

**Royal Borough of
Windsor and Maidenhead**

**'Borough Local Plan Sites Consultation' –
Report of Consultation**

(March 2013)

Planning and Property Services
Royal Borough of Windsor and Maidenhead
Town Hall
St Ives Road
Maidenhead
SL6 1RF



SUMMARY

This Consultation Statement relates to the Royal Borough of Windsor and Maidenhead Borough Local Plan Sites Consultation. It should be read in conjunction with the consultation paper.

812 site specific consultation responses were received on the sub-areas of Maidenhead, Windsor and Ascot; 289 responses on Spencers Farm; 150 on Land to the North of Ockwells Manor; and further non-site specific comments were also received.

The Council consulted on 49 housing sites, 24 employment sites, and 4 'other' sites – a total of 77 sites overall.

Overall most respondents objected to the development of Spencers Farm for housing.

The designation of the land to the north of Ockwells Manor as Green Belt was generally supported.

Urban housing sites were generally supported for redevelopment, although there was a trend of preferring lower density options if possible.

Car parks in urban areas received the most opposition to allocation for development in the excluded settlement.

Garden centres in the Green Belt received more opposition to designation than support.

Respondents tended to support other regeneration projects, namely Stafferton Way, Little Farm and Ascot High Street.

Respondents supported retaining the existing employment designations and the proposed new designations.

The consultation has yielded site suggestions that are being investigated by the Council.

Contents

1.	Purpose of this Document	9
2.	Background	9
3.	Scope of Consultation	9
4.	Summary of All Responses	13
5.	SPENCERS FARM	14
6.	LAND TO THE NORTH OF OCKWELLS MANOR	16
7.	MAIDENHEAD SUB-AREA: HOUSING SITES	18
	12-13 Bridge Avenue	18
	3-9 Bridge Avenue	20
	150 Bath Road	22
	35, 37 and 33 Velmead Works, Lower Cookham Road	24
	Belmont Place, Belmont Road	26
	Berkshire House, High Street	28
	DTC, Gringer Hill.....	31
	Employment area to the east of Oldfield Road	33
	Exclusive House, Oldfield Road	35
	Maidenhead Lawn Tennis Club, All Saints Road	38
	Middlehurst Boyn Valley Road.....	40
	Cedar Park, Cedars Road	42
	Reform Road Industrial Estate.....	44
	Polestar Taylowe Building, St Peters Road	46
	Whitebrook Park, Lower Cookham Road	48
	Shoppenhangers Manor, Manor Lane	50
	Boyn Valley Industrial Estate	53
	Cookham Gas Holder Station, Whyteladyes Lane	55
	Payton House, Gorse Road	57
	Water Oakley Farm, Windsor Road.....	59
	Park House, Warren Row Road	62
	Grove Business Park, Cannon Lane	65
	Woolley Hall and Woolley Grange, Westacott Way.....	67
	MAIDENHEAD SUB-AREA: OTHER SITES	70
	Stafferton Way	70
	Little Farm Nursery	71
	MAIDENHEAD SUB-AREA: EMPLOYMENT SITES	74
	Cordwallis Industrial Estate	74
	Furze Platt Industrial Estate.....	75
	Howarth Road Industrial Estate	76
	Norreys Drive	78
	Eastern part of Kings Grove/ Boyn Valley Industrial Estate	79
	Central Part of Reform Road Industrial Estate	80
	Vanwall Road Business Area	82
	Foundation Park, Cannon Lane.....	83
	Barloworld, Littlewick Green	84
	Maidenhead Office Park, Littlewick Green	86
	Grove Business Park, Cannon Lane	87
	Woodlands Business Park, Woodlands Park	88
	Priors Way Industrial Estate	90
8.	WINDSOR SUB-AREA: HOUSING	92
	Area between Alma Road and Goslar Way	92
	Area north of Hanover Way	94
	Crown House and Charriott House.....	96
	Keeler, Ellison Close.....	98
	Land rear of 38-39 Peascod Street and telephone exchange.....	101
	Alma Road Car Park	103
	River Street and Thames Street Car Parks	105
	Riverside Walk Office Building.....	107
	Thames Court, Victoria Street	109
	The Parade and Car Park, Ruddles Way	111
	Windsor and Eton Riverside Car Park	114
	Connection House, Datchet.....	116

	95 Straight Road, Old Windsor	118
	Straight Works, Straight Road, Old Windsor	120
	Wyevale Garden Centre, Dedworth Road	122
	Squires Garden Centre, Maidenhead Road	126
	WINDSOR SUB-AREA: EMPLOYMENT SITES	130
	Windsor Dials, Arthur Road	130
	Vansittart Industrial Estate	131
	Fairacres Industrial Estate	132
	Imperial House	134
	Eastern part of Vale Road Industrial Estate	135
	Centrica, Maidenhead Road	136
	Ditton Park, Datchet	138
	Manor House Lane Industrial Estate, Datchet	139
9.	ASCOT SUB-AREA: HOUSING	141
	Ascot Gas Holder Station, Sunninghill	141
	Hope Technical Development	143
	Kenilworth, Windsor Road	145
	Sunningdale Station and Car Park	148
	Telephone Exchange, Upper Village Road	150
	The Big Cedar, London Road	152
	High Peak off London Road	155
	Old Huntsman's House, Kennel Avenue	157
	Ascot Station Car Park and Cloverleaf Cars	159
	ASCOT SUB-AREA: OTHER SITES	162
	Ascot High Street	162
	ASCOT SUB-AREA: EMPLOYMENT SITES	164
	Ascot Business Park, South Ascot	164
	Queen's Road Industrial Estate, Sunninghill	165
	Silwood Park	166
10.	Other Sites	169
11.	Detailed Feedback from other Respondents	171
12.	Overall Outcomes of the Consultation	175

Contents: Sites by Ward / Parish / Proposed Neighbourhood Plan Area

HOUSING SITES:

Ward/ Proposed Neighbourhood Plan Area	Housing Site	Page Number
Oldfield (Maidenhead and Cox Green Proposed Neighbourhood Plan)	12-13 Bridge Avenue	18
	3-9 Bridge Avenue	20
	Berkshire House, High Street	28
	Employment area to the east of Oldfield Road	33
	Exclusive House, Oldfield Road	35
	Cedar Park, Cedars Road	42
	Reform Road Industrial Estate	44
	Shoppenhangers Manor, Manor Lane	50
Maidenhead Riverside (Maidenhead and Cox Green Proposed Neighbourhood Plan)	SPENCERS FARM	14
	35, 37 and 33 Velmead Works, Lower Cookham Road	24
	Whitebrook Park, Lower Cookham Road	48
Pinkneys Green (Maidenhead and Cox Green Proposed Neighbourhood Plan)	150 Bath Road	22
Belmont (Maidenhead and Cox Green Proposed Neighbourhood Plan)	Belmont Place, Belmont Road	26
	DTC, Gringer Hill	31
	Maidenhead Lawn Tennis Club, All Saints Road	38
Boyn Hill (Maidenhead and Cox Green Proposed Neighbourhood Plan)	Middlehurst Boyn Valley Road	40
	Boyn Valley Industrial Estate	53
Furze Platt (Maidenhead and Cox Green Proposed Neighbourhood Plan)	Polestar Taylowe Building, St Peters Road	46
Cookham (Parish)	Cookham Gas Holder Station, Whyteladyes Lane	55
	Payton House, Gorse Road	57
Bray (Parish) (Bray Proposed Neighbourhood Plan)	Water Oakley Farm, Windsor Road	59
	Wyevale Garden Centre, Dedworth Road *	122
	Squires Garden Centre, Maidenhead Road*	126
* are in Clewer North ward		
Hurley and the Walthams (Hurley and the Walthams Proposed Neighbourhood Plan)	Park House, Warren Row Road	62
	Grove Business Park, Cannon Lane	65
	Woolley Hall and Woolley Grange, Westacott Way	67
Castle Without (Windsor and Eton Proposed Neighbourhood Plan)	Area between Alma Road and Goslar Way	92
	Crown House and Charriott House	96
	Alma Road Car Park	103
	Land rear of 38-39 Peascod Street and telephone exchange	101
	Thames Court, Victoria Street	109
	River Street and Thames Street Car Parks	105
Clewer North (Windsor and Eton Proposed Neighbourhood Plan)	Area north of Hanover Way	94
	The Parade and Car Park, Ruddles Way	111
Park	Keeler, Ellison Close	98

Ward/ Proposed Neighbourhood Plan Area	Housing Site	Page Number
(Windsor and Eton Proposed Neighbourhood Plan)		
Eton and Castle (Windsor and Eton Proposed Neighbourhood Plan)	Riverside Walk Office Building	107
	Windsor and Eton Riverside Car Park	114
Datchet (Datchet Proposed Neighbourhood Plan)	Connection House, Datchet	116
Old Windsor (Old Windsor Proposed Neighbourhood Plan)	95 Straight Road, Old Windsor	118
	Straight Works, Straight Road, Old Windsor	120
Sunninghill and South Ascot (Ascot, Sunninghill and Sunningdale Proposed Neighbourhood Plan)	Ascot Gas Holder Station, Sunninghill	141
	Telephone Exchange, Upper Village Road	150
Ascot and Cheapside (Ascot, Sunninghill and Sunningdale Proposed Neighbourhood Plan)	Hope Technical Development	143
	Kenilworth, Windsor Road	145
	Old Huntsman's House, Kennel Avenue	157
	Ascot Station Car Park and Cloverleaf Cars	159
Sunningdale (Ascot, Sunninghill and Sunningdale Proposed Neighbourhood Plan)	Sunningdale Station and Car Park	148
	The Big Cedar, London Road	152
	High Peak off London Road	155

EMPLOYMENT AND 'OTHER SITES'

Ward/ Proposed Neighbourhood Plan Area	Employment or 'Other' Site	Page Number
Oldfield (Maidenhead and Cox Green Proposed Neighbourhood Plan)	Stafferton Way	70
	Howarth Road Industrial Estate	76
	Norreys Drive	78
	Central Part of Reform Road Industrial Estate	80
	Vanwall Road Business Area	82
Maidenhead Riverside (Maidenhead and Cox Green Proposed Neighbourhood Plan)	Little Farm Nursery	71
Belmont (Maidenhead and Cox Green Proposed Neighbourhood Plan)	Cordwallis Industrial Estate	74
Boyn Hill (Maidenhead and Cox Green Proposed Neighbourhood Plan)	Eastern part of Kings Grove/ Boyn Valley Industrial Estate	79
Furze Platt (Maidenhead and Cox Green Proposed Neighbourhood Plan)	Furze Platt Industrial Estate	75
Cox Green (Maidenhead and Cox Green Proposed Neighbourhood Plan)	LAND TO THE NORTH OF OCKWELLS MANOR	16
	Foundation Park, Cannon Lane	83
	Woodlands Business Park, Woodlands Park	88
Bray (Parish)	Priors Way Industrial Estate	90

Ward/ Proposed Neighbourhood Plan Area	Employment or 'Other' Site	Page Number
(Bray Proposed Neighbourhood Plan)		
Hurley and the Walthams (Hurley and the Walthams Proposed Neighbourhood Plan)	Barloworld, Littlewick Green	84
	Maidenhead Office Park, Littlewick Green	86
	Grove Business Park, Cannon Lane	87
Castle Without (Windsor and Eton Proposed Neighbourhood Plan)	Windsor Dials, Arthur Road	130
	Vansittart Industrial Estate	131
	Imperial House	134
Clewer South (Windsor and Eton Proposed Neighbourhood Plan)	Fairacres Industrial Estate	132
Clewer North (Windsor and Eton Proposed Neighbourhood Plan)	Eastern part of Vale Road Industrial Estate	135
	Centrica, Maidenhead Road	136
Datchet (Datchet Proposed Neighbourhood Plan)	Ditton Park, Datchet	138
	Manor House Lane Industrial Estate, Datchet	139
Ascot and Cheapside (Ascot, Sunninghill and Sunningdale Proposed Neighbourhood Plan)	Ascot High Street	162
	Silwood Park	166
Sunninghill and South Ascot (Ascot, Sunninghill and Sunningdale Proposed Neighbourhood Plan)	Ascot Business Park, South Ascot	164
	Queen's Road Industrial Estate, Sunninghill	165

Glossary

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.
Borough Local Plan	The plan currently being prepared by RBWM 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.
Conservation	The process of maintaining and managing change to a heritage asset in a way that sustains and, where appropriate, enhances its significance.
Development Plan	This includes adopted Local Plans, Area Action Plans and neighbourhood plans, and is defined in section 38 of the Planning and Compulsory Purchase Act 2004.
Green Belt	In the Royal Borough of Windsor and Maidenhead, Green Belt refers to the Metropolitan Green Belt; the designation accounts for 83% of the land area of the Royal Borough.
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.
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 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 (see above).
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.
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.
Town Centre	Area defined by the local authority, including the primary shopping area and areas predominantly occupied by main town centre uses within or adjacent to the primary shopping area.

1. Purpose of this Document

- 1.1 This Consultation Statement relates to the Royal Borough of Windsor and Maidenhead Borough Local Plan Sites Consultation.
- 1.2 The Borough Local Plan Sites Consultation sought to establish views on potential housing sites, employment and other sites. The consultation was therefore an important part of the Borough Local Plan process, to check how residents felt about sites and their suitability for housing, employment or other uses.
- 1.3 The Government is keen to ensure that the production of planning documents follows the Government's principles for community engagement in planning. Involvement should be appropriate, from the outset; continuous; transparent and accessible and planned. Accordingly, this Statement sets out how the council has sought to engage its community in the preparation of its Borough Local Plan.
- 1.4 This statement sets out the consultation methods that were used to consult the community, associated results of the consultation, together with some concluding remarks.
- 1.5 This Statement has been prepared with regard to the requirements set out by the 'Local Planning Regulations' as a result of the amendment of the Planning and Compulsory Purchase Act 2004 by the Localism Act 2011.

2. Background

Pre-Consultation

- 2.1 The council has undertaken much work in recent years to develop an evidence base for the Borough Local Plan and to engage with the community and other consultees on draft documents. The 'Borough Local Plan Sites Consultation' therefore builds on previous work and the outcomes of past community engagement. More recently, this consultation has involved the 'Planning for the Future' consultation (February – March 2012).
- 2.2 By way of background, and in light of the national context, local consultations and residents' opinions given so far, it had become clear that a strategy for the Borough Local Plan would need to have an urban focus, which seeks the effective use of land within built up areas to deliver homes and jobs. Most sites included in the consultation reflected this - being located within the urban areas of the borough. However, also included in the sites consultation, were some previously developed sites in the Green Belt. It was considered important to include these sites in order to determine if there were more appropriate uses for the sites which would already be acceptable under current national planning guidance.
- 2.3 Prior to the start of the consultation, neighbourhood planning groups, parishes and Ward Members were invited to examine and comment on the sites promoted to the Council. 11 meetings held with 100% coverage of the Borough by Proposed Neighbourhood plan area. The purpose was to review all large urban sites, sites with significant development potential and sites promoted to the Council outside of the urban area. These meetings also reviewed existing employment sites where choices need to be made about existing employment land designations and the potential creation of new ones. Consideration of sites for other uses such as leisure and recreation was also explored.

3. Scope of Consultation

Consultation

- 3.1 This Statement refers specifically to the consultation that was carried out as part of the preparation of the Borough Local Plan, beginning on November 19th 2012 and ending on the 11th January 2013.

- 3.2 Consultation was undertaken in accordance with the Council's adopted Statement of Community Involvement, having regard to the Town and Country Planning (Local Planning) England Regulations 2012, although this consultation was not a statutory stage.
- 3.3 77 sites in total were subject to public consultation. This comprised 49 housing sites, 24 employment sites and 4 'other sites'. Included in this, views were sought on land at Spencers Farm, which the council resolved to consult on in 2012 and land north of Ockwells Manor. Whilst originally proposed as a mixed education / housing proposal, the land at Spencers Farm is promoted by the landowner solely for housing. The consultation also included a proposal to add land north of Ockwells Manor, Maidenhead into the Green Belt.
- 3.4 Consultation questions on individual sites sought to capture views on:
- the development on specific sites for homes
 - the redevelopment of specific employment areas for new homes
 - the retention of sites as employment areas
 - the designation of new employment areas
 - the designation of sites for other uses
 - any new sites that landowners wished to promote to the Council.
- 3.5 In addition, in relation to the Spencers Farm site, views were sought on whether proposals for the development of the site for housing were supported, whilst in relation to land to the north of Ockwells Manor, opinion was sought as to whether this land should be added to the Green Belt.

Consultation Methods

- 3.6 In terms of advertising the consultation, the following measures were undertaken:

Advertisement Type	Date	Comment
Press Notice	Wk beginning 5 th November 2012	Informed the press that the consultation would be starting in a few weeks
Press Release	Wk beginning 12 th November 2012	Explained the purpose of the consultation and advertised that it would be starting shortly.
Website	Updated 21 st November 2012	Document downloads, Survey Monkey, web pages
Around the Royal Borough – article *	Wk beginning 19 th November 2012	Article in the paper directed people to the survey online.
Flyer *	Wk beginning 19 th November 2012	The flyer was distributed with Around the Royal Borough but as a separate sheet.
Phone calls/ emails/ letters to landowners	Wks beginning 5 th /12 th November 2012	-
Emails and letter notifications	Wk beginning 19 th November 2012	-

Table 1: Advertising the Consultation

* There were some distribution issues; to ensure residents were aware of the consultation, a further flyer distribution was undertaken in areas known to have been omitted from the first distribution.

- 3.7 Essentially, responses were invited through the following ways:
- Consultees were invited to respond to the 'Borough Local Plan Sites Consultation' via the Council's website (via Survey Monkey) – a direct link to the survey was put on the Council's homepage.
 - Responses to 'Borough Local Plan Sites Consultation' were invited directly to all households in the Royal Borough via a flyer directing people to the website, libraries, or phoning the CSC to request a hard copy of the relevant consultation papers. It was not

possible to provide hard copies of the consultation to each household owing to the quantity of material.

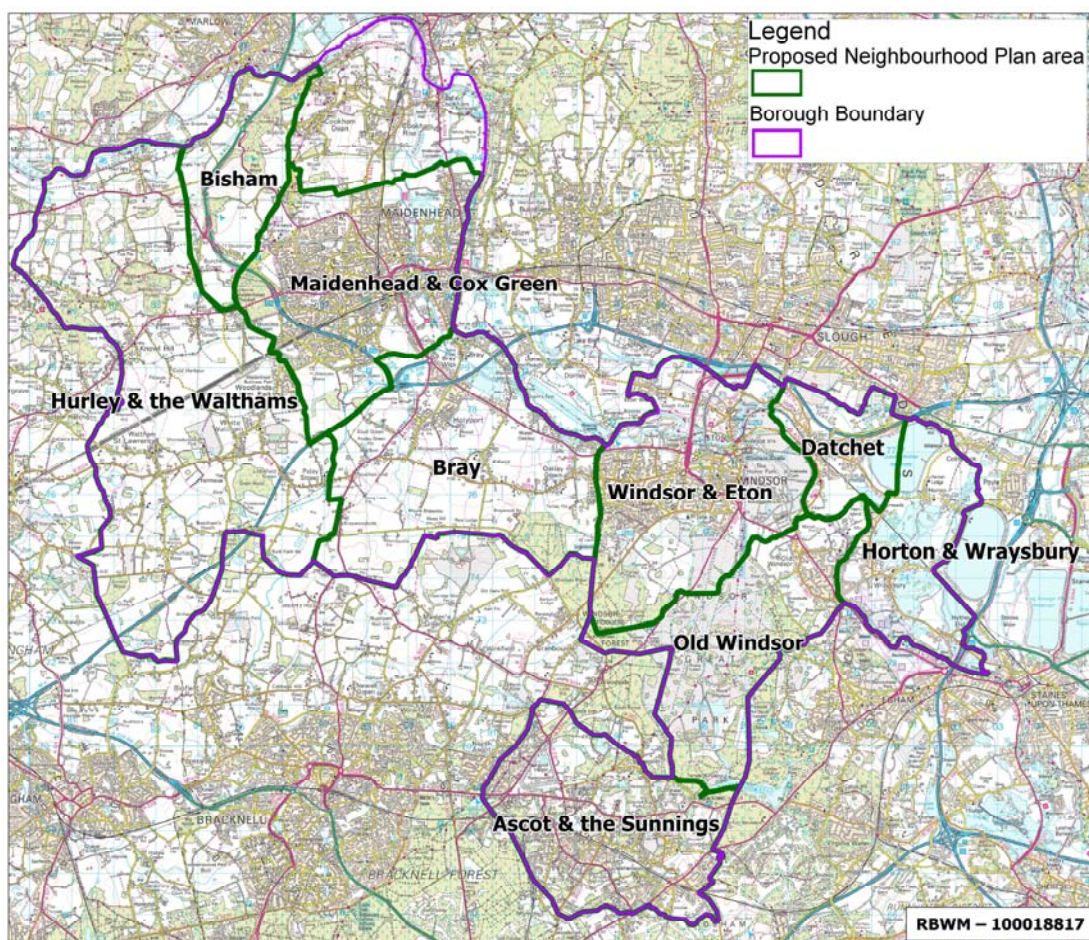
3.8 Responses to the document were also invited via email and letter. In addition, feedback has also been gained through the various meetings and forums that officers have attended. Any news coverage and ideas on the consultation in the local press have also been collated.

Profile of Respondents

Local Respondents to the Borough Local Plan Consultation

3.9 63,500 flyers advertising the 'Borough Local Plan Sites Consultation' were distributed across the Royal Borough to all residents. A total of 812 people responded to the consultation (706 were residents).

3.10 A general analysis, based on these returns is summarised from section 4 onwards. This information was provided as part of the submitted representations. Questions including postcode, respondents' name and address, age were included in the questionnaire form. A key finding is the specific breakdown of respondents by proposed neighbourhood plan area which was extracted via postcode data. (See Map 1 for proposed neighbourhood plan areas).



Map 1: Proposed Neighbourhood Plan Areas across the Borough

3.11 Whilst the questionnaire form noted that submitted representations cannot be treated as confidential as the council is obliged to make representations available for public inspection, the information collected has been useful to see whether all geographical areas of the Borough have been represented in the consultation (See **Table 2**).

Proposed Neighbourhood Plan Area	Number of returns
Ascot and the Sunnings	140
Bisham	3

Proposed Neighbourhood Plan Area	Number of returns
Bray	148
Datchet	9
Horton and Wraysbury	1
Hurley and the Walthams	16
Maidenhead and Cox Green	180
Old Windsor	9
Windsor and Eton	183
N/A (e.g. organisations, responses from outside RBWM, postcode not provided)	106
Cookham (not a Proposed Neighbourhood Plan)	17
Total Respondents	812
Total for Borough	706

Table 2: Analysis by Proposed Neighbourhood Plan Area

- 3.12 From **Table 2**, it is clear that the majority of total respondents lived either in Maidenhead, Windsor or Bray proposed Neighbourhood Plan areas. The least responses were received from Horton and Wraysbury, and Bisham proposed Neighbourhood Plan areas. However there were no sites being consulted on in these locations.
- 3.13 The consultation also asked people to provide their age group (although this was not a compulsory response). Based on those who provided age information, the corresponding age profile of all respondents can be seen in **Chart 1**.

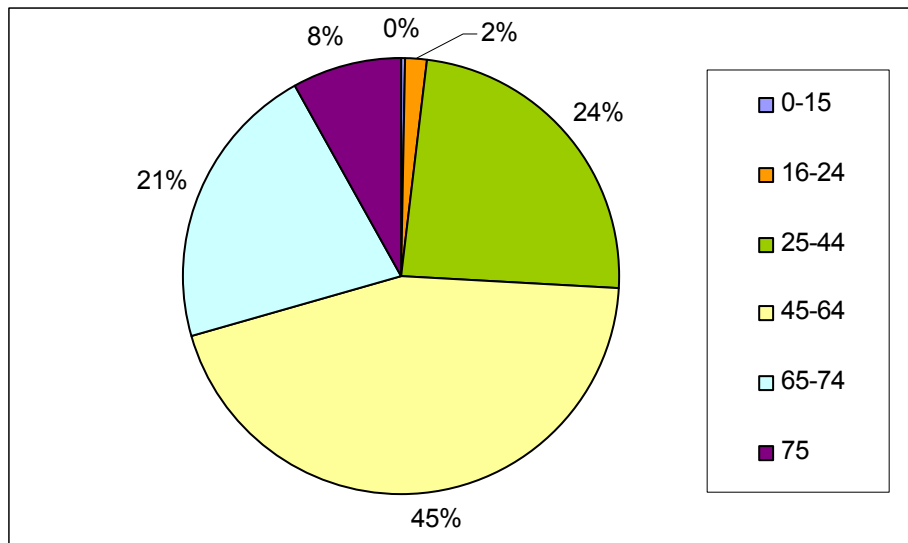


Chart 1: Age profile of respondents

Other Respondents to the Borough Local Plan Consultation

- 3.14 76 respondents (organisations, statutory consultees and other consultees) submitted comments to 'Borough Local Plan Sites Consultation' as summarised in Table 3.

Type of consultee	No.
Statutory Consultee	9
Adjoining Council	4
Parishes	3
Proposed Neighbourhood Plan Areas	2
Local Interest Groups	7
Developers	51
Total	76

Table 3: Profile of Other Respondents

3.15 The results of this part of the consultation have been incorporated into the site consultation analysis results where possible, with specific commentary set out at the end of this report if it did not fit in with the format of the consultation - covering the main issues and concerns raised (please refer to **section 11**).

4. Summary of All Responses

- 4.1 This section summarises the key findings from the consultation. The analysis presented follows the order of the questions set out in the 'Borough Local Plan Sites Consultation' questionnaire. For ease of reference, the original questions have been reproduced under the relevant heading.
- 4.2 To provide both an overview and detailed analysis, the results to the questions are displayed at both borough and proposed Neighbourhood Plan area level. Where responses have been received from outside the borough or where a postcode was not provided, respondents are categorised as N/A because the proposed Neighbourhood Plan area is not known.
- 4.3 The Environment Agency identified the environmental risks and stated which sites were subject to the following issues which need to be taken into account when considering site allocations:
- Fluvial Flood Risk
 - Surface Water Flood Risk
 - Main rivers and ecological buffer zones
 - Groundwater and Contaminated Land (source protection zones)
- 4.4 They did not provide comments on whether or not they supported the potential allocations, but the information on which sites are have any of the issues listed above, will be used as part of site assessment work.

5. SPENCERS FARM

What is your view towards the development of this site?

Support
Object
No opinion

- 5.1 This site was consulted on following a council resolution in June 2012 to consult on the promoted designation of the land through the Borough Local Plan.
- 5.2 The results of this site show that the majority of respondents object to the development of Spencers Farm as shown in **Chart 2** below. A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 4**.

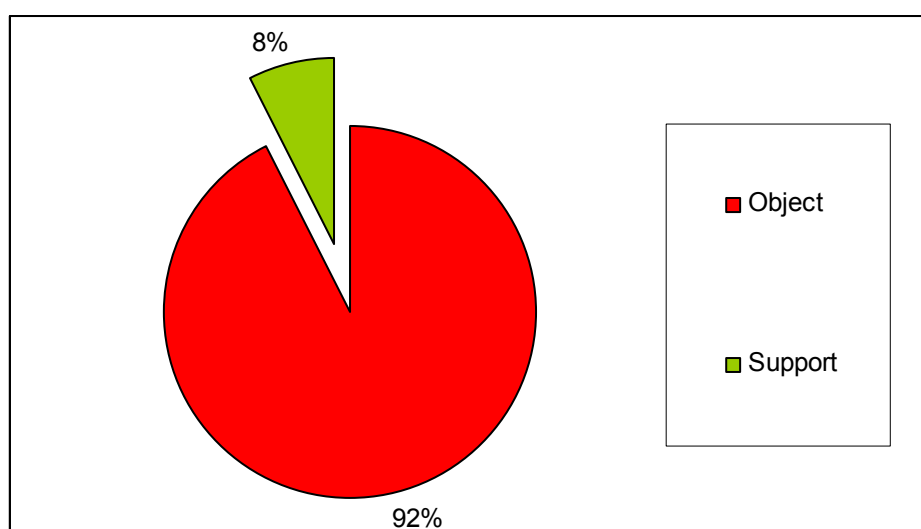


Chart 2: Response to development of Spencers Farm

Spencers Farm	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support						
Object	205	93.2	62	89.9	267	92.4
Support	15	6.8	7	10.1	22	7.6
Grand Total	220	100.0	69	100.0	289	100.0

Table 4: Responses to development of Spencers Farm by proposed Neighbourhood Plan area

- 5.3 Respondents were given the opportunity to offer reasons for their views. A summary of the main points raised can be seen below.

Support:

- It is logical to build here on the edge of the urban area if RBWM cannot meeting its housing needs outside of the Green Belt.
- There is a need for more housing in Maidenhead.
- There is a national shortage of affordable housing, and people need to live somewhere.
- The development must include community facilities – there is a particular lack of public open space in Furze Platt.
- Housing should only be approved if the relocation of Furze Platt school to this site happens.
- The site is Green Belt and should remain Green Belt. It is also on a flood plain. Maidenhead does not need another housing estate and a housing estate will not enhance the area. [This was an answer given to support].

- The land has no intrinsic aesthetic or eco value being landfill.
- Need to preserve the quality of the town and not overfill it with houses.
- It does not impinge on many neighbours, has no intrinsic aesthetic or eco value being landfill, and hardly effects the green corridor between Maidenhead and Cookham.
- The site would be suitable for a limited amount of housing.

Object:

- The site is part of the gap between Maidenhead and Cookham.
- The site is in the Green Belt – no development should occur in the Green Belt under any circumstances. We should be protecting the Green Belt for the future. Would set a precedent for more Green Belt development if it went ahead.
- The road infrastructure cannot cope with any more housing.
- There are not enough local facilities or amenities to cope with this amount of new housing.
- The site is at risk of flooding, and building here would add to the flood risk elsewhere in Maidenhead – particularly with climate change.
- Housing should be built on brownfield sites like office blocks which have remained empty for years.
- It would ruin the views for residents living nearby.
- It would affect the value of existing properties.
- The railway bridge would not be able to sustain that amount of traffic.
- There is a parking problem in the area already – particularly around school times.
- Would need an additional hospital and more doctors surgeries first to consider this amount of new housing.
- Would increase the amount of traffic and pollution.
- Would damage the environment and biodiversity e.g. slow worms, stag beetles, bats, kingfishers. There were badger setts in a largish pit the opposite side of the railway line from Half Way Houses.
- Already a shortage of school places in the area.
- Will affect the quality of life of existing residents.
- The area cannot cope with the number of new people who would move to the area (and neither would social services), or the hundreds of cars that would accompany them.
- Furze Platt Senior school should be redeveloped on its existing site.
- Understand that there is a need to build more houses, but believe this is best achieved through smaller developments spread evenly throughout the borough to avoid one small area being overwhelmed.
- The site is productive agricultural land, producing crops of wheat or rape.
- The new residents would be very cramped if 700 new homes were built.
- Need to preserve the countryside for future generations.
- Council should be conducting a full Green Belt review if it is considering amending Green Belt boundaries to build on this site, and test these against Sustainability Appraisal.
- Plenty of other places for development to occur.
- Enjoy walking in the area – need green open spaces; especially for children.
- Cars entering and leaving Aldebury Road have a limited view along the road towards the railway due to the bridge and overgrown shrubs which restrict vision. Cars turning into Aldebury Road have frequently been hit by cars coming over the bridge at speed.
- The council pledged to protect the existing Green Belt around maidenhead, any development would be at odds with this pledge to the electorate.
- Capacity of First Great Western trains to and from Furze Platt.
- Maybe a smaller development in the southwest corner near the present housing would be more appropriate to this location which is otherwise open countryside.
- Cookham is a distinct village - long may it remain so.
- Build a nice town elsewhere. Don't ruin an old town here.
- No more development.

6. LAND TO THE NORTH OF OCKWELLS MANOR

What is your view towards adding the land north of Ockwells Manor to the Green Belt?

Support
Object
No opinion

- 6.1 This site was consulted on following a council resolution in April 2012 to consult on the designation of the land as Green Belt through the Borough Local Plan.
- 6.2 The results of this site show that the majority of respondents support the designation of the land to Green Belt as shown in **Chart 3** below. A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 5**.
- 6.3 It should be noted that the detailed responses received in connection with objections, appear to indicate a misunderstanding of the question being asked since several 'objected' to the land to the north of Ockwells Manor being developed for housing. This could be the result of the extant planning permission on the land and the recent talk of challenging of the covenant. Alternatively it could be that respondents simply misread the question since most other sites being consulted on were seeking opinions on whether the site was suitable for development, e.g. Spencers Farm. Similarly some detailed responses 'supporting' the designation, in fact indicate respondents objected to the designation of Green Belt, and felt the land should be developed for housing.

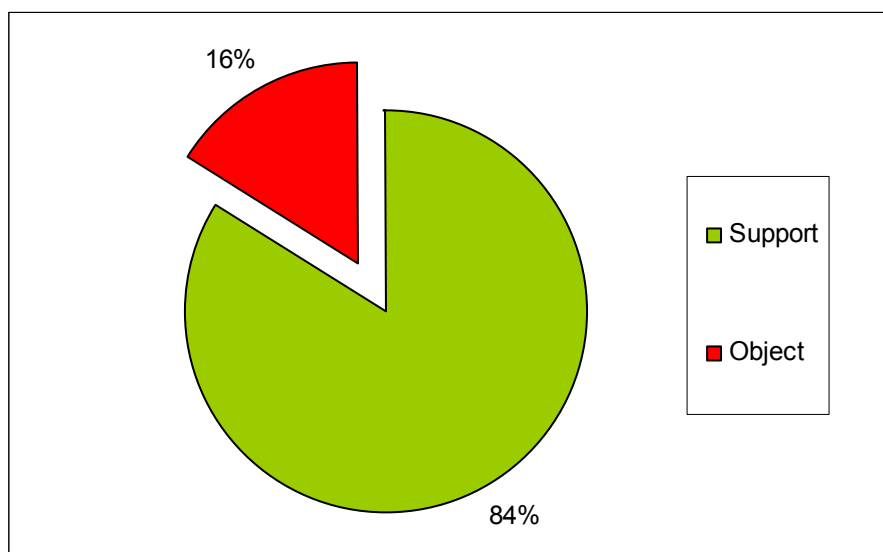


Chart 3: Response to designation of land to the north of Ockwells Manor as Green Belt

Ockwells Manor	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support	101	83.5	25	86.2	126	84.0
Object	20	16.5	4	13.8	24	16.0
Grand Total	121	100.0	29	100.0	150	100.0

Table 5: Responses to designating land to the north of Ockwells Manor as Green Belt by proposed Neighbourhood Plan area

- 6.4 Respondents were given the opportunity to offer reasons for their views. A summary of the main points raised can be seen below.

Support:

- Our remaining countryside is too valuable to let it go.
- The setting of Ockwells Manor, a Grade 1 Listed building - potential to become, in the future, a great attraction for visitors making it more important to preserve its setting.
- Only when all brownfield sites are redeveloped should greenfield site even be considered.
- Protect the character of the settlement.
- Protection against further building in this particular area.
- Development on this land would overwhelm services in Cox Green even further, particularly in relation to traffic and local facilities.
- Will secure its future against further attempts to contest the National Trust covenant.
- We need more house more than we need the Green Belt. [NB. This was under support].
- Do not support the development of this land for housing or any other form of building.
- Need agricultural land to secure future food supply.
- Wildlife – of deer especially – needs protecting.
- The land is the subject of a restrictive covenant held by The National Trust which is very unlikely to be lifted. The landowner has withdrawn its legal challenge to the restrictive covenant.
- Stop all this mass development in Maidenhead, there simply is no more room for any more people.
- Any development here would have a high impact on local amenities and on local roads which are already congested.
- The site is not deliverable for housing development having regard to the deliverability tests contained within paragraph 47 of the NPPF.
- The area can then be adapted to provide a small country park which will benefit the local community.

Object:

- Ockwells Manor is such an important Historic Building it must stand in open country and not have a large densely built housing estate on its doorstep.
- This is sensible for residential development - should be used to kick start a new "exit" road route out of Cox Green and over the motorway.
- The roads in Cox Green during school terms are gridlocked already.
- Schools are already oversubscribed.
- There needs to be a significant investment in local infrastructure, i.e. major improvement in roads. Also need to review types and sizes of dwellings being built.
- This land is hardly used by the public and there are lots of open spaces nearby, e.g. Ockwells Park.
- It looks like a sensible place to build more housing.
- Shoppenhangers Road is the only route into Maidenhead from this location. Already very busy in the mornings, and traffic will be unbearable if this development goes ahead.
- Land that is Green Belt must be protected - other land not in Green Belt must be found for housing.
- There are other, better sites available for large scale housing development – development should only be on brownfield sites.
- Object to any development of the site around the Manor.
- It is a question of density – Shoppenhangers Road has seen a dramatic increase in density since the change from family homes to multiple dwellings.
- Support the National Trust.
- Retain as open country in agricultural use

7. MAIDENHEAD SUB-AREA: HOUSING SITES

12-13 Bridge Avenue

What is your view towards the development of 12-13 Bridge Avenue for new homes?

- Support 2/3 storey apartments
- Support 4/5 storey apartments
- Support development, but prefer a different approach
- Object to development of site
- No opinion

7.1 The results of this site show that most respondents would support 2/3 storey apartments on this site, with 21% supporting a higher density option of 4/5 storey apartments. 8% of respondents objected to the development of the site for new homes, 10% supported the redevelopment of the site, but thought there could be a more appropriate method (see **Chart 4** below). A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 6**.

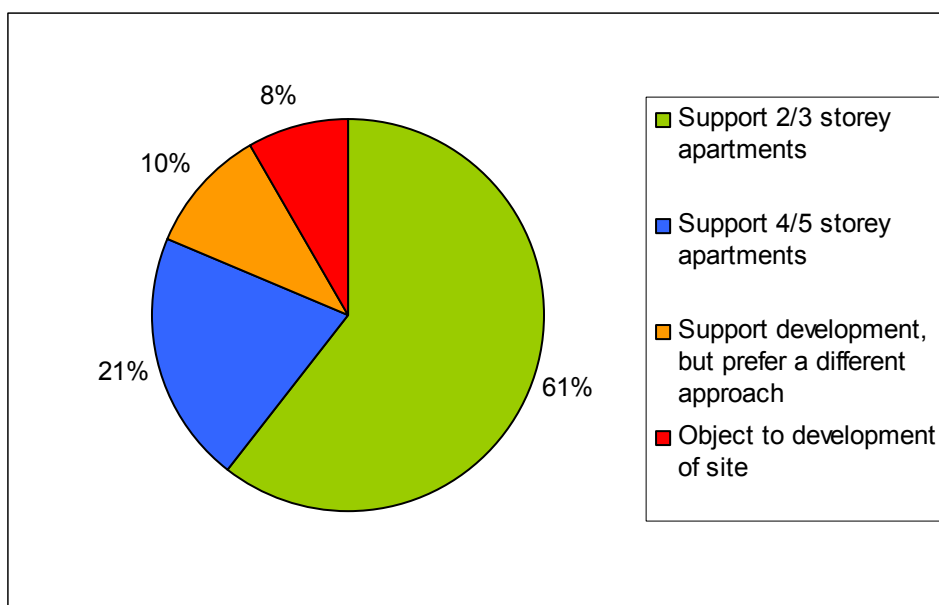


Chart 4: Support for allocating 12-13 Bridge Avenue for development of new homes

12-13 Bridge Avenue	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support 2/3 storey apartments	51 [□]	60.0	30	61.2	81	60.4
Support 4/5 storey apartments	17	20.0	11	22.4	28	20.9
Support development, but prefer a different approach	11	12.9	3	6.1	14	10.4
Object to development of site	6	7.1	5	10.2	11	8.2
Total	85	100.0	49	100.0	134	100.0

Table 6: Responses to developing 12–13 Bridge Avenue for new homes

[□] Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

- 7.2 Residents from Maidenhead and Cox Green proposed Neighbourhood Plan area were more likely to support 2/3 storey apartments rather than higher density 4/5 storey apartments.
- 7.3 Those who **supported** one of the redevelopment density options (2/3 storey or 4/5 storey apartments) were asked why. The most popular reason given was because the site is within the urban area (70%), followed by 'it makes better use of the land' (67%). Respondents were allowed to provide more than one reason. (See **table 7**).

12-13 Bridge Avenue	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
It is within the urban area	48□	70.6	33	80.5	81	74.3
It makes better use of the land	46□	67.6	21	51.2	67	61.5
It would fit in with the local character	29□	42.6	10	24.4	39	35.8
Prefer not to say	1	1.5	4	9.8	5	4.6
Other	3	4.4	1	2.4	4	3.7
Grand Total	127		69		196	

Table 7: Reasons respondent's support 2/3 or 4/5 storey apartments

NB: % is of total of those who supported an option

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

- 7.4 Respondents who **objected** to the development of 12-13 Bridge Avenue cited reasons including: too many homes are being proposed on the site, there are parking or highways issues and for 'other' reasons. These included: flood risk and retain employment use of the land. These reasons were also most frequently used by residents in the Maidenhead and Cox Green proposed Neighbourhood Plan area.

12-13 Bridge Avenue	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
It would impact on local character	0	0.0	2	40.0	2	18.2
It would result in the loss of gardens	1	16.7	0	0.0	1	9.1
It would impact on neighbours	1	16.7	1	20.0	2	18.2
It is the wrong type of location for new homes	0	0.0	0	0.0	0	0.0
Too many homes are being proposed here	3	50.0	2	40.0	5	45.5
There are not enough local services	1	16.7	1	20.0	2	18.2
There are local parking or highways issues	2	33.3	1	20.0	3	27.3
Prefer not to say	1	16.7	0	0.0	1	9.1
Other	3	50.0	2	40.0	5	45.5
Grand Total	12		9		21	1

Table 8: Reasons respondents objected to development of the site for houses

NB: % is of total who objected

- 7.5 People who supported development of the site, but preferred a different approach suggested:
- High rise flats - 8 storey apartments. Maximise use of town centre and spare Green Belt.

- Only going up a maximum of 1 or 2 floors for housing or developing this as part of the Waterways through the town plan.
- Houses rather than flats – potentially 3 storey Victorian terrace style properties.
- Mixed use
- Accommodation for the elderly/ sheltered housing.
- Commercial use e.g. Offices

3-9 Bridge Avenue

What is your view towards the development of 3-9 Bridge Avenue for new homes?

- **Support 2/3 storey apartments**
- **Support 4/5 storey apartments**
- **Support development, but prefer a different approach**
- **Object to development of site**
- **No opinion**

7.6 The results of this site show that most respondents would support 2/3 storey apartments on this site, with 27% supporting a higher density option of 4/5 storey apartments. 7% of respondents objected to the development of the site for new homes, 14% supported the redevelopment of the site, but thought there could be a more appropriate method (see **Chart 5** below). A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 9**.

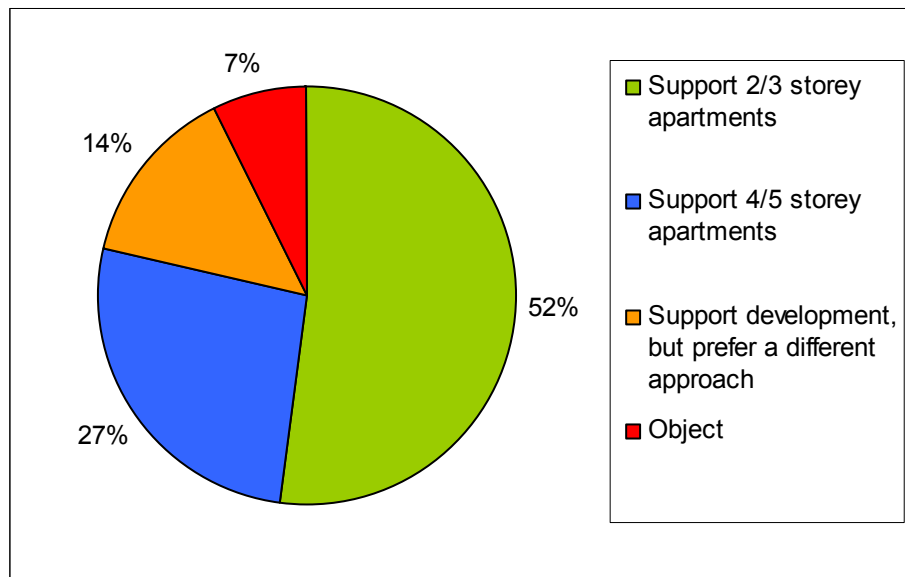


Chart 5: Support for allocating 3-9 Bridge Avenue for development of new homes

3-9 Bridge Avenue	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support 2/3 storey apartments	42	52.5	24	51.1	66	52.0
Support 4/5 storey apartments	21	26.3	13	27.7	34	26.8
Support development, but prefer a different approach	13	16.3	5	10.6	18	14.2
Object to development of site	4	5.0	5	10.6	9	7.1
Total	80	100.0	47	100.0	127	100.0

Table 9: Responses to developing 3-9 Bridge Avenue for new homes

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

- 7.7 Residents from Maidenhead and Cox Green Neighbourhood Plan area, supported 2/3 storey apartments rather than higher density 4/5 storey apartments, and were more likely to support a different approach, or to object to development for housing.
- 7.8 Those who **supported** one of the redevelopment density options (2/3 storey or 4/5 storey apartments) were asked why. Overall the most popular reason cited was because the site is within the urban area, followed by 'it makes better use of the land'. Respondents were allowed to provide more than one reason. (See **table 10**).

3-9 Bridge Avenue	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
It is within the urban area	45□	71.4	30	81.1	75	75.0
It makes better use of the land	42□	66.7	18	48.6	60	60.0
It would fit in with the local character	26□	41.3	8	21.6	34	34.0
Prefer not to say	3	4.8	1	2.7	4	4.0
Other	3	4.8	0	0.0	3	3.0
Grand Total	119		57		176	

Table 10: Reasons respondent's support 2/3 or 4/5 storey apartments

NB: % is of total of those who supported an option

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

- 7.9 Respondents who **objected** to the development of 3-9 Bridge Avenue cited reasons including it would impact on local character, parking or highways issues, and most commonly too many houses were being proposed on the site. Other reasons provided included: flood risk and viability.

3-9 Bridge Avenue	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
It would impact on local character	0	0.0	2	40.0	2	22.2
It would result in the loss of gardens	0	0.0	0	0.0	0	0.0
It would impact on neighbours	0	0.0	0	0.0	0	0.0
It is the wrong type of location for new homes	1	25.0	0	0.0	1	11.1
Too many homes are being proposed here	2	50.0	1	20.0	3	33.3
There are not enough local services	1	25.0	0	0.0	1	11.1
There are local parking or highways issues	2	50.0	0	0.0	2	22.2
Prefer not to say	0	0.0	0	0.0	0	0.0
Other	2	50.0	2	40.0	4	44.4
Grand Total	8		5		13	

Table 11: Reasons respondents objected to development of 3-9 Bridge Avenue for houses

NB: % is of total who objected

- 7.10 People who supported development of the site, but preferred a different approach suggested:

- Keep to the existing density.
- High rise flats. 8 storey apartments. Maximise use of town centre and spare Green Belt.
- Houses rather than flats; townhouses with gardens.
- Mixed use – offices and flats.
- Open land.
- Increase building heights – given the height approved for hotel.
- Hotel with parking facilities.
- Accommodation for the elderly.
- Commercial only – particularly offices.

150 Bath Road

What is your view towards the development of 150 Bath Road for new homes?

- **Support smaller houses**
- **Support 2/3 storey apartments**
- **Support development, but prefer a different approach**
- **Object to development of site**
- **No opinion**

7.11 The results of this site show that most respondents would support the lower density smaller houses over 2/3 storey apartments on this site. 4% of respondents objected to the development of the site for new homes, and 6% supported the redevelopment of the site, but thought there could be a more appropriate method (see **Chart 6** below). A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 12**.

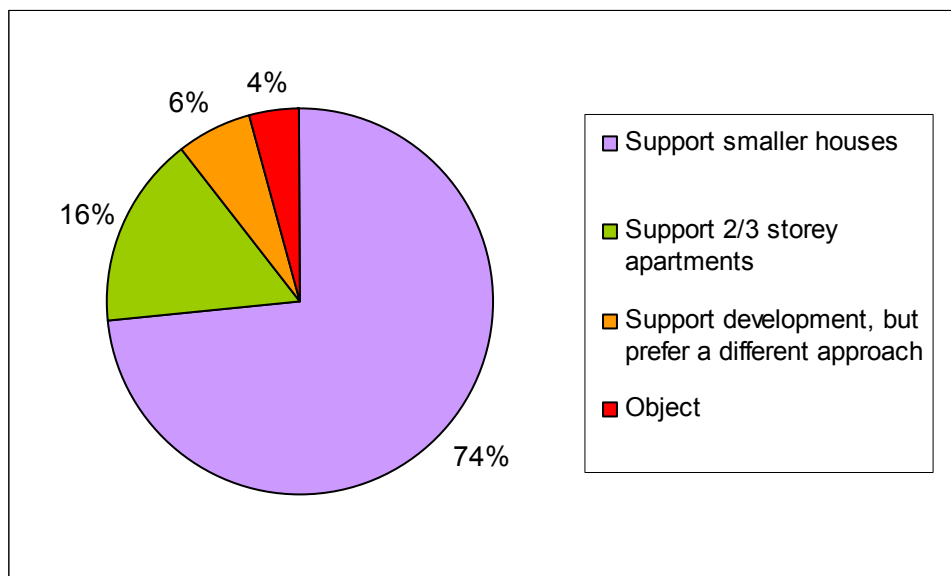


Chart 6: Support for allocating 150 Bath Road for development of new homes

150 Bath Road	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support smaller houses	60	75.9	31	68.9	91	73.4
Support 2/3 storey apartments	10	12.7	10	22.2	20	16.1
Support development, but prefer a different approach	7	8.9	1	2.2	8	6.5
Object to	2	2.5	3	6.7	5	4.0

150 Bath Road	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
development of site						
Total	79	100.0	45	100.0	124	100.0

Table 12: Responses to developing 150 Bath Road for new homes

NB: % is of total of those who supported an option

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

- 7.12 Residents from Maidenhead and Cox Green proposed Neighbourhood Plan area, supported the lower density option more than other respondents, and interestingly those from outside the proposed neighbourhood plan area were more likely to object to the development. Proposed Neighbourhood plan area residents were more likely to support a different approach to development of the site.
- 7.13 Those who **supported** one of the redevelopment density options (smaller housing or 2/3 storey apartments) were asked why. Overall the most popular reasons were because the site is within the urban area, it would fit in with the local character and it makes better use of the land. Those living in the Maidenhead and Cox Green proposed Neighbourhood Plan area were more likely to support redevelopment for smaller housing because it would fit in with the local character. Respondents were allowed to provide more than one reason. (See **table 13**).

150 Bath Road	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
It is within the urban area	37□	52.9	27	65.9	64	57.7
It makes better use of the land	38□	54.3	23	56.1	61	55.0
It would fit in with the local character	40□	57.1	22	53.7	62	55.9
Prefer not to say	3	4.3	0	0.0	3	2.7
Other	3	4.3	1	2.4	4	3.6
Grand Total	121		73		194	

Table 13: Reasons respondent's support smaller houses or 2/3 storey apartments

NB: % is of total of those who supported an option

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

- 7.14 Respondents who **objected** to the development of 150 Bath Road cited reasons including it too many houses were being proposed on the site, it would impact on local character or there are local parking or highways issues. Other reasons included: retain as offices.

150 Bath Road	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
It would impact on local character	0	0.0	2	66.7	2	40.0
It would result in the loss of gardens	0	0.0	0	0.0	0	0.0
It would impact on neighbours	0	0.0	0	0.0	0	0.0
It is the wrong type of location for new homes	1	50.0	0	0.0	1	20.0
Too many homes are being proposed here	2	100.0	1	33.3	3	60.0
There are not enough local services	1	50.0	0	0.0	1	20.0
There are local	2	100.0	0	0.0	2	40.0

150 Bath Road	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
parking or highways issues						
Prefer not to say	0	0.0	0	0.0	0	0.0
Other	2	100.0	2	66.7	4	80.0
Grand Total	8		5		13	

Table 14: Reasons respondents objected to development of 150 Bath Road for houses

NB: % is of total who objected

7.15 People who supported development of the site, but preferred a different approach suggested:

- High rise flats. Maximise use of town centre and spare Green Belt.
- 4 Storey apartments.
- Convert to smaller units to support emerging local businesses. e.g. Council owned incubator units.
- Mid-size houses with off-street parking.
- A well designed hotel with adequate (basement) parking.
- Develop for homes but in a similar nature to the adjacent sites i.e. detached/semi-detached houses.
- Mix of housing – not just small.

