

Maidenhead Golf Course

Welcome


Elizabeth
Quarter



Example of Cala homes

Introduction

Welcome to the opening consultation on our proposals for Elizabeth Quarter, the land at Maidenhead Golf Course. Following the adoption of the Local Plan in February which confirmed the allocation of the site, we are very excited to tell you about our emerging proposals. We want to become a partner in the area, working with the local community to take the proposals forward in a positive way. In this initial consultation, the team will be explaining the masterplan for the site and

how the proposals are being developed. The other purpose of the consultation is to find out more about the opinions of existing residents and use this feedback to help develop the proposals for this major site.

Please take time to read all the information shown and then submit your comments via the paper feedback forms at the consultation events or using the online form at www.calaplanning.co.uk/elizabethquarter

Who are we?

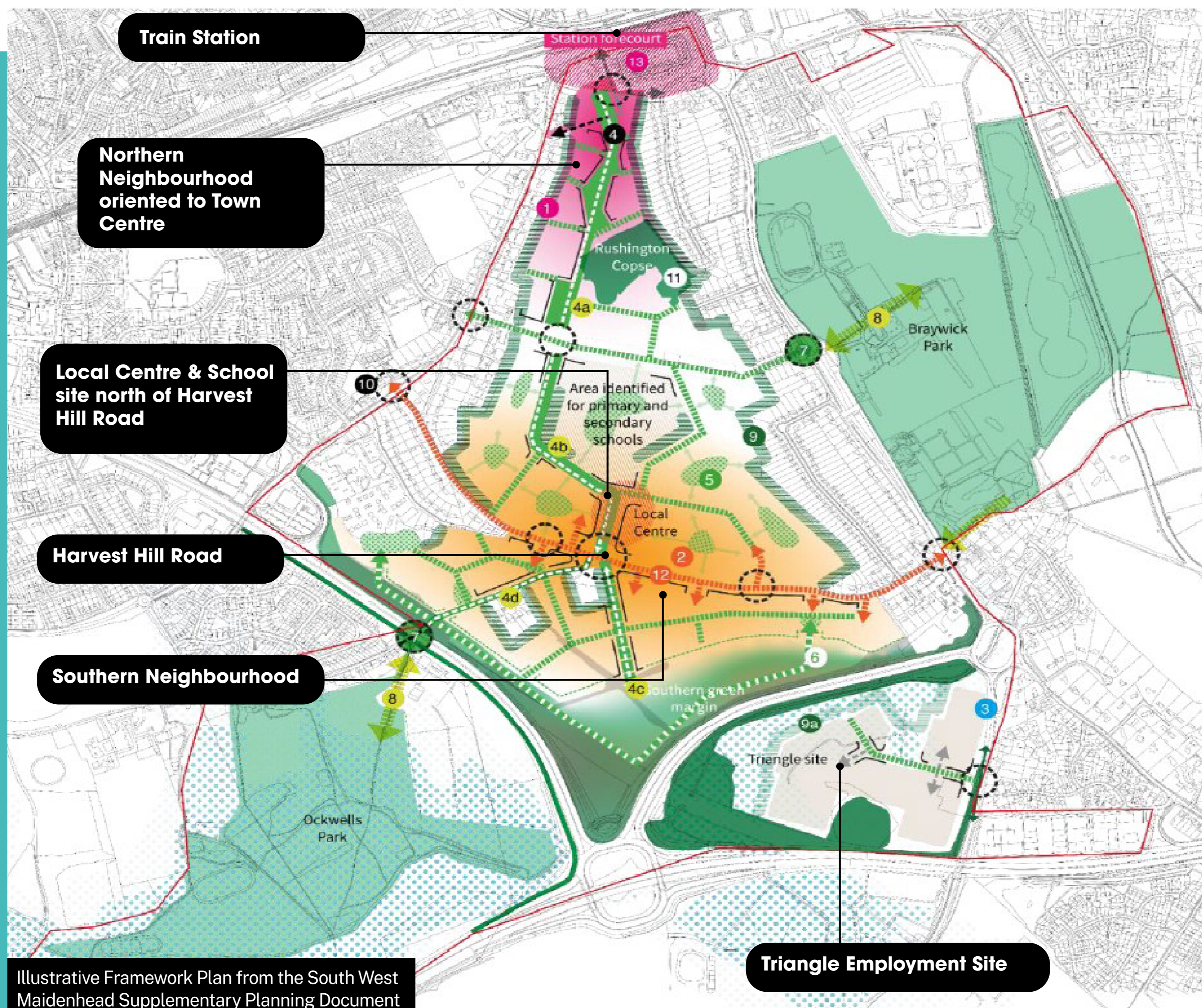
The project is a joint venture between Cala Homes Chiltern and the Royal Borough of Windsor and Maidenhead. The rest of the project team is made up of leading specialist consultancies with a wealth of experience delivering high quality developments.

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The Draft Supplementary Planning Document

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What is a Supplementary Planning Document (SPD)?

A Supplementary Planning Document (SPD) provides further detail on what should be included in specific sites. It provides more guidance on what local planning authorities want developers to include in sites allocated in the Local Plan. The document was subject to consultation with the local community in Summer 2022 and is due to be adopted shortly.

The South-West Maidenhead Supplementary Planning Document (SPD)

The South-West Maidenhead SPD provides the development framework for this site. This includes:

- Two new neighbourhoods at the north and south of the site
- A new local centre and site for new schools
- Connections to the train station

The team are committed to delivering these elements and more. We want your views on what else could be included within the site.

