the private car for local journeys, including to local leisure facilities
7. Be designed sensitively to preserve and enhance the setting of Listed Buildings and non-designated heritage assets
8. Be designed sensitively to consider the impact of long distance views into the site
9. Provide appropriate mitigation measures to address the impacts of noise and air quality so to protect residential amenity

Site Allocation Proformas

10. Provide 30% affordable housing
11. Conserve and seek to enhance the setting of the historic park and garden, which should remain undeveloped
12. Enhance the setting of the Grade II Listed Northcote House
13. Provide a Heritage Management Plan
14. Provide mitigation measures to address potential traffic and congestion increase
15. Consider flood risk as part of a Flood Risk Assessment as the site is larger than one hectare
16. Address potential risks to groundwater
17. Investigate an appropriate Sustainable Drainage Systems (SuDS) for the proposals as part of the surface water drainage strategy. The use of infiltration as a potential option for surface water disposal would require a thorough site investigation and risk assessment to demonstrate that the use of infiltration SuDS would not mobilise contaminants which could then pollute groundwater
18. Undertake a minerals assessment to assess the viability and practicality of prior extraction of the minerals resource, as the site falls within a Minerals Safeguarding Area.

Site Allocation Proformas

AL36: Cookham Gas holder, Whyteladyes Lane, Cookham



Allocation	<ul style="list-style-type: none"> • Approximately 50 residential units on previously developed land
Site Area	<ul style="list-style-type: none"> • 1.25 ha

Site Specific Requirements

Development of the site will be required to:

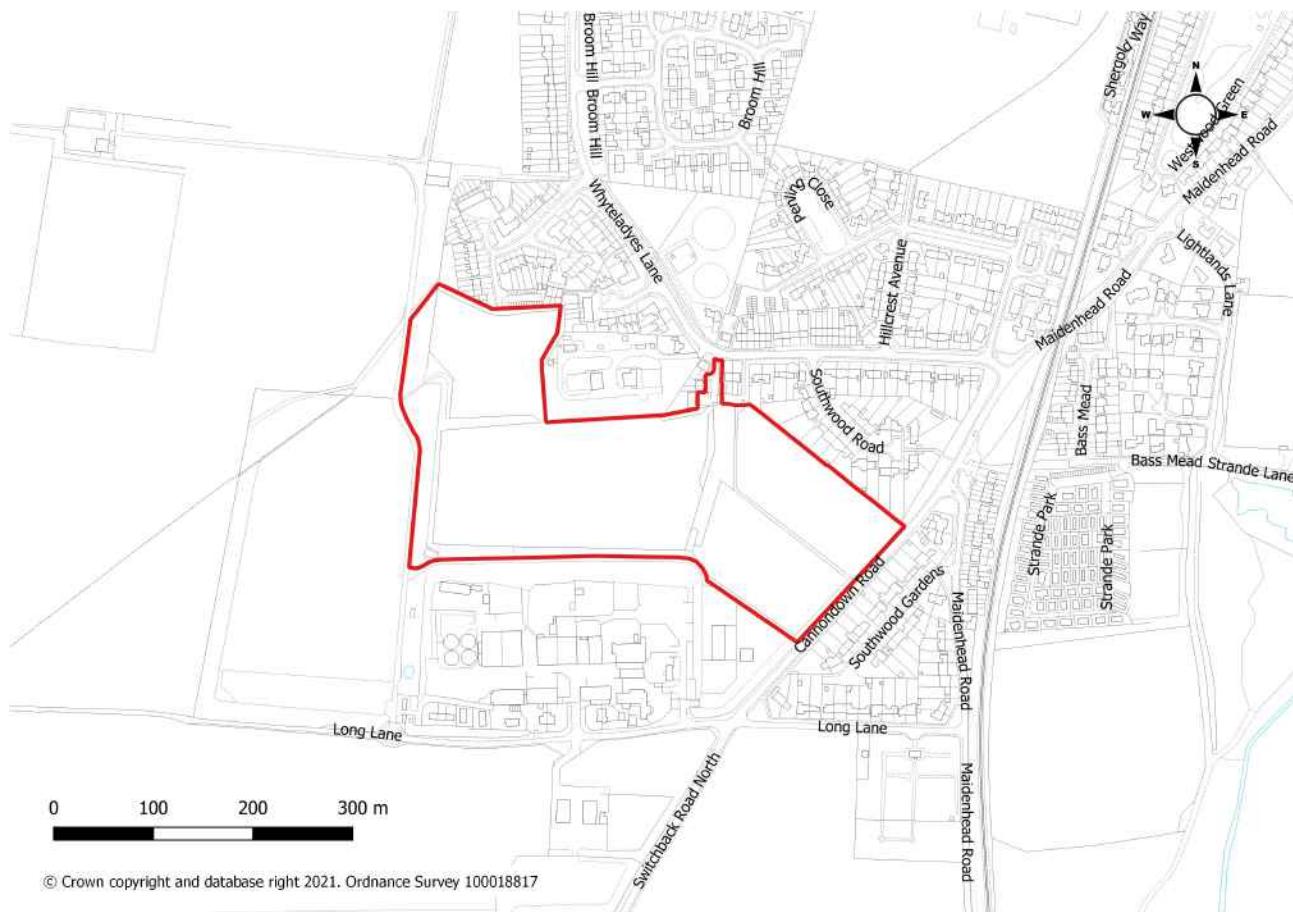
1. Provide high quality green and blue infrastructure across the site including the retention of mature trees and hedgerows where possible
2. Provide vehicular, cycle and pedestrian access onto Whyteladyes Lane
3. Ensure that the development is well served by public bus routes/demand responsive transport/other 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 leisure and educational facilities
4. Deliver a high quality design which supports the character of the area
5. Provide 30% affordable housing
6. Have an appropriate relationship to adjoining land uses and give due consideration to the topography of the site
7. Improve connectivity to local facilities in Cookham Rise
8. Ensure that the sewer systems including treatment works are reinforced prior to the occupation and use of the housing
9. Provide an appropriate solution for addressing the possible contamination of the site
10. Address surface water flooding issues and potential risks to groundwater
11. Consider flood risk as part of a Flood Risk Assessment as the site is larger than one hectare

Site Allocation Proformas

12. Investigate an appropriate Sustainable Drainage Systems (SuDS) for the proposals as part of the surface water drainage strategy. The use of infiltration as a potential option for surface water disposal would require a thorough site investigation and risk assessment to demonstrate that the use of infiltration SuDS would not mobilise contaminants which could then pollute groundwater
13. Provide appropriate mitigation measures to address the impacts of noise and air quality from Whyteladyes Lane in order to protect residential amenity.

Site Allocation Proformas

AL37: Land north of Lower Mount Farm, Long Lane, Cookham



Allocation	<ul style="list-style-type: none">• Approximately 200 residential units
Site Area	<ul style="list-style-type: none">• 8.78 ha

Site Specific Requirements

Development of the site will be required to:

