

# Maidenhead Golf Course Welcome



CALA

Welcome to our second public exhibition for the proposals at Elizabeth Quarter, an exciting new neighbourhood for Maidenhead, just to the south of the town centre.

The project is brought forward by a joint venture between Cala and the Royal Borough of Windsor and Maidenhead, supported by a team of specialist consultancies with extensive experience working on high quality developments.

Cala Homes is undertaking a second round of community consultation as a follow up to the previous phase of engagement in November 2022. This initial consultation gave the team the chance to share the emerging approach and to gather feedback from the local community on what they would like to see as part of the development.

We are now pleased to share more details of the emerging masterplan for Elizabeth Quarter. We are keen to work with the local community to finalise our proposals before submitting a planning application in the Spring.

Once you have had the opportunity to review the information, please do complete a feedback form and share your views with us. Alternatively, you can visit our consultation website at [calaplanning.co.uk/elizabethquarter](https://calaplanning.co.uk/elizabethquarter) and fill out the form online. There are members of the project team on hand at the public exhibitions should you have any questions.



Example of Cala homes

## About Cala

Cala Homes, part of the Cala Group, is a major UK housebuilder and leading provider of desirable new homes across the South East of England, the Midlands and Scotland. Founded in 1875 as the City of Aberdeen Land Association, Cala had a long history in successful land management before beginning house building in the 1970s. Today Cala is a subsidiary of Legal & General Capital, the early-stage investment arm of Legal & General Group.

## The wider team



Planning  
Consultant

LDÄ DESIGN

Masterplanning  
& EIA



DHA Architecture,  
Detailed Design

motion

Transport

aspect arboriculture

Arboriculture

Stantec

Sustainability  
& Drainage

BSG | ecology

Ecology  
& biodiversity

becg

Community  
Engagement



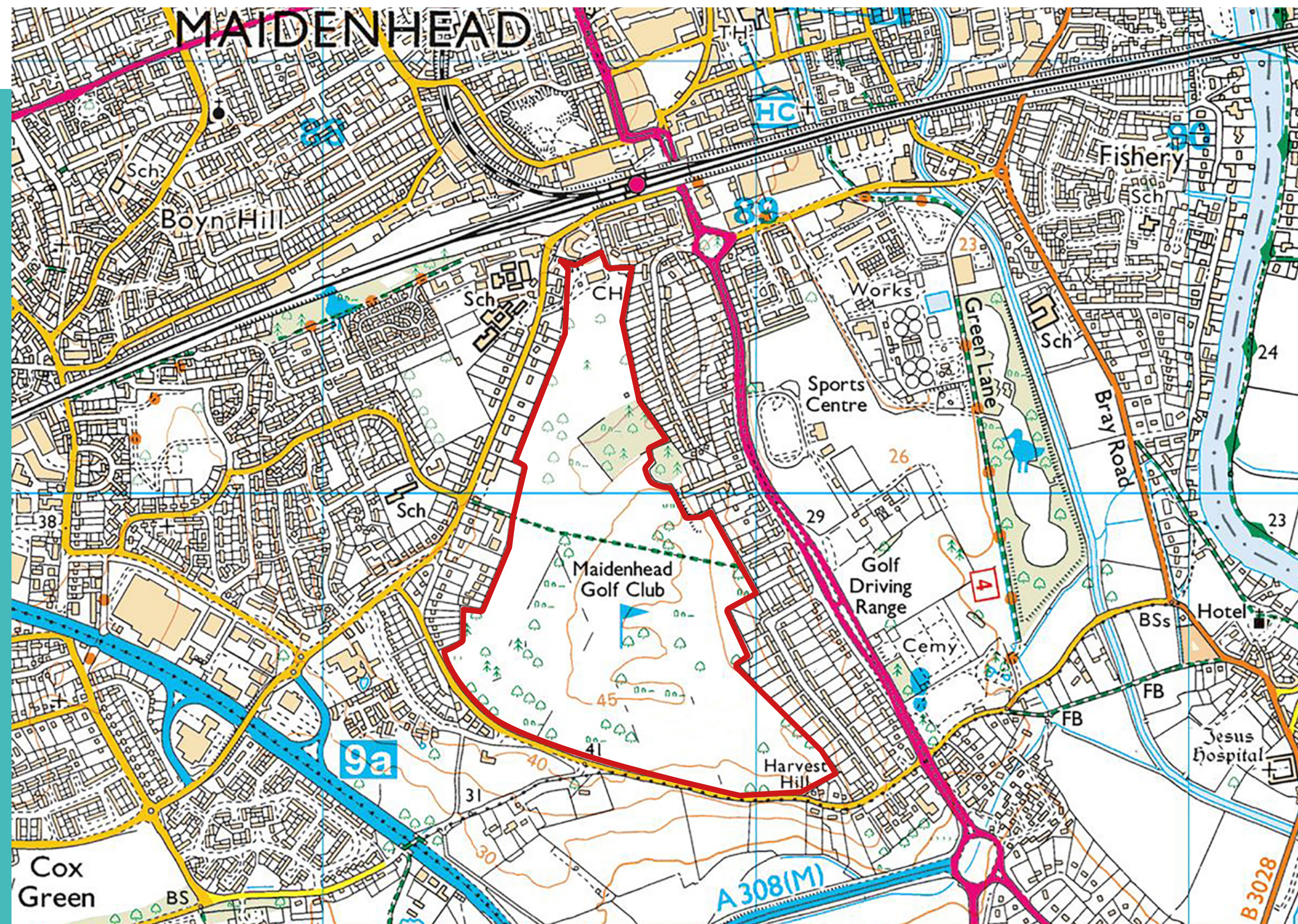
# Maidenhead Golf Course Site Context

The site is part of the adopted Borough Local Plan allocation AL13 covering the South West Maidenhead Strategic Area, earmarked for approximately 2,600 new homes either side of Harvest Hill Road.

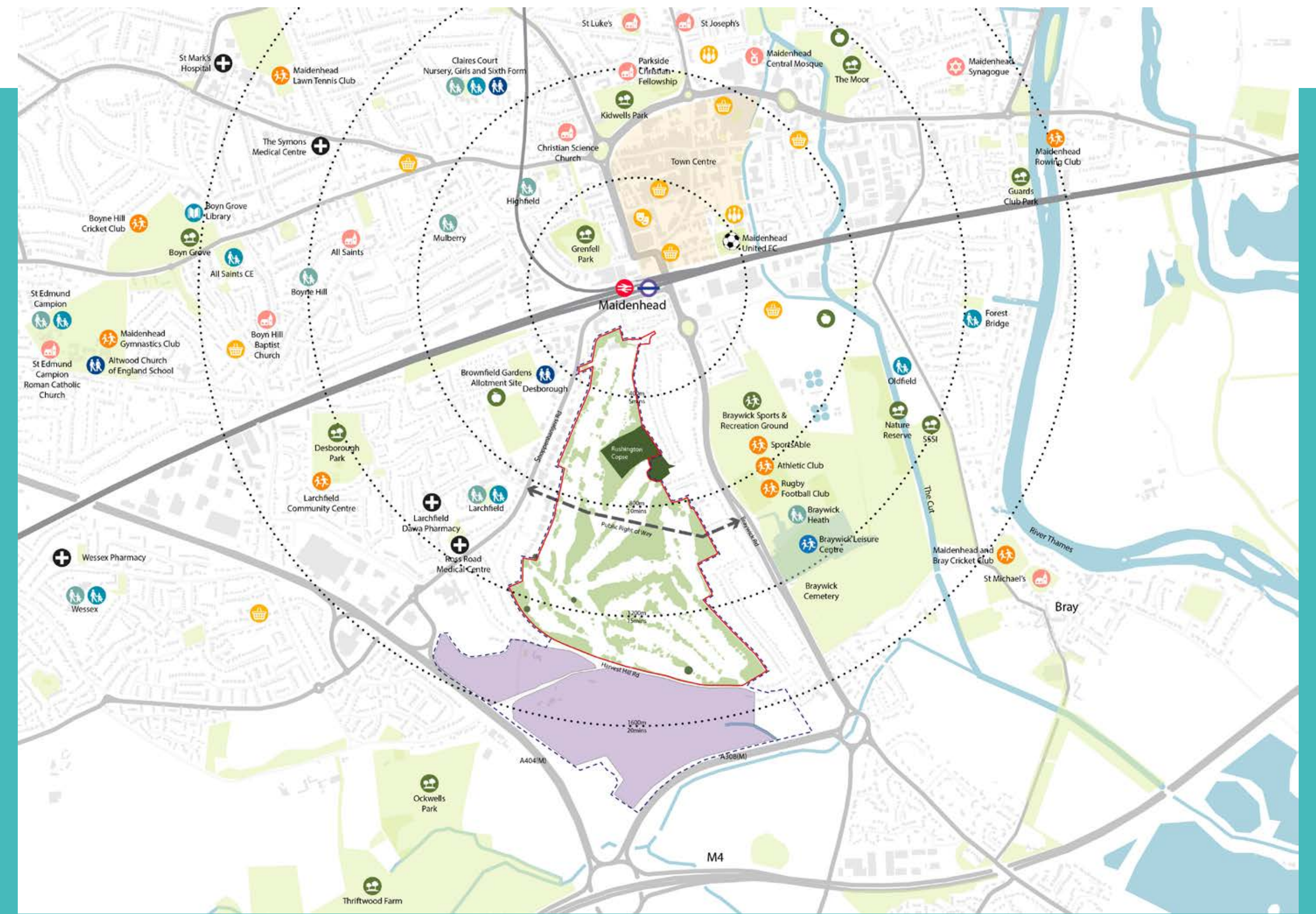
The golf course site north of Harvest Hill Road will accommodate up to 1,800 of the new homes, as well as educational facilities, strategic public open space, play and sports facilities, and a community hub. The adopted South West Maidenhead Supplementary Planning Document provides further detail on how the site should be brought forward for development.

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.

However, we are keen to develop our ideas for how this site could look in conjunction with the existing local community. We are therefore looking to create a Design Code that will guide the style and design of the development through its phases. The Code will be shaped collaboratively and will help ensure that the Masterplan takes into account the site constraints and opportunities.



Site boundary



The site's relationship to local facilities and services



# Maidenhead Golf Course Your Feedback

Cala Homes held an initial round of consultation in November 2022 to gather feedback on our emerging proposals. We advertised the consultation by a leaflet drop, a newspaper advertisement and on social media. Across two public exhibitions, we received 130 visitors, as well as 147 feedback forms throughout the consultation period.

From this initial engagement, we learnt that outdoor spaces are of huge importance to the local community. Delivering biodiversity net gain, creating cycling and walking paths, and providing a new central park were all ranked highly on multiple-choice questions. Those who responded also noted that they would like to see some areas kept wild.

## Example comments made in November 2022:

*“I would like to see houses that are affordable for young people who live and work locally. They contribute to the local area immensely, but cannot afford to live here.”*

*“We want: Bat homes, swift bricks, wildflower areas, retain mature trees, hedgehog highways, native hedge rows instead of fences, ponds, green roofs (e.g. on schools)”*

*“Ensure the design of the dwellings reflects the needs of post-pandemic working from home lifestyle.”*

*“This development would make an important contribution to the housing requirements of the town. It is important to have a comprehensive pedestrian and cycle network connecting the whole site to the surrounding area including the Braywick Leisure Centre.”*





# Maidenhead Golf Course Project Vision



Over a third of the site  
will be green open space



Natural habitats protected  
and enhanced



Up to 1800 homes from  
starter to family units



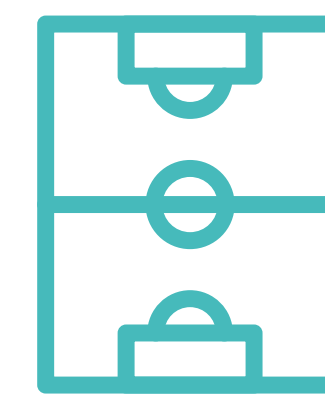
Central Park with  
destination play area



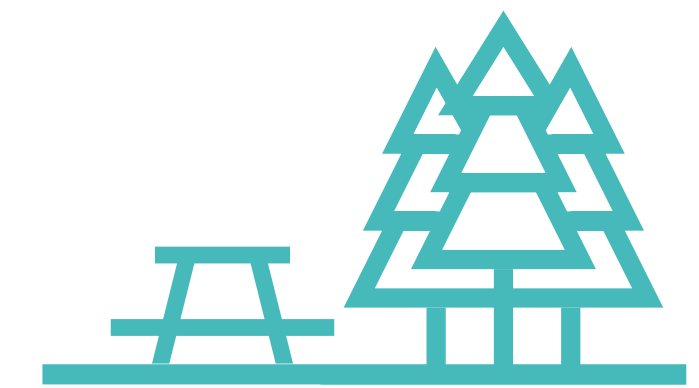
30% affordable homes,  
helping to meet local need



A new Green Spine with  
walking and cycle paths



Community and leisure  
facilities for all



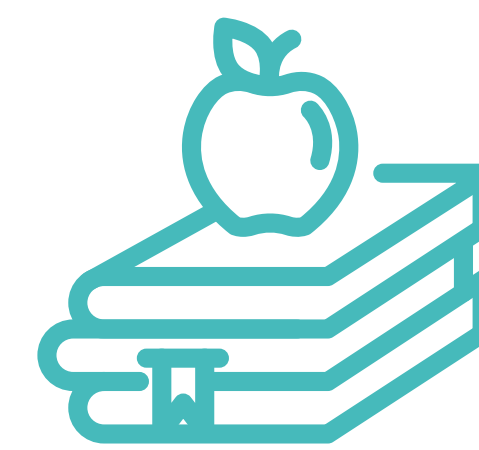
Private gardens  
and growing spaces



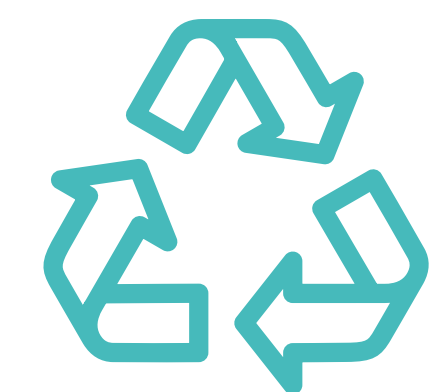
Great connections to  
Maidenhead town centre



New healthcare  
facilities



A new nursery, primary and  
secondary school



Sustainable methods  
of construction



# Maidenhead Golf Course Design Code

The planning application will be in Outline form and will need to demonstrate how the intended development can be accommodated on the site.

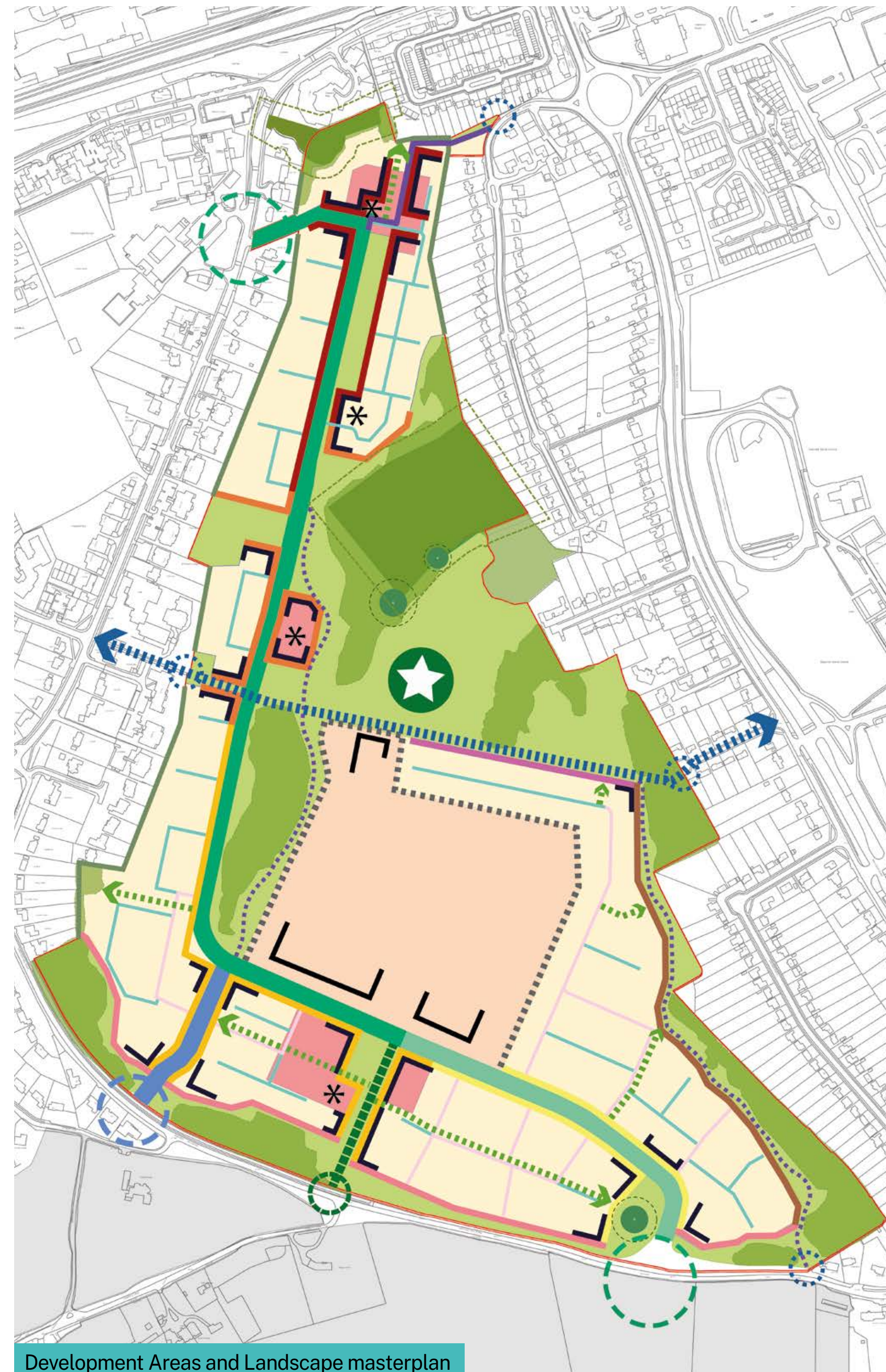
The application will be underpinned by illustrative masterplans which will show how the development will be brought forward in phases under the 'reserved matters' process.

In addition, a Design Code will be submitted with the Outline planning application which will set out the common approach to be followed across the site when the subsequent detailed 'reserved matters' applications are made.

## What is a Design Code?

A Design Code is a series of illustrated design rules and mandatory requirements for the area covered by the Outline Planning Application.

This will include things such as character areas, land use, density, movement and use of materials. Codes are a requirement of the National Planning Policy Framework. They help to guide developments, leading to the creation of high-quality schemes which are well integrated into their surroundings, and meet local aspirations. Design Codes provide a set of clear standards from the outset, providing transparency and clarity for communities.



## Key

### STREET & VEHICULAR ACCESS

- Primary Street (Green Spine)
- Primary Street
- Secondary Street
- Primary Vehicular Access
- Secondary Vehicular Access
- Tertiary Street
- Tertiary Street (Mews/Lanes)

### CYCLE & PEDESTRIAN ACCESS

- Pedestrian/ Cycle Route (Green Spine)
- Pedestrian/ Cycle Access (Green Spine)
- Public Right of Way
- Secondary Pedestrian / Cycle Route
- Leisure Route
- Pedestrian Entrance / Gateway

### LANDSCAPE

- Public Open Space
- Ancient Woodland
- 15m Woodland Offset
- Retained Woodland

### BUILT FORM

- Boundary Treatment 1
- Boundary Treatment 2
- Frontage 1
- Frontage 2
- Frontage 3
- Frontage 4
- Frontage 5
- Frontage 6
- Frontage 7

### KEY BUILDINGS

- \* Landmarks
- Key Frontages

- Retained Veteran Tree
- Green Link
- ★ Destination Play Space
- Application Boundary



# Maidenhead Golf Course The Masterplan

### Indicative image of the Town Centre Neighbourhood



### Indicative image of Harvest Hill Neighbourhood



### Indicative image of Rushington Park



### Indicative image of the Primary School





# Maidenhead Golf Course Town Centre Neighbourhood

## Town Centre Neighbourhood

- Plaza space with opportunity for a mixed-use space
- Formalisation of and improved access to Maidenhead Station
- Higher density of homes
- Soft and hard landscaping
- Opportunities for doorstep play and play-on-the-way





# Maidenhead Golf Course Harvest Hill Neighbourhood



Harvest Hill Neighbourhood is centred around the schools, Local Centre and community hub with a connection 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.

## Harvest Hill Neighbourhood

- Tranquil setting where town meets country
- Continuation of Green Spine
- Opportunity for new and attractive pedestrian and cycle routes
- Walking routes, seating and play areas
- Local Centre for residents' immediate needs



# Maidenhead Golf Course Rushington Park

Rushington Park will provide a substantial central public open space in the heart of the new development, accessible to all residents to the north and south of the wider site, as well as being easily accessible via the Public Right of Way to existing residents living in the vicinity of the site. This area also includes Rushington Copse which will be subject to careful management to protect its status as ancient woodland.

## Green open spaces

- Natural asset on the doorstep of the town centre
- Protection of the ancient Rushington Copse
- Central Park with leisure facilities and children's playground
- 20 metre wide Green Spine running through the site, connecting north and south



Indicative images for Rushington Park





# Maidenhead Golf Course Community Facilities

## Community facilities

Our ambition is to create a neighbourhood that is well-connected to Maidenhead, but also has thriving and lively local centres for residents to enjoy.

The Plaza, to the north of the Quarter, is the area nearest the railway station, and will have a more 'town-like' feel, acting as a gateway to wider Maidenhead.

For the residents of Harvest Hill neighbourhood, there will be a local centre in the south, with community facilities such as a cafe, shops and a wellbeing community hub, incorporating a healthcare facility.



## Schools

A key part of our proposals is the inclusion of two new schools, a primary school with nursery facilities and secondary school, which will service the future residents of Elizabeth Quarter. These facilities will be in the centre of the site, and will have access to shared sports facilities.

We are planning to retain a large number of trees in this area of the site, thereby providing green, recreational spaces for the schools to enjoy.

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



Indicative image of Primary School

## Community facilities

- New nursery, primary and secondary schools
- Social break-out spaces for both school sites
- State-of-the-art sports facilities
- Retained tree line, marking the school boundary
- Local centre with community wellbeing hub



Indicative image of Community Space



# Maidenhead Golf Course Landscaping



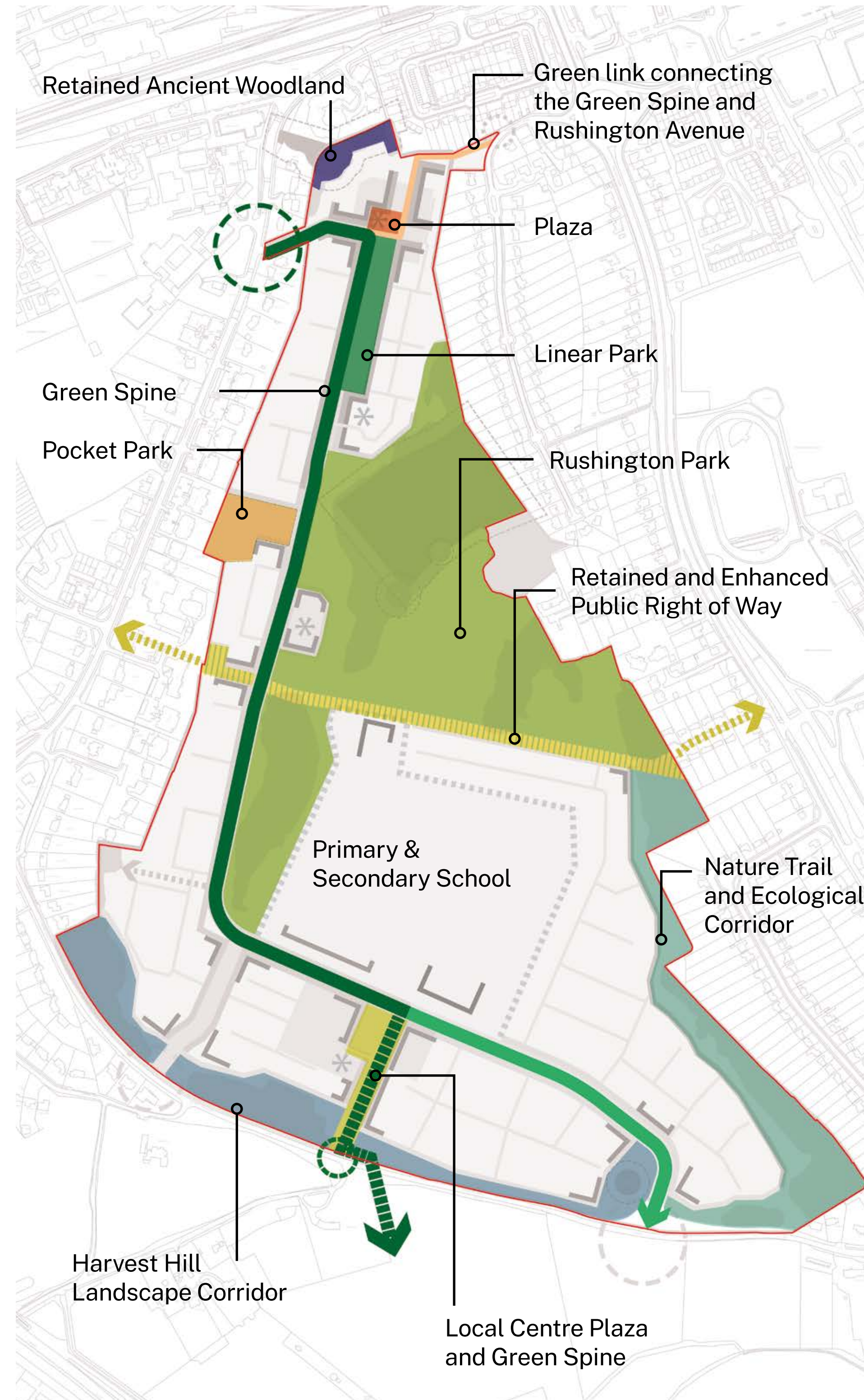
## Plaza and Linear Park

The Plaza and the adjacent linear park 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 and biodiverse planting. Pedestrian and cycle routes will encourage active travel into the town.

## Green Spine

The Green Spine is 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 create a safe route for active sustainable travel within the site.



## Woodland & Landscape Corridors

Central to this segment is the retention of the ancient woodland. The goal is to connect the community with this natural asset on the town centre's doorstep.

## Rushington Park

Part of the central park, this area of the parkland will allow for picnics and ball games with play facilities for all ages in a recreational landscape. New trees will be planted to frame open spaces, create seasonal interest and further link residents with nature. A network of paths will connect this space to the Green Spine and the rest of the site.





# Maidenhead Golf Course Ecology

## Ecology will be at the heart of our proposals

The proposals have been designed to minimise adverse impacts on the site's ecological value and to make the most of opportunities to enhance this value.

The most valuable habitats are the ancient woodland in Rushington Copse, the northern extremity of the site and the more recent plantation woodland forming wildlife corridors along the eastern and southern boundaries.

These will be retained within areas of public open space, in Rushington Park.

This park has been conceived as a single large, contiguous area to maximise the quality and connectivity of its habitats. The public open spaces have also been designed around protected species including a Schedule 1 protected bird, and the highest suitability trees for roosting bats.

The large main badger sett is also incorporated into Rushington Park with other areas along the boundary protecting the majority of smaller badger setts and providing corridors for bats and birds to move through the site.

Where possible, retained habitats will be enhanced for wildlife.

These enhancements include scrub and tree planting to create a softer "ecotone" edge to woodland and creation of lightly managed, species-rich grassland in place of intensively mown and treated golf course turf.

Delivering biodiversity net gain is a vital part of ecological mitigation for the project. Ambitious but achievable plans for enhancement of habitats on site will be complemented by offsite enhancements – the intention being to deliver a substantial area of high-quality wildlife habitat as close as possible to the current site.



Retention of woodland and specimen trees with open space



Green Spine running through the centre of the site



Water retention and rain gardens



Bat and bird boxes to encourage wildlife neighbourhood



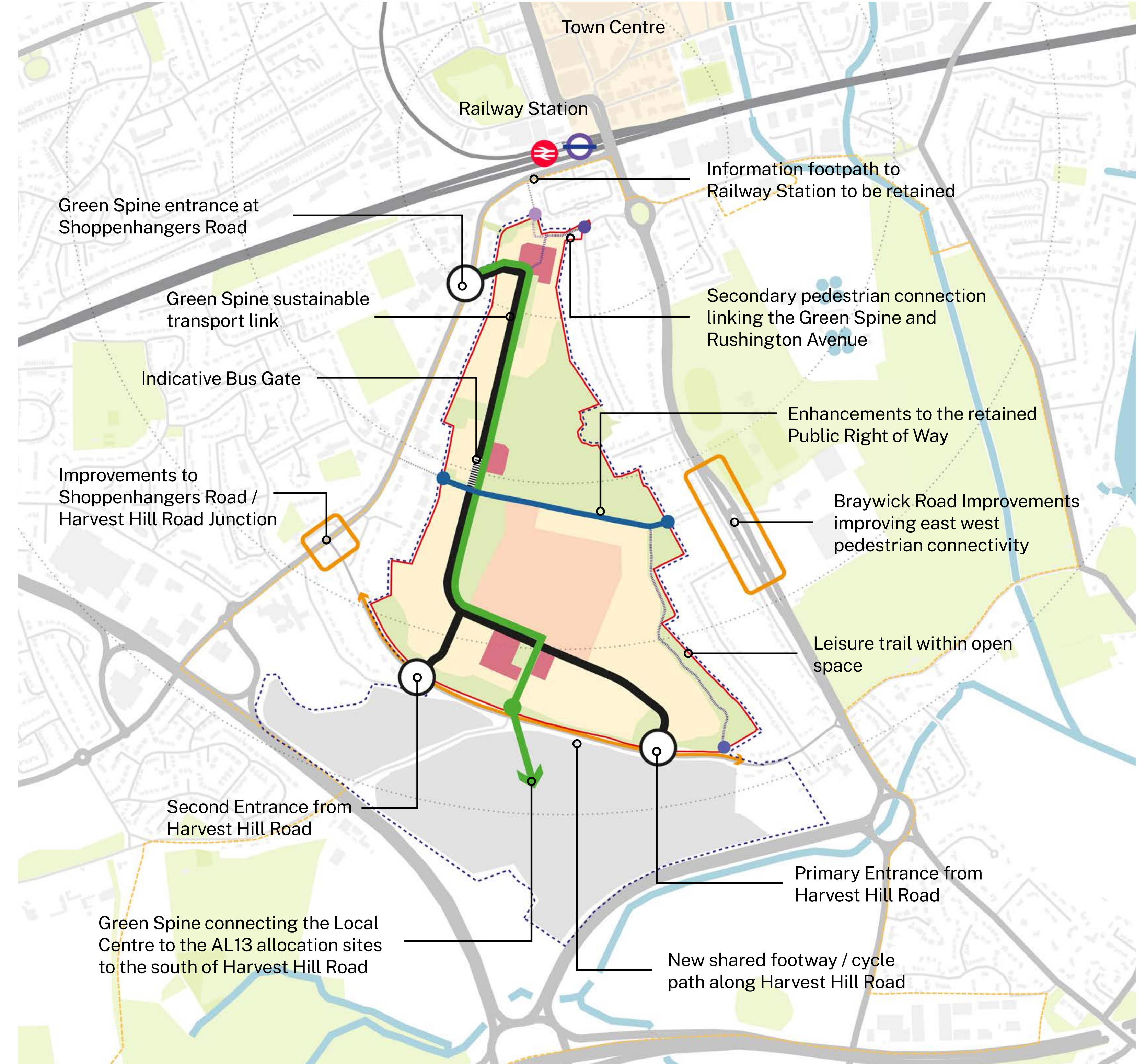
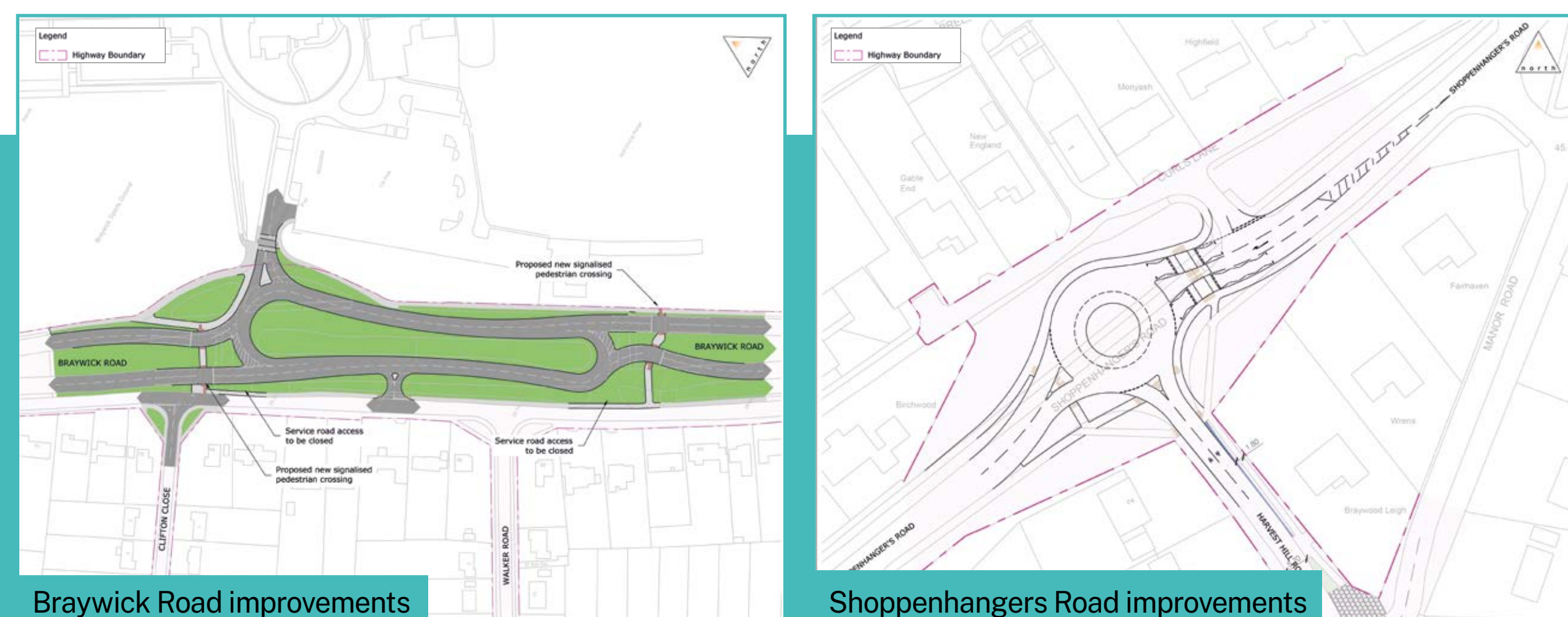
# Maidenhead Golf Course Movement and Connectivity

Our priority will be to develop transport proposals that encourage sustainable transport wherever possible:

- Extensive cycle and walking routes will provide access through the centre of the site linking to the station and town centre
- Provision of a shared footway / cycleway along Harvest Hill Road
- The provision of bus services along Harvest Hill Road, which will, as the development progresses, travel through the site
- The provision of electric vehicle charging points in accordance with building regulations

Access to the site will be via three access points, two along Harvest Hill Road and one utilising the existing golf club access, which will be widened to accommodate buses. A through route will be provided for cycles, pedestrians and buses, but no through route will be provided for motor vehicles.

We will deliver a significant safety upgrade to the section of Braywick Road outside the Leisure Centre, and a new roundabout on Shoppenhangers Road.





# Maidenhead Golf Course Sustainability

## Sustainability is central to our proposals for Maidenhead Golf Course.

Our programme will employ modern methods of construction that meet exemplary sustainability standards. Some of these methods will include, but are not limited to:

- Timber frame houses
- Air source and ground source heat pumps
- Solar / PV panels
- Use of low carbon material
- Minimising of operational emissions

The site's proximity to local bus routes, along with proposals for cycle and walking routes through the Green Spine, will ensure that sustainable forms of transport are the easiest choices for new residents.

In addition to our construction work, the other measures that we will look to employ include:

- Active travel options
- Water retention schemes, including swales
- Electric vehicle charging points
- Retention of the site's key natural asset





# Maidenhead Golf Course Timeline & Next Steps

## Next Steps

Thank you for taking the time to visit our exhibition and review our consultation materials. The proposals will create an exciting new neighbourhood for Maidenhead, along with benefits for the new and existing community including new schools, healthcare facilities, attractive green open spaces and homes for all.

We welcome your feedback and encourage you to share your views on our proposals. You can do so by completing a form here today or taking it away with you along with a freepost envelope and return it at your convenience.

The survey can also be completed online at: [calaplanning.co.uk/elizabethquarter](https://calaplanning.co.uk/elizabethquarter)

Please scan the QR code  
to complete our survey!



Example of Cala homes

## Project timeline

**Q4 2022**

First public consultation

**Q2 2023**

Application submission

**Q1 2026**

Anticipated start of  
construction works

**Q1 2023**

**Present day:**  
Second public consultation

**Q1 2024**

Anticipated application  
determination

We will continue to engage with the local community as we progress towards submitting the planning application to RBWM. If you would like to get in touch with the project team, please do so using the details below:

**T: 020 3398 1590**

**E: [elizabeth-quarter@becg.com](mailto:elizabeth-quarter@becg.com)**