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Site Context & Opportunities

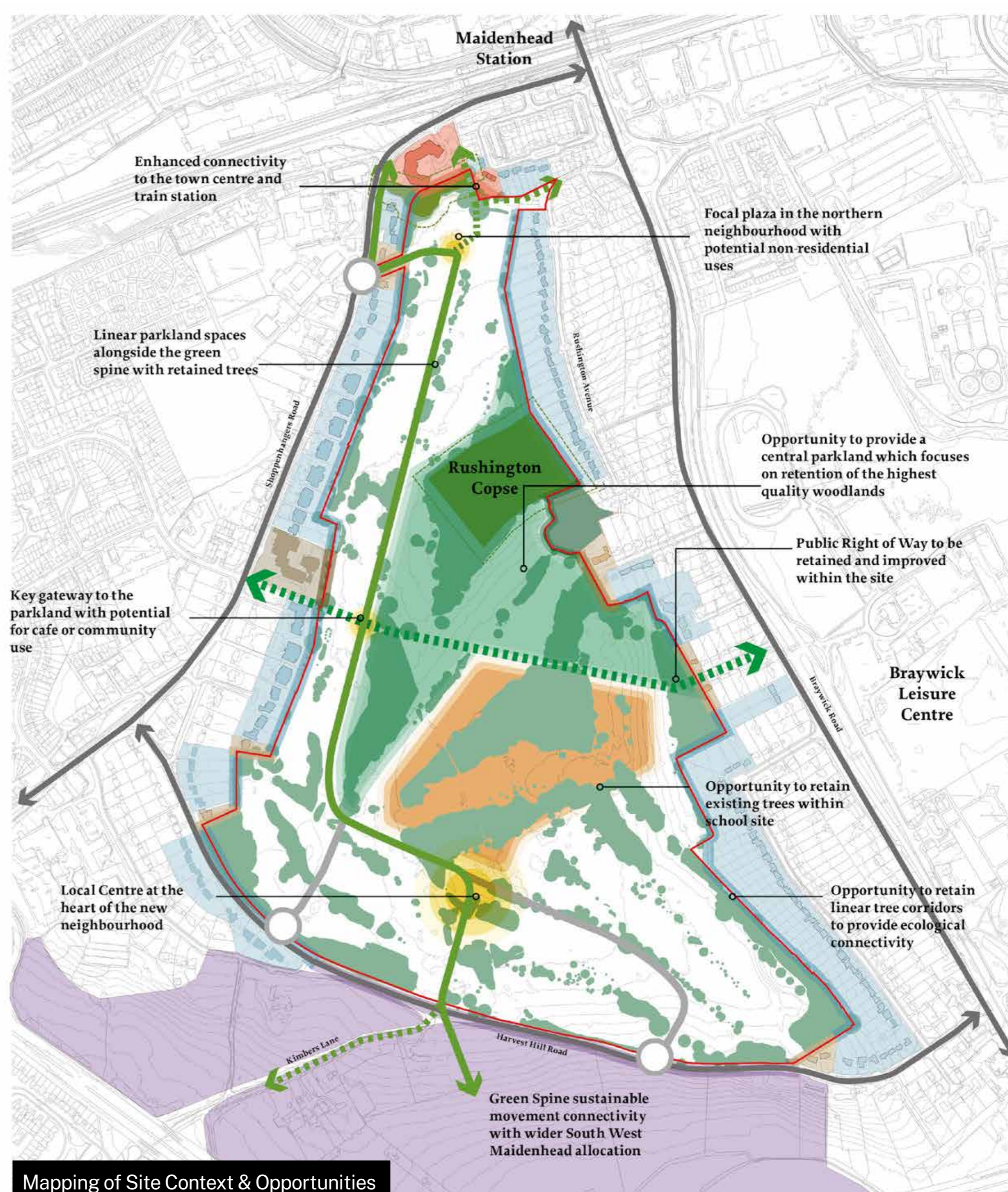
Site Context

The design team has been careful to maintain the unique features of the site and to be mindful of the surrounding context when developing these plans. This includes the following key considerations:

- Existing woodland on the site including Rushington Copse
- The Public Right of Way (PROW) linking Braywick Road and Shoppenhangers Road
- Higher gradient slopes in the South Eastern corner of the site
- The presence of adjacent residential properties

Legend

Existing Movement	Proposed Movement
Surrounding roads	Green Spine
Public Right of Way	Strategic sustainable links
Landscape	Vehicular access
Ancient / Replanted Ancient Woodland	Key vehicular routes
Existing trees and woodland	Key community land uses
Edge Conditions	Local centre and additional hubs
Back Garden	Primary and Secondary Schools
Hotel	
Flats with communal gardens	
Side Facing Garden	
Woodland / existing trees	
Harvest Hill Road Edge and wider allocation area	



Site Opportunities

The site's location close to Maidenhead town centre and proximity to local amenities creates an opportunity to deliver a unique mixed-use development in a green and sustainable environment. The goal is to bring forward a scheme that is fit for the future and provides for the needs of existing and future residents. The key elements of this approach comprise:

- Substantial new public central park including Rushington Copse and other high quality woodland areas
- Space allocated for new schools and local centre and community facilities
- Retention of the Public Right of Way through the site so public can access the new Central Park
- Retained woodland along the site's edge to protect neighbouring residents amenity
- Delivery of much needed housing including affordable homes for rent and shared ownership

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Masterplan Evolution

The masterplan has been developed with two sets of interrelated goals and objectives:

1. Green infrastructure, active public realm & biodiversity
2. Housing, services & connectivity

This board will look at the first set of objectives and demonstrate how the proposals will utilise the existing characteristics of the site. This will create a unique environment for the development whilst providing special locations for nature to thrive and areas for the public to enjoy.