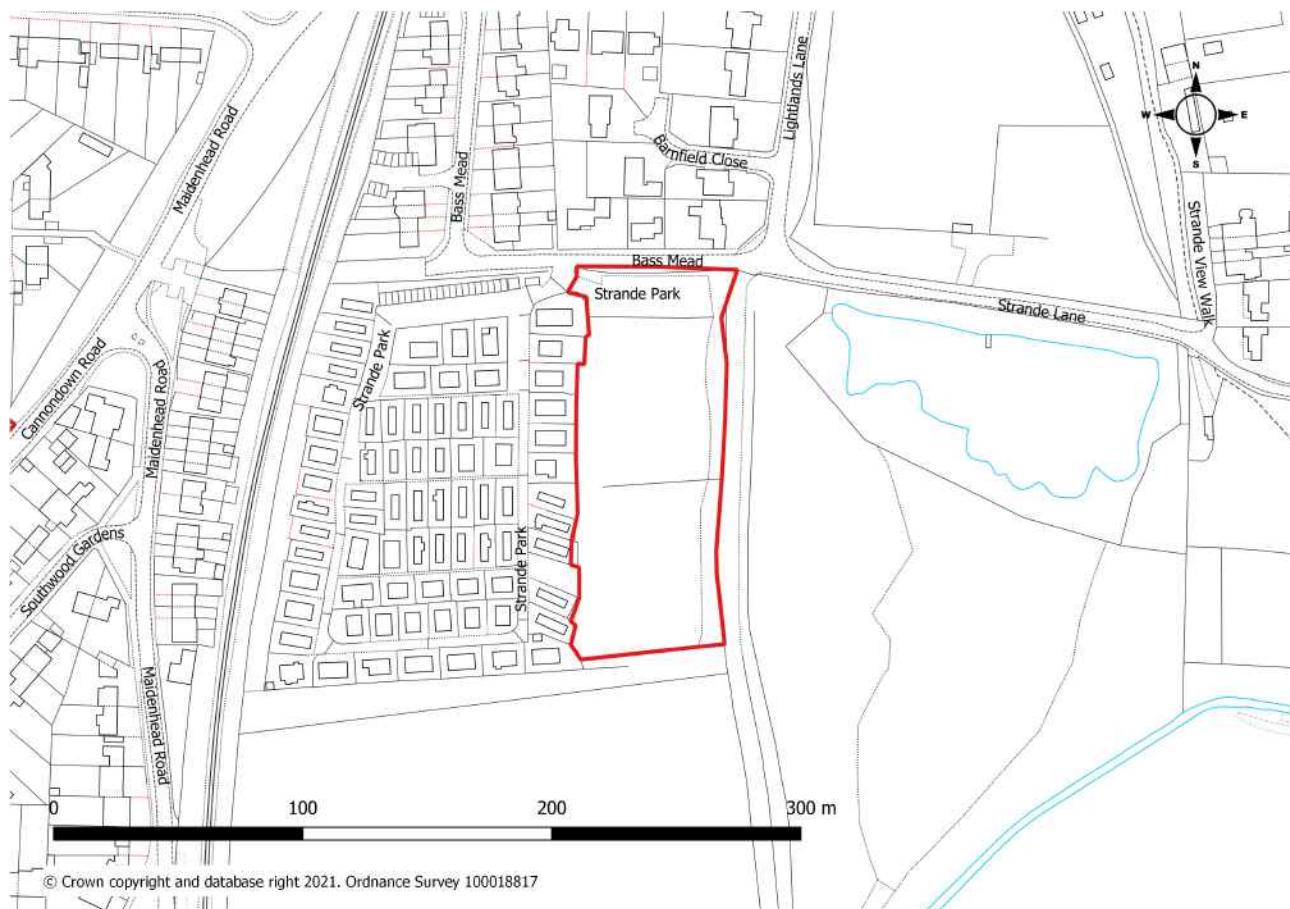
1. Provide family housing with gardens
2. Provide a strong high quality green and blue infrastructure network across the site that is highly connected to the surrounding area and capable of supporting enhanced biodiversity, recreation, food production and leisure functions
3. Have appropriate edge treatment and transition to the countryside with a need to minimise the impact on long distance views from the south-west, south and south-east
4. Connect to the Public Rights of Way network
5. Provide pedestrian and cycle links through the site to improve connectivity
6. Ensure that the development is well-served by public bus routes/demand responsive transport/other innovative public transport solutions, with appropriate provision for new bus stop infrastructure, such that the bus is an attractive alternative to the private car for local journeys, including to nearby GP surgeries and leisure facilities
7. Provide appropriate mitigation measures to address the impacts of noise and air pollution to protect residential amenity
8. Ensure that the sewer systems including treatment works will be reinforced prior to the occupation and use of the housing
9. Be of high quality design which responds positively and sensitively to the character (including height) of the surrounding areas
10. Provide 40% affordable housing

Site Allocation Proformas

11. Provide 5% of market housing units for custom and self build opportunities
12. Address potential risks to groundwater
13. Consider flood risk as part of a Flood Risk Assessment as the site is larger than one hectare
14. Demonstrate the sustainable management of surface water runoff through the use of Sustainable Drainage Systems (SuDS) in line with policy and best practice; any proposed surface water discharge must be limited to greenfield runoff rates
15. Undertake a minerals assessment to assess the viability and practicality of prior extraction of the minerals resource, as the site falls within a Minerals Safeguarding Area.

Site Allocation Proformas

AL38: Land east of Strande Park, Cookham



Allocation	<ul style="list-style-type: none"> • Approximately 20 residential units
Site Area	<ul style="list-style-type: none"> • 0.90 ha

Site Specific Requirements

Development of the site will be required to:

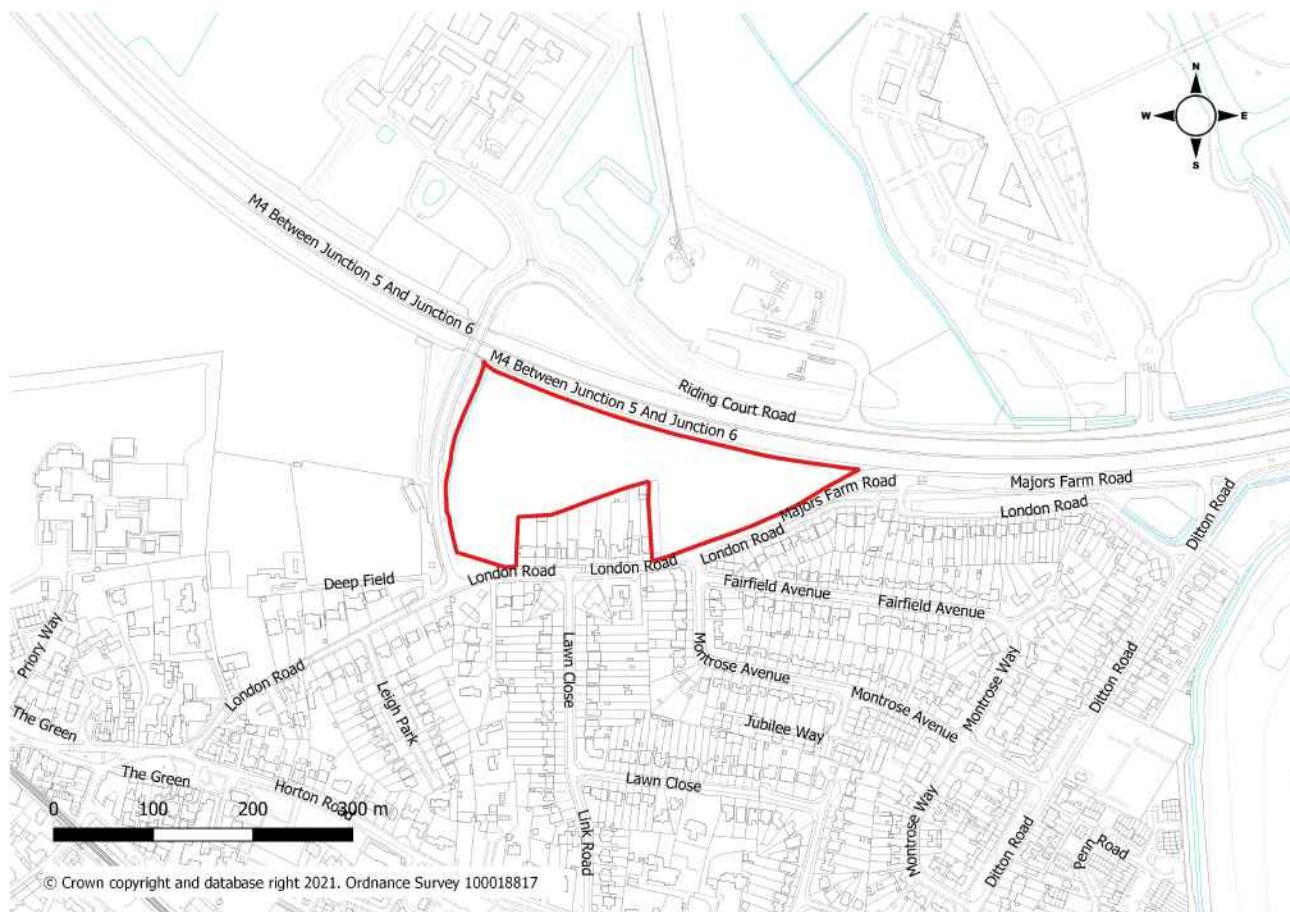
1. Provide family housing with gardens and 40% affordable housing
2. Provide high quality pedestrian and cycle routes across the site which link into Bass Mead
3. Provide a high quality green and blue infrastructure across the site that delivers food production opportunities and connects to surrounding GI networks and pedestrian and cycle access points
4. Include a highly visible area of high quality public open space that is accessible to the wider surrounding community
5. Conserve and enhance local biodiversity
6. Be of a high quality design that reflects the scale and height of surrounding development
7. Provide appropriate mitigation measures to address the impacts of noise and air quality so to protect residential amenity
8. Integrate well with the adjoining mobile home park and countryside areas
9. Have appropriate edge treatment and transition to the countryside
10. Retain valuable trees where possible, particularly at site boundaries
11. Ensure that the sewer systems including treatment works are reinforced prior to the occupation and use of the housing
12. Provide safe access and egress during major flood events as well as ensuring the site is resilient to all forms of potential flooding
13. Consider flood risk as part of a Flood Risk Assessment as the site is partially located within Flood Zone 2 and 3. This will need to demonstrate that the exception test can be passed

