The Future of Water Oakley, Bray, Berkshire

Results of a Planning Workshop held on 22 November 2010



















For



CONTENTS

1	Introduction	3
2	Methodology	3
3	Response	4
4	Results - written comments	5
5	Results - drawings and models	9
6	Conclusions and emerging themes	16
App	endices	
Α	Display boards	17
В	Site tour map Invitation list	26
С	Invitation letters	27
D	Invitation list	29
F	Press articles	30

1 Introduction

- 1.1 This is a report on a planning workshop held in Water Oakley, Bray, Berkshire on Monday 22 November 2010. The aim was to involve local people in exploring options for the future of land owned by Farmglade Limited.
- 1.2 The workshop followed on from an Initial Consultation with site users, close neighbours and the wider community in the summer (report downloadable from www.nickwates.co.uk/WaterOakley).
- 1.3 This present report sets out the approach adopted for the planning workshop and the results.
- 1.4 Shortly after the workshop, the Localism Bill was published by the Coalition Government with new and amended provisions for the planning system. The Bill is currently progressing through Parliament.

2 Methodology

- 2.1 The concept for the workshop was that it should be an informal, working session to help local people and Farmglade's professional team better understand the opportunities and constraints of the site and to explore development options together.
- 2.2 Since there was no suitable venue on the Farmglade site it was decided to hold the event in a conference room at the nearby Oakley Court Hotel which is within 10 minutes walking distance of the site.
- 2.3 A central table featured a large aerial photograph of the site with model building units which could be moved around. Blank plans, felt tip pens and post-it notes were provided. Smaller tables around the edge of the room made it possible to have several conversations taking place simultaneously. A laptop was provided with internet access. Displays on constraints and opportunities were exhibited at one end of the room (see Appendix A). Hard copies of the report on the Initial Consultation were available at a reception desk along with name badges if people wanted them. A variety of refreshments were available.
- 2.4 A guided walking tour was organised prior to the workshop to give anyone unfamiliar with the site the opportunity to familiarise themselves with it. (Map of tour route in Appendix B)
- 2.5 Invitation letters (Appendix C) were sent by post to all site occupants, close neighbours and representatives of the wider community as identified in the Initial Consultation exercise (see Appendix D for Invitation list). Publicity was secured by an article in the local *Maidenhead Advertiser* paper based on an interview with lan Pankhurst by local reporter Sonia Kapur. This included details of the workshop and a phone number and email address for further

information (Appendix E). Anyone who made contact as a result was sent an invitation to attend the workshop.

2.6 Farmglade's professional team at the workshop consisted of representatives of Farmglade Limited, master planners David Lock Associates (DLA), community planning consultants Nick Wates Associates (NWA), transport consultants Bellamy Roberts and landscape consultants The Landscape Partnership.

The following were present and their roles at the workshop explained:

lan Pankhurst, Farmglade, host
Linda Tunmore, Farmglade, host
Nick Wates, NWA, facilitator
Jane Freund, NWA, assistant facilitator
Pat Willoughby, DLA, town planner
Joseph Thomas, DLA, assistant town planner
Bill Sung, Architect, DLA Architects
Graham Bellamy, Bellamy Roberts, transport consultant
Joanna Ede, The Landscape Partnership, landscape consultant

3 Response

- 3.1 16 local people participated in the workshop. Most of those who attended engaged with the professional team members and stayed a considerable amount of time.
- 3.2 The participants represented a good cross section of those invited. The following people attended:
 - Resident (owner occupier) from the bottom of Water Oakley Lane (2)
 - Resident (owner occupier) from Down Place (2)
 - Business occupant of the site.
 - Managers and trustees of the Phoenix Gym Club (7)
 - Local resident and campaigner for Bray Film Studios heritage (1)
 - Representative of the Windsor Club (an existing leisure facility in the local area)
 - Member of Bray Parish Council in private capacity as local resident
- 3.3 A few people were reluctant to have their photographs taken.
- 3.4 No councillors or officers from the Royal Borough of Windsor & Maidenhead attended and no parish councillors attended in an official capacity.
- 3.5 Several very different development options for the site were explored during the session.

4 Results – written comments

4.1 This section contains a transcript of post-it note comments from the workshop. Some were written by local participants. Others were written by members of the professional team recording their conversation with local participants. They are grouped in themes. Subsequent clarification from team members is denoted with square brackets [like this]. All views expressed have been recorded. The fact that a comment is recorded does not therefore imply that there was a consensus.

Access

- 4.2 Access to Bray Studios [from Water Oakley Lane] would please Down Place residents.
- 4.3 Increase congestion.
- 4.4 No bus services: access difficult for non-car users [worth exploring whether bus services could be diverted to serve the site and the immediate area].
- 4.5 Windsor Road condition is dangerous. Needs traffic calming. Number and types of vehicles using the road is of concern.
- 4.6 Traffic concern as to the A308. The build up of other uses nearby is adding pressure (congestion) on to this road. Any proposal could increase traffic safety concerns.
- 4.7 Would like to see Water Oakley Lane upgraded to status of proper road. Enhances appearance. Less maintenance.
- 4.8 Rationalise accesses to Windsor Road Down Place to become residential access only. Water Oakley Lane to be film studios access.