35, 37 and 33 Velmead Works, Lower Cookham Road

What is your view towards the development of 35, 37 and 33 Velmead Works, Lower Cookham Road for new homes?

- **Support smaller houses**
- **Support a mix of smaller houses and 2/3 storey apartments**
- **Support development, but prefer a different approach**
- **Object to development of site**
- **No opinion**

7.16 The results of this site show that most respondents who supported development for housing, supported the lower density smaller houses over a mix of smaller houses and 2/3 storey apartments on this site. 17% of respondents objected to the development of the site for new homes, and 5% supported the redevelopment of the site, but thought there could be a more appropriate method (see **Chart 7** below). A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 15**.

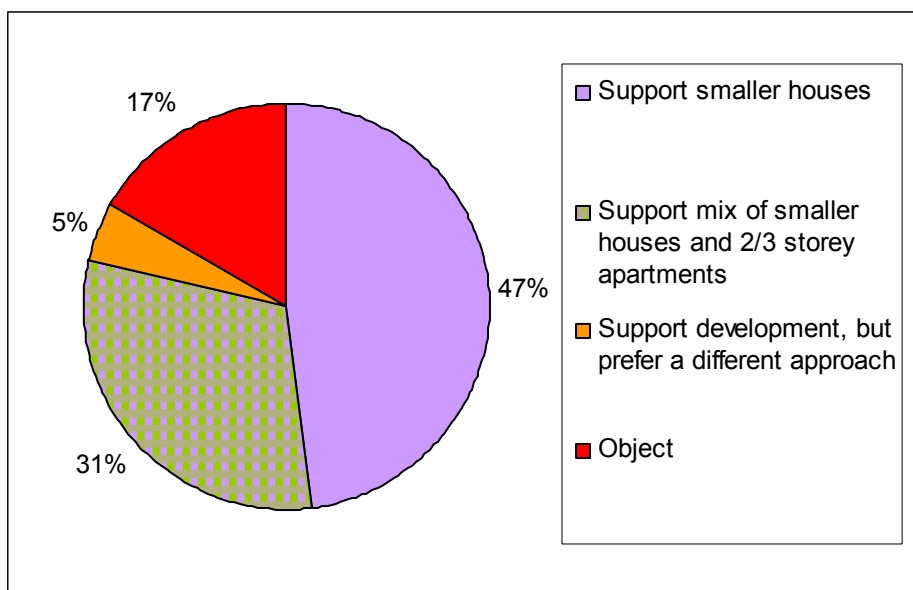


Chart 7: Support for allocating 35, 37 and 33 Velmead Works for development of new homes

35, 37 and 33 Velmead Works	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support smaller houses	36	51.4	16	42.1	52	48.1
Support mix of smaller houses 2/3 storey apartments	19□	27.1	14	36.8	33	30.6
Support development, but prefer a different approach	4	5.7	1	2.6	5	4.6
Object to development of site	11	15.7	7	18.4	18	16.7
Total	70	100.0	38	100.0	108	100.0

Table 15: Responses to developing 35, 37 and 33 Velmead Works for new homes

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

- 7.17 Residents from Maidenhead and Cox Green proposed Neighbourhood Plan area supported the lower density option. Proposed Neighbourhood plan area residents were more likely to support a different approach to development of the site, and objections were received from both local residents and the wider group of respondents.
- 7.18 Those who **supported** one of the redevelopment density options (smaller housing or mix of smaller houses and 2/3 storey apartments) were asked why. Overall the most popular reasons were because the site would fit in with the local character. Respondents were allowed to provide more than one reason. (See table 16).

35, 37 and 33 Velmead Works	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
It is within the urban area	29□	52.7	16	53.3	45	52.9
It makes better use of the land	31□	56.4	17	56.7	48	56.5
It would fit in with the local character	37□	67.3	18	60.0	55	64.7

35, 37 and 33 Velmead Works	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
Prefer not to say	0	0.0	0	0.0	0	0.0
Other	0	0.0	0	0.0	0	0.0
Grand Total	97		51		148	

Table 16: Reasons respondent's support smaller houses or a mix of smaller houses and 2/3 storey apartments

NB: % is of total of those who supported an option

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

7.19 Respondents who **objected** to the development of 35, 37 and 33 Velmead Works cited reasons including it was the wrong location for new homes, too many homes are being proposed. Several respondents also stated flood risk as a reason for objecting.

35, 37 and 33 Velmead Works	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
It would impact on local character	3	27.3	1	14.3	4	22.2
It would result in the loss of gardens	1	9.1	1	14.3	2	11.1
It would impact on neighbours	3	27.3	0	0.0	3	16.7
It is the wrong type of location for new homes	2	18.2	3	42.9	5	27.8
Too many homes are being proposed here	3	27.3	2	28.6	5	27.8
There are not enough local services	3	27.3	1	14.3	4	22.2
There are local parking or highways issues	2	18.2	0	0.0	2	11.1
Prefer not to say	2	18.2	1	14.3	3	16.7
Other	3	27.3	2	28.6	5	27.8
Grand Total	13		9		22	

Table 17: Reasons respondents objected to development of 35, 37 and 33 Velmead Works for houses

NB: % is of total who objected

7.20 People who supported development of the site, but preferred a different approach suggested:

- High rise flats. Maximise use of town centre and spare Green Belt.
- 4 Storey apartments.
- A mix of smaller and larger houses. Mid-size houses with off-street parking.

Belmont Place, Belmont Road

What is your view towards the development of Belmont Place, Belmont Road for new homes?

- **Support smaller houses**
- **Support development, but prefer a different approach**
- **Object to development of site**
- **No opinion**

7.21 The results of this site show that most respondents would support development of the site for smaller houses. Only 5% of respondents objected to the development of the site for new

homes, and 12% supported the redevelopment of the site, but thought there could be a more appropriate method (see **Chart 8** below). A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 18**.

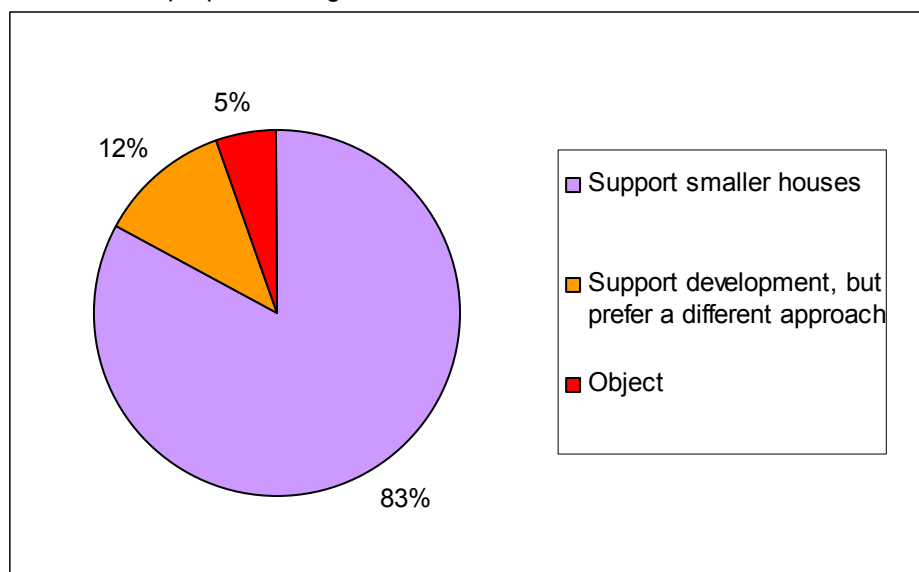


Chart 8: Support for allocating Belmont Place for development of new homes

Belmont Place	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support smaller houses	62	82.7	30	83.3	92	82.9
Support development, but prefer a different approach	9	12.0	4	11.1	13	11.7
Object to development of site	4	5.3	2	5.6	6	5.4
Total	75	100.0	36	100.0	111	100.0

Table 18: Responses to developing Belmont Place for new homes

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

7.22 Residents from Maidenhead and Cox Green proposed Neighbourhood Plan area considered the redevelopment of the site for housing similarly to all other respondents. Only a few objections were received from both local residents and the wider group of respondents.

7.23 Those who **supported** one of the redevelopment of the site for smaller houses were asked why. Overall the most popular reasons were because the site is in the urban area. Those living in the Maidenhead and Cox Green proposed Neighbourhood Plan area supported redevelopment for smaller housing were more likely to state that it would fit in with the local character. Respondents were allowed to provide more than one reason. (See **table 19**).

Belmont Place	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
It is within the urban area	35	56.5	19	63.3	54	58.7
It makes better use of the land	36	58.1	12	40.0	48	52.2
It would fit in with the local character	37	59.7	14	46.7	51	55.4
Prefer not to say	0	0.0	0	0.0	0	0.0
Other	1	1.6	1	3.3	2	2.2
Grand Total	109		46		155	

Table 19: Reasons respondent's support smaller houses

NB: % is of total of those who supported an option

7.24 Respondents who **objected** to the development of Belmont Place cited reasons including too many homes are being proposed, parking or highways issues, impact on local character, impact on neighbours or a lack of services. Other reasons cited included: retain as current employment use.

Belmont Place	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
It would impact on local character	0	0.0	1	50.0	1	16.7
It would result in the loss of gardens	0	0.0	0	0.0	0	0.0
It would impact on neighbours	0	0.0	1	50.0	1	16.7
It is the wrong type of location for new homes	0	0.0	0	0.0	0	0.0
Too many homes are being proposed here	1	25.0	0	0.0	1	16.7
There are not enough local services	1	25.0	0	0.0	1	16.7
There are local parking or highways issues	0	0.0	1	50.0	1	16.7
Prefer not to say	1	25.0	1	50.0	2	33.3
Other	2	50.0	0	0.0	2	33.3
Grand Total	5		4		9	

Table 20: Reasons respondents objected to development of Belmont Place for houses

NB: % is of total who objected

7.25 People who supported development of the site, but preferred a different approach suggested:

- High rise flats. Maximise use of town centre and spare Green Belt.
- 4 Storey apartments.
- Houses consistent in size and style with those in Belmont
- A mix of smaller and larger houses
- Fewer houses
- Local employment
- Larger houses – more in-keeping with surrounding dwellings. □
- Flats

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

Berkshire House, High Street

What is your view towards the development of Berkshire House, High Street for new homes?

- **Support 6+ storey apartments**
- **Support development, but prefer a different approach**
- **Object to development of site**
- **No opinion**

7.26 The results of this site show that 60% of respondents would support development of the site for 6+ storey apartments. Only 4% of respondents objected to the development of the site for new homes, but 36% supported the redevelopment of the site, but thought there could be a more appropriate method (see **Chart 9** below). A comparison between overall views,

compared to those who live in the proposed Neighbourhood Plan area is available in **table 21**.

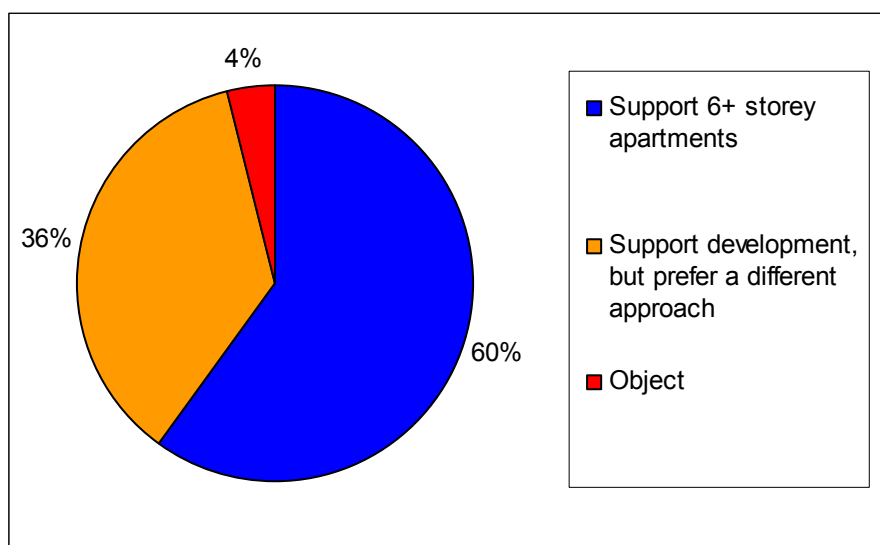


Chart 9: Support for allocating Berkshire House for development of new homes

Berkshire House	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support 6+ storey apartments	38	50.0	37	75.5	75	60.0
Support development, but prefer a different approach	36	47.4	9	18.4	45	36.0
Object to development of site	2	2.6	3	6.1	5	4.0
Total	76	100.0	49	100.0	125	100.0

Table 21: Responses to developing Berkshire House for new homes

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

7.27 Residents from Maidenhead and Cox Green proposed Neighbourhood Plan area supported redevelopment of the site for housing, but were more likely than other respondents to suggest an alternative approach to development of the site (see paragraph 7.30 for details). Only a few objections were received from both local residents and the wider group of respondents.

7.28 Those who **supported** the redevelopment of the site for 6+ storey apartments were asked why. Overall the most popular reasons were because the site makes better use of the land followed by the opinion that it is within the urban area. Those living in the Maidenhead and Cox Green proposed Neighbourhood Plan area were more likely to offer another reason. Other reasons cited included: improve the aesthetics of the building, retain ground floor as retail, would maintain Maidenhead's history by reusing not demolishing, and parking will need to be a key consideration. Respondents were allowed to provide more than one reason. (See **table 22**).

Berkshire House	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
It is within the urban area	19	50.0	24	64.9	43	57.3
It makes better use of the land	26	68.4	21	56.8	47	62.7
It would fit in with the local character	10	26.3	6	16.2	16	21.3
Prefer not to say	2	5.3	0	0.0	2	2.7

Berkshire House	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
Other	4	10.5	3	8.1	7	9.3
Grand Total	61		54		115	

Table 22: Reasons respondent's support smaller houses

NB: % is of total of those who supported an option

7.29 Respondents who **objected** to the development of Berkshire House cited reasons including it there are local parking or highways issues, it is the wrong location for new homes and it would impact on local character.

Berkshire House	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
It would impact on local character	0	0.0	2	33.3	2	25.0
It would result in the loss of gardens	0	0.0	0	0.0	0	0.0
It would impact on neighbours	0	0.0	0	0.0	0	0.0
It is the wrong type of location for new homes	1	50.0	1	16.7	2	25.0
Too many homes are being proposed here	0	0.0	1	16.7	1	12.5
There are not enough local services	0	0.0	0	0.0	0	0.0
There are local parking or highways issues	1	50.0	2	33.3	3	37.5
Prefer not to say	0	0.0	0	0.0	0	0.0
Other	0	0.0	0	0.0	0	0.0
Grand Total	2		6		8	

Table 23: Reasons respondents objected to development of Berkshire House for houses

NB: % is of total who objected

7.30 People who supported development of the site, but preferred a different approach suggested (summarised):

- Tall buildings are not appropriate for Maidenhead, so alternatives preferable.
- Demolish building and redevelop the site – reduce impact on skyline and ensure it does not impact on Conservation Area next to it. □
- Mixed use.
- Mixed usage of retail and apartments in an apartment block that is in keeping with the area and smaller in size than the current building. □
- Reduce building height – create lower rise apartments. 3/4 storey apartments.
- Keep office use.
- 10 Storey apartments.
- Replace with a new landmark town centre building
- Shops on the ground floor; residential above.
- Cannot support housing development due to parking constraints in the town centre.
- Should just be commercial uses that are appropriate to a town centre.
- Retail development with parking, and building height to match surrounding properties.
- Upper floors potentially hotel use.
- Potentially a much larger site could be considered if some of the units in Queen Street could be CPO to form a more rectangular site with mixed use development.

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

DTC, Gringer Hill

What is your view towards the development of DTC, Gringer Hill for new homes?

- Support smaller houses
- Support development, but prefer a different approach
- Object to development of site
- No opinion

7.31 The results of this site show that most respondents would support development of the site for smaller houses. 18% of respondents objected to the development of the site for new homes, and 27% supported the redevelopment of the site, but thought there could be a more appropriate method (see **Chart 10** below). A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 24**.

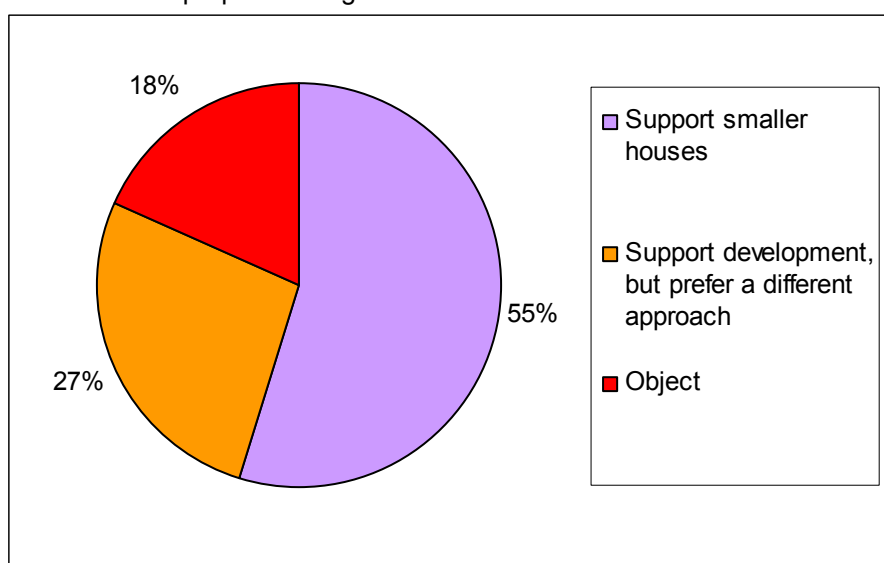


Chart 10: Support for allocating DTC for development of new homes

DTC	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support smaller houses	34	47.9	29	65.9	63	54.8
Support development, but prefer a different approach	24□	33.8	7	15.9	31	27.0
Object to development of site	13*	18.3	8	18.2	21	18.3
Total	71	100.0	44	100.0	115	100.0

Table 24: Responses to developing DTC for new homes

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

* Sport England

7.32 Residents from Maidenhead and Cox Green proposed Neighbourhood Plan area, supported redevelopment of the site for housing, but were more likely than other respondents to suggest an alternative approach to development of the site. Objections were received equally from local residents and the wider group of respondents.

7.33 Those who **supported** one of the redevelopment of the site for smaller houses were asked why. Overall the most popular reasons were because the site is in the urban area and makes

better use of the land. Respondents were allowed to provide more than one reason. (See table 25).

DTC	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
It is within the urban area	24	70.6	22	75.9	46	73.0
It makes better use of the land	22	64.7	11	37.9	33	52.4
It would fit in with the local character	21	61.8	10	34.5	31	49.2
Prefer not to say	0	0.0	1	3.4	1	1.6
Other	1	2.9	0	0.0	1	1.6
Grand Total	68		44		112	

Table 25: Reasons respondent's support smaller houses

NB: % is of total of those who supported an option

- 7.34 Respondents who **objected** to the development of DTC cited reasons including the impact on neighbours and impact on local character. 'Other' reasons given included: the site is valuable local employment (and there is no employment land evidence to support its loss), too many homes are already proposed for the area, object to allocation unless replacement tennis facilities are provided*, an alternative tennis facility is needed in Maidenhead or that the site might be better suited to a small school or nursery.

DTC	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
It would impact on local character	8	61.5	2	25.0	10	47.6
It would result in the loss of gardens	3	23.1	1	12.5	4	19.0
It would impact on neighbours	7	53.8	2	25.0	9	42.9
It is the wrong type of location for new homes	6	46.2	2	25.0	8	38.1
Too many homes are being proposed here	7	53.8	1	12.5	8	38.1
There are not enough local services	4	30.8	0	0.0	4	19.0
There are local parking or highways issues	7	53.8	0	0.0	7	33.3
Prefer not to say	0	0.0	2	25.0	2	9.5
Other	3 *	23.1	3	37.5	6	28.6
Grand Total	45		13		58	

Table 26: Reasons respondents objected to development of DTC for houses

NB: % is of total who objected

* Sport England

- 7.35 People who supported development of the site, but preferred a different approach suggested:

- Intensification of existing employment use
- Could be a good educational establishment – increase in birth rate will require new primary schools. □
- Supermarket
- Offices
- Should be for local housing associations to provide much larger homes close to good facilities

- Houses and apartments
- Lower density - fewer houses, with more open space
- Leisure development, because of the trees on the site
- High rise flats. Maximise use of town centre and spare Green Belt.
- Retirement or care home.
- Larger houses, rather than smaller houses or flats seen elsewhere in area.
- Nursery or school.
- Need to preserve trees on site and provide open space.
- Higher density – 45 to 90 units.

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

Employment area to the east of Oldfield Road

What is your view towards the development of Employment area to the east of Oldfield Road for new homes?

- **Support a mix of smaller houses and 2/3 storey apartments**
- **Support 2/3 storey apartments**
- **Support development, but prefer a different approach**
- **Object to development of site**
- **No opinion**

7.36 The results of this site show that most respondents would support the lower density of a mix of smaller houses and 2/3 storey apartments on this site. 12% of respondents objected to the development of the site for new homes, and 22% supported the redevelopment of the site, but thought there could be a more appropriate method (see **Chart 11** below). A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 27**.

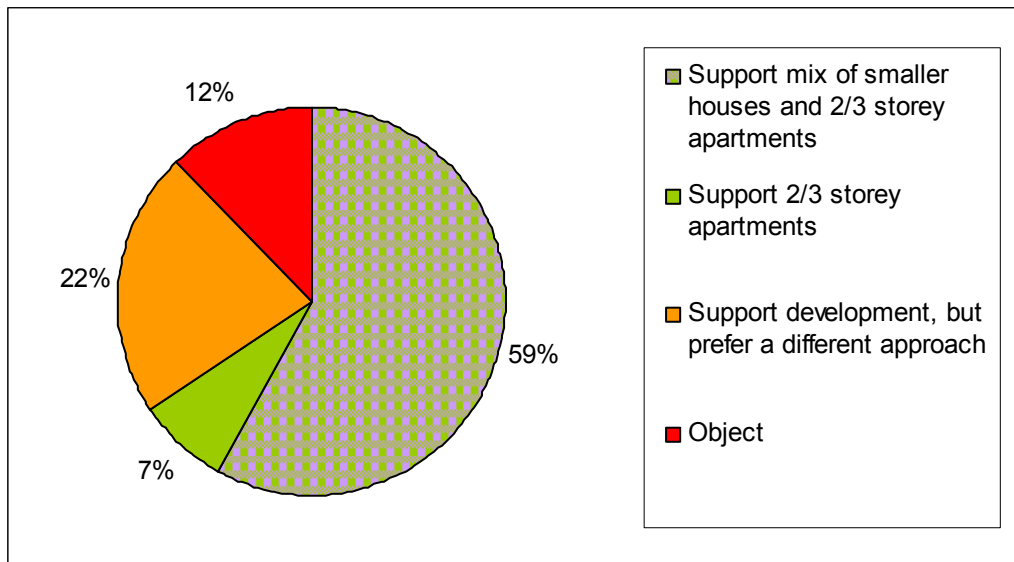


Chart 11: Support for allocating Employment area to the east of Oldfield Road for development of new homes

Employment area to the east of Oldfield Road	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support mix of smaller houses 2/3 storey apartments	38□	57.6	24	58.5	62	57.9
Support 2/3 storey apartments	3	4.5	5	12.2	8	7.5
Support	20	30.3	4	9.8	24	22.4

Employment area to the east of Oldfield Road	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
development, but prefer a different approach						
Object to development of site	5	7.6	8	19.5	13	12.1
Total	66	100.0	41	100.0	107	100.0

Table 27: Responses to developing Employment area to the east of Oldfield Road for new homes

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

- 7.37 Residents from Maidenhead and Cox Green proposed Neighbourhood Plan area, supported the lower density option more of a mix of smaller houses and 2/3 storey apartments. Proposed Neighbourhood plan area residents were more likely to support a different approach to development of the site, and objections were more likely to be received from the wider group of respondents.
- 7.38 Those who **supported** one of the redevelopment density options (mix of smaller houses and 2/3 storey apartments or 2/3 storey apartments) were asked why. Overall the most popular reasons were because it makes better use of the land, although notably this was the reason favoured by local proposed neighbourhood plan area residents – ‘others’ more frequently responded with because ‘it is in the urban area’. Other reasons cited included: adequate parking must be made available □; would enhance waterways project; need affordable housing; could be a school. Respondents were allowed to provide more than one reason. (See **table 28**).

Employment area to the east of Oldfield Road	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
It is within the urban area	21□	51.2	22	75.9	43	61.4
It makes better use of the land	33□	80.5	13	44.8	46	65.7
It would fit in with the local character	21□	51.2	15	51.7	36	51.4
Prefer not to say	0	0.0	0	0.0	0	0.0
Other	2□	4.9	0	0.0	2	2.9
Grand Total	77		50		127	

Table 28: Reasons respondent’s support a mix of smaller houses and 2/3 storey apartments or 2/3 storey apartments

NB: % is of total of those who supported an option

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

- 7.39 Respondents who **objected** to the development of Employment area to the east of Oldfield Road cited reasons including: it was the wrong location for new homes, too many homes are being proposed or for ‘other’ reasons - which included: flood risk and the need to retain employment (and there is no employment land evidence to support its loss).

Employment area to the east of Oldfield Road	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
It would impact on local character	0	0.0	0	0.0	0	0.0
It would result in the loss of gardens	1	20.0	0	0.0	1	7.7
It would impact on neighbours	1	20.0	0	0.0	1	7.7
It is the wrong type of location for new	1	20.0	3	37.5	4	30.8

Employment area to the east of Oldfield Road	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
homes						
Too many homes are being proposed here	2	40.0	0	0.0	2	15.4
There are not enough local services	0	0.0	0	0.0	0	0.0
There are local parking or highways issues	1	20.0	0	0.0	1	7.7
Prefer not to say	0	0.0	1	12.5	1	7.7
Other	5	100.0	6	75.0	11	84.6
Grand Total	11		10		21	

Table 29: Reasons respondents objected to development of Employment area to the east of Oldfield Road for houses

NB: % is of total who objected

7.40 People who supported development of the site, but preferred a different approach suggested:

- Mixed use – with employment closer to the railway line
- 6 Storey apartments or just flats.
- Access should be from Oldacres side, not Oldfield Road.
- Retail outlets with customer parking.
- Retain for employment so there are jobs in the area.
- Build larger family homes in-keeping with the area
- Flood risk – so houses need to be built in an appropriate manner
- Need more parking – already a problem in the area.
- The redevelopment of the site should not be dependant on the rest of the employment area, as some of it is in use.

Exclusive House, Oldfield Road

What is your view towards the development of Exclusive House, Oldfield Road for new homes?

- **Support a mix of smaller houses and 2/3 storey apartments**
- **Support 2/3 storey apartments**
- **Support development, but prefer a different approach**
- **Object to development of site**
- **No opinion**

7.41 The results of this site show that most respondents would support the lower density of a mix of smaller houses and 2/3 storey apartments on this site. 14% of respondents objected to the development of the site for new homes, and 11% supported the redevelopment of the site, but thought there could be a more appropriate method (see **Chart 12** below). A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 30**.

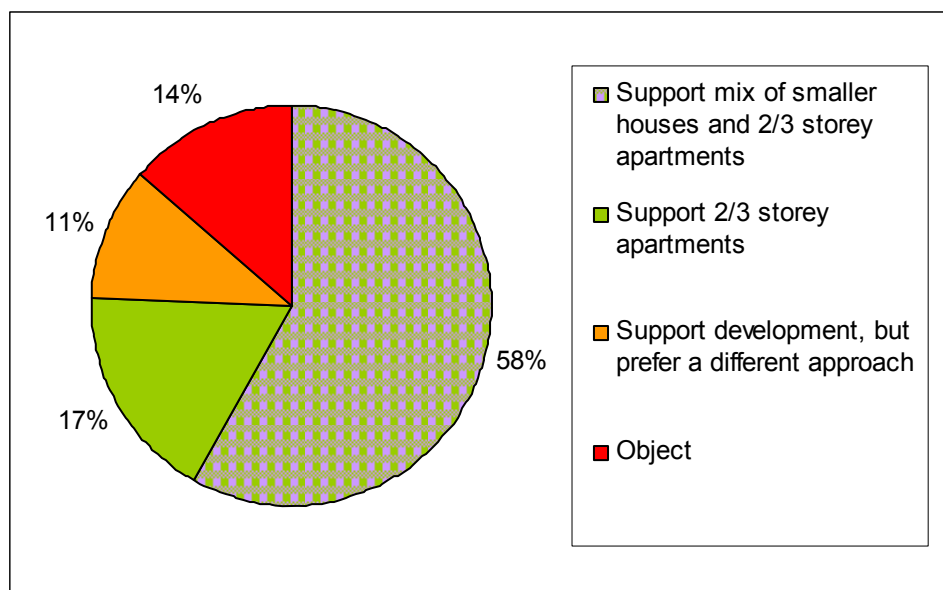


Chart 12: Support for allocating Exclusive House, Oldfield Road for development of new homes

Exclusive House, Oldfield Road	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support mix of smaller houses 2/3 storey apartments	40	59.7	24	55.8	64	58.2
Support 2/3 storey apartments	10	14.9	9	20.9	19	17.3
Support development, but prefer a different approach	9	13.4	3	7.0	12	10.9
Object to development of site	8	11.9	7	16.3	15	13.6
Total	67	100.0	43	100.0	110	100.0

Table 30: Responses to developing Exclusive House, Oldfield Road for new homes

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

- 7.42 Residents from Maidenhead and Cox Green proposed Neighbourhood Plan area supported the lower density option more of a mix of smaller houses and 2/3 storey apartments. Proposed Neighbourhood plan area residents were more likely to support a different approach to development of the site, and objections were received from both local residents and the wider group of respondents.
- 7.43 Those who **supported** one of the redevelopment density options (mix of smaller houses and 2/3 storey apartments or 2/3 storey apartments) were asked why. Overall the most popular reasons were because it is in the urban area, although notably reason favoured by local proposed neighbourhood plan area residents was that it would make better use of the land. Respondents were allowed to provide more than one reason. (See **table 31**).

Exclusive House, Oldfield Road	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
It is within the urban area	31	62.0	22	66.7	53	63.9
It makes better use of the land	35	70.0	14	42.4	49	59.0
It would fit in with	32	64.0	14	42.4	46	55.4

Exclusive House, Oldfield Road	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
the local character						
Prefer not to say	0	0.0	1	3.0	1	1.2
Other	4	8.0	1	3.0	5	6.0
Grand Total	102		52		154	

Table 31: Reasons respondent's support a mix of smaller houses and 2/3 storey apartments or 2/3 storey apartments

NB: % is of total of those who supported an option

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

- 7.44 Respondents who **objected** to the development of Exclusive House, Oldfield Road cited reasons including: it was the wrong location for new homes, too many homes are being proposed or for 'other' reasons - which included: flood risk and the need to retain employment (and there is no employment land evidence to support its loss).

Exclusive House, Oldfield Road	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
It would impact on local character	0	0.0	0	0.0	0	0.0
It would result in the loss of gardens	0	0.0	0	0.0	0	0.0
It would impact on neighbours	0	0.0	0	0.0	0	0.0
It is the wrong type of location for new homes	3	37.5	3	42.9	6	40.0
Too many homes are being proposed here	2	25.0	1	14.3	3	20.0
There are not enough local services	0	0.0	0	0.0	0	0.0
There are local parking or highways issues	1	12.5	0	0.0	1	6.7
Prefer not to say	1	12.5	1	14.3	2	13.3
Other	5	62.5	5	71.4	10	66.7
Grand Total	12		10		22	

Table 32: Reasons respondents objected to development of Exclusive House, Oldfield Road for houses

NB: % is of total who objected

- 7.45 People who supported development of the site, but preferred a different approach suggested (summarised):

- 6 Storey apartments.
- Affordable housing only.
- Low density housing only – traffic issues.
- Retain for employment.
- Flood risk – so houses need to be built in an appropriate manner
- Need more parking – already a problem in the area.
- Employment area allowing for green space and drainage to deal with potential floods.
- Just houses, not flats.

Maidenhead Lawn Tennis Club, All Saints Road

What is your view towards the development of Maidenhead Lawn Tennis Club, All Saints Road for new homes?

- Support larger houses
- Support smaller
- Support development, but prefer a different approach
- Object to development of site
- No opinion

7.46 The results of this site show that most respondents would support the lower density of larger houses on this site. 31% of respondents objected to the development of the site for new homes, and 10% supported the redevelopment of the site, but thought there could be a more appropriate method (see **Chart 13** below). A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 33**.

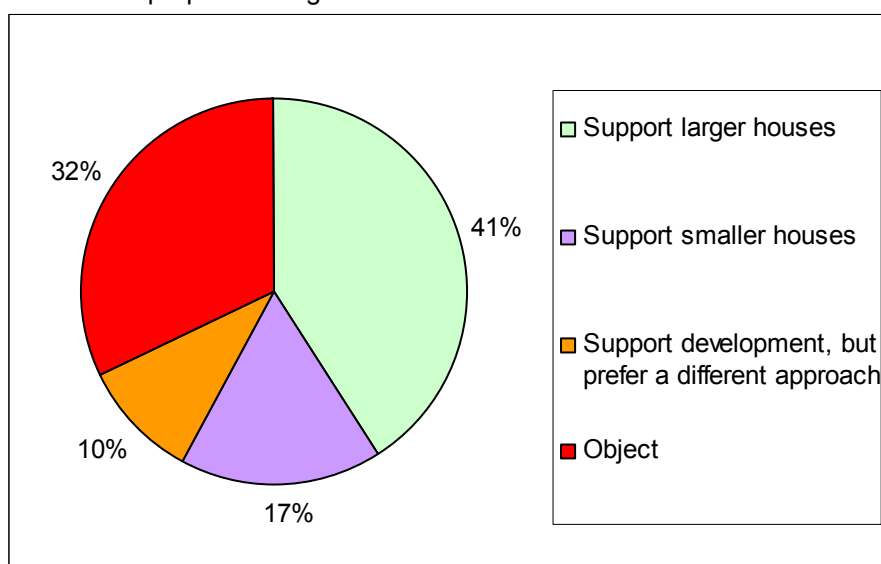


Chart 13: Support for allocating Maidenhead Lawn Tennis Club for development of new homes

Maidenhead Lawn Tennis Club	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support larger houses	36 □	44.4	17	34.7	53	40.8
Support smaller houses	10	12.3	12	24.5	22	16.9
Support development, but prefer a different approach	12	14.8	1	2.0	13	10.0
Object to development of site	23 *	28.4	19	38.8	42	32.3
Total	81	100.0	49	100.0	130	100.0

Table 33: Responses to developing Maidenhead Lawn Tennis Club for new homes

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

* Sport England

7.47 Residents from Maidenhead and Cox Green proposed Neighbourhood Plan area supported the lower density option more larger houses. Proposed Neighbourhood Plan area residents

were more likely to support a different approach to development of the site, with objections were received from both local residents and the wider group of respondents.

- 7.48 Those who **supported** one of the redevelopment density options (larger or smaller houses) were asked why. Overall the most popular reasons were because it would fit in with the local character and makes better use of the land. Respondents were allowed to provide more than one reason. (See **table 34**).

Maidenhead Lawn Tennis Club	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
It is within the urban area	23□	50.0	13	44.8	36	48.0
It makes better use of the land	25□	54.3	16	55.2	41	54.7
It would fit in with the local character	34□	73.9	15	51.7	49	65.3
Prefer not to say	1	2.2	1	3.4	2	2.7
Other	7	15.2	2	6.9	9	12.0
Grand Total	90		47		137	

Table 34: Reasons respondent's support larger or smaller houses

NB: % is of total of those who supported an option

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

- 7.49 Respondents who **objected** to the development of Maidenhead Lawn Tennis Club cited reasons including it would impact on character, impact on neighbours or for 'other' reasons - which included: loss of facilities in the area, would impact on open space, want it to remain a tennis club, will have a negative impact on the established community, object to allocation unless replacement tennis facilities are provided*, and losing the tennis facility is not in-keeping with the 'Olympic Legacy'.

Maidenhead Lawn Tennis Club	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
It would impact on local character	15	65.2	12	63.2	27	64.3
It would result in the loss of gardens	2	8.7	4	21.1	6	14.3
It would impact on neighbours	12	52.2	9	47.4	21	50.0
It is the wrong type of location for new homes	8	34.8	6	31.6	14	33.3
Too many homes are being proposed here	5	21.7	4	21.1	9	21.4
There are not enough local services	7	30.4	4	21.1	11	26.2
There are local parking or highways issues	5	21.7	4	21.1	9	21.4
Prefer not to say	0	0.0	1	5.3	1	2.4
Other	12 *	52.2	10	52.6	22	52.4
Grand Total	66		54		120	

Table 35: Reasons respondents objected to development of Maidenhead Lawn Tennis Club for houses

NB: % is of total who objected

* Sport England

- 7.50 People who supported development of the site, but preferred a different approach suggested:

- As much housing as possible.
- Lower density housing.
- Link with St Mark's Hospital.
- Could be used for education.
- Keep as a sports location.
- Large housing – needs to fit in with the character of existing, and need good sized gardens.

Middlehurst Boyn Valley Road

What is your view towards the development of Middlehurst, Boyn Valley Road for new homes?

- **Support smaller houses**
- **Support development, but prefer a different approach**
- **Object to development of site**
- **No opinion**

7.51 The results of this site show that most respondents would support smaller houses on this site. Only 5% of respondents objected to the development of the site for new homes, and 7% supported the redevelopment of the site, but thought there could be a more appropriate method (see **Chart 14** below). A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 36**.

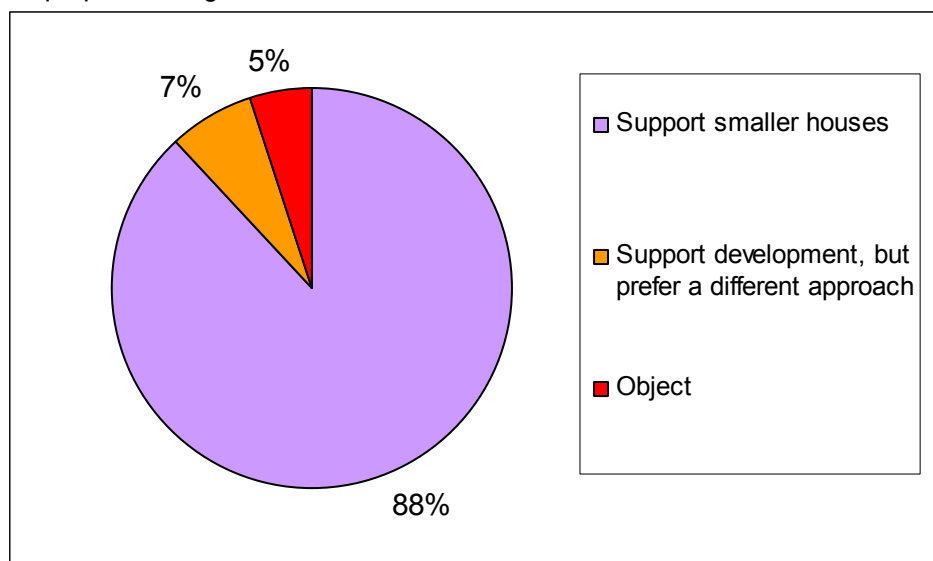


Chart 14: Support for allocating Middlehurst for development of new homes

Middlehurst	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support smaller houses	56□	88.9	32	86.5	88	88.0
Support development, but prefer a different approach	5	7.9	2	5.4	7	7.0
Object to development of site	2	3.2	3	8.1	5	5.0
Total	63	100.0	37	100.0	100	100.0

Table 36: Responses to developing Middlehurst for new homes

NB: % is of total of those who supported an option

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

- 7.52 Residents from Maidenhead and Cox Green proposed Neighbourhood Plan area supported the development for smaller houses, and objected less than those from outside the proposed neighbourhood plan area. Proposed Neighbourhood Plan area residents were more likely to support a different approach to development of the site.
- 7.53 Those who **supported** redevelopment for smaller houses were asked why. Overall the most popular reasons were because is in the urban area. Respondents were allowed to provide more than one reason. (See **table 37**).

Middlehurst	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
It is within the urban area	35☐	62.5	25	78.1	60	68.2
It makes better use of the land	34☐	60.7	16	50.0	50	56.8
It would fit in with the local character	35☐	62.5	11	34.4	46	52.3
Prefer not to say	0	0.0	2	6.3	2	2.3
Other	1	1.8	0	0.0	1	1.1
Grand Total	105		54		159	

Table 37: Reasons respondent's support smaller houses

NB: % is of total of those who supported an option

☐ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

- 7.54 Respondents who **objected** to the development of Middlehurst cited reasons including too many homes are being proposed and it would impact on character or for 'other' reasons - which included: retaining employment and the need for a playground park facilities in the area.

Middlehurst	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
It would impact on local character	1	50.0	0	0.0	1	20.0
It would result in the loss of gardens	0	0.0	0	0.0	0	0.0
It would impact on neighbours	0	0.0	0	0.0	0	0.0
It is the wrong type of location for new homes	0	0.0	0	0.0	0	0.0
Too many homes are being proposed here	1	50.0	1	33.3	2	40.0
There are not enough local services	0	0.0	1	33.3	1	20.0
There are local parking or highways issues	1	50.0	0	0.0	1	20.0
Prefer not to say	0	0.0	1	33.3	1	20.0
Other	1	50.0	1	33.3	2	40.0
Grand Total	4		4		8	

Table 38: Reasons respondents objected to development of Middlehurst for houses

NB: % is of total who objected

- 7.55 People who supported development of the site, but preferred a different approach suggested:
- As much housing as possible.
 - Apartments

- A mix of smaller and larger housing.
- Should be playground or recreation area for children/ provision of amenity space.

Cedar Park, Cedars Road

What is your view towards the development of Cedar Park, Cedars Road for new homes?

- **Support smaller houses**
- **Support development, but prefer a different approach**
- **Object to development of site**
- **No opinion**

7.56 The results of this site show that most respondents would support smaller houses on this site. 10% of respondents objected to the development of the site for new homes, and 10% supported the redevelopment of the site, but thought there could be a more appropriate method (see **Chart 15** below). A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 39**.

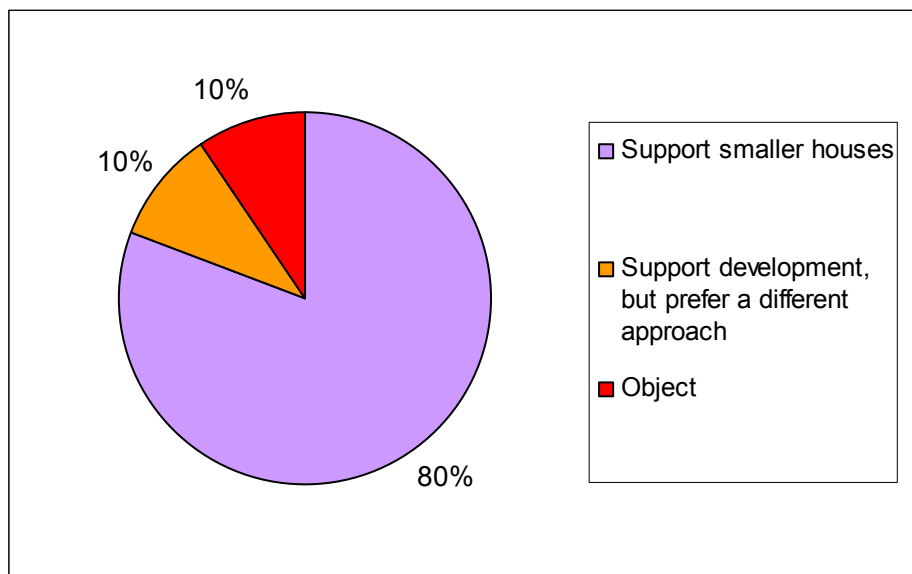


Chart 15: Support for allocating Cedar Park for development of new homes

Cedar Park	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support smaller houses	46	80.7	24	82.8	70	81.4
Support development, but prefer a different approach	8	14.0	2	6.9	10	11.6
Object to development of site	3	5.3	3	10.3	6	7.0
Total	57	100.0	29	100.0	86	100.0

Table 39: Responses to developing Cedar Park for new homes

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

7.57 Residents from Maidenhead and Cox Green proposed Neighbourhood Plan area supported the development for smaller houses, and objected less than those from outside the proposed neighbourhood plan area. Proposed neighbourhood plan area residents were more likely to support a different approach to development of the site.

7.58 Those who **supported** redevelopment for smaller houses were asked why. Overall the most popular reasons were because it makes better use of the land and is in the urban area. Respondents were allowed to provide more than one reason. (See **table 40**).

Cedar Park	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
It is within the urban area	32□	60.4	21	65.6	53	62.4
It makes better use of the land	38□	71.7	19	59.4	57	67.1
It would fit in with the local character	31□	58.5	10	31.3	41	48.2
Prefer not to say	2	3.8	1	3.1	3	3.5
Other	9	17.0	2	6.3	11	12.9
Grand Total	112		53		165	

Table 40: Reasons respondent's support smaller houses

NB: % is of total of those who supported an option

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

7.59 Respondents who **objected** to the development of Cedar Park most frequently cited reasons including: it is the wrong location for new homes or for 'other' reasons - which included: that the site is at risk of flooding and the site should remain in employment use.

Cedar Park	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
It would impact on local character	1	20.0	0	0.0	1	10.0
It would result in the loss of gardens	0	0.0	0	0.0	0	0.0
It would impact on neighbours	1	20.0	0	0.0	1	10.0
It is the wrong type of location for new homes	1	20.0	3	60.0	4	40.0
Too many homes are being proposed here	2	40.0	1	20.0	3	30.0
There are not enough local services	1	20.0	1	20.0	2	20.0
There are local parking or highways issues	1	20.0	0	0.0	1	10.0
Prefer not to say	1	20.0	1	20.0	2	20.0
Other	2	40.0	3	60.0	5	50.0
Grand Total	10		9		19	

Table 41: Reasons respondents objected to development of Cedar Park for houses

NB: % is of total who objected

7.60 People who supported development of the site, but preferred a different approach suggested:

- As much housing as possible.
- Larger houses next to the waterway with increased public access.
- Play area with access to the waterway should also be included.
- Retain for business use.
- High rise flats.
- Built semi-detached houses.
- The area floods and therefore careful consideration needs to be given to the layout of any redevelopment, including the impact on existing nearby residents.

Reform Road Industrial Estate

What is your view towards the development of Reform Road Industrial Estate for new homes?

- Support smaller houses
- Support a mix of smaller houses and 2/3 storey apartments
- Support development, but prefer a different approach
- Object to development of site
- No opinion

7.61 The results of this site show that most respondents would support the higher density mix of smaller houses and 2/3 storey apartments on this site. 25% of respondents objected to the development of the site for new homes, and 18% supported the redevelopment of the site, but thought there could be a more appropriate method (see **Chart 16** below). A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 42**.

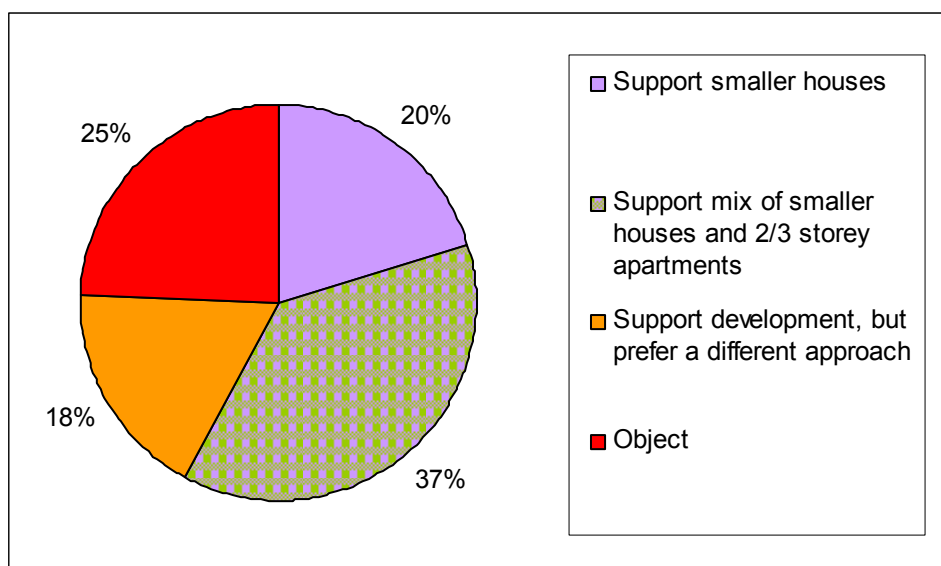


Chart 16: Support for allocating Reform Road Industrial Estate for development of new homes

Reform Road Industrial Estate	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support smaller houses	14	20.3	9	20.0	23	20.2
Support mix of smaller houses and 2/3 storey apartments	23 [□]	33.3	20	44.4	43	37.7
Support development, but prefer a different approach	14	20.3	6	13.3	20	17.5
Object to development of site	18	26.1	10	22.2	28	24.6
Total	69	100.0	45	100.0	114	100.0

Table 42: Responses to developing Reform Road Industrial Estate for new homes

[□] Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

7.62 Residents from Maidenhead and Cox Green proposed Neighbourhood Plan area, supported the higher density option more of a mix of smaller houses and 2/3 storey apartments, but the

next most cited opinion was an objection to the development of the site. Proposed Neighbourhood Plan area residents were more likely to support a different approach to development of the site than the wider group of respondents.

- 7.63 Those who **supported** one of the redevelopment density options (smaller housing or a mix of smaller houses and 2/3 storey apartments) were asked why. Overall the most popular reasons were because it makes better use of the land, with proposed neighbourhood plan residents citing this option more than other respondents. (See **table 43**).

Reform Road Industrial Estate	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
It is within the urban area	23□	62.2	20	69.0	43	65.2
It makes better use of the land	27□	73.0	17	58.6	44	66.7
It would fit in with the local character	21□	56.8	6	20.7	27	40.9
Prefer not to say	0	0.0	1	3.4	1	1.5
Other	6	16.2	1	3.4	7	10.6
Grand Total	77		45		122	

Table 43: Reasons respondent's support smaller houses or a mix of smaller houses and 2/3 storey apartments

NB: % is of total of those who supported an option

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

- 7.64 Respondents who **objected** to the development of Reform Road Industrial Estate cited reasons including: it was the wrong location for new homes, or for 'other' reasons - which included: flood risk, the need to retain employment and that retaining existing uses on part of the site would not result in a pleasant environment for residential occupiers, with difficult access also.

Reform Road Industrial Estate	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
It would impact on local character	3	16.7	1	10.0	4	14.3
It would result in the loss of gardens	0	0.0	0	0.0	0	0.0
It would impact on neighbours	1	5.6	0	0.0	1	3.6
It is the wrong type of location for new homes	8	44.4	4	40.0	12	42.9
Too many homes are being proposed here	4	22.2	2	20.0	6	21.4
There are not enough local services	1	5.6	2	20.0	3	10.7
There are local parking or highways issues	5	27.8	1	10.0	6	21.4
Prefer not to say	0	0.0	0	0.0	0	0.0
Other	12	66.7	7	70.0	19	67.9
Grand Total	34		17		51	

Table 44: Reasons respondents objected to development of Reform Road Industrial Estate for houses

NB: % is of total who objected

- 7.65 People who supported development of the site, but preferred a different approach suggested:

- 6 Storey apartments/ high rise flats
- Keep ground floor empty to allow for flooding.
- Larger family housing with a footbridge over the channel to increase public access.
- Convert to recreational use.
- Retain some employment – mixed use site.
- Incorporate an east/west pedestrian and cycle bridge over the Maidenhead Ditch.
- Retain all employment
- Houses only – no flats.
- Affordable, low cost housing.
- Leisure and education facilities.