Site Allocation Proformas

14. Address potential risks to groundwater
15. Demonstrate the sustainable management of surface water runoff through the use of Sustainable Drainage Systems (SuDS) in line with policy and best practice; any proposed surface water discharge must be limited to greenfield runoff rates

Site Allocation Proformas

AL39: Land at Riding Court Road and London Road Datchet



Allocation	<ul style="list-style-type: none"> • Approximately 80 residential units on greenfield land
Site Area	<ul style="list-style-type: none"> • 3.92 ha

Site Specific Requirements

Development of the site will be required to:

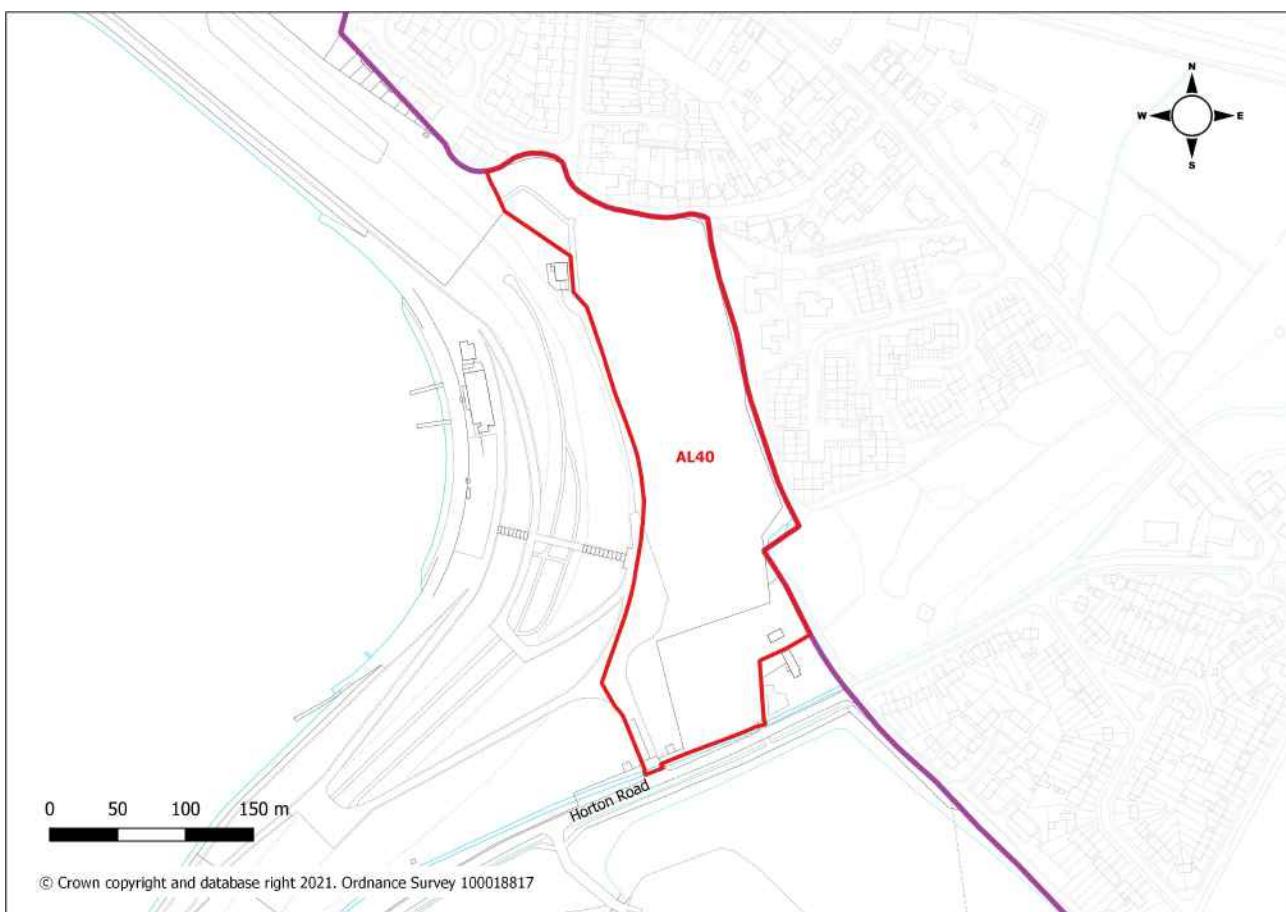
1. Provide a mix of housing including family homes with gardens that will respect the character of the area and with regard to the natural landscape
2. Provide 40% affordable housing
3. Provide high quality green and blue infrastructure across the site that delivers recreation, food production and leisure opportunities
4. Provide connectivity to village centre and take opportunity to connect Riding Court Lane and London Road
5. Provide safe pedestrian and cycle links through the site including open spaces, and to create easy pedestrian and cycle mobility to the village centre
6. Ensure that the development is well-served by public bus routes/demand responsive transport/other innovative public transport solutions, with appropriate provision for new bus stop infrastructure, such that the bus is an attractive alternative to the private car for local journeys
7. Have a design which responds positively to the size, shape and rhythm of the existing development on London Road, where the amenity of the existing dwellings is not adversely affected
8. Be designed sensitively to consider the impact on long distance views into the site, especially from the conservation area in the south west
9. Create a distinctive public realm with a high quality design which can be accessed easily for all people

Site Allocation Proformas

10. Provide biodiversity net gain for site with biodiversity assessment. Habitats areas must be connected to avoid fragmentation
11. Consider flood risk as part of a Flood Risk Assessment as the site is located partly within Flood Zone 2 and larger than one hectare
12. Demonstrate the sustainable management of surface water runoff through the use of Sustainable Drainage Systems (SuDS) in line with policy and best practice; any proposed surface water discharge must be limited to greenfield runoff rates
13. Provide appropriate treatment to boundaries with adjoining land uses. Valuable trees should be retained and new planting of trees or hedgerows should be implemented, especially on the site boundaries to provide screening
14. Provide appropriate mitigation measures to address the impacts of noise and air pollution from the M4 to protect residential amenity
15. Undertake a minerals assessment to assess the viability and practicality of prior extraction of the minerals resource, as the site falls within a Minerals Safeguarding Area.

Site Allocation Proformas

AL40: Land east of Queen Mother Reservoir, Horton



Allocation	<ul style="list-style-type: none"> • Approximately 100 residential units
Site Area	<ul style="list-style-type: none"> • 4.44 ha

Site Specific Requirements

Development of the site will be required to:

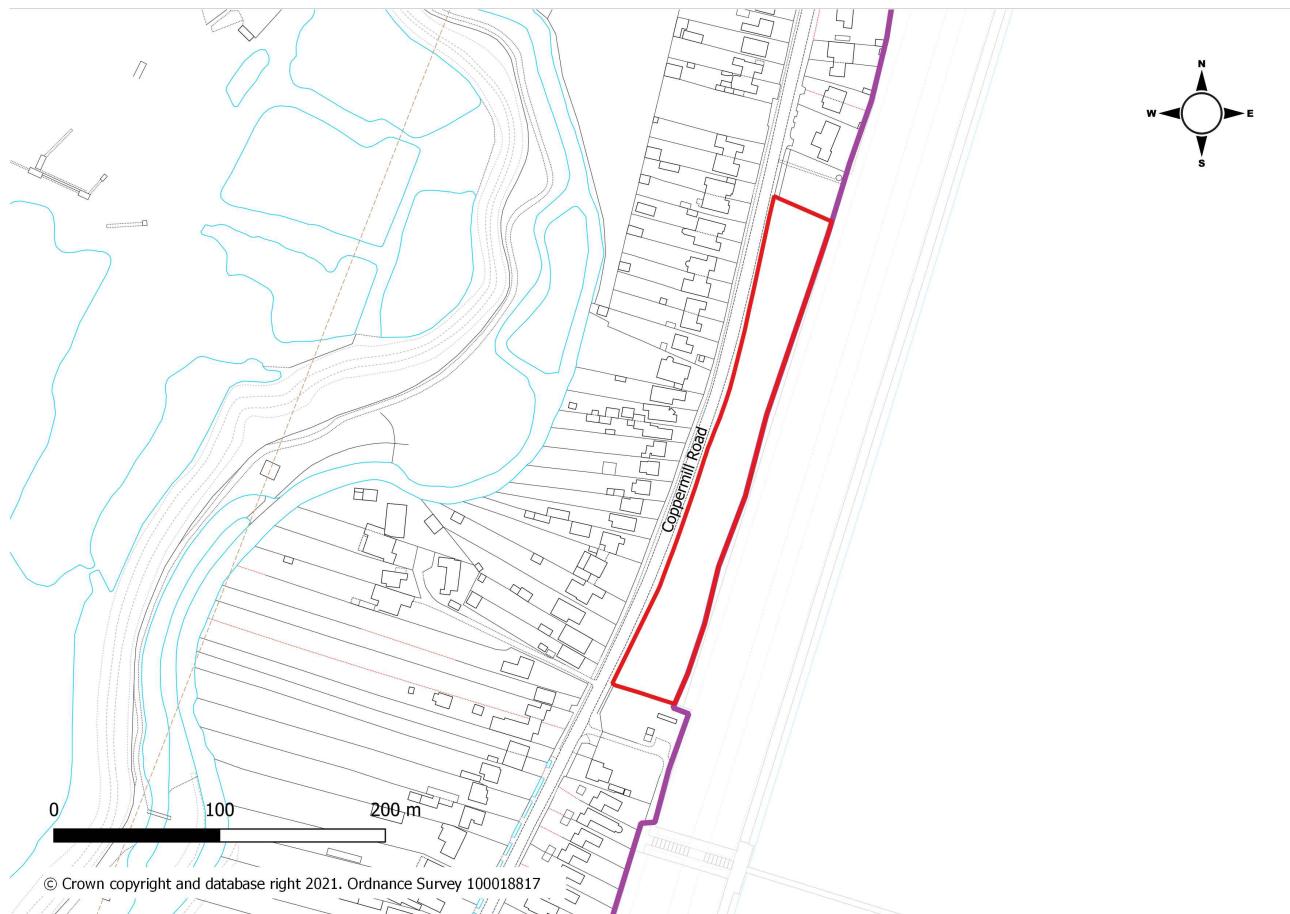
1. Provide strong pedestrian and cycle connectivity throughout the housing area and into access points north and south of the development
2. Provide linkages into the adjoining open space to the east of the site
3. Create a strong high quality green and blue infrastructure framework across the whole site (at both ground and upper levels) to enhance the biodiversity and ecology of the area. A large area of planting, including trees will be provided as part of this framework in the southern half of the site
4. Retain existing trees, wherever possible and reinforce tree and landscaping on the western and eastern boundaries
5. 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 railways stations and educational facilities
6. Integrate well with development on Springfield Road, including provision of vehicular access and ensuring development provides active frontages onto the road
7. Improve the vehicular access at Horton Road
8. Provide family housing with gardens
9. Provide 40% affordable housing

Site Allocation Proformas

10. Provide 5% of market housing units for custom and self build opportunities (on the basis that the scheme delivers 100 net new dwellings or more)
11. Conserve and seek to enhance the significance and provide appropriate setting for the nearby Grade II Listed Building Mildridge Farmhouse
12. Retain the band of woodland around the farmhouse as part of any development proposal in order to protect the setting of the Listed Building
13. Provide high quality on-site open space and play facilities
14. Provide appropriate mitigation measures to address the impacts of noise and air quality issues associated with Heathrow Airport
15. Adopt a sequential approach to the location of built form on the site. Development will need to be directed away from areas at highest risk of flooding on south eastern part of site and residential units located in Flood Zone 1 areas only
16. Provide a safe means of vehicular egress and access that does not traverse functional floodplain
17. Incorporate appropriate flood risk measures and surface water mitigation
18. Consider flood risk as part of a Flood Risk Assessment as the site is partially located within Flood Zone 2 and 3 and larger than one hectare. This will need to demonstrate that the Exception test can be passed and that a safe evacuation route can be provided
19. Demonstrate the sustainable management of surface water runoff through the use of Sustainable Drainage Systems (SuDS) in line with policy and best practice; any proposed surface water discharge must be limited to greenfield runoff rates
20. 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.

Site Allocation Proformas

AL40A: Land adjacent to Coppermill Road, Horton



Allocation	<ul style="list-style-type: none"> • Approximately 24 residential units on Green Belt land
Site Area	<ul style="list-style-type: none"> • 1.06 ha

Site Specific Requirements

Development of the site will be required to:

1. Deliver a high-quality scheme, that fronts onto Coppermill Road and respects the character of the neighbouring residential units and the openness of the Green Belt
2. Prevent public access to the reservoir east of the site to protect its status as an important wildlife site
3. Provide appropriate mitigation measures to address the impacts of noise and air quality issues associated with Heathrow airport
4. Protect the trees worthy of retention and provide a soft landscaping strategy that reflects the character of the local street scene
5. Consider flood risk as part of a Flood Risk Assessment as the site is larger than one hectare
6. Provide mitigation measures for surface water flood risk
7. Demonstrate the sustainable management of surface water runoff through the use of Sustainable Drainage Systems (SuDS) in line with policy and best practice; any proposed surface water discharge must be limited to greenfield runoff rates
8. Provide 40% affordable housing.

Marketing and Viability Evidence

Marketing and Viability Evidence

Marketing and viability evidence

Marketing

1. A number of policies in this plan require marketing evidence to be submitted in support of a planning application. The following details will be used to assess the acceptability, or otherwise, of the information submitted and the marketing undertaken.
2. Marketing evidence requires demonstration of an active marketing campaign for a continuous period of at least 12 months prior to submission of a planning application, unless otherwise agreed by the Borough Council, whilst the premises were vacant, which has been shown to be unsuccessful. Any marketing of property or tenancy also require the site freehold to be marketed in the same fashion.
3. Marketing must be undertaken through a recognised commercial agent at a price that genuinely reflects the market value of the current or last use of the site. It must be shown to the Council's satisfaction that marketing has been unsuccessful for all relevant floor space proposed to be lost through redevelopment or change of use.
4. Active marketing is to include all of the following:
 - a. contact information posted in a prominent location on site in the form of an advertising board (subject to advertising consent, if required).
 - b. registration of the property with at least one commercial property agent.
 - c. full property details and particulars available to enquirers on request.
 - d. property marketed for its current or last use and any others as required by a policy applying to the site.
 - e. property marketed at a reasonable price and terms, including in relation to use, condition, quality and location of floorspace.
 - f. no covenant or any other form of tie restricting the future use or operation of the property or land.

5. Sufficient detailed information is required to be submitted alongside any planning application to demonstrate compliance with the above criteria.

6. In addition, information is to be submitted regarding:

- a. the number and details of enquiries received;
- b. the number, type, proposed uses and value of offers received;
- c. reasons for refusal of any offer received, and reasons why any offers fell through;
- d. the asking price or rent at which the site or property has been offered, including a professional valuation from at least three independent agents to confirm that this is reasonable;
- e. the length of marketing period (at least 12 months continuous marketing), including dates; and
- f. the length of the vacancy period.

Viability

7. Where applications for a change of use or redevelopment of a commercially-operated community facility are received, the Council will require evidence that:

- a. the community facility is not financially viable; and
- b. an objective evaluation method has been employed to assess the viability of the business

8. In order to determine whether a community facility is not viable, the Council will require submission of full trading accounts for the last three full years in which the facility was operating as a full-time business. In addition, the outcomes of an objective evaluation method are to be shared with the Council and must successfully demonstrate that the community facility is no longer economically viable.

9. Demonstration of unviability will not of itself be sufficient to justify the loss of a community facility if other policy considerations also apply.