Uses

- 4.9 Loss of employment land a concern.
- 4.10 Keep some existing uses on the site (e.g.Technoclad) mixed use. Some employment on site
- 4.11 Consented uses with origins in agricultural industry exploit a loophole in planning legislation that allows non-agricultural uses to become established.

Gym

4.12 Could expand gym to generate revenue.

- 4.13 Like Phoenix Gym
- 4.14 Gym is in the wrong place. Planning permission should never have been granted.
- 4.15 Gym needs bigger building.
- 4.16 Combine gym with activities for adults reduce traffic.

General issues

- 4.17 Scale and density of proposals is a key concern [only one couple said that they opposed the development in principle and that their views had hardened after coming to the workshop].
- 4.18 Green Belt should prevent development acts as a buffer
- 4.19 Site has changed a lot in last 4 years it's a mess.
- 4.20 Would like agricultural buildings to go but does not want estate.
- 4.21 No objection per se [to development] on main road frontage. Depends on what you get used to. After a period of time you wouldn't notice them [it]. Would accept if attractive, quality buildings.
- 4.22 Existing storage buildings and activities cause most offence. Visually and as result of traffic impact.
- 4.23 Down House beautiful. Studios look like hangars. Dislike design style of proposed new housing.
- 4.24 Oakley Court not perceived as high-density development even though it is [a very large building]. Doesn't like the area that used to be footpath on the south side.
- 4.25 It's green belt buffer zone. Needs something doing to it. Buffer zone between Windsor and Maidenhead.
- 4.26 Large trees and grass verge reduce the impact of Oakley Court Hotel.
- 4.27 No schools within easy reach not within walking distance. No public transport.
- 4.28 Site is in the green belt. There should be no development in the green belt.
- 4.29 Existing buildings should not have been allowed to deteriorate.
- 4.30 Farm shop originally well-used.

Housing

- 4.31 If site developed with large houses it would improve our property
- 4.32 Don't mind lots of small houses
- 4.33 Proposed Bray [Studios] development houses are absolutely revolting
- 4.34 Would like beautiful homes, nice gardens and parking [happy with the idea of homes that cost £1m+. Not happy with the idea of lots of homes costing just £100,000+].
- 4.35 Two houses/ha evenly distributed
- 4.36 Octagon housing type quality
- 4.37 Maybe 2 or 3 blocks of nice flats. [Emphasised the importance of design quality. Any buildings on the site had to be beautiful to look at.]
- 4.38 Resistant to volume housebuilder 'estate-type' development. Would welcome substantial (2000sq ft) dwellings, generous gardens, car parking.
- 4.39 Aysgarth Park and Springfield Park [new housing development nearby in Maidenhead SL6] not like these! [Both of these developments cited by residents as examples of what they do not want to see on the site.]
- 4.40 Large substantial houses, irregular pattern, in main part of site. Smaller houses acceptable on A308 frontage.
- 4.41 Affordable housing difficult to work in this location poor access to services.
- 4.42 Large substantial houses evenly distributed across the site preferred. Open space (semi-private residents access) on riverside site.
- 4.43 Preference for some nice, large, detached houses. But affordable housing needed somewhere. Looking for substantial quality to enhance the site and setting.

Bray Studios

- 4.44 Not keen on Bray studios area buildings not special [Existing buildings are an eyesore no idea how they secured planning permission. Very visible from Down place removal would be an advantage.]
- 4.45 Bray Studios becomes 21st century film production centre embraces Farmglade site.

- 4.46 Hammer House of Horror has reconstructed itself. [Needs to find a new home for a new venture.]
- 4.47 Youtube: Bray Studio 2010
- 4.48 Bray Studios development removes existing large building and provides only 7 substantial buildings lower in height and smaller in scale.

Amenities and recreation

- 4.49 Would like a private open space for the dwellings
- 4.50 Leisure club
- 4.51 Create a large water body in the centre of the site with houses focussed around it.
- 4.52 [beware of] submerged drainage tunnel
- 4.53 Shortage of adult pitches for sport. Historic? Are junior pitches better? Queens Head pub refused planning permission for 5 pitches. [But also concerns how players might get to the site, where they might park, etc. Not keen on 'outsiders' coming on to the site.]

Miscellany

- 4.54 [Owners of the former Water Oakley Farmhouse] interested in buying bit of land (next to the Farmhouse).
- 4.55 Oakley Court [a very large building in Green Belt but visibility from road considered to be limited. Not really a problem. Thought to be influenced by:]
 - Trees
 - Golf course
 - Attractive brick wall
 - Sweeping drive
- 4.56 No publicity for our event. Farmglade proposals are horrendous. Would not give email address. [Comments made by a participant who arrived shortly before the end and only stayed for a few minutes].

