

Formally Made Version



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How to use this document

The vision, objectives and policies are the key elements that make up the Neighbourhood Plan. Policies are grouped under themes and accompanied with a description of the aspirations and challenges each policy is seeking to address. The policies are set out in boxes and followed by a reasoned justification to assist the applicant, decision makers and stakeholders to understand their intent and the evidence that lies behind them. A number of policies reference appendices where further detailed guidance is included. These appendices provide important guidance in support of the policies set out in this Neighbourhood Plan.

Section 1 sets out the background to the Neighbourhood Plan and our neighbourhood, describing what makes Eton and Eton Wick special and the challenges the plan seeks to meet. **Section 2** presents our vision and objectives for the neighbourhood from which all of the statutory policies will cascade. **Sections 3 – 6** include the statutory land use planning policies along with their rationale. **Section 7** details some of the projects and neighbourhood infrastructure that shall assist in the implementation of the plan. **Appendices 1-8** include further evidence and guidance related to the plan's policies.

Background

The Government wants people to have more say in how their communities might be protected and developed in the future. The Localism Act of 2011 empowered Parish and Town Councils together with Neighbourhood Forums to produce a development plan for their area. This Neighbourhood Plan enables the community to utilise planning to shape and steer new development in the local area.

Once made (or adopted), the Neighbourhood Plan will form part of the development plan and will have legal status in determining planning applications. The Royal Borough of Windsor and Maidenhead (RBWM) will use the Neighbourhood Plan to help determine planning applications in the Neighbourhood Area.

In October 2013, RBWM granted permission for Eton and Eton Wick Town Council to prepare a Neighbourhood Plan covering Eton and Eton Wick. A Steering Group of Town Councilors and local volunteers was formed and the necessary consultations with all members of the local community have taken place to date. This Neighbourhood Plan is the version submitted to RBWM under Regulation 15 of The Neighbourhood Planning (General) Regulations 2012¹.

¹ Accessed at: <http://www.legislation.gov.uk/ukxi/2012/637/regulation/15/made>

1 Our Neighbourhood

Figure 1 Map of Eton and Eton Wick designated Neighbourhood Plan boundary



Our neighbourhood has a unique and historic environment and comprises two settlements – the town of Eton and the village of Eton Wick. Eton has close links with Windsor and has the unique characteristic of hosting the world-famous institution for education, Eton College. Eton has a vibrant high street that serves local residents, visitors and tourists travelling to Windsor and Eton. Eton Wick, by contrast, is a predominantly residential settlement surrounded by farmland – indeed, wick means farm in old English.

Eton College comprises much of the north-eastern boundary of our neighbourhood plan area, whilst the south and east is bound by the River Thames. To the north runs the Jubilee River and, Dorney Common is situated to the west.

The town of Eton and village of Eton Wick both have a small to moderate population size, which is slowly decreasing in contrast to the rest of the Borough and UK. According to the 2001 and 2011 census, Eton town has witnessed a significant population decline from an estimated 2,397 to 2,123. This is in stark contrast to the 7% average growth seen in across the UK, and 8.2% growth in RBWM, over the same timescale.² The population of Eton Wick has stayed largely static at 2,578 in 2001 and 2,569 residents in 2011.^{3 4}

² It is worth noting that some of the decrease in population in Eton town may be explained by changing methodologies regarding how boarding students are registered in the census. Census statistics show that there is a significantly larger population of under 18s in the 2001 census compared to the 2011 census, suggesting that it might be the case that more Eton college boys have registered at their parent or guardian home rather than at the college.

³ These figures use the ONS Ward Geography to determine the population for the entire area, and the following 2011 Output Area geographies to indicate the statistics for Eton Wick: Windsor and Maidenhead 010C, Windsor and Maidenhead 010D, E00083648.

⁴ Also see historical population of 3984 in 1887: Eton, town and par., on S. border of Bucks, on left bank of river Thames, opposite Windsor (with which it is connected by a bridge), and 21 miles SW. of London -- par., 786 ac. (23 water), pop. 3984; town, pop. 3464; P.O., T.O. (Bartholomew Gazetteer of the British Isles (1887).

The demographics of our community vary in a number of ways. The similarities are that both Eton and Eton Wick have history and there are very many residents in both whose families have lived locally for several generations, although this has declined over time.

Eton features the unusual characteristic of accommodating an additional population of around 1,320 boys studying at Eton College for the duration of the school year which runs from September to July with 3-4 week breaks at both Christmas and Easter. Eton College also accommodates approximately 350 teaching and support staff, together with their families, in Eton and Eton Wick. This equates to approximately 1,000 people resident in Eton and Eton Wick during term time, taking account for family members, dropping to around 300 outside of term time.

The significance of the College as both a local source of employment and an internationally renowned institution has its own effect on the local economy. For example, during the summer months Eton features a high number of tourists.

According to the 2011 census, Eton comprises of 617 dwellings, whilst Eton Wick has 1,128 dwellings. This number may have increased slightly due to new homes that have been created between March 2011 and March 2015.

The buildings in both the town and village are predominantly built of brick and roofed in tiles and slate. A large proportion of buildings have heritage value within the neighbourhood area, particularly in Eton. For example, in Eton there are 132 buildings designated as either 'listed' or 'significant not listed' – a significant figure when it is considered there are 617 dwellings in the town. Eton is in a designated Conservation Area.

Conserving and protecting the heritage features in and around Eton and Eton Wick are extremely important. Eton's historic character is supported primarily by the presence of Eton College and High Street which has medieval origins. Eton Wick hosts a number of heritage terrace streets, and is the venue to a few historic landmarks such as an oak tree that was planted to celebrate Queen Victoria's 60th birthday. In both Eton and Eton Wick there are a number of buildings which are not listed yet that are still locally significant owing to their contribution to the historical character across the Neighbourhood Plan area. Both Eton and Eton Wick are united in their relationship to the wider countryside which contains historic farmland and offers scenic views to landmarks such as Eton College Chapel, the Brunel Railway Bridge, and Windsor Castle which is a Scheduled Monument.

The groupings of homes, local farms, open spaces and linking lanes and footpaths have facilitated people movement within and across each community across the centuries. As a consequence Eton and Eton Wick are very friendly settlements and the community wish to preserve this amenable relationship over the Neighbourhood Plan period and beyond.

Strategic Context

The policies in our Neighbourhood Plan need to be in general conformity with strategic policies set out in the RBWM Local Plan and have regard to the National Planning Policy Framework (NPPF).

Our plan considers the following strategic factors as critical to our town and village:

- The historic nature of our town and village, including conservation designations;
- The significance of Eton College as a land owner, source of employment and cultural attraction;
- The ecological and recreational value of Lammas⁵ and Common Land;
- The value of designated Green Belt which covers much of open space in the plan area;
- The Thames and Jubilee rivers, and their associated flood risk status; and
- Creating transport, business and growth strategies that improve the social and economic wellbeing across the entire community.

Housing growth in the Neighborhood Plan area will be concentrated in the main communities of Eton and Eton Wick. In Eton Wick, there may be opportunities for housing development on the fringe of Eton Wick. In Eton, there are more limited opportunities other than infill, as expansion of the town has been constrained by the river, Lammas land and Eton College. The area between Eton and Eton Wick has offered some land for development in recent years near the A332 flyover. Both areas are constrained by flood risk, conservation requirements and the extensive Lammas and Common Land designations.

The Plan's Key Priorities

This plan endeavours to promote the following principles to the period to 2036 so that Eton and Eton Wick may both be maintained as successful, friendly and sustainable settlements for future residents and visitors in the years to come. In particular:

- To ensure new housing is of a high quality appropriate to the neighbourhood areas, particularly in areas of high heritage value, and that does not place excessive strain on local services;
- To support retail and commercial businesses based in Eton and Eton Wick so they might continue to offer local employment and high quality services to residents;
- To promote new transport and infrastructure interventions, including those that provide better community service and that alleviate the existing traffic issues, particularly between Eton and Eton Wick,
- To conserve the heritage characteristics and significance of the settlements; and,
- To protect and enhance the high quality natural environment across the Neighbourhood Plan area, whilst mitigating natural hazards such as flooding.

⁵ Lands or meadows held in severalty during the crop-raising period but subject to rights of common at other times (as for pasturage). Such rights sometimes had the effect of preventing enclosure and building development on agricultural land.

Evidence and Consultation

A vital element of producing the Neighbourhood Plan has been the gathering, collecting and use of data and evidence. Wherever possible, the Steering Group has worked with RBWM to collate accurate sources of data and to establish facts and expert knowledge.

In addition to statistics, the Steering Group has committed to frequent dialogue and regular consultations with the communities and stakeholders across the Neighbourhood Plan area including residents, local traders, councilors, RBWM, and Eton College. Area-wide consultation events for Eton and Eton Wick were conducted during Autumn 2014, Autumn 2015 and Autumn 2016 (pre-submission consultation that ran for 7 weeks under Regulation 14 of The Neighbourhood Planning (General) Regulations 2012). Details of all consultations that have fed into this plan's production are contained in the accompanying Consultation Statement.

Sustainable Development

It is a requirement of Neighbourhood Plans that they contribute towards the achievement of sustainable development. Our adopted definition of sustainable development is that "which meets the needs of the present without compromising the ability of future generations to meet their own needs."

The Plan should seek proportionate and appropriate opportunities to meet the development needs of our area by promoting sustainable development:

- by assuming a growth rate which is informed by recent forecasts and projections but also builds in flexibility during the plan period (NB the census shows very limited growth);
- by ensuring that adequate public transport, road systems, cycle ways and parking provision are developed where necessary to accommodate new growth in housing or employment and for the needs of visitors;
- by requiring new developments to be of a high standard of design that respects the high quality and existing character of the various areas in Eton and Eton Wick;
- by supporting businesses and shops – both those that serve the local population and those that offer bespoke and unique services for a wider market;
- by implementing a revitalisation program at Eton Wick village centre to address social, business and pedestrian comfort issues;
- by continuing to maintain and respect the existing character of the Neighbourhood Plan area through the support of existing designations that cover valued green spaces in and between Eton and Eton Wick;
- by working with the relevant experts and authorities to understand and work within the flood risk constraints;
- by recognising and working within the designated conservation rules, Lammas and Common Land restrictions;
- by ensuring that community infrastructure (schools, centres, GPs etc.) is accessible commensurate with demand, particularly in response to new development.

2 Vision and objectives

Our vision for Eton and Eton Wick, evolving to 2036

Located north of the River Thames and set within a landscape characterised by farmland, Common Land and Lammas Land, Eton and Eton Wick evolving as two distinct yet close-knit sustainable communities.

We aim to maintain and enhance the vitality and character of historic community whilst supporting our emerging diverse community to prosper and thrive.

In so doing we wish to improve the quality of life for those who live and work in Eton and Eton Wick by accommodating for changing needs yet valuing the character and conserving the historical and environmental qualities of our neighbourhood so that it might serve future generations.

Key Objectives 2016-2036

The Neighbourhood Plan will seek to achieve the following objectives to deliver our vision:

Housing and Development objectives [HD]

1. Create sustainable parameters and foster design to ensure that new development is suitable for the local area, particularly in areas of high heritage value.
2. Conserve the heritage character of the area, including the streetscapes and historic countryside surrounding Eton and Eton Wick by ensuring the plan policies promote the conservation and enjoyment of the neighbourhood's historic environment, including its designated and non-designated heritage assets, in a manner appropriate to their significance

Business, Leisure and Tourism objectives [BL]

3. Protect and support the different roles that commercial and retail businesses play in Eton and Eton Wick.
4. Revitalise the centre of Eton Wick for pedestrians including shopping and open space aspects, respecting the rural nature of the village.
5. Support the continued evolution of Eton College as a world class educational establishment consistent with the vision.

Transport and Communications Infrastructure objectives [TI]

6. Support access improvements between Eton Wick and Eton including sustainable transport methods.
7. Facilitate solutions that contribute to traffic, pollution and safety improvements at Keate's Lane Junction in Eton.
8. Encourage improvements to mobile phone connectivity.
9. Enhance our community and public infrastructure to improve the lives of our community and visitors, including supporting healthcare provision in Eton Wick.