Marketing and Viability Evidence

Public houses

10. Special considerations that also apply in the case of public houses are:

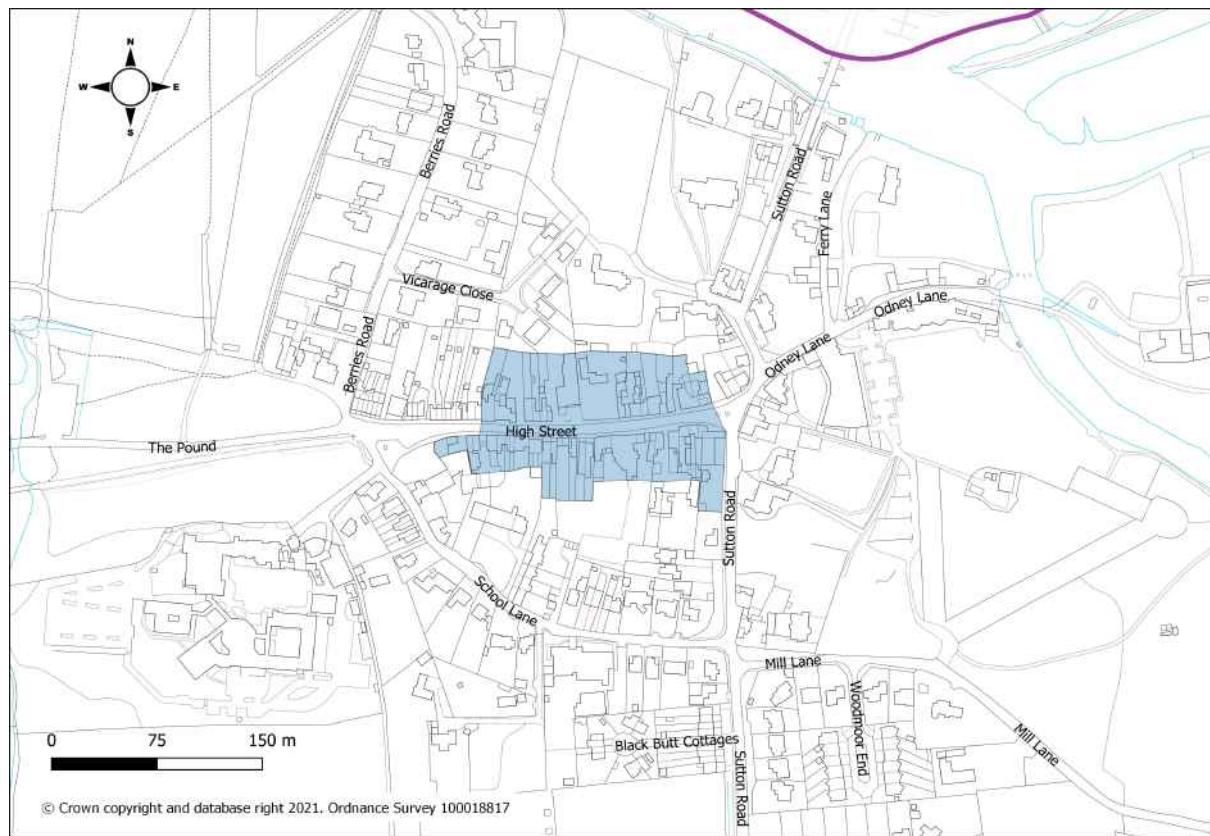
- a. the public house must be marketed on a free of tie basis
- b. the premises must remain licensed for the sale of alcohol.

Local Centre Maps

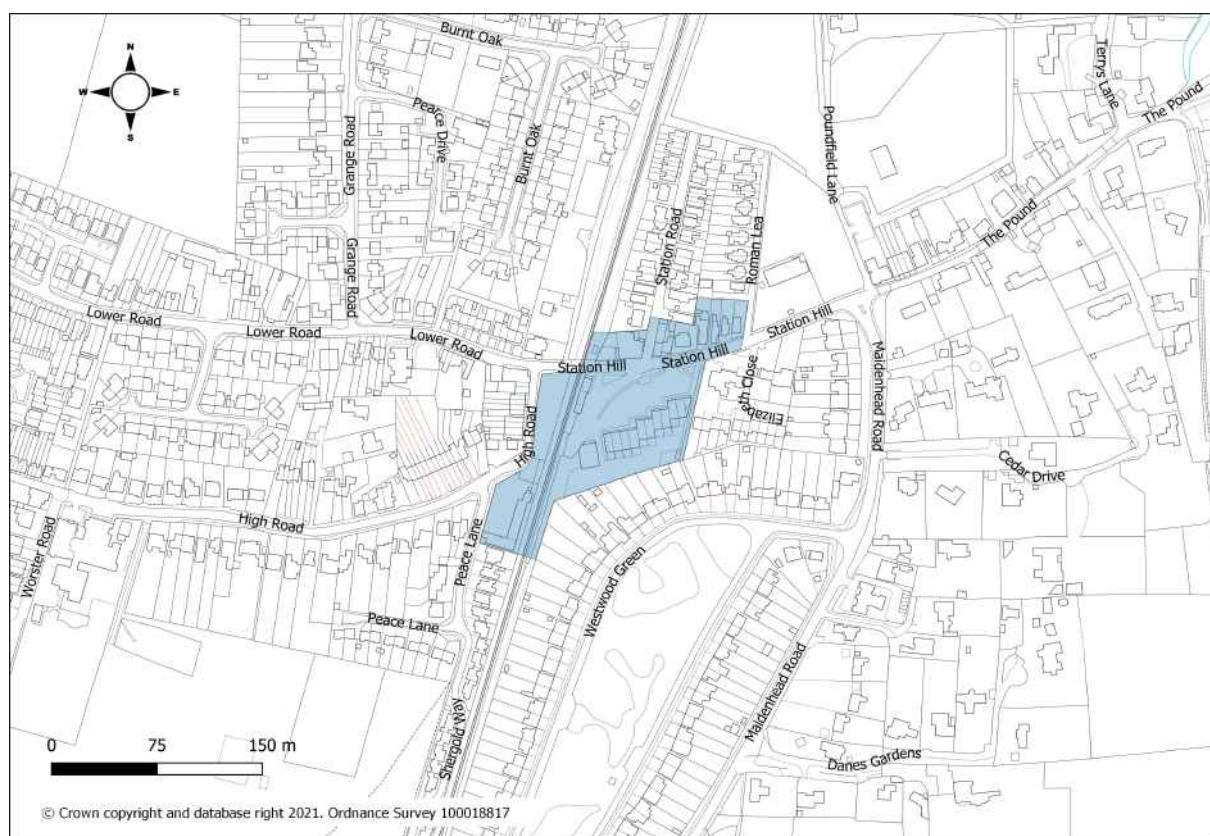
Local Centre Maps

E

Local Centre Maps

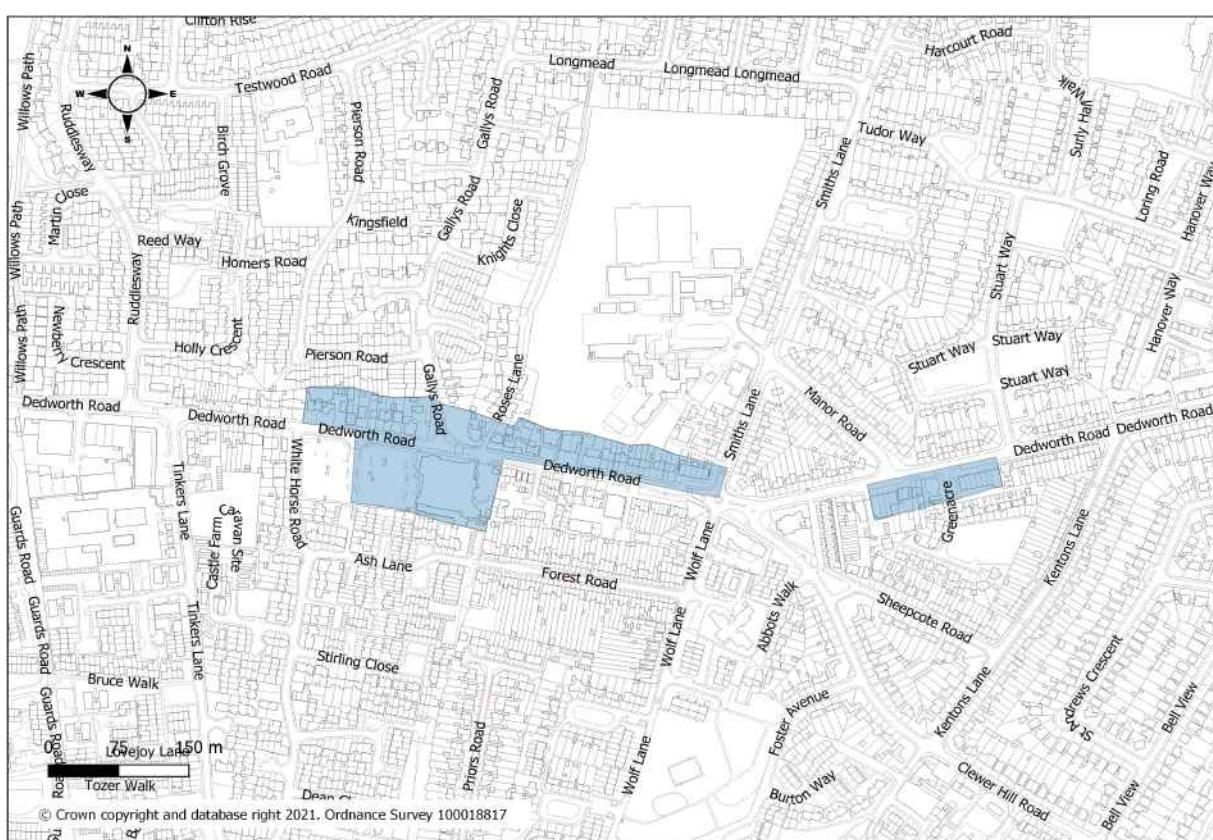
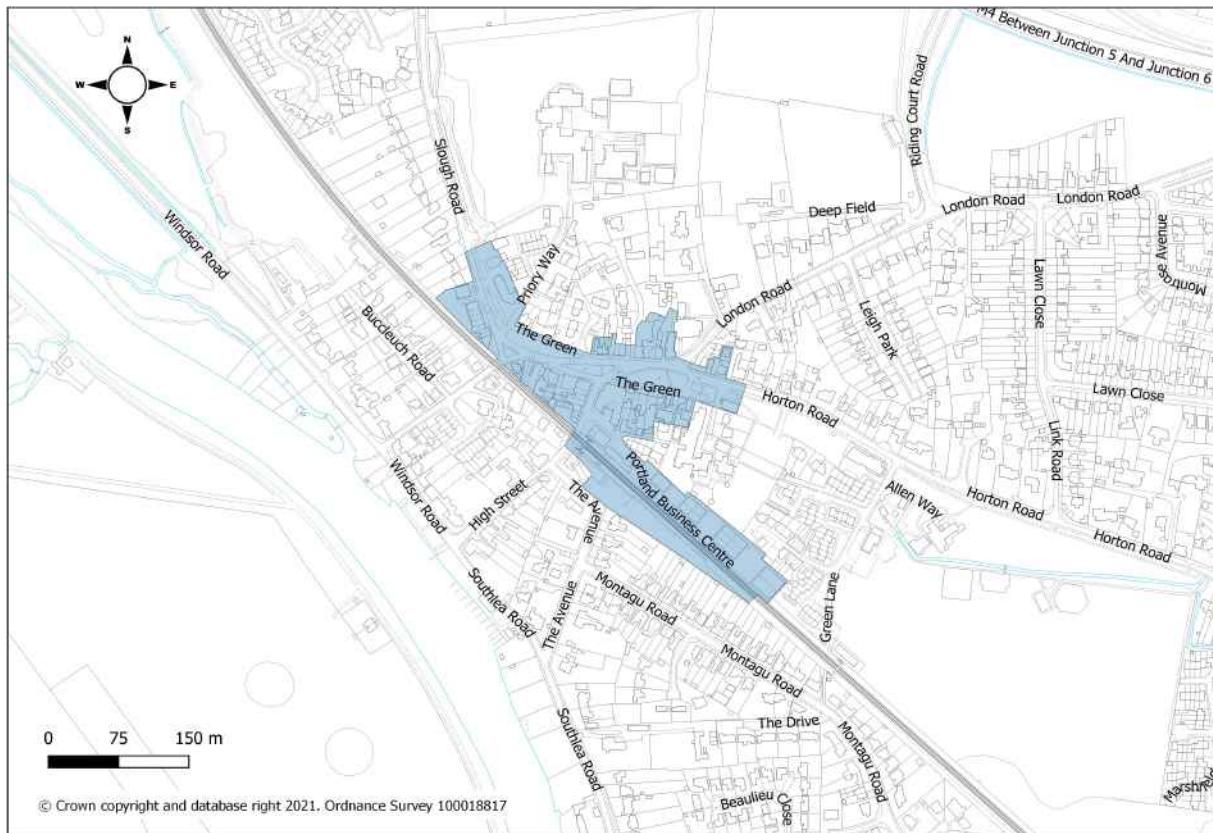