5 Results – drawing and models

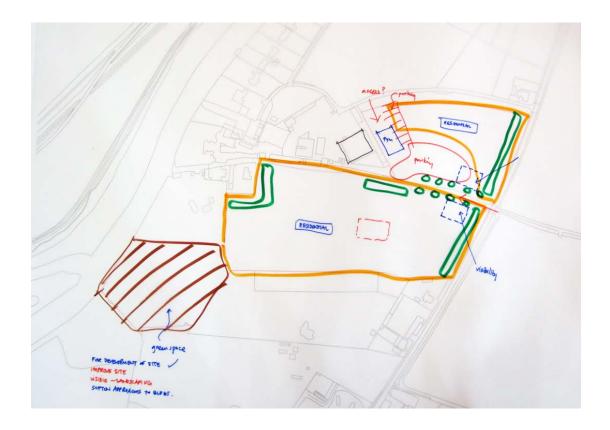
- 5.1 This section includes photographs of drawings and models from the workshop. These were drawn or constructed by members of the professional team in discussion with different participants. All the main suggestions are illustrated here. We have given each one a letter and provided a brief explanation of what the drawings show. By including these as a record of the discussions that took place, Farmglade is neither endorsing nor rejecting the various suggestions, merely recording them as a summary of the discussions that took place.
- 5.2 **A.** What we see here is 15 large houses, with generous gardens and landscape screening all round; there would be no development on the frontage to the River Thames (which is identified as a 'sensitive area') or on the Windsor Road frontage which should be kept open and green.



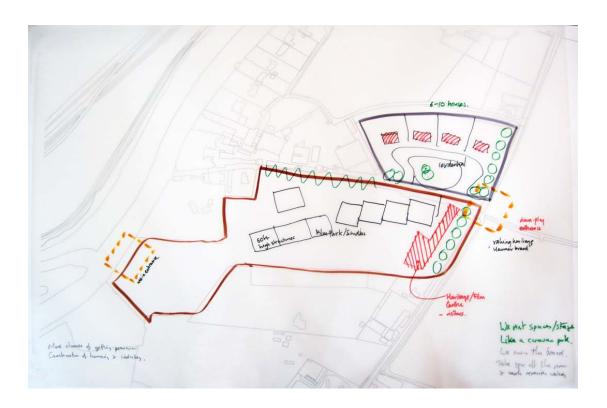
5.3 **B**. What we see here is a slightly higher density of development (say 36 dwellings?), distributed widely across the site, but still predominantly large houses with generous gardens; a block of flats (or a dementia care home as requested by the local planning authority?) would be constructed behind the dense hedging/tree planting on the Windsor Road frontage. Again, there would be no development on the Thames frontage.



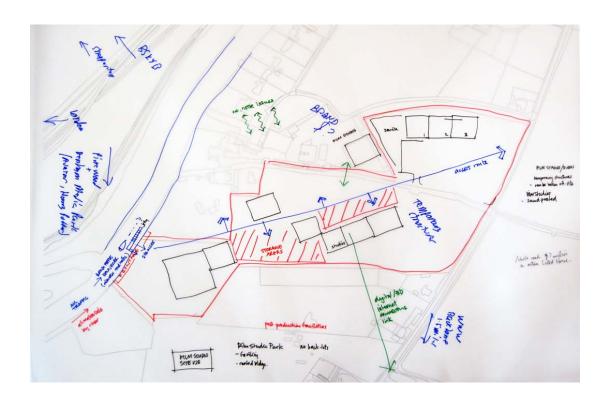
5.4 C. What we see here is a conceptual plan illustrating the principle of residential development in the central, eastern and southern parts of the site; a replacement gymnasium adjacent to Bray Studios; landscaping/screening to the Windsor Road frontage and around existing housing near in the northern part of the site; and boulevard planting down Water Oakley Lane. Again, there would be no development on the River Thames frontage which would be improved as an amenity resource.



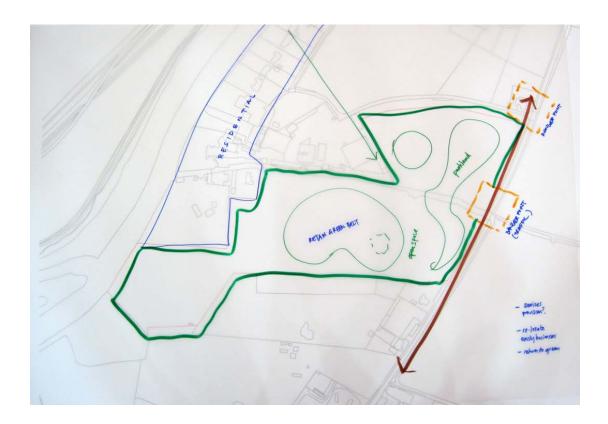
D. What we see here is a proposal for new film studios with a 'main entrance' on the River Thames (the availability of river transport assumed); large studio buildings occupying the central and southern parts of the site; a film (some temporary and demountable, erected to suit filming demands); a heritage/film centre for visitors on the Windsor Road frontage and limited residential development in the south-eastern part of the site.



5.6 **E.** What we see here is a variation on the previous scheme, giving more detail on the various film studio components, but with no housing.



5.7 **F.** What we see here is a proposal to consolidate the existing green belt; demolish all of the non-residential buildings on site; and create new parkland on the Windsor Road frontage. Existing accesses at Water Oakley Lane and Down Place would be improved for existing residents.



5.8 **G.** What we see here is the aerial photograph used as a base for new development proposals. It shows a small number of large houses on the western part of the site, with the remainder of the site retained as existing.