Central Green Space

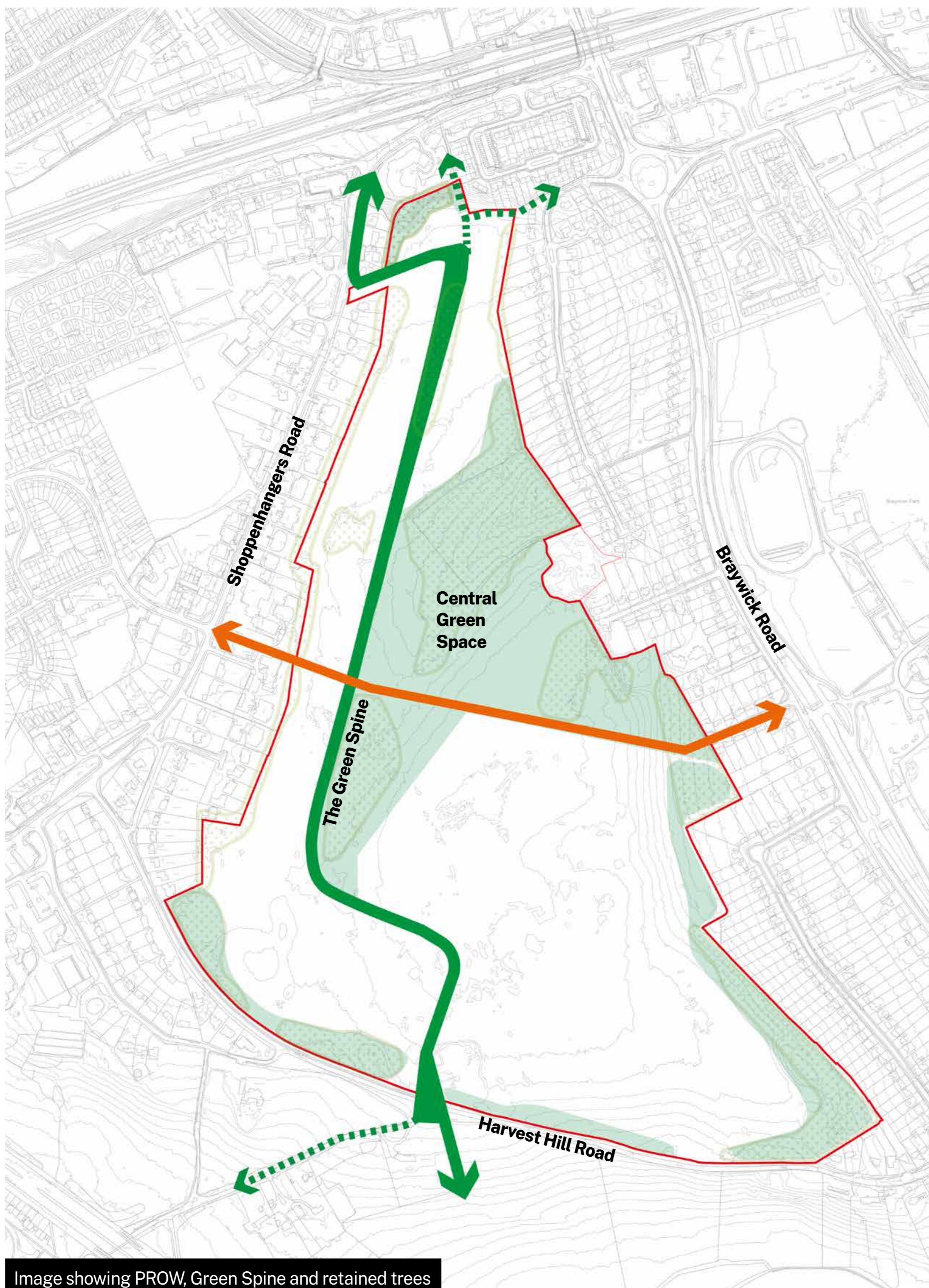
The goal is to protect the most valuable woodland, retaining the public right of way and creating a park at the heart of the community.

Retained Trees along Site Boundaries

Strategic areas of woodland along the eastern boundary of the site and Harvest Hill Road are retained where possible. In addition, a number of existing trees along the site's western boundary are retained. This will help maintain neighbouring residential amenity.

Green Spine

A north-south route connecting the new development with its surroundings. The green spine provides access to nature and the central park. In addition, it includes pockets of linear green space that complement the central park and creates a safe route for active sustainable travel within the site.



Maidenhead Golf Course Masterplan Evolution

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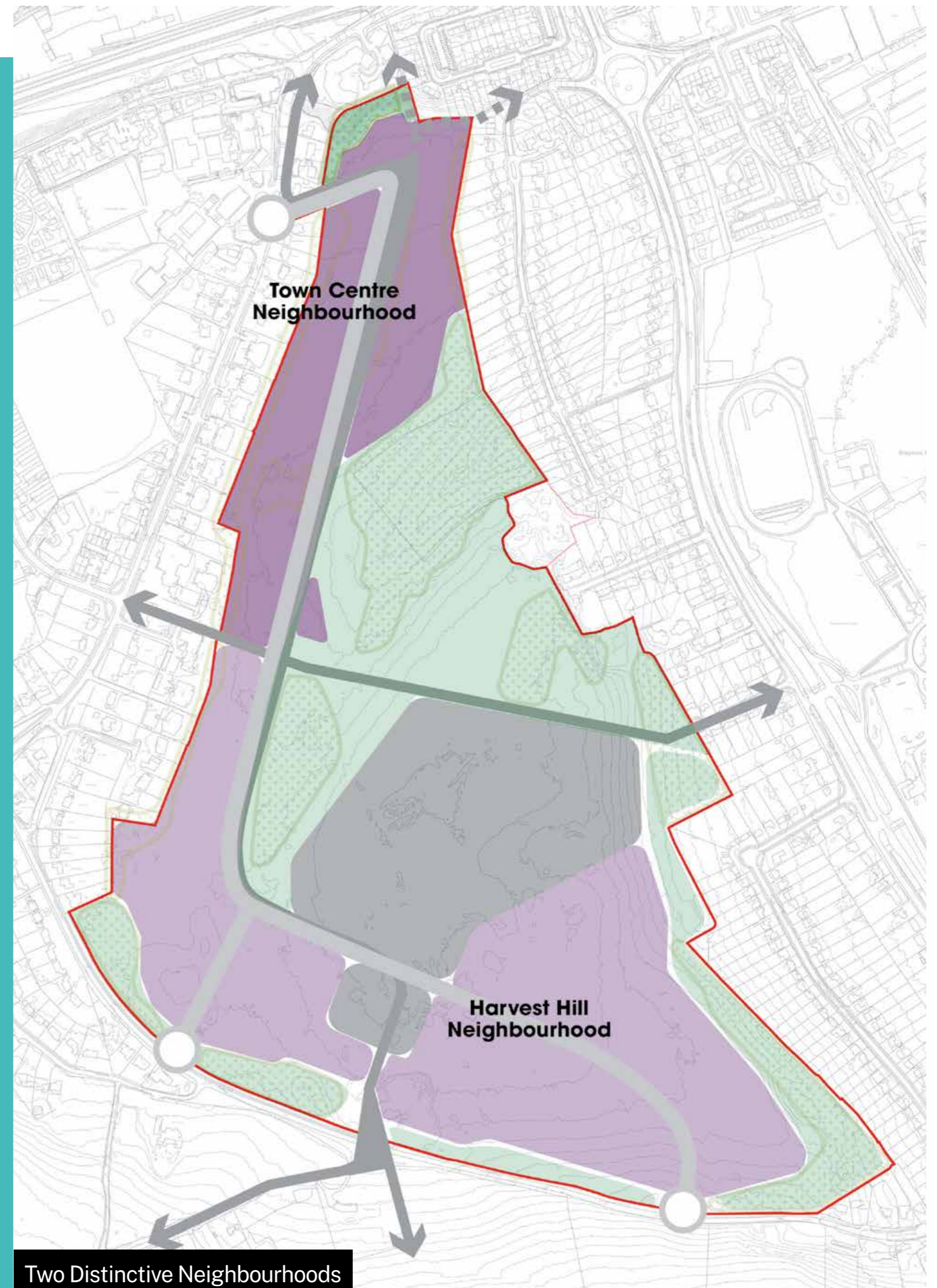
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Indicative image of Town Centre Neighbourhood



Indicative image of Harvest Hill Neighbourhood



Two Distinctive Neighbourhoods

The second pillar that has driven the evolution of the masterplan comprises the interrelated themes of housing, services and connectivity.