Environment objectives [EN]

10. Conserve the natural environmental and promote improvements to green and blue infrastructure (including historic hedgerows, meadows, and watercourses).
11. Mitigate flood risks that new development might impose, and improve drainage and sanitation in the Neighbourhood Plan area.
12. Encourage the design and planting of new habitats where appropriate.

When residents were consulted in autumn 2015 there was an understanding that the Neighbourhood Plan process required consideration of the need for development. Residents accepted the need for some development, and supported improvements to the local infrastructure. Development within our Neighborhood Plan area is constrained by a number of factors including the fact that Eton is predominantly covered by Green Belt, Flood Plain, Common Land and Lammas Land designations. There are also significant constraints relating to heritage and conservation within the plan area including listed buildings and a Conservation Area. This heritage is strongly valued by the community. The objectives respond to these challenges and seek to enshrine the vision and principles into the plan by acting as the bridge between the vision and policies.

A key theme within all of the objectives is the need to improve Eton and Eton Wick's existing infrastructure (physical, social and green infrastructure) and to provide commensurate infrastructure reinforcement alongside new growth.

3 Housing and Development

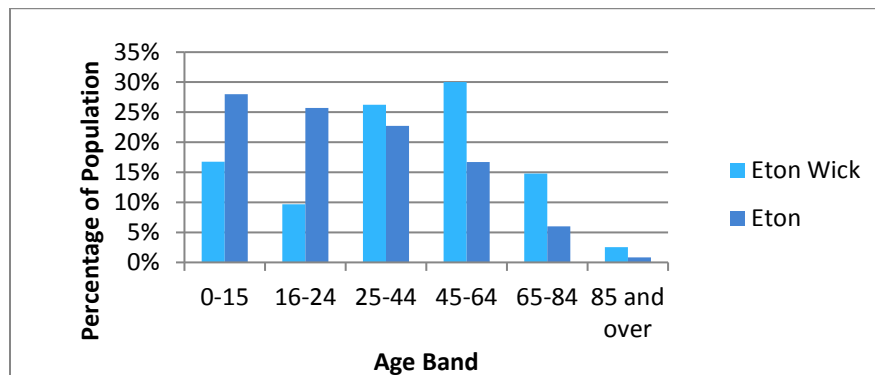
Aspirations

Our communities are fortunate to have a beautiful, historic setting, with a Conservation Area, many listed buildings and an historic landscape character. In Eton, one of the key issues raised by residents is, 'how to enable some limited growth to help meet current and potential needs whilst retaining Eton largely as is.'

The resident characteristics across the plan area are varied, with both the town and village having distinct characteristics. According to the 2011 census, in Eton, 28.5% of households are owner occupied, 19.4% are private rented, 13% are social rented or shared ownership, and 39% are other.⁶ The 'other' proportion of homes generally represents college accommodation. The number of College residents and dwellings in Eton is considerably more than Eton Wick. Eton College accommodates around 1,320 boarding students.⁷

In Eton Wick, 66.7% of households are owner occupied, 8.3% are private rented, 20.3% are social rented, shared ownership and 4.7% is other⁸. This contrasts with Eton and serves to demonstrate that together, Eton and Eton Wick offer a range of different housing options. The difference in age distribution between Eton and Eton Wick is reflective of the differences in tenure. It is through a variety of tenures that the community has remained diverse, and it is the intention of the NP that new housing should continue to accommodate for diversity at a local scale.

Graph 1 – Age distribution in Eton and Eton Wick



(Source: Census 2011)

⁶ For statistical purposes in the United Kingdom, a household is defined as "one person or a group of people who have the accommodation as their only or main residence and for a group, either share at least one meal a day or share the living accommodation, that is, a living room or sitting room.

⁷ Some may have been recorded at their parents' addresses in the 2011 census, and therefore underrepresented in census statistics.

⁸ This is likely to be predominantly college accommodation where households are offered tenure under neither private nor social rent.

As it is, Eton has a distinct hierarchy of areas reflecting the age and type of buildings present. This spectrum of development ranges from the Mediaeval through and Victorian up to the present day.

Owing to the water and land constraints such as Common Land in and around Eton and Eton Wick, both settlements enjoy many long and uninterrupted views to and from the town. Due to its hilltop location, views to Windsor Castle are the most prominent. Views to Eton College buildings and local churches also play an important role in the area.

Preliminary figures discussed with RBWM planning officers indicate that the Town Council area of Eton and Eton Wick will provide ~96 homes as housing supply by 2030 if current trends of infill and small site allocation are to continue. This figure is derived from historical trends in housing supply and is not a firm target allocated by RBWM.

Challenges

Key issues identified during the process of collecting evidence and conducting consultation includes:

- i. Providing development whilst being considerate to the land constraints in our neighbourhood
- ii. Promoting development that reflects the rural and historic character of the area
- iii. Providing development without placing excessive strain on existing infrastructure, particularly highway congestion, community facilities and utilities.
- iv. Ensuring that new housing does not negatively affect the risks associated with living in a predominantly flood-plain area

i. Land Constraints

Owing to the constraints of geography, land ownership, flood risk and historic designation, there are few obvious sites within Eton for housing development. There has, however, been a history of relatively successful small scale infill or demolish and rebuild development within the town. Further future infill development should respect the small scale of the traditional buildings nearby.

There are opportunities for housing and business development in Eton Wick. However, constraints include the presence of Common Land and Lammas Land; Green Belt (which covers almost all greenfield land in the area); and large areas at risk from flooding.

It is important to understand that this Plan does not allocate specific sites for housing development.

ii. Character and Heritage

Eton is a town of high heritage value, and is designated as a Conservation Area. There is a large body of evidence gathered during consultation that supports initiatives to conserve and protect heritage characteristics including historic buildings and landscapes. This plan lays out a set of guidelines with the intention to ensure that new housing does not compromise the existing character and historic value of the area, including the character of Eton as a whole settlement, the importance of listed buildings designated within the whole plan area, and the relationship

between the rural and urban identity, particularly, views to Eton and Windsor Castle from rural locations.

Eton Wick is historically a farming community. Despite its steady growth over the past decades, it retains much of its character as an agricultural settlement. The village can be characterised as having numerous styles of development, yet none stand out as particularly out of place or extraordinary in an English Home Counties setting. The buildings are generally built to high standard of design and use high quality materials.

iii. Infrastructure and Public Services

Commentary on strained infrastructure within the Neighbourhood Plan area was abundant, particularly concerning transport issues. Indeed, the RBWM emerging Local Plan acknowledges that transport infrastructure is under strain in Eton and Windsor. The community therefore accept new development, but only when it will not place unnecessary strain on existing infrastructure – principally roads and parking.

iv. Floodplain Risks

Being bounded on three sides by the river Thames, the Eton and Eton Wick area is especially prone to flooding. Furthermore, as much of the housing stock is of an historic nature, some may have shallow foundations susceptible to settlement which can be exacerbated by rising and falling water tables.

Housing and Design Policies

Housing Type and Location

Introduction

Infrastructure in Eton Wick is generally strained, particularly concerning is the congested road network and sewage facilities that are old and prone to flooding. It is important that suitable infrastructure provision is provided, commensurate with the scale of development proposed.

This Neighbourhood Plan seeks to encourage small scale development that is delivered at a sustainable rate and with sufficient public service contributions so as to ensure that benefits to community infrastructure are realised alongside new development. Major developments (10+ residential units or 0.5 hectares+) may be accepted provided they make commensurate contributions to community facilities and services (social infrastructure) and have a phasing strategy to ensure that a large influx of new developments does not present immediate negative impact on to local services.

HD1: Housing Type and Location

- i. Infill development within Eton that contributes to meeting housing needs will be supported.
- ii. The development of brownfield land within Eton Wick will be supported where it contributes to meeting housing needs.
- iii. For major developments, applications should include details of the phasing and infrastructure strategy; and provide for a mix of dwellings by size, type and tenure.

Justification

The evidence to support this policy comes from consultation feedback and demographic data (see Appendix 8) which has revealed limited housing choices for both the elderly and young populations of Eton and Eton Wick wishing to stay in the local area. Applicants should demonstrate that their proposals reflect current evidence on the local needs in the town and village⁹. In addition, the policy seeks to encourage sympathetic infill schemes in Eton and small scale incremental schemes in Eton Wick where they would help to meet housing needs locally. There is a housing shortage in England and this policy aims to encourage new housing development. The community have also identified strained local infrastructure and services throughout consultation, including drainage and sewerage, highways and lack of health facilities in Eton Wick (see Consultation Statement). The policy encourages the reinforcement of local services to ameliorate the strain on the existing infrastructure (including highways and a lack of health provision specifically in Eton Wick) and minimise the negative effects of construction. Where relevant a construction management plan should demonstrate how it responds to the proposed phasing and infrastructure strategy of a major development

⁹ Evidence could include a Strategic Housing Market Assessment, demographic projections and forecasts and Census data.

Housing Infill and Extension

Introduction

This plan supports infill as the dominant form of housing development over the plan period and it will be necessary to ensure it is appropriate to its local context and environment. Infill development is by its very nature in close proximity to existing homes and herein lays its risks. However, this Neighbourhood Plan supports development of much needed new homes that contribute to the existing street scenes and townscapes. In the Neighbourhood Planning area, this is a priority issue owing to its heritage character. Infill development must therefore go above and beyond its potential functional impact including light and access, and instead, offer additional efforts to make sure new development matches its context.

HD2: Housing Infill and Extension

New dwellings and residential extensions should respect local character and make a positive contribution to it. Development should reflect local architectural vernacular and respect residential amenity.

Justification

Consultation results have revealed a feeling that certain new developments are undesirable due to their damaging effects on the character of Eton and Eton Wick e.g. through noise pollution and odour. This policy therefore aims to shape new infill development and extensions so that they do not detract from the heritage character of Eton and the village character of Eton Wick.

Development within Eton

Introduction

Eton is a town of extremely high heritage value having been gifted with a large number of well-designed buildings. The town is designated as a Conservation Area. There are over 130 listed buildings or significant non-listed buildings in Eton according to the Conservation Area Character Assessment¹⁰. Consultation has consistently revealed that the community value the character of their town, and it is the intention of the Neighbourhood Plan to safeguard Eton's valuable heritage traits. A Design Guide has been produced to promote development options that integrate in with the existing context of the town and village. It does this by outlining detailed design notes for specific areas of the town – the Character Areas; in addition to identifying streets where heritage setting is especially sensitive in a hierarchy of streets.

HD3: Development within Eton

- i. Proposals for development within Eton should demonstrate how they have taken into account the Eton Design Guidance, set out in Appendix 1.
- ii. New development should not detract from the character of existing buildings and the positive features and appearance of the surrounding area.
- iii. Applications should be in harmony with the materials; scale; massing; and the architectural vernacular and rhythm of surrounding buildings and spaces.
- iv. Development must positively contribute to the legibility of Eton's hierarchy of streets and public realm:

¹⁰ Eton Conservation Area Appraisal (RBWM, 2009) Accessed at: https://www3.rbwm.gov.uk/downloads/download/216/conservation_areas



- a) Developments on Tier 1 streets (red) should conform to a design style that is sympathetic to the local character of existing heritage buildings.
- b) Developments on Tier 2 streets (amber) will be within close proximity to multiple listed buildings, and those of significant interest and therefore should offer a design that is sympathetic to existing heritage assets, reflecting their form, massing, materials and storey heights.
- c) Developments on Tier 3 streets (yellow) are offered the highest degree of design flexibility. Innovative design is particularly welcome, provided that it does not compromise the character and context of the surrounding buildings.

Justification

As an aid to meeting the aspirations of the Neighbourhood Plan a Design Guide has been developed. The Design Guide outlines the different Character Areas in Eton and provides a hierarchy of streets. The Character Areas and hierarchy of streets identify the key urban and architectural features specific to each area in Eton. The hierarchy of streets plan is provided to guide development in Eton based on areas of particularly high historic value.