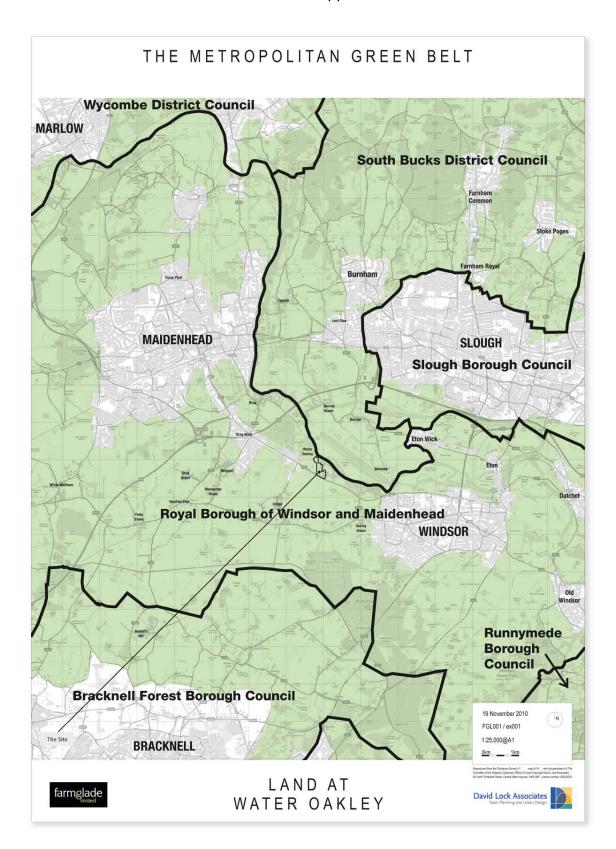


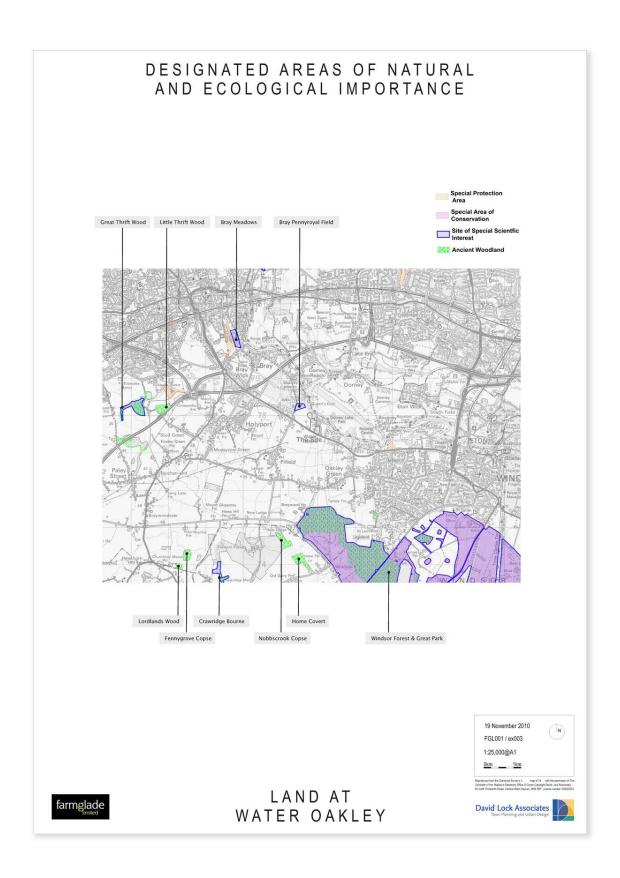
6 Conclusions and emerging themes

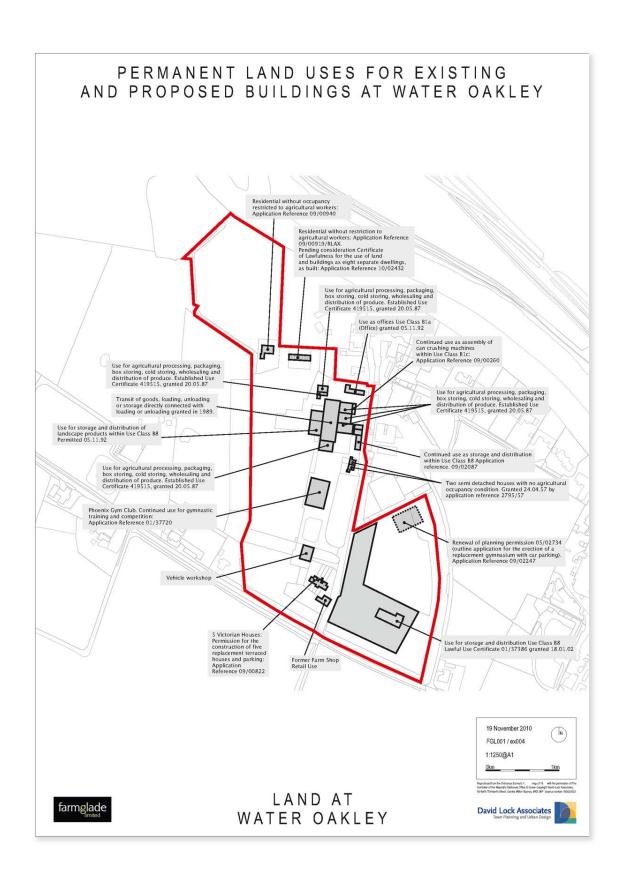
- 6.1 Attendance at the workshop was very disappointing, particularly by those who live close to the site. In part this may be as a result of a perception that by participating in the event, people would think they might be committing themselves to supporting a greater amount of development on the site than they ideally wanted; that by engaging at this stage, they might find it used against them later.
- 6.2 Despite the poor attendance, members of the design team were able to gain some factual information and insights which can be fed into the design process. It was also helpful that those attending came from a variety of backgrounds and had a range of different circumstances.
- 6.3 The format of the event worked well and participants appeared to find it a useful and satisfying experience. Unfortunately the site tour was attended by only four local people.
- 6.4 A recurring theme was the desire for quality, regardless of the nature or extent of any development. Most people who attended would like to see the site 'tidied up'. For some, this means returning the land to some green and open use, but most acknowledged the reality of the existing commercial uses. Having accepted the principle that some development might take place, virtually everyone then sought a scheme which delivered a high quality design, and generally large detached dwellings with an expensive price tag. There was some variation on this (e.g. one or two talked of smaller dwellings on parts of the site, one thought that a couple of well-designed buildings on the A308 frontage would be good). Other suggestions included maintaining some employment uses and the possibility of providing film production facilities, building on the reputation established by the adjacent Bray Film Studios. Including a new facility for the Phoenix Gym Club was widely supported and various possibilities for incorporating other related leisure facilities were explored.
- 6.5 The next step will be to draw up some realistic options for the site in some detail and devise a consultation process which engages with a wider audience including local councillors. Farmglade will also explore the extent to which the process should dovetail with the Miniplan being developed for Bray as part of the new neighbourhood planning process.
- Options need to acknowledge financial viability and the constraints and opportunities of the local property market. The site benefits from a number of existing planning approvals, some of which are not being fully implemented at present. The scale of activity that could be generated by virtue of the existing planning regime is likely to be greater than that which exists on the site at present.