Polestar Taylowe Building, St Peters Road

What is your view towards the development of Polestar Taylowe Building, St Peters Road for new homes?

- **Support smaller houses**
- **Support a mix of smaller houses and 2/3 storey apartments**
- **Support development, but prefer a different approach**
- **Object to development of site**
- **No opinion**

7.66 The results of this site show that respondents equally support the higher and lower density options for this site. 7% of respondents objected to the development of the site for new homes, and 17% supported the redevelopment of the site, but thought there could be a more appropriate method (see **Chart 17** below). A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 45**.

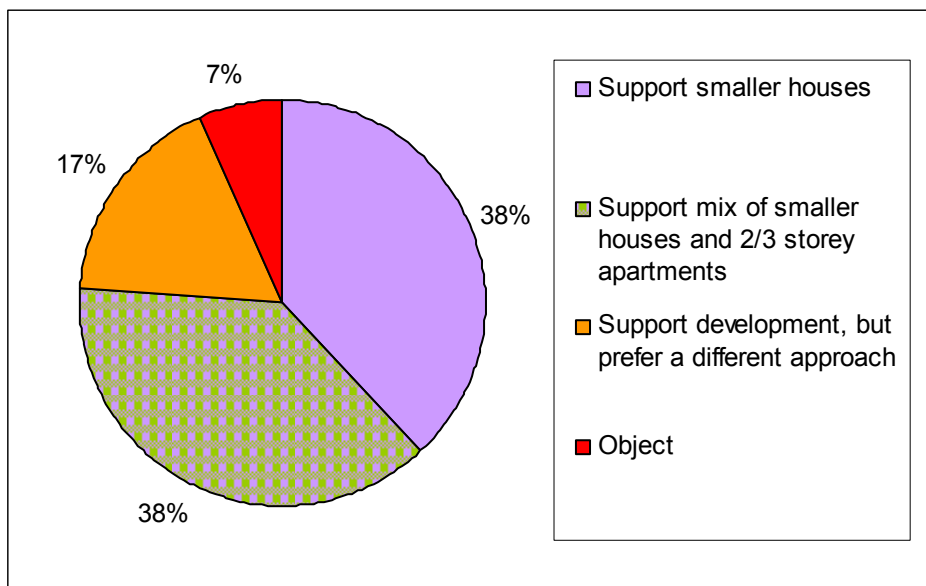


Chart 17: Support for allocating Polestar Taylowe Building for development of new homes

Polestar Taylowe Building	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support smaller houses	26	40.0	14	35.0	40	38.1
Support mix of smaller houses and 2/3 storey apartments	22	33.8	18	45.0	40	38.1
Support development, but	13	20.0	5	12.5	18	17.1

Polestar Taylowe Building	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
prefer a different approach						
Object to development of site	4	6.2	3	7.5	7	6.7
Total	65	100.0	40	100.0	105	100.0

Table 45: Responses to developing Polestar Taylowe Building for new homes

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

7.67 Residents from Maidenhead and Cox Green proposed Neighbourhood Plan area supported the lower density option of smaller houses, whereas other respondents favoured the higher density option. Proposed neighbourhood plan area residents were more likely to support a different approach to development of the site, and objections were fairly balanced between local residents and the wider group of respondents.

7.68 Those who **supported** one of the redevelopment density options (smaller housing or a mix of smaller houses and 2/3 storey apartments) were asked why. Overall the most popular reasons were because it is in the urban area. (See **table 46**).

Polestar Taylowe Building	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
It is within the urban area	32□	66.7	26	81.3	58	72.5
It makes better use of the land	36□	75.0	20	62.5	56	70.0
It would fit in with the local character	24□	50.0	11	34.4	35	43.8
Prefer not to say	0	0.0	1	3.1	1	1.3
Other	7	14.6	1	3.1	8	10.0
Grand Total	99		59		158	

Table 46: Reasons respondent's support smaller houses or a mix of smaller houses and 2/3 storey apartments

NB: % is of total of those who supported an option

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

7.69 Respondents who **objected** to the development of Polestar Taylowe Building cited reasons including: too many homes are being proposed, not enough local services or highways/ parking issues.

Polestar Taylowe Building	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
It would impact on local character	2	50.0	0	0.0	2	33.3
It would result in the loss of gardens	0	0.0	0	0.0	0	0.0
It would impact on neighbours	2	50.0	0	0.0	2	33.3
It is the wrong type of location for new homes	1	25.0	1	50.0	2	33.3
Too many homes are being proposed here	4	100.0	2	100.0	6	100.0
There are not enough local services	4	100.0	2	100.0	6	100.0
There are local	3	75.0	1	50.0	4	66.7

Polestar Taylowe Building	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
parking or highways issues						
Prefer not to say	1	25.0	1	50.0	2	33.3
Other	0	0.0	0	0.0	0	0.0
Grand Total	17		7		24	

Table 47: Reasons respondents objected to development of Polestar Taylowe Building for houses

NB: % is of total who objected

7.70 People who supported development of the site, but preferred a different approach suggested:

- Education or commercial establishment use
- Retain as employment
- As many houses as possible.
- Lower density housing with gardens in-keeping with the surrounding housing.
- Local amenity space/ community centre.
- High rise flats.
- Protect adjacent employment area if goes for housing – need to provide jobs too.
- Need to provide a recreation area and green space for local residents too.

Whitebrook Park, Lower Cookham Road

What is your view towards the development of Land rear of Whitebrook Park, Lower Cookham Road for new homes?

- **Support larger houses**
- **Support development, but prefer a different approach**
- **Object to development of site**
- **No opinion**

7.71 The results of this site show that respondents are almost split between supporting larger houses and objecting to development. 9% of respondents supported an alternative approach (see **Chart 18** below). A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 48**.

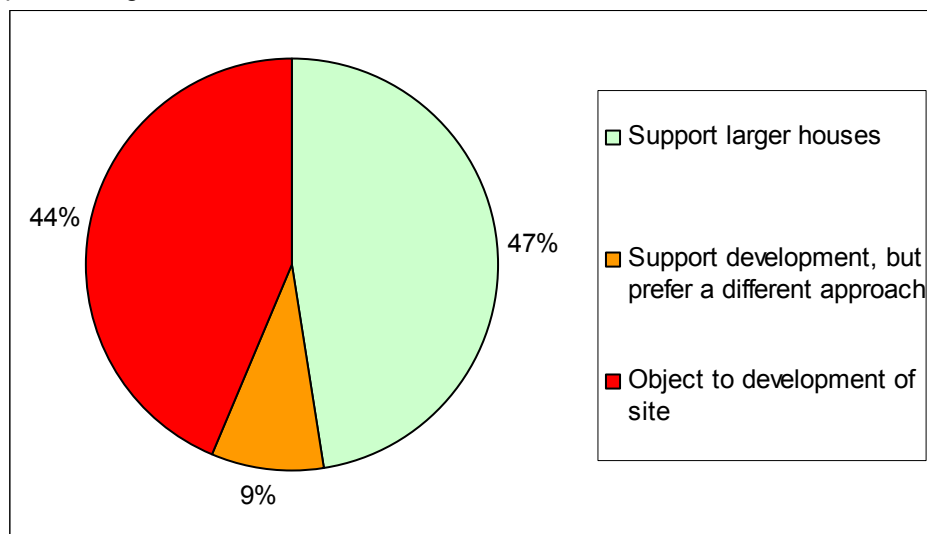


Chart 18: Support for allocating Land rear of Whitebrook Park for development of new homes

Land rear of Whitebrook Park	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support larger houses	32□	50.0	17	43.6	49	47.6
Support development, but prefer a different approach	6	9.4	3	7.7	9	8.7
Object to development of site	26	40.6	19	48.7	45	43.7
Total	64	100.0	39	100.0	103	100.0

Table 48: Responses to developing Land rear of Whitebrook Park for new homes

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

7.72 Residents from Maidenhead and Cox Green proposed Neighbourhood Plan area supported larger houses slightly more than objecting, with the reverse true of all other respondents. Proposed Neighbourhood Plan area residents were more likely to suggest an alternative approach.

7.73 Those who **supported** larger houses were asked why. Overall the most popular reasons were because it would fit in with the local character and it makes better use of the land. Other reasons cited include: whole site should be looked at for housing □; consider leisure facilities; office block would add to congestion. (See **table 49**).

Land rear of Whitebrook Park	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
It is within the urban area	11	34.4	10	58.8	21	42.9
It makes better use of the land	18	56.3	9	52.9	27	55.1
It would fit in with the local character	19□	59.4	11	64.7	30	61.2
Prefer not to say	0	0.0	0	0.0	0	0.0
Other	6 □	18.8	1	5.9	7	14.3
Grand Total	54		31		85	

Table 49: Reasons respondent's support larger houses

NB: % is of total of those who supported an option

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

7.74 Respondents who **objected** to the development of Land rear of Whitebrook Park cited reasons including: it is the wrong location for new homes, it would impact on local character and there are not enough local services. Several respondents offered other reasons including: flood risk, need for employment land, access problems and aesthetic views. Respondents could tick more than one option.

Land rear of Whitebrook Park	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
It would impact on local character	9	34.6	6	31.6	15	33.3
It would result in the loss of gardens	3	11.5	3	15.8	6	13.3
It would impact on neighbours	6	23.1	4	21.1	10	22.2
It is the wrong type of location for new homes	15	57.7	7	36.8	22	48.9
Too many homes	4	15.4	4	21.1	8	17.8

Land rear of Whitebrook Park	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
are being proposed here						
There are not enough local services	6	23.1	6	31.6	12	26.7
There are local parking or highways issues	3	11.5	1	5.3	4	8.9
Prefer not to say	0	0.0	1	5.3	1	2.2
Other	14	53.8	10	52.6	24	53.3
Grand Total	60		42		102	

Table 50: Reasons respondents objected to development of Land rear of Whitebrook Park for houses

NB: % is of total who objected

7.75 People who supported development of the site, but preferred a different approach suggested:

- Housing should be at lower density due to flood risk
- A mix of smaller houses and larger houses with some affordable housing
- Offices are more appropriate use for the site.
- Open space.
- Retain as employment/ redevelop for commercial use
- Larger houses provided the whole site was to come forward that includes Hitachi.

Shoppenhangers Manor, Manor Lane

What is your view towards the development of Shoppenhangers Manor, Manor Lane for new homes?

- **Support smaller houses**
- **Support larger houses**
- **Support development, but prefer a different approach**
- **Object to development of site**
- **No opinion**

7.76 The results of this site show that slightly most respondents would support the lower density larger houses on this site. 22% of respondents objected to the development of the site for new homes, and 17% supported the redevelopment of the site, but thought there could be a more appropriate method (see **Chart 19** below). A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 51**.

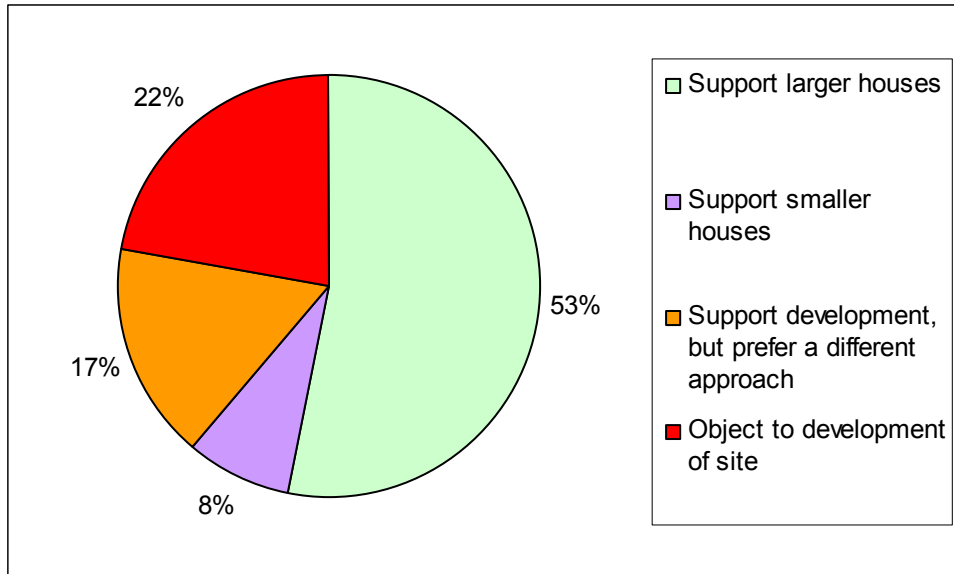


Chart 19: Support for allocating Shoppenhangers Manor for development of new homes

Shoppenhangers Manor	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support larger houses	41	56.2	19	47.5	60	53.1
Support smaller houses	4	5.5	5	12.5	9	8.0
Support development, but prefer a different approach	15	20.5	4	10.0	19	16.8
Object to development of site	13	17.8	12	30.0	25	22.1
Total	73	100.0	40	100.0	113	100.0

Table 51: Responses to developing Shoppenhangers Manor for new homes

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

7.77 Residents from Maidenhead and Cox Green proposed Neighbourhood Plan area supported the lower density option of larger houses, with other respondents favouring this option also. Proposed Neighbourhood Plan area residents were more likely to support a different approach to development of the site, and less likely to object compared to the wider group of respondents.

7.78 Those who **supported** one of the redevelopment density options (larger or smaller housing) were asked why. Overall the most popular reasons were because it would fit in with the local character and makes better use of the land. (See **table 52**).

Shoppenhangers Manor	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
It is within the urban area	19	42.2	12	50.0	31	44.9
It makes better use of the land	25	55.6	14	58.3	39	56.5
It would fit in with the local character	31	68.9	14	58.3	45	65.2
Prefer not to say	0	0.0	0	0.0	0	0.0
Other	8	17.8	3	12.5	11	15.9

	Maidenhead and Cox Green		All Others		Grand Total	
Grand Total	83		43		126	

Table 52: Reasons respondent's support smaller or larger houses

NB: % is of total of those who supported an option

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

7.79 Respondents who **objected** to the development of Shoppenhangers Manor cited reasons including: it would impact on character; too many homes are being proposed here; it is the wrong location for new homes, and other reasons including: change status to Green Belt and the manor should be rebuilt.

Shoppenhangers Manor	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
It would impact on local character	9	69.2	9	75.0	18	72.0
It would result in the loss of gardens	1	7.7	1	8.3	2	8.0
It would impact on neighbours	5	38.5	3	25.0	8	32.0
It is the wrong type of location for new homes	6	46.2	6	50.0	12	48.0
Too many homes are being proposed here	9	69.2	6	50.0	15	60.0
There are not enough local services	4	30.8	2	16.7	6	24.0
There are local parking or highways issues	3	23.1	4	33.3	7	28.0
Prefer not to say	0	0.0	0	0.0	0	0.0
Other	3	23.1	1	8.3	4	16.0
Grand Total	40		32		72	

Table 53: Reasons respondents objected to development of Shoppenhangers Manor for houses

NB: % is of total who objected

7.80 People who supported development of the site, but preferred a different approach suggested:

- Should be put to commercial use because of good access to motorways.
- Lower density dwellings, with gardens.
- Mix of smaller and larger housing.
- Maximum of 35 dwellings.
- Leisure activities – performance hall (for Orchestral performances).
- Provide larger homes for social tenants – enlarge Larchfield and its facilities.
- Larger houses in keeping with surrounding properties.

Boyn Valley Industrial Estate

What is your view towards the development of Boyn Valley Industrial Estate for new homes?

- Support smaller houses
- Support a mix of smaller houses and 2/3 storey apartments
- Support 2/3 storey apartments
- Support development, but prefer a different approach
- Object to development of site
- No opinion

7.81 The results of this site show that slightly most respondents would support the lower density options of either small houses, or a mix of smaller houses and 2/3 storey apartments on this site. 19% of respondents objected to the development of the site for new homes, and 11% supported the redevelopment of the site, but thought there could be a more appropriate method (see **Chart 20** below). A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 54**.

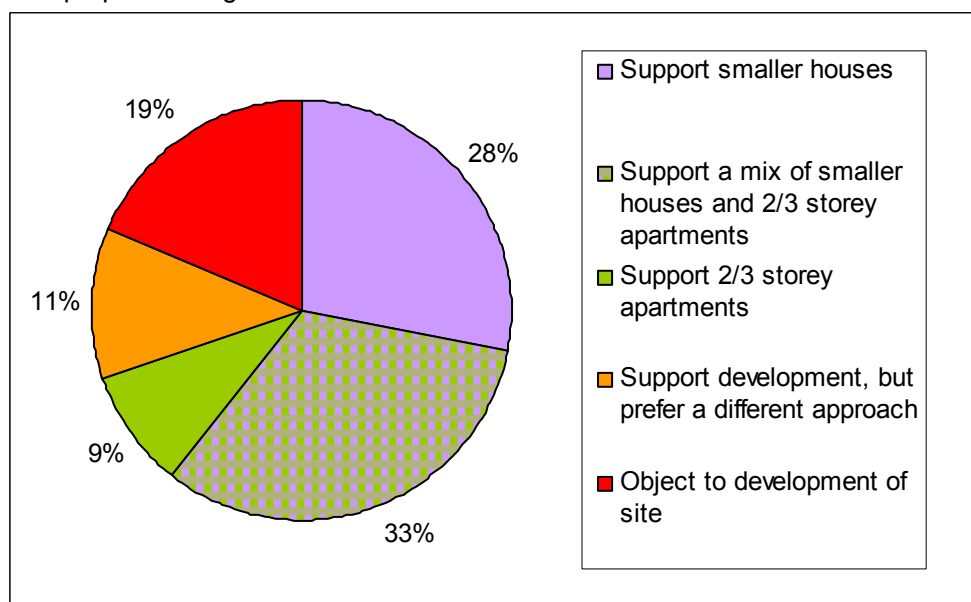


Chart 20: Support for allocating Boyn Valley Industrial Estate for development of new homes

Boyn Valley Industrial Estate	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support smaller houses	17	29.8	10	25.6	27	28.1
Support a mix of smaller houses and 2/3 storey apartments	15	26.3	16	41.0	31	32.3
Support 2/3 storey apartments	6	10.5	3	7.7	9	9.4
Support development, but prefer a different approach	10	17.5	1	2.6	11	11.5
Object to development of site	9	15.8	9	23.1	18	18.8
Total	57	100.0	39	100.0	96	100.0

Table 54: Responses to developing Boyn Valley Industrial Estate for new homes

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

- 7.82 Residents from Maidenhead and Cox Green proposed Neighbourhood Plan area, supported both the lower density options of either small houses, or a mix of smaller houses and 2/3 storey apartments, with other respondents favouring the mix of dwelling types more. Proposed Neighbourhood Plan area residents were more likely to support a different approach to development of the site.
- 7.83 Those who **supported** one of the redevelopment density options were asked why. Overall the most popular reasons were because it is in the urban area and makes better use of the land. These were the most cited reasons for both local residents and wider respondents. Respondents could offer more than one response. (See **table 55**).

Boyn Valley Industrial Estate	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
It is within the urban area	24	63.2	24	82.8	48	71.6
It makes better use of the land	26	68.4	19	65.5	45	67.2
It would fit in with the local character	17	44.7	12	41.4	29	43.3
Prefer not to say	1	2.6	0	0.0	1	1.5
Other	1	2.6	2	6.9	3	4.5
Grand Total	69		57		126	

Table 55: Reasons respondent's support smaller houses, a mix of smaller and 2/3 storey apartments, or 2/3 storey apartments

NB: % is of total of those who supported an option

- 7.84 Respondents who **objected** to the development of Boyn Valley Industrial Estate cited reasons including: it is the wrong location for new homes; there are highways or parking issues; and other reasons including: retain as employment site, and that railway noise would be too great for residential use.

Boyn Valley Industrial Estate	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
It would impact on local character	1	11.1	1	11.1	2	11.1
It would result in the loss of gardens	0	0.0	0	0.0	0	0.0
It would impact on neighbours	1	11.1	0	0.0	1	5.6
It is the wrong type of location for new homes	4	44.4	4	44.4	8	44.4
Too many homes are being proposed here	0	0.0	2	22.2	2	11.1
There are not enough local services	0	0.0	0	0.0	0	0.0
There are local parking or highways issues	3	33.3	1	11.1	4	22.2
Prefer not to say	0	0.0	1	11.1	1	5.6
Other	6	66.7	5	55.6	11	61.1
Grand Total	15		14		29	

Table 56: Reasons respondents objected to development of Boyn Valley Industrial Estate for houses

NB: % is of total who objected

7.85 People who supported development of the site, but preferred a different approach suggested:

- Small industrial units for small businesses.
- 4 Storey apartments/ high rise flats
- Crossrail terminus.
- Continuation of existing employment use.
- Local park or playground.
- Car park for the station, particularly with the Cross Rail development and small business development.
- Offices – close to the railway station.

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

Cookham Gas Holder Station, Whyteladyes Lane

What is your view towards the development of Cookham Gas Holder Station, Whyteladyes Lane, Cookham for new homes?

- **Support smaller houses**
- **Support mix of smaller houses and 2/3 storey apartments**
- **Support development, but prefer a different approach**
- **Object to development of site**
- **No opinion**

7.86 The results of this site show that slightly most respondents would support the lower density smaller houses on this site. 13% of respondents objected to the development of the site for new homes, and 13% supported the redevelopment of the site, but thought there could be a more appropriate method (see **Chart 21** below). A comparison between overall views, compared to those who live in the parish area is available in **table 57**.

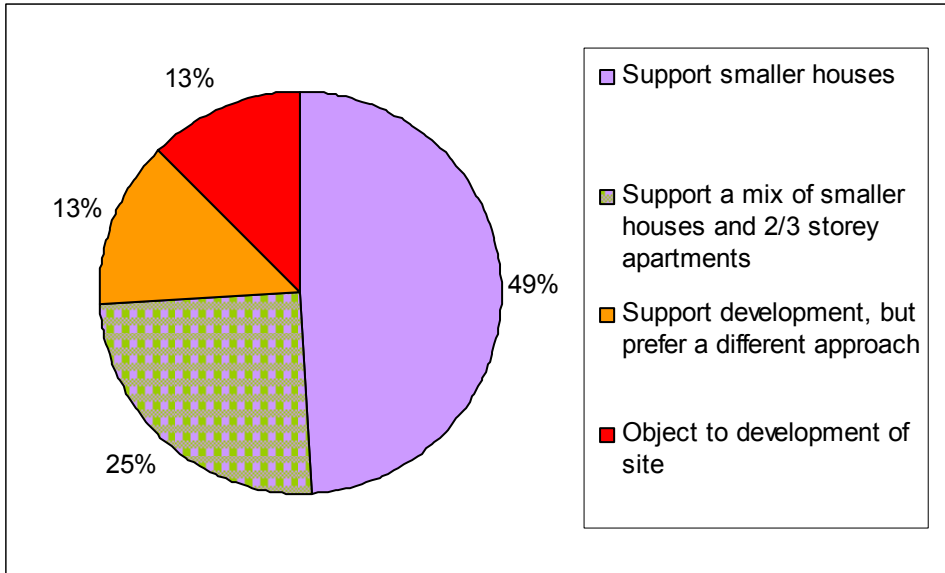


Chart 21: Support for allocating Cookham Gas Holder Station for development of new homes

Cookham Gas Holder Station	Cookham Parish		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support smaller houses	8	53.3	43 □	48.3	51	49.0
Support a mix of smaller houses and 2/3 storey apartments	3	20.0	23	25.8	26	25.0
Support	2	13.3	12	13.5	14	13.5

Cookham Gas Holder Station	Cookham Parish		All Others		Grand Total	
	Count	%	Count	%	Count	%
development, but prefer a different approach						
Object to development of site	2	13.3	11	12.4	13	12.5
Total	15	100.0	89	100.0	104	100.0

Table 57: Responses to developing Cookham Gas Holder Station for new homes

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

7.87 Residents from Cookham Parish area supported the lower density option of smaller houses, with other respondents favouring this option also. Parish residents were as likely to support a different approach to development of the site and to object compared to the wider group of respondents.

7.88 Those who **supported** one of the redevelopment density options (smaller housing or a mix of smaller houses and 2/3 storey apartments) were asked why. Overall the most popular reasons cited were because it makes better use of the land and it would fit in with the local character. Respondents could offer more than one response (See **table 58**).

Cookham Gas Holder Station	Cookham		All Others		Grand Total	
	Count	%	Count	%	Count	%
It is within the urban area	6	54.5	30□	45.5	36	46.8
It makes better use of the land	5	45.5	53□	80.3	58	75.3
It would fit in with the local character	6	54.5	34□	51.5	40	51.9
Prefer not to say	0	0.0	2	3.0	2	2.6
Other	1	9.1	1	1.5	2	2.6
Grand Total	18		120		138	

Table 58: Reasons respondent's support smaller or mix of smaller houses and 2/3 storey apartments

NB: % is of total of those who supported an option

□ Maidenhead & Cox Green Neighbourhood Plan: Housing & Natural Environment Topic Group

7.89 Respondents who **objected** to the development of Cookham Gas Holder Station cited reasons including: too many homes are being proposed, it is the wrong location for new homes, and it would impact on local character. Other reasons cited included: impact of land remediation on viability, too much stress on local infrastructure and the area already has too many homes.

Cookham Gas Holder Station	Cookham Parish		All Others		Grand Total	
	Count	%	Count	%	Count	%
It would impact on local character	1	50.0	6	54.5	7	53.8
It would result in the loss of gardens	0	0.0	0	0.0	0	0.0
It would impact on neighbours	2	100.0	1	9.1	3	23.1
It is the wrong type of location for new homes	1	50.0	6	54.5	7	53.8
Too many homes are being proposed here	2	100.0	6	54.5	8	61.5
There are not enough local services	2	100.0	3	27.3	5	38.5
There are local	2	100.0	4	36.4	6	46.2

Cookham Gas Holder Station	Cookham Parish		All Others		Grand Total	
	Count	%	Count	%	Count	%
parking or highways issues						
Prefer not to say	0	0.0	1	9.1	1	7.7
Other	2	100.0	1	9.1	3	23.1
Grand Total	12		28		40	

Table 59: Reasons respondents objected to development of Cookham Gas Holder Station for houses

NB: % is of total who objected

7.90 People who supported development of the site, but preferred a different approach suggested:

- Recreation sports facility.
- Increase the density to 4 storey apartments/ high rise flats.
- Lower the density of dwellings on the site – reflect rural character of the area
- Add affordable housing to the site also.
- Infrastructure issues must be addressed before housing is put in the area.
- Just houses, with gardens.
- Suggest 30 dwelling per hectare density.

Payton House, Gorse Road

What is your view towards the development of Payton House, Gorse Road, Cookham for new homes?

- **Support smaller houses**
- **Support development, but prefer a different approach**
- **Object to development of site**
- **No opinion**

7.91 The results of this site show that most respondents would support the redevelopment of the site for smaller houses. 11% of respondents objected to the development of the site for new homes, and 21% supported the redevelopment of the site, but thought there could be a more appropriate method (see **Chart 22** below). A comparison between overall views, compared to those who live in the parish area is available in **table 60**.

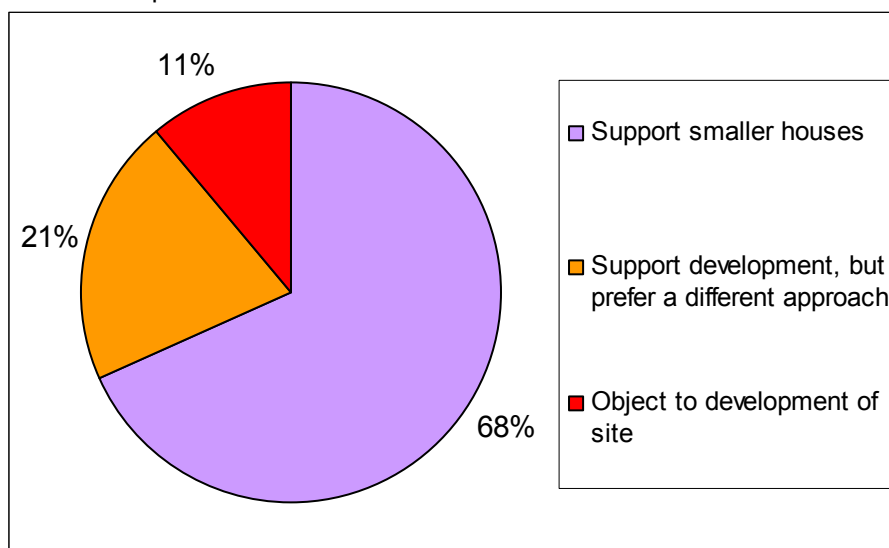


Chart 22: Support for allocating Payton House for development of new homes

Payton House	Cookham Parish		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support smaller houses	8	57.1	48	70.6	56	68.3
Support	2	14.3	15	22.1	17	20.7

Payton House	Cookham Parish		All Others		Grand Total	
	Count	%	Count	%	Count	%
development, but prefer a different approach						
Object to development of site	4	28.6	5	7.4	9	11.0
Total	14	100.0	68	100.0	82	100.0

Table 60: Responses to developing Payton House for new homes

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

7.92 Residents from Cookham Parish area supported the redevelopment for smaller houses, with other respondents favouring this option also. Parish residents were more likely to object to development of the site, and less likely to offer an alternative compared to the wider group of respondents.

7.93 Those who **supported** one of the redevelopment to smaller housing were asked why. Overall the most popular reasons were because it is in the urban area. (See **table 61**).

Payton House	Cookham		All Others		Grand Total	
	Count	%	Count	%	Count	%
It is within the urban area	4	50.0	28□	58.3	32	57.1
It makes better use of the land	3	37.5	27□	56.3	30	53.6
It would fit in with the local character	6	75.0	25□	52.1	31	55.4
Prefer not to say	0	0.0	1	2.1	1	1.8
Other	0	0.0	1	2.1	1	1.8
Grand Total	13		82		95	

Table 61: Reasons respondent's support smaller houses

NB: % is of total of those who supported an option

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

7.94 Respondents who **objected** to the development of Payton House cited reasons including: it would impact on neighbours, too many homes are being proposed, and other reasons including: Access to the site, it could be sheltered housing, impact on services such as primary schools, would change a quiet street into a busy thoroughfare.

Payton House	Cookham Parish		All Others		Grand Total	
	Count	%	Count	%	Count	%
It would impact on local character	3	75.0	1	20.0	4	44.4
It would result in the loss of gardens	1	25.0	0	0.0	1	11.1
It would impact on neighbours	4	100.0	1	20.0	5	55.6
It is the wrong type of location for new homes	2	50.0	2	40.0	4	44.4
Too many homes are being proposed here	4	100.0	1	20.0	5	55.6
There are not enough local services	4	100.0	0	0.0	4	44.4
There are local parking or highways issues	4	100.0	0	0.0	4	44.4
Prefer not to say	0	0.0	0	0.0	0	0.0

Payton House	Cookham Parish		All Others		Grand Total	
	Count	%	Count	%	Count	%
Other	3	75.0	2	40.0	5	55.6
Grand Total	25		7		32	

Table 62: Reasons respondents objected to development of Payton House for houses
 NB: % is of total who objected

7.95 People who supported development of the site, but preferred a different approach suggested:

- Affordable housing, mix as needed.
- Elderly accommodation/ nursing home/ serviced retired apartments.
- Drainage issues in the area, so take account of this – reduce density.
- As many houses as possible.

Water Oakley Farm, Windsor Road

What is your view towards the development of Water Oakley Farm, Windsor Road, Bray for new homes?

- Support smaller houses
- Support a mix of houses and apartments
- Support apartments
- Support development, but prefer a different approach
- Object to development of site
- No opinion

7.96 The results of this site show that most respondents object to the development of the site for housing. 30% would support development of the site, with the majority of those preferring either the lower density smaller houses or a mix of houses/apartments. 27% supported the redevelopment of the site, but thought there could be a more appropriate method (see **Chart 23** below). A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area and that immediately adjacent is available in **table 63**.

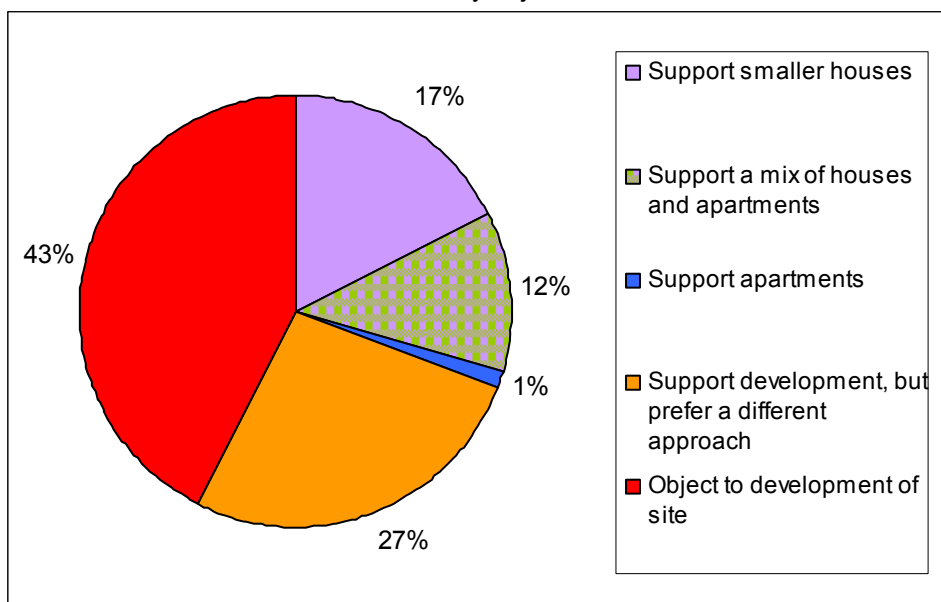


Chart 23: Support for allocating Water Oakley Farm for development of new homes

Water Oakley Farm	Bray		Maidenhead & Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%	Count	%
Support smaller houses	14	13.5	7	12.7	18	27.7	39	17.4
Support mix	13	12.5	5	9.1	9	13.8	27	12.1

Water Oakley Farm	Bray		Maidenhead & Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%	Count	%
of houses and apartments								
Support apartments	2	1.9	0	0.0	1	1.5	3	1.3
Support development, but prefer a different approach	34 *+Δ#□±	32.7	12	21.8	14	21.5	60	26.8
Object to development of site	41	39.4	31	56.4	23	35.4	95	42.4
Total	104	100.0	55	100.0	65	100.0	224	100.0

Table 63: Responses to developing Water Oakley Farm for new homes

* This view was expressed by Down Place Residents Association (DPRA) response submitted on behalf of 20+ individuals.

The views expressed reflect the results of the public meetings and the views of the four local community based associations - OGFRA, OGAFCA, WWRA and DPRA.

Δ Bray Parish Council

+ Bray Parish proposed Neighbourhood Plan

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

± Oakley Green, Fifield and District Community Association

- 7.97 Residents from Bray proposed Neighbourhood Plan area mainly objected to the development of the site for housing. Objections were received from both local residents and the wider group of respondents, although interestingly those in the nearby Maidenhead and Cox Green proposed Neighbourhood Plan area were more likely to object than local residents. However proposed Neighbourhood Plan area respondents were more likely than other respondents to suggest an alternative approach for the site. Local residents, who supported the development of the site, were more likely to prefer smaller houses.
- 7.98 Those who **supported** one of the redevelopment density options (smaller housing or mix of houses and apartments or just apartments) were asked why. Overall the most popular reason was because it would make better use of the land. Respondents were allowed to provide more than one reason. (See **table 64**).
- 7.99 Other reasons for support included: it will tidy up an unsightly area, there is enough development proposed to form a community, like the idea of different types of buildings in keeping with the old village concept, local residents associations appear to support redevelopment, homes are needed by young families in the area, prefer village type approach with smaller sized units rather than a few larger units. Several residents also commented that they would prefer to see the development occur to the north of the site, so that a rural character could be maintained from the A308.

Water Oakley Farm	Bray		Maidenhead & Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%	Count	%
It makes better use of the land	21	72.4	6	50.0	23	82.1	50	72.5
It would fit in with the local character	8	27.6	4	33.3	7	25.0	19	27.5
Prefer not to say	4	13.8	2	16.7	4	14.3	10	14.5
Other	13	44.8	1	8.3	7	25.0	21	30.4
Grand Total	46		13		41		100	

Table 64: Reasons respondent's support: smaller houses or a mix of houses and apartments or apartments

NB: % is of total of those who supported an option

7.100 Respondents who **objected** to the development of Water Oakley Farm cited reasons including: the site is in the Green Belt, it is the wrong location for new homes and it would impact on local character. Other reasons were also provided, which included: the site is at risk of flooding, it would contribute to urban sprawl, housing is not needed here, not enough infrastructure for increase in development, the A308 has traffic problems already, not enough schools, or the site could be used for farming.

Water Oakley Farm	Bray		Maidenhead & Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%	Count	%
The site is in the Green Belt	37	90.2	27	87.1	19	82.6	83	87.4
It would impact on local character	25	61.0	13	41.9	14	60.9	52	54.7
It would result in the loss of gardens	3	7.3	2	6.5	2	8.7	7	7.4
It would impact on neighbours	17	41.5	4	12.9	5	21.7	26	27.4
It is the wrong type of location for new homes	23	56.1	18	58.1	11	47.8	52	54.7
Too many homes are being proposed here	15	36.6	5	16.1	9	39.1	29	30.5
There are not enough local services	20	48.8	6	19.4	10	43.5	36	37.9
There are local parking or highways issues	16	39.0	6	19.4	6	26.1	28	29.5
Prefer not to say	2	4.9	0	0.0	0	0.0	2	2.1
Other	15	36.6	13	41.9	5	21.7	33	34.7
Grand Total	173		94		81		348	

Table 65: Reasons respondents objected to development of Water Oakley Farm for houses

NB: % is of total who objected

7.101 People who supported development of the site, but preferred a different approach suggested (summarised):

- Could be used for recreation.
- A mix of smaller and larger houses, with public open space.
- Expand existing leisure facilities.
- Site needs clearing up with derelict buildings removed.
- Low density, up-market, and “green”. # Δ +
- Eco-village; ‘green’ development.
- Not suitable for affordable housing – lack of transport. # Δ +

- Land within 150m of the road should not be built on, and should be landscaped to mimic existing developments nearby. This would maintain the Green Belt where it is visible from the road. * # Δ +
- Strict controls to preserve the open character of the area will be needed, and landscaping required to maintain the 'open feel'. The development should be low density. * # Δ + ±
- All commercial activity must cease. This will reduce noise and disturbance and enhance the rural feel of the area. # Δ +
- Untidy nature of this land means special circumstances could apply. ±
- Properties should have gardens – no apartments.
- Care home for the elderly.
- Options could include a roundabout, widening at the entrance to the site to provide a third lane to maintain traffic flow along the A308 or traffic lights. Consideration should also be given to the provision of a lay-by next to the entrance to allow public transport to stop without impeding the flow of traffic along the A308. Δ
- The A308 should be widened at the entrance to the site to provide a third-right-turn lane (or alternative arrangements put in place) to improve traffic flow. # +
- Provision of a Play Area should be a part of any development proposal. Δ
- Small development to ensure flood risk does not increase on the site, or elsewhere surrounding.
- Remove all the businesses operating there and replace with smaller footprint dwellings.
- Minimum residential building on this land, preserving the openness of Green Belt land and the development of leisure facilities. □
- The present footprint on the site must not be exceeded. +
- The Phoenix Gym should be relocated to a more accessible and convenient location. Δ +
- It would make an important contribution to meet the housing needs of the Borough.
- The allocation for the site should be 10 houses – 40 proposed by the landowner is too many.

Please note responses have been summarised into key points from all responses to avoid duplication of comments.

* This view was expressed by Down Place Residents Association (DPRA) response submitted on behalf of 20+ individuals.

The views expressed reflect the results of the public meetings and the views of the four local community based associations - OGFRA, OGAFCA, WWRA and DPRA.

Δ Bray Parish Council

+ Bray Parish proposed Neighbourhood Plan

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

± Oakley Green, Fifield and District Community Association

Park House, Warren Row Road

What is your view towards the development of Park House, Warren Row Road, Warren Row for new homes?

- **Support smaller houses**
- **Support a mix of houses and apartments**
- **Support apartments**
- **Support development, but prefer a different approach**
- **Object to development of site**
- **No opinion**

7.102 The results of this site show that most respondents support smaller houses on this site (47%), however 29% object to the development of the site for housing. 59% would support development of the site for dwellings overall. 12% supported the redevelopment of the site, but thought there could be a more appropriate method (see **Chart 24** below). A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 66**.

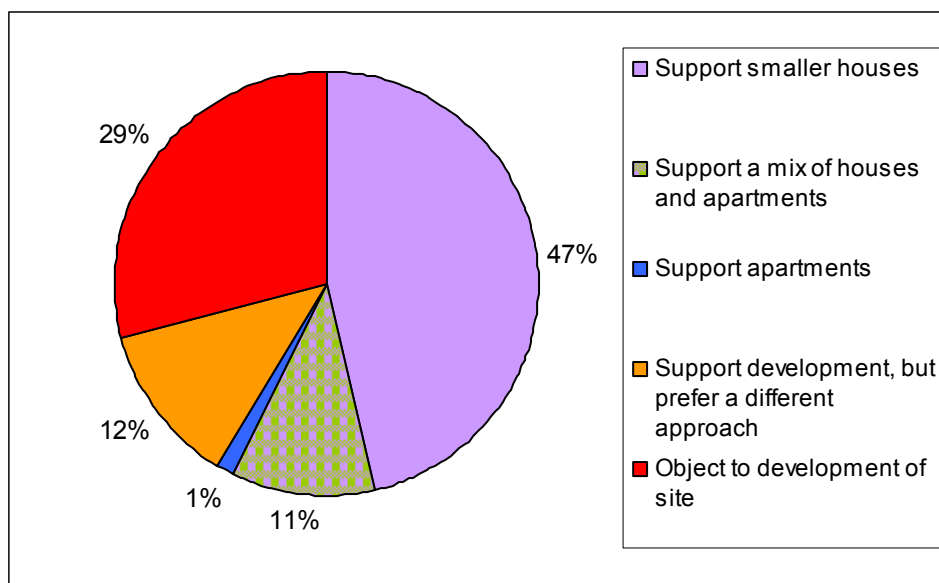


Chart 24: Support for allocating Park House for development of new homes

Park House	Hurley and the Walthams		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support smaller houses	8	72.7	30□	42.3	38	46.3
Support mix of houses and apartments	1	9.1	8	11.3	9	11.0
Support apartments	0	0.0	1	1.4	1	1.2
Support development, but prefer a different approach	2	18.2	8	11.3	10	12.2
Object to development of site	0	0.0	24	33.8	24	29.3
Total	11	100.0	71	100.0	82	100.0

Table 66: Responses to developing Park House for new homes

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

7.103 Residents from Hurley and the Walthams proposed Neighbourhood Plan area overall supported the development of the site for housing. No local residents objected to the site; all objections were received from the wider group of respondents. Proposed Neighbourhood Plan area respondents were however more likely than other respondents to suggest an alternative approach for the site. Local residents, who supported the development of the site, were more likely to prefer smaller houses.

7.104 Those who **supported** one of the redevelopment density options (smaller housing or mix of houses and apartments or just apartments) were asked why. Overall the most popular reason was because it would make better use of the land. Those living in Hurley and the Walthams proposed Neighbourhood Plan area cited this reason also, although equally frequently cited that it would fit in with the local character. Respondents were allowed to provide more than one reason. (See **table 67**).

Park House	Hurley and the Walthams		All Others		Grand Total	
	Count	%	Count	%	Count	%
It makes better use of the land	7	77.8	30□	76.9	37	77.1

Park House	Hurley and the Walthams		All Others		Grand Total	
	Count	%	Count	%	Count	%
It would fit in with the local character	7	77.8	16	41.0	23	47.9
Prefer not to say	0	0.0	2	5.1	2	4.2
Other	0	0.0	1	2.6	1	2.1
Grand Total	14		49		63	

Table 67: Reasons respondent's support: smaller houses or a mix of houses and apartments or apartments

NB: % is of total of those who supported an option

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

7.105 Respondents who **objected** to the development of Park House cited reasons including: the site is in the Green Belt, it is the wrong location for new homes and it would impact on local character. Other reasons provided included it should be an employment site.

Park House	Hurley and the Walthams		All Others		Grand Total	
	Count	%	Count	%	Count	%
The site is in the Green Belt	0	-	23	95.8	23	95.8
It would impact on local character	0	-	9	37.5	9	37.5
It would result in the loss of gardens	0	-	1	4.2	1	4.2
It would impact on neighbours	0	-	3	12.5	3	12.5
It is the wrong type of location for new homes	0	-	8	33.3	8	33.3
Too many homes are being proposed here	0	-	2	8.3	2	8.3
There are not enough local services	0	-	3	12.5	3	12.5
There are local parking or highways issues	0	-	3	12.5	3	12.5
Prefer not to say	0	-	0	0.0	0	0.0
Other	0	-	2	8.3	2	8.3
Grand Total	0	-	54		54	

Table 68: Reasons respondents objected to development of Park House for houses

NB: % is of total who objected

7.106 People who supported development of the site, but preferred a different approach suggested (summarised):

- Maybe low density larger houses in keeping with the rural nature of the area.
- Some affordable housing.
- Larger houses.
- Small houses with gardens.
- Small development of large detached houses – would be in-keeping with the local character.
- Retain existing facade and redevelop as luxury apartments.
- Small development of large and small detached houses

Grove Business Park, Cannon Lane

What is your view towards the development of Grove Business Park, Cannon Lane, White Waltham for new homes?

- Support smaller houses
- Support a mix of houses and apartments
- Support apartments
- Support development, but prefer a different approach
- Object to development of site
- No opinion

7.107 The results of this site show that most respondents object to the development of the site for housing. 46% would support redevelopment of the site for smaller housing or a mix of smaller housing and apartments. 14% supported the redevelopment of the site, but thought there could be a more appropriate method (see **Chart 25** below). A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 69**.

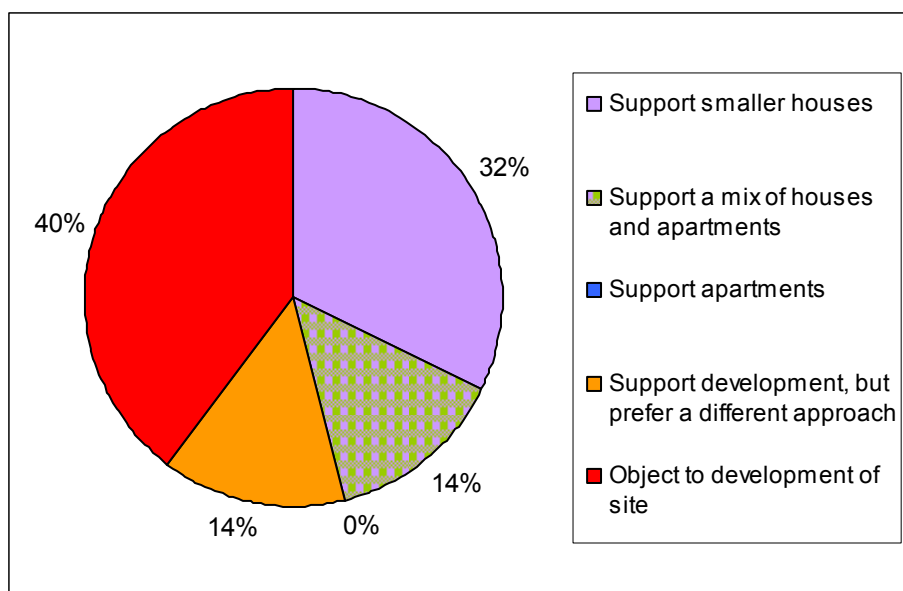


Chart 25: Support for allocating Grove Business Park for development of new homes

Grove Business Park	Hurley and the Walthams		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support smaller houses	6	66.7	24	28.6	30	32.3
Support mix of houses and apartments	0	0.0	13	15.5	13	14.0
Support apartments	0	0.0	0	0.0	0	0.0
Support development, but prefer a different approach	1	11.1	12 □	14.3	13	14.0
Object to development of site	2	22.2	35	41.7	37	39.8
Total	9	100.0	84	100.0	93	100.0

Table 69: Responses to developing Grove Business Park for new homes

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

7.108 Residents from Hurley and the Walthams proposed Neighbourhood Plan area overall supported the development of the site for smaller housing. Most objections were received from the wider group of respondents. Proposed Neighbourhood Plan area respondents were less likely than other respondents to suggest an alternative approach for the site. Local residents, who supported the development of the site, were more likely to prefer smaller houses.

7.109 Those who **supported** one of the redevelopment density options (smaller housing or mix of houses and apartments or just apartments) were asked why. Overall the most popular reason was because it would make better use of the land. Those living in Hurley and the Walthams proposed Neighbourhood Plan area mainly cited this reason also, although also frequently cited that it would fit in with the local character. Respondents were allowed to provide more than one reason. (See **table 70**).

Grove Business Park	Hurley and the Walthams		All Others		Grand Total	
	Count	%	Count	%	Count	%
It makes better use of the land	6	100.0	31	83.8	37	86.0
It would fit in with the local character	3	50.0	12	32.4	15	34.9
Prefer not to say	0	0.0	0	0.0	0	0.0
Other	0	0.0	2	5.4	2	4.7
Grand Total	9		45		54	

Table 70: Reasons respondent's support: smaller houses or a mix of houses and apartments or apartments

NB: % is of total of those who supported an option

7.110 Respondents who **objected** to the development of Grove Business Park cited reasons including: the site is in the Green Belt, it is the wrong location for new homes and there are not enough local services. Other reasons cited included: retain as employment land, or return to countryside.

Grove Business Park	Hurley and the Walthams		All Others		Grand Total	
	Count	%	Count	%	Count	%
The site is in the Green Belt	2	100.0	22	62.9	24	64.9
It would impact on local character	2	100.0	3	8.6	5	13.5
It would result in the loss of gardens	0	0.0	1	2.9	1	2.7
It would impact on neighbours	1	50.0	2	5.7	3	8.1
It is the wrong type of location for new homes	1	50.0	8	22.9	9	24.3
Too many homes are being proposed here	1	50.0	3	8.6	4	10.8
There are not enough local services	0	0.0	8	22.9	8	21.6
There are local parking or highways issues	1	50.0	5	14.3	6	16.2
Prefer not to say	0	0.0	0	0.0	0	0.0
Other	0	0.0	14	40.0	14	37.8
Grand Total	8		66		74	

Table 71: Reasons respondents objected to development of Grove Business Park for houses

NB: % is of total who objected

7.111 People who supported development of the site, but preferred a different approach suggested (summarised):

- A mix of smaller houses and larger houses with some affordable housing.
- Keep this land for small business use □
- House for local first time buyers with a qualifying connection.
- Mixed use – retain some commercial units.
- Low density housing to minimize impact in the Green Belt larger houses.
- Too close to the airfield – new residential occupiers would complain about the noise. Small businesses might benefit from close access to the airfield.
- Should expand site area to include whole site for housing to reduce pressure on undeveloped Green Belt.
- Low density housing to minimise impact on the Green Belt.
- Keep in employment – could also be offices or a studio.

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

Woolley Hall and Woolley Grange, Westacott Way

What is your view towards the development of Woolley Hall and Woolley Grange, Westacott Way, Littlewick Green for new homes?

- **Support smaller houses**
- **Support a mix of houses and apartments**
- **Support apartments**
- **Support development, but prefer a different approach**
- **Object to development of site**
- **No opinion**

7.112 The results of this site show that most respondents object to the development of the site for housing. 32% would support redevelopment of the site for smaller housing or a mix of smaller housing and apartments. 25% supported the redevelopment of the site, but thought there could be a more appropriate method (**see Chart 26 below**). A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 72**.

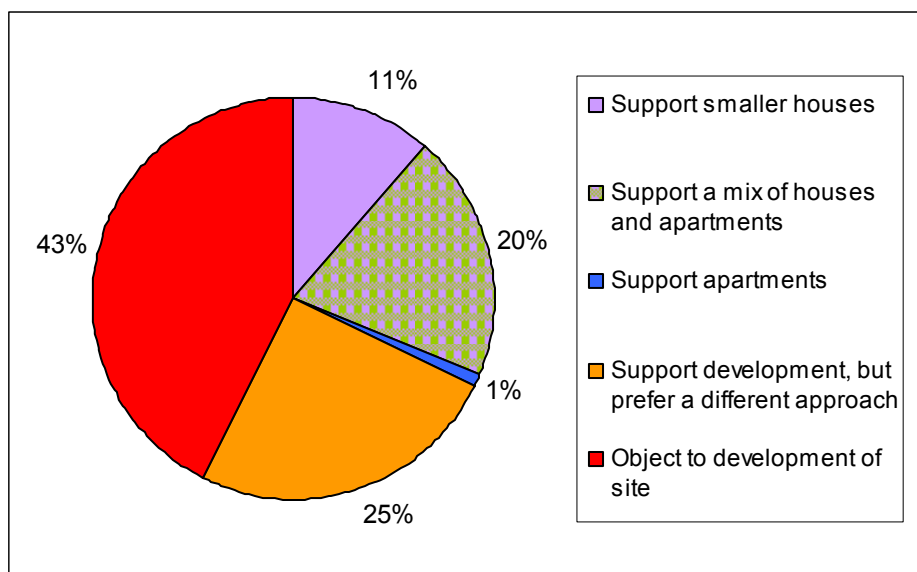


Chart 26: Support for allocating Woolley Hall and Woolley Grange for development of new homes

Woolley Hall and Woolley Grange	Hurley and the Walthams		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support smaller houses	0	0.0	10	13.0	10	11.5
Support mix of houses and apartments	5	50.0	12 □	15.6	17	19.5
Support apartments	0	0.0	1	1.3	1	1.1
Support development, but prefer a different approach	3	30.0	19	24.7	22	25.3
Object to development of site	2	20.0	35	45.5	37	42.5
Total	10	100.0	77	100.0	87	100.0

Table 72: Responses to developing Woolley Hall and Woolley Grange for new homes

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

7.113 Residents from Hurley and the Walthams proposed Neighbourhood Plan area overall supported the development of the site for a mix of smaller housing and apartments. Most objections were received from the wider group of respondents. Local residents, who supported the development of the site, were more likely to prefer a mix of smaller houses and apartments.

7.114 Those who **supported** one of the redevelopment density options (smaller housing or mix of houses and apartments or just apartments) were asked why. Overall the most frequently cited reason was because it would make better use of the land. Those living in Hurley and the Walthams proposed Neighbourhood Plan area mainly cited this reason also, although also frequently cited that it would fit in with the local character. Other reasons cited included: convert existing listed building in luxury apartments□; and retain existing listed building. Respondents were allowed to provide more than one reason. (See **table 73**).

Woolley Hall and Woolley Grange	Hurley and the Walthams		All Others		Grand Total	
	Count	%	Count	%	Count	%
It makes better use of the land	5	100.0	22 □	95.7	27	96.4
It would fit in with the local character	3	60.0	11 □	47.8	14	50.0
Prefer not to say	0	0.0	1	4.3	1	3.6
Other	1	20.0	2 □	8.7	3	10.7
Grand Total	9		36		45	

Table 73: Reasons respondent's support: smaller houses or a mix of houses and apartments or apartments

NB: % is of total of those who supported an option

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

7.115 Respondents who **objected** to the development of Woolley Hall and Woolley Grange cited reasons including: the site is in the Green Belt, it is the wrong location for new homes and it would impact on local character. Other reasons cited included: retain as employment land, keep as countryside, the extent of development at this site should remain in relation to the permission which was previously granted for the residential use of Woolley Hall and the office use of Woolley Grange.

Woolley Hall and Woolley Grange	Hurley and the Walthams		All Others		Grand Total	
	Count	%	Count	%	Count	%
The site is in the Green Belt	2	100.0	31	88.6	33	89.2
It would impact on local character	2	100.0	14	40.0	16	43.2
It would result in the loss of gardens	0	0.0	1	2.9	1	2.7
It would impact on neighbours	0	0.0	2	5.7	2	5.4
It is the wrong type of location for new homes	1	50.0	13	37.1	14	37.8
Too many homes are being proposed here	0	0.0	6	17.1	6	16.2
There are not enough local services	0	0.0	5	14.3	5	13.5
There are local parking or highways issues	0	0.0	4	11.4	4	10.8
Prefer not to say	0	0.0	0	0.0	0	0.0
Other	0	0.0	8	22.9	8	21.6
Grand Total	5		84		89	

Table 74: Reasons respondents objected to development of Woolley Hall and Woolley Grange for houses

NB: % is of total who objected

7.116 People who supported development of the site, but preferred a different approach suggested (summarised):

- Retirement village
- Retain the open parkland as much as possible
- A mix of smaller houses and larger houses with some affordable housing, no apartments
- Mix of apartments and well-spaced large detached houses
- Mixed use – part residential, part commercial.
- Leisure use – perhaps for Maidenhead Tennis Lawn Club
- Conference hotel, small housing and small business units
- Should only be redeveloped on existing footprint.
- Any new housing development should also provide local shops since new occupiers would otherwise need a car for basic groceries.
- Leisure. Maidenhead is in great need of a larger performance hall than the Desborough Suite or at Norden Farm.
- Convert to apartments to protect the Green Belt.
- Need for grade-A office floorspace – this is an ideal site.
- Do not build on the woods – they are a very important green area in the local community.
- Woolley Hall should be developed with a view to creating a village atmosphere, not just housing but sports, social and recreation.

MAIDENHEAD SUB-AREA: OTHER SITES

Stafferton Way

What is your view towards the development of the former park and ride site on Stafferton Way?

- Support development where it would assist the rejuvenation of Maidenhead town centre
- Object to the development
- No opinion

7.117 The results of this site show that the majority of respondents support the development of the former park and ride site on Stafferton Way as shown in **Chart 27** below. A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 75**.

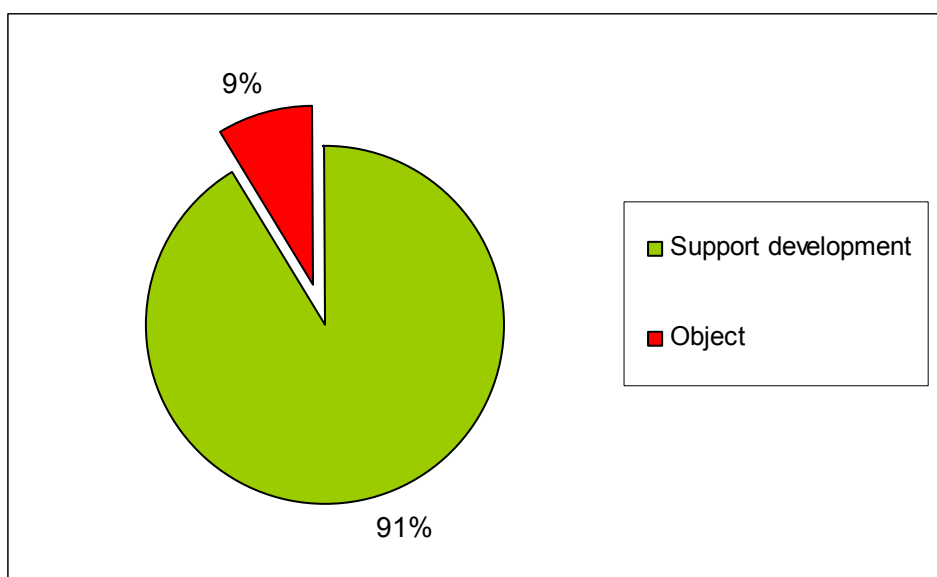


Chart 27: Response to development of Stafferton Way

Stafferton Way	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support	64 □	91.4	42	93.3	106	92.2
Object	6	8.6	3	6.7	9	7.8
Grand Total	70	100.0	45	100.0	115	100.0

Table 75: Responses to development of Stafferton Way by proposed Neighbourhood Plan area

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

7.118 Respondents were given the opportunity to offer reasons for their views. A summary of the main points raised can be seen below.

Support:

- Better use of the land – it is currently and eyesore.
- Land does not contribute to the Green Belt.
- We need more employment and training facilities – would help to create more jobs.
- Could be used for industrial use.
- The out-of-town outlet centre needs more shops
- Run-down area in need of regeneration.

- Need more affordable housing.
- Ideal site for OAP sheltered units.
- The site is well suited to local amenities and transport.
- It's on the right side of town to not add more traffic to the A4.
- Could act as a catalyst for the southern relief road for the town centre.
- Could provide parking facilities, e.g. park and ride.
- Could be a good site for school. □
- Mixed housing/apartments for commuters using cross rail and for those working in the town centre. □
- Unsuitable for housing due to proximity to water work and refuse site; commercial or industrial development appropriate.
- Large performing hall/conference centre.
- Very suitable location for a merchanting park.
- Object in principle to building on any Green Belt land - however in this case the land is of no use to anyone if it stays the way it is.
- Retail use – but not a grocery store.
- Could be used by the Lawn Tennis Club or similar organisation
- Weekly market – get a bus route put on incorporating it
- Could be a large supermarket.

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

Object:

- The site is in the Green Belt.
- Need more parking space in the town centre – could provide cheaper parking.
- Should be returned to open grassland, perhaps for public amenity.
- Could provide a park and ride bus centre.
- Not the right location for dwellings.
- Only option that could be supported is a school.

Little Farm Nursery

<p>What is your view towards the development of Little Farm Nursery for leisure use?</p> <ul style="list-style-type: none"> • Support • Object • Other • No opinion
--

7.119 The results of this site show that the majority of respondents support the development of Little Farm Nursery for leisure as shown in **Chart 28**. A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 76**.

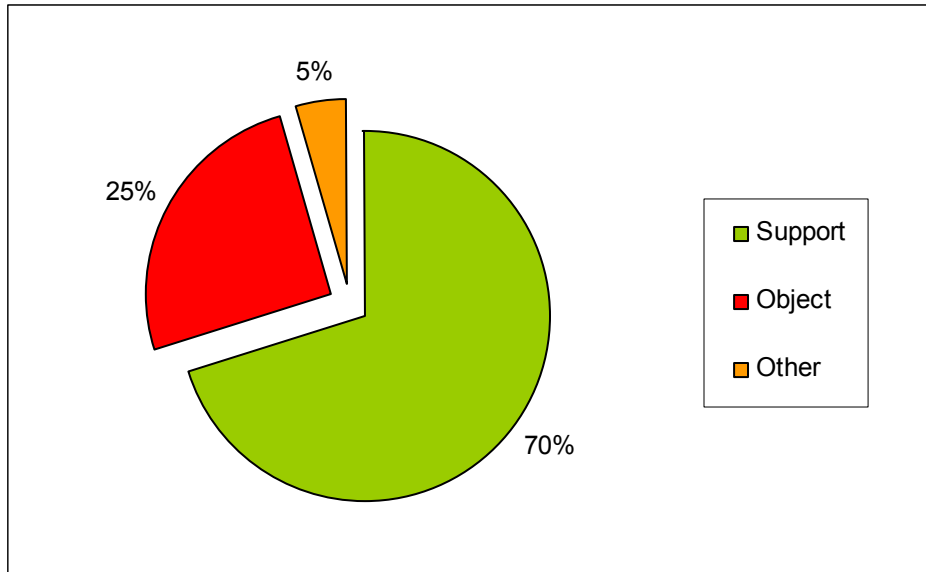


Chart 28: Response to development of Little Farm Nursery

Little Farm Nursery	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support	52 □	72.2	25	65.8	77	70.0
Object	18	25.0	10	26.3	28	25.5
Other	2	2.8	3	7.9	5	4.5
Grand Total	72	100.0	38	100.0	110	100.0

Table 76: Responses to development of Little Farm Nursery by proposed Neighbourhood Plan area

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

7.120 Respondents were given the opportunity to offer reasons for their views. A summary of the main points raised can be seen below.

Support:

- Constructive use of the land – it is in-keeping with the local area.
- Good use of previously developed Green Belt without impacting on openness.
- Ideal to relocate the bowls club, and use their site as part of the town centre regeneration.
- Leisure uses are preferable to more intensive uses of the site.
- It's derelict and an eyesore.
- Mix of indoor/outdoor facilities is appropriate.
- Ideal location with the other leisure facilities in the area, cricket and football clubs etc.□
- There is a need for leisure facilities and amenities in the area – would also reduce travel by car to such facilities.
- Would prevent over-development in a rural area.
- Need more facilities because of all the housing that has been built.
- North Town Moor is very under-used and this is a good opportunity to remedy this.
- Site has been prone to flooding, so may need mitigation.

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

Object:

- The site is in the Green Belt.
- Leave as open space.
- Should be open to all and not just members of a sports club.

- Will lead to more building and change of character of the area.
- Should be used for agriculture.
- Access would be required through Green Belt land.
- There are flooding problems from the stream on two sides of the site, will increase the flood risk.
- Would not be in keeping with the area.
- The current garden nursery is the most suitable land use.
- Oppose leisure uses proposed, but would support allotments if it cannot stay in its original use.

Other:

- Could be sports pitches – no buildings.
- Local residents should be consulted before any development was approved.
- A mix of smaller houses and larger houses with some affordable housing.
- It is much too big for a bowls club alone. So the part development of the site with the rest being returned to accessible land would be good.

MAIDENHEAD SUB-AREA: EMPLOYMENT SITES

Cordwallis Industrial Estate

What is your view towards the continued designation of Cordwallis Industrial Estate as an employment area?

- Support the designation
- Object to the designation
- No opinion

7.121 The results of this site show that most respondents would support the continued designation of this site as an employment area (see **Chart 29** below). Only 4% of respondents objected to the designation of this site for employment. A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 77**.

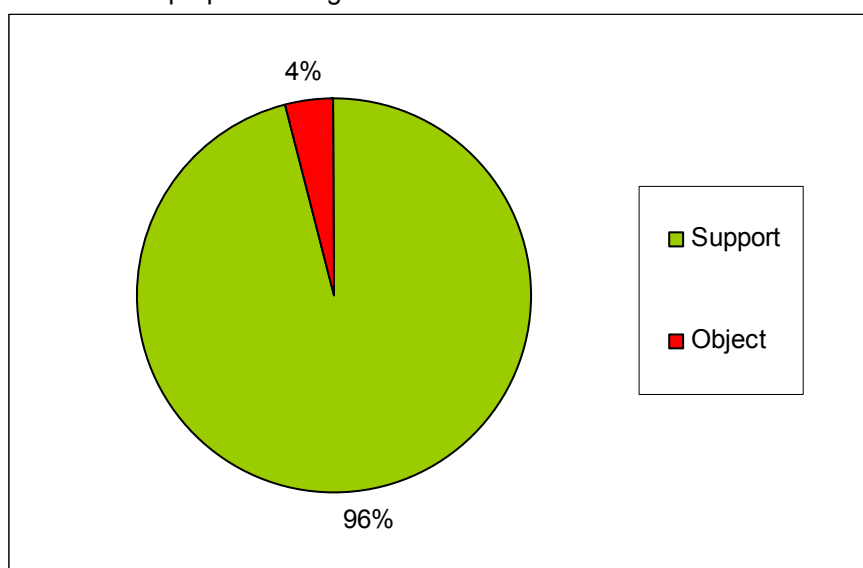


Chart 29: Support for continued designation of Cordwallis Industrial Estate as an employment area

Cordwallis Industrial Estate	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support the designation	64 □	94.1	37	100.0	101	96.2
Object to the designation	4	5.9	0	0.0	4	3.8
Total	68	100.0	37	100.0	105	100.0

Table 77: Responses to designating Cordwallis Industrial Estate for employment

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

7.122 More residents from Maidenhead and Cox Green proposed Neighbourhood Plan area responded to this question than the combined total of all other areas. More objections were received from local residents than the wider group of respondents.

7.123 Those who **supported** the designation of Cordwallis Industrial Estate for employment, most frequently cited that small business premises, followed by industry and offices were the uses they favoured. Those who suggested 'other' included: facilities supporting employment (e.g. Crèche), mixed-non retail, housing, light industrial, all except not offices. Respondents were allowed to provide more than one reason. (See **table 78**).

Cordwallis Industrial Estate	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
Offices	39□	60.9	26	70.3	65	64.4
Industry	45□	70.3	23	62.2	68	67.3
Warehousing	35□	54.7	21	56.8	56	55.4
Small business premises	57□	89.1	33	89.2	90	89.1
Other	6	9.4	4	10.8	10	9.9
Grand Total	182		107		289	

Table 78: What uses respondents who supported the designation thought were most appropriate for the site

NB: % is of total of those who supported an option

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

7.124 Respondents who **objected** to the designation of Cordwallis Industrial Estate cited reasons including:

- It is an inappropriate location because it is surrounded by housing.
- The site should be used for housing.
- Should use the site for community facilities as well as housing.

Furze Platt Industrial Estate

What is your view towards the continued designation of Furze Platt Industrial Estate as an employment area?

- **Support the designation**
- **Object to the designation**
- **No opinion**

7.125 The results of this site show that most respondents would support the continued designation of this site as an employment area (see **Chart 30** below). Only 3% of respondents objected to the designation of this site for employment. A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 79**.

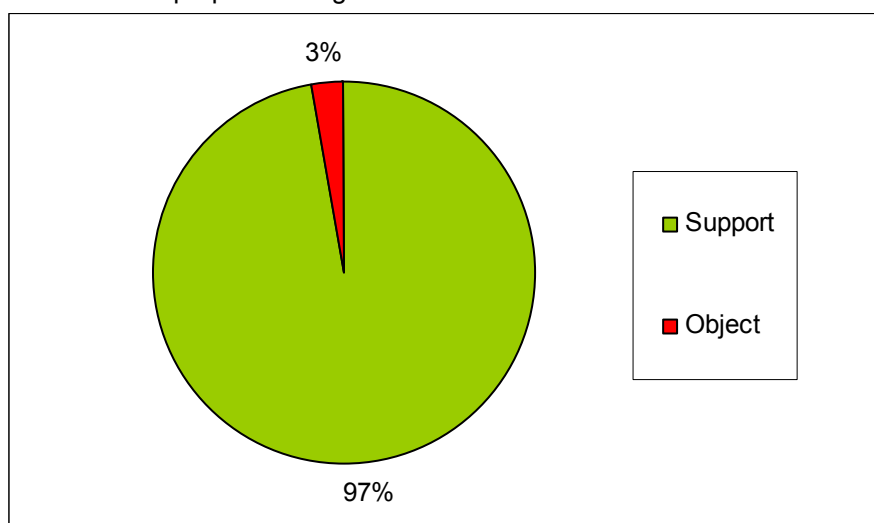


Chart 30: Support for continued designation of Furze Platt Industrial Estate as an employment area

Furze Platt Industrial Estate	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support the designation	65 □	95.6	35	100.0	100	97.1
Object to the designation	3	4.4	0	0.0	3	2.9
Total	68	100.0	35	100.0	103	100.0

Table 79: Responses to designating Furze Platt Industrial Estate for employment

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

7.126 More residents from Maidenhead and Cox Green proposed Neighbourhood Plan area responded to this question than the combined total of all other areas. More objections were received from local residents than the wider group of respondents.

7.127 Those who **supported** the designation of Furze Platt Industrial Estate for employment, most frequently cited small business premises as an appropriate use, followed by offices and industry. Those who suggested 'other' included: facilities supporting employment (e.g. Crèche), mixed-non retail, catering facilities for those on site, mixed uses of all, light industrial, manufacturing, good for housing if employment doesn't materialise, mixed use housing/employment. Respondents were allowed to provide more than one reason. (See **table 80**).

Furze Platt Industrial Estate	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
Offices	44□	67.7	28	80.0	72	72.0
Industry	45□	69.2	25	71.4	70	70.0
Warehousing	41□	63.1	24	68.6	65	65.0
Small business premises	61□	93.8	29	82.9	90	90.0
Other	5	7.7	4	11.4	9	9.0
Grand Total	196		110		306	

Table 80: What uses respondents who supported the designation thought were most appropriate for the site

NB: % is of total of those who supported an option

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

7.128 Respondents who **objected** to the designation of Furze Platt Industrial Estate cited reasons including:

- The site should be used for housing.

Howarth Road Industrial Estate

What is your view towards the continued designation of Howarth Road Industrial Estate as an employment area?

- Support the designation
- Object to the designation
- No opinion

7.129 The results of this site show that most respondents would support the continued designation of this site as an employment area (see **Chart 31** below). Only 2% of respondents objected to the designation of this site for employment. A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 81**.

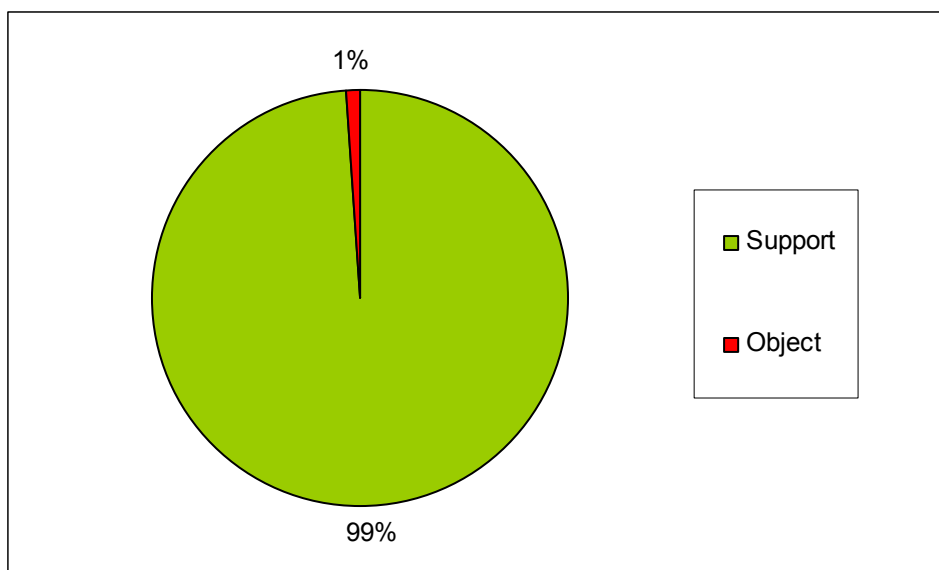


Chart 31: Support for continued designation of Howarth Road Industrial Estate as an employment area

Howarth Road Industrial Estate	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support the designation	57 □	100.0	29	96.7	86	98.9
Object to the designation	0	0.0	1	3.3	1	1.1
Total	57	100.0	30	100.0	87	100.0

Table 81: Responses to designating Howarth Road Industrial Estate for employment

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

7.130 More residents from Maidenhead and Cox Green Neighbourhood Plan area responded to this question than the combined total of all other areas. More objections were received from the wider group of respondents than local residents.

7.131 Those who **supported** the designation of Howarth Road Industrial Estate for employment, most frequently cited small business premises as an appropriate use, followed by warehousing. Those who suggested 'other' included: facilities supporting employment uses, mixture of all, small housing, leisure (perhaps review designation after the Waterways implemented), community uses. Respondents were allowed to provide more than one reason. (See **table 82**).

Howarth Road Industrial Estate	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
Offices	37 □	64.9	23	79.3	60	69.8
Industry	43 □	75.4	17	58.6	60	69.8
Warehousing	42 □	73.7	20	69.0	62	72.1
Small business premises	50 □	87.7	25	86.2	75	87.2
Other	7	12.3	2	6.9	9	10.5
Grand Total	179		87		266	

Table 82: What uses respondents who supported the designation thought were most appropriate for the site

NB: % is of total of those who supported an option

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

7.132 Respondents who **objected** to the designation of Howarth Road Industrial Estate cited reasons including:

- The site is in the floodplain.

Norreys Drive

What is your view towards the continued designation of Norreys Drive as an employment area?

- **Support the designation**
- **Object to the designation**
- **No opinion**

7.133 The results of this site show that most respondents would support the continued designation of this site as an employment area (see **Chart 32** below). Only 3% of respondents objected to the designation of this site for employment. A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 83**.

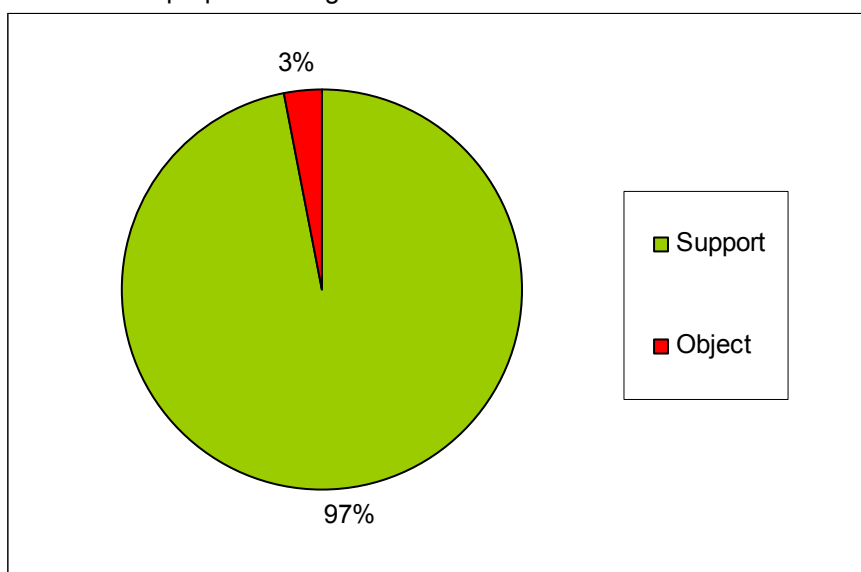


Chart 32: Support for continued designation of Norreys Drive as an employment area

Norreys Drive	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support the designation	58 □	96.7	33	97.1	91	96.8
Object to the designation	2	3.3	1	2.9	3	3.2
Total	60	100.0	34	100.0	94	100.0

Table 83: Responses to designating Norreys Drive for employment

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

7.134 More residents from Maidenhead and Cox Green proposed Neighbourhood Plan area responded to this question than the combined total of all other areas. More objections were received from local residents than the wider group of respondents.

7.135 Those who **supported** the designation of Norreys Drive for employment, most frequently cited small business premises or offices were the most appropriate uses, followed by industry. Those who suggested 'other' included: facilities supporting employment, all uses but no housing islands. Respondents were allowed to provide more than one reason. (See **table 84**).

Norreys Drive	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
Offices	45 □	77.6	25	75.8	70	76.9
Industry	42 □	72.4	24	72.7	66	72.5

Norreys Drive	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
Warehousing	42 □	72.4	23	69.7	65	71.4
Small business premises	43 □	74.1	27	81.8	70	76.9
Other	6	10.3	2	6.1	8	8.8
Grand Total	178		101		279	

Table 84: What uses respondents who supported the designation thought were most appropriate for the site

NB: % is of total of those who supported an option

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

7.136 Respondents who **objected** to the designation of Norreys Drive cited reasons including:

- Industrial development but 'small islands' reverting to housing.
- This site should be housing.

Eastern part of Kings Grove/ Boyn Valley Industrial Estate

What is your view towards the continued designation of Eastern part of Kings Grove/ Boyn Valley Industrial Estate as an employment area?

- Support the designation
- Object to the designation
- No opinion

7.137 The results of this site show that respondents would support the continued designation of this site as an employment area (see **Chart 33** below). No respondents objected to the designation of this site for employment. A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 85**.

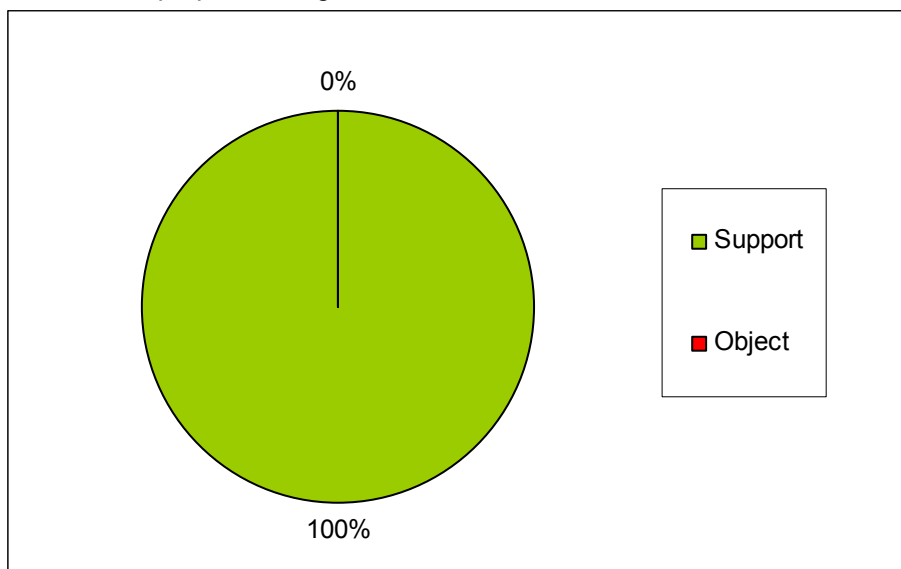


Chart 33: Support for continued designation of Eastern part of Kings Grove/ Boyn Valley Industrial Estate as an employment area

Eastern part of Kings Grove/ Boyn Valley Industrial Estate	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support the designation	52 □	100.0	28	100.0	80	100.0
Object to the designation	0	0.0	0	0.0	0	0.0

Eastern part of Kings Grove/ Boyn Valley Industrial Estate	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
Total	52	100.0	28	100.0	80	100.0

Table 85: Responses to designating Eastern part of Kings Grove/ Boyn Valley Industrial Estate for employment

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

7.138 More residents from Maidenhead and Cox Green proposed Neighbourhood Plan area responded to this question than the combined total of all other areas.

7.139 The **support** for the designation of Eastern part of Kings Grove/ Boyn Valley Industrial Estate for employment, saw small business premises as the most favoured use, followed by warehousing and industry. Those who suggested 'other' included: facilities supporting employment, mixed use of all, children's swing park nearby. Respondents were allowed to provide more than one reason. (See **table 86**).

Eastern part of Kings Grove/ Boyn Valley Industrial Estate	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
Offices	31 □	59.6	19	67.9	50	62.5
Industry	37 □	71.2	17	60.7	54	67.5
Warehousing	37 □	71.2	17	60.7	54	67.5
Small business premises	45 □	86.5	21	75.0	66	82.5
Other	4	7.7	2	7.1	6	7.5
Grand Total	154		76		230	

Table 86: What uses respondents who supported the designation thought were most appropriate for the site

NB: % is of total of those who supported an option

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

Central Part of Reform Road Industrial Estate

What is your view towards the continued designation of Central Part of Reform Road Industrial Estate as an employment area?

- **Support the designation**
- **Object to the designation**
- **No opinion**

7.140 The results of this site show that most respondents would support the continued designation of this site as an employment area (see **Chart 34** below). 9% of respondents objected to the designation of this site for employment. A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 87**.

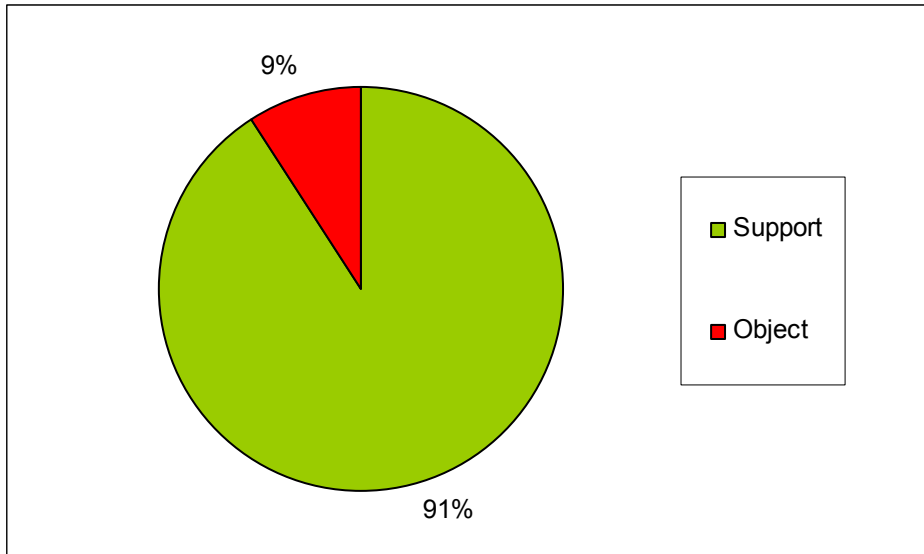


Chart 34: Support for continued designation of Central Part of Reform Road Industrial Estate as an employment area

Central Part of Reform Road Industrial Estate	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support the designation	54	87.1	35	97.2	89	90.8
Object to the designation	8 □	12.9	1	2.8	9	9.2
Total	62	100.0	36	100.0	98	100.0

Table 87: Responses to designating Central Part of Reform Road Industrial Estate for employment

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

7.141 More residents from Maidenhead and Cox Green proposed Neighbourhood Plan area responded to this question than the combined total of all other areas. More objections were received from local residents than the wider group of respondents.

7.142 Those who **supported** the designation of Central Part of Reform Road Industrial Estate for employment, most frequently cited small business premises as an appropriate use, followed by offices and warehousing. Those who suggested 'other' included: retail, mixed uses, facilities supporting employment, improved cycle/ pedestrian links needed, houses close to the river, link to waterways restoration; many of the existing units do not seem to have been built for their present purposes - a more focused use of this (valuable) council owned land should be considered. . Respondents were allowed to provide more than one reason. (See **table 88**).

Central Part of Reform Road Industrial Estate	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
Offices	41	75.9	24	68.6	65	73.0
Industry	41	75.9	23	65.7	64	71.9
Warehousing	41	75.9	24	68.6	65	73.0
Small business premises	47	87.0	30	85.7	77	86.5
Other	6	11.1	4	11.4	10	11.2
Grand Total	176		105		281	

Table 88: What uses respondents who supported the designation thought were most appropriate for the site

NB: % is of total of those who supported an option

7.143 Respondents who **objected** to the designation of Central Part of Reform Road Industrial Estate cited reasons including:

- The site should be used for housing/ apartments - remainder of the land could be used for small business premises or offices. □
- Flood risk means site should not be developed further.
- Opportunity to integrate riverside dwellings would be preferable.
- Affordable family housing – in keeping with surrounding changes to the area.
- Mixed use industry and housing.

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

Vanwall Road Business Area

What is your view towards the continued designation of Vanwall Road Business Area as an employment area?

- **Support the designation**
- **Object to the designation**
- **No opinion**

7.144 The results of this site show that most respondents would support the continued designation of this site as an employment area (see **Chart 35** below). Only 1% of respondents objected to the designation of this site for employment. A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 89**.

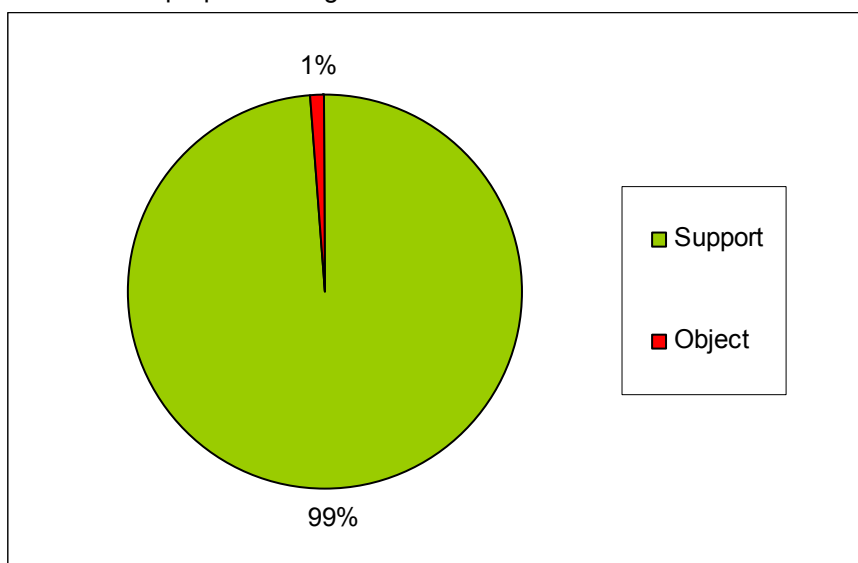


Chart 35: Support for continued designation of Vanwall Road as an employment area

Vanwall Road	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support the designation	56 □	98.2	36	100.0	92	98.9
Object to the designation	1	1.8	0	0.0	1	1.1
Total	57	100.0	36	100.0	93	100.0

Table 89: Responses to designating Vanwall Road for employment

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

7.145 More residents from Maidenhead and Cox Green proposed Neighbourhood Plan area responded to this question than the combined total of all other areas. More objections were received from local residents than the wider group of respondents.

7.146 Those who **supported** the designation of Vanwall Road for employment, most frequently cited offices as an appropriate use, followed by small business premises. Those who

suggested 'other' included: mixed use and facilities supporting employment. Respondents were allowed to provide more than one reason. (See **table 90**).

Vanwall Road	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
Offices	49 □	87.5	32	88.9	81	88.0
Industry	41 □	73.2	23	63.9	64	69.6
Warehousing	41 □	73.2	23	63.9	64	69.6
Small business premises	46 □	82.1	28	77.8	74	80.4
Other	4	7.1	2	5.6	6	6.5
Grand Total	181		108		289	

Table 90: What uses respondents who supported the designation thought were most appropriate for the site

NB: % is of total of those who supported an option

7.147 Respondents who **objected** to the designation of Vanwall Road cited reasons including:

- The site should be mixed use for housing and employment.

Foundation Park, Cannon Lane

What is your view towards the continued designation of Foundation Park, Cannon Lane as an employment area?

- Support the designation
- Object to the designation
- No opinion

7.148 The results of this site show that most respondents would support the continued designation of this site as an employment area (see **Chart 36** below). Only 4% of respondents objected to the designation of this site for employment. A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 91**.

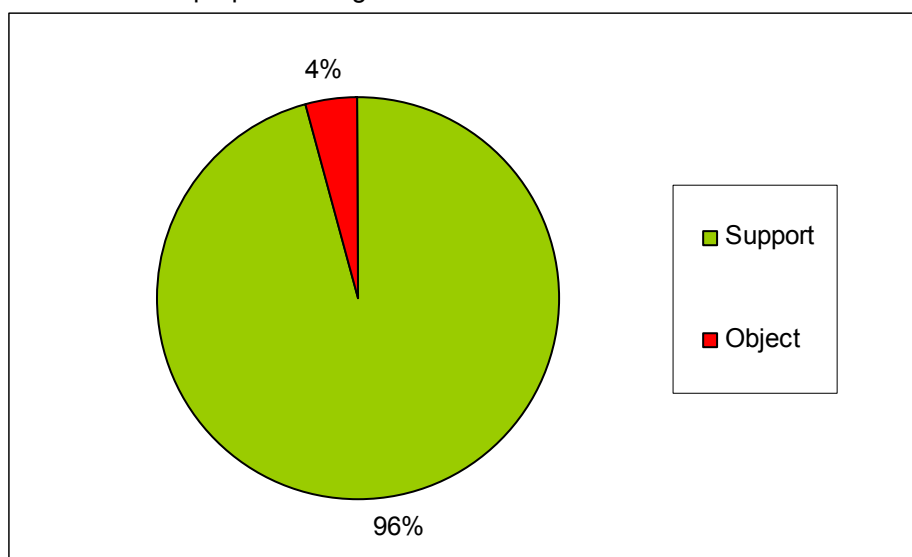


Chart 36: Support for continued designation of Foundation Park as an employment area

Foundation Park	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support the designation	61	95.3	34	97.1	95	96.0
Object to the designation	3 □	4.7	1	2.9	4	4.0
Total	64	100.0	35	100.0	99	100.0

Table 91: Responses to designating Foundation Park for employment

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

7.149 More residents from Maidenhead and Cox Green proposed Neighbourhood Plan area responded to this question than the combined total of all other areas. More objections were received from local residents than the wider group of respondents.

7.150 Those who **supported** the designation of Foundation Park for employment, most frequently cited offices as an appropriate use, followed by small business premises. Those who suggested 'other' included: facilities supporting employment, retail, and a mix of all the uses. Respondents were allowed to provide more than one reason. (See **table 92**).

Foundation Park	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
Offices	59	96.7	28	82.4	87	91.6
Industry	28	45.9	16	47.1	44	46.3
Warehousing	31	50.8	20	58.8	51	53.7
Small business premises	45	73.8	23	67.6	68	71.6
Other	2	3.3	3	8.8	5	5.3
Grand Total	165		90		255	

Table 92: What uses respondents who supported the designation thought were most appropriate for the site

NB: % is of total of those who supported an option

7.151 Respondents who **objected** to the designation of Foundation Park cited reasons including:

- The site should be used for housing. Good road access and next to green belt farmland will give a sense of openness and character to the development. □
- Highways issues – too much traffic in rush hour already.
- Maintained level of employment, but not developed.

Barloworld, Littlewick Green

What is your view towards designating Barloworld, Littlewick Green as an employment area?

- **Support the designation**
- **Object to the designation**
- **No opinion**

7.152 The results of this site show that most respondents would support the continued designation of this site as an employment area (see **Chart 37** below). 8% of respondents objected to the designation of this site for employment. A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 93**.

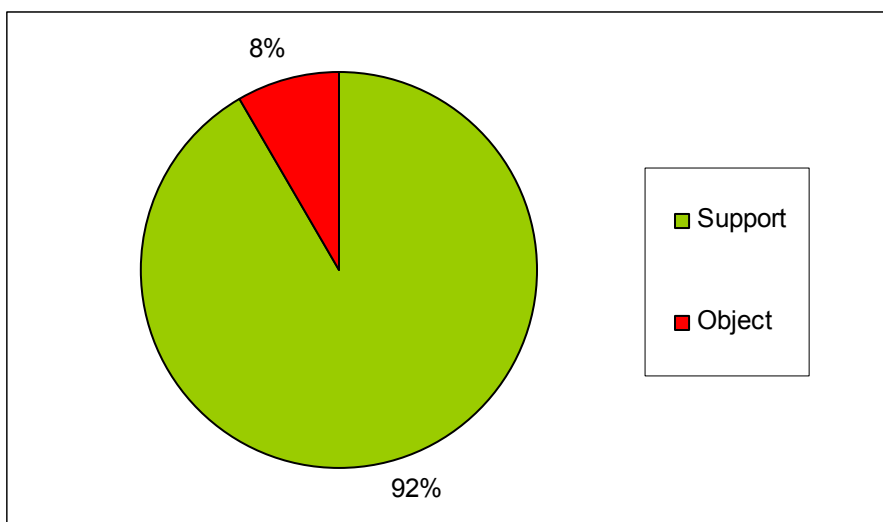


Chart 37: Support for designating Barloworld as an employment area

Barloworld	Hurley and the Walthams		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support the designation	8	88.9	68 □	91.9	76	91.6
Object to the designation	1	11.1	6	8.1	7	8.4
Total	9	100.0	74	100.0	83	100.0

Table 93: Responses to designating Barloworld for employment

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

7.153 Fewer residents from Hurley and the Walthams proposed Neighbourhood Plan area responded to this question than the combined total of all other areas. More objections were received from the wider group of respondents than local residents.

7.154 Those who **supported** the designation of Barloworld for employment, most frequently cited small business premises as an appropriate use, followed by offices and warehousing. Those who suggested 'other' included: mixed use and facilities supporting employment activities. Respondents were allowed to provide more than one reason. (See table 94).

Barloworld	Hurley and the Walthams		All Others		Grand Total	
	Count	%	Count	%	Count	%
Offices	5	62.5	49 □	72.1	54	71.1
Industry	5	62.5	34 □	50.0	39	51.3
Warehousing	6	75.0	44 □	64.7	50	65.8
Small business premises	6	75.0	50 □	73.5	56	73.7
Other	1	12.5	2	2.9	3	3.9
Grand Total	23		179		202	

Table 94: What uses respondents who supported the designation thought were most appropriate for the site

NB: % is of total of those who supported an option

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

7.155 Respondents who **objected** to the designation of Barloworld cited reasons including:

- The site is in the Green Belt – return to Green Belt use.
- The site should be used for housing.
- Out of town office blocks are probably a thing of the past – Maidenhead Office Park is under-used already.

Maidenhead Office Park, Littlewick Green

What is your view towards the continued designation of Maidenhead Office Park, Littlewick Green as an employment area?

- Support the designation
- Object to the designation
- No opinion

7.156 The results of this site show that most respondents would support the continued designation of this site as an employment area (see **Chart 38** below). Only 3% of respondents objected to the designation of this site for employment. A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 95**.

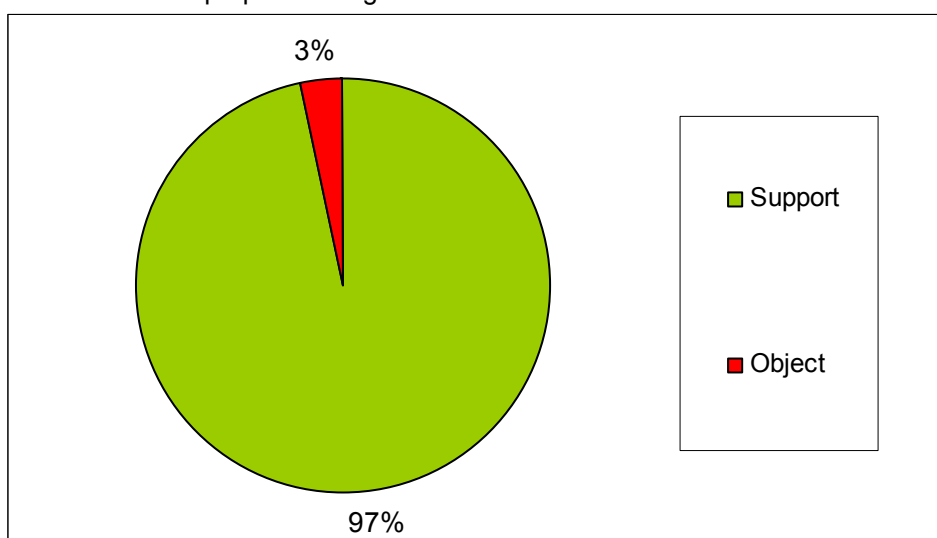


Chart 38: Support for continued designation of Maidenhead Office Park as an employment area

Maidenhead Office Park	Hurley and the Walthams		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support the designation	8	88.9	78 □	97.5	86	96.6
Object to the designation	1	11.1	2	2.5	3	3.4
Total	9	100.0	80	100.0	89	100.0

Table 95: Responses to designating Maidenhead Office Park for employment

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

7.157 Fewer residents from Hurley and the Walthams proposed Neighbourhood Plan area responded to this question than the combined total of all other areas.

7.158 Those who **supported** the designation of Maidenhead Office Park for employment, most frequently cited offices as an appropriate use, followed small business premises. Those who suggested 'other' included: employment use and facilities supporting employments uses. Respondents were allowed to provide more than one reason. (See **table 96**).

Maidenhead Office Park	Hurley and the Walthams		All Others		Grand Total	
	Count	%	Count	%	Count	%
Offices	8	100.0	74 □	94.9	82	95.3
Industry	3	37.5	29 □	37.2	32	37.2
Warehousing	6	75.0	36 □	46.2	42	48.8
Small business premises	6	75.0	56 □	71.8	62	72.1

Maidenhead Office Park	Hurley and the Walthams		All Others		Grand Total	
	Count	%	Count	%	Count	%
Other	0	0.0	3	3.8	3	3.5
Grand Total	23		198		221	

Table 96: What uses respondents who supported the designation thought were most appropriate for the site

NB: % is of total of those who supported an option

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

7.159 Respondents who **objected** to the designation of Maidenhead Office Park cited reasons including:

- The site is in the Green Belt.

Grove Business Park, Cannon Lane

What is your view towards designating Grove Business Park, Cannon Lane as a new employment area?

- Support the designation
- Object to the designation
- No opinion

7.160 The results of this site show that most respondents would support the continued designation of this site as an employment area (see **Chart 39** below). 12% of respondents objected to the designation of this site for employment. A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 97**.

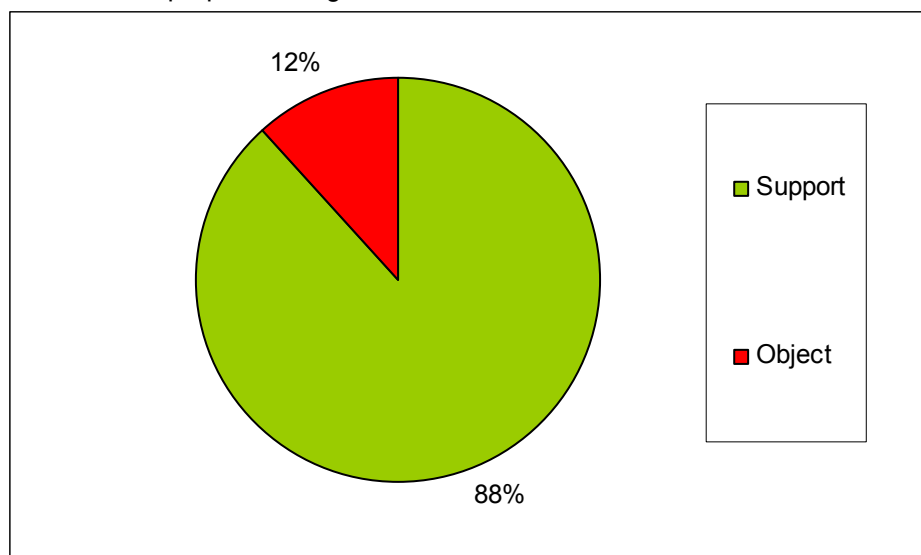


Chart 39: Support for new designation of Grove Business Park as an employment area

Grove Business Park	Hurley and the Walthams		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support the designation	7	87.5	62 □	88.6	69	88.5
Object to the designation	1	12.5	8	11.4	9	11.5
Total	8	100.0	70	100.0	78	100.0

Table 97: Responses to designating Grove Business Park for employment

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

7.161 Fewer residents from Hurley and the Walthams proposed Neighbourhood Plan area responded to this question than the combined total of all other areas.

7.162 Those who **supported** the designation of Grove Business Park for employment, most frequently cited small business premises was the most appropriate use, followed by offices and industry. Those who suggested 'other' included: facilities supporting employment, out of town retail, mixed employment uses. Respondents were allowed to provide more than one reason. (See **table 98**).

Grove Business Park	Hurley and the Walthams		All Others		Grand Total	
	Count	%	Count	%	Count	%
Offices	5	71.4	48 <input type="checkbox"/>	77.4	53	76.8
Industry	3	42.9	29 <input type="checkbox"/>	46.8	32	46.4
Warehousing	4	57.1	33 <input type="checkbox"/>	53.2	37	53.6
Small business premises	7	100.0	51 <input type="checkbox"/>	82.3	58	84.1
Other	0	0.0	5	8.1	5	7.2
Grand Total	19		166		185	

Table 98: What uses respondents who supported the designation thought were most appropriate for the site

NB: % is of total of those who supported an option

Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

7.163 Respondents who **objected** to the designation of Grove Business Park cited reasons including:

- The site is in the Green Belt.
- The site should be used for housing – out of keeping with the surrounding area.
- Could be designated as an employment area in the Green Belt.
- Redevelop older commercial premises but add residential to the site.
- Would get in the way of the airfield.

Woodlands Business Park, Woodlands Park

What is your view towards the continued designation of Woodlands Business Park, Woodlands Park as an employment area?

- **Support the designation**
- **Object to the designation**
- **No opinion**

7.164 The results of this site show that most respondents would support the continued designation of this site as an employment area (see **Chart 40** below). 8% of respondents objected to the designation of this site for employment. A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 99**.