These elements have been developed to provide and respond to the needs of both new and existing residents.

Local Centre and Schools

Connected by the green spine and visible from Harvest Hill Road, a new local centre and schools site will form the focal point of community life in the southern neighbourhood.

Two Distinctive Neighbourhoods

The framework forms two neighbourhoods in alignment with the local plan: a more urban Town Centre Neighbourhood to the north and the Harvest Hill Neighbourhood in the south formed around the proposed local centre, community facilities and schools.

Density Approach

Density will be higher in the most northern part of the site, nearest to the Town Centre. This will create a gateway into the development and will provide an attractive pedestrian entrance into the site.

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Project Vision



Proposals Summary

- Up to 2,000 new homes including 30% affordable homes (up to 600 homes)
- New schools, local centre and community facilities
- A publicly accessible central park with retained woodland as focal point
- Public footpath retained through the site
- Site access via Harvest Hill Road and Shoppenhangers Road
- Retention of Rushington Copse and most valuable woodland



A Place To Call Home

A place where people of all ages want to be and have real pride with a variety of homes available for a diverse community.



Connecting Communities Old and New

Opening up the site to integrate south Maidenhead with the town centre as a well connected and welcoming neighbourhood.



Second Nature

Putting people in touch with nature to boost wellbeing and offer a welcome retreat from the pressures of commuting or urban living.



A Legacy Landscape

Reimagining key areas of the site, including new central green space, as a public asset for all to enjoy, with a lasting legacy.



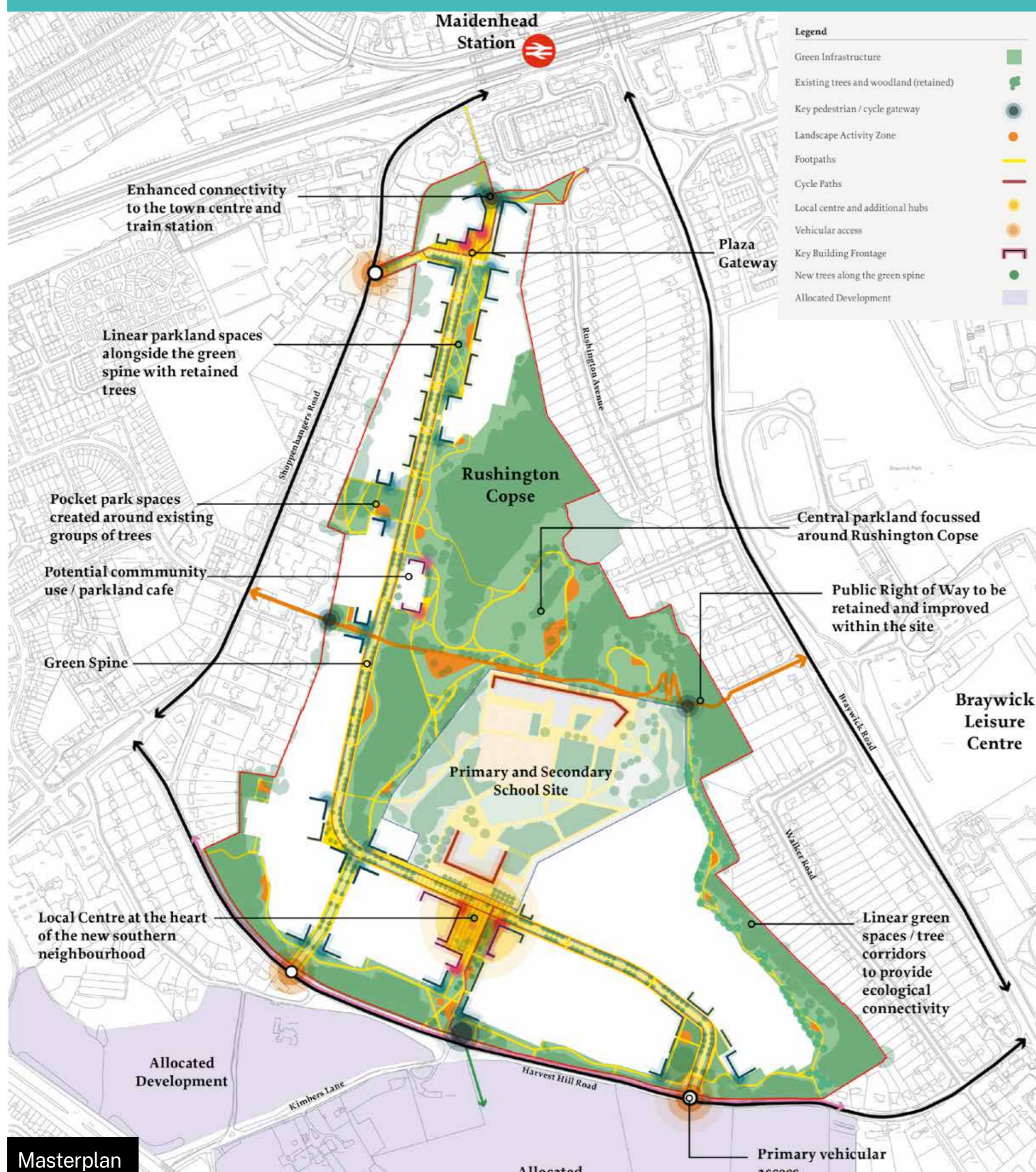
Healthy & Active

Public realm delivered to international standards that encourages health and well-being for people of all ages.