The heritage credentials of Eton clearly indicate a settlement of national cultural value. Eton has over 90 listed buildings and numerous significant non-listed buildings. Community consultation

supports the need to protect historic assets, and has consistently demonstrated the heritage character of Eton is valued across the entire Neighbourhood Plan area. The Design Guide should be read alongside any relevant evidence such as a Conservation Area Appraisal Statement and Townscape Assessments that help to identify features and the appearance of the surrounding area.

Development within Eton Wick

Introduction

Eton Wick is a very different environment to Eton, featuring a variety of different styles of development as the village has evolved. Design codes relating to the building aesthetics are therefore not as appropriate in Eton Wick as they are in Eton.

HD4: Development within Eton Wick

New development should reflect the village vernacular and rural setting of Eton Wick by:

- i. Respect spaces between buildings, setting development back from the street and provision of front gardens and street trees;
- ii. Matching the scale, massing, and footprint of surrounding buildings, typically 2-3 stories;
- iii. Developing at a dwelling density that matches the existing village form of 20-30 dwellings per hectare, unless site specific factors would permit developing at higher densities;
- iv. Designing development with materials that matches the local character – typically red or yellow brick, stucco for walls; red, clay tiles and natural slates for roofs; and

Justification

The residents of Eton Wick value their rural setting and access to open space afforded by local public rights of way, whether they are within the village or external to it. The open green fields that encircle the village and generous green infrastructure that permeates through the settlement are the village's key characteristics. The policy seeks to maintain this open and green character for new development that emerges over the forthcoming plan period. The existing network of public footpaths, bridleways and cycleways ensures that Eton Wick retains its close connection with surrounding farms, the Thames and Jubilee Rivers, Dorney, Boveney and Eton. It is also apparent from consultation that the public linkages around Eton Wick also support their relationship with Eton, and the sense of closeness between the two settlements. At present there are some examples of little or no garden space for some dwellings. As such, what green space that does exist is precious.

Local Views to Historic Buildings and Landscapes

Introduction

The Neighbourhood Plan seeks to protect important local views.

HD5: Local views to Historic Buildings and Landscapes

Development should respect the following important local views:

1. View of Windsor Castle from Eton riverside A
2. View of Windsor Castle from Eton riverside B
3. View of Curfew Tower from Atherton Court
4. View of Windsor Castle from the Brocas
5. View of St. John's Church and Windsor Castle from the South Meadow
6. View of Curfew Tower from Eton High St.
7. View of Windsor Castle from Baldwin's Shore
8. View of Windsor Castle from next to the railway viaduct beside the Brunel railway bridge
9. View of Windsor Castle from Eton Wick
10. View of the railway viaduct beside the Brunel railway bridge from Eton Wick Road.

Appendix 2 provides a detailed analysis of these important local views and identifies related viewing corridors. Proposals within viewing corridors should not detract from views of the landmark or landscape.

Justification

The protected views serve to preserve the role that local historic landmarks have on the character of the area, including Windsor Castle, Eton College Chapel (and other College buildings), St. John's Church, Windsor Railway Bridge (designed by Isambard Kingdom Brunel) and brick viaduct.

There is strong support from the local community for protecting notable views from being obscured by new development. The same justification for policy HD3 outlining the heritage significance of the Neighbourhood Plan Area also bears relevance for this policy. The Conservation Area Character Appraisal, prepared by RBWM, has also helped the community to identify its key views.

A great number of the views are to Windsor Castle, which is a Scheduled Monument. Windsor Castle's location atop Castle Hill contrasts with the relative low and flat agricultural and meadow land around Eton and Eton Wick. This means that Windsor Castle is visible from much of the Neighbourhood Plan area. Not only are the views to Windsor Castle important from a heritage perspective, they also help with navigation and define a uniting characteristic across Eton and Eton Wick.

Having regard to an identified view should not be interpreted as a means of preventing development. Development within viewing corridors is to be encouraged where it helps to meet local needs or regenerate the neighbourhood area. However, new proposals within identified corridors should not detract from the landmark or landscape. Appendix 2 sets out the reasons for each designation, the view's distinctive features shall inform the consideration of applications.

The process for view selection was initially community driven; the Steering Group received approximately 60+ recommendations from Eton and Eton Wick residents. These suggestions were then narrowed down by AECOM planning consultants according to the key principles and criteria utilised by the Greater London Authority in the London View Management Framework (and other best practice examples). Guidance states the view must focus on a feature of (heritage) value, considering the merits and characteristics of the foreground, middle ground and background. The views in Appendix 2 focus on Windsor Castle, Eton College, or the Windsor Railway Bridge and viaduct. Many of the views included other valuable heritage characteristics such as Eton High Street, Brocas / Lammas Land, and the Riverside.

Basement Building

Introduction

Eton and Eton Wick sit in the floodplain of the Thames and Jubilee rivers. There is very little in the way of topography that separates these rivers from the settlements, so flooding poses a real risk across the Neighbourhood Plan area. The following policy seeks to ensure that new development will not heighten the flooding risks currently observed in Eton and Eton Wick.

HD6: Basement Building

The following criteria shall guide decisions for basement development:

- i. In Flood Zone 3a no habitable uses shall be permitted at basement level. All basements must have a safe access/egress route with a 'very low' hazard rating from the development to an area wholly outside of the 1 in 100 year event with an appropriate allowance for climate change;
- ii. Basement development must not cause a significant rise to the existing water table or impede groundwater flows that would prejudice the safety of neighbouring properties;
- iii. Applications for basement development must demonstrate there will be no detrimental impacts on the rates of drainage in the event of floods;
- iv. Basement development must be protected from sewer flooding through the installation of a suitable (positively) pumped device where a waste outlet is present. Applicants must show the location of the device on the drawings submitted with the planning application; and
- v. Pumping of groundwater into the sewer network should be avoided.

Justification

The consultation statement evidences a strong desire from the local community to manage flood risk locally. Flood risk prevention measures were one of the critical factors discussed at the drop-in events and consultation with the public. Flood risk is prevalent across the Neighbourhood Plan area, with the majority of open land classified as Flood Risk 2 or 3.

Some historic buildings are without well specified foundations and there is therefore a risk associated with developing basements that may both disrupt heritage foundations during construction, but also through the destabilisation caused by subterranean water course disruption.

The Strategic Flood Risk Assessment (2014), paragraph 6.4.4 page 33, includes a series of recommendations for basements, with relevant content transposed into the above policy.

Consultation with the Environment Agency and Thames Water was used to refine the final policy. Criterion (v) was inserted following discussions with Thames Water and only applies when there is a waste outlet from the basement i.e. a basement that includes toilets, bathrooms, and/or utility rooms. Consultees recommended that groundwater levels are monitored and appraised against the impacts of subterranean development.

4 Business, Leisure and Tourism

Aspirations

Eton College is the principal employer and landowner within the town. The success of the College and the vitality of the town are intertwined. The continuing character of the Town is largely dependent upon the College and so this plan recognises that the College will need to carry out building developments. Such developments will be supported wherever possible to maintain the sustainability and viability of the College.

Part of Eton's character is defined by the presence of small businesses and retail premises clustered along the High Street. Windsor Bridge was closed to traffic in 1970 and is now pedestrianised, serving as the gateway into Eton's retail areas from Windsor. This area provides a multitude of shops, services, leisure and administrative uses to meet the day-to-day requirements of Eton and Eton Wick residents, workers, visitors and tourists. Along with Eton College, it is an important source of local employment and therefore plays a role in ensuring economic sustainability in the Neighbourhood Plan Area.

Eton's significance as a commercial and cultural centre has been highlighted by the Eton Walkway project – a series of celebratory plaques that emphasise the history of the town. The aims of this project, some of which are listed below, set out a framework of general goals that business, leisure and tourism proposals can aspire to:

- To celebrate the history of Eton and people associated with the town
- To develop a sense of enhanced civic pride and awareness of Eton's rich heritage
- To provide a focus for our community, bringing together residents, traders, and our key institutions
- To increase footfall along the length of the High Street to enhance the sustainability of the businesses
- To provide an educational opportunity for local schools to study history and heritage

Eton Wick, by contrast, has retail centre that functions differently to Eton. However, the business and leisure facilities that are present in the village provide an essential asset to the community, and save a lot of time and travel for residents who would otherwise have to travel elsewhere for everyday essentials. Eton Wick is historically a farming village and to this day, the village retains a portion of its agricultural economy and character, but to a far more modest extent. Today, Eton Wick is home to an increasing number of professional families who recognise the area as being ideally placed to commute from and an opportunity to live in a village nestled in a rural environment and benefiting from various designations such as Common Land and Green Belt (which conserve the character of the village).

Good retail environments directly serve the local community through their convenience and service but should also offer other benefits such as supporting the tourism industry, and offering social spaces where the community might meet. The core aspirations of this chapter are to encourage sustainable business growth in our neighbourhood that capture the economic, social and cultural benefits that good local business can offer. In Eton this means preserving and enhancing the existing businesses, whilst in Eton Wick there is potential to improve the retail environment and quality of shops in the area. Tourism is important for Eton's sustainability;

visitors come from far and wide to visit nearby Windsor and some come to Eton. Eton Wick attracts rural visitors, for example walkers and social cyclists.

The community supports initiatives to bring back facilities and services into good use through planning and community organisation interventions. For example, the plan supports initiatives by the Town Council to take an ongoing approach to monitoring underused or unviable facilities. The Town Council are best placed to play a role in mediating between different community needs and proposing holistic solutions that fit within the objectives of this Neighbourhood Plan and RBWM Local Plan frameworks. A current list of community facilities can be found in Appendix 6. There is recognition that these community facilities are an integral part of a village and town community and are valued as such.

Challenges

Key issues identified during the process of collecting evidence and conducting consultation includes:

- i. Support the sustainable expansion and growth of businesses and retail premises in Eton to meet local demand for good services;
 - ii. Enhance the business and retail premises in Eton Wick – particularly the improvement of underutilised retail spaces to better serve local residents and leisure seekers;
 - iii. Promote the Neighbourhood Plan area as a leisure opportunity for day and weekend trippers, and continue to promote the area to serve the tourist market;
 - iv. Protect existing community facilities such as local schools, public houses, village halls, and religious buildings, and support new facilities such as the creation of a health facility in Eton Wick; and
 - v. Recognise that new shopping opportunities should reflect the changing demands of today's town and village residents (in Eton and Eton Wick), mindful of the increase in online shopping.
- i. Promoting business in Eton

Eton town centre is described in the Borough Local Plan as a “thriving visiting destination, attracting visitors from both the local area, the United Kingdom and overseas.” Our consultation exercises have reflected this view of Eton town centre, maintaining that it is a vital foundation that supports the community and is a key opportunity for encouraging local economic development in the area.

Consultation has indicated a strong preference for preserving the character of Eton, including the High Street, and there is good support for the provision of new shops. Yet, consultation also shows that the community dislikes negative retail features such as unsuitable shopfronts, or empty shops. The challenge of supporting Eton High Street as a business hub is therefore to create an adaptable strategy for growth whilst being sympathetic to heritage townscape. Retaining the York stone and the traditional road and pavement structure is a key aspect of this, especially at the south end of the High Street.

In addition to the importance of retail, there is a thriving business community that includes professional services, the production of goods and academia (in the form of Eton College).

ii. Promoting business in Eton Wick

There is potential in Eton Wick to enhance the character of the Eton Wick retail centre. Only 54% percent of surveyed residents are in support of new retail premises in Eton Wick which is too low a percentage to demonstrate a significant desire for new shops. There is, however, a strong indication from consultation for the revitalisation of Eton Wick village centre – to enhance the “shopping and open space including hard and soft landscaping, slowing the traffic flow through this important area of the village”. There is also strong support for interventions that aim to decrease the quantity of empty retail premises in Eton Wick. This evidence indicates a preference for improving the quality of retail spaces and the village centre environment in Eton Wick, whilst keeping the number of business units largely as is. Residents of Eton Wick demonstrate 81% support for making it easier to change the use of unused business or commercial property to allow redevelopment or conversion into residential property, suggesting a flexible retail strategy that enhances the village by concentrating retail units within its core. Similarly, a focus on retaining shops but promoting quality is favoured.

iii. To improve the Neighbourhood Plan area as a location for tourism and leisure

An important source of income for Eton is the visitors/tourists that help maintain a buoyant economy in the area, especially during the summer months. Visitors are drawn to the town to see Eton College, and to enjoy the traditional High Street with its places to shop and eat. One key objective of the Eton Walkway project is to bring more visitors to Eton.