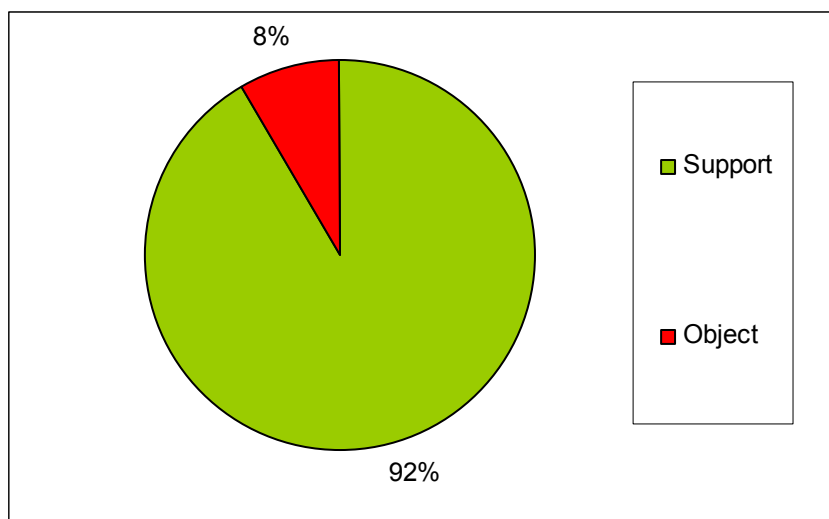


Chart 40: Support for continued designation of Woodlands Business Park as an employment area

Woodlands Business Park	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support the designation	39	92.9	26	89.7	65	91.5
Object to the designation	3 □	7.1	3	10.3	6	8.5
Total	42	100.0	29	100.0	71	100.0

Table 99: Responses to designating Woodlands Business Park for employment

□ Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

7.165 More residents from Maidenhead and Cox Green proposed Neighbourhood Plan area responded to this question than the combined total of all other areas. Objections were received from both local residents than the wider group of respondents.

7.166 Those who **supported** the designation of Woodlands Business Park for employment, thought that small business premises was the most appropriate use, followed by offices and industry. Those who suggested 'other' included: retain the Green Belt area as Green Belt; facilities that support employment also and mixed uses. Respondents were allowed to provide more than one reason. (See **table 100**).

Woodlands Business Park	Maidenhead and Cox Green		All Others		Grand Total	
	Count	%	Count	%	Count	%
Offices	29	74.4	15	57.7	44	67.7
Industry	26	66.7	16	61.5	42	64.6
Warehousing	24	61.5	15	57.7	39	60.0
Small business premises	34	87.2	20	76.9	54	83.1
Other	2	5.1	1	3.8	3	4.6
Grand Total	115		67		182	

Table 100: What uses respondents who supported the designation thought were most appropriate for the site

NB: % is of total of those who supported an option

7.167 Respondents who **objected** to the designation of Woodlands Business Park cited reasons including:

- The site is in the Green Belt.
- The site should be used for housing - which would fit in with surrounding area and also with the neighbouring Alexander Divine Hospice.

- Ideal location for a residential development on the edge of an urban area. □
- Maidenhead & Cox Green proposed Neighbourhood Plan: Housing & Natural Environment Topic Group

Priors Way Industrial Estate

What is your view towards the continued designation of Priors Way Industrial Estate as an employment area?

- **Support the designation**
- **Object to the designation**
- **No opinion**

7.168 The results of this site show that most respondents would support the continued designation of this site as an employment area (see **Chart 41** below). Only 2% of respondents objected to the designation of this site for employment. A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 101**.

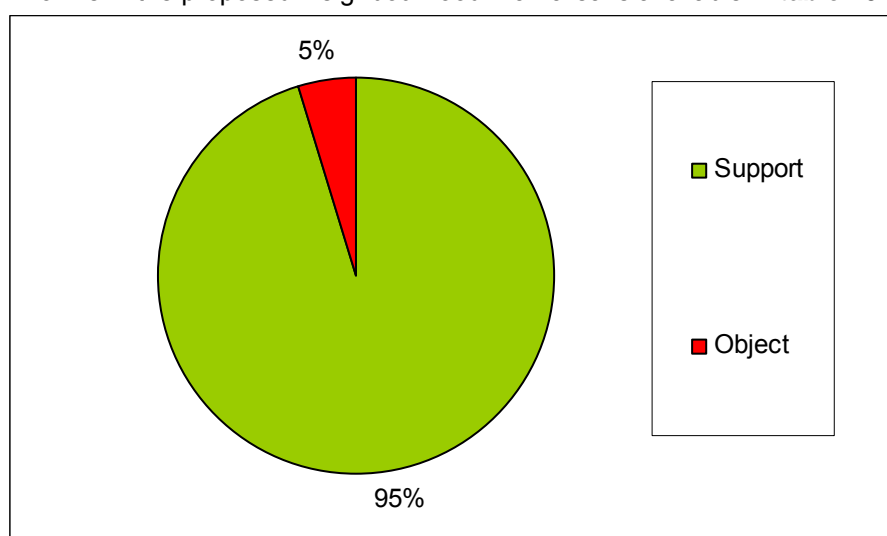


Chart 41: Support for continued designation of Priors Way Industrial Estate as an employment area

Priors Way Industrial Estate	Bray		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support the designation	19 ^Δ	100.0	61	93.8	80	95.2
Object to the designation	0	0.0	4	6.2	4	4.8
Total	19	100.0	65	100.0	84	100.0

Table 101: Responses to designating Priors Way Industrial Estate for employment

7.169 Fewer residents from Bray proposed Neighbourhood Plan area responded to this question than the combined total of all other areas. No objections were received from local residents, but some were from the wider group of respondents.

7.170 Those who **supported** the designation of Priors Way Industrial Estate for employment, thought that small business premises was the most appropriate use, followed by offices and industry. Those who suggested 'other' included: facilities to support employment use, allow signage for businesses at the entrance, housing, no expansion upwards allowed ^Δ and reduce light pollution from salt depot. Respondents were allowed to provide more than one reason. (See **table 102**).

Priors Way Industrial Estate	Bray		All Others		Grand Total	
	Count	%	Count	%	Count	%
Offices	11	57.9	47	77.0	58	72.5
Industry	6 ^Δ	31.6	47	77.0	53	66.3

Priors Way Industrial Estate	Bray		All Others		Grand Total	
	Count	%	Count	%	Count	%
Warehousing	9	47.4	50	82.0	59	73.8
Small business premises	14	73.7	55	90.2	69	86.3
Other	5	26.3	2	3.3	7	8.8
Grand Total	45		201		246	

Table 102: What uses respondents who supported the designation thought were most appropriate for the site

NB: % is of total of those who supported an option

Δ Bray Parish Council

7.171 Respondents who **objected** to the designation of Priors Way Industrial Estate cited reasons including:

- Could house a petrol garage.
- This site could be used for housing.

8. WINDSOR SUB-AREA: HOUSING

Area between Alma Road and Goslar Way

What is your view towards the development of Area between Alma Road and Goslar Way for new homes?

- Support mix of smaller houses and 2/3 storey apartments
- Support 2/3 storey apartments
- Support development, but prefer a different approach
- Object to development of site
- No opinion

8.1 The results of this site show that most respondents would support the lower density option of a mix of smaller houses and apartments on this site. 14% of respondents objected to the development of the site for new homes, and 20% supported the redevelopment of the site, but thought there could be a more appropriate method (see **Chart 42** below). A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 103**.

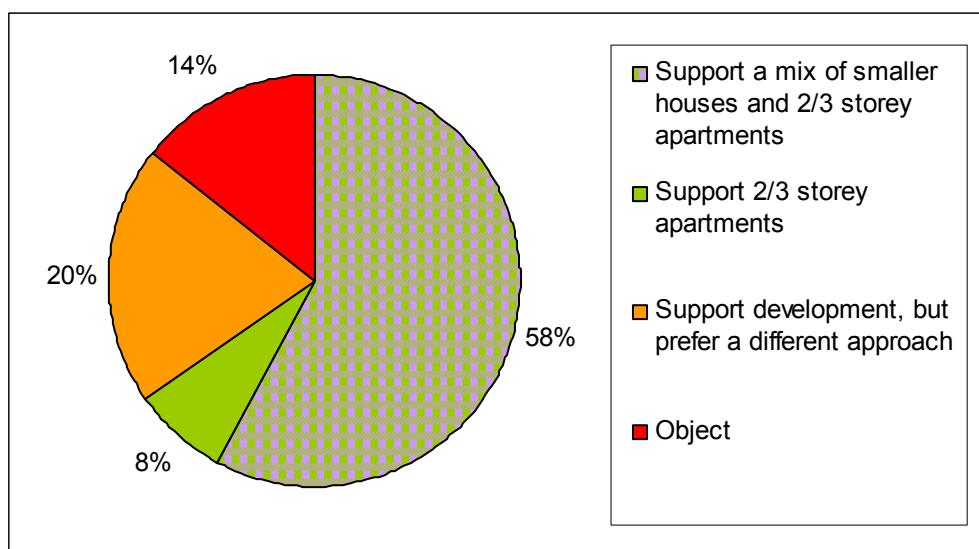


Chart 42: Support for allocating Area between Alma Road and Goslar Way for development of new homes

Area between Alma Road and Goslar Way	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support a mix of smaller houses and 2/3 storey apartments	36	52.2	24	68.6	60	57.7
Support 2/3 storey apartments	6	8.7	2	5.7	8	7.7
Support development, but prefer a different approach	16 [^]	23.2	5	14.3	21	20.2
Object to development of site	11	15.9	4	11.4	15	14.4
Total	69	100.0	35	100.0	104	100.0

Table 103: Responses to developing Area between Alma Road and Goslar Way for new homes

- 8.2 Residents from Windsor and Eton proposed Neighbourhood Plan area supported the development of a mix of smaller houses and 2/3 storey apartments, although they were more likely to object to the development overall. Proposed Neighbourhood Plan area residents were more likely to support a different approach to development of the site.
- 8.3 Those who **supported** redevelopment for smaller houses were asked why. Overall the most popular reasons cited were because it is within the urban area and makes better use of the land. Respondents were allowed to provide more than one reason. (See table 104).

Area between Alma Road and Goslar Way	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
It is within the urban area	25	59.5	20	76.9	45	66.2
It makes better use of the land	21	50.0	14	53.8	35	51.5
It would fit in with the local character	8	19.0	4	15.4	12	17.6
Prefer not to say	2	4.8	1	3.8	3	4.4
Other	2	4.8	2	7.7	4	5.9
Grand Total	58		41		99	

Table 104: Reasons respondent's support a mix of smaller houses and 2/3 storey apartments and 2/3 storey apartments

NB: % is of total of those who supported an option

- 8.4 Respondents who **objected** to the development of the Area between Alma Road and Goslar Way most frequently cited reasons including there are local parking or highways issues, it would impact on local character, impact on neighbours, too many homes are being proposed or for 'other' reasons - which included: the loss of a youth club, employment, need to maintain greenery on the site, would lead to loss of skate park (through noise complaints of new occupiers – so would be a loss to youth), loss of allotments and flooding on the site.

Area between Alma Road and Goslar Way	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
It would impact on local character	5	45.5	1	25.0	6	40.0
It would result in the loss of gardens	3	27.3	0	0.0	3	20.0
It would impact on neighbours	6	54.5	0	0.0	6	40.0
It is the wrong type of location for new homes	4	36.4	1	25.0	5	33.3
Too many homes are being proposed here	5	45.5	1	25.0	6	40.0
There are not enough local services	2	18.2	0	0.0	2	13.3
There are local parking or highways issues	7	63.6	1	25.0	8	53.3
Prefer not to say	0	0.0	0	0.0	0	0.0
Other	3	27.3	3	75.0	6	40.0
Grand Total	35		7		42	

Table 105: Reasons respondents objected to development of Area between Alma Road and Goslar Way for houses

NB: % is of total who objected

8.5 People who supported development of the site, but preferred a different approach suggested:

- Keep in employment/ commercial use
- smaller and larger family homes
- Smaller number of larger (3-4 bed) family houses & townhouses, including lower-cost social housing provision.
- Traveller site.
- Retain as a youth centre/ community facility. ^
- Lower density housing due to flooding of the site.
- Green space/ recreation ground.
- If the Hovis building is demolished then a mix of smaller houses would be acceptable. Infrastructure and open space issues should be addressed. ^

^ Windsor and Eton Society

Area north of Hanover Way

What is your view towards the development of Area north of Hanover Way for new homes?

- **Support smaller houses**
- **Support mix of smaller houses and 2/3 storey apartments**
- **Support 2/3 storey apartments**
- **Support development, but prefer a different approach**
- **Object to development of site**
- **No opinion**

8.6 The results of this site show that most respondents would support the lower density option of smaller houses on this site. 13% of respondents objected to the development of the site for new homes, and 7% supported the redevelopment of the site, but thought there could be a more appropriate method (see **Chart 43** below). A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 106**.

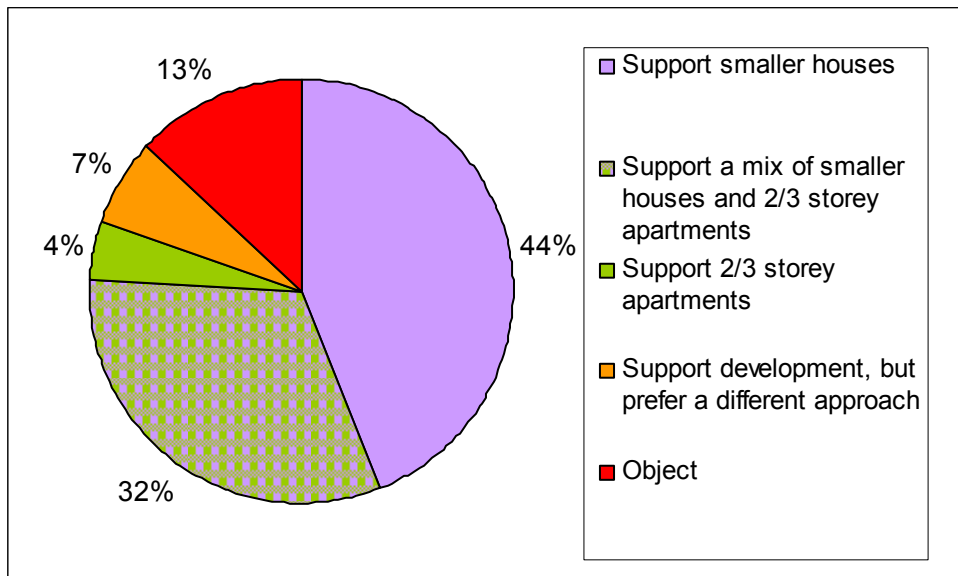


Chart 43: Support for allocating Area north of Hanover Way for development of new homes

Area north of Hanover Way	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support smaller houses	26^	44.1	14	43.8	40	44.0
Support a mix of smaller houses and	19	32.2	10	31.3	29	31.9

Area north of Hanover Way	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
2/3 storey apartments						
Support 2/3 storey apartments	3	5.1	1	3.1	4	4.4
Support development, but prefer a different approach	3	5.1	3	9.4	6	6.6
Object to development of site	8	13.6	4	12.5	12	13.2
Total	59	100.0	32	100.0	91	100.0

Table 106: Responses to developing Area north of Hanover Way for new homes

^ Windsor and Eton Society

8.7 Residents from Windsor and Eton proposed Neighbourhood Plan area supported the lower density option of smaller houses, and were also more likely to object to the development overall. Proposed Neighbourhood Plan area residents were less likely to support a different approach to development of the site that other respondents.

8.8 Those who **supported** redevelopment for smaller houses were asked why. Overall the most frequently cited reasons were because it is in the urban area and makes better use of the land. Other comments received included: affordable housing; should be 2 bedroom apartments to allow couples to get on property ladder; note that it floods; maximum of 9 houses with adequate car parking^; close to First and Middle schools. Respondents were allowed to provide more than one reason. (See table 107).

^ Windsor and Eton Society

Area north of Hanover Way	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
It is within the urban area	24^	50.0	16	64.0	40	54.8
It makes better use of the land	24	50.0	13	52.0	37	50.7
It would fit in with the local character	27^	56.3	7	28.0	34	46.6
Prefer not to say	1	2.1	1	4.0	2	2.7
Other	6^	12.5	1	4.0	7	9.6
Grand Total	82		38		120	

Table 107: Reasons respondent's support smaller houses, a mix of smaller houses & 2/3 storey apartments and 2/3 storey apartments

NB: % is of total of those who supported an option

8.9 Respondents who **objected** to the development of the Area north of Hanover Way most frequently cited reasons including too many homes are being proposed, there are not enough local services or it would impact on neighbours. Other reasons cited include: the loss of community facilities, loss of allotments, flood risk and should remain in employment use. Respondents were allowed to provide more than one reason.

Area north of Hanover Way	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
It would impact on local character	2	25.0	1	25.0	3	25.0
It would result in the loss of gardens	2	25.0	0	0.0	2	16.7
It would impact on neighbours	2	25.0	2	50.0	4	33.3
It is the wrong type of location for new homes	2	25.0	2	50.0	4	33.3

Area north of Hanover Way	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
Too many homes are being proposed here	4	50.0	1	25.0	5	41.7
There are not enough local services	4	50.0	1	25.0	5	41.7
There are local parking or highways issues	3	37.5	1	25.0	4	33.3
Prefer not to say	0	0.0	0	0.0	0	0.0
Other	2	25.0	2	50.0	4	33.3
Grand Total	21		10		31	

Table 108: Reasons respondents objected to development of Area north of Hanover Way for houses

NB: % is of total who objected

8.10 People who supported development of the site, but preferred a different approach suggested:

- Family homes 3 bedrooms.
- Lower density of housing is appropriate.
- Maintain as employment and redevelop to this end.
- Traveller site.
- There should be no building on ground floor due to flood risk.

Crown House and Charriott House

What is your view towards the development of Crown House and Charriott House, Victoria Road for new homes?

- **Support 2/3 storey apartments**
- **Support 4/5 storey apartments**
- **Support development, but prefer a different approach**
- **Object to development of site**
- **No opinion**

8.11 The results of this site show that most respondents would support the lower density option of 2/3 storey apartments on this site. 18% of respondents objected to the development of the site for new homes, and 9% supported the redevelopment of the site, but thought there could be a more appropriate method (see **Chart 44** below). A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 109**.

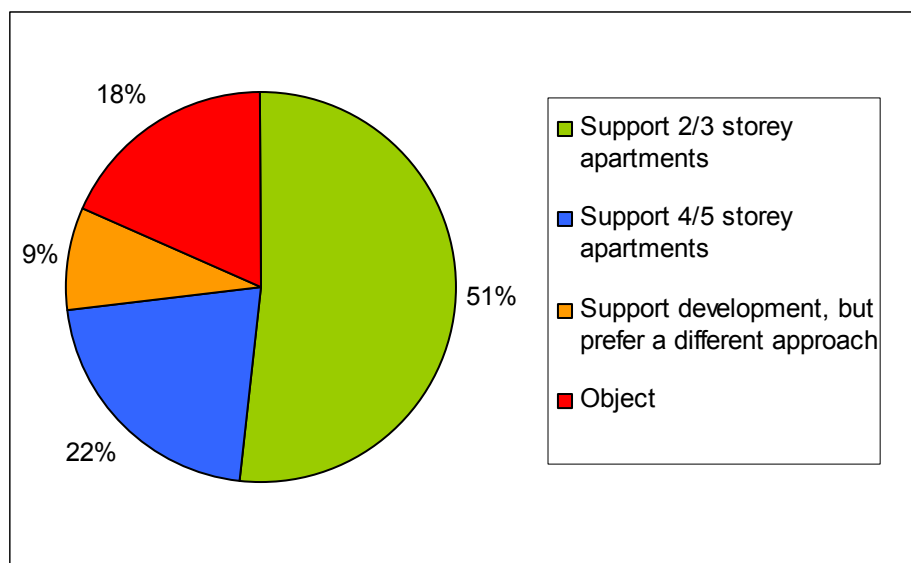


Chart 44: Support for allocating Crown House and Charriott House for development of new homes

Crown House and Charriott House	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support 2/3 storey apartments	31 [^]	51.7	17	51.5	48	51.6
Support 4/5 storey apartments	10	16.7	10	30.3	20	21.5
Support development, but prefer a different approach	6	10.0	2	6.1	8	8.6
Object to development of site	13	21.7	4	12.1	17	18.3
Total	60	100.0	33	100.0	93	100.0

Table 109: Responses to developing Crown House and Charriott House for new homes

[^] Windsor and Eton Society

8.12 Residents from Windsor and Eton proposed Neighbourhood Plan area supported the lower density option of smaller houses, and were more likely to object to the development overall. Proposed Neighbourhood Plan area residents were more likely to support a different approach to development of the site that other respondents.

8.13 Those who **supported** redevelopment for 2/3 or 4/5 storey apartments were asked why. Overall the most frequently cited reasons were because it is in the urban area and makes better use of the land. Other reasons cited included: need to ensure adequate parking provided[^]; build at least 3/4 storeys to avoid building on precious woodland and fields; close to public transport and shops. Respondents were allowed to provide more than one reason. (See table 110).

[^] Windsor and Eton Society

Crown House and Charriott House	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
It is within the urban area	27 [^]	65.9	20	74.1	47	69.1
It makes better use of the land	20 [^]	48.8	14	51.9	34	50.0
It would fit in with the local character	13 [^]	31.7	10	37.0	23	33.8
Prefer not to say	2	4.9	2	7.4	4	5.9
Other	6 [^]	14.6	3	11.1	9	13.2

Crown House and Charriott House	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
Grand Total	68		49		117	

Table 110: Reasons respondent's support 2/3 storey or 4/5 storey apartments

NB: % is of total of those who supported an option

- 8.14 Respondents who **objected** to the development of the Crown House and Charriott House most frequently cited reasons including it is the wrong type of location for new homes and it would impact on local character.

Crown House and Charriott House	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
It would impact on local character	6	46.2	2	50.0	8	47.1
It would result in the loss of gardens	0	0.0	0	0.0	0	0.0
It would impact on neighbours	2	15.4	0	0.0	2	11.8
It is the wrong type of location for new homes	8	61.5	2	50.0	10	58.8
Too many homes are being proposed here	6	46.2	1	25.0	7	41.2
There are not enough local services	1	7.7	0	0.0	1	5.9
There are local parking or highways issues	6	46.2	0	0.0	6	35.3
Prefer not to say	0	0.0	0	0.0	0	0.0
Other	2	15.4	0	0.0	2	11.8
Grand Total	31		5		36	

Table 111: Reasons respondents objected to development of Crown House and Charriott House for houses

NB: % is of total who objected

- 8.15 People who supported development of the site, but preferred a different approach suggested:

- Mixed use.
- Commercial/leisure development, maybe even a cinema complex above shops or bars.
- Commercial use.
- Lower density housing – with parking.
- Height should be no greater than surroundings.

Keeler, Ellison Close

What is your view towards the development of Keeler, Ellison Close for new homes?

- **Support smaller houses**
- **Support mix of smaller houses and 2/3 storey apartments**
- **Support 2/3 storey apartments**
- **Support development, but prefer a different approach**
- **Object to development of site**
- **No opinion**

- 8.16 The results of this site show that most respondents would support the lower density option of smaller houses on this site. 12% of respondents objected to the development of the site for new homes, and 4% supported the redevelopment of the site, but thought there could be a

more appropriate method (see **Chart 45** below). A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 112**.

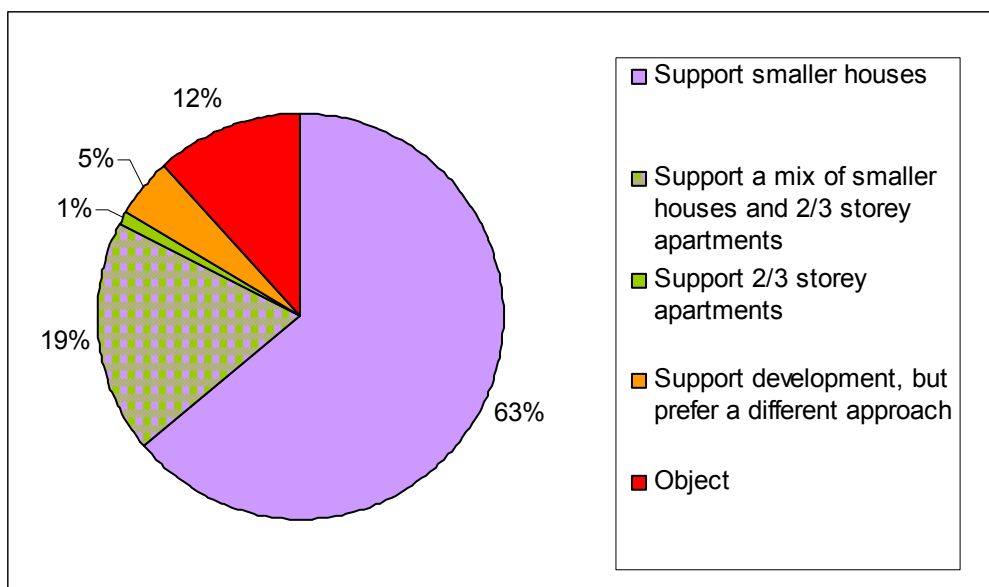


Chart 45: Support for allocating Keeler for development of new homes

Keeler	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support smaller houses	35 [^]	64.8	20	62.5	55	64.0
Support a mix of smaller houses and 2/3 storey apartments	10	18.5	6	18.8	16	18.6
Support 2/3 storey apartments	0	0.0	1	3.1	1	1.2
Support development, but prefer a different approach	3	5.6	1	3.1	4	4.7
Object to development of site	6	11.1	4	12.5	10	11.6
Total	54	100.0	32	100.0	86	100.0

Table 112: Responses to developing Keeler for new homes

[^] Windsor and Eton Society

8.17 Residents from Windsor and Eton proposed Neighbourhood Plan area supported the lower density option of smaller houses, and were less likely to object to the development overall. Proposed Neighbourhood Plan area residents were more likely to support a different approach to development of the site that other respondents.

8.18 Those who **supported** redevelopment for smaller houses were asked why. Overall the most frequently cited reasons were because it is in the urban area and would fit in with the local character. Other reasons cited include: need to provide adequate parking[^]; family housing preferable; employment land may be lost if houses built. Respondents were allowed to provide more than one reason. (**See table 113**).

[^] Windsor and Eton Society

Keeler	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
It is within the urban area	19	42.2	18	66.7	37	51.4
It makes better use	16	35.6	10	37.0	26	36.1

Keeler	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
of the land						
It would fit in with the local character	24^	53.3	11	40.7	35	48.6
Prefer not to say	4	8.9	1	3.7	5	6.9
Other	4^	8.9	0	0.0	4	5.6
Grand Total	67		40		107	

Table 113: Reasons respondent's support smaller houses, a mix of smaller houses & 2/3 storey apartments and 2/3 storey apartments

NB: % is of total of those who supported an option

- 8.19 Respondents who **objected** to the development of Keeler most frequently cited reasons including too many homes are being proposed, or there are local parking or highways issues. Other reasons cited included: retain in employment use.

Keeler	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
It would impact on local character	0	0.0	2	50.0	2	20.0
It would result in the loss of gardens	0	0.0	0	0.0	0	0.0
It would impact on neighbours	2	33.3	1	25.0	3	30.0
It is the wrong type of location for new homes	1	16.7	0	0.0	1	10.0
Too many homes are being proposed here	4	66.7	3	75.0	7	70.0
There are not enough local services	2	33.3	2	50.0	4	40.0
There are local parking or highways issues	4	66.7	3	75.0	7	70.0
Prefer not to say	0	0.0	0	0.0	0	0.0
Other	3	50.0	1	25.0	4	40.0
Grand Total	16		12		28	

Table 114: Reasons respondents objected to development of Keeler for houses

NB: % is of total who objected

- 8.20 People who supported development of the site, but preferred a different approach suggested:

- Small family houses with local play area
- Maintain as employment – could be access issues if changed to residential.
- There should be a better mix of unit sizes to fit the character of the area; yield is too high.

Land rear of 38-39 Peascod Street and telephone exchange

What is your view towards the development of Land rear of 38-39 Peascod Street and telephone exchange for new homes?

- Support 2/3 storey apartments
- Support 4/5 storey apartments
- Support development, but prefer a different approach
- Object to development of site
- No opinion

8.21 The results of this site show that most respondents would support the lower density option of 2/3 storey apartments on this site. 15% of respondents objected to the development of the site for new homes, and 25% supported the redevelopment of the site, but thought there could be a more appropriate method (see **Chart 46** below). A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 115**.

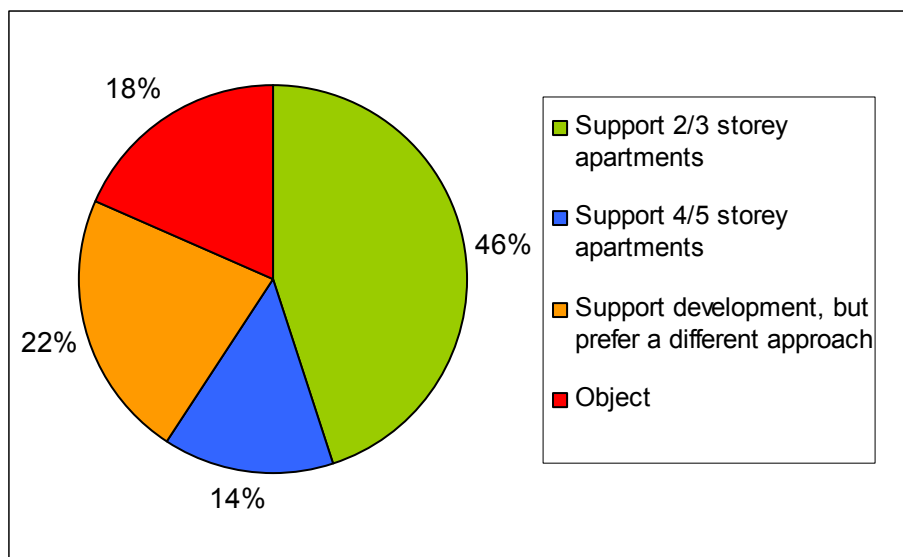


Chart 46: Support for allocating Land rear of 38-39 Peascod Street and telephone exchange for development of new homes

Land rear of 38-39 Peascod Street and telephone exchange	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support 2/3 storey apartments	23	35.9	21	61.8	44	44.9
Support 4/5 storey apartments	9	14.1	5	14.7	14	14.3
Support development, but prefer a different approach	17 [^]	26.6	5	14.7	22	22.4
Object to development of site	15	23.4	3	8.8	18	18.4
Total	64	100.0	34	100.0	98	100.0

Table 115: Responses to developing Land rear of 38-39 Peascod Street and telephone exchange for new homes

[^] Windsor and Eton Society

- 8.22 Residents from Windsor and Eton proposed Neighbourhood Plan area supported the lower density option of 2/3 storey apartments, and were more likely to object to the development overall. Proposed Neighbourhood Plan area residents were more likely to support a different approach to development of the site that other respondents.
- 8.23 Those who **supported** redevelopment for 2/3 or 4/5 storey apartments were asked why. Overall the most frequently cited reasons were because it is in the urban area and makes better use of the land. Respondents were allowed to provide more than one reason. (See table 116).

Land rear of 38-39 Peascod Street and telephone exchange	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
It is within the urban area	16	50.0	16	61.5	32	55.2
It makes better use of the land	19	59.4	15	57.7	34	58.6
It would fit in with the local character	8	25.0	9	34.6	17	29.3
Prefer not to say	3	9.4	1	3.8	4	6.9
Other	5	15.6	0	0.0	5	8.6
Grand Total	51		41		92	

Table 116: Reasons respondent's support 2/3 storey or 4/5 storey apartments

NB: % is of total of those who supported an option

- 8.24 Respondents who **objected** to the development of the Land rear of 38-39 Peascod Street and telephone exchange most frequently cited reasons including: it is the wrong type of location for new homes and there are local parking or highways issues.

Land rear of 38-39 Peascod Street and telephone exchange	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
It would impact on local character	8	53.3	1	33.3	9	50.0
It would result in the loss of gardens	0	0.0	0	0.0	0	0.0
It would impact on neighbours	1	6.7	0	0.0	1	5.6
It is the wrong type of location for new homes	9	60.0	1	33.3	10	55.6
Too many homes are being proposed here	5	33.3	1	33.3	6	33.3
There are not enough local services	4	26.7	0	0.0	4	22.2
There are local parking or highways issues	10	66.7	2	66.7	12	66.7
Prefer not to say	0	0.0	1	33.3	1	5.6
Other	5	33.3	0	0.0	5	27.8
Grand Total	42		6		48	

Table 117: Reasons respondents objected to development of Land rear of 38-39 Peascod Street and telephone exchange for houses

NB: % is of total who objected

- 8.25 People who supported development of the site, but preferred a different approach suggested:

- Mixed use – employment, retail and housing

- Improved recreation facilities
- A development in keeping with the history of the town.
- Small houses – not apartments.
- Commercial/office development.
- Multi-storey car park.
- Mix of apartment storeys – perhaps up to 5 storeys, to remain in-keeping with the area.
- Post office should remain^ – sorting office could be redeveloped.
- Hotel.
- Allocate sites separately so they can become available at different times.
- Should not impede Peascod Street shops.
- Town houses – in keeping with the library building.
- Need to ensure adequate parking and on-site amenity space. ^

^ Windsor and Eton Society

Alma Road Car Park

What is your view towards the development of Alma Road Car Park for new homes?

- **Support 2/3 storey apartments**
- **Support 4/5 storey apartments**
- **Support development, but prefer a different approach**
- **Object to development of site**
- **No opinion**

8.26 The results of this site show that most respondents object to redevelopment of this site for homes. 24% of respondents supported development of the site for new homes, and 7% supported the redevelopment of the site, but thought there could be a more appropriate method (see **Chart 47** below). A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 118**.

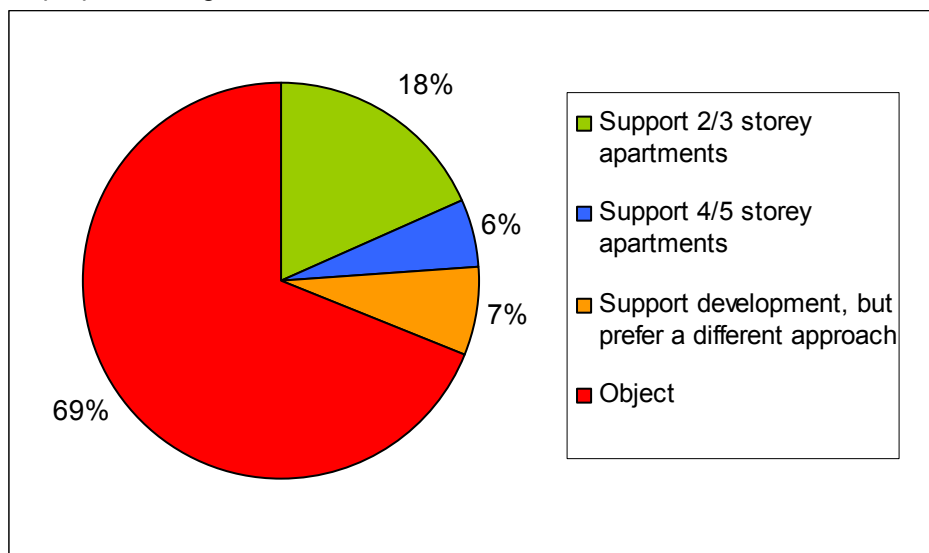


Chart 47: Support for allocating Alma Road Car Park for development of new homes

Alma Road Car Park	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support 2/3 storey apartments	12	17.1	8	20.5	20	18.3
Support 4/5 storey apartments	1	1.4	5	12.8	6	5.5
Support development, but prefer a different approach	6	8.6	2	5.1	8	7.3

Alma Road Car Park	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
Object to development of site	51 [^]	72.9	24	61.5	75	68.8
Total	70	100.0	39	100.0	109	100.0

Table 118: Responses to developing Alma Road Car Park for new homes

[^] Windsor and Eton Society

- 8.27 Residents from Windsor and Eton proposed Neighbourhood Plan area objected to the development overall. Proposed Neighbourhood Plan area residents were more likely to support a different approach to development of the site than other respondents, and less likely to support new homes on the site.
- 8.28 Those who **supported** redevelopment for 2/3 or 4/5 storey apartments were asked why. Overall the most frequently cited reasons were because it makes better use of the land and it is in the urban area. Respondents were allowed to provide more than one reason. (See table 119).

Alma Road Car Park	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
It is within the urban area	8	61.5	9	69.2	17	65.4
It makes better use of the land	8	61.5	10	76.9	18	69.2
It would fit in with the local character	1	7.7	5	38.5	6	23.1
Prefer not to say	1	7.7	0	0.0	1	3.8
Other	2	15.4	1	7.7	3	11.5
Grand Total	20		25		45	

Table 119: Reasons respondent's support 2/3 storey or 4/5 storey apartments

NB: % is of total of those who supported an option

- 8.29 Respondents who **objected** to the development of the Alma Road Car Park most frequently cited reasons including: there are local parking or highways issues and it is the wrong type of location for new homes. Other reasons provided included: should be retained as a car park – there is a need for more parking in Windsor, it helps boost tourism, and it is at risk of flooding.

Alma Road Car Park	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
It would impact on local character	10	19.6	2	8.3	12	16.0
It would result in the loss of gardens	3	5.9	1	4.2	4	5.3
It would impact on neighbours	11	21.6	1	4.2	12	16.0
It is the wrong type of location for new homes	13 [^]	25.5	5	20.8	18	24.0
Too many homes are being proposed here	8	15.7	2	8.3	10	13.3
There are not enough local services	3	5.9	3	12.5	6	8.0
There are local parking or highways issues	41 [^]	80.4	17	70.8	58	77.3
Prefer not to say	0	0.0	1	4.2	1	1.3
Other	18	35.3	9	37.5	27	36.0
Grand Total	107		41		148	

Table 120: Reasons respondents objected to development of Alma Road Car Park for houses

NB: % is of total who objected
 ^ Windsor and Eton Society

8.30 People who supported development of the site, but preferred a different approach suggested:

- Support apartments but with ground floor only as access - no house on ground floor due to flooding risk.
- Low density housing; not apartments.
- If parking issue can be solved elsewhere, then put to commercial use with basement parking.
- Need to protect amenity of existing houses.

River Street and Thames Street Car Parks

What is your view towards the development of River Street and Thames Street Car Parks for new homes?

- **Support 2/3 storey apartments**
- **Support 4/5 storey apartments**
- **Support development, but prefer a different approach**
- **Object to development of site**
- **No opinion**

8.31 The results of this site show that most respondents object to redevelopment of this site for homes. 16% of respondents supported development of the site for new homes, and 21% supported the redevelopment of the site, but thought there could be a more appropriate method (see **Chart 48** below). A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 121**.

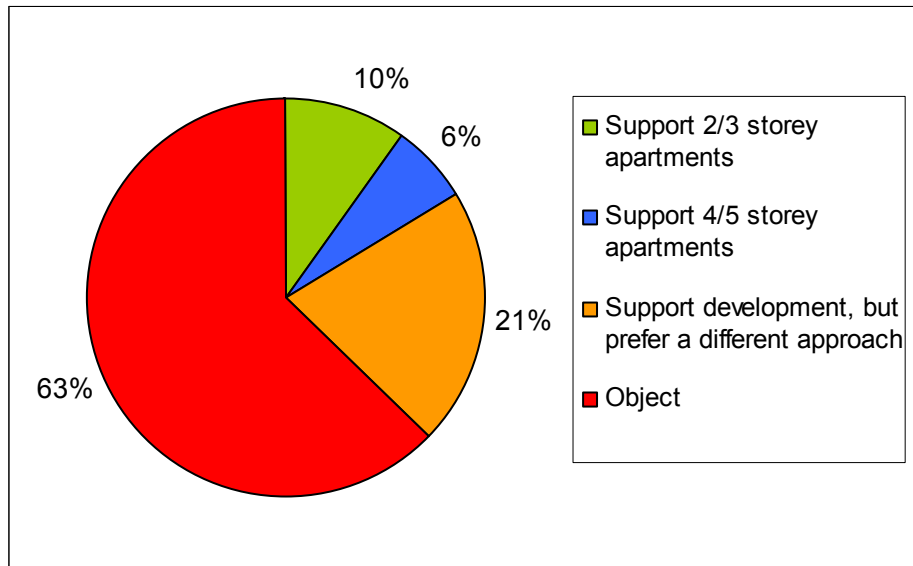


Chart 48: Support for allocating River Street and Thames Street Car Parks for development of new homes

River Street and Thames Street Car Parks	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support 2/3 storey apartments	5	7.2	6	14.6	11	10.0
Support 4/5 storey apartments	1	1.4	6	14.6	7	6.4
Support development, but prefer a different	19^	27.5	4	9.8	23	20.9

River Street and Thames Street Car Parks	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
approach						
Object to development of site	44	63.8	25	61.0	69	62.7
Total	69	100.0	41	100.0	110	100.0

Table 121: Responses to developing River Street and Thames Street Car Parks for new homes

^ Windsor and Eton Society

- 8.32 Residents from Windsor and Eton proposed Neighbourhood Plan area objected to the development overall. Proposed Neighbourhood Plan area residents were more likely to support a different approach to development of the site that other respondents, and less likely to support new homes on the site.
- 8.33 Those who **supported** redevelopment for 2/3 or 4/5 storey apartments were asked why. Overall the most frequently cited reasons were because it is in the urban area and makes better use of the land. Respondents were allowed to provide more than one reason. (See table 122).

River Street and Thames Street Car Parks	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
It is within the urban area	4	66.7	9	75.0	13	72.2
It makes better use of the land	5	83.3	9	75.0	14	77.8
It would fit in with the local character	1	16.7	7	58.3	8	44.4
Prefer not to say	0	0.0	0	0.0	0	0.0
Other	1	16.7	3	25.0	4	22.2
Grand Total	11		28		39	

Table 122: Reasons respondent's support 2/3 storey or 4/5 storey apartments

NB: % is of total of those who supported an option

- 8.34 Respondents who **objected** to the development of the River Street and Thames Street Car Parks most frequently cited reasons including: it is the wrong type of location for new homes and there are local parking or highways issues. Other reasons provided included: should be retained as a car park – there is a need for more parking in Windsor, a multi-storey to replace the lost parking would impact on the historic core, loss of open space, flood risk and the site should be used to enhance tourism business in the area (e.g. Museum or Heritage Centre).

River Street and Thames Street Car Parks	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
It would impact on local character	15	34.1	3	12.0	18	26.1
It would result in the loss of gardens	0	0.0	0	0.0	0	0.0
It would impact on neighbours	2	4.5	0	0.0	2	2.9
It is the wrong type of location for new homes	19	43.2	7	28.0	26	37.7
Too many homes are being proposed here	8	18.2	3	12.0	11	15.9
There are not enough local services	5	11.4	2	8.0	7	10.1

River Street and Thames Street Car Parks	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
There are local parking or highways issues	34	77.3	16	64.0	50	72.5
Prefer not to say	0	0.0	1	4.0	1	1.4
Other	14	31.8	11	44.0	25	36.2
Grand Total	97		43		140	

Table 123: Reasons respondents objected to development of River Street and Thames Street Car Parks for houses

NB: % is of total who objected

8.35 People who supported development of the site, but preferred a different approach suggested:

- Support apartments but with ground floor only as access - no house on ground floor due to flooding risk.
- Improved retail or leisure development
- Hotel/ conference centre.
- Development in this area should be for tourism and link River Street the river and Alexander Gardens. Short term Car Parking should be provided especially in evenings for Theatre goers.
- Jennings Yard car park suitable for 2/3 storey apartments. ^
- Consider proposed rail link between Windsor Riverside and Central Stations.
- Mixed use – commercial and residential.
- Whole area needs careful redevelopment.
- Apartments on upper floors; public parking underneath.
- Heritage Centre in addition to parking/ residential development.
- Views of Castle important so restrict height to 4 storeys with lower buildings on River side.
- Private car park area should be redeveloped however the Council car park should be maintained as it is^ or be partially increased in density.
- Mixed use of site – part housing; part public car park.
- Any redevelopment would need to be tasteful, and in keeping with the surrounding area.
- Entertainment use, but retain Council car park.

^ Windsor and Eton Society

Riverside Walk Office Building

What is your view towards the development of Riverside Walk Office Building for new homes?

- **Support 2/3 storey apartments**
- **Support 4/5 storey apartments**
- **Support development, but prefer a different approach**
- **Object to development of site**
- **No opinion**

8.36 The results of this site show that most respondents support redevelopment of this site for lower density new homes. 17% of respondents objected development of the site for new homes, and 9% supported the redevelopment of the site, but thought there could be a more appropriate method (see **Chart 49** below). A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 124**.

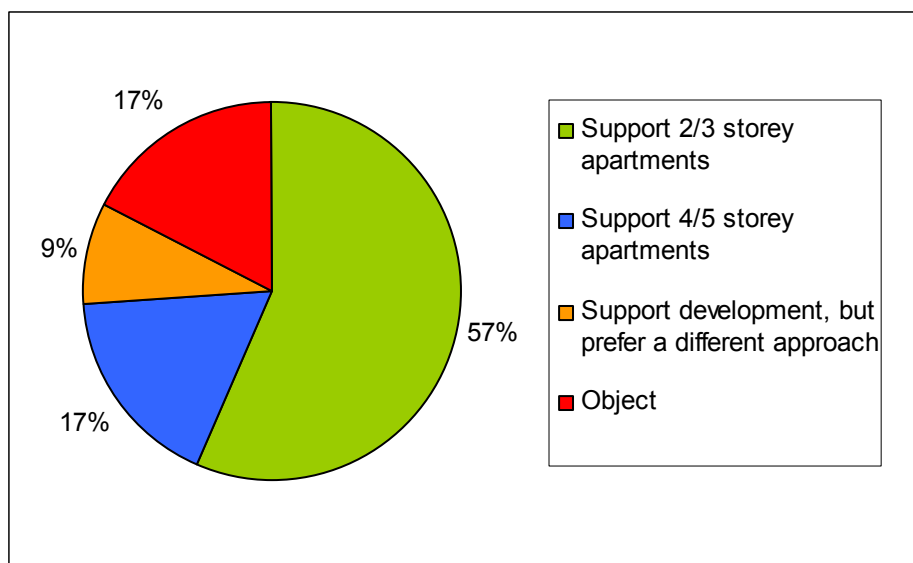


Chart 49: Support for allocating Riverside Walk Office Building for development of new homes

Riverside Walk Office Building	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support 2/3 storey apartments	34 [^]	61.8	18	48.6	52	56.5
Support 4/5 storey apartments	8	14.5	8	21.6	16	17.4
Support development, but prefer a different approach	4	7.3	4	10.8	8	8.7
Object to development of site	9	16.4	7	18.9	16	17.4
Total	55	100.0	37	100.0	92	100.0

Table 124: Responses to developing Riverside Walk Office Building for new homes

[^] Windsor and Eton Society

8.37 Residents from Windsor and Eton proposed Neighbourhood Plan area supported the lower density option overall. Proposed Neighbourhood Plan area residents were less likely to support a different approach to development of the site that other respondents, and less likely to object to new homes on the site.

8.38 Those who **supported** redevelopment for 2/3 or 4/5 storey apartments were asked why. Overall the most frequently cited reasons were because it makes better use of the land. Other reasons cited included: The view of Windsor Castle should not be compromised[^]; opportunity to build flats of distinction[^]; as long as scenic view of river preserved; apartments could be designed to have shops and/ or business offices on the ground floor. Respondents were allowed to provide more than one reason. (See table 125).

[^] Windsor and Eton Society

Riverside Walk Office Building	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
It is within the urban area	17	40.5	15	57.7	32	47.1
It makes better use of the land	29	69.0	14	53.8	43	63.2
It would fit in with the local character	14	33.3	11	42.3	25	36.8
Prefer not to say	1	2.4	3	11.5	4	5.9
Other	6 [^]	14.3	0	0.0	6	8.8

Riverside Walk Office Building	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
Grand Total	67		43		110	

Table 125: Reasons respondent's support 2/3 storey or 4/5 storey apartments

NB: % is of total of those who supported an option

8.39 Respondents who **objected** to the development of the Riverside Walk Office Building most frequently cited reasons including: it is the wrong type of location for new homes or for 'other' reasons including: retain as employment offices, not enough parking, flood risk and homes would not be affordable for local people.

Riverside Walk Office Building	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
It would impact on local character	3	33.3	1	14.3	4	25.0
It would result in the loss of gardens	0	0.0	0	0.0	0	0.0
It would impact on neighbours	1	11.1	0	0.0	1	6.3
It is the wrong type of location for new homes	4	44.4	3	42.9	7	43.8
Too many homes are being proposed here	1	11.1	0	0.0	1	6.3
There are not enough local services	1	11.1	0	0.0	1	6.3
There are local parking or highways issues	4	44.4	1	14.3	5	31.3
Prefer not to say	0	0.0	0	0.0	0	0.0
Other	3	33.3	5	71.4	8	50.0
Grand Total	17		10		27	

Table 126: Reasons respondents objected to development of Riverside Walk Office Building for houses

NB: % is of total who objected

8.40 People who supported development of the site, but preferred a different approach suggested:

- Support apartments but with ground floor only as access - no house on ground floor due to flooding risk.
- Mixed use
- Traveller site
- Townhouse fronting the river – must include parking.
- Essential to preserve views of the castle over this site; 4/5 stories is too high.

Thames Court, Victoria Street

What is your view towards the development of Thames Court, Victoria Street for new homes?

- Support 2/3 storey apartments
- Support 4/5 storey apartments
- Support development, but prefer a different approach
- Object to development of site
- No opinion

8.41 The results of this site show that most respondents support redevelopment of this site for lower density new homes. 16% of respondents objected development of the site for new

homes, and 8% supported the redevelopment of the site, but thought there could be a more appropriate method (see **Chart 50** below). A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 127**.

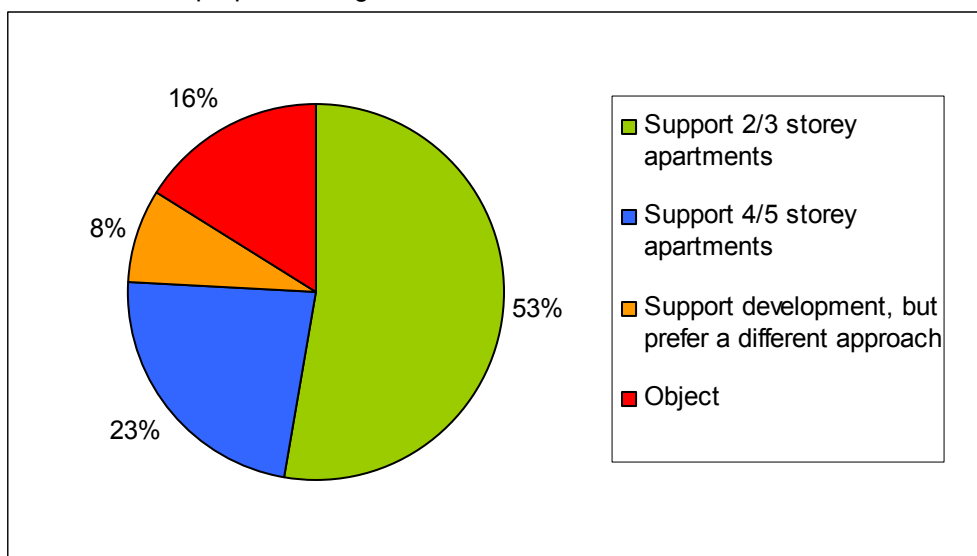


Chart 50: Support for allocating Thames Court for development of new homes

Thames Court	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support 2/3 storey apartments	27 [^]	46.6	19	65.5	46	52.9
Support 4/5 storey apartments	12	20.7	8	27.6	20	23.0
Support development, but prefer a different approach	6	10.3	1	3.4	7	8.0
Object to development of site	13	22.4	1	3.4	14	16.1
Total	58	100.0	29	100.0	87	100.0

Table 127: Responses to developing Thames Court for new homes

[^] Windsor and Eton Society

- 8.42 Residents from Windsor and Eton proposed Neighbourhood Plan area supported the lower density option overall. Proposed Neighbourhood Plan area residents were more likely to support a different approach to development of the site that other respondents, and more likely to object to new homes on the site.
- 8.43 Those who **supported** redevelopment for 2/3 or 4/5 storey apartments were asked why. Overall the most frequently cited reasons were because it is in the urban area and makes better use of the land. Other reasons cited: need for adequate car parking[^]; development should fit in with local character; should not be more than 3 storeys; affordable homes; keep offices at the front and put apartments behind. Respondents were allowed to provide more than one reason. (See table 128).

Thames Court	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
It is within the urban area	25	64.1	20	74.1	45	68.2
It makes better use of the land	21 [^]	53.8	16	59.3	37	56.1
It would fit in with the local character	16 [^]	41.0	10	37.0	26	39.4
Prefer not to say	2	5.1	1	3.7	3	4.5

Thames Court	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
Other	7 [^]	17.9	1	3.7	8	12.1
Grand Total	71		48		119	

Table 128: Reasons respondent's support 2/3 storey or 4/5 storey apartments

NB: % is of total of those who supported an option

[^] Windsor and Eton Society

8.44 Respondents who **objected** to the development of Thames Court most frequently cited reasons including it is the wrong type of location for new homes or there are parking or highways issues. Respondents were allowed to provide more than one reason.

Thames Court	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
It would impact on local character	7	53.8	0	0.0	7	50.0
It would result in the loss of gardens	0	0.0	0	0.0	0	0.0
It would impact on neighbours	1	7.7	0	0.0	1	7.1
It is the wrong type of location for new homes	7	53.8	1	100.0	8	57.1
Too many homes are being proposed here	6	46.2	0	0.0	6	42.9
There are not enough local services	1	7.7	0	0.0	1	7.1
There are local parking or highways issues	9	69.2	0	0.0	9	64.3
Prefer not to say	0	0.0	0	0.0	0	0.0
Other	1	7.7	0	0.0	1	7.1
Grand Total	32		1		33	

Table 129: Reasons respondents objected to development of Thames Court for houses

NB: % is of total who objected

8.45 People who supported development of the site, but preferred a different approach suggested:

- Mixed use – keep some employment.
- Townhouses ideally in keeping with the existing Georgian architecture, and perhaps a few apartments behind - including some affordable housing.
- Just houses – apartments do not come with enough parking.

The Parade and Car Park, Ruddles Way

What is your view towards the development of The Parade and Car Park, Ruddles Way for new homes?

- **Support smaller houses**
- **Support a mix of smaller houses and 2/3 storey apartments**
- **Support development, but prefer a different approach**
- **Object to development of site**
- **No opinion**

8.46 The results of this site show that most respondents support redevelopment of this site for lower density new homes. 21% of respondents objected development of the site for new homes, and 21% supported the redevelopment of the site, but thought there could be a more appropriate method (see **Chart 51** below). A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 130**.

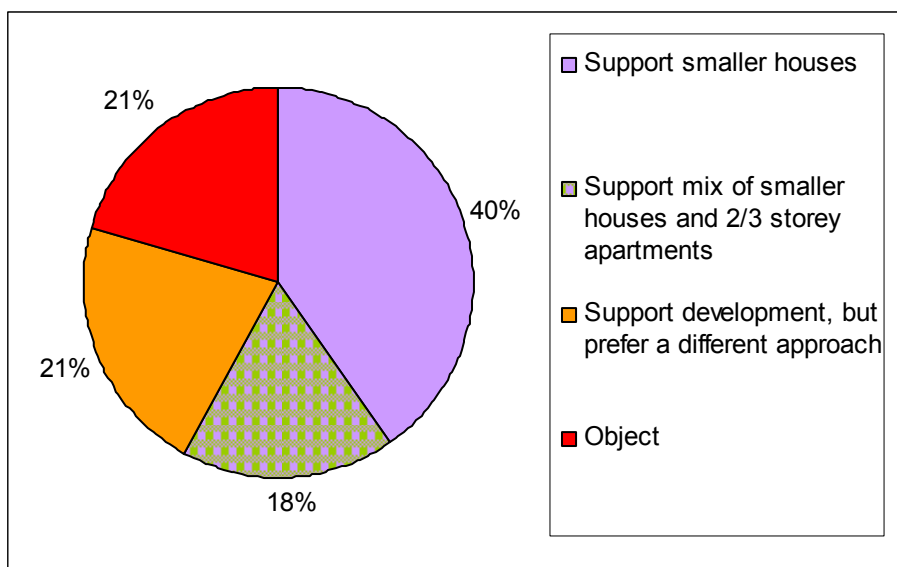


Chart 51: Support for allocating The Parade and Car Park, Ruddles Way for development of new homes

The Parade and Car Park, Ruddles Way	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support smaller houses	26 [^]	34.7	19	51.4	45	40.2
Support a mix of smaller houses and 2/3 storey apartments	12	16.0	8	21.6	20	17.9
Support development, but prefer a different approach	18	24.0	6	16.2	24	21.4
Object to development of site	19	25.3	4	10.8	23	20.5
Total	75	100.0	37	100.0	112	100.0

Table 130: Responses to developing The Parade and Car Park, Ruddles Way for new homes

[^] Windsor and Eton Society

- 8.47 Residents from Windsor and Eton proposed Neighbourhood Plan area supported the lower density option overall. Proposed Neighbourhood Plan area residents were more likely to support a different approach to development of the site than other respondents, and more likely to object to new homes on the site (25% objected).
- 8.48 Those who **supported** redevelopment for smaller houses or a mix of smaller houses and 2/3 storey apartments were asked why. Overall the most frequently cited reasons were because it is in the urban area and makes better use of the land. Other reasons cited included: keep some open space; need a small transport hub; retain the shop[^]; should be limited to 14 houses[^]; a community hub with medical facilities should be included[^]. Respondents were allowed to provide more than one reason. (See table 107).

The Parade and Car Park, Ruddles Way	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
It is within the urban area	20	52.6	15	55.6	35	53.8
It makes better use of the land	23 [^]	60.5	17	63.0	40	61.5

The Parade and Car Park, Ruddles Way	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
It would fit in with the local character	22 [^]	57.9	14	51.9	36	55.4
Prefer not to say	0	0.0	0	0.0	0	0.0
Other	7 [^]	18.4	1	3.7	8	12.3
Grand Total	72		47		119	

Table 131: Reasons respondent's support smaller houses or a mix of smaller houses and 2/3 storey apartments

NB: % is of total of those who supported an option

[^] Windsor and Eton Society

8.49 Respondents who **objected** to the development of The Parade and Car Park, Ruddles Way most frequently cited reasons including it would impact on neighbours, too many homes are being proposed here, or there are highway/ parking issues. Other responses included: no provision made to retain existing shop; area cannot support new housing due to lack of school places; car park is in regular use by the school; more suited to a doctors surgery and should be open space for existing residents.

The Parade and Car Park, Ruddles Way	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
It would impact on local character	8	42.1	0	0.0	8	34.8
It would result in the loss of gardens	2	10.5	0	0.0	2	8.7
It would impact on neighbours	12	63.2	2	50.0	14	60.9
It is the wrong type of location for new homes	5	26.3	1	25.0	6	26.1
Too many homes are being proposed here	13	68.4	1	25.0	14	60.9
There are not enough local services	9	47.4	0	0.0	9	39.1
There are local parking or highways issues	15	78.9	2	50.0	17	73.9
Prefer not to say	0	0.0	0	0.0	0	0.0
Other	7	36.8	0	0.0	7	30.4
Grand Total	71		6		77	

Table 132: Reasons respondents objected to development of The Parade and Car Park, Ruddles Way for houses

NB: % is of total who objected

8.50 People who supported development of the site, but preferred a different approach suggested:

- Low density housing and green space
- Family homes with the provision of a local shop.
- Bungalows for OAPs – close to amenities.
- Green space.
- Local community centre.
- Mixed use development.
- Large houses – low density than proposed.
- Medical centre should be included on the site.
- Retain existing shop on the site.
- Provide additional car parking spaces for nearby school to make existing planning application proposals more acceptable to local people.
- Creation of a community-hub with medical facility.

- Site be used for the provision of no more than 14 dwellings and one shop and that the existing open space should be retained. These dwellings should be on existing hard standing.

Windsor and Eton Riverside Car Park

What is your view towards the development of Windsor and Eton Riverside Car Park for new homes?

- Support a mix of smaller houses and 2/3 storey apartments
- Support 2/3 storey apartments
- Support development, but prefer a different approach
- Object to development of site
- No opinion

8.51 The results of this site show that most respondents object to redevelopment of this site. 13% of respondents supported development of the site for new homes, and 5% supported the redevelopment of the site, but thought there could be a more appropriate method (see **Chart 52** below). A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 113**.

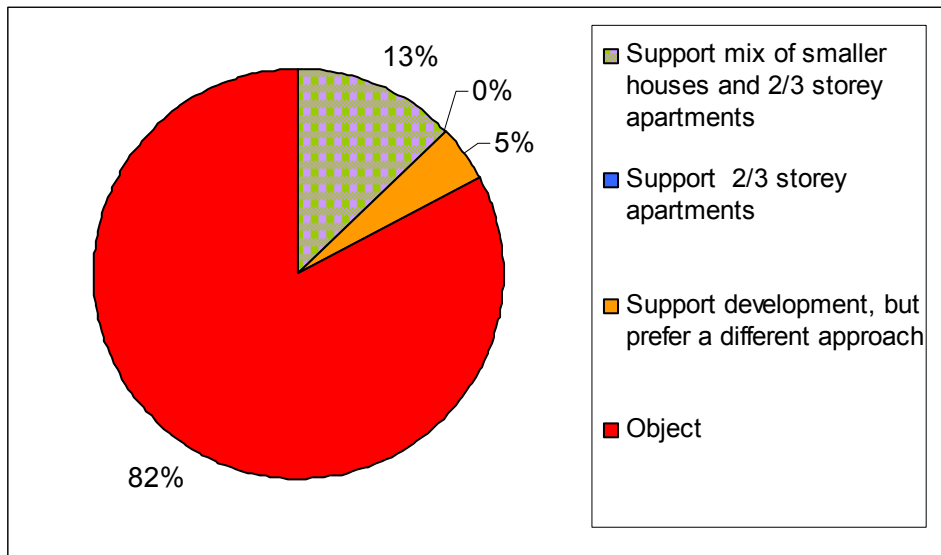


Chart 52: Support for allocating Windsor and Eton Riverside Car Park for development of new homes

Windsor and Eton Riverside Car Park	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support smaller houses	6	9.2	8	17.8	14	12.7
Support a mix of smaller houses and 2/3 storey apartments	0	0.0	0	0.0	0	0.0
Support development, but prefer a different approach	3	4.6	2	4.4	5	4.5
Object to development of site	56 [^]	86.2	35	77.8	91	82.7
Total	65	100.0	45	100.0	110	100.0

Table 133: Responses to developing Windsor and Eton Riverside Car Park for new homes

[^] Windsor and Eton Society

- 8.52 Residents from Windsor and Eton proposed Neighbourhood Plan area objected to development of the site for homes overall. Proposed Neighbourhood Plan area residents were less likely to support a different approach to development of the site that other respondents, and more likely to object to new homes on the site.
- 8.53 Those who **supported** redevelopment for smaller houses or a mix of smaller houses and 2/3 storey apartments were asked why. Overall the most frequently cited reasons were because it is in the urban area and makes better use of the land. Respondents were allowed to provide more than one reason. (See table 134).

Windsor and Eton Riverside Car Park	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
It is within the urban area	3	50.0	7	87.5	10	71.4
It makes better use of the land	3	50.0	7	87.5	10	71.4
It would fit in with the local character	3	50.0	4	50.0	7	50.0
Prefer not to say	0	0.0	1	12.5	1	7.1
Other	0	0.0	1	12.5	1	7.1
Grand Total	9		20		29	

Table 134: Reasons respondent's support a mix of smaller houses and 2/3 storey apartments, or 2/3 storey apartments

NB: % is of total of those who supported an option

- 8.54 Respondents who **objected** to the development of Windsor and Eton Riverside Car Park most frequently cited reasons including: it was the wrong location for new homes, there are highway/ parking issues or for 'other' reasons including: retain car park, intrusive on parkland, loss of open space, parking used by sports clubs who meet nearby, flood risk, car park is used by train travellers^ and the car park is an important ancillary element to the operation of the station.

Windsor and Eton Riverside Car Park	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
It would impact on local character	21	37.5	11	31.4	32	35.2
It would result in the loss of gardens	4	7.1	1	2.9	5	5.5
It would impact on neighbours	1	1.8	1	2.9	2	2.2
It is the wrong type of location for new homes	28	50.0	12	34.3	40	44.0
Too many homes are being proposed here	7	12.5	5	14.3	12	13.2
There are not enough local services	5	8.9	5	14.3	10	11.0
There are local parking or highways issues	47	83.9	25	71.4	72	79.1
Prefer not to say	0	0.0	0	0.0	0	0.0
Other	17^	30.4	13	37.1	30	33.0
Grand Total	130		73		203	

Table 135: Reasons respondents objected to development of Windsor and Eton Riverside Car Park for houses

NB: % is of total who objected

^ Windsor and Eton Society

- 8.55 People who supported development of the site, but preferred a different approach suggested:

- Support apartments but with ground floor only as access - no house on ground floor due to flooding risk.
- Retain as a car park.
- Green space.
- Only partial redevelopment of the site.
- The car park is not attractive to use at night so provision of some residential to overlook some parking may ensure that it is more viable.

Connection House, Datchet

What is your view towards the development of Connection House, Datchet for new homes?

- **Support 4/5 storey apartments**
- **Support development, but prefer a different approach**
- **Object to development of site**
- **No opinion**

8.56 The results of this site show that most respondents support the redevelopment of this site for new homes. 10% of respondents objected to development of the site for new homes, and 23% supported the redevelopment of the site, but thought there could be a more appropriate method (see **Chart 53** below). A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 136**.

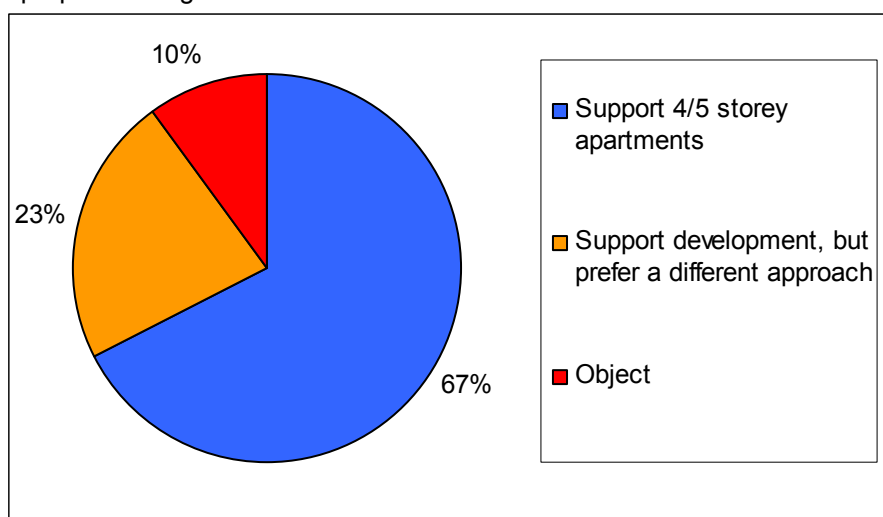


Chart 53: Support for allocating Connection House for development of new homes

Connection House	Datchet		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support 4/5 storey apartments	5	62.5	22	68.8	27	67.5
Support development, but prefer a different approach	2 *	25.0	7	21.9	9	22.5
Object to development of site	1	12.5	3	9.4	4	10.0
Total	8	100.0	32	100.0	40	100.0

Table 136: Responses to developing Connection House for new homes

* Datchet Parish Council

8.57 Residents from Datchet proposed Neighbourhood Plan area supported development of the site for apartments overall. Proposed Neighbourhood Plan area residents were more likely to

support a different approach to development of the site that other respondents, and more likely to object to new homes on the site.

- 8.58 Those who **supported** redevelopment for 4/5 storey apartments were asked why. Overall the most frequently cited reasons were because it is in the urban area and makes better use of the land. Respondents were allowed to provide more than one reason. (See table 137).

Connection House	Datchet		All Others		Grand Total	
	Count	%	Count	%	Count	%
It is within the urban area	3	60.0	12	54.5	15	55.6
It makes better use of the land	4	80.0	18	81.8	22	81.5
It would fit in with the local character	1	20.0	6	27.3	7	25.9
Prefer not to say	1	20.0	1	4.5	2	7.4
Other	1	20.0	1	4.5	2	7.4
Grand Total	10		38		48	

Table 137: Reasons respondent's support 4/5 storey apartments

NB: % is of total of those who supported an option

- 8.59 Respondents who **objected** to the development of Connection House most frequently cited reasons including: it was the wrong location for new homes, there are highway/ parking issues or it would impact on local character. Other reasons cited included: it is at risk of flooding.

Connection House	Datchet		All Others		Grand Total	
	Count	%	Count	%	Count	%
It would impact on local character	1	100.0	0	0.0	1	25.0
It would result in the loss of gardens	0	0.0	0	0.0	0	0.0
It would impact on neighbours	0	0.0	0	0.0	0	0.0
It is the wrong type of location for new homes	1	100.0	1	33.3	2	50.0
Too many homes are being proposed here	0	0.0	0	0.0	0	0.0
There are not enough local services	0	0.0	0	0.0	0	0.0
There are local parking or highways issues	1	100.0	0	0.0	1	16.7
Prefer not to say	0	0.0	0	0.0	0	0.0
Other	0	0.0	2	66.7	2	33.3
Grand Total	0	0.0	0	0.0	6	100.0

Table 138: Reasons respondents objected to development of Connection House for houses

NB: % is of total who objected

- 8.60 People who supported development of the site, but preferred a different approach suggested:

- Mixed use
- Lower density – parking/ traffic problems in the area. 4/5 storeys would look out of keeping with the rest of the area
- Consider flood risk
- Retain existing buildings and convert into residential accommodation on first and second floors, but retain 5 business units at ground level. *
- Have shops/ business uses on the ground floor level, with apartments above.

- Create a smaller building in line with current buildings.

* Datchet Parish Council

95 Straight Road, Old Windsor

What is your view towards the development of 95 Straight Road, Old Windsor for new homes?

- Support smaller houses
- Support mix of smaller houses and 2/3 storey apartments
- Support 2/3 storey apartments
- Support development, but prefer a different approach
- Object to development of site
- No opinion

8.61 The results of this site show that most respondents support the lower density redevelopment of this site for new homes. Only 3% of respondents objected to development of the site for new homes, and 2% supported the redevelopment of the site, but thought there could be a more appropriate method (see **Chart 54** below). A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 139**.

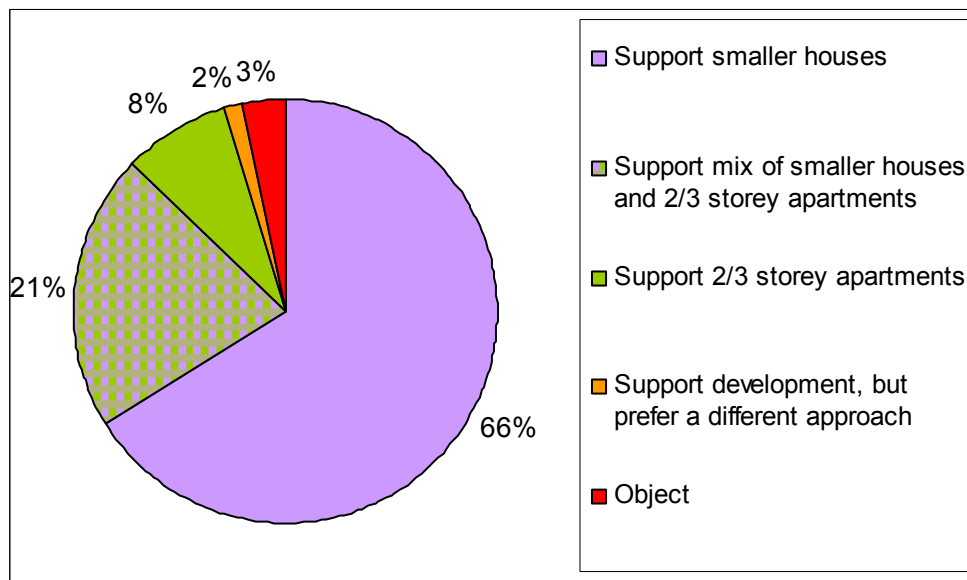


Chart 54: Support for allocating 95 Straight Road for development of new homes

95 Straight Road	Old Windsor		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support smaller houses	7	87.5	34	63.0	41	66.1
Support a mix of smaller houses and 2/3 storey apartments	1	12.5	12	22.2	13	21.0
Support 2/3 storey apartments	0	0.0	5	9.3	5	8.1
Support development, but prefer a different approach	0	0.0	1	1.9	1	1.6
Object to development of site	0	0.0	2	3.7	2	3.2

95 Straight Road	Old Windsor		All Others		Grand Total	
	Count	%	Count	%	Count	%
Total	8	100.0	54	100.0	62	100.0

Table 139: Responses to developing 95 Straight Road for new homes

- 8.62 Residents from Old Windsor proposed Neighbourhood Plan area supported development of the site for apartments overall. Proposed Neighbourhood Plan area residents were less likely to support a different approach to development of the site that other respondents, and less likely to object to new homes on the site.
- 8.63 Those who **supported** redevelopment of the site for new homes were asked why. Overall the most frequently cited reasons were because it is in the urban area and makes better use of the land. Respondents were allowed to provide more than one reason. (See table 140).

95 Straight Road	Old Windsor		All Others		Grand Total	
	Count	%	Count	%	Count	%
It is within the urban area	4	50.0	27	52.9	31	52.5
It makes better use of the land	5	62.5	35	68.6	40	67.8
It would fit in with the local character	4	50.0	22	43.1	26	44.1
Prefer not to say	0	0.0	1	2.0	1	1.7
Other	1	12.5	3	5.9	4	6.8
Grand Total	14		88		102	

Table 140: Reasons respondent's support smaller houses, a mix of smaller houses and 2/3 storey apartments or 2/3 storey apartments

NB: % is of total of those who supported an option

- 8.64 Respondents who **objected** to the development of 95 Straight Road most frequently cited reasons including there are highway/ parking issues.

95 Straight Road	Old Windsor		All Others		Grand Total	
	Count	%	Count	%	Count	%
It would impact on local character	0	-	0	0.0	0	0.0
It would result in the loss of gardens	0	-	0	0.0	0	0.0
It would impact on neighbours	0	-	0	0.0	0	0.0
It is the wrong type of location for new homes	0	-	0	0.0	0	0.0
Too many homes are being proposed here	0	-	0	0.0	0	0.0
There are not enough local services	0	-	0	0.0	0	0.0
There are local parking or highways issues	0	-	1	50.0	1	50.0
Prefer not to say	0	-	0	0.0	0	0.0
Other	0	-	2	100.0	2	100.0
Grand Total	0	-	3		3	

Table 141: Reasons respondents objected to development of 95 Straight Road for houses

NB: % is of total who objected

- 8.65 People who supported development of the site, but preferred a different approach suggested:
- Keep employment

- Some houses but not the loss of the small businesses unless relocated nearby

Straight Works, Straight Road, Old Windsor

What is your view towards the development of Straight Works, Straight Road, Old Windsor for new homes?

- Support smaller houses
- Support mix of smaller houses and 2/3 storey apartments
- Support development, but prefer a different approach
- Object to development of site
- No opinion

8.66 The results of this site show that most respondents support the lower density redevelopment of this site for new homes. 11% of respondents objected to development of the site for new homes, and 5% supported the redevelopment of the site, but thought there could be a more appropriate method (see **Chart 55** below). A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 142**.

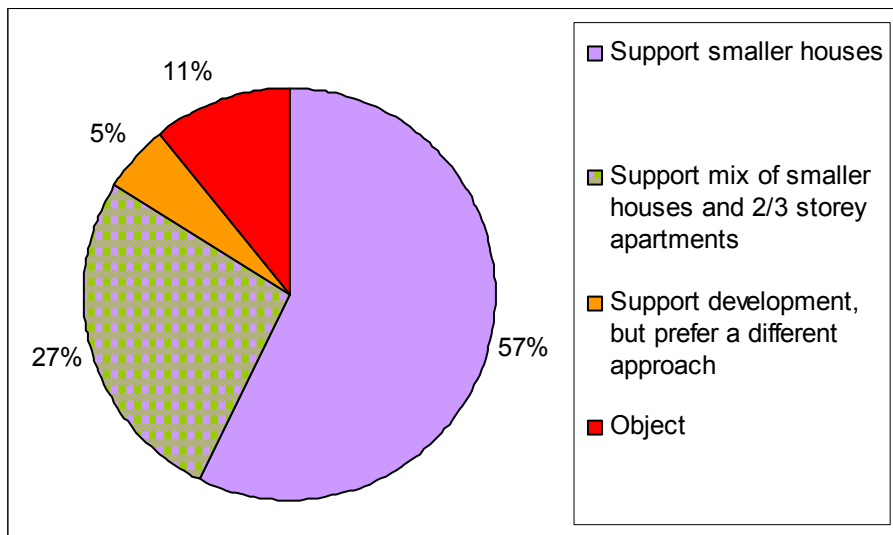


Chart 55: Support for allocating Straight Works for development of new homes

Straight Works	Old Windsor		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support smaller houses	3	50.0	29	58.0	32	57.1
Support a mix of smaller houses and 2/3 storey apartments	1	16.7	14	28.0	15	26.8
Support development, but prefer a different approach	1	16.7	2	4.0	3	5.4
Object to development of site	1	16.7	5	10.0	6	10.7
Total	6	100.0	50	100.0	56	100.0

Table 142: Responses to developing Straight Works for new homes

8.67 Residents from Old Windsor proposed Neighbourhood Plan area supported development of the site for smaller houses overall. Proposed Neighbourhood Plan area residents were more likely to support a different approach to development of the site that other respondents, and more likely to object to new homes on the site.

8.68 Those who **supported** redevelopment of the site for new homes were asked why. Overall the most frequently cited reasons were because it is in the urban area and makes better use of the land. Respondents were allowed to provide more than one reason. (See table 143).

Straight Works	Old Windsor		All Others		Grand Total	
	Count	%	Count	%	Count	%
It is within the urban area	2	50.0	28	65.1	30	63.8
It makes better use of the land	3	75.0	26	60.5	29	61.7
It would fit in with the local character	2	50.0	18	41.9	20	42.6
Prefer not to say	0	0.0	3	7.0	3	6.4
Other	1	25.0	0	0.0	1	2.1
Grand Total	8		75		83	

Table 143: Reasons respondent's support smaller houses or a mix of smaller houses and 2/3 storey apartments

NB: % is of total of those who supported an option

8.69 Respondents who **objected** to the development of Straight Works most frequently cited reasons including wrong location for homes, or provided other reasons including: need to keep employment (particularly start up business units) and the site is at risk of flooding.

Straight Works	Old Windsor		All Others		Grand Total	
	Count	%	Count	%	Count	%
It would impact on local character	0	0.0	0	0.0	0	0.0
It would result in the loss of gardens	0	0.0	0	0.0	0	0.0
It would impact on neighbours	0	0.0	0	0.0	0	0.0
It is the wrong type of location for new homes	1	100.0	0	0.0	1	16.7
Too many homes are being proposed here	0	0.0	0	0.0	0	0.0
There are not enough local services	0	0.0	0	0.0	0	0.0
There are local parking or highways issues	0	0.0	0	0.0	0	0.0
Prefer not to say	0	0.0	0	0.0	0	0.0
Other	0	0.0	5	100.0	5	83.3
Grand Total	1		5		6	

Table 144: Reasons respondents objected to development of Straight Works for houses

NB: % is of total who objected

8.70 People who supported development of the site, but preferred a different approach suggested:

- Keep employment
- Lower density housing.

Wyevale Garden Centre, Dedworth Road

What is your view towards the development of Wyevale Garden Centre, Dedworth Road for new homes?

- Support smaller houses
- Support mix of houses and apartments
- Support apartments
- Support development, but prefer a different approach
- Object to development of site
- No opinion

8.71 The results of this site show that most respondents object to the redevelopment of this site for new homes. Only 13% of respondents supported the development of the site for new homes, and 3% supported the redevelopment of the site, but thought there could be a more appropriate method (see **Chart 56** below). A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan areas nearby is available in **table 145**.

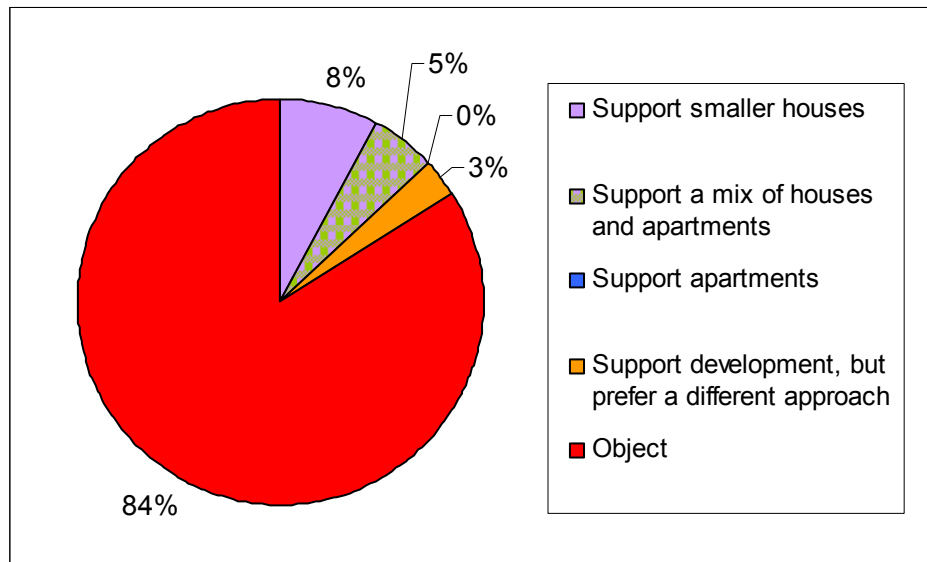


Chart 56: Support for allocating Wyevale Garden Centre for development of new homes

Wyevale Garden Centre	Bray		Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%	Count	%
Support smaller houses	5 Δ	4.6	14	9.7	4	10.3	23	7.9
Support mix of houses and apartments	3	2.8	7	4.8	5	12.8	15	5.1
Support apartments	0	0.0	0	0.0	0	0.0	0	0.0
Support development, but prefer a different approach	2	1.9	4	2.8	3	7.7	9	3.1
Object to development of site	98 $\wedge^*+\#\pm$	90.7	120	82.8	27	69.2	245	83.9
Total	108	100.0	145	100.0	39	100.0	292	100.0

Table 145: Responses to developing Wyevale Garden Centre for new homes

* This view was expressed by Down Place Residents Association (DPRA) response submitted on behalf of 20+ individuals.
 # Views expressed reflect public meetings and the views of the four local community based associations - OGFRA, OGAFCA, WWRA and DPRA.
 + Bray Parish proposed Neighbourhood Plan
 Δ Bray Parish Council
 ^ Windsor and Eton Society
 ± Oakley Green, Fifield and District Community Association

8.72 Residents from Bray proposed Neighbourhood Plan area supported development of the site for smaller houses overall. Proposed Neighbourhood Plan area residents were less likely to support a different approach to development of the site that other respondents, and more likely to object to new homes on the site.

8.73 Those who **supported** redevelopment of the site for new homes were asked why. Overall the most frequently cited reasons were because it makes better use of the land and would fit in with the local character. Other reasons cited included: would have less impact on the openness of the Green Belt, good site for housing, preferred site of the 2 garden centres – nearer to facilities and less flood risk Δ, houses should have gardens though concern over loss of employment Δ. Respondents were allowed to provide more than one reason. (See table 145).

Wyevale Garden Centre	Bray		Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%	Count	%
It makes better use of the land	5	62.5	11	52.4	6	66.7	22	57.9
It would fit in with the local character	4	50.0	10	47.6	4	44.4	18	47.4
Prefer not to say	0	0.0	2	9.5	0	0.0	2	5.3
Other	2 Δ	25.0	3	14.3	3	33.3	8	21.1
Grand Total	11		26		13		50	

Table 146: Reasons respondent’s support houses, a mix of houses and apartments, or apartments

NB: % is of total of those who supported an option

Δ Bray Parish Council

8.74 Respondents who **objected** to the development of Wyevale Garden Centre most frequently cited reasons including: it is in the Green Belt, it would impact on local character, it would impact on neighbours and is wrong location for homes. Respondents were allowed to provide more than one reason.

8.75 Other objection comments received included (summarised):

- We should not be building houses in the Green Belt - some stated they thought it was “illegal to built in the Green Belt”.
- There are no special circumstances to justify this development in the Green Belt - there is overwhelming community support against any development of these sites. #
- Several people also stated that they “thought it was called the Green Belt to keep it out of reach of Contractors”.
- The sites are in the Green Belt and therefore subject to Green Belt policy. +
- The boundary between Windsor and Bray should not be encroached upon by housing. ^
- There should not be housing development at the two garden centres. ±
- The Green Belt and the area between Windsor and Maidenhead should be preserved. ±
- Would be the loss of a social/ community meeting place/hub ^ – for all ages; also offers a local facility for the elderly.
- There is nothing wrong with the garden centres as they are. *
- Local community see the present Garden Centres as benefitting the community as they stand. +

- The garden centre provides employment.
- Enable many small businesses to trade within it - Coffee shop and pet shop are always in use; car washing / valeting enterprises also on site. #
- Would result in the loss of a garden centre.
- Would be the loss of retail outlet.
- The café is a very important community hub – and has reasonable prices.
- The garden centres are significant amenities used by the local residents and should be retained #.
- “We need to keep our countryside, for visitors and local people that is why many people have moved to this area for the open spaces and peace and quiet!”
- The area floods regularly.
- Adjacent buildings are listed - degrade the environment of the 15th Century "Old Farmhouse" and are historically significant ^
- Not enough schools.
- Water shortage in the area.
- The area is used by visitors to visit the English countryside.
- Would significantly disrupt the effectiveness of the treatments offered in the Cardinal Clinic and its associated buildings – relies on tranquillity of the area.
- Building houses here would reduce the gap between Windsor and Maidenhead, changing the character of the area. It would become one big suburb.
- The two sites are close to each other and any development could be seen as establishing precedent for the development of the land in between. #
- The present facility boosts and aids the morale of people living nearby.
- The use should not be ‘previously developed’ but agricultural – this would set a dangerous precedent.
- Dedworth has other more suitable brownfield sites available for development.
- Bus routes to Dedworth have been removed from Willows Riverside Park – unfair to now take away this local facility for the elderly. No local bus services through the area.
- Birds nesting behind Centre (red kites).
- Too many homes in the area already.
- Need to provide extra parking for Braywood School as this is already almost impassable - without added traffic of new homes in the area
- The current glass building is attractive.
- Access to the site is difficult.
- Would result in the A308 being more congested
- Local infrastructure would be put under extra strain, esp. with the increase in traffic.#+
- There is concern that the 3 sites in Bray are close together. # +
- Drainage issues in the area.
- Provides the neighbourhood with items and product to maintain their gardens.
- A new housing estate would be noisy for existing nearby residents.
- Development and extensions to the clinic have been restricted due to Green Belt; the same should apply here.
- The two [garden centre] sites are close to each other and any development could be seen as establishing precedent for the development of the land in between.
- If garden centre unviable, should revert to open land. #
- Whilst supporting the consideration of sites beyond the extent of the existing urban area, the level of housing that could be provided and not impact on the Green Belt as stipulate in the NPPF would be minimal; therefore its contribution to delivery of new houses in the area would be small.

Please note responses have been summarised into key points from all responses to avoid duplication of comments.

* This view was expressed by Down Place Residents Association (DPRA) response submitted on behalf of 20+ individuals.

Views expressed reflect public meetings and the views of the four local community based associations - OGAFRA, OGAFCA, WWRA and DPRA.

+ Bray Parish proposed Neighbourhood Plan

^ Windsor and Eton Society

± Oakley Green, Fifield and District Community Association

Wyevale Garden Centre	Bray		Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%	Count	%
The site is in the Green Belt	91 ^+*#±	92.9	97	80.8	20	74.1	208	84.9
It would impact on local character	64	65.3	79	65.8	15	55.6	158	64.5
It would result in the loss of gardens	13	13.3	17	14.2	3	11.1	33	13.5
It would impact on neighbours	53	54.1	64	53.3	12	44.4	129	52.7
It is the wrong type of location for new homes	46	46.9	68	56.7	11	40.7	125	51.0
Too many homes are being proposed here	26	26.5	25	20.8	8	29.6	59	24.1
There are not enough local services	38 #+	38.8	57	47.5	10	37.0	105	42.9
There are local parking or highways issues	36 #	36.7	51	42.5	7	25.9	94	38.4
Prefer not to say	0	0.0	2	1.7	0	0.0	2	0.8
Other	55 ^+*#	56.1	71	59.2	11	40.7	137	55.9
Grand Total	422		531		97		1050	

Table 147: Reasons respondents objected to development of Wyevale Garden Centre for houses

NB: % is of total who objected

8.76 People who supported development of the site, but preferred a different approach suggested:

- A good local supermarket e.g. Sainsbury's – would provide healthy competition and jobs for young people
- Traveller site – not in the floodplain
- Leisure or green space
- Smaller houses would fit best, but need to review traffic in the area.
- This site should be used to create jobs for people in the locality – need to invest in the local community for the future.
- Lower density housing – larger 3 or 4 bedroom homes with at least 2 parking spaces.
- Allow one 2/3 storey apartment building on one side of this site and retain existing garden centre.

Squires Garden Centre, Maidenhead Road

What is your view towards the development of Squires Garden Centre, Maidenhead Road for new homes?

- Support smaller houses
- Support mix of houses and apartments
- Support apartments
- Support development, but prefer a different approach
- Object to development of site
- No opinion

8.77 The results of this site show that most respondents object to the redevelopment of this site for new homes. Only 7% of respondents supported the development of the site for new homes, and 2% supported the redevelopment of the site, but thought there could be a more appropriate method (see **Chart 57** below). A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 148**.

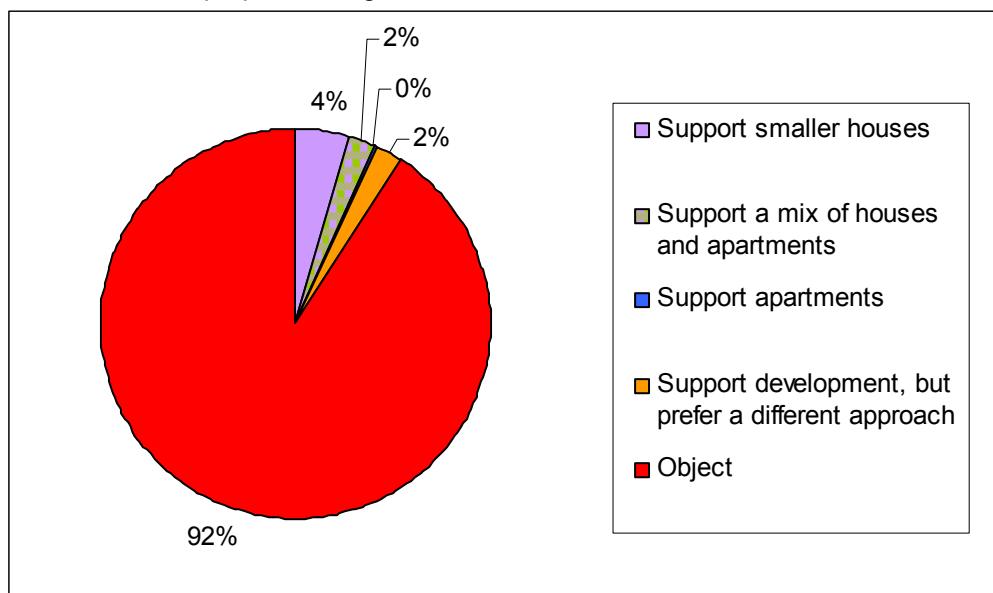


Chart 57: Support for allocating Squires Garden Centre for development of new homes

Squires Garden Centre	Bray		Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%	Count	%
Support smaller houses	2	1.9	5	3.8	5	13.5	12	4.4
Support mix of houses and apartments	0	0.0	2	1.5	4	10.8	6	2.2
Support apartments	0	0.0	1	0.8	0	0.0	1	0.4
Support development, but prefer a different approach	2	1.9	1	0.8	3	8.1	6	2.2
Object to development of site	99 ^*#+Δ±	96.1	121	93.1	25	67.6	245	90.7
Total	103	100.0	130	100.0	37	100.0	270	100.0

Table 148: Responses to developing Squires Garden Centre for new homes

* This view was expressed by Down Place Residents Association (DPRA) response submitted on behalf of 20+ individuals.

Views expressed reflect public meetings and the views of the four local community based associations - OGFRA, OGAFCA, WWRA and DPRA.

+ Bray Parish proposed Neighbourhood Plan

Δ Bray Parish Council

^ Windsor and Eton Society

± Oakley Green, Fifield and District Community Association

8.78 Residents from Bray proposed Neighbourhood Plan area objected to the site, with no support for any new homes. Proposed Neighbourhood Plan area residents and other respondents alike offered a few suggested alternative approaches to development of the site.

8.79 Those who **supported** redevelopment of the site for new homes were asked why. Overall the most frequently cited reasons were because it makes better use of the land and would fit in with the local character. Notably no local residents supported any of the density options. Respondents were allowed to provide more than one reason. (See table 149).

Squires Garden Centre	Bray		Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%	Count	%
It makes better use of the land	2	66.7	5	50.0	7	77.8	14	73.7
It would fit in with the local character	1	33.3	4	40.0	3	33.3	8	42.1
Prefer not to say	0	0.0	0	0.0	1	11.1	1	5.3
Other	0	0.0	1	10.0	1	11.1	2	10.5
Grand Total	3		10		12		25	

Table 149: Reasons respondent's support houses, a mix of houses and apartments, or apartments

NB: % is of total of those who supported an option

8.80 Respondents who **objected** to the development of Squires Garden Centre most frequently cited reasons including: it is in the Green Belt, it would impact on local character, and is wrong location for homes.

8.81 Other objection comments received included (summarised):

- We should not be building houses in the Green Belt - some stated they thought it was "illegal to built in the Green Belt".
- Green Belt policies should apply to the site. +
- There are no special circumstances to justify this development in the Green Belt - there is overwhelming community support against any development of these sites. #+
- Several people also stated that they "thought it was called the Green Belt to keep it out of reach of Contractors".
- Local planners should be looking for brownfield sites, and not Green Belt!
- Developing on this Green Belt site would set a precedent for future Green Belt development.
- There should not be housing development at the two garden centres. ±
- The Green Belt and the area between Windsor and Maidenhead should be preserved. ±
- There is nothing wrong with the garden centres as they are. *
- Local community see the present Garden Centres as benefitting the community as they stand. +
- Keep as a garden centre – we need at least one in the area
- Loss of garden centre would be detrimental. Δ
- Would result in the loss of small businesses.
- Both garden centres have different characters - they avoid the necessity of going into Windsor on many occasions.
- Too much traffic already – and its location out onto a roundabout is not suitable.

- Green Belt boundaries should be reviewed to allow for limited extensions, alterations or replacement of employment structures within the Green Belt, to ensure their continued viability and future success.
- Provides employment; especially for young people.
- Valued provider of services to the community/ meeting place for local residents – especially the elderly and parents with children. They are a community facility.^
- Current use is appropriate for a Green Belt site.
- The garden centres provide demonstrable benefits to the community from the retail operations and other amenities and should be retained. #
- Retail shops are valued – offers more than a garden centre, can buy gifts, has a café etc.
- We have 240 homes on the Willows, mostly elderly people, who don't drive, we all regard Squires as part of our community as it's in easy walking distance from us all.
- Would reduce the gap between Windsor and Maidenhead.
- Not enough infrastructure like, schools, doctors or hospitals in the area to cope with more housing. So local infrastructure would be put under extra strain, esp. with the increase in traffic. # +
- The site is too small for anything other than apartments – and Windsor has too many of those already.
- The usage is agriculture – and should not be classified as 'previously developed'.
- Area is popular for peace and quiet and open countryside.
- Bus routes to Dedworth have been removed from Willows Riverside Park – unfair to now take away this local facility for the elderly.
- Detrimental to the character of the area – leave as is.
- The site is near the river and may be subject to flooding. ^
- In the floodplain Δ – would increase flood risk elsewhere. Global warming.
- Safety issues of being near a main road.
- Hosts a "Seniors Christmas shopping evening".
- Parking problems already in the area.
- The two [garden centre] sites are close to each other and any development could be seen as establishing precedent for the development of the land in between. #
- Residents would have to travel too far to find similar services to that provided here.
- If no longer viable, should revert to open land. #
- There is significant concern that the three sites are close together within the Parish.#±
- Whilst supporting the consideration of sites beyond the extent of the existing urban area, the level of housing that could be provided and not impact on the Green Belt as stipulate in the NPPF would be minimal; therefore its contribution to delivery of new houses in the area would be small.

Please note responses have been summarised into key points from all responses to avoid duplication of comments.

* This view was expressed by Down Place Residents Association (DPRA) response submitted on behalf of 20+ individuals.

Views expressed reflect public meetings and the views of the four local community based associations - OGFRA, OGAFCA, WWRA and DPRA.

Δ Bray Parish Council

+ Bray Parish proposed Neighbourhood Plan

^ Windsor and Eton Society

± Oakley Green, Fifield and District Community Association

Squires Garden Centre	Bray		Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%	Count	%
The site is in the Green Belt	85 ^+*#±	85.9	91	75.2	17	68.0	193	78.8
It would impact on local character	58	58.6	77	63.6	7	28.0	142	58.0
It would result in the	13	13.1	18	14.9	2	8.0	33	13.5

Squires Garden Centre	Bray		Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%	Count	%
loss of gardens								
It would impact on neighbours	50	50.5	58	47.9	4	16.0	112	45.7
It is the wrong type of location for new homes	45	45.5	69	57.0	10	40.0	124	50.6
Too many homes are being proposed here	23	23.2	27	22.3	5	20.0	55	22.4
There are not enough local services	40 #+	40.4	49	40.5	4	16.0	93	38.0
There are local parking or highways issues	36 #	36.4	49	40.5	4	16.0	89	36.3
Prefer not to say	0	0.0	4	3.3	1	4.0	5	2.0
Other	48 # [^] + Δ *	48.5	59		12	48.0	119	48.6
Grand Total	398		501		66		965	

Table 150: Reasons respondents objected to development of Squires Garden Centre for houses

NB: % is of total who objected

8.82 People who supported development of the site, but preferred a different approach suggested:

- Green Belt boundaries should be reviewed to allow for limited extensions, alterations or replacement of employment structures within the Green Belt, to ensure their continued viability and future success.
- Traveller site – not in the floodplain
- Would consider a bigger scale development even it means building in the Green Belt
- Putting houses will just add to the urban sprawl. Why not use Windsor racecourse if you want to use Green Belt. There is room for commerce and housing and it's only used a few days of the year.

WINDSOR SUB-AREA: EMPLOYMENT SITES

Windsor Dials, Arthur Road

What is your view towards the continued designation of Windsor Dials, Arthur Road as an employment area?

- Support the designation
- Object to the designation
- No opinion

8.83 The results of this site show that most respondents would support the continued designation of this site as an employment area (see **Chart 58** below). Only 3% of respondents objected to the designation of this site for employment. A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 151**.

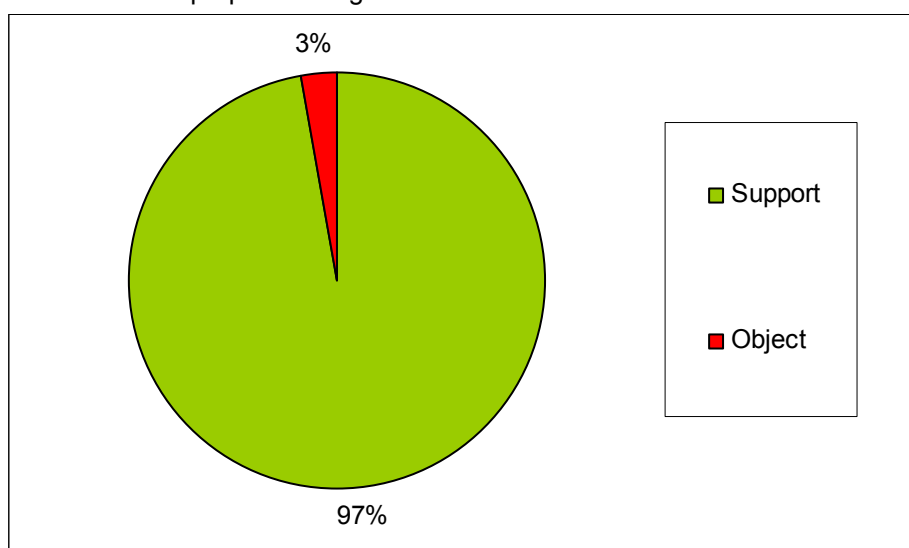


Chart 58: Support for continued designation of Windsor Dials as an employment area

Windsor Dials	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support the designation	47 [^]	97.9	26	96.3	73	97.3
Object to the designation	1	2.1	1	3.7	2	2.7
Total	48	100.0	27	100.0	75	100.0

Table 151: Responses to designating Windsor Dials for employment

[^] Windsor and Eton Society

8.84 More residents from Windsor and Eton proposed Neighbourhood Plan area responded to this question than the combined total of all other areas. The same amount of objections was received from local residents as the wider group of respondents.

8.85 Those who **supported** the designation of Windsor Dials for employment, most frequently cited that offices was an appropriate use, followed by small business premises. Those who suggested 'other' included: leisure, retail, mixed use, car park and more trees/ green space. Respondents were allowed to provide more than one reason. (See **table 152**).

Windsor Dials	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
Offices	46 [^]	97.9	24	92.3	70	95.9
Industry	2	4.3	7	26.9	9	12.3
Warehousing	0	0.0	6	23.1	6	8.2

Windsor Dials	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
Small business premises	28	59.6	19	73.1	47	64.4
Other	3	6.4	3	11.5	6	8.2
Grand Total	79		59		138	

Table 152: What uses respondents who supported the designation thought were most appropriate for the site

NB: % is of total of those who supported an option

^ Windsor and Eton Society

8.86 Respondents who **objected** to the designation of Windsor Dials cited reasons including:

- Present offices are fine.
- Do not need more housing – ok as it is.
- Is in the floodplain.

Vansittart Industrial Estate

What is your view towards the continued designation of Vansittart Industrial Estate as an employment area?

- **Support the designation**
- **Object to the designation**
- **No opinion**

8.87 The results of this site show that most respondents would support the continued designation of this site as an employment area (see **Chart 59** below). Only 3% of respondents objected to the designation of this site for employment. A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 153**.

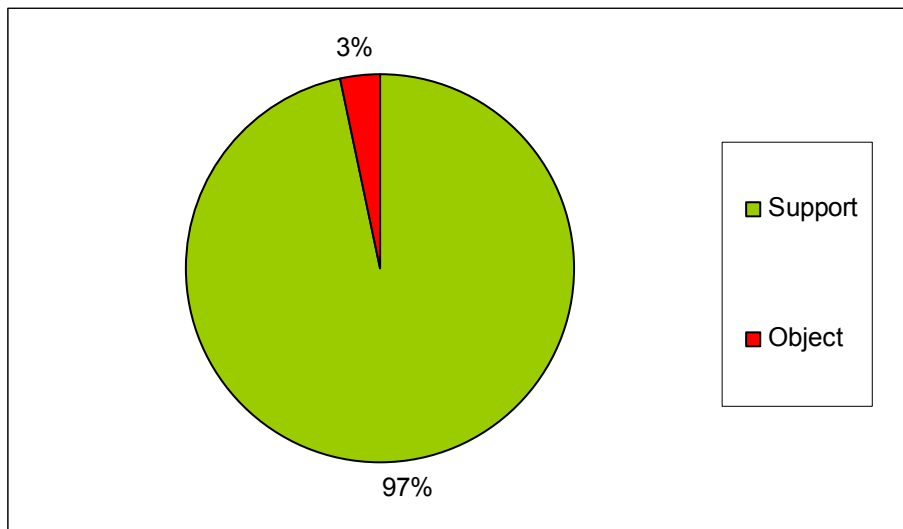


Chart 59: Support for continued designation of Vansittart Industrial Estate as an employment area

Vansittart Industrial Estate	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support the designation	60 [^]	98.4	29	93.5	89	96.7
Object to the designation	1	1.6	2	6.5	3	3.3
Total	61	100.0	31	100.0	92	100.0

Table 153: Responses to designating Vansittart Industrial Estate for employment

^ Windsor and Eton Society

- 8.88 More residents from Windsor and Eton proposed Neighbourhood Plan area responded to this question than the combined total of all other areas. Fewer objections were received from local residents than the wider group of respondents.
- 8.89 Those who **supported** the designation of Vansittart Industrial Estate for employment, thought that small business premises was the most appropriate use, followed by offices and industry. Those who suggested 'other' included: facilities supporting employment, light industry only, new business incubators, a mix of business types and housing. Respondents were allowed to provide more than one reason. (See **table 154**).

Vansittart Industrial Estate	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
Offices	35	58.3	21	72.4	56	62.9
Industry	32 [^]	53.3	20	69.0	52	58.4
Warehousing	27	45.0	18	62.1	45	50.6
Small business premises	55	91.7	24	82.8	79	88.8
Other	4	6.7	2	6.9	6	6.7
Grand Total	153		85		238	

Table 154: What uses respondents who supported the designation thought were most appropriate for the site

NB: % is of total of those who supported an option

[^] Windsor and Eton Society

- 8.90 Respondents who **objected** to the designation of Vansittart Industrial Estate cited reasons including:
- The site should be used for housing.
 - Very poor access needs to be resolved before any additional development is considered.

Fairacres Industrial Estate

What is your view towards the continued designation of Fairacres Industrial Estate, Tinkers Lane as an employment area?

- **Support the designation**
- **Object to the designation**
- **No opinion**

- 8.91 The results of this site show that most respondents would support the continued designation of this site as an employment area (see **Chart 60** below). 7% of respondents objected to the designation of this site for employment. A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 155**.

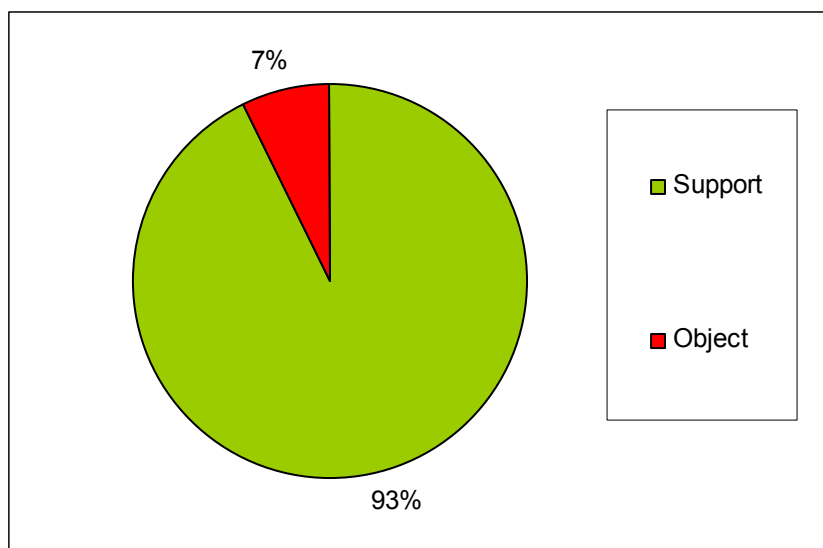


Chart 60: Support for continued designation of Fairacres Industrial Estate as an employment area

Fairacres Industrial Estate	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support the designation	62 [^]	95.4	28	87.5	90	92.8
Object to the designation	3	4.6	4	12.5	7	7.2
Total	65	100.0	32	100.0	97	100.0

Table 155: Responses to designating Fairacres Industrial Estate for employment

[^] Windsor and Eton Society

8.92 More residents from Windsor and Eton proposed Neighbourhood Plan area responded to this question than the combined total of all other areas. Fewer objections were received from local residents than the wider group of respondents.

8.93 Those who **supported** the designation of Fairacres Industrial Estate for employment, thought that small business premises was the most appropriate use, followed by offices and industry. Those who suggested 'other' included: facilities supporting employment use, light industrial, same mix as present, part could be used to incorporate youth club/centre or crèche/nursery for working families. Respondents were allowed to provide more than one reason. (See **table 156**).

Fairacres Industrial Estate	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
Offices	41	66.1	21	75.0	62	68.9
Industry	33	53.2	16	57.1	49	54.4
Warehousing	36	58.1	18	64.3	54	60.0
Small business premises	55 [^]	88.7	23	82.1	78	86.7
Other	7	11.3	2	7.1	9	10.0
Grand Total	172		80		252	

Table 156: What uses respondents who supported the designation thought were most appropriate for the site

NB: % is of total of those who supported an option

[^] Windsor and Eton Society

8.94 Respondents who **objected** to the designation of Fairacres Industrial Estate cited reasons including:

- The site should be used for housing.
- Creates local traffic problems, so would be best put to housing.
- Visually out of keeping with the area.

- A fire station is 'sui generis' and would not fall within the range of uses currently proposed to be allowed; therefore request that the supporting text to this site allocation be amended to allow for the development of a fire station.

Imperial House

What is your view towards the designation of Imperial House as a new employment area?

- **Support the designation**
- **Object to the designation**
- **No opinion**

8.95 The results of this site show that most respondents would support the continued designation of this site as an employment area (see **Chart 61** below). 19% of respondents objected to the designation of this site for employment. A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 157**.

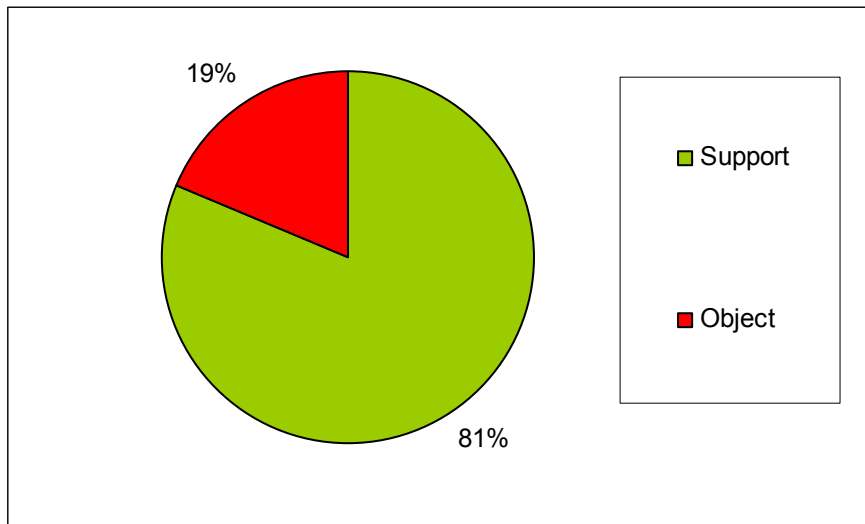


Chart 61: Support for continued designation of Imperial House as an employment area

Imperial House	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support the designation	42	76.4	24	92.3	66	81.5
Object to the designation	13 [^]	23.6	2	7.7	15	18.5
Total	55	100.0	26	100.0	81	100.0

Table 157: Responses to designating Imperial House for employment

[^] Windsor and Eton Society

8.96 More residents from Windsor and Eton proposed Neighbourhood Plan area responded to this question than the combined total of all other areas. More objections were received from local residents than the wider group of respondents.

8.97 Those who **supported** the designation of Imperial House for employment, thought that small business premises was the most appropriate use, followed by offices and industry. Those who suggested 'other' included: small apartments too and small incubator units. Respondents were allowed to provide more than one reason. (See table 60).

Imperial House	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
Offices	41	97.6	21	87.5	62	93.9
Industry	33	78.6	16	66.7	49	74.2
Warehousing	36	85.7	18	75.0	54	81.8

Imperial House	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
Small business premises	55	131.0	23	95.8	78	118.2
Other	7	16.7	2	8.3	9	13.6
Grand Total	172		80		252	

Table 158: What uses respondents who supported the designation thought were most appropriate for the site

NB: % is of total of those who supported an option

8.98 Respondents who **objected** to the designation of Imperial House cited reasons including:

- Redundant office building with no transport links.
- Parking problems and harming amenity value of neighbours
- Increase traffic dramatically
- Should be used for housing.
- Windsor already has empty offices – this land should be used for housing.
- The permission for a large office building is out of character with the area.
- Could be used for a multi-storey car park or a school.
- It is adjacent to the Conservation Area and should be residential.

^ Windsor and Eton Society

Eastern part of Vale Road Industrial Estate

What is your view towards the continued designation of Eastern part of Vale Road Industrial Estate as an employment area?

- **Support the designation**
- **Object to the designation**
- **No opinion**

8.99 The results of this site show that most respondents would support the continued designation of this site as an employment area (see **Chart 62** below). 14% of respondents objected to the designation of this site for employment. A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 159**.

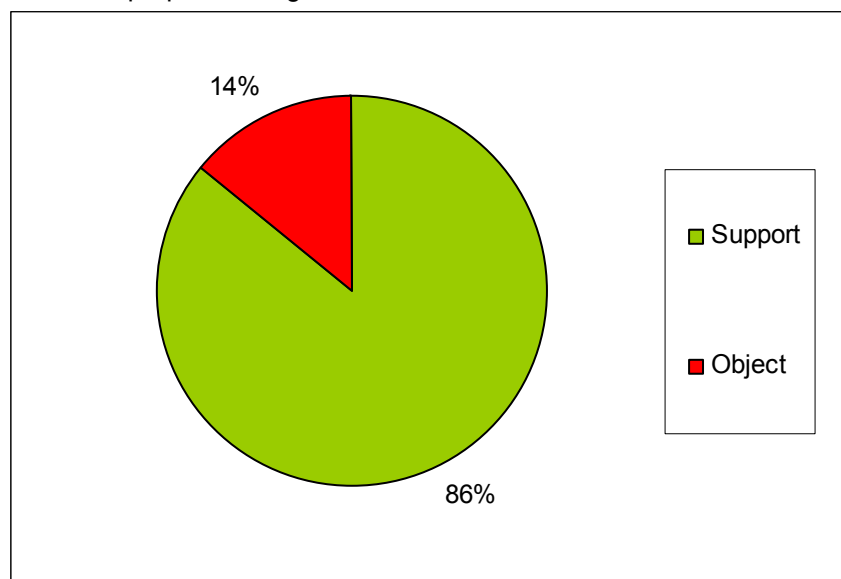


Chart 62: Support for continued designation of Eastern part of Vale Road Industrial Estate as an employment area

Eastern part of Vale Road Industrial Estate	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support the designation	44 [^]	84.6	22	88.0	66	85.7
Object to the designation	8	15.4	3	12.0	11	14.3
Total	52	100.0	25	100.0	77	100.0

Table 159: Responses to designating Eastern part of Vale Road Industrial Estate for employment

[^] Windsor and Eton Society

8.100 More residents from Windsor and Eton proposed Neighbourhood Plan area responded to this question than the combined total of all other areas. More objections were received from local residents than the wider group of respondents.

8.101 Those who **supported** the designation of Eastern part of Vale Road Industrial Estate for employment, thought that small business premises was the most appropriate use, followed by offices. Those who suggested 'other' included: facilities supporting employment, smaller businesses or shops for use by local people, living accommodation above units and light industry. Respondents were allowed to provide more than one reason. (See **table 160**).

Eastern part of Vale Road Industrial Estate	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
Offices	31	70.5	16	72.7	47	71.2
Industry	21	47.7	17	77.3	38	57.6
Warehousing	23	52.3	16	72.7	39	59.1
Small business premises	37 [^]	84.1	17	77.3	54	81.8
Other	2	4.5	2	9.1	4	6.1
Grand Total	114		68		182	

Table 160: What uses respondents who supported the designation thought were most appropriate for the site

NB: % is of total of those who supported an option

[^] Windsor and Eton Society

8.102 Respondents who **objected** to the designation of Eastern part of Vale Road Industrial Estate cited reasons including:

- The site should be used for housing.
- Could be used for parkland/ recreational area for local people.
- Floodplain, but if this could be overcome, would prefer to see housing.
- Affordable housing.
- Could have a hotel on part of the site, and housing on the remainder.

Centrica, Maidenhead Road

What is your view towards the continued designation of Centrica, Maidenhead Road as an employment area?

- **Support the designation**
- **Object to the designation**
- **No opinion**

8.103 The results of this site show that most respondents would support the continued designation of this site as an employment area (see **Chart 63** below). Only 4% of respondents objected to the designation of this site for employment. A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 161**.

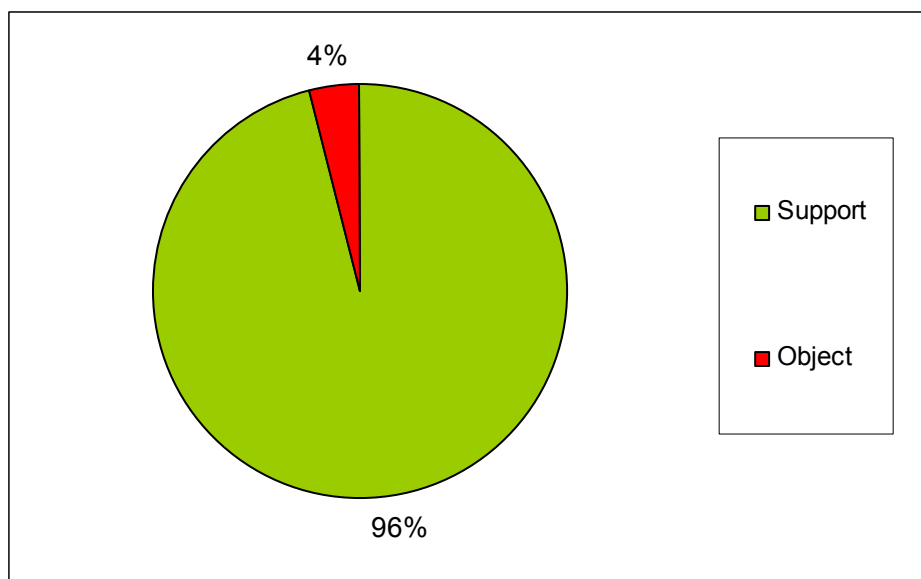


Chart 63: Support for continued designation of Centrica as an employment area

Centrica	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support the designation	65 [^]	97.0	36	94.7	101	96.2
Object to the designation	2	3.0	2	5.3	4	3.8
Total	67	100.0	38	100.0	105	100.0

Table 161: Responses to designating Centrica for employment

[^] Windsor and Eton Society

8.104 More residents from Windsor and Eton proposed Neighbourhood Plan area responded to this question than the combined total of all other areas. A similar number of objections were received from local residents as the wider group of respondents.

8.105 Those who **supported** the designation of Centrica for employment, thought that small business premises was the most appropriate use, followed by offices and industry. Those who suggested 'other' included: any type of development; park and ride is useful on site; possible to fit houses onto extreme west of site; would also like to see land to north added to the designation; there should be no further development of the site[^]. Respondents were allowed to provide more than one reason. (See table 162).

Centrica	Windsor and Eton		All Others		Grand Total	
	Count	%	Count	%	Count	%
Offices	60 [^]	92.3	34	94.4	94	93.1
Industry	11	16.9	4	11.1	15	14.9
Warehousing	10	15.4	2	5.6	12	11.9
Small business premises	23	35.4	9	25.0	32	31.7
Other	4 [^]	6.2	1	2.8	5	5.0
Grand Total	108		50		158	

Table 162: What uses respondents who supported the designation thought were most appropriate for the site

NB: % is of total of those who supported an option

[^] Windsor and Eton Society

8.106 Respondents who **objected** to the designation of Centrica cited reasons including:

- The site should be used for housing.
- The site is in the Green Belt.
- The site is at risk of flooding.

Ditton Park, Datchet

What is your view towards the designation of Ditton Park, Datchet as a new employment area?

- **Support the designation**
- **Object to the designation**
- **No opinion**

8.107 The results of this site show that most respondents would support the continued designation of this site as an employment area (see **Chart 64** below). 8% of respondents objected to the designation of this site for employment. A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 163**.

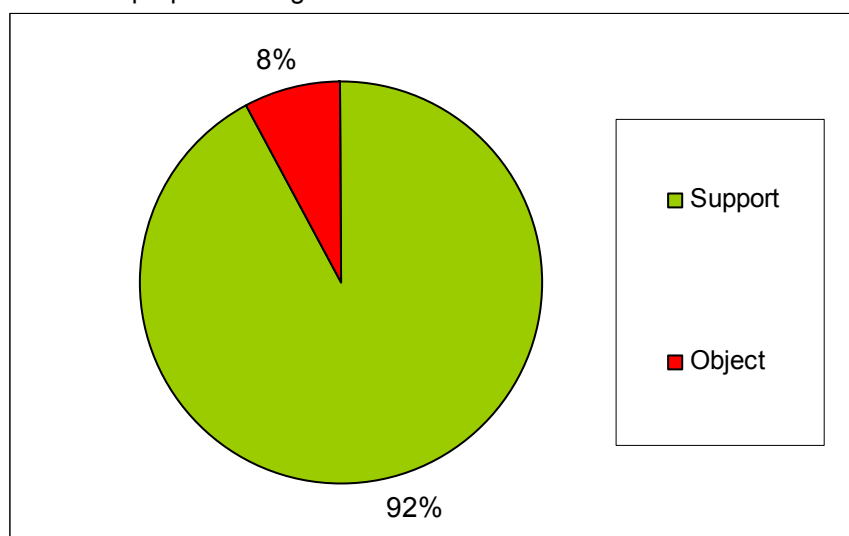


Chart 64: Support for continued designation of Ditton Park as an employment area

Ditton Park	Datchet		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support the designation	6*	85.7	42	93.3	48	92.3
Object to the designation	1	14.3	3	6.7	4	7.7
Total	7	100.0	45	100.0	52	100.0

Table 163: Responses to designating Ditton Park for employment

* Datchet Parish Council

8.108 Fewer residents from Datchet proposed Neighbourhood Plan area responded to this question than the combined total of all other areas. More objections were received from local residents than the wider group of respondents.

8.109 Those who **supported** the designation of Ditton Park for employment, thought that small business premises was the most appropriate use, followed by offices and industry. Those who suggested 'other' included: historic mansion should be maintained for much needed commercial premises in the area*; light industry and the site is important to the local economy. Respondents were allowed to provide more than one reason. (See **table 164**).

* Datchet Parish Council

Ditton Park	Datchet		All Others		Grand Total	
	Count	%	Count	%	Count	%
Offices	5	83.3	39	92.9	44	91.7
Industry	1	16.7	10	23.8	11	22.9
Warehousing	2	33.3	10	23.8	12	25.0
Small business	3	50.0	15	35.7	18	37.5

Ditton Park	Datchet		All Others		Grand Total	
	Count	%	Count	%	Count	%
premises						
Other	2*	33.3	1	2.4	3	6.3
Grand Total	13		75		88	

Table 164: What uses respondents who supported the designation thought were most appropriate for the site

NB: % is of total of those who supported an option

* Datchet Parish Council

8.110 Respondents who objected to the designation of Ditton Park cited reasons including:

- The site is in the Green Belt.

Manor House Lane Industrial Estate, Datchet

What is your view towards the continued designation of Manor House Lane Industrial Estate, Datchet as a new employment area?

- Support the designation
- Object to the designation
- No opinion

8.111 The results of this site show that most respondents would support the continued designation of this site as an employment area (see **Chart 65** below). No respondents objected to the designation of this site for employment. A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 165**.

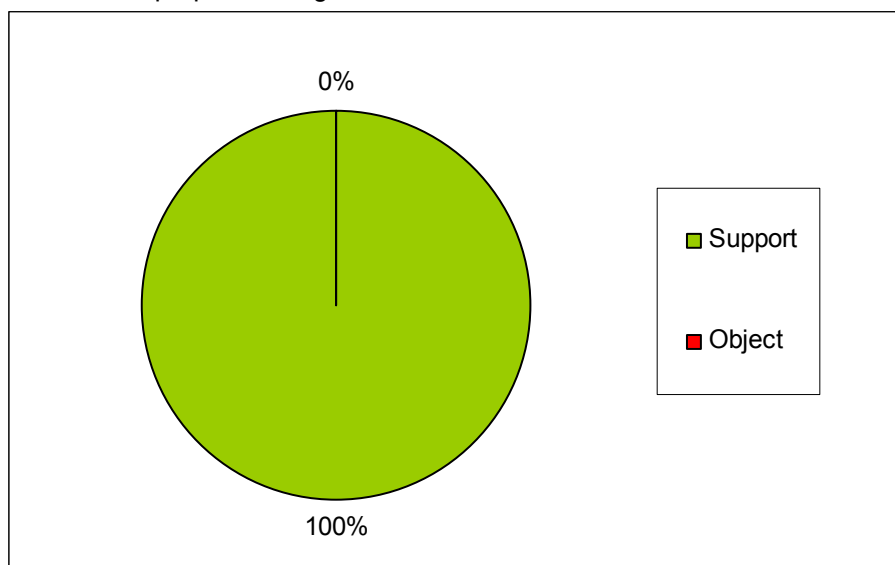


Chart 65: Support for continued designation of Manor House Lane Industrial Estate as an employment area

Manor House Lane Industrial Estate	Datchet		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support the designation	8*	100.0	30	100.0	38	100.0
Object to the designation	0	0.0	0	0.0	0	0.0
Total	8	100.0	30	100.0	38	100.0

Table 165: Responses to designating Manor House Lane Industrial Estate for employment

8.112 Fewer residents from Datchet proposed Neighbourhood Plan area responded to this question than the combined total of all other areas. No objections were received local residents or from the wider group of respondents.

8.113 Those who **supported** the designation of Manor House Lane Industrial Estate for employment, thought that small business premises was the most appropriate use, followed by offices and industry. Those who suggested 'other' included: should be retained as a commercial area providing employment*, and employment supporting activities. Respondents were allowed to provide more than one reason. (See **table 166**).

* Datchet Parish Council

Manor House Lane Industrial Estate	Datchet		All Others		Grand Total	
	Count	%	Count	%	Count	%
Offices	5	62.5	24	80.0	29	76.3
Industry	2	25.0	18	60.0	20	52.6
Warehousing	5	62.5	12	40.0	17	44.7
Small business premises	7	87.5	27	90.0	34	89.5
Other	2*	25.0	0	0.0	2	5.3
Grand Total	5	62.5	24	80.0	29	76.3

Table 166: What uses respondents who supported the designation thought were most appropriate for the site

NB: % is of total of those who supported an option

* Datchet Parish Council

9. ASCOT SUB-AREA: HOUSING

Ascot Gas Holder Station, Sunninghill

What is your view towards the development of Ascot Gas Holder Station, Sunninghill for new homes?

- Support mix of smaller houses and 2/3 storey apartments
- Support 2/3 storey apartments
- Support development, but prefer a different approach
- Object to development of site
- No opinion

9.1 The results of this site show that most respondents would support the lower density option of a mix of smaller houses on this site. 15% of respondents objected to the development of the site for new homes, and 28% supported the redevelopment of the site, but thought there could be a more appropriate method (see **Chart 66** below). A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 167**.

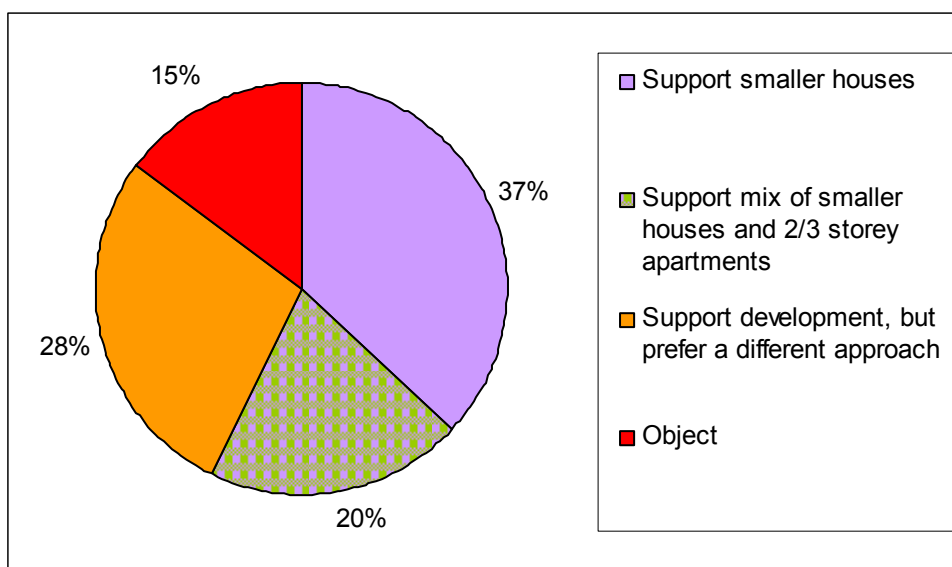


Chart 66: Support for allocating Ascot Gas Holder for development of new homes

Ascot Gas Holder	Ascot & The Sunnings		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support smaller houses	30	40.0	3	21.4	33	37.1
Support mix of smaller houses and 2/3 storey apartments	13 *	17.3	5	35.7	18	20.2
Support development, but prefer a different approach	22	29.3	3	21.4	25	28.1
Object to development of site	10	13.3	3	21.4	13	14.6
Total	75	100.0	14	100.0	89	100.0

Table 167: Responses to developing Ascot Gas Holder for new homes

* Society for the Protection of Ascot and Environs (SPAEC)

- 9.2 Residents from Ascot and the Sunnings proposed Neighbourhood Plan area supported the development for smaller houses, and were more likely to support a different approach to development of the site.
- 9.3 Those who **supported** redevelopment for smaller houses or a mix of smaller houses and apartments were asked why. Overall the most popular reasons were because it makes better use of the land and would fit in with the local character. Respondents were allowed to provide more than one reason. (See table 168).

Ascot Gas Holder	Ascot & The Sunnings		All Others		Grand Total	
	Count	%	Count	%	Count	%
It is within the urban area	19 *	44.2	2	25.0	21	41.2
It makes better use of the land	27 *	62.8	7	87.5	34	66.7
It would fit in with the local character	20 *	46.5	3	37.5	23	45.1
Prefer not to say	1	2.3	0	0.0	1	2.0
Other	8	18.6	2	25.0	10	19.6
Grand Total	75		14		89	

Table 168: Reasons respondent's support smaller houses or a mix of smaller houses and 2/3 storey apartments

NB: % is of total of those who supported an option

* Society for the Protection of Ascot and Environs (SPAEE)

- 9.4 Respondents who **objected** to the development of the Ascot Gas Holder most frequently cited reasons including there are not enough local services, there are parking or highways issues and too many homes are being proposed. Other reasons provided included: impact on local schools, overall impact of all sites being considered would be significant, safety issues could limit development. Respondents were allowed to provide more than one reason.

Ascot Gas Holder	Ascot & The Sunnings		All Others		Grand Total	
	Count	%	Count	%	Count	%
It would impact on local character	2	20.0	1	33.3	3	23.1
It would result in the loss of gardens	1	10.0	0	0.0	1	7.7
It would impact on neighbours	3	30.0	0	0.0	3	23.1
It is the wrong type of location for new homes	1	10.0	0	0.0	1	7.7
Too many homes are being proposed here	5	50.0	1	33.3	6	46.2
There are not enough local services	10	100.0	2	66.7	12	92.3
There are local parking or highways issues	7	70.0	1	33.3	8	61.5
Prefer not to say	0	0.0	0	0.0	0	0.0
Other	3	30.0	3	100.0	6	46.2
Grand Total	32		8		40	

Table 169: Reasons respondents objected to development of Ascot Gas Holder for houses

NB: % is of total who objected

- 9.5 People who supported development of the site, but preferred a different approach suggested:

- Larger houses with gardens and driveways and green space between dwellings.
- Mix of housing styles and sizes, plus green space. Not flats.
- Lower density.
- A mixture of medium sized houses approached through Cavendish Meads, Apartments next to Bridge Street and green space in between joining up with the Ascot Day Centre site.
- Elderly nursing home – limited to 2 storeys.
- Mixed use development.
- Development of the site should include buildings and spaces for public use such village hall and recreation park.
- Need to consider access arrangements – avoid congesting an already difficult High Street.
- Viability concerns relating to the high cost of decommissioning and decontaminating the site
- Consideration should be given to incorporating other adjoining land which appears to have development potential, for example at the eastern end of Charters Lane.

Hope Technical Development

What is your view towards the development of Hope Technical Development, Ascot for new homes?

- **Support mix of smaller houses and 2/3 storey apartments**
- **Support 2/3 storey apartments**
- **Support development, but prefer a different approach**
- **Object to development of site**
- **No opinion**

9.6 The results of this site show that most respondents would support the lower density option of a mix of smaller houses on this site. 78% supported redevelopment of the site to homes overall. 16% of respondents objected to the development of the site for new homes, and 6% supported the redevelopment of the site, but thought there could be a more appropriate method (see **Chart 67** below). A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 170**.

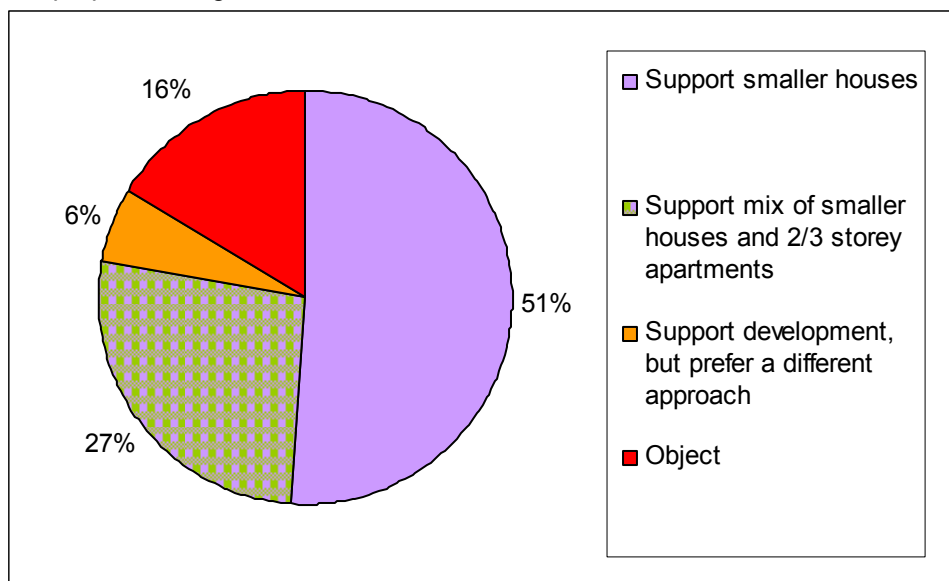


Chart 67: Support for allocating Hope Technical Development for development of new homes

Hope Technical Development	Ascot & The Sunnings		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support smaller houses	39 *	52.0	5	45.5	44	51.2
Support mix of smaller houses and 2/3 storey apartments	19	25.3	4	36.4	23	26.7
Support development, but prefer a different approach	5	6.7	0	0.0	5	5.8
Object to development of site	12	16.0	2	18.2	14	16.3
Total	75	100.0	11	100.0	86	100.0

Table 170: Responses to developing Hope Technical Development for new homes

* Society for the Protection of Ascot and Environs (SPAЕ)

- 9.7 Residents from Ascot and the Sunnings proposed Neighbourhood Plan area supported the development for smaller houses, and were more likely to support a different approach to development of the site.
- 9.8 Those who **supported** redevelopment for smaller houses or a mix of smaller houses and apartments were asked why. Overall the most popular reasons were because it is in the urban area. Respondents were allowed to provide more than one reason. (See table 171).

Hope Technical Development	Ascot & The Sunnings		All Others		Grand Total	
	Count	%	Count	%	Count	%
It is within the urban area	33 *	56.9	4	44.4	37	55.2
It makes better use of the land	30 *	51.7	5	55.6	35	52.2
It would fit in with the local character	29 *	50.0	6	66.7	35	52.2
Prefer not to say	1	1.7	0	0.0	1	1.5
Other	7	12.1	1	11.1	8	11.9
Grand Total	100		16		116	

Table 171: Reasons respondent's support smaller houses or a mix of smaller houses and 2/3 storey apartments

NB: % is of total of those who supported an option

* Society for the Protection of Ascot and Environs (SPAЕ)

- 9.9 Respondents who **objected** to the development of the Hope Technical Development most frequently cited reasons including there are not enough local services, there are parking or highways issues and too many homes are being proposed. Other reasons provided included: retain as employment use, there would be impact on schools, Car parking for Ascot Race meetings will be affected, should become a communal /picnic area overlooking the green and car park, also the multiple impact of Long Cross on the area overall.

Hope Technical Development	Ascot & The Sunnings		All Others		Grand Total	
	Count	%	Count	%	Count	%
It would impact on local character	3	25.0	1	50.0	4	28.6
It would result in the loss of gardens	2	16.7	0	0.0	2	14.3
It would impact on neighbours	4	33.3	0	0.0	4	28.6

Hope Technical Development	Ascot & The Sunnings		All Others		Grand Total	
	Count	%	Count	%	Count	%
It is the wrong type of location for new homes	4	33.3	0	0.0	4	28.6
Too many homes are being proposed here	6	50.0	1	50.0	7	50.0
There are not enough local services	8	66.7	1	50.0	9	64.3
There are local parking or highways issues	8	66.7	0	0.0	8	57.1
Prefer not to say	0	0.0	0	0.0	0	0.0
Other	5	41.7	2	100.0	7	50.0
Grand Total	40		5		45	

Table 172: Reasons respondents objected to development of Hope Technical Development for houses

NB: % is of total who objected

9.10 People who supported development of the site, but preferred a different approach suggested:

- Mixed use, smaller houses & commercial unit
- Lower density.
- Would prefer the development to be incorporated within the Ascot proposed Neighbourhood Plan.
- Remain in commercial use since just off High Street.
- Consider <14 houses in style of Course Road and suited aesthetically to these.

Kenilworth, Windsor Road

<p>What is your view towards the development of Kenilworth, Windsor Road, Ascot for new homes?</p> <ul style="list-style-type: none"> • Support 2/3 storey apartments • Support development, but prefer a different approach • Object to development of site • No opinion
--

9.11 The results of this site show that slightly more respondents supported development of the site, although there was a mix of opinion as to which approach would be best (see **Chart 68** below). A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 173**.

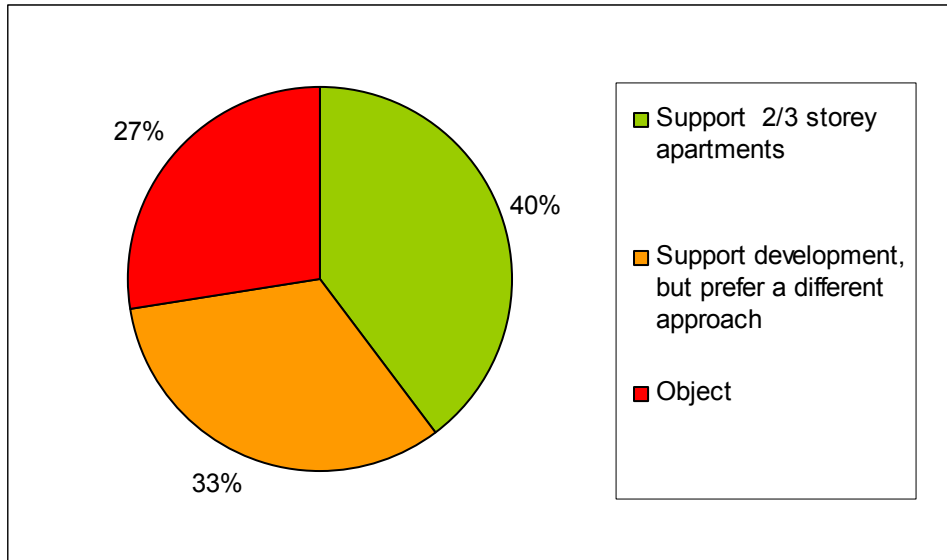


Chart 68: Support for allocating Kenilworth for development of new homes

Kenilworth	Ascot & The Sunnings		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support 2/3 storey apartments	23	35.9	6	66.7	29	39.7
Support development, but prefer a different approach	22 *	34.4	2	22.2	24	32.9
Object to development of site	19	29.7	1	11.1	20	27.4
Total	64	100.0	9	100.0	73	100.0

Table 173: Responses to developing Kenilworth for new homes

* Society for the Protection of Ascot and Environs (SPAЕ)

9.12 Residents from Ascot and the Sunnings proposed Neighbourhood Plan area overall objected to the development of the site for new homes, and were less likely to support to the development overall. Proposed Neighbourhood Plan area residents were more likely to support a different approach to development of the site.

9.13 Those who **supported** redevelopment for apartments were asked why. Overall the most popular reasons were because it would fit in with the local character and makes better use of the land. Respondents were allowed to provide more than one reason. (See table 174).

Kenilworth	Ascot & The Sunnings		All Others		Grand Total	
	Count	%	Count	%	Count	%
It is within the urban area	7	30.4	1	16.7	8	27.6
It makes better use of the land	9	39.1	4	66.7	13	44.8
It would fit in with the local character	13	56.5	3	50.0	16	55.2
Prefer not to say	4	17.4	0	0.0	4	13.8
Other	3	13.0	0	0.0	3	10.3
Grand Total	36		8		44	

Table 174: Reasons respondent's support 2/3 storey apartments

NB: % is of total of those who supported an option

9.14 Respondents who **objected** to the development of the Kenilworth most frequently cited reasons including it would impact on local character, too many homes are being proposed and there are local parking or highways issues. Other reasons provided included: Historic house should be retained (get them listed), do not want to see flats in the area, impact on schools, dangerous exit onto main road would be aggravated by additional vehicles.

Kenilworth	Ascot & The Sunnings		All Others		Grand Total	
	Count	%	Count	%	Count	%
It would impact on local character	16	84.2	0	0.0	16	80.0
It would result in the loss of gardens	5	26.3	0	0.0	5	25.0
It would impact on neighbours	8	42.1	1	100.0	9	45.0
It is the wrong type of location for new homes	7	36.8	0	0.0	7	35.0
Too many homes are being proposed here	13	68.4	1	100.0	14	70.0
There are not enough local services	6	31.6	1	100.0	7	35.0
There are local parking or highways issues	10	52.6	0	0.0	10	50.0
Prefer not to say	0	0.0	0	0.0	0	0.0
Other	5	26.3	1	100.0	6	30.0
Grand Total	70		4		74	

Table 175: Reasons respondents objected to development of Kenilworth for houses

NB: % is of total who objected

9.15 People who supported development of the site, but preferred a different approach suggested:

- Should be building properties suitable for an ageing population – flats are not suitable for people with disabilities either.
- Identified in the Townscape Assessment as an area of Woodland setting – should be respected as such.
- Lower density – small houses, not flats. Preferably detached housing.
- Retirement home.
- Homes that locals can afford.
- Area relies on commuting – more houses would increase the number of cars on the road. Therefore lower the density.
- Conversion of existing to maintain existing Edwardian front elevation - allow development while retaining links to past character of the area which are being progressively lost. *
- In line with the Neighbourhood Plan process the continuing development of housing to flats is not sustainable.

* Society for the Protection of Ascot and Environs (SPAЕ)

Sunningdale Station and Car Park

What is your view towards the development of Sunningdale Station and Car Park, Sunningdale for new homes?

- Support 2/3 storey apartments
- Support 4/5 storey apartments
- Support development, but prefer a different approach
- Object to development of site
- No opinion

9.16 The results of this site show that most respondents object to houses on this site. 23% supported redevelopment of the site to homes overall. 12% of respondents objected to the development of the site for new homes, and 13% supported the redevelopment of the site, but thought there could be a more appropriate method (see **Chart 69** below). A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 176**.

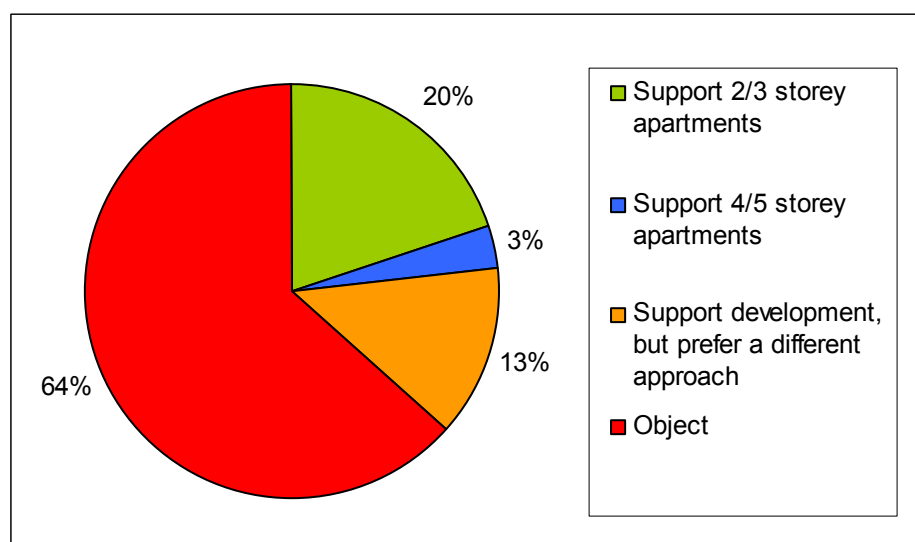


Chart 69: Support for allocating Sunningdale Station and Car Park for development of new homes

Sunningdale Station and Car Park	Ascot & The Sunnings		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support 2/3 storey apartments	21	19.3	3	27.3	24	20.0
Support 4/5 storey apartments	3	2.8	1	9.1	4	3.3
Support development, but prefer a different approach	14 +*	12.8	2	18.2	16	13.3
Object to development of site	71	65.1	5	45.5	76	63.3
Total	109	100.0	11	100.0	120	100.0

Table 176: Responses to developing Sunningdale Station and Car Park for new homes

NB: % is of total of those who supported an option

+ Sunningdale Parish Council

* Society for the Protection of Ascot and Environs (SPAEC)

9.17 Residents from Ascot and the Sunnings proposed Neighbourhood Plan area objected to the development of apartments, and were more likely to object to the development overall.

- 9.18 Those who **supported** redevelopment for smaller houses were asked why. Overall the most popular reasons were because it is in the urban area and makes better use of the land. Respondents were allowed to provide more than one reason. (See table 177).

Sunningdale Station and Car Park	Ascot & The Sunnings		All Others		Grand Total	
	Count	%	Count	%	Count	%
It is within the urban area	11	45.8	3	75.0	14	50.0
It makes better use of the land	14	58.3	3	75.0	17	60.7
It would fit in with the local character	6	25.0	2	50.0	8	28.6
Prefer not to say	1	4.2	0	0.0	1	3.6
Other	3	12.5	0	0.0	3	10.7
Grand Total	35		8		43	

Table 177: Reasons respondent's support 2/3 or and 4/5 storey apartments

- 9.19 Respondents who **objected** to the development of the Sunningdale Station and Car Park most frequently cited reasons including: it would impact on character, there are parking or highways issues and it is the wrong location for new homes.
- 9.20 Other reasons provided included: keep as a car park – need more parking not less, too many flats in Sunningdale, too close to the level crossing (safety issues), will be more congested with the Long Cross development, parking has already been diverted to residential streets with painting of yellow lines on A30 – this would exacerbate issues, retail units are not required, Financial contribution to a management plan will not significantly mitigate the impact on the heathland bird and wildlife population,

Sunningdale Station and Car Park	Ascot & The Sunnings		All Others		Grand Total	
	Count	%	Count	%	Count	%
It would impact on local character	36	50.7	0	0.0	36	47.4
It would result in the loss of gardens	3	4.2	0	0.0	3	3.9
It would impact on neighbours	18	25.4	0	0.0	18	23.7
It is the wrong type of location for new homes	44	62.0	1	20.0	45	59.2
Too many homes are being proposed here	31	43.7	1	20.0	32	42.1
There are not enough local services	30	42.3	0	0.0	30	39.5
There are local parking or highways issues	57	80.3	3	60.0	60	78.9
Prefer not to say	1	1.4	0	0.0	1	1.3
Other	32	45.1	3	60.0	35	46.1
Grand Total	252		8		260	

Table 178: Reasons respondents objected to development of Sunningdale Station and Car Park for houses

NB: % is of total who objected

- 9.21 People who supported development of the site, but preferred a different approach suggested:
- Increase car parking - preferably under ground parking and ground level parking. Possibly first level parking but certainly no higher.

- Mixed use with housing, retail and car parking.
- Commercial uses would be best since so close to railway line
- Preference for a lower level of development that does not increase urban density or traffic flows in this already congested area – against 2/3 storey or 4/5 storey apartments. +
- Parking first 2 levels, apartments on upper storeys.
- Two storeys for car parking, meaning that there would be one or two storeys for apartments. *
- Support a mix of parking with residential above.
- There should be a mix including terraced housing.

+ Sunningdale Parish Council

* Society for the Protection of Ascot and Environs (SPAEC)

Telephone Exchange, Upper Village Road

What is your view towards the development of Telephone Exchange, Upper Village Road, Sunninghill for new homes?

- **Support smaller houses**
- **Support mix of smaller houses and 2/3 storey apartments**
- **Support development, but prefer a different approach**
- **Object to development of site**
- **No opinion**

9.22 The results of this site show that most respondents would support the lower density option of a mix of smaller houses on this site. 72% supported redevelopment of the site to homes overall. 17% of respondents objected to the development of the site for new homes, and 11% supported the redevelopment of the site, but thought there could be a more appropriate method (see **Chart 70** below). A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 179**.

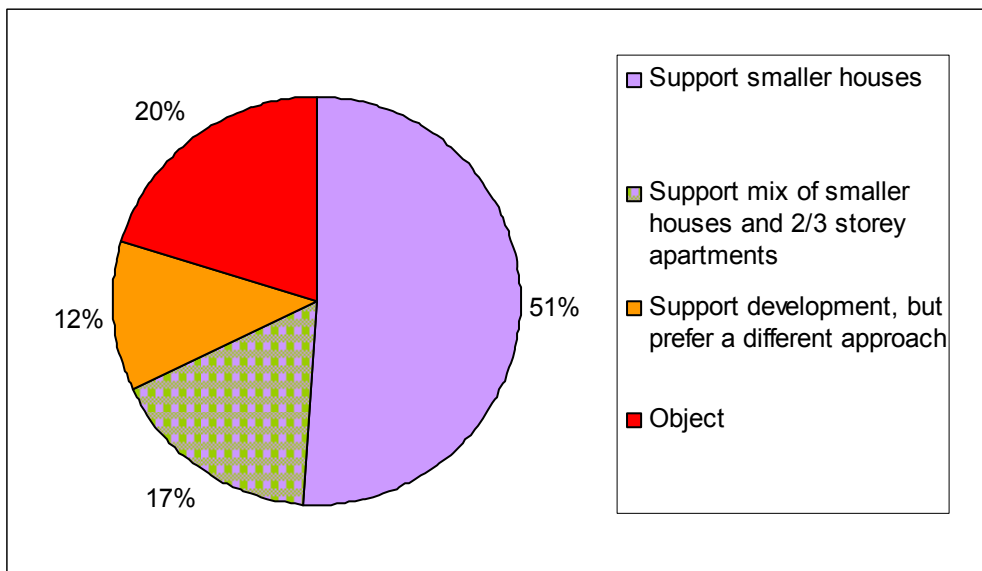


Chart 70: Support for allocating Telephone Exchange for development of new homes

Telephone Exchange	Ascot & The Sunnings		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support smaller houses	39	51.3	4	50.0	43	51.2
Support mix of smaller houses and 2/3 storey apartments	12 *	15.8	2	25.0	14	16.7

Telephone Exchange	Ascot & The Sunnings		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support development, but prefer a different approach	10	13.2	0	0.0	10	11.9
Object to development of site	15	19.7	2	25.0	17	20.2
Total	76	100.0	8	100.0	84	100.0

Table 179: Responses to developing Hope Technical Development for new homes

* Society for the Protection of Ascot and Environs (SPAЕ)

- 9.23 Residents from Ascot and the Sunnings proposed Neighbourhood Plan area supported the development for smaller houses, and were more likely to support a different approach to development of the site.
- 9.24 Those who **supported** redevelopment for smaller houses or a mix of smaller houses and apartments were asked why. Overall the most popular reasons were because it is in the urban area and would fit in with the local character. Respondents were allowed to provide more than one reason. (See table 180).

Telephone Exchange	Ascot & The Sunnings		All Others		Grand Total	
	Count	%	Count	%	Count	%
It is within the urban area	22 *	43.1	1	16.7	23	40.4
It makes better use of the land	25 *	49.0	2	33.3	27	47.4
It would fit in with the local character	29 *	56.9	3	50.0	32	56.1
Prefer not to say	1	2.0	2	33.3	3	5.3
Other	2	3.9	0	0.0	2	3.5
Grand Total	79		8		87	

Table 180: Reasons respondent's support smaller houses or a mix of smaller houses and 2/3 storey apartments

NB: % is of total of those who supported an option

* Society for the Protection of Ascot and Environs (SPAЕ)

- 9.25 Respondents who **objected** to the development of the Telephone Exchange most frequently cited reasons including there are not enough local services, there are parking or highways issues and too many homes are being proposed. Other reasons provided included: Impact on local schools; loss of communications infrastructure would be unwise for the wider economic development; area too congested already; not enough parking – on street parking issues already; services already overstretched; schools already full.

Telephone Exchange	Ascot & The Sunnings		All Others		Grand Total	
	Count	%	Count	%	Count	%
It would impact on local character	3	20.0	0	0.0	3	17.6
It would result in the loss of gardens	2	13.3	0	0.0	2	11.8
It would impact on neighbours	6	40.0	1	50.0	7	41.2
It is the wrong type of location for new homes	4	26.7	0	0.0	4	23.5
Too many homes are being proposed here	9	60.0	1	50.0	10	58.8

Telephone Exchange	Ascot & The Sunnings		All Others		Grand Total	
	Count	%	Count	%	Count	%
There are not enough local services	11	73.3	1	50.0	12	70.6
There are local parking or highways issues	12	80.0	0	0.0	12	70.6
Prefer not to say	0	0.0	0	0.0	0	0.0
Other	7	46.7	2	100.0	9	52.9
Grand Total	54		5		59	

Table 181: Reasons respondents objected to development of Telephone Exchange for houses

NB: % is of total who objected

9.26 People who supported development of the site, but preferred a different approach suggested:

- Lower density.
- Houses need to be in-keeping with those surrounding.
- Need visitor and tradesmen parking – no off site parking available.
- The area is already dangerous for pedestrians due to high levels of parking – more housing would exacerbate this issue.
- Convert existing building.

The Big Cedar, London Road

What is your view towards the development of The Big Cedar, London Road, Sunningdale for new homes?

- **Support 2/3 storey apartments**
- **Support 4/5 storey apartments**
- **Support development, but prefer a different approach**
- **Object to development of site**
- **No opinion**

9.27 The results of this site show that most respondents object to houses on this site. 22% supported redevelopment of the site to homes overall. 44% of respondents objected to the development of the site for new homes, and 35% supported the redevelopment of the site, but thought there could be a more appropriate method (see **Chart 71** below). A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 182**.

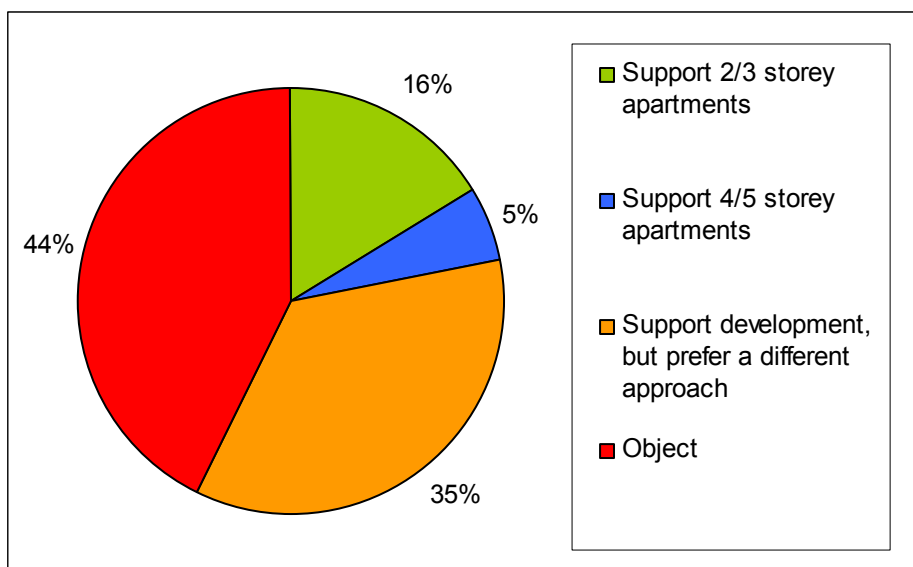


Chart 71: Support for allocating The Big Cedar for development of new homes

The Big Cedar	Ascot & The Sunnings		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support 2/3 storey apartments	17	17.0	1	10.0	18	16.4
Support 4/5 storey apartments	4	4.0	2	20.0	6	5.5
Support development, but prefer a different approach	35 +*	35.0	4	40.0	39	35.5
Object to development of site	44	44.0	3	30.0	47	42.7
Total	100	100.0	10	100.0	110	100.0

Table 182: Responses to developing The Big Cedar for new homes

+ Sunningdale Parish Council

* Society for the Protection of Ascot and Environs (SPAEC)

9.28 Residents from Ascot and the Sunnings proposed Neighbourhood Plan area objected to the development of apartments. Other respondents were more likely to support higher density 4/5 storey apartments.

9.29 Those who **supported** redevelopment for smaller houses were asked why. Overall the most popular reasons were because it makes better use of the land. Respondents were allowed to provide more than one reason. (See table 183).

The Big Cedar	Ascot & The Sunnings		All Others		Grand Total	
	Count	%	Count	%	Count	%
It is within the urban area	4	19.0	0	0.0	4	16.7
It makes better use of the land	15	71.4	2	66.7	17	70.8
It would fit in with the local character	12	57.1	1	33.3	13	54.2
Prefer not to say	0	0.0	0	0.0	0	0.0
Other	0	0.0	0	0.0	0	0.0
Grand Total	31		3		34	

Table 183: Reasons respondent's support 2/3 or and 4/5 storey apartments

NB: % is of total of those who supported an option

9.30 Respondents who **objected** to the development of The Big Cedar most frequently cited reasons including it would impact on neighbours, there are parking or highways issues and too many homes are proposed here.

9.31 Other reasons provided included: impact on schools, overdevelopment of Sunningdale as a whole, too many apartments already, will put further pressure on the Thames Basin Heaths SPA, traffic on A30, the character of the A30 from Virginia Water to Sunningdale is of low density single family homes in a largely tree lined 'green' setting, would overlook existing properties (privacy issue), other developments of similar size nearby have been rejected for planning permission for new homes and not enough medical facilities; impact the whole character of the neighbourhood.

The Big Cedar	Ascot & The Sunnings		All Others		Grand Total	
	Count	%	Count	%	Count	%
It would impact on local character	33	75.0	1	33.3	34	72.3
It would result in the loss of gardens	17	38.6	1	33.3	18	38.3
It would impact on neighbours	35	79.5	2	66.7	37	78.7
It is the wrong type of location for new homes	22	50.0	1	33.3	23	48.9
Too many homes are being proposed here	32	72.7	3	100.0	35	74.5
There are not enough local services	30	68.2	2	66.7	32	68.1
There are local parking or highways issues	35	79.5	2	66.7	37	78.7
Prefer not to say	0	0.0	0	0.0	0	0.0
Other	24	54.5	1	33.3	25	53.2
Grand Total	228		13		241	

Table 184: Reasons respondents objected to development of The Big Cedar for houses

NB: % is of total who objected

9.32 People who supported development of the site, but preferred a different approach suggested:

- Lower density houses – not apartments, more inclusive for disabled.
- Support a 1 for 1 replacement.
- Retirement home/ nursing or care home.
- Larger houses would be more in-keeping.
- Small terraced houses.
- Bungalows for retirees.
- No more than three modest two storey houses - mature trees here are important to the wildlife and environment.
- Strongly against either the 2/3 storey or 4/5 storey apartments. Preference for low density given the character of the area and the trees on the site. +
- Community facilities.
- Detached housing development (3 bedroom) but in keeping with the character of the immediate local area. *
- Infrastructure in Sunningdale needs to be improved before any new developments allowed.
- Houses up to 3-4 bedrooms in size.
- Too many gated apartment blocks already – they do not integrate with the community.
- 4-6 houses would be appropriate.

High Peak off London Road

What is your view towards the development of High Peak off London Road, Sunningdale for new homes?

- Support 2/3 storey apartments
- Support development, but prefer a different approach
- Object to development of site
- No opinion

9.33 The results of this site show that respondents were undecided on the best approach for this site. Approximately a third objected to development for homes, a third supported apartments and a third thought there was a more appropriate use for the site (see **Chart 72** below). A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 185**.

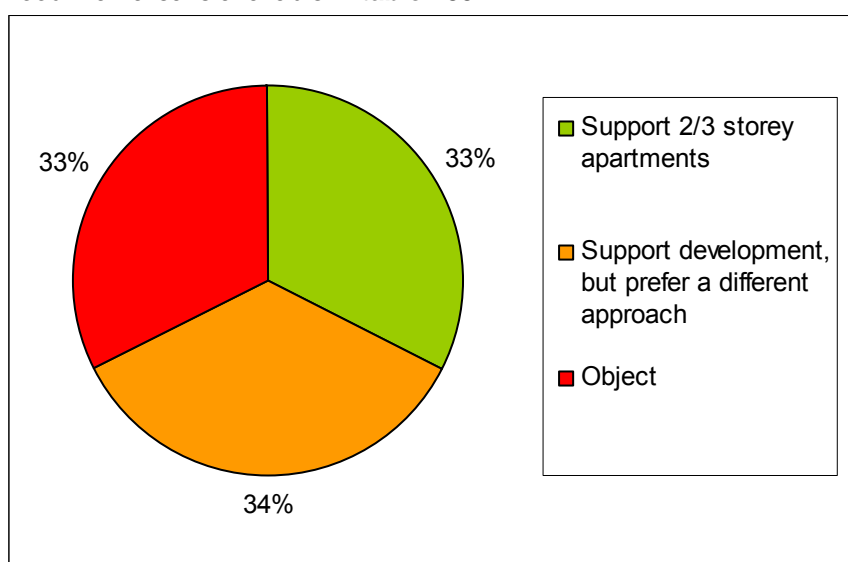


Chart 72: Support for allocating High Peak for development of new homes

High Peak	Ascot & The Sunnings		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support 2/3 storey apartments	25 *	31.3	5	41.7	30	32.6
Support development, but prefer a different approach	26 +	32.5	6	50.0	32	34.8
Object to development of site	29	36.3	1	8.3	30	32.6
Total	80	100.0	12	100.0	92	100.0

Table 185: Responses to developing High Peak for new homes

9.34 Residents from Ascot and the Sunnings proposed Neighbourhood Plan area are undecided on what is the most suitable redevelopment of this site. Other respondents were less likely to object to development of the site.

9.35 Those who **supported** redevelopment for 2/3 storey apartments were asked why. Overall the most popular reasons were because it is in the urban area and makes better use of the land. Respondents were allowed to provide more than one reason. (See table 186).

High Peak	Ascot & The Sunnings		All Others		Grand Total	
	Count	%	Count	%	Count	%
It is within the urban area	9 *	36.0	1	20.0	10	33.3
It makes better use of the land	14 *	56.0	4	80.0	18	60.0
It would fit in with the local character	9 *	36.0	2	40.0	11	36.7
Prefer not to say	2	8.0	0	0.0	2	6.7
Other	4	16.0	1	20.0	5	16.7
Grand Total	38		8		46	

Table 186: Reasons respondent's support 2/3 storey apartments

NB: % is of total of those who supported an option

* Society for the Protection of Ascot and Environs (SPA E)

9.36 Respondents who **objected** to the development of High Peak most frequently cited reasons including there are parking or highways issues, there are not enough local services, and it would impact on character.

9.37 Other reasons provided included: impact on local schools, over-development in the Sunningdale area already, too many apartments, Thames Basin Heaths Special Protection Area, Green Belt, hard standing would put extra pressure on drainage, reduce density to allow room for gardens, the overall affect of lots of new small developments means there is a need to invest in local services.

High Peak	Ascot & The Sunnings		All Others		Grand Total	
	Count	%	Count	%	Count	%
It would impact on local character	17	58.6	1	100.0	18	60.0
It would result in the loss of gardens	12	41.4	0	0.0	12	40.0
It would impact on neighbours	16	55.2	0	0.0	16	53.3
It is the wrong type of location for new homes	9	31.0	1	100.0	10	33.3
Too many homes are being proposed here	16	55.2	1	100.0	17	56.7
There are not enough local services	19	65.5	1	100.0	20	66.7
There are local parking or highways issues	20	69.0	0	0.0	20	66.7
Prefer not to say	0	0.0	0	0.0	0	0.0
Other	11	37.9	1	100.0	12	40.0
Grand Total	120		5		125	

Table 187: Reasons respondents objected to development of High Peak for houses

NB: % is of total who objected

9.38 People who supported development of the site, but preferred a different approach suggested:

- Small affordable housing units.
- Villas in a woodland setting.
- Lower density houses rather than apartments, with gardens.

- Development for over 55's.
- Against the 2/3 storey apartments. We understand the developer has put forward the idea of 4 houses and rebuilding of the original house into 6 flats, making a net increase of 9. This appears to be acceptable for a site of this size. +
- Too many gated apartment blocks already – they do not integrate with the community.
- Development of site in association with adjoining sites Holcombe House and The White House – could deliver 33 dwellings across the 3 sites.

+ Sunningdale Parish Council

Old Huntsman's House, Kennel Avenue

What is your view towards the development of Old Huntsman's House, Kennel Avenue, Ascot for new homes?

- **Support larger houses**
- **Support 2/3 storey apartments**
- **Support development, but prefer a different approach**
- **Object to development of site**
- **No opinion**

9.39 The results of this site show that 40% of respondents objected to the development of new homes on this site. Approximately a third supported larger houses compared to apartments, and 16% thought there was a more appropriate use for the site (see **Chart 73** below). A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 188**.

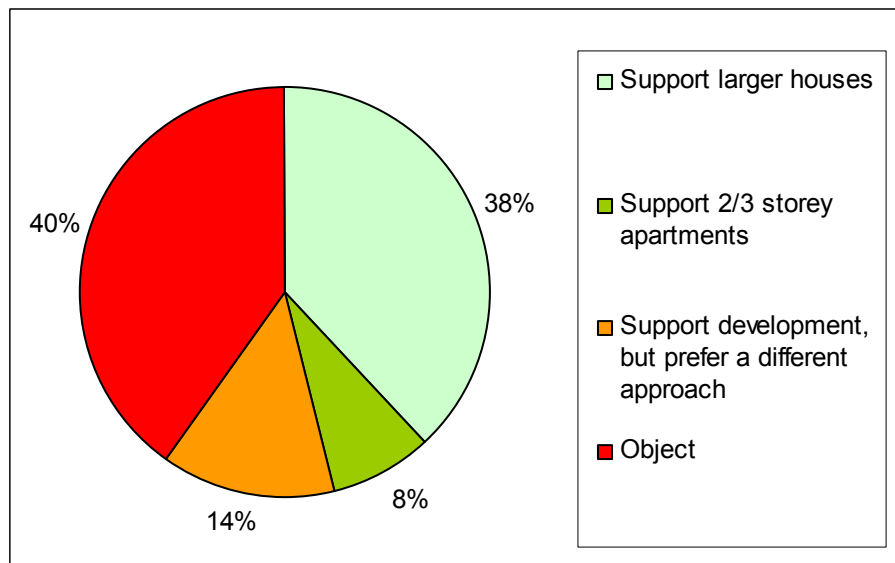


Chart 73: Support for allocating Old Huntsman's House for development of new homes

Old Huntsman's House	Ascot & The Sunnings		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support larger houses	28	36.8	5	45.5	33	37.9
Support 2/3 storey apartments	5	6.6	2	18.2	7	8.0
Support development, but prefer a different approach	11 *	14.5	1	9.1	12	13.8
Object to development of	32	42.1	3	27.3	35	40.2

Old Huntsman's House	Ascot & The Sunnings		All Others		Grand Total	
	Count	%	Count	%	Count	%
site						
Total	76	100.0	11	100.0	87	100.0

Table 188: Responses to developing Old Huntsman's House for new homes

* Society for the Protection of Ascot and Environs (SPAЕ)

- 9.40 Residents from Ascot and the Sunnings proposed Neighbourhood Plan area are undecided whether or not this site should be redeveloped.
- 9.41 Those who **supported** redevelopment for larger houses or 2/3 storey apartments were asked why. Overall the most popular reasons were because it would fit in with the local character. Respondents were allowed to provide more than one reason. (See table 189).

Old Huntsman's House	Ascot & The Sunnings		All Others		Grand Total	
	Count	%	Count	%	Count	%
It is within the urban area	8	24.2	2	16.7	10	16.7
It makes better use of the land	11	33.3	4	33.3	15	25.0
It would fit in with the local character	26	78.8	5	41.7	31	51.7
Prefer not to say	1	3.0	0	0.0	1	1.7
Other	2	6.1	1	8.3	3	5.0
Grand Total	48		12		60	

Table 189: Reasons respondent's support larger houses or 2/3 storey apartments

NB: % is of total of those who supported an option

- 9.42 Respondents who **objected** to the development of Old Huntsman's House most frequently cited reasons including it would impact on character, too many homes are being proposed and for other reasons including: .
- 9.43 Other reasons provided included: Historic views should be retained; building should be listed – would change character of the area; impact on local schools; Oak Tree needs protecting; would impact on nearby existing homes through a loss of privacy; contravenes key elements of Local planning policy; being incompatible and causing damage to the character of the area; would have a negative impact on Visual Amenity & Street Scene; increase in traffic would be dangerous; the front garden and house are a local landmark; the trees have TPOs; the Townscape Character Assessment states that it is important; and the Neighbourhood Plan are hoping to see the High Street redeveloped which would protect the character of surrounding areas.

Old Huntsman's House	Ascot & The Sunnings		All Others		Grand Total	
	Count	%	Count	%	Count	%
It would impact on local character	28	87.5	3	100.0	31	88.6
It would result in the loss of gardens	15	46.9	1	33.3	16	45.7
It would impact on neighbours	20	62.5	1	33.3	21	60.0
It is the wrong type of location for new homes	18	56.3	2	66.7	20	57.1
Too many homes are being proposed here	23	71.9	3	100.0	26	74.3
There are not enough local services	5	15.6	3	100.0	8	22.9

Old Huntsman's House	Ascot & The Sunnings		All Others		Grand Total	
	Count	%	Count	%	Count	%
There are local parking or highways issues	12	37.5	2	66.7	14	40.0
Prefer not to say	0	0.0	0	0.0	0	0.0
Other	21	65.6	1	33.3	22	62.9
Grand Total	142		16		158	

Table 190: Reasons respondents objected to development of Old Huntsman's House for houses

NB: % is of total who objected

9.44 People who supported development of the site, but preferred a different approach suggested:

- Given the constraints of the garden 2-3 large houses would be more suited to the grounds and surrounding area rather than 6-7 houses or 12 apartments. Low density.
- Small affordable housing.
- Retain house and sympathetically build a couple of houses in the grounds.
- The view should be retained – historic significance to area.
- Convert the house into flats – ideal candidate for gentle redevelopment.
- Starter homes for young local people.
- Requires a highly sensitive approach to any development - best be secured by retaining the existing front elevations but permitting conversion/extension of remainder to provide apartments. *

* Society for the Protection of Ascot and Environs (SPAЕ)

Ascot Station Car Park and Cloverleaf Cars

What is your view towards the development of Ascot Station Car Park and Cloverleaf Cars, Ascot for new homes?

- **Support smaller houses**
- **Support a mix of houses and apartments**
- **Support apartments**
- **Support development, but prefer a different approach**
- **Object to development of site**
- **No opinion**

9.45 The results of this site show that respondents supported the development of new homes on this site. 24% thought there was a more appropriate use for the site, and 17% objected (see **Chart 74** below). A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 191**.

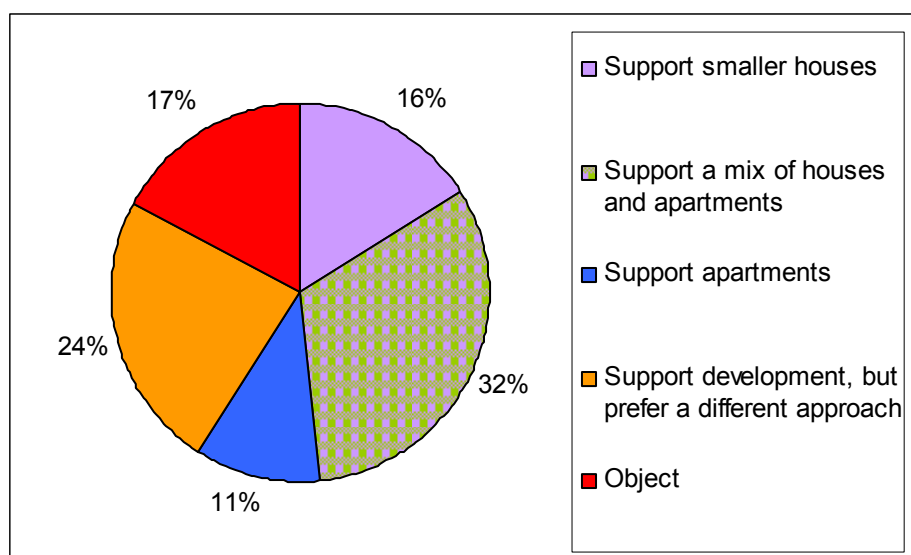


Chart 74: Support for allocating Ascot Station Car Park and Cloverleaf Cars for development of new homes

Ascot Station Car Park and Cloverleaf Cars	Ascot & The Sunnings		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support smaller houses	14	17.3	1	8.3	15	16.1
Support a mix of houses and apartments	25 *	30.9	5	41.7	30	32.3
Support apartments	9	11.1	1	8.3	10	10.8
Support development, but prefer a different approach	19	23.5	3	25.0	22	23.7
Object to development of site	14	17.3	2	16.7	16	17.2
Total	81	100.0	12	100.0	93	100.0

Table 191: Responses to developing Ascot Station Car Park and Cloverleaf Cars for new homes

* Society for the Protection of Ascot and Environs (SPAEC)

- 9.46 Residents from Ascot and the Sunnings proposed Neighbourhood Plan area supported redevelopment of this site, with a mix of dwellings preferred. Local residents were more likely to object to the development of the site than other respondents.
- 9.47 Those who **supported** redevelopment were asked why. Overall the most popular reasons were because it would fit in with the local character and it makes better use of the land. Respondents were allowed to provide more than one reason. (See table 192).

Ascot Station Car Park and Cloverleaf Cars	Ascot & The Sunnings		All Others		Grand Total	
	Count	%	Count	%	Count	%
It makes better use of the land	39 *	81.3	6	85.7	45	81.8
It would fit in with the local character	15	31.3	3	42.9	18	32.7
Prefer not to say	2	4.2	0	0.0	2	3.6
Other	10	20.8	1	14.3	11	20.0
Grand Total	66		10		76	

Table 192: Reasons respondent’s support houses, a mix of houses and apartments or just apartments

NB: % is of total of those who supported an option

* Society for the Protection of Ascot and Environs (SPAЕ)

- 9.48 Respondents who **objected** to the development of Ascot Station Car Park and Cloverleaf Cars most frequently cited reasons including: it is the wrong location for new homes as there are local parking or highways issues.
- 9.49 Other reasons provided included: should be commuter parking, only ‘previously developed’ as a car park – so should be returned to green space, should have a screening hedge, the main road is too busy with blind corners either side of site, site was precluded from development when car park was allowed in the Green Belt and parking provision should be increased in the area not decreased.

Ascot Station Car Park and Cloverleaf Cars	Ascot & The Sunnings		All Others		Grand Total	
	Count	%	Count	%	Count	%
The site is in the Green Belt	3	21.4	0	0.0	3	18.8
It would impact on local character	2	14.3	0	0.0	2	12.5
It would result in the loss of gardens	1	7.1	0	0.0	1	6.3
It would impact on neighbours	2	14.3	0	0.0	2	12.5
It is the wrong type of location for new homes	8	57.1	0	0.0	8	50.0
Too many homes are being proposed here	4	28.6	0	0.0	4	25.0
There are not enough local services	5	35.7	0	0.0	5	31.3
There are local parking or highways issues	11	78.6	0	0.0	11	68.8
Prefer not to say	0	0.0	0	0.0	0	0.0
Other	6	42.9	2	100.0	8	50.0
Grand Total	42		2		44	

Table 193: Reasons respondents objected to development of Ascot Station Car Park and Cloverleaf Cars for houses

NB: % is of total who objected

- 9.50 People who supported development of the site, but preferred a different approach suggested:
- Should have double deck parking for station, flats and retail unit also on site.
 - Retain as car dealership or similar.
 - Should not be redeveloped for residential.
 - Public amenity, e.g. bus station
 - Retail outlets
 - Hotel for ascot races.
 - Small business hub – create local jobs.
 - Mixed use retail and housing.
 - Small houses or apartments acceptable – with gardens.
 - Make it a car park for the station
 - Approve of the Neighbourhood Plan group considerations for this location which include blending housing, parking and retailing more sensibly.

ASCOT SUB-AREA: OTHER SITES

Ascot High Street

Do you support the Council assisting community-led proposals to rejuvenate Ascot High Street?

- Yes
- No
- No opinion

9.51 The results of this site show that respondents supported the development of new homes on this site. Approximately a third thought there was a more appropriate use for the site, and 13% objected (see **Chart 75** below). A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 194**.

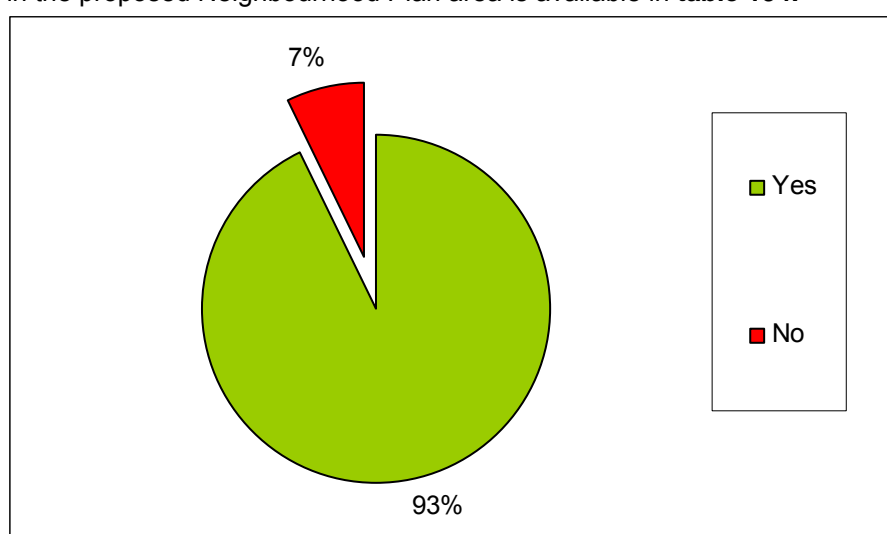


Chart 75: Support for assisting community-led proposals to rejuvenate Ascot High Street

Ascot High Street	Ascot & The Sunnings		All Others		Grand Total	
	Count	%	Count	%	Count	%
Yes	79 *	92.9	11	91.7	90	92.8
No	6	7.1	1	8.3	7	7.2
Total	85	100.0	12	100.0	97	100.0

Table 194: Responses to the Council assisting community-led proposals to rejuvenate Ascot High Street

* Society for the Protection of Ascot and Environs (SPAЕ)

9.52 Respondents who **supported** to the Council assisting this community-led rejuvenation project offered the following comments (summarised):

- The town is in danger of becoming a dormitory - to bring life to the area.
- As Ascot is well visited during race time, the current appearance of the high street is a bit of a let-down for newcomers.
- Having a more attractive high street with better amenities may attract even more people to the area, not just for races.
- The 200 or so houses that it could bring would help to reduce pressure on other sites both within this consultation and windfall sites so that the character of the area could be preserved.
- Rejuvenation of the area would allow present congestion and parking problems to be addressed and increase retail outlets and employment opportunities while at the same time creating the opportunity for additional housing in a highly sustainable location. *

- Neighbourhood Plan for Ascot has the support of the community.
- Selective use of Green Belt to create new community benefits is acceptable.
- Ascot High St currently unbalanced both geographically and in terms of trades represented
- The idea of a 'community centre/hub' is excellent.
- Needs a village green space too.
- Ascot needs community facilities e.g. small cinema/arts centre which can be partly paid for by building houses and shops
- Current high street is one sided.
- More local housing, so that the retailers can develop their businesses. We don't want many more national companies.
- The high street should be cobbled and allow no more than 20 tons for delivery only before 9.00am and after 6.00pm
- Inclusion of better parking and other facilities.
- Improved cycle access/routes
- Sustainable location for additional housing, and addressing other issues with the High Street.
- Like to see the area improved, but not over-urbanised.
- It's very dated in appearance.

* Society for the Protection of Ascot and Environs (SPAEE)

9.53 Respondents who **objected** to the Council assisting this community-led rejuvenation project offered the following comments (summarised):

- Great concern over the proposed attack on the Green Belt.
- Commercial development on the scale promoted will have a detrimental impact on areas such as Sunninghill High Street.
- Plans go beyond what is required as reasonable development to expedite a Borough Plan for extra housing.
- Not necessary – area is fine.
- Would create a more lively high street at night, and the area already has issues with anti social behaviour and crime.
- There does not appear to be the need to release land from the Green Belt for the uses proposed in the High Street scheme.
- Traffic and parking issues with a 2 sided High Street.

ASCOT SUB-AREA: EMPLOYMENT SITES

Ascot Business Park, South Ascot

What is your view towards the continued designation of Ascot Business Park, South Ascot as a new employment area?

- Support the designation
- Object to the designation
- No opinion

9.54 The results of this site show that most respondents would support the continued designation of this site as an employment area (see **Chart 76** below). Only 4% of respondents objected to the designation of this site for employment. A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 195**.

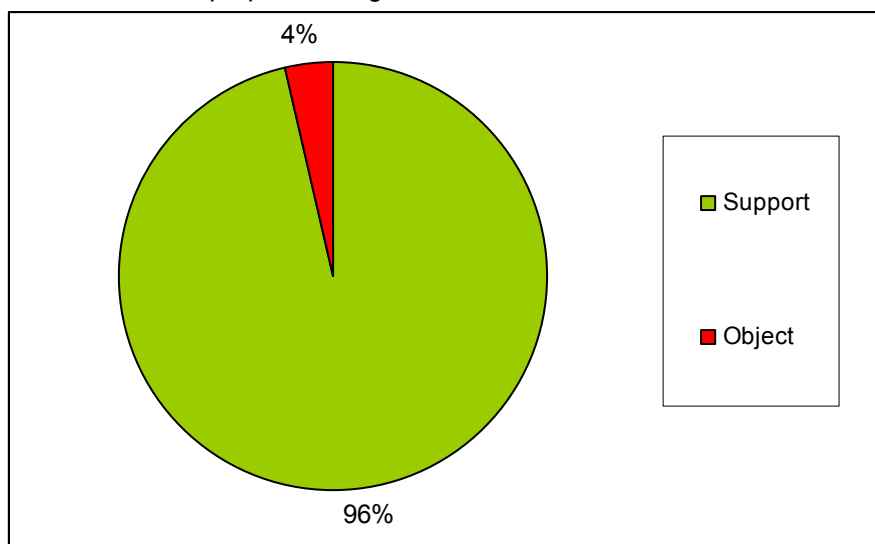


Chart 76: Support for continued designation of Ascot Business Park as an employment area

Ascot Business Park	Ascot and the Sunnings		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support the designation	72 *	96.0	10	100.0	82	96.5
Object to the designation	3	4.0	0	0.0	3	3.5
Total	75	100.0	10	100.0	85	100.0

Table 195: Responses to designating Ascot Business Park for employment

* Society for the Protection of Ascot and Environs (SPAЕ)

9.55 More residents from Ascot and the Sunnings proposed Neighbourhood Plan area responded to this question than the combined total of all other areas. More objections were received from local residents than the wider group of respondents.

9.56 Those who **supported** the designation of Ascot Business Park for employment, most frequently cited small business premises as an appropriate use, followed by offices. Those who suggested 'other' included: facilities supporting employment, light industrial, access is restricted so uses in the employment area should reflect this, mix of offices, warehousing and small business units would lead to highest occupancy levels*. Respondents were allowed to provide more than one reason. (See **table 196**).

Ascot Business Park	Ascot and the Sunnings		All Others		Grand Total	
	Count	%	Count	%	Count	%
Offices	61 *	84.7	9	90.0	70	85.4
Industry	30	41.7	4	40.0	34	41.5
Warehousing	27 *	37.5	3	30.0	30	36.6
Small business premises	68 *	94.4	10	100.0	78	95.1
Other	9 *	12.5	1	10.0	10	12.2
Grand Total	195		27		222	

Table 196: What uses respondents who supported the designation thought were most appropriate for the site

NB: % is of total of those who supported an option

9.57 Respondents who **objected** to the designation of Ascot Business Park cited reasons including:

- Noise and traffic pollution is significant, including overnight.
- Parking is difficult in the area – commuters park nearby.
- Too much development.

Queen’s Road Industrial Estate, Sunninghill

What is your view towards the continued designation of Queen’s Road Industrial Estate, Sunninghill as a new employment area?

- **Support the designation**
- **Object to the designation**
- **No opinion**

9.58 The results of this site show that most respondents would support the continued designation of this site as an employment area (see **Chart 77** below). 12% of respondents objected to the designation of this site for employment. A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 197**.

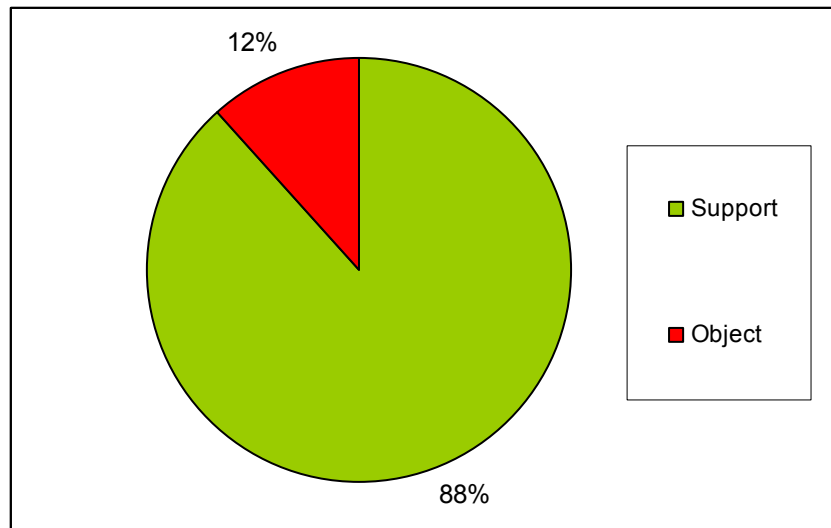


Chart 77: Support for continued designation of Queen’s Road Industrial Estate as an employment area

Queen’s Road Industrial Estate	Ascot and the Sunnings		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support the designation	60 *	87.0	9	100.0	69	88.5

Queen's Road Industrial Estate	Ascot and the Sunnings		All Others		Grand Total	
	Count	%	Count	%	Count	%
Object to the designation	9	13.0	0	0.0	9	11.5
Total	69	100.0	9	100.0	78	100.0

Table 197: Responses to designating Queen's Road Industrial Estate for employment

* Society for the Protection of Ascot and Environs (SPAЕ)

- 9.59 More residents from Ascot and the Sunnings proposed Neighbourhood Plan area responded to this question than the combined total of all other areas. More objections were received from local residents than the wider group of respondents.
- 9.60 Those who **supported** the designation of Queen's Road Industrial Estate for employment, thought that small business premises was the most appropriate use, followed by offices and industry. Those who suggested 'other' included: retail; car park needs to be retained; must not increase traffic movements – not suitable for large HGVs. Respondents were allowed to provide more than one reason. (See **table 198**).

Queen's Road Industrial Estate	Ascot and the Sunnings		All Others		Grand Total	
	Count	%	Count	%	Count	%
Offices	49 *	81.7	6	66.7	55	79.7
Industry	24 *	40.0	5	55.6	29	42.0
Warehousing	12 *	20.0	3	33.3	15	21.7
Small business premises	57 *	95.0	7	77.8	64	92.8
Other	7	11.7	0	0.0	7	10.1
Grand Total	149		21		170	

Table 198: What uses respondents who supported the designation thought were most appropriate for the site

NB: % is of total of those who supported an option

* Society for the Protection of Ascot and Environs (SPAЕ)

- 9.61 Respondents who **objected** to the designation of Queen's Road Industrial Estate cited reasons including:

- The site should be used for housing.
- Need to retain parking – exclude from the designation.
- Access is difficult and especially dangerous at school times.
- Business signs and advertising are spoiling the appearance of the area.
- If to be used for employment, better suited to offices.
- Employees are not local and do not park their cars on site.

Silwood Park

What is your view towards the designation of Silwood Park, Sunningdale as a new employment area?

- **Support the designation**
- **Object to the designation**
- **No opinion**

- 9.62 The results of this site show that most respondents would support the designation of this site as an employment area (see **Chart 78**). Approximately a third of respondents objected to the designation of this site for employment. A comparison between overall views, compared to those who live in the proposed Neighbourhood Plan area is available in **table 199**.

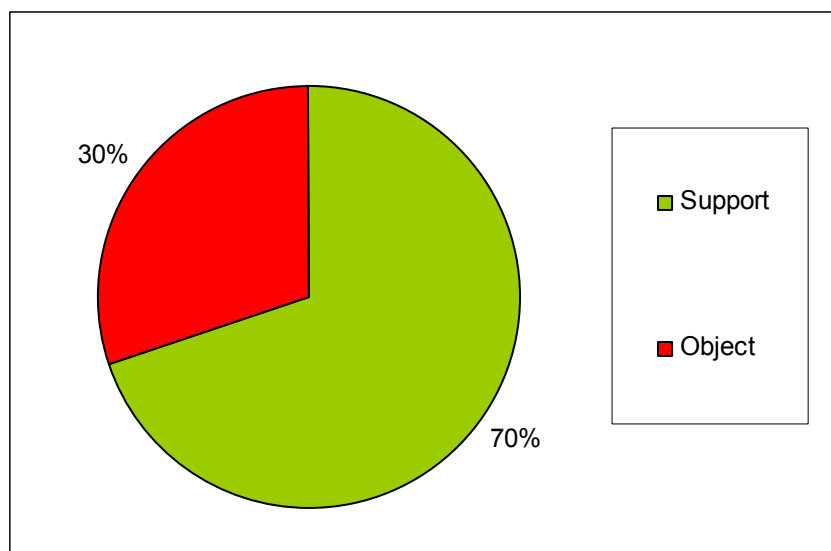


Chart 78: Support for continued designation of Silwood Park as an employment area

Silwood Park	Ascot and the Sunnings		All Others		Grand Total	
	Count	%	Count	%	Count	%
Support the designation	47 *	69.1	8	72.7	55	69.6
Object to the designation	21	30.9	3	27.3	24	30.4
Total	68	100.0	11	100.0	79	100.0

Table 199: Responses to designating Silwood Park for employment

* Society for the Protection of Ascot and Environs (SPAЕ)

- 9.63 More residents from Ascot and the Sunnings proposed Neighbourhood Plan area responded to this question than the combined total of all other areas. More objections were received from local residents than the wider group of respondents.
- 9.64 Those who **supported** the designation of Silwood Park for employment, most frequently cited small business premises was an appropriate use, followed by offices. Those who suggested 'other' included: education, research labs*, conference centre, additional student accommodation* science and IT quality business. Respondents were allowed to provide more than one reason. (See table 200).

Silwood Park	Ascot and the Sunnings		All Others		Grand Total	
	Count	%	Count	%	Count	%
Offices	37 *	78.7	5	62.5	42	76.4
Industry	11 *	23.4	2	25.0	13	23.6
Warehousing	7 *	14.9	3	37.5	10	18.2
Small business premises	41 *	87.2	6	75.0	47	85.5
Other	11 *	23.4	5	62.5	16	29.1
Grand Total	107		21		128	

Table 200: What uses respondents who supported the designation thought were most appropriate for the site

NB: % is of total of those who supported an option

* Society for the Protection of Ascot and Environs (SPAЕ)

- 9.65 Respondents who **objected** to the designation of Silwood Park cited reasons including:

- Would increase the amount of traffic in the area – no public transport access.
- This is a part educational site and part employment site and it seems reasonable to designate it as such.
- Too much development.

- Site is of historical importance – should be preserved for Green Belt and academic use only.
- Should not expand, and should definitely not be used for housing.
- Should be left as is – habitats and biodiversity in the area is fantastic.
- Plans are unclear.
- The site is in the Green Belt.
- Do not want to see intensification e.g. HGVs or more traffic.
- Object to reclassification of Green Belt.
- Such an allocation fundamentally fails to reflect the current usage at the site - to create an international centre of excellence will require substantial funding which in part will need to be derived from the release of some parts of the wider campus for residential development. Accordingly the requested site allocation is for an educational and research-led mixed-use development to include some residential development.

10. Other Sites

If you would like to suggest any alternative / additional sites, please add details below.

10.1 The Consultation document provided an opportunity for respondents to suggest other sites for development. The sites suggested by landowners or their agents are summarised below:

- Ashurst Manor Estate off Church Lane, Sunninghill SL5 7DD
- Land adjacent to Nursery School, Station Hill, Cookham, SL6 9BT
- Land in Datchet bordered by London Road, Riding Court Rd and the M4 for housing.
- 2-6 Bell Weir Close, Wraysbury Road, Staines TW19 6HE
- Mahjacks Holdings Ltd of 61 – 63 Dedworth Road, Windsor SL4 5AZ
- Tarmacked compound off Stubbings Road, Stubbings.
- Summerleaze Office/Workshop Site, Summerleaze Road, Maidenhead
- Land at Windsor Road, Bray
- Monkey Island Lane, Bray
- Heatherwood Hospital
- TA Centre at corner of Wood Close and Bolton Road.
- Berkshire College of Agriculture - facilitate its ongoing educational, economic, and employment contribution to the Borough.
- Shorts Group Ltd, St George's Lane, Ascot.
- Sunningdale Park, Larch Avenue, Sunningdale.
- Land at Harvest Hill Road, Maidenhead
- Beeches, Henley Road, Maidenhead
- BCL/Ardmore Depot – Feathers Lane, Hythe End, Wraysbury.
- Windsor Fire Station, St Mark's Road, Windsor, SL4 3BE
- Site at Lower Mount Farm, Cookham
- Car Park 7, Ascot
- Cottages adj. Queen Anne's Gate / Arklow Cottage
- Lord Nelson PH
- Wensleydale House, Broomhall
- Stag Meadow / Windsor and Eton Football Club
- Church Hall Site, Eton College, off High Street, Eton
- Burnham Thorpe Garden, Eton College, off Eton Wick Road
- Barnes Pool Car Park, Eton College, Baldwins Shore
- Masters Boathouse, Pococks Lane, Eton
- Land adjacent to Tom Jones Boathouse, Romley Lock
- The Briary, Eton College, off Eton Wick Road
- Land to the east of the site "land to rear of Whitebrook Park"
- Land bounded by A308(M) / A330 / M4, Bray Wick, South of Maidenhead.
- Land adjacent to Ockwells Park, Maidenhead.
- Poundfield, Cookham.
- Lillibrooke Estate, Maidenhead.
- Windsor Marina.
- Bray Marina.
- Land at Peters Lane, Holyport.
- Land at Oakley Green, Windsor.
- Land at Broomhall Lane/ Cedar Drive, Sunningdale.

10.2 The sites listed by other members of the public are listed below:

- York Road between Grove Road and Park Street in Maidenhead.
- Thicket roundabout Cannon Lane great place for a motorway service station/hotel to service both M4 and M40 also providing local employment.
- Walgrove Gardens in White Waltham.
- Land at the end of Stroud Farm Road, Holyport.

- Vale Road, Windsor
- Fairacre site, Windsor
- Town Hall car park, Maidenhead
- Land opposite Homebase
- Bachelors acre, Windsor
- Garden centres along A30.
- Windsor Racecourse
- Kwikfit, Alma Road, Windsor
- Army barracks, Windsor
- Garage on A308 (Windsor relief road)
- Railway Stations, Windsor
- Sutherland Grange
- South Field, Windsor - for Park and Ride.
- The Parade, Windsor
- Small pockets of land within existing developed settlements (i.e. Fifield etc)
- The Old Serviceman's, St Leonards Road, Windsor
- Redevelopment of flats in Northumbria Road area
- Bentley House, Victoria Street, Windsor
- Riding Court Farm currently earmarked for gravel extraction should, if this takes place, be returned to use for residential purposes.
- Maidenhead Golf Club – move the golf club to the Green Belt and use the existing site with close by amenities for housing.
- Ward Royal, Windsor
- Minton Place – Victoria Street, Windsor.
- The Hand Clinic – Dedworth Road, Dedworth.

11. Detailed Feedback from other Respondents

- 11.1 Aside from residents, several organisations including statutory consultees, neighbourhood plan groups, local interest groups and developers responded to the consultation. **Table 201** summarises any issues raised by respondents that were out with the scope of the consultation questions. These include the formal promotion of newly identified sites, along with issues of a more spatial nature or those that related to strategic or border issues, and also comments made about the format of the consultation itself.
- 11.2 Where organisations completed the online consultation questions as asked, their response is included in the main analysis. Note that this will have included some statutory consultees, parish councils and neighbourhood plan groups. Only the responses that did not follow the requested pattern are listed below.
- 11.3 New sites submitted in response to the consultation are noted in the individual responses below and also listed separately after the table. Other sites were submitted via the online survey; these are recorded elsewhere.

Code	Respondent	Main Issues
DEV	ASP	Land promoted for housing development at 2-6 Bell Weir Close, Wraysbury Road, Staines.
DEV	Beaulieu Homes (JPC)	Two separate responses submitted. 1. Concerned at the lack of consideration for open space and sports facilities. Densities should be lowered to accommodate on-site provision in developments over 0.5 ha. If more housing land is required to ensure people have access to open space, then greenbelt locations should be considered. 2. Consultation is unsound because: No evidence to suggest that sites are deliverable or developable; Purpose and scope of consultation is confused and unclear, and the evidence base is flawed; Objectively defined strategic housing requirement cannot be reasonably met without identifying Green Belt sites.
DEV	Bell Cornwell	Consultation is unsound because: No evidence to suggest that sites are deliverable or developable; Objectively assessed housing requirement is unclear; Suspect council is defining its housing requirement by reference to capacity of urban sites; Approach likely to lead to unacceptably high densities; Objectively defined strategic housing requirement cannot be reasonably met without identifying Green Belt sites.
ADJ	Bracknell Forest Council	Should take into account impact on: Highway network in BF Borough; Thames Basins Heath Special Protection Area; Education provision. Unclear how housing need has been derived and whether identified sites are available.
DEV	Cala Homes	Concern whether all sites will be delivered and can accommodate the level of development indicated. Land promoted for housing development at Cedar Drive / Broomhall Lane, Sunningdale.
STAT	Coal Authority	No comments (standing response).
DEV	Copas Farms (Barton Willmore)	Land promoted for housing development at Lower Mount Farm, Cookham. Land is appropriate for development and has good access. Green Belt should be reviewed to remove this land.
DEV	Copas Farms and Copas Partnership (Barton Willmore)	Land promoted for housing development at Poundfield, Cookham. Land is appropriate for development, has good access and is not within the

Code	Respondent	Main Issues
		Green Belt.
DEV	Craig Killoran	Land promoted for housing development at west side of Holyport. Response substantively the same as that submitted by Bell Cornwell (who act as planning consultant to Mr. Killoran but did not submit this response).
DEV	D J Squire & Co	Squires Garden Centre should be removed from Green Belt. Existing employment sites in the Green Belt, such as garden centres, should be allowed limited extension, alteration or replacement of structures.
STAT	Environment Agency	Various work required to assess flood risk, including need to carry out a strategic sequential test for sites in flood zones 2 or 3 as part of the decision making process. Sites identified that are in zones 2 and 3, also sites at risk of surface water flooding, near main rivers and within source protection zones.
DEV	European Property Ventures (Boyer Planning)	Land promoted for development at Slough Road / Riding Court Road, Datchet. Capacity-based approach to housing provision is wrong; it should assess need. Green Belt review is required.
DEV	Garden Centre Group (Gregory Gray Associates)	Development of land at Windsor (Wyevale) Garden Centre would not be inappropriate in the Green Belt and would be a material improvement in terms of openness.
DEV	Heatherwood & Wexham Park Hospitals NHS Foundation Trust (Barton Willmore)	Land at Heatherwood Hospital, Ascot promoted for healthcare and housing or other development. Request for a site allocation policy (wording supplied), for major developed site boundary to be reviewed and for some land to be removed from the Green Belt.
STAT	Highways Agency	Cumulative impact of sites on the strategic road network should be assessed and mitigated. No comments on any individual sites.
OTH	Jennifer Brown	Parking should be retained and shops not developed in Ascot. Better provision needs to be made for traffic. Heatherwood Hospital should remain.
OTH	Karen Hope	Building on previously developed areas is OK but don't build in green areas. Comment made specifically about Woolley Hall / Grange.
DEV	Legoland (NLP)	Legoland is a key economic site in the borough. Local Plan needs to allow it to improve and enhance to meet customer demands.
DEV	Lillibrook Estate (Carter Jonas)	Land promoted for housing and open space at Lillibrooke Manor, Maidenhead. Some sites in consultation are not developable. Allocation of Spencers Farm or Ockwells Manor would require a Green Belt review. Green Belt boundaries should be reviewed to meet housing needs.
OTH	Marie Krag	Don't need more development. New housing increases demand for services and therefore council tax. If growth is needed, encourage business instead of housing.
DEV	Michael Williams Planning	Land promoted for housing development at Ockwells Park. Relationship between Borough Local Plan and neighbourhood plans is unclear. Various concerns with regard to evidence base and consultation (calculating need, site selection and flooding).
STAT	National Grid Property Holdings Ltd (Planning Perspectives)	To ensure the plan is sound, request that: allocation of the Ascot Gas Holder site pays careful attention to viability; level of development is not based solely on

Code	Respondent	Main Issues
		density but considers other criteria; reference is removed to a single point of access being a constraining factor for development.
STAT	National Trust	Support revision of Green Belt boundary at Ockwells Manor. The character of landscape there (an essential Green Belt policy test) is linked to the historic development of the landscape. Paper submitted in support of comments.
STAT	Natural England	Comments made on two areas. 1. Pleased that the Thames Basin Heaths SPA is listed within the site constraints section for the Ascot consultation. Expect any applications in this area to comply with all SPA policy requirements, especially the Thames Basin Heaths SPD. 2. Land to north of Ockwell's Manor is near Great Thrift Wood SSSI and supports wet woodland habitat. Need assurance that development would not impact the hydrology of the site.
INT	Oakley Green Fifield Residents Assoc	Community opposed to development at Wyevale and Squires Garden Centres but special circumstances apply at Oakley Green Farm such that the right type of development could be supported.
OTH	Pat Morrish	Neighbour of Wyevale Garden Centre. Objects to development because: Green Belt; adjoining Old Farmhouse is of heritage value; adjoining clinic is of community value; flooding; garden centre is of community value; infrastructure inadequate. Consultation inadequate.
DEV	Royal Mail	Request that: Royal Mail land and Telephone Exchange in Windsor be separate allocations as the timescale for their availability will differ; density be recalculated to reflect smaller site area; text be amended to allow for hotel use; reference to open space be deleted owing to smaller site area. Revised policy text submitted. Support reference to relocation of Royal Mail operations – this will need to be prior to development.
OTH	Sandra Kielty	If housing is built, infrastructure will need to be provided.
ADJ	Slough Borough Council	A much higher range of housing numbers should be tested, even if this involves Green Belt releases. Main concern is with provision of affordable housing. Green Belt releases should be considered because their lower existing use value makes provision of affordable housing easier.
DEV	Summerleaze (Barton Willmore)	Land promoted for housing development at: Summerleaze Office / Workshop Site, Summerleaze Road, Maidenhead; Land at Windsor Road, Bray; Monkey Island Lane, Bray. Constraints such as Green Belt should not be used to reduce housing need figures. Support Spencers Farm allocation; comments also provided on various other sites. Green Belt review required, to establish which are the most sustainable options for development.
OTH	Sustainable Land PLC (Stratland)	Object to loss of employment land and development of sites at risk of flooding. Strategy that seeks to avoid allocating Green Belt sites is flawed.
STAT	Thames Valley Police	No comments on specific sites. In general, more housing leads to more need for policing. Plan should have regard to the impact of new development on the provision of infrastructure providers such as TVP and

Code	Respondent	Main Issues
		developers should mitigate their impact upon policing.
STAT	Thames Water	Comments provided regarding the adequacy of water supply (where relevant) and waste water capability for each site. Suggested wording provided for insertion in sites where possible constraints exist.
DEV	Travis Perkins (Blue Sky Planning)	Existing site at Boyn Valley Road not suited to current needs. Company wishes to relocate and open a merchandising park at Stafferton Way. Support allocation of Boyn Valley Road site for housing but request higher housing numbers with a commuted sum in lieu of on-site open space. Support development of Stafferton Way site.
INT	West Windsor Residents Assoc	The plan needs a vision and objectives. More information needed with regard to infrastructure, Green Belt and flooding. Concern raised with regard to overall housing numbers, open space, job losses and loss of community facilities, also points regarding the survey itself. Detailed comments made about the Parade, Ruddlesway site and also comments about the two garden centres.
ADJ	Wokingham Borough Council	Need to demonstrate there will be no individual or cumulative impact on infrastructure outside the borough.
ADJ	Wycombe District Council	No comments on specific sites. Request further evidence on population and household projections and housing target, in order to come to a view on soundness.

Table 201: Detailed Feedback from other Respondents

Codes:

ADJ – Adjoining Council

DEV – Developer / promoter / agent

INT – Local interest group

OTH – Other

STAT – Statutory consultee

List of new sites submitted by the respondents in the above table:

- 2-6 Bell Weir Close, Wraysbury Road, Staines (ASP)
- Cedar Drive / Broomhall Lane, Sunningdale (Cala Homes)
- Lower Mount Farm, Cookham (Copas Farms / Barton Willmore)
- Poundfield, Cookham (Copas Farms and Copas Partnership / Barton Willmore)
- Land to west side of Holyport (Craig Killoran)
- Slough Road / Riding Court Road, Datchet (European Property Ventures / Boyer Planning)
- Heatherwood Hospital, Ascot (Heatherwood & Wexham Park Hospitals NHS Foundation Trust / Barton Willmore)
- Lillibrooke Manor, Maidenhead (Lillibrook Estate / Carter Jonas)
- Ockwells Park (Michael Williams Planning)
- Summerleaze Office / Workshop Site, Summerleaze Road, Maidenhead (Summerleaze / Barton Willmore)
- Land at Windsor Road, Bray (Summerleaze / Barton Willmore)
- Monkey Island Lane, Bray (Summerleaze / Barton Willmore)

Note: Other sites will have been submitted by other respondents via the online questionnaire.

12. Overall Outcomes of the Consultation

12.1 A number of key trends from the 'Borough Local Plan Sites Consultation' are evident:

- Overall most respondents objected to the development of Spencers Farm for housing.
- The designation of the land to the north of Ockwells Manor as Green Belt was generally supported.
- Urban housing sites were generally supported for redevelopment - although the consultation exhibited a trend of preferring lower density options where possible.
- Where respondents supported redevelopment, but supported an alternative approach, in many cases they suggested a density below the lowest option provided, with larger family housing or dwellings rather than smaller dwellings or flats.
- Car parks in urban areas (particularly in relation to the car parks in Windsor Town Centre) received opposition to allocation for development.
- Garden centres in the Green Belt received more opposition to designation than support, although individual landowners have a difference of opinion in relation to the redevelopment of specific sites included in the consultation.
- Respondents tended to support other regeneration projects, namely Stafferton Way, Little Farm and Ascot High Street.
- Overall respondents supported retaining the existing employment designations and the proposed new designations in both urban areas and in the Green Belt.

12.2 As a result of the low number of response on a per site basis, it is difficult to draw conclusive analysis of which sites should be put forward for further investigation.

12.3 Within the results of the consultation, quite naturally, there are variations of opinion when comparing the views of residents to those of statutory consultees, developers, interest groups etc. Thus the results need to be assessed carefully and balanced.

12.4 Furthermore the results of the consultation will need to be viewed within the context of earlier work on the evidence base.