



SPENCER'S FARM

Invitation

November 2017

Hello.

IM Land are seeking an outline planning consent for up to 500 homes, including affordable homes, public open space and associated infrastructure at Spencer's Farm, north of Lutman Lane, Maidenhead. The site is identified in the Submission version Royal Borough of Windsor and Maidenhead Local Plan as a Housing Allocation HA21.

IM Land's current proposals have been designed to incorporate and retain existing features of the site to ensure the creation of a high quality and distinctive new development that celebrates existing landscape assets within the site and in its immediate setting. Our current proposals include:

- **Up to 500 new homes with associated car parking;**
- **Vehicular access from Cookham Road;**
- **Approximately 30% affordable housing;**
- **Significant new landscaped public open space, including around the Maidenhead Ditch;**
- **Enhancing the amenity and quality of open spaces including connections to the existing Maidenhead Green Way;**
- **A new junction onto the Cookham Road;**
- **Infrastructure contributions towards community facilities including bus services, education and local services.**

We'd like to know what you think about these proposals, which bring with them a range of new family and affordable homes. Visit our exhibition on 28th November 2017 from 5pm – 9pm at Furze Platt Leisure Centre, 101 Furze Platt Road, Maidenhead SL6 7NQ. You can also call us on 0800 148 8911 or visit our website at www.spencersfarm.co.uk. We look forward to hearing from you.

 Public exhibition

28th November 2017

5pm – 9pm

Furze Platt Leisure Centre
101 Furze Platt Road, Maidenhead, SL6 7NQ



About IM Land

By working effectively with local communities, IM Land believe that sympathetic development can take place in sensitive locations. IM Land commit to identifying what matters to local people and seek to deliver proposals that meet those aims fully.

IM Land are in the process of engaging with local organisations and residents in order to hear their views on development in the area, and find out what the issues are, from the type of housing to affordability, community facilities, open space and infrastructure.

We seek to take this feedback on board, before integrating it into any final promotion, ensuring that our scheme best reflects the local area.

Our current proposals



The proposals seek to provide:



Up to 500 new homes – across a range of types, between one and five bedroomed homes as well as one and two bedroom apartments. Approximately 30% of these new homes will be affordable homes, including social housing and shared ownership for young people struggling to get on the housing ladder or find suitable rented accommodation.



New green open space – the proposals seek to set aside the eastern third of the site as a public amenity area focussed around an enhancing for the Maidenhead Ditch. Children’s play areas will be provided, along with areas for formal and informal play. We are also keen to ensure there is adequate screening, mitigating the visual impacts of development wherever possible for the benefit of existing residents.



Highways and movement – IM Land will work with the Highways Authority to agree the design of a new junction onto Cookham Road. Further discussions will also be held with the highways authority to ensure that, where there are acknowledged bottlenecks, contributions will be made towards improvements. Further, as part of the proposals, we are looking to enhance the setting of the Maidenhead Green Way and provide new footpaths and links across our site to connect with it.



Infrastructure – as part of the proposals, contributions will be offered towards education, transport and local services. Discussions will also be held with highways officers and infrastructure providers such as electricity, water and other utilities to ensure there is appropriate capacity.



A Sustainable Drainage Scheme – a thorough Flood Risk Assessment will be completed on the site to ensure that no housing will be built in areas at risk of flooding. A comprehensive sustainable urban drainage scheme (SuDS) will also be designed to capture rainwater during periods of heavy rain and release, slowly, into the watercourses after the event – reducing the impact of the development.