By contrast, Eton Wick is not often visited by tourists. The success of Eton and its proximity to local stations establishes its status as an important Local Centre¹¹, whilst Eton Wick, being further away from key transport nodes, offers a different kind of business environment. Its businesses are largely specialist, or convenience in comparison to Eton. Going forward, there is some aspiration to transform Eton Wick into a sort of rural leisure hub for example for families who walk or cycle. 80% of individuals across the Neighbourhood Plan area support initiatives to promote Eton Wick for leisure activities such as walking and cycling.

iv. Protecting and creating new community facilities

Community facilities play an important role in Eton and Eton Wick. The types of facilities available across the Neighbourhood Plan area are diverse and offer the whole community a wide range of services. The community is particularly interested in protecting its local schools, religious buildings, public halls, allotments and pubs. There is also consensus across the community in support of a medical centre at Eton Wick.

v. Changing demands of today's retail

There is recognition that the retail environment is changing, as a result of the prevalence of internet shopping. However, destination shops continue to succeed where there is a context that attracts visitors and tourists as well as the local population. Evidence shows that those retailers who embrace the multiple shopping channel opportunity continue to be successful. The Eton retail policies recognise the need to retain current retail units as such, in order to maintain a

¹¹ See Appendix 7 Eton and Eton Wick Local Centre Maps

High Street that is attractive to those who live, work and visit Eton. In Eton Wick, the principal purpose of local shops is for those who live and work in Eton Wick. However, any opportunity to capture additional customers, through destination shops or attractive shopping prospects for passing traffic should be sought.

Business, Leisure and Tourism Policies

Shopfront Design

Introduction

The plan seeks to maintain and enhance a vibrant retail environment through offering guidance on the design on new shopfronts or the refurbishment of existing units in Eton. The shopfront design guide encourages the use of traditional features to match current shopfronts, yet offers sufficient flexibility for identity formation and creativity in design.

There is a presumption against merging multiple retail units into a single unit with a large floor space in Eton High Street where it would detract from the heritage value. Part of the vitality of the high street is its mixture of small-scale shops that allow a diverse range of businesses, including independent and SME (small to medium enterprise) businesses, where designations allow them to survive and thrive.

In Eton Wick the Neighbourhood Plan seeks to recognise the community's desire to enhance the image of the current parade of shops. The policies and guidance in this plan should be used to foster high quality design in Eton Wick, albeit more contemporary solutions may be preferred in some instances based upon the building styles found in the Eton Wick Local Centre.

BL1: Retail

Proposals to develop existing shopfronts and/or for advertisements should demonstrate that they have taken into account the Shopfront Design Guidance, set out in Appendix 3.

Changes to shopfronts requiring planning permission should be responsive to the heritage characteristics of the local area and:

- i. In Eton, the retention of single retail units and the limiting of alterations to the retail footprint of existing shops will be supported.
- ii. In Eton Wick, improvements to shopfronts will be supported, as will the creation of flexible spaces capable of increasing vitality in the retail core.

Justification

Major alterations to existing historic shopfronts in Eton are widely opposed. However, shopfront alterations that attempt to reinstate historic features into heritage shopfronts that have formerly undergone modifications will be supported subject to conforming to the Shopfront Guidance Appendix 3. In Eton, development that creates significant alteration to an historic shopfront to the extent that it compromises its heritage character, utility (e.g. access) and viability as a retail unit will be resisted. In Eton Conservation Area, advertising external to retail premises (e.g. A-frames and blackboards) will be discouraged where they impede walkways or harm local character.

The Neighbourhood Plan supports initiatives to combat the negative impacts associated with empty shops. Empty shops are a bad sign both for the character of the area and consumer spending and may discourage retail and business entrepreneurs to invest in the area. This has been revealed many times in consultation with business owners and local residents.

Justification to maintain smaller shop units is reflective of the community feeling that it is culturally and economically justified to support smaller businesses that define the local character of the area. However, it is recognised there may be exceptional circumstances where the High Street's wider vitality and viability must be maintained through greater flexibility.

For Eton Wick, creating the conditions for viable retail space is important. There is a strong desire to retain the shops that are clustered in the central location. However, the small numbers that are further along the road, for example towards Dorney Common, are considered those that could revert to residential if viability issues dictate. There is consistent feedback that the rural feel is important to residents, such that any refresh should not result in a different feel and character from the current. New retail space should be flexible for a variety of possible tenants.

Eton High Street

Introduction

Eton High Street plays an inimitable role in the community and its preservation as a successful retail centre is vital over the duration of the Neighbourhood Plan period. The Neighbourhood Plan considers that additional demand for retail space may arise over the duration of the plan period. In this event, this policy serves to aid the production of more retail space to create a sustained High Street which is popular for consumers.

Eton must, however, balance its demand for additional retail premises with its strong heritage character. Indeed, its heritage character is one of the reasons why Eton High Street continues to operate as a successful retail hub. It is important that new retail space does not detract from the heritage qualities of the local area.

BL2: Eton High Street

- i. The provision of any new or additional retail floor space on Eton High Street will be supported provided that it complements and enhances the retail function of the centre, and does not result in the reduction of heritage building features on the High Street.
- ii. Development requiring planning permission for a change of use from retail to residential on the ground floor will not be permitted on Eton High Street.

Justification

The area to which this policy applies is the boundary of Eton centre shown in Appendix 7. Viability of retail space is critical to the High Street. Consultation surveys reveal that residents in Eton support new shops in the town. Consultation evidence also supports an approach for a diversity of retail units owing to a community preference for independent shops.

Eton High Street plays a critical role in the local economy, benefiting from its location adjacent Windsor, Eton College and the River Thames. The centre is an attractive destination for visitors/tourists, local businesses, residents and school children.

Eton Wick Local Centre

Introduction

Eton Wick has a very different retail environment to Eton town and requires a more flexible strategy regarding the change of use from retail spaces to residential spaces in order to facilitate commercial viability in the area.

Eton Wick is designated a Local Centre in the RBWM Local Plan. The Borough's Retail Study (2015) recommends that local policy should support proposals for new retail development of a scale and nature appropriate to the Local Centre's form and function; with provision for a mix of

uses including new housing, community-based facilities, leisure and other commercial uses capable of enhancing the vitality and viability of the Local Centre. The policy seeks to support its convenience-based retail offer while allowing flexibility for changes of use within Classes A1 to A4 in order to maximise the number of occupied shop units.

BL3: Eton Wick Local Centre

- i. Changes of use between retail use classes (A1-A4) to other commercial, leisure and community uses within the retail core of the Eton Wick Local Centre where retail is unviable, will be supported. Proof of a lack of viability should be supported by up-to-date evidence of open and active marketing of the site at market value over a 12 month period.
- ii. Conversion of isolated retail units to alternative commercial uses and/or residential will be supported in areas located beyond the retail core¹² of the Local Centre and where they were originally a dwelling house.

Figure 2 Eton Wick Retail Core



Justification

The policy shall conserve the retail core area with both sides of the main road remaining in commercial uses. Whereas the few units outside the retail core can revert to residential use, should they be unviable in a commercial use.

This policy is consistent with the consultative input that desires enhancement to the centre of Eton Wick.

¹² The area shown within the inner white dotted line represents a 1 minute walking distance. Retail, business and leisure uses are encouraged here.

Meanwhile uses

Introduction

The Neighbourhood Plan supports initiative to support the growth of new business and fill temporary vacant retail property. It has been determined through discussion that meanwhile uses¹³ could be a suitable solution to maintain healthy high streets in Eton and Eton Wick.

BL4: Meanwhile uses

To maintain a healthy retail environment, applications for a temporary change of use for pop-up shops shall be supported for a period of up to 12 months. Provided the retail premise has been vacant and marketed for a period of three months and the pop up services reflect the character of the area in general conformity with policies BL1 and BL2.

Justification

In the wake of emerging technologies and online consumer spending, high street retailers have to adapt to a more dynamic retail approach. Many high streets have witnessed retail closures in recent years, and this policy is intended to offer opportunities for the High Street to support new businesses, most in response to the community-identified issues of vacant retail units in Eton Wick, support for new shops in Eton, and preferences for independent businesses. This approach is supported by the Department for Communities and Local Government, Government has prepared guidance and template leases for landlords and prospective tenants¹⁴.

¹³ 'Meanwhile use' is the temporary use of vacant buildings or land for a socially or commercially beneficial purpose until such a time that they can be brought back into long term commercial use again.

¹⁴ Access at: <https://www.gov.uk/government/collections/meanwhile-use-leases-and-guidance-for-landlords>

Healthcare Provision in Eton Wick

Introduction

Eton Wick has a population of 2,500 people, yet to use local GP services residents are required to travel around a mile to reach these services. The population in Eton Wick is ageing and the need for a nearby medical centre is increasingly important. The following policy has been drafted to promote the creation of a new medical centre in Eton Wick to support local residents.

BL5: Healthcare Provision in Eton Wick

The provision of a small-scale satellite healthcare facility in the Neighbourhood Area will be supported, subject to there being no over-riding harm to local character, residential amenity and/or highway safety.

Justification

There is strong support from consultation for a satellite health facility in Eton Wick. Across the local population, almost 50% of residents are aged 45 and over. Furthermore, there has been a 20% increase in residents aged 85 and over. Eton Wick, more so than Eton, has an ageing population who will benefit from interventions that reduce the distance they need to travel for care. In the past Eton Wick has benefited from healthcare professionals providing targeted services e.g. once a month baby weighing service. Current bus timetabling allows for limited periods of time to travel between Eton Wick and Eton. Consequently the Eton Wick community struggle to receive a reasonable service from their current surgery solution located in Eton. This policy aims to support changes of use for buildings that could serve as satellite facilities to the main surgery in Eton. This approach would be within a walkable distance for the majority of residents. New healthcare provision in Eton Wick must not be to the detriment of the existing medical services in Eton.

Business, Leisure and Tourism projects

- Visitor Centre in Eton
- Eton Walkway
- Provision of a Community Café / meeting room with information point in Eton Wick
- Eton Wick Village Centre Revitalisation
- Incorporate a feature in Eton Wick centre including provision for a Christmas tree
- Protecting Assets of Community Value
- Street Light Project
- Satellite Healthcare Provision – Eton Wick

5 Transport and Communications Infrastructure

Aspirations

The Neighbourhood Plan aspires to create a safe and efficient environment for motorised vehicles, cyclists and pedestrians in both Eton and Eton Wick, whilst enhancing transport facilities in between the two settlements.

Transport and traffic issues between Eton and Eton Wick have consistently been identified as high-priority topics during consultation events and surveys, and are arguably one of the greatest causes of dissatisfaction in the Neighbourhood Plan area. Eton is a focal point for traffic due to its location in the road network. Following the closure to traffic of the Windsor/Eton Bridge in 1970, no revised traffic scheme was implemented for traffic travelling from Eton Wick to Windsor. There are a number of reasons for travel from Eton Wick to Eton including accessing the Doctor's surgery, schools, Windsor shopping area (on foot) , the bus and train transport nodes in Windsor, and places of employment.

The Keate's Lane / Slough Road junction is subject to heavy congestion at peak hours due to its location between Maidenhead and Slough or Windsor. Surveys in 2014 and 2015 at this junction observed average annual NO² pollution levels between 27µgm³ and 35µgm³. Though these figures are marginally below the European pollution standard, the negative impact caused by pollution at this particular junction is a pertinent issue due to its proximity to Eton College, and in turn, the negative health effects on residents, students, staff and visitors. The historic, listed buildings in this vicinity suffer damage through the air quality issues.