Map LC1 Cookham



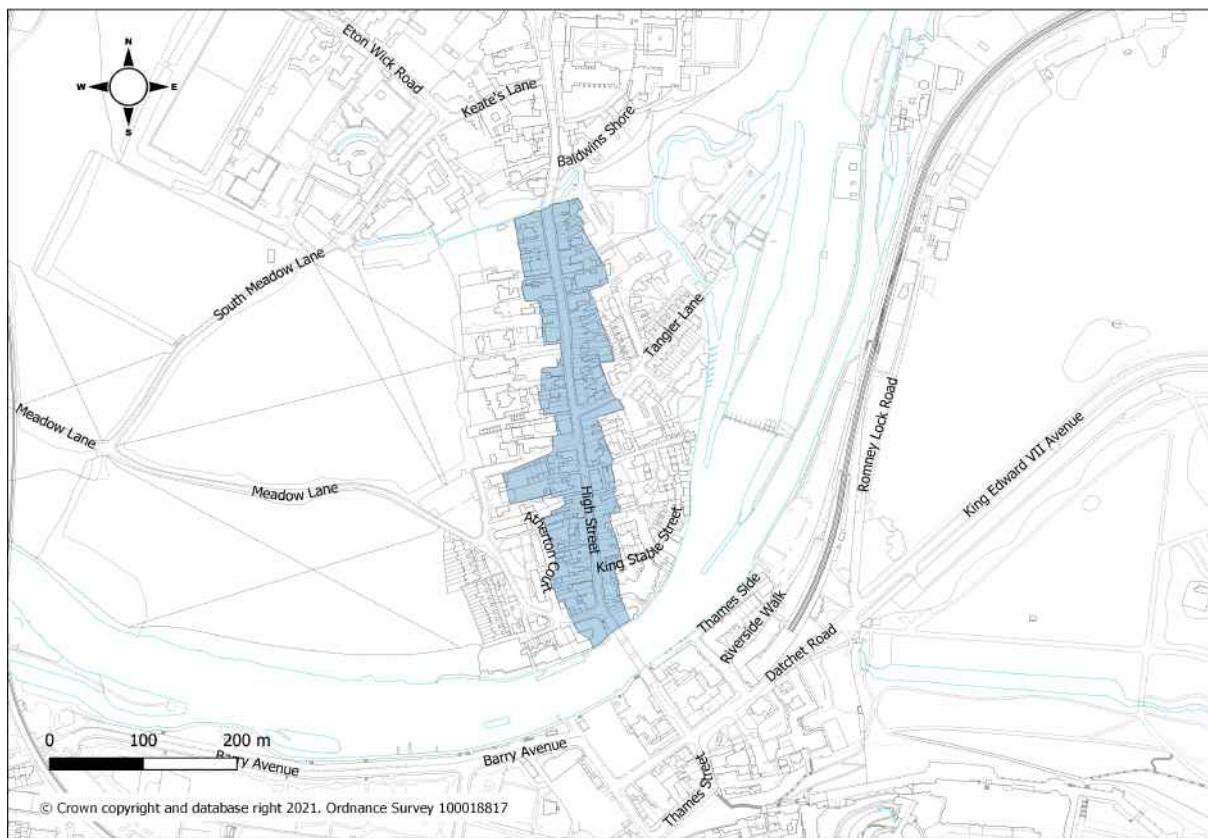
Map LC2 Cookham Rise

Local Centre Maps

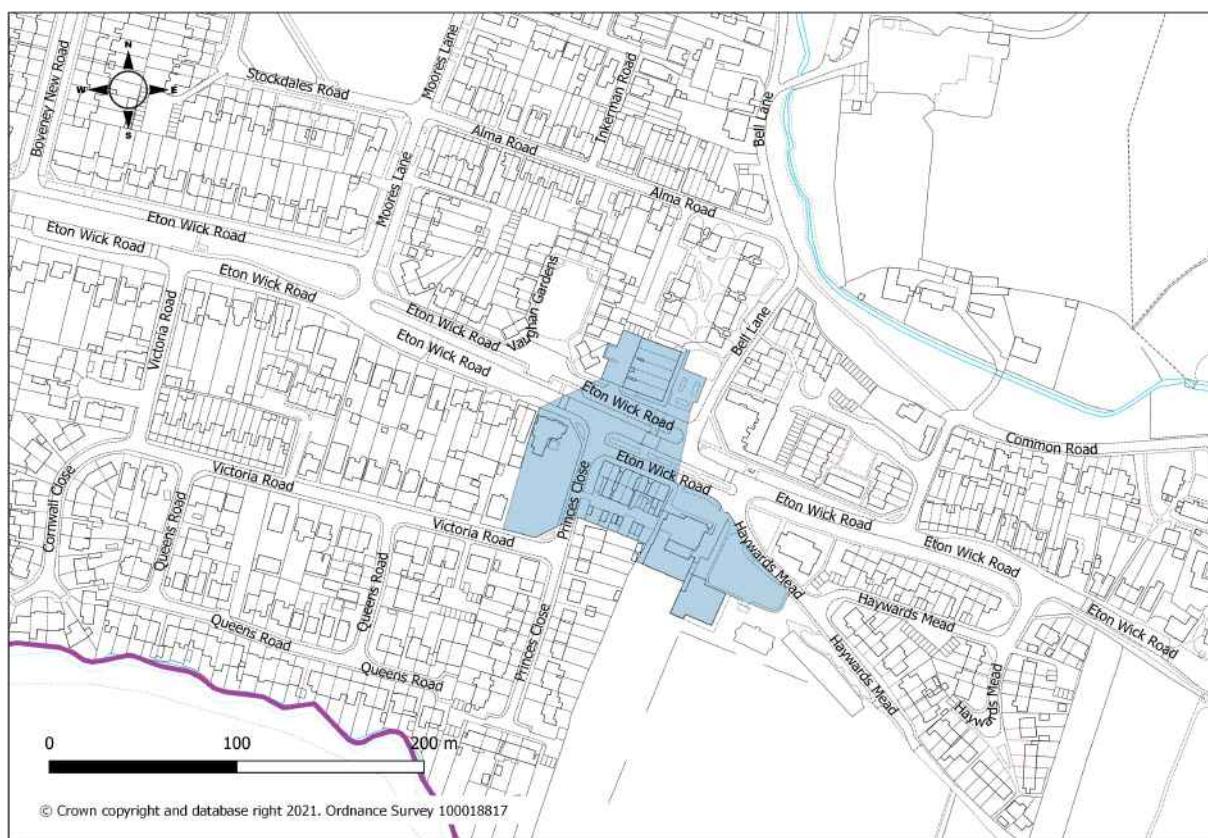


Local Centre Maps

E



Map LC5 Eton

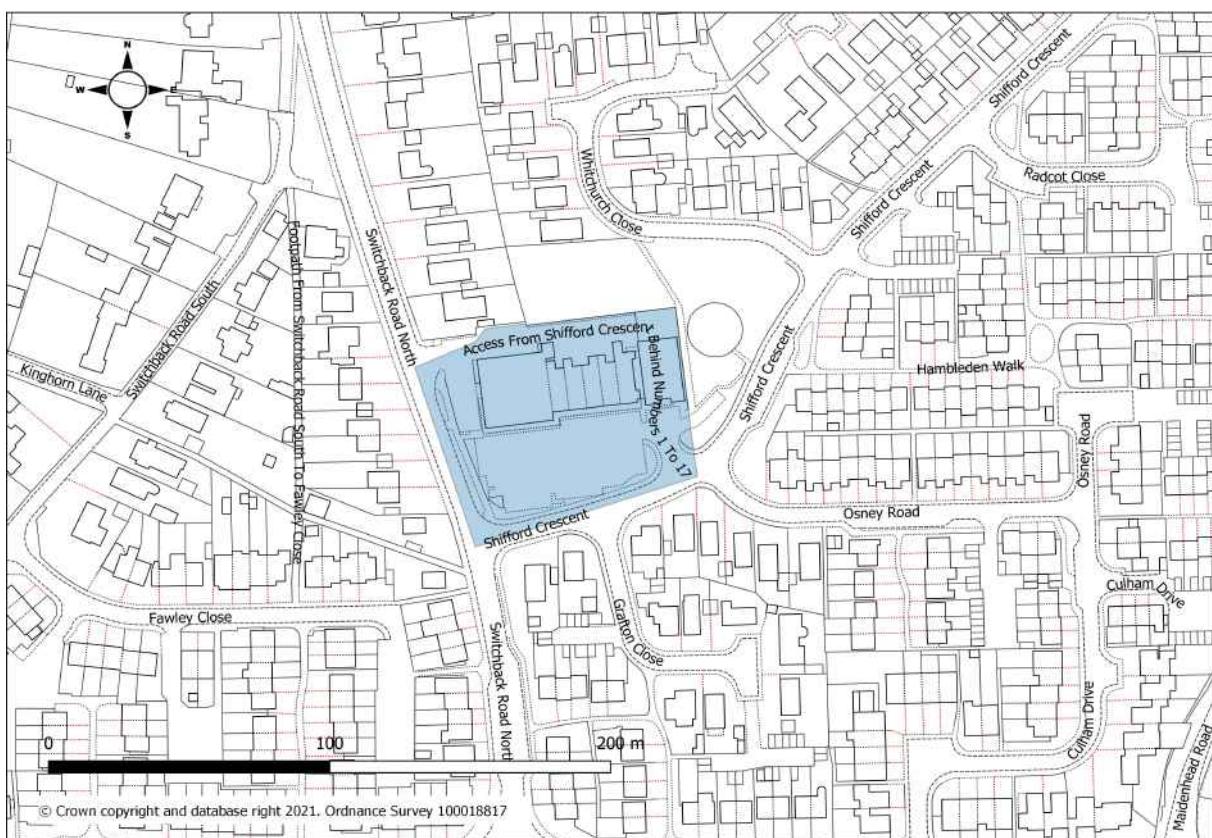


Map LC6 Eton Wick

Local Centre Maps

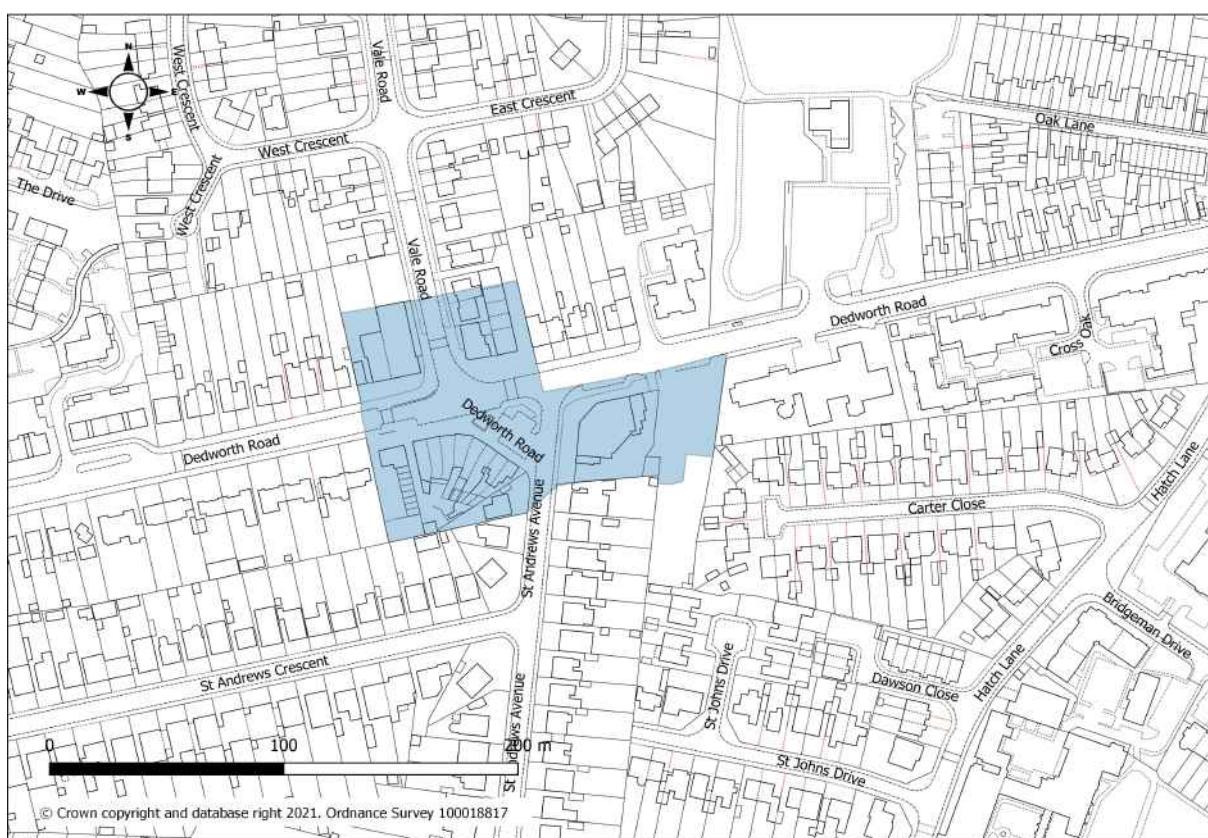
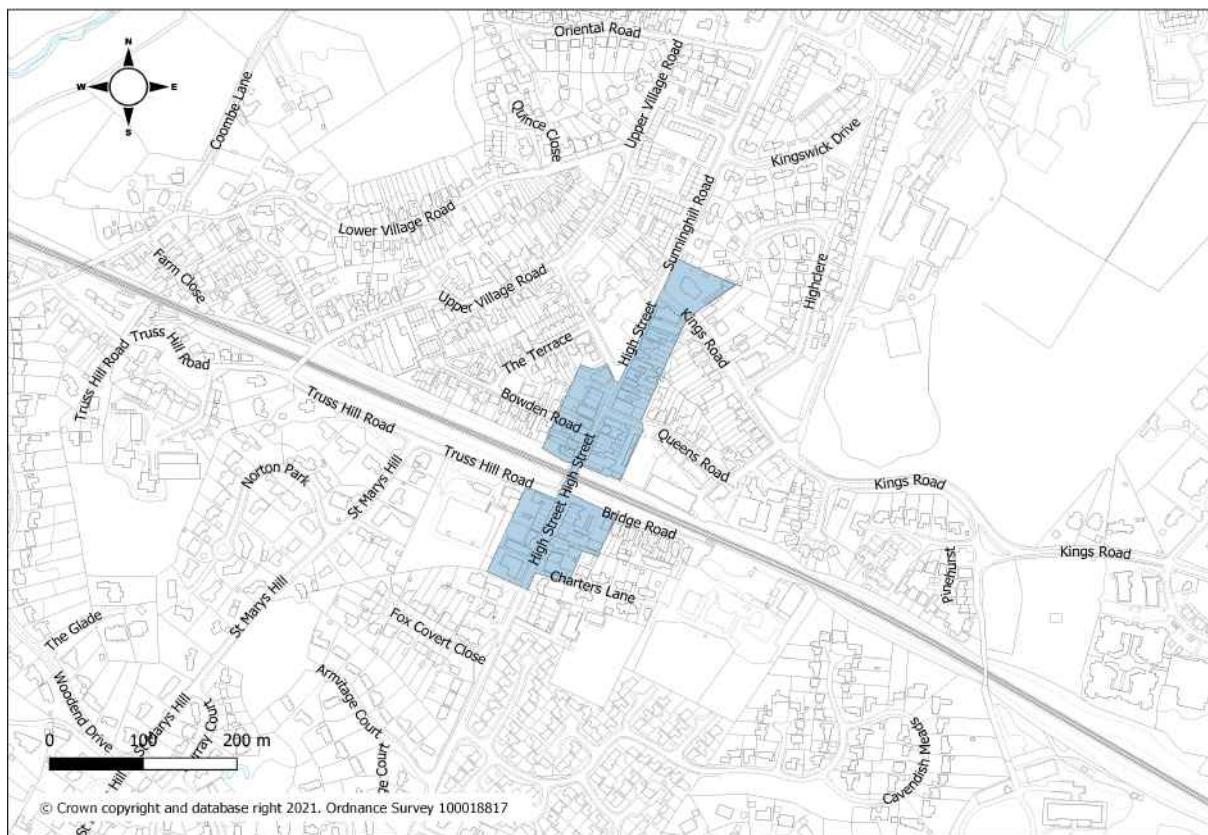


Map LC7 Old Windsor



Map LC8 Shifford Crescent, Maidenhead

Local Centre Maps



Local Centre Maps



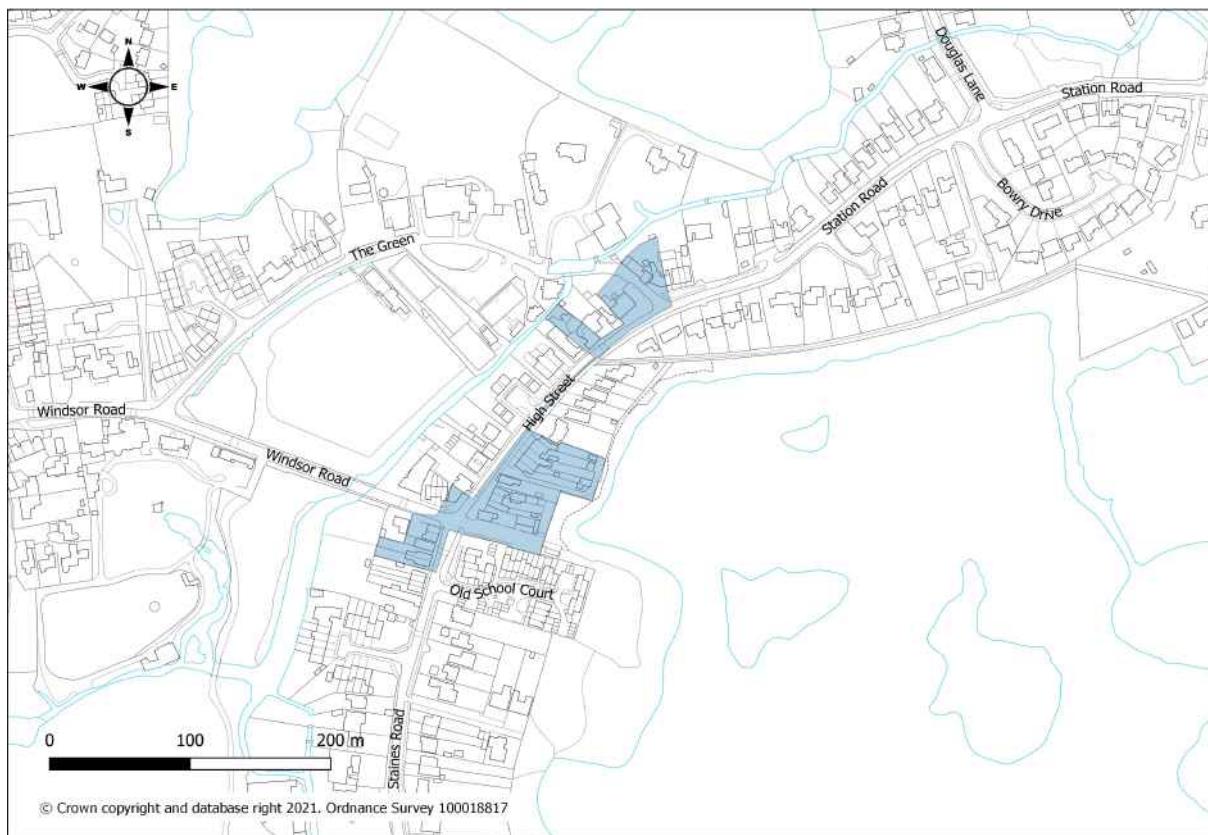
Map LC11 Wessex Way, Cox Green



Map LC12 Wootton Way, Maidenhead

Local Centre Maps

E



Map LC13 Wraysbury

Open Space Standards

Open Space Standards

Open Space Typology	Quantity Guideline (Hectares per 1,000 population)	Walking Guideline (Walking distance, metres from dwellings)	Quality Guideline
Parks and Gardens (including urban parks, country parks and formal gardens)	0.8 ha	710m	<ul style="list-style-type: none"> • Green Flag Standard • Appropriately landscaped • Positive management • Provision of footpaths • Designed to be free of the fear of harm or crime
Amenity Greenspace (including informal recreation spaces, greenspaces in and around housing, domestic gardens and village greens)	0.6 ha	480m	<ul style="list-style-type: none"> • Appropriately landscaped • Positive management • Provision of footpaths • Designed to be free of the fear of harm or crime
Natural and Semi-Natural Green Space (including woodlands, urban forestry, scrub, grasslands, wetlands, open and running water, wastelands and derelict open land and rock areas)	1.8 ha	720m	<ul style="list-style-type: none"> • Appropriately landscaped • Positive management • Provision of footpaths • Designed to be free of the fear of harm or crime
Provision for children and young people (including play areas, skateboard parks, outdoor basketball hoops, and other more informal areas)	Equipped / Designated Play Areas: 0.25 ha	Local Areas of Play (LAPs): 100m Locally Equipped Areas of Play (LEAPs): 400m Neighbourhood Equipped Areas for Play (NEAPs): 1,000m	<ul style="list-style-type: none"> • Quality appropriate to the intended level of performance, designed to appropriate technical standards • Located where they are of most value to the community to be served • Sufficiently diverse recreational use for the whole community • Appropriately landscaped • Maintained safely and to the highest possible condition • Positively managed taking account of the need for repair and replacement over time as necessary • Provision of appropriate ancillary facilities and equipment • Provision of footpaths • Designed so as to be free of the fear of harm or crime
	Other Outdoor Provision: n/a	700m	

Open Space Standards

Open Space Typology	Quantity Guideline (Hectares per 1,000 population)	Walking Guideline (Walking distance, metres from dwellings)	Quality Guideline
Allotments and Community Gardens	0.2 ha	Local significance: 400m	N/A
Green Corridors (including river and canal banks, cycleways and rights of way)	N/A	N/A	N/A
Cemeteries and Churchyards	N/A	Local significance: 400m	N/A
Civic spaces (including civic and market squares and other hard surfaced areas designed for pedestrians)	N/A	N/A	N/A

Table 31 Open Space Standards

	LAP (Local Area of Play)	LEAP (Locally Equipped Area for Play)	NEAP (Neighbourhood Equipped Area for Play)
5 to 10 dwellings	Required	Not required	Not required
11 to 200 dwellings	Required	Required	Not required
201 to 500 dwellings	Required	Required	Required
500+ dwellings	Required	Required	Required

Table 32 Guidelines for contribution towards LAPs, LEAPs, and NEAPs from new residential development