First Class Education For All

Delivery of outstanding facilities for children to learn, and for lifelong learning opportunities.



Maidenhead Golf Course Community Facilities



Indicative Sketch of the School Entrance



Indicative Sketch outside Local Centre

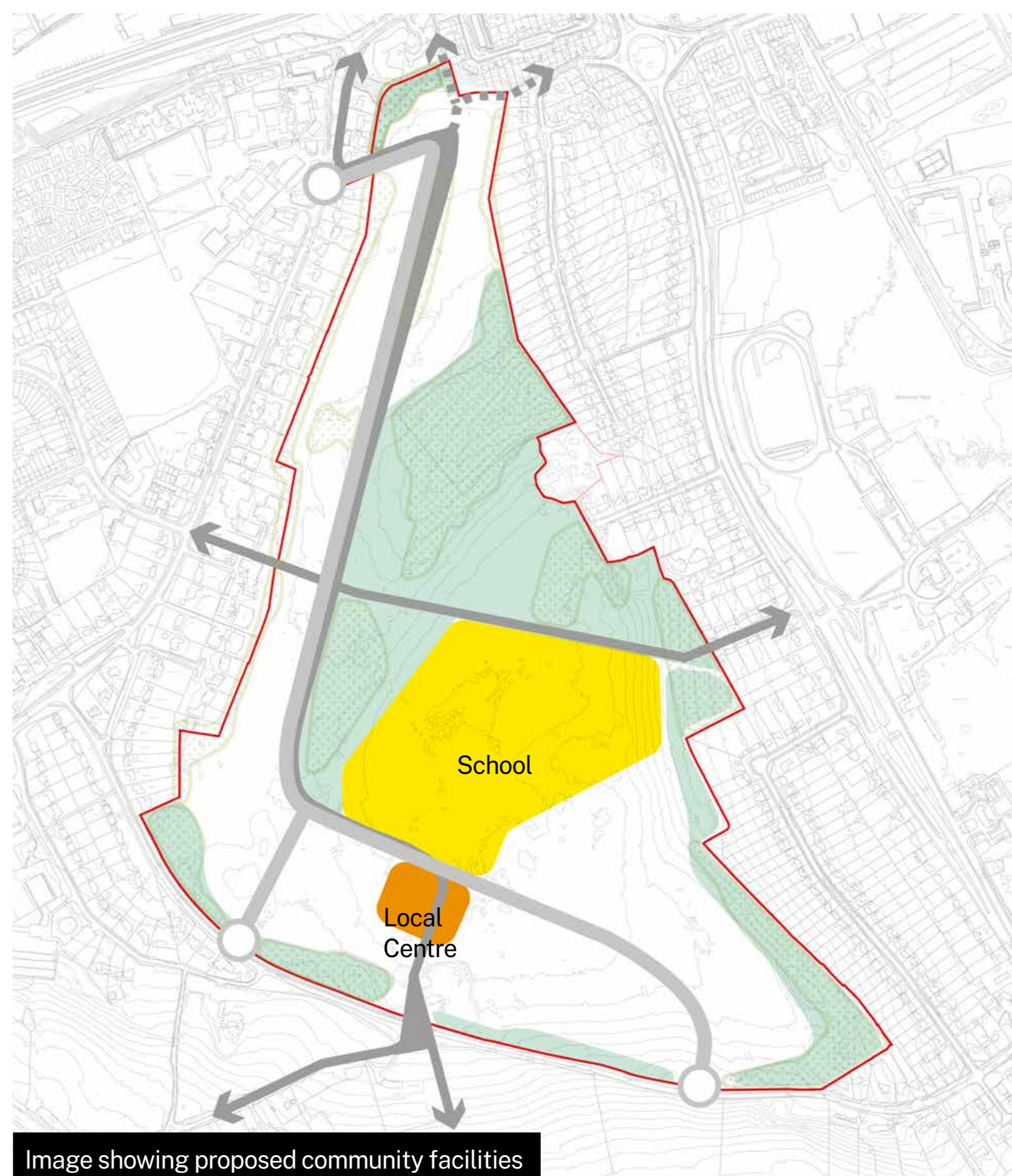


Image showing proposed community facilities

The project team are committed to working with the community. We understand that a development of this scale needs to provide not just new homes but services and infrastructure which improve the lives of both new and existing residents.

We are excited to show some of the things we are already incorporating into the plans.

Let us know your views

The team want to know what you think the area needs so we can consider including it in the proposals. There is a specific question on this topic in the feedback form provided. Please let us know your ideas.

New Schools

A large space in the centre of the site is being provided to deliver a new primary and secondary school to enhance local education capacity. Space may be provided for sports facilities which will be publicly accessible outside of school hours.

The intention is to provide a sizeable amount of green, open space for school use. This will enable the retention of many of the trees in this area.

The detailed proposals for the schools and the number of year groups and places required will be subject to consultation with the local authority.