In addition, there are also safety issues, caused by the junction layout and its importance for pedestrian use. Currently, cars cut through Eton Wick from other surrounding areas to avoid major roads such as the M4 and A4. Traffic calming initiatives for Keate's Lane / Slough Road junction will be strongly supported, with the result of softening the traffic burden in Eton, Eton Wick, and particularly at the Keate's Lane / Slough Road junction itself.

In principle, the community supports sustainable schemes to improve wider strategic public transport networks and sustainable modes of transportation. Whilst the Neighbourhood Plan does not include Highways policies, the Steering Group and Town Council shall continue to work with key stakeholders, such as landowners and the Highways Authority, to help identify suitable options and solutions,

There is a strong support against radical changes to the road and pavement structure at the south end of Eton High Street due to reasons which include: high traffic flows; the importance for shop access; the need to segregate vehicles and pedestrians; retaining the York stone character; and the need to retain parking spaces.

One of the core principles of the Plan is to help develop a strong community and to contribute toward a greater sense of inclusion – both within and between Eton and Eton Wick. It has been identified that enhancing the communities can be achieved through both supporting a good transport network and through the protection and enhancement of our shared community facilities.

Challenges

Consultation has taken place both with the community through initial drop in sessions, a community survey of the neighbourhood, collaboration with RBWM traffic, parking and roads personnel, and discussions with Eton College, the Borough Councillor and the Borough Lead Council Member for Transport. The principal issues/opportunities identified during the consultation exercises for the Neighbourhood Plan are as follows:

- i. To enhance access between Eton and Eton Wick, including supporting sustainable forms of transport;
- ii. To support adequate parking provision in new homes and enhance suitable town centre parking for cars and bicycles;
- iii. To improve communications infrastructure services that benefit the whole community such as telecommunications;
- iv. To find improved solutions for the congestion at rush hour times at the Eton Traffic lights; and
- v. To seek improvements to public transport.

i. Developing sustainable transport between Eton and Eton Wick

At present, there are numerous cycle and pedestrian routes between Eton and Eton Wick. The most direct route is via the pedestrian and cycle ways that run parallel to Eton Wick Road. However, there are a variety of different networks running through the Neighbourhood Plan area including routes by the River Thames or through Lammas land. One of the issues identified relevant to almost all pedestrian and cycle systems are the lack of segregation between cyclists and pedestrians. During consultation, concerns have also been raised regarding the scenarios where multiple modes (cyclists, buses, motorists, pedestrians) are required to use the same limited road and pavement space.

In summary, the existing sustainable transport networks between Eton and Eton Wick are decent, but must overcome two challenges:

- The lack of connectivity in some areas of the cycle network; and
- The narrow tracks shared by pedestrians and cyclists which can engender disagreeable encounters for both parties.

New development offers both the threat to jeopardise existing network connectivity, yet it also offers potential to provide new cycle/pedestrian routes or to improve old routes so they are fit for purpose.

ii. Parking provision

There is some dissatisfaction in Eton and Eton Wick due to the lack of parking provision near shops and facilities (for cyclists as well as cars). However, providing more parking in Eton town centre is not easy owing to the heritage character of the settlement. The Neighbourhood Plan can play a role in seeking to address the competing transport, parking and heritage challenges by supporting more sustainable forms of transport that are not excessively straining on the limited space. This includes supporting public transport provision, and prioritising cycle parking over car parking where there is demand.

iii. Eton Traffic Lights

The consultation data strongly supports the need to address environmental, safety and significant inconvenience caused by traffic congestion, particularly in known bottleneck areas. However, traffic and highways matters do not form part of the Neighbourhood Plan process, such that if the Neighbourhood Plan is voted in by the community, this will not endorse the project to solve this traffic issue. Further work will take place outside the Neighbourhood Plan process and will be subject to full consultation at every stage. Indeed the single most desired improvement identified in the Neighbourhood Plan consultation research is for improved road infrastructure. Since the closure of the Windsor/Eton Bridge in 1970, traffic routings have been inefficient. Traffic travelling from Eton Wick, Dorney and further afield need to travel via Eton in order to reach Windsor, Slough, Datchet etc. In addition, due to the congestion of the A4 (and M4), traffic opts for the “cut through” via Eton; this is particularly prevalent during rush hour.

The pollution levels that are routinely measured at this junction show them to be at the borderline of unacceptable levels (European directive), which is particularly concerning, as this is a frequent crossing point for Eton College students, teachers and staff and tourists.

It is proposed that, working with key stakeholders, consideration is given and potential solutions are sought to address these issues. This will only be considered when solutions for traffic flows are found for Eton Wick. This aspect is an integral part of this project. Currently surveys¹⁵ show that approximately 75% traffic goes through Eton Wick at rush hour times, without stopping in the village. Traffic speed surveys show there is compliance to existing speed restrictions. Calming measures have been explored through the Neighbourhood Plan development process. The consultation has raised additional ideas such as tree planting to reinforce and expand upon the avenue of street trees in Eton Wick, to create harmony along the main road with its multi-various styles of building.

This project also includes seeking to address cycling safety issues, allowing increased safe cycle traffic. Consultation data shows that many commuters would cycle to commute either to Eton or Windsor for onward commutes or to places of work if safe cycle routes existed. This would result in a potential reduction in motor vehicle traffic with a resultant positive impact on Eton Wick / Eton traffic.

v. Public transport

Between the two parts of our community public transport is poor, creating congestion most particularly between the hours of 07.30 and 09.50 and then from 15.15 – 17.00 as the private services who provide bus transport for schools. The school busses and subsequent desires for drivers to use their cars results in very significant traffic flows in and out of Eton and Eton Wick at peak times in the mornings and afternoons respectively.

¹⁵ See - Eton and Eton Wick Neighbourhood Plan Consultation Statement (2017)

Sustainable Transport Network

Introduction

The residents of Eton and Eton Wick have demonstrated support for improving pedestrian, cycle and public transport links, particularly in between the town and village. This policy is intended to serve as a means to preserve and improve existing cycle and pedestrian infrastructure. The future provision of cycling infrastructure should ensure that negative interactions between pedestrians, public transport and cyclists should be avoided by segregating routes. The outcomes of better cycle and pedestrian infrastructure will reduce road demand help contribute to improvements to traffic congestion and parking issues in the local area, yet also bring environmental benefits as more people shift to adopting non-motorised forms of transport.

T11: Sustainable Transport Network

- i. New residential or commercial development must not negatively impact on existing cycle ways or footpaths.
- ii. The provision of improvements to pedestrian, cycling and public transport infrastructure or the provision of new infrastructure between Eton and Eton Wick will be supported. Such development might include:
 - The provision of off-road cycleways through development sites that segregate cyclists from motorists whilst being connected to other cycling networks
 - Separated pedestrian and cycle paths to minimise pedestrian-cyclist interactions
 - The widening of existing shared cyclist and pedestrian pathways
 - Where appropriate to existing pedestrian networks, this Neighbourhood Plan supports road improvements that enhance pedestrian priority and public transport

Justification

Consultation exercises have indicated a demand for better cycling infrastructure between Eton and Eton Wick. The sustainable transport network is a planning aspiration to maintain and develop existing links between Eton and Eton Wick. There is also demand from the leisure market for more off road cycle ways. In particular, there have been numerous comments that pedestrian-cyclist interactions can be unpleasant on narrow shared space routes, so the improvement of footpaths and cycleways will help remedy this issue.

Car Parking

Introduction

Car travel is the dominant form of transport in the local area; however, there is a widespread feeling across the community that car parking is not adequate. The provision of new car parking capacity is challenging due to the historic street pattern of the area. Residents returning from work and those who work in Eton and Eton Wick, cannot readily park at peak times. This is particularly the case in Eton where people have trouble accessing shops and it is important to the vitality of local businesses for customers to park outside shops offering services or the dropping off of goods.

Eton High Street is a vital community amenity for both economic and social reasons. This is generally regarded to be successfully designed at present through the use of a one-way system and traffic calming tools. Many of the commercial spaces have no rear street or access so must depend on the street for essential deliveries. To retain this important characteristic and support retail businesses, this policy is set up to ensure that new alterations to existing development and retail or commercial uses do not have negative traffic impacts, and in turn reduce the success of Eton High Street as a retail centre.

T12: Car Parking

- i. Development that reduces the number of parking spaces in and around Eton's central retail core (High Street, Meadow Lane, South Meadow Lane, Brocas Street, Eton Square, Tangier Lane area) will not be supported unless equivalent or additional parking replaces this on plot. Enhancements to parking are supported where they do not conflict with the other policies in this plan.

Justification

Consultation exercises have indicated there is strong support for car parking spaces to be provided as part of new developments. There is insufficient parking in both parts of our community, but most noticeably in Eton. For the continued vitality of the area, new development must provide high quality parking. However, in central areas and for particular types of development (e.g. terraced housing with narrow frontages) it is recognised that meeting local parking standards can be challenging. This policy seeks to enhance parking provision whilst allowing a degree of flexibility in order to meet local parking standards set by RBWM.

Bicycle Parking

Introduction

Related to policy TI1 Sustainable Transport Network, there is a community wide support for more bicycle parking in new development. Through providing secure and convenient bicycle parking spaces you encourage people to adopt more sustainable forms of transport for short journeys and in turn, improve environmental sustainability and reduce road traffic.

TI3: Bicycle Parking

- i. In new residential development, bicycle parking is to be provided within a high standard external or internal space so as not to harm visual amenity or character.
- ii. The provision of integrated bicycle parking solutions within commercial or retail development proposals in Eton and Eton Wick Local Centres will be supported.

Justification

Consultation results yield strong support for new bicycle parking in Eton and Eton Wick. Relatedly, there is also strong indication of demand for better cycling infrastructure between Eton and Eton Wick. There is some support for creating a leisure hub for cyclists and day-trippers who are utilising the cycling paths alongside the Thames and Jubilee rivers in Eton Wick. In conclusion, consultation findings indicate demand for further public bicycle parking spaces in the retail centres of Eton and Eton Wick, and correspondingly, new development should also be required to accommodate for increasing cycling demand.

Transport and Communications Infrastructure projects

- Seek traffic solutions for Eton and Eton Wick
- Cyclist wayfinding
- Bike Parking
- Mobile phone coverage and data transmission speed
- Bus Services – Eton Wick

6 Environment

Aspirations

The many green spaces, both within and external to Eton and Eton Wick, are highly valued by the community. These areas notably include the Brocas, South Meadow, playing fields and a number of farms and riverside areas of natural beauty. It is the intention of the Neighbourhood Plan to preserve and to enhance these outdoor spaces so that future generations may benefit from the environmental and amenity value they provide.

The neighbourhood area is surrounded by quality green spaces, however, much of this is grassland or farmland and high biodiversity in a landscape like this is dependent on a wide variety of species in hedgerows and the trees with continuance to allow free movement of species. The countryside surrounding Eton and Eton Wick is identified in the Landscape Character Assessment for the Royal Borough (2004) as being Settled Farmed Flood Plain, including the following features:

- Wide, meandering river with diverse river edge habitats including pollarded willows
- Flat and open floodplain with a rich farming heritage
- Quiet, intimate waterside route ways with riverside and floodplain historic built features
- Linear woodlands and designed landscapes with their parkland trees give a subtle wooded character to much of the valley floor
- Riverside recreation 'hotspots'
- Large farmsteads set within a rich mosaic of farmland
- Traditional vernacular buildings
- Dispersed small scale modern residential development which is unsympathetic to the vernacular style of traditional building forms seen in the locality
- Rich archaeological heritage
- Increasing influence of aviation and road traffic, and associated infrastructure development

There has been considerable neglect over the last 40 years of the field boundary hedgerows with many species growing out into trees with a loss of the under-storey. This has led to the loss of suitable habitat for nesting birds and of species requiring cover. A small amount of enhancement of some hedgerows by adjacent planting has taken place. Little or no work has been done to encourage rejuvenation of the ancient hedgerow plantings. It is critical that rejuvenation and on-going maintenance of hedgerows takes place and if at all possible should be linked by conditions to planning applications.