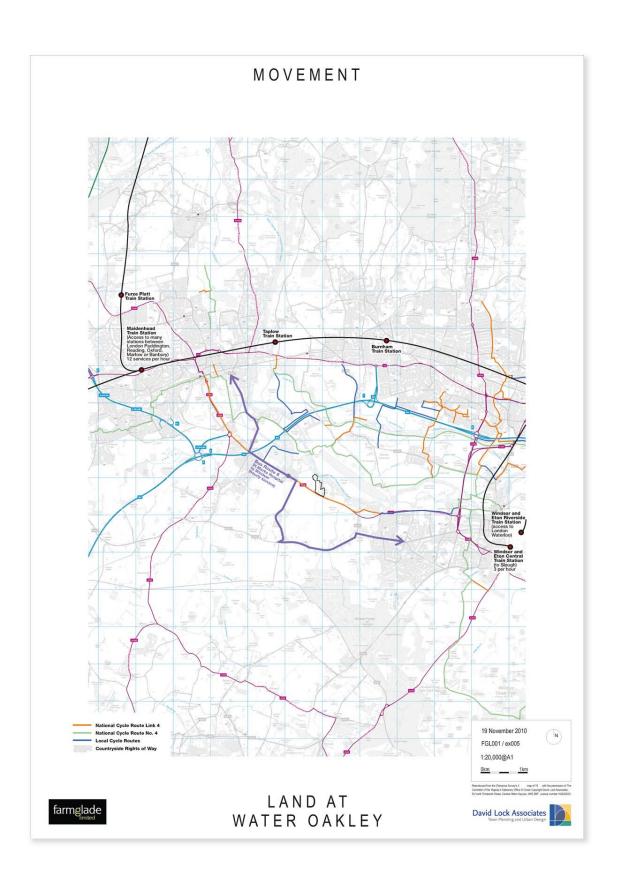
Appendix A – Display Boards

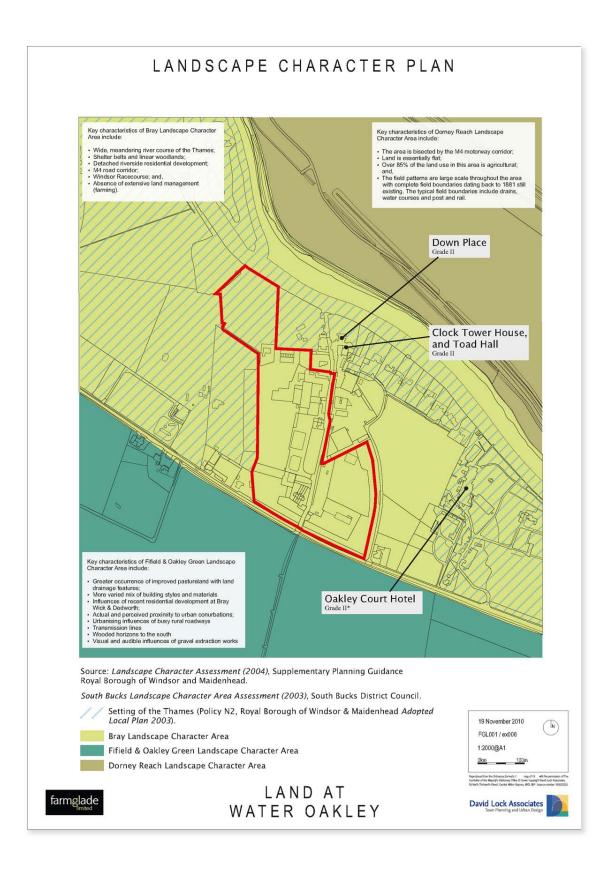
A.1 This section contains the boards displayed at the workshop providing information about constraints and opportunities.

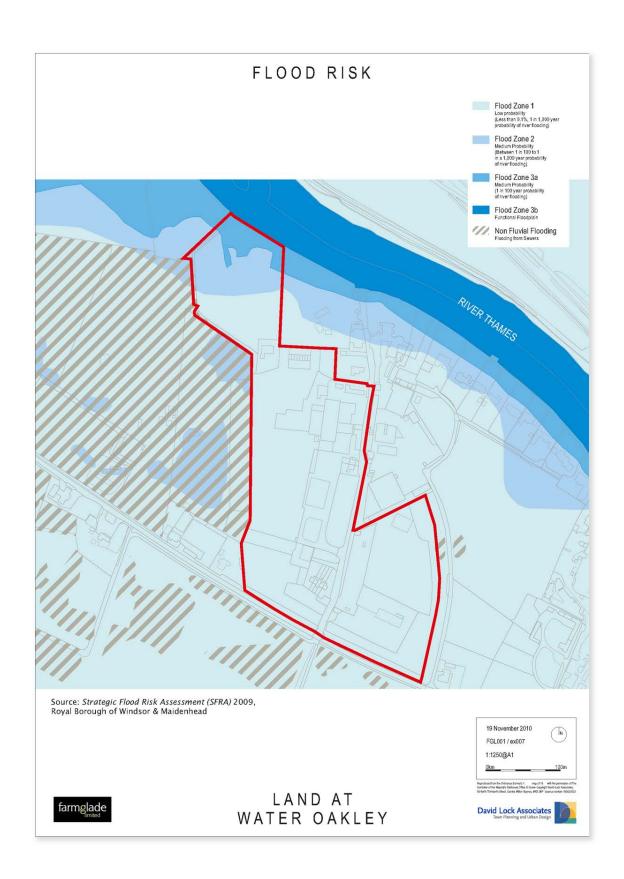


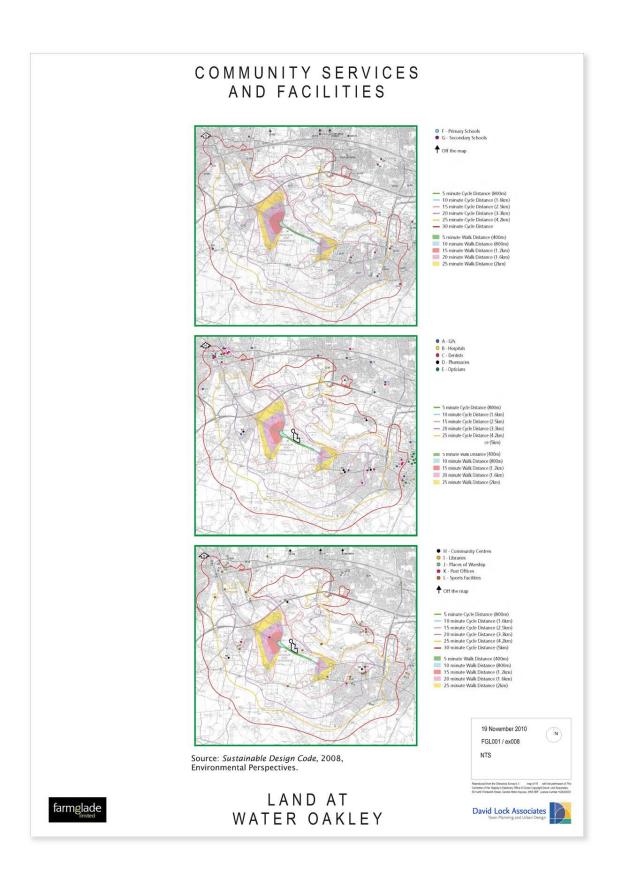


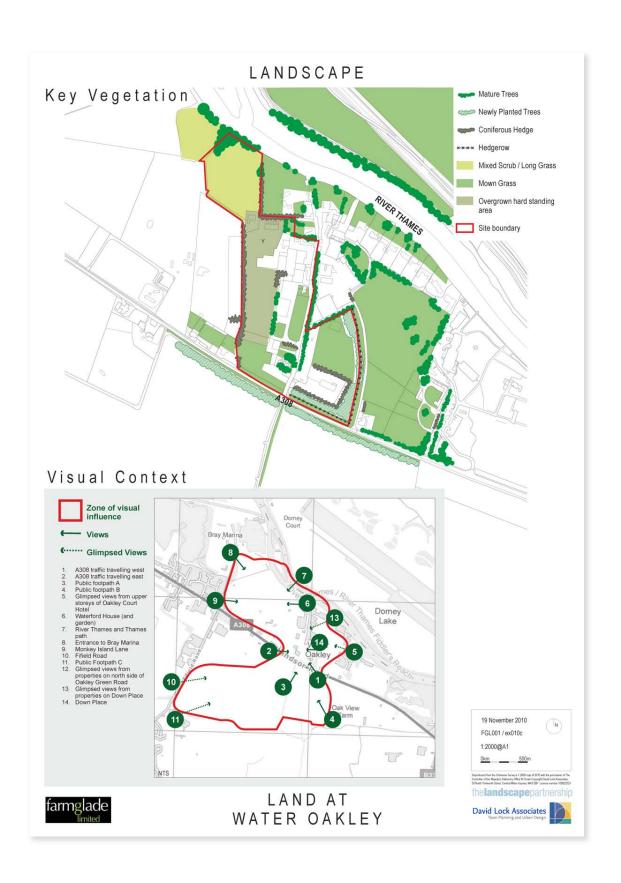








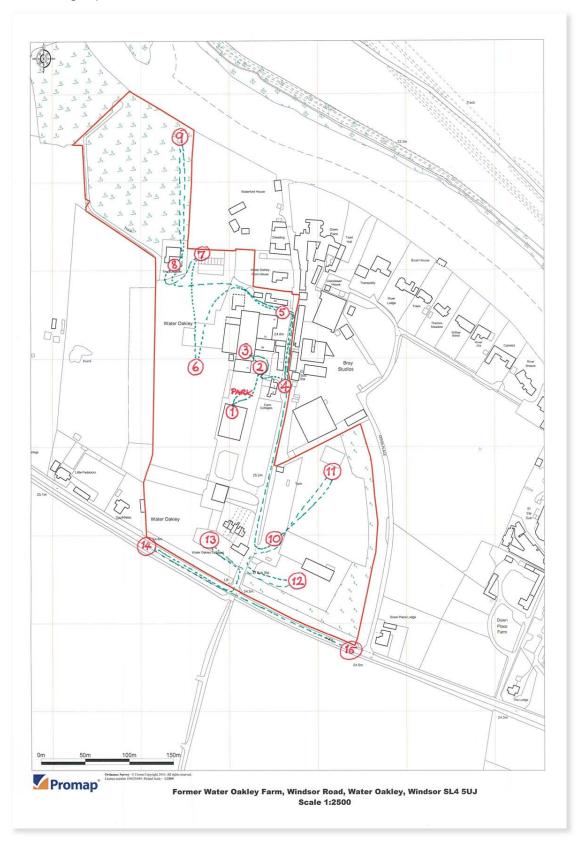






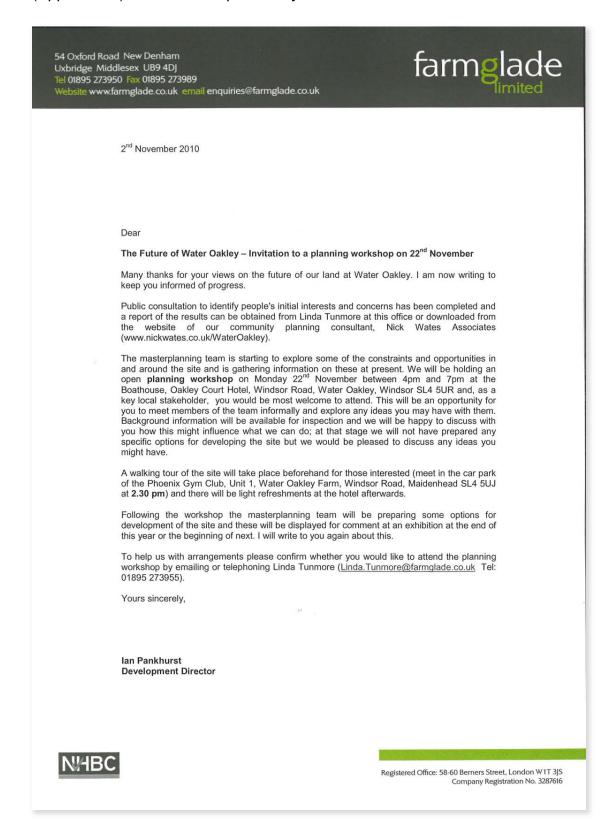
Appendix B - Site Tour Map

B.1 Due to poor weather and shortage of time the actual route followed was slightly shorter than that shown.



Appendix C – Invitation letter

Invitation letter sent to all those who had responded during the Initial consultation period followed by a letter sent to the Chair of Maidenhead Development Panel. Similar letters were send to all those on the Invitation list (Appendix D). Letters were personally addressed where names were known.



54 Oxford Road New Denham Uxbridge Middlesex UB9 4DJ Tel 01895 273950 Fax 01895 273989 Website www.farmglade.co.uk email enquiries@farmglade.co.uk



10th November 2010

By email and post

Dear

Land at Water Oakley, Windsor Road, Bray SL4 5UJ

I am writing to keep you informed of a community consultation we are undertaking in connection with the proposed redevelopment of our site at Water Oakley, Windsor Road, Bray. I enclose a plan showing the extent of our 23 acre land holding. The site is currently in a variety of industrial uses and includes 16 existing residential units.

As Chairman of the Maidenhead Development Control Panel, an important decision making body within the Borough Council, one of the designated 'vanguard' authorities for the Big Society, I would like to keep you informed of progress on the consultation process.

I enclose a report by our consultants, Nick Wates Associates, on the first stage consultation, which was conducted at a local level, involving residents, businesses and community groups in the immediate vicinity of the site.

The next stage is a 'planning workshop' on Monday 22nd November from 4.00 p.m. to 7.00 p.m. at the Boathouse, Oakley Court Hotel. This will be an opportunity for members of the community to meet with our professional team informally and explore ideas for the redevelopment and benefits we may be able to provide for the community, including ensuring a viable future for the Phoenix Gymnastics Club, which is housed on the site. We will be making background information available, clarifying the constraints on development of the site, including, of course, its Green Belt status.

We would be delighted if you were able to attend the workshop, or the preliminary walking tour of the site at 2.30 p.m., starting at the Gym Club.

If you are unable to attend we would nevertheless be pleased to receive any thoughts you may have on the process we have undertaken, which we see as very much in the spirit of Localism, as advocated so strongly by the Government. My direct dial telephone no. is 01895 273956 or you can contact me by email at ian.pankhurst@farmglade.co.uk

Yours sincerely,

Ian Pankhurst Development Director



Registered Office: 58-60 Berners Street, London W1T 3JS Company Registration No. 3287616

Appendix D – Invitation list

D.1 Site Users and Close Neighbours invitations

Residential addresses:

3 Water Oakley Cottages 4 Water Oakley Cottages Stedding, Down Place Waterford House Water Oakley Farmhouse Toad Hall, Down Place Clocktower House, Down Place, Water Oakley Tranquillity, Down Place River Lodge. Down Place Trees. Down Place. SL4 5UG Thames Meadow. Down Place Willow Bend, Down Place, Bray SL4 5UG River Joy, Down Place Camelot, Down Place River Breeze, Down Place Stillwater House, Down Place Down Place Lodge Little Paddocks, Windsor Road, SL4 5UG Southfields, Windsor Road, SL4 5UG

Business addresses:

Phoenix Gym Club, Unit 1, Water Oakley Farm
Hogarth Developments, Unit 5, Water Oakley Farm,
Tiger Supplies, Unit 6, Water Oakley Farm
Technoclad, Unit 7, Water Oakley Farm
Doyle Plant & Construction, Yard, Water Oakley Farm
Sherwood Brothers, Packaging Plant & Yard, Water Oakley Farm,
Bray Film Studios, Down Place, Windsor SL4 5OG
Oakley Court Hotel, Windsor Road, Water Oakley, Berks
Oakley Court Lodge, Windsor Road, Water Oakley, Berks SL4 5UR (2 units)
Queens Head Service Station, Windsor Road, Oakley Green, SL4 5UJ
Queens Head Pub, Windsor Road, Oakley Green, SL4 5UJ
Brayfield Farm, Windsor Road, Water Oakley, Berks SL4 5UJ
Down Place Farm

D.2 The wider community

Organisations invited:

Bray Parish Council
Maidenhead Civic Society
Oakley Green, Fifield and District Residents' Association
Royal Borough of Windsor & Maidenhead: Cllrs. D. Burbage, B. Thompson, L.
Walters, D. Wilson. Planning Officers: Mr. D. McGill, Mr. D. Gigg.
West Windsor Residents Association

Individual addresses by request: 12 Tithe Barn Drive, Maidenhead; unknown, Windsor Road (by email); The Windsor Club, Windsor.

D.3 Media

Maidenhead Advertiser

Appendix E - Press articles

Press articles from the Maidenhead Advertiser



Press cutting 4 November

- Motors
- Homes
- Jobs

The Gateway to your community

Saturday 6th November I 14:59

Advert Booking
Email This Page
Alerts Sign-Up
Site Map

Plans revealed for Water Oakley site

1:38pm Tue 2nd Nov 10:: written by Sonia Kapur



A vision to build homes on land between Windsor and Maidenhead has been revealed by developers who bought the land eight years ago.

Farmglade Ltd have put forward an idea to develop a 23.5 acre plot in Water Oakley, off Windsor Road, which is also a home to Phoenix Gymnastics Club.

The landowners have spent months asking households and businesses for their views about what they would like built on the land.

Results of a consultation have been complied and a workshop is due to take place this month. A formal planning application is expected to be submitted next year.

See the full story and an interview with a Farmglade Ltd director in this week's Advertiser and Express series.

Com m ents

Comments on this article Plave your say above

Currently no comments have been posted for this article.

Website 6 November

- Motors
- Homes
- Jobs

The Gateway to your community

Thursday 25th November | 16:36

Advert Booking Email This Page Alerts Sign-Up Site Map

Film studio suggestion for greenbelt site

10:36am Wed 24th Nov 10:: written by Sonia Kapur



Villagers have suggested building a film studio in 2.5 acre site off Windsor Road.

The idea was made this week during a workshop which was held to speak to households about what they would like to be built on the greenbelt land.

The land, owned by Farmglade Ltd, is the home to Phoenix Gymnastics Club.

The developer wants to build a modern gym on the land and is carrying out various consultations about what else could be built on the massive site.

Monday's workshop was attended by about 20 residents at the Oakley Court Hotel, and started with a tour of the site - close to Bray Studios.

Consultant Nick Waites, of Nick Waites Associates, said: "The aim of the event was for the master planning team to express ideas to local residents. They did that and came up with some very good initial comments. We will be developing those in the next few weeks."

Richard Perry, who has been fighting to save Bray Studios from closing, told the workshop that a film studio could be built on the land.

Other suggestions included building large houses across the site.

Comments

Comments on this article Have your say above

Currently no comments have been posted for this article.



Website 25 November

32