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Public Spaces & Landscaping

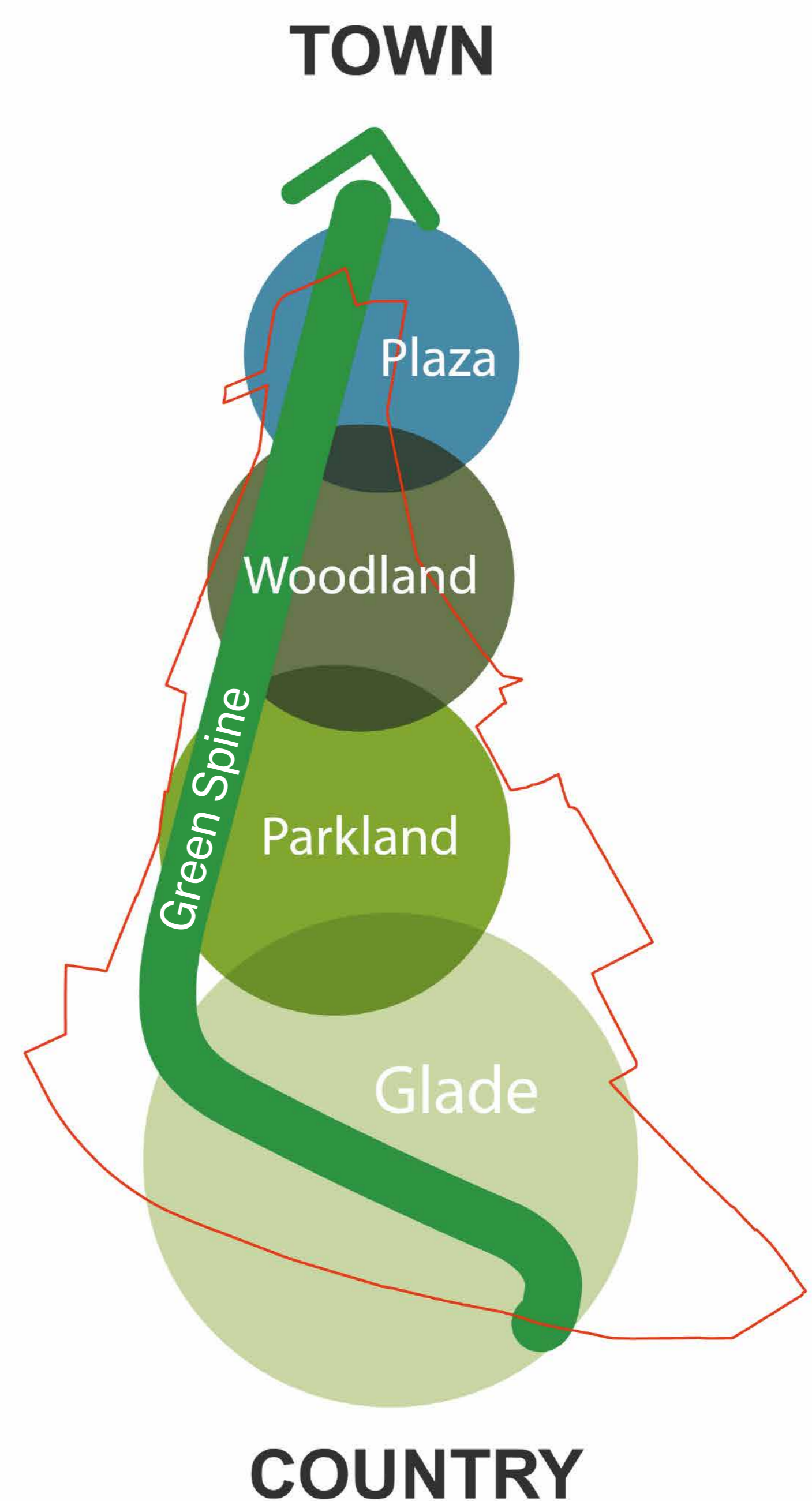
The features of the site present an opportunity to produce a bespoke development that all can enjoy. A key objective is to reinvent the landscape and open it to the public by creating special public realm spaces that can accommodate a range of activities for all ages. The design team are developing character areas spread across the site:

The Glade

The Harvest Hill neighbourhood's landscape is envisioned to be a naturalistic glade landscape centred around the School and Local Centre. The Glade is connected to the parkland area by the Green Spine. This is where town meets country so the space will be designed to create a tranquil setting. There will be a combination of soft and hard landscaping with spaces for different activities including walking routes, seating areas and play.

The Parkland

The Parkland is characterised by the proposed central park and will complement the adjacent woodland. Within the Parkland, there will be open green spaces that will allow for picnics and ball games with play facilities for all ages to create a recreational landscape. In places, new trees will be planted to frame open spaces, create seasonal interest and further connect residents with nature. A network of paths will connect this space to the green spine and the rest of the site.



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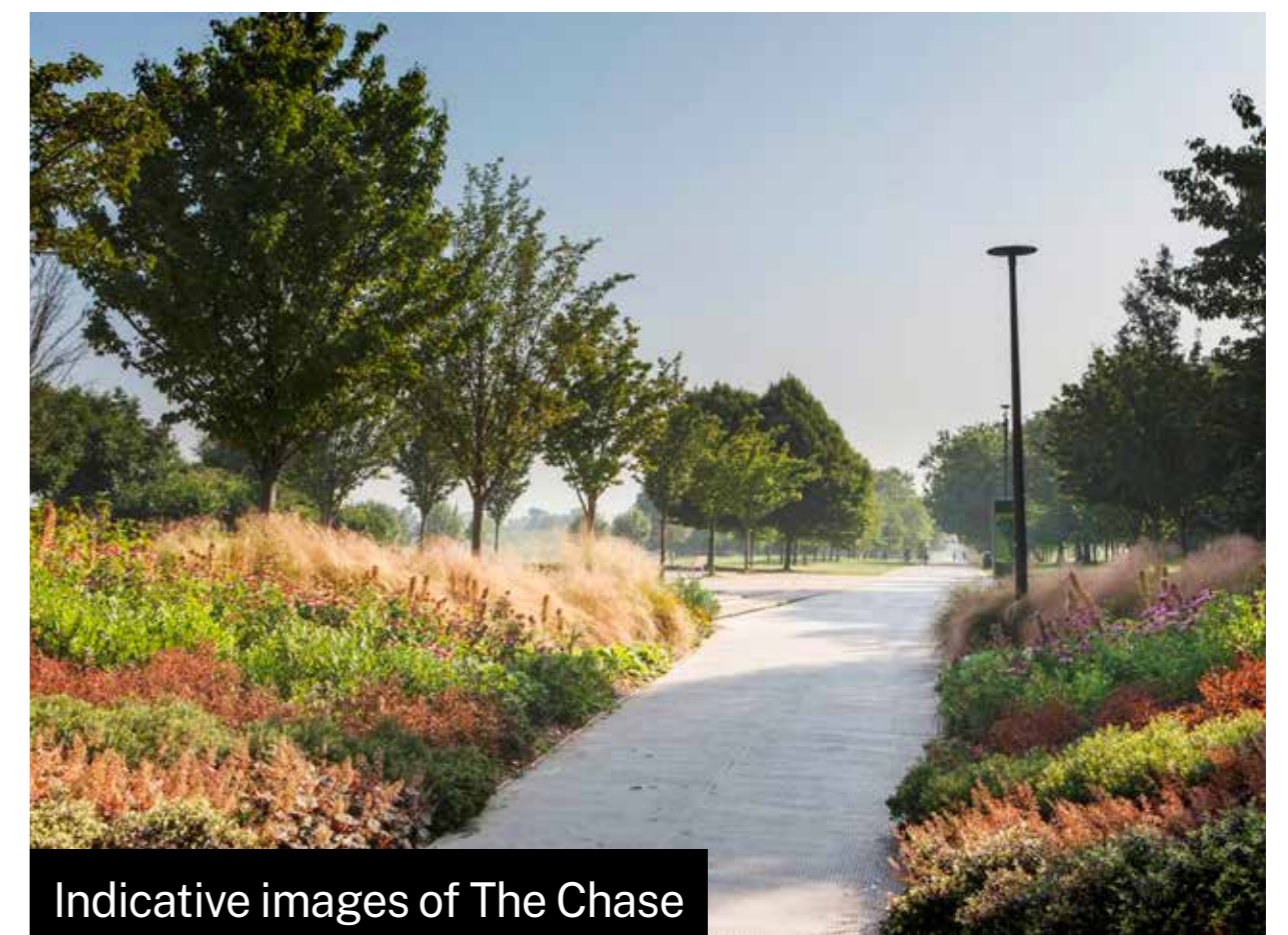
Public Spaces & Landscaping

The Green Spine

The concept for the green spine is for it to be a living street that connects a series of open spaces. The green spine will connect activities areas for all ages and bring residents in contact with nature on a daily basis. The green spine will include vehicular, cycle and pedestrian routes and will connect the northern and southern neighbourhoods. Trees will be planted along the street to create a safe, comfortable environment for pedestrians and cyclists.

The Woodland

Central to this segment is the retention of the ancient woodland within the newly formed central park. The goal is to connect the community with this natural asset on the town centre's doorstep. Public access to the sensitive ancient woodland will be managed to allow enjoyment of views of the ancient woodland while avoiding any adverse damage from inappropriate access or recreational activity.



Indicative images of The Chase



Indicative image of The Woodland



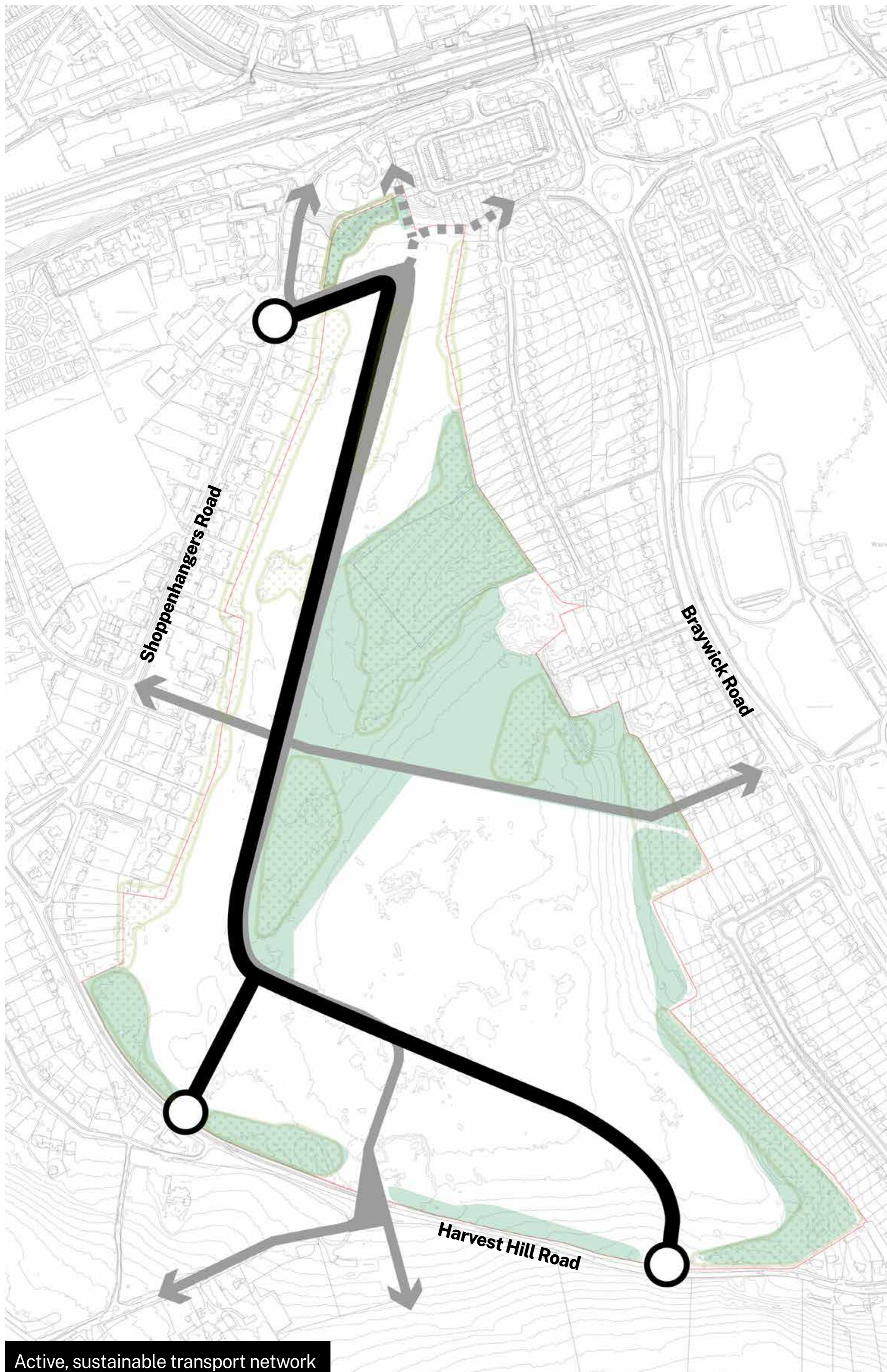
Artist's impression of The Plaza

Plaza

This section is based in the most northern parcel of the site, nearest to the railway station. The area will provide a link into the town and a gateway into the development. There will be a blend of hard and soft landscaping with seating, play-on-the-way features and biodiverse planting. Pedestrian and cycle routes will be provided to encourage active travel into the town.

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Transport Management



Traffic Impact

The proposals will include a Transport Assessment in accordance with RBWM's requirements, which will assess the impacts of the development. The final amount of development will be tested on RBWM's strategic model which has already assessed the implications of an allocation of 2,600 dwellings including a primary and secondary school within the South West Maidenhead AL13 allocation.

The strategic model was found sound at the local plan examination and subject to mitigation schemes, which will be provided by RBWM at the following junctions:

- Braywick Road Roundabout
- Holyport Road / Windsor Road mini roundabout
- Norreys Drive / Shoppenhangers Road roundabout
- Thicket Roundabout

The model showed that the vehicle movements generated by the proposed quantum of development can be accommodated onto the local road network.

Access Arrangements

The existing access on Shoppenhangers Road will be improved and two new vehicular access points will be provided on the southern boundary along Harvest Hill Road. There will also be pedestrian and cycle access at the most northern part of the site to improve access to the station and improve permeability.

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Sustainable Transport

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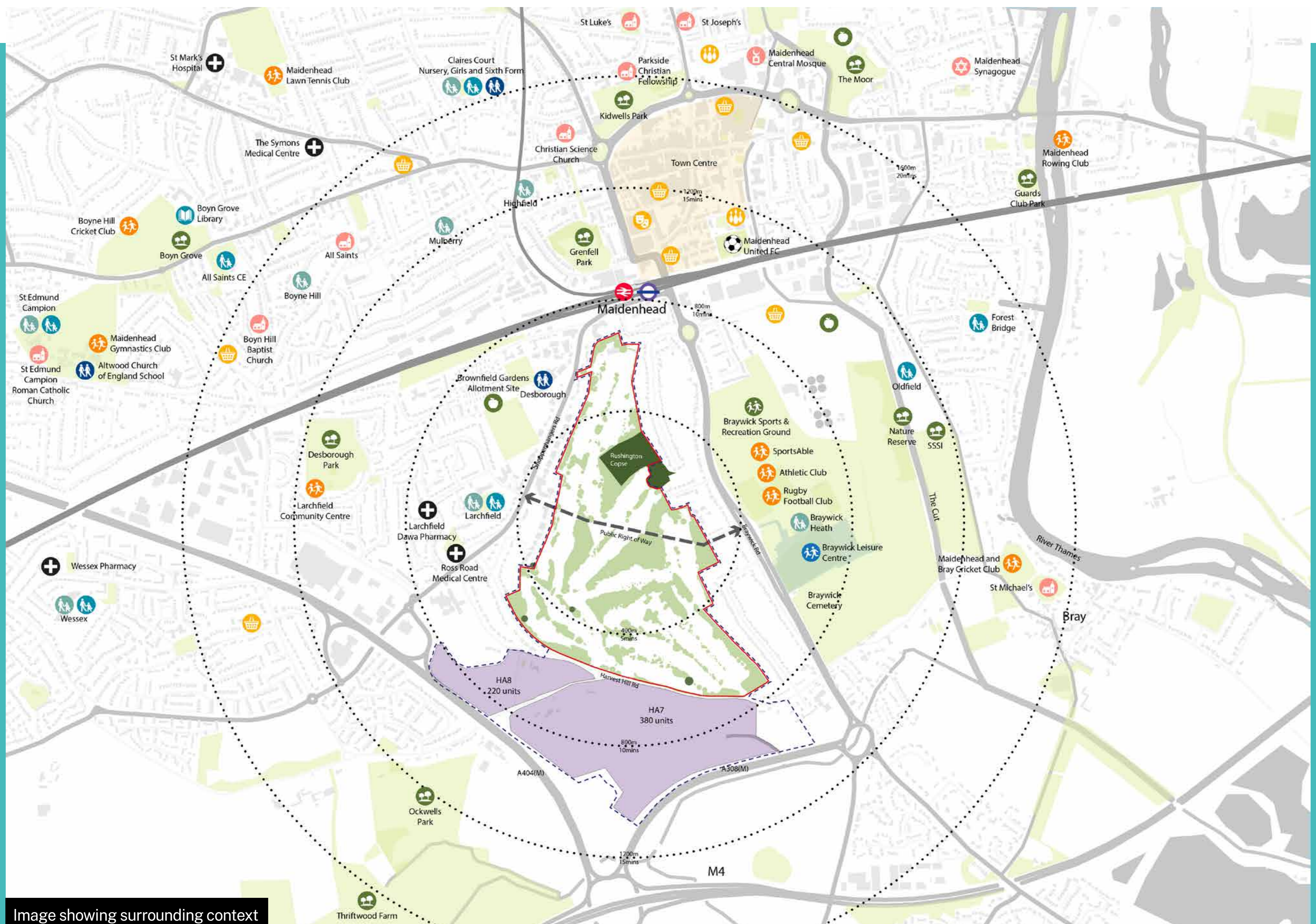


Image showing surrounding context

Sustainable Travel

Cala will be providing transport options that encourage the use of sustainable transport and reduce the impact of personal car use. The site benefits from being so close to Maidenhead town centre and the station making it easy to access local amenities without using cars. Below are some of the features that will be delivered:

- Promotion of sustainable and active travel given the proximity to Maidenhead Station and the town centre.
- Inclusion of a policy compliant level of Electric Vehicle charging.
- Integration of local bus routes into the site to support sustainable transport use.
- Improvement of the relationship between the railway station and the residential areas south of the railway line.
- A comprehensive pedestrian and cycle network connecting the whole site to the surrounding area.

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Ecology & Sustainability

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Previous Cala scheme with rooftop PV panels

Sustainability

Cala has developed a robust sustainability strategy that works towards building homes that are operationally net zero carbon enabled. A combination of new technologies and green infrastructure will be provided on site to make this development fit for the future:

- Use of low carbon materials in construction
- Aim for 100% of construction waste to be diverted from landfill
- Minimise operational emissions
- Timber frame is to be used on all low rise homes

Environment & Biodiversity Net Gain

The site possesses unique environmental assets which Cala want to preserve and manage for the long term to allow them to flourish. The core principles and goals of the approach are shown below:

- Retention of the site's key natural assets
- Achievement of a Biodiversity Net Gain through on-site and off-site means
- Achievement of greenfield surface water run-off rates



Previous Cala scheme

Q4 2022

Feedback Review

Q1 2023

Second Public Consultation

Q2 2023

Application Submission

2024

Application Determination

How to submit feedback

The team welcomes your comments on the material commentary displayed in this consultation. Feedback forms are provided to record views. This can either be done by filling out a form at the event or by returning it via the free reply envelopes available. Alternatively, the form is also available online via the Feedback page.

Do you have any questions?

If you want to get in touch with the team, please use the contact details below.

elizabeth-quarter@becg.com
020 3398 1590

Link to
website