Much of the housing within Eton Wick has gardens both back and front and some roads have wide verges which are tree planted. Although there may be some areas of restricted travel for species the distance between green areas and trees is minimal. This should be continued and enhanced wherever possible. The western boundary of Eton Wick adjoins Dorney Common an open expanse of grassland with only hedgerows on its boundaries.

Similarly the two housing areas either side of Royal Windsor Way at the boundary of Eton and Eton Wick have gardens and tree planting encouraging free movement of species and

biodiversity and again enhancement should be encouraged. The linking of these to the main areas of Eton Wick and Eton is mainly by historic hedgerows and fields

Eton College has many green spaces with considerable tree planting between its buildings. The only area lacking is around the central area of Keate's Lane and Slough Road and along with the height of the buildings interrupts the free movement of species. The playing fields to the north-east although having some tree planting are mainly devoid of hedgerows or low planting except at the boundaries.

Eton town is very linear and the High Street creates a break in green space. The old brook and Barnes Pool in the north of the town give the only green connection between west and east. Church Close and the church yard bring green space in to the High Street from the west but then the link to gardens beyond is interrupted by the High Street and the tall buildings.

The free flow of species along the river corridor is also interrupted by built up areas on both banks with little green space or trees for some distance. The river corridor to the west of the town is meadow land until west of the Brocas then some forestation takes place for a short distance and includes what was the Bird Sanctuary which is now mainly neglected. To the west of Royal Windsor Way there is a return to meadowland and then farmland where along the bank there is some scrub.

Generally much work is needed to increase the quality of habitat through our area to increase biodiversity.

Flooding is also a major driver of the policies contained in this section. Eton has one of the eldest public sewerage systems in England, as such increasing the number of houses and commercial premises (particularly restaurants) can exacerbate sewer flooding which in turn has knock on effects for the wider natural and physical drainage systems in times of heavy rainfall. The policies in this section are aimed at addressing these issues and ensuring infrastructure is adequately reinforced or upgraded alongside new development, in addition to enhancements to the areas natural blue and green infrastructure.

Challenges

The principal issues/opportunities identified during the consultation exercises for the Neighbourhood Plan are as follows:

- i. To support plans that retain and enhance features of high environmental amenity in the area, including: green spaces, meadows, woodland and hedgerows;
- ii. To protect and enhance outdoor leisure spaces and support better use of green amenities for recreation where no loss of environmental value occurs;
- iii. To develop a strategy for the management of water and flood risk in our area; and
- iv. To address the sewage issues during peak flooding periods in the neighbourhood area.

Green and Blue Infrastructure

Introduction

The Town Council wishes to see trees and hedgerows retained and protected and for further trees to be planted to maintain our green town and village for future generations. Wood pasture and parkland and floodplain grazing marsh are significant features and habitats within the neighbourhood area.

At present, many public ways run alongside the venerable water courses and historic hedgerows. The community values these spaces as a recreational facility owing to their visual appeal and ecological biodiversity. In summary, the streams and historic hedges are seen by the community as essential to the character and environmental strength of the area.

EN1 – Biodiversity

- i. Proposals will be supported that can demonstrate net gains in biodiversity (in accordance with the DEFRA biodiversity impact calculator and enhancements to ecological networks and connectivity will be supported.

Justification

There is strong evidence to support for preserving green corridors, very strong support for the protection of open spaces, and strong support for preserving hedgerows, meadows, woodland and waterways.

Eton Wick and Eton are fortunate to have many mature trees that help provide a green landscape for the environment. Many of the trees are protected by the Conservation Areas provisions or by tree preservation orders, but the Town Council is keen for ways to be found to maintain and enhance this essential feature of our area.

Local Green Space Designations

Introduction

Open spaces are important to the town and village environments. The principal green spaces in Eton are Common Land or Lammas Land and/or in close proximity to listed buildings, such that their inclusion as a Local Green Space Designation is not necessary. Consultation exercises have indicated that quality open and recreation spaces in Eton Wick are required to a greater degree than in Eton, which already has high quality community spaces in an area that is relatively built up.

The listed Local Green Spaces have been identified as important areas which contribute to the town and village feel, access to leisure spaces and are an asset for environmental reasons.

The following green spaces all contain important views that have been identified by local residents. Though these views do not qualify as Local Views according to best practice criteria, they have been identified by local residents as contributing an essential role to the character of Eton and Eton Wick and it is intended that the Local Green Space designation will serve to support these inner-village views. Pictures of key views accompany the detailed plans of these Local Green Spaces in Appendix 5.

It should be noted that there are other important green spaces across the Neighbourhood Plan. The Brocas, for example, plays a vital role in the community, successfully serving as open spaces for numerous leisure activities and preserving views to Windsor Castle from across the fields. However, many of these spaces already benefit from protections meaning that they do not need to be designated under the Local Green Space Designation.

EN2 – Local Green Space Designations

- i. The areas listed below and shown on the accompanying plans are designated as areas of Local Green Space where new development is ruled out other than in very special circumstances:
 - 1 Recreation ground at Stockdale Road/Colenorton Crescent
 - 2 Bell Lane and Common Road
 - 3 Eton Wick Recreation Ground (Haywards Mead)
 - 4 Eton Recreation Ground, South Meadow Lane

Figure 3. Local Green Spaces in Eton and Eton Wick



Justification

All of the identified green spaces are in close proximity to the communities of Eton and Eton Wick and none can be deemed extensive tracts of land. These Local Green Spaces have been identified as being demonstrably special for the following reasons:

1. The recreation ground at Stockdales Road / Colenorton Crescent - The green square and children's playground at Stockdales Road provides a valuable recreation and amenity space for residents living on the northeast side of the village.
2. Bell Lane and Common Road - There is a greenway connecting Bell Lane and Common Lane, running next to a local brook providing a tranquil and beautiful setting for contemplation, walking, running and cycling. This space has a high ecological value as it contains a number of mature trees and hosts a number of aquatic plants and vegetation due to the brook. Furthermore, the green space holds heritage significance as it contains a historic oak tree planted to celebrate the 60 years reign of Queen Victoria.
3. Eton Wick Recreation Ground (Haywards Mead) - Eton Wick Recreation Ground contains playing fields and is used for sporting and leisure events by a number of different community groups. It features a children's playground on the northern side of the green space.

4. Eton Recreation Ground on South Meadow Lane – the space is used for sporting and recreational activities and has Footpath 11 and a children’s playground to its northern boundary. The space provides valuable local play space for young children, recreational space for walkers/dog walkers and facilities for local sports clubs.

Paragraph 76 of the NPPF encourages local communities to identify green areas for special protection that are of particular importance to them, through the development of a neighbourhood plan. By designating land as Local Green Space local communities are able to rule out new development other than in very special circumstances. Paragraph 77 of the NPPF states that the Local Green Space designation should only be used: where the green space is in reasonably close proximity to the community it serves; where the green area is demonstrably special to a local community and holds a particular local significance (e.g. because of its beauty, historic significance, recreational value, tranquillity or richness of its wildlife); and where the green area concerned is local in character and is not an extensive tract of land.

Flooding

Introduction

The majority of the Neighbourhood Plan area intersects with Flood Zones 2 or 3, and there is a significant risk that new development may be unsuitable or have a wider environmental impact. The Town Council is concerned to ensure that developers consider the net increase in water and waste water demand to serve their developments and also any impact the development may have off site further down the network, if no/low water pressure and internal/external sewage flooding of property are to be avoided. It will be important for Thames Water to be consulted as appropriate and developers are recommended to engage with Thames Water at the earliest opportunity. Thames Water must also be consulted regarding proposals involving building over or close to a public sewer. Developers should engage with Thames Water at the earliest opportunity.

Increases in maximum flood levels within adjoining properties could be achieved by ensuring (for example) that the existing building footprint is not increased, that overland flow routes are not truncated by buildings and/or infrastructure, or hydraulically linked compensatory flood storage is provided within the site (or upstream).

EN3 – Flooding

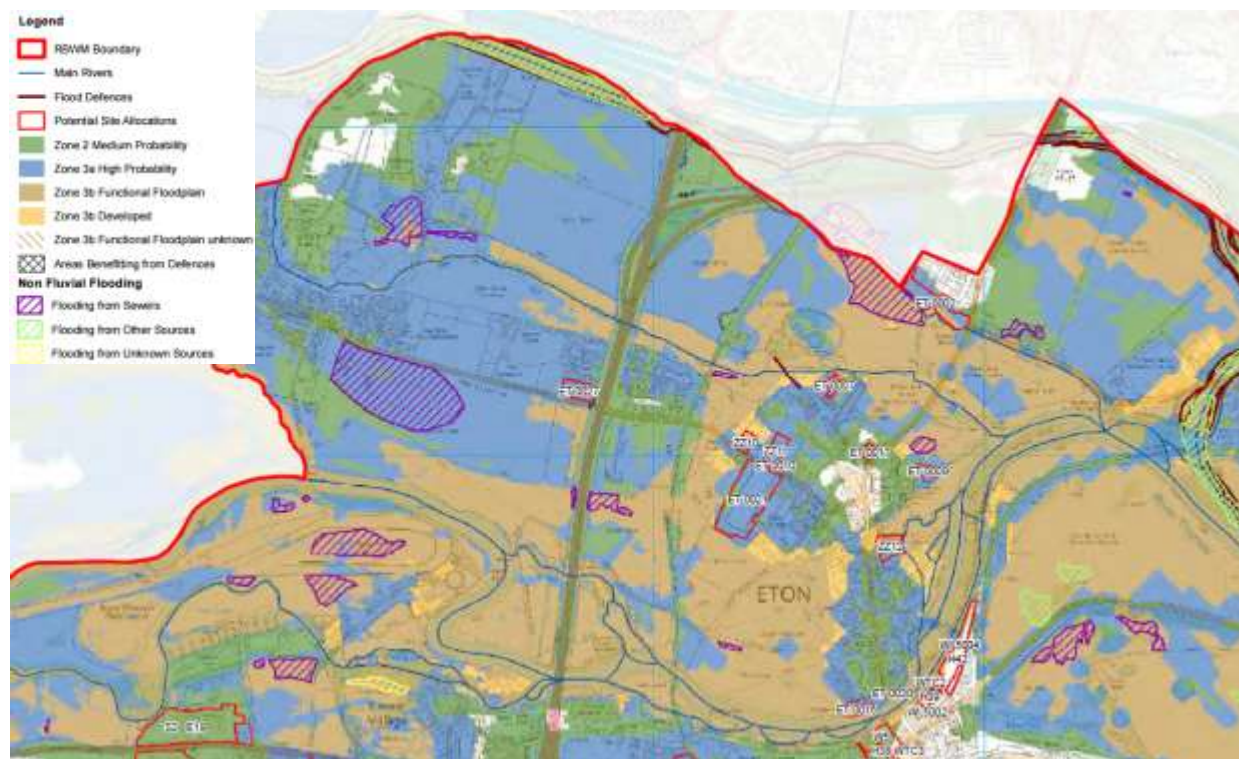
- i. Development should not result in an increase in maximum flood levels within adjoining properties using mitigation appropriate to the site circumstances.
- ii. The recreation of river corridors and wetland habitats in urban areas will be supported. This might comprise:-
 - the design of site layouts; setting development back, allowing space for water, habitat, wildlife and recreation;
 - reinstating the natural open waterway within existing culverted reaches of the river(s).

Justification

Both Eton and Eton Wick are prone to fluvial flooding (see Figure 4 overleaf). Some areas of Eton Wick also face significant danger from sewage flooding. The evidence in the SFRA highlights the severity of flood issues in the neighbourhood area. The recommendations contained within the SFRA are transposed as policy where applicable to respond to local flood risks and to help the area to adapt to a changing climate.

Alongside traffic congestion and heritage, flooding and sewerage concerns were most prominent from consultees. The community have a great understanding of the flood risks of living in Eton or Eton Wick, and have consistently attended consultation events reflecting these concerns. They have raised concerns about flooding and pollution, as well as the need to include flood mitigation measures in new buildings work across the Neighbourhood Plan.

Figure 4 – Flood Risk Assessment Map



Source: RBWM Strategic Flood Risk Assessment 2014

Environment projects

- Barnes Pool
- Monitor Flood Plain categories
- Common Land
- Wild Flower Meadow

7 Delivery and Implementation

Draft Project List

The table below summarises a series of projects and neighbourhood infrastructure items identified through consultation with the community. Delivery of these items will help to realise the vision, albeit they do not constitute statutory planning policy.

Infrastructure or Project	What? <i>Physical / Green / Social Infrastructure OR Community Project</i>	Where? <i>Address / Area / Whole Neighbourhood</i>	When? <i>Now / Soon / Later / Whole plan period</i>	Who? <i>Partners involved in delivery</i>	How? <i>CIL / Community volunteers / Public / Private / Third Sector</i>	Cost <i>Estimate of costs where applicable</i>
1. Create a Visitor Centre in Eton to offer information on local attractions and facilities, thereby supporting increased footfall and encouraging increased spend.	Community Project (BLT)	Initially as pilot project at Eton Town Hall, Riverside Station or Bridge area; potentially at dedicated premises on High St at later stage.	Pilot in 2017. Expansion (if feasible) 2018 and beyond.	Initially Eton Town Council (ETC) & ECA with support from RBWM.	Community volunteers with support from RBWM.	Pilot: £5-10k for prep and printing of information and publicity material.
2. Develop Eton Walkway with markers in 18 locations at points of interest. Include footfall counters. Consider extensions that achieve the agreed aims of the project.	Community Project (BLT)	Eton as Phase I. Potential extension to Eton Wick and Riverside of Thames as Phase II	Initiated in 2016. Phase I completion 1H 2017. Phase II evaluation in Plan period.	Eton Community Association in partnership with The Outdoor Trust. Supported by RBWM, Eton College, ETC and multiple local donors (money, time, expertise).	Community volunteers in partnership with The Outdoor Trust.	£70-75,000
3. Create a Community Café in Eton Wick	Social Infrastructure & Community Project (H&D)	Eton Wick centre	To be decided – voluntary or commercial	Eton Wick community or commercial provider	EW volunteers or commercial provider	
4. Eton Wick Village centre refresh/re-vitalisation	Social infrastructure (H&D/T&I)	Eton Wick village centre. Include additional parking at Bell Lane	During plan period.	ETC, RBWM, commercial organisations, Highways	RBWM, Highways	Scale dependant

Infrastructure or Project	What? <i>Physical / Green / Social Infrastructure OR Community Project</i>	Where? <i>Address / Area / Whole Neighbourhood</i>	When? <i>Now / Soon / Later / Whole plan period</i>	Who? <i>Partners involved in delivery</i>	How? <i>CIL / Community volunteers / Public / Private / Third Sector</i>	Cost <i>Estimate of costs where applicable</i>
5. Incorporate a feature in Eton Wick centre including provision for a Christmas tree	Development (H&D)	Eton Wick centre, outside Bell Lane shops	2017	ETC, RBWM	Community, RBWM	
6. Protecting Assets of Community Value	Social infrastructure (BLT)	Eton Wick		Eton Wick Village Association	Community	
7. Street lamp design strategy	Conservation, environment (T&I/Env)	Eton – High Street, Slough Road, Brocas Street, Meadow Lane, King Stable Street,	2017/18	RBWM, Streetcare, Highways, Windsor & Eton Town Manager	ETC; Community, Street care at RBWM,	
8. Satellite Healthcare provision in Eton Wick	Social Infrastructure (T&I)	Eton Wick	ASAP	Doctor Surgery, Eton, location landlord	Community, Eton Surgery partnership	Low
9: Seek solutions for Eton and Eton Wick to address traffic volumes, pollution and safety issues.	Highways/Environment (T&I)	Eton Wick Road, Slough Road, Keate's Lane/Slough Road junction, Pockocks Lane	During plan period	RBWM, Berkshire, Eton College,		Costs associated with evidence collection. NB Surveys completed (speed and traffic routes)
10: Bicycle Wayfinding	Highways/Environment (T&I/Env)	Whole neighbourhood	2017/18	RBWM, Community, ETC		Signage costs
11. Establish sufficient, appropriate bike parking in Eton and Eton Wick	Highways/Environment (T&I/Env)	Phase I Eton (at 4 identified sites) Phase II Eton Wick (inc at Bell Lane shops) and Eton (Budgen's area and others)	Phase I 2016/7 Phase II 2017	Phase I: RBWM, Eton Community Association, ETC Phase II: RBWM, ETC	Community volunteers, RBWM policy and highways execution	Medium – to be budgeted for 2017
12: Achieve acceptable mobile phone coverage for all (and high speed data)	Community/business (T&I)	Whole neighbourhood	ASAP	ETC, Commercial providers	ETC to lead	Covered by commercial providers

Infrastructure or Project	What? <i>Physical / Green / Social Infrastructure OR Community Project</i>	Where? <i>Address / Area / Whole Neighbourhood</i>	When? <i>Now / Soon / Later / Whole plan period</i>	Who? <i>Partners involved in delivery</i>	How? <i>CIL / Community volunteers / Public / Private / Third Sector</i>	Cost <i>Estimate of costs where applicable</i>
13. Bus service provision to and from Eton Wick.	Community/Highways (T&I)	Effective service especially 07.00-09.30 and 15.00 to 18.00 between Eton Wick and Eton and to A4 (Burnham etc.), Heathrow. Include stops at Porny School and Brocas.	ASAP	RBWM Councillors, ETC, Service providers	RBWM?	
14: Rediscover the Barnes Pool brook in order to enhance flood relief; north of South meadow onwards to Barnes Pool and the Thames	Environment (Env)	Under Baldwin's Bridge and upstream to railway bridge vicinity and downstream through Eton College to The River Thames	During plan period	Baldwin's Bridge Trust, Eton College, RBWM, Environment agency	Highways, Environment agency	
15. Review flood plain categorisation NB This is a Nationally driven activity	Environment/Housing and Development (H&D/Env)	Eton Wick primarily.	Plan period	(ETC), Environment agency, RBWM, Planning	(ETC), Environment agency	
16. Review the common and Lammas land locations and reinstate these correctly for public use	Community / Environment (Env)	Eton Wick and Eton	Initiate in 2017	ETC, Eton College	ETC, Community	
17. Establish a wild flower meadow	Environment (Env)	Strip of Brocas land adjacent to the Brocas Terrace / Emlyn's Buildings housing frontages	Plan period	Eton College	ETC, Eton College, community	

Descriptions

1. Visitor Centre in Eton

The creation of a visitor centre is strongly supported in consultation with 88% of participants who answered the question supporting this proposal. While many of the huge numbers of visitors to Windsor are on whistle-stop tours of the Castle there are others with more time to spare but who are often unaware that Eton has more to see than the College. While the Windsor Information Centre promotes the High Street whenever possible, there is scope to improve the experience of visitors who do venture over the Bridge and to attract and inform others who might otherwise pass Eton by, thereby supporting increased footfall and encouraging increased spend.

In addition to providing information on opening times and tours at the College, the Natural History Museum, the Eton Walkway, local events, shopping and dining opportunities, open spaces and leisure facilities, there is also scope to promote the walking, cycling and wildlife attractions of Eton Wick. The opportunity created in 2017 by the inauguration of the Eton Walkway, reopening of Eton College tours and increased opening opportunities of Eton College museums enhances the benefit that a Visitors' Centre will provide.

It is proposed that a centre could be located at Eton Town Council's offices on the High Street, although details of available space for publicity material and a local historical photograph display area, manning requirements, signage and other costs etc. are currently unknown. Possible sites should be explored in collaboration with the Town Council. In the meantime, a limited initial pilot is suggested to assess viability, operating during weekends in summer 2017 out of a temporary structure (gazebo) at the Windsor end of the Bridge with the help of volunteers who currently assist the Windsor Information Centre. Other locations may also be considered.

2. Community Centre/Café in Eton Wick

The desire for a central location is strongly supported by the consultation data. However, there is the realisation to consider that a commercial venture needs to be viable. There is a history, including in recent times, whereby café locations have not been viable and a new exploration by a successful local franchisee of a large coffee chain has evaluated the prospect as not financially suitable for proceeding.

There is an opportunity for a community body to pursue a community centre and there are multiple locations that could be readily available. This project is therefore noted as a Community project, which will require volunteer services, with an option for a commercial venture.

3. Eton Wick Village Centre Revitalisation

There is very strong support in consultation for rediscovering or enhancing Eton Wick Bell Lane shops area to become a "heart of Eton Wick". However, the view of what this means varies very widely, from comments submitted through the consultation processes. There is very strong desire for no development in the flood plain, in restricted land (Lammas, common), and very many comments that explain Eton Wick's desirability as a place to live is based on its rural nature, which in turn relates to its farming heritage.

As a consequence, the community and advisory expert resources, such as RBWM and other stakeholders such as Eton College need to agree the vision as a first step. This will not be

handled by the Neighbourhood Plan process. However, it is important that all of the consultation data steers the work. Multiple options should be developed, from an “additional greenery, tidy up shop fronts at Bell Lane” minimum case up to a more significant change proposal.

4. Feature in Eton Wick Centre

Consultation demonstrates that the community wish to see a landmark feature incorporated into Eton Wick centre that contributes to the village character, supports community cohesion, and adds aesthetic value to the area. It is intended that this feature will also serve to support the new Christmas tree location. The feature may contain a theme of public realm design, but may also incorporate other details such as public art, planting, or temporary retail space. This project, however, needs further specification.

5. Eton Walkway

To celebrate Eton’s diverse community and rich heritage the town’s residents, businesses and key organisations - including the RBWM, Eton College and Eton Town Council - have come together to support Eton Community Association’s project to create an Eton Walkway for the town. Support is demonstrated by the local participation and various local funding sources.

The 2 mile/60 minute walk, connects many of the town’s highlights and intends to inspire those who live, work in and visit Eton. More of Windsor’s existing 7 million annual visitors will walk over the bridge, learning about our heritage, gaining an educational experience and some exercise and enjoying our 25 restaurants, shops and hotels along the route. Permanent bronze markers identify the route of the Walkway and use the coat of arms of Eton, originally given to Eton by the King in 1449. Story points, which will be shared through mobiles and interpreted with a free leaflet for visitors to enjoy, will enhance the tour.

The project includes a panel at the Windsor/Eton Bridge, the start of the route, to promote the Walkway and footfall counters at the bridge and towards the north end of the High Street, which will help to assess the human traffic and what influences it.

6. Protecting Assets of Community Value

Proposals will be supported that would help to secure the economic future of our numerous public houses, the village hall and to retain our churches.

Eton Wick village has the good fortune currently to possess a school, numerous shops, and pubs, a village hall and a number of churches but these may come under threat. These facilities provide focus for village life. Applications for new development should not prejudice the retention of the school, a shop, public houses, the village hall and churches. If the present shops should close the Town Council would wish to see the use retained in the existing building, or on another site central to the village, or as part of a new development similarly located.

7. Street Light Project

Inspired by RBWM, the opportunity to standardise the street lamp design in Eton, moving to standard heritage lighting more uniformly is a project that has support. This subject did not form a part of the consultation, but has the subsequent support, such that it is now incorporated as a project. There are at least 2 current heritage designs of lamppost, seen for example near Meadow Lane car park and then on Common and Keate’s Lanes. In the High

Street, there are some unattractive more modern lampposts, such as at the Keate's Lane/Slough Road junction.

A standard design needs to be established, based on suitability and cost, prior to a programme of replacement. Safety and security needs to continue to be paramount; for example, there are a number of relatively visibly discrete fittings along the High Street that cast excellent bright lighting, enabling local residents to feel safe and secure at night. This should not be compromised at any time through the hours of darkness.

8. Satellite Healthcare Provision – Eton Wick

There is a clear desire, indeed a probable need for satellite health provision in Eton Wick, as seen in the consultation data. The population size of this part of our community would normally be supported by a Medical presence, albeit for part of the time. The lack of suitable public transport from Eton, where the Doctor's surgery is located, reinforces the need.

There are multiple potential locations for such a facility. It is a cause for concern that a long standing "mother and baby" monthly weigh in/consultation service was withdrawn in 2016 by the provider, running counter to the consultation data's input.

9. Seek traffic solutions for Eton and Eton Wick

The consultation data strongly supports the need to address environmental, safety and significant inconvenience caused by traffic congestion, particularly in known bottleneck areas. Indeed the single most desired improvement identified in the Neighbourhood Plan consultation research is for improved road infrastructure. Since the closure of the Windsor/Eton Bridge in 1970, traffic routings have been inefficient. Traffic travelling from Eton Wick, Dorney and further afield need to travel via Eton in order to reach Windsor, Slough, Datchet etc. In addition, due to the congestion of the A4 (and M4), traffic opts for the "cut through" via Eton; this is particularly prevalent during rush hour.

The pollution levels that are routinely measured at this junction show them to be at the borderline of unacceptable levels (European directive), which is particularly concerning, as this is a frequent crossing point for Eton College students, teachers and staff and tourists.

It is proposed that, working with key stakeholders, consideration is given and potential solutions are sought to address these issues. This will only be considered alongside achieving suitable traffic solutions in Eton Wick. This aspect is an integral part of this project. Currently surveys show that approximately 75% traffic goes through Eton Wick at rush hour times, without stopping in the village. Traffic speed surveys show there is compliance to existing speed restrictions. The consultation has raised additional ideas such as tree planting to reinforce and expand upon the avenue of street trees in Eton Wick, to create harmony along the main road with its multi-various styles of building.

This project also includes seeking to address cycling safety issues, allowing increased safe cycle traffic. Consultation data shows that many commuters would cycle to commute either to Eton or Windsor for onward commutes or to places of work if safe cycle routes existed. This would result in a potential reduction in motor vehicle traffic with a resultant positive impact on Eton Wick/Eton traffic.

10. Cyclist Wayfinding

Consultation data shows that there is a desire for more, safe cycle routes for commuter, family and sports cyclists, each category having different specifications. Enhanced routes

have been worked on with RBWM officers; signage is now the most pressing aspect of this project.

There is support in consultation to develop Eton Wick into a hub for families, cyclists and tourists wanting to cycle the Thames, Jubilee River and other local cycle paths. This project proposes the installation of wayfinding signage along the major Thames and Jubilee cycle paths that provided directions to cycling and retail facilities at Eton Wick.

11. Bike Parking

The consultation data supports a strong desire for more cycle parking including some secure parking. The need in Eton is supported by both Eton and Eton Wick, since the latter community have members who wish to cycle to their next transport leg to work (bus, train) and/or for shopping or services in Eton e.g. Doctors' surgery. There is also a need for bike parking in Eton Wick, although regular "hoops" are considered suitable in this location.

Working with RBWM officers, the first phase of this is already well specified and £10,000 has been allocated for phase 1 of this work. The remainder requires further budgeting in the next RBWM financial cycle including for Eton Wick Bell's Lane shopping area and Eton near the Budgen's store area.

12. Mobile phone coverage and data transmission speed

The mobile phone coverage in Eton is very poor. Consultation data shows a very poor view of the current state and a strong desire to rectify this issue. A policy has been incorporated in the Neighbourhood Plan accordingly, that prioritises functionality i.e. the need to access mobile coverage, over visual factors.

Contact with commercial providers needs to be made in order to progress this project and providers need support in order to help with siting. Eton Wick has certain areas of concern, but it is the speed of data that is more concerning in Eton Wick, for those who do not wish to pay enhanced rates for fast service. This also needs to be explored and resolved.

13. Bus Services – Eton Wick

The consultation data showed a significant issue, which has been a cause of concern for many years. Bus services are commercial, with no subsidy from Eton Town Council or RBWM. In order to be viable, bus companies provide school services between 07.00 and 09.30 and 15.00-18.00 such that local needs receive no bus provision during these times. In addition, the costs of bus services, for example to and from Eton or Maidenhead, are excessive.

The combination of the bus timetable and costs result in poor use of the bus services, which in turn deters any commercial bus service company from making the necessary changes. The impact on the traffic flows, congestion, environment and quality of life for all of those affected determines that we must find a resolution to this problem. The project has not as yet found a way forward. An increase in the precept may be an approach that gains support.

14. Barnes Pool

The former brook from South Meadow to the pond at Baldwin's Shore, sometimes known as Barnes Pool and the brook that continued to the River Thames was flowing within the last 50 years. There is a culvert system in place with a presumed blockage. Local stakeholders are all supportive of this project, including the community, Eton College and the Environment

Agency. Our policy to bring culverts back into use for the easing of flooding issues is consistent with national environmental policies. The consultation data showed strong support for this project.

15. Monitor Flood Plain categories

Whilst the consultation showed a strong desire not to develop or build on the flood plain, there is some evidence that in recent floods, certain areas of high flood zone category have not flooded, whereas some lower category areas have done so. As such there may be benefit in monitoring flood events and liaising with the Lead Local Flood Authority with a view to move this subject forward to assist in ameliorating flooding. This monitoring information may assist the national flood boundaries to be determined more appropriately and may help in assessment of the effectiveness of flood policies.

16. Common Land

There is a need for clarity about what land is available for the people, especially in Eton Wick. There are areas of common land and Lammas land that have been fenced, for practical purposes of land grazing, for example, in today's world where tethering one's livestock is not a normal practice. However, it is critical that these areas that were designated for the people are available for the people and are returned to such a state where necessary.

17. Wild Flower Meadow

The area of the Brocas that is in front of Emlyns Building and Brocas Terrace is an excellent opportunity to develop a wild flower meadow. This will enhance the Brocas, contribute to the positive environment and be a sustainable addition to this beautiful area, which is a privately owned public space for residents and visitors to enjoy. This is a low cost project with a very positive impact.

Communications Infrastructure

Advanced, high quality and reliable communications infrastructure is essential for economic growth and social wellbeing. The Town Council support the expansion of electronic communications networks, including next generation mobile technology (such as 5G) and full fibre broadband connections. High quality digital infrastructure is important to local residents, businesses and the community as a whole, providing access to services from a range of providers, is expected to be delivered and upgraded over time; and should prioritise full fibre connections to existing and new developments (as these connections will, in almost all cases, provide the optimum solution).

The number of radio and telecommunications masts, and the sites for such installations, should be kept to a minimum consistent with the needs of consumers and the efficient operation of the network. Use of existing masts, buildings and other structures for new telecommunications capability (including wireless) will be encouraged. Where new sites are required (such as for new 5G networks, or for connected transport and smart city applications), equipment should be sympathetically designed and camouflaged where appropriate.

Because of the high quality and sensitive environment in the Neighbourhood Plan area new communications infrastructure will be expected to take full account of the design policies in this plan where they are appropriate.'

Appendix 1 Eton Design Guidance

Summary

Eton features a great variety of historical buildings including timber framed Tudor buildings, English perpendicular gothic stone civic buildings, Georgian and Victorian brick buildings, and more. New development will always have a challenging task to provide a design that is both respectful of the existing heritage buildings, yet similarly, is not a low value imitation. It is the intention of this design guide to serve as both an illustrative reference that details what factors contribute to Eton's overall character and cultural success. Furthermore, this design guide also provides advice on the design flexibility a new build might have on a certain street – that is to say, how much scope there is to deviate from the existing architectural order.

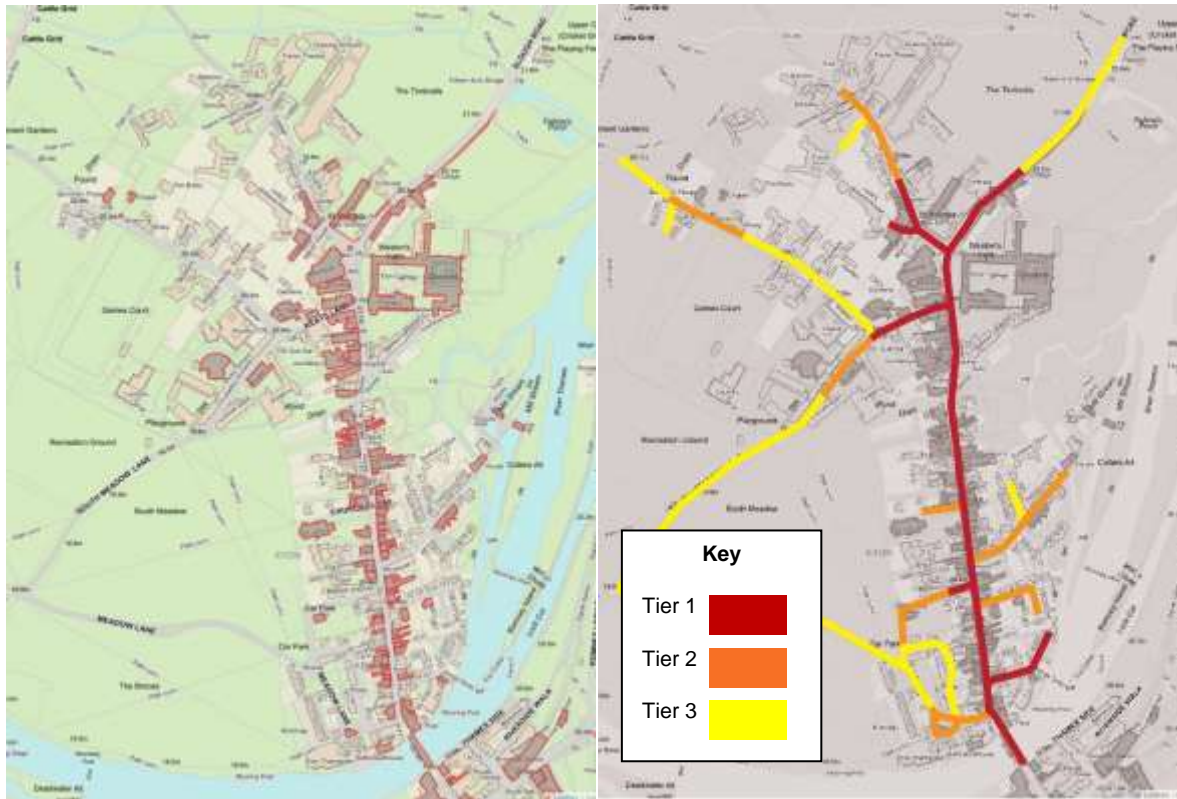
This design guide is not intended to serve as an immutable set of criteria to which new development must adhere. For example, it is possible that new development on a low tier street (see hierarchy of streets figure overleaf) will have to adhere to a strict architectural code as it has significant impact on a listed building. It is, however, intended that the principles set out in this document will help developers and architects produce design proposals that are sympathetic to their surroundings and in turn, are met with acceptance by the local community.

The Design Guide uses the form of the Eton Conservation Area Appraisal by separating Eton into 4 distinct Character Areas: the College area, the High Street Area, the residential areas, and the river frontage. The Eton Conservation Area Appraisal should be referenced in parallel to this document for further details on specific Character Areas.

Hierarchy of Streets

Eton features a large number of heritage buildings on the older streets of the town. In order to conserve the historic integrity of the streets, the Neighbourhood Plan offers a hierarchy of streets that give an indication for the flexibility of design that a development may have on a particular street. The street hierarchy map is intended to serve primarily as an aide for façade design, including the form of the façade, front-facing materials, window detailing, roof and eaves design, and other details.

The map on the left (overleaf) demonstrates the location of existing listed buildings in Eton. The map on the right offers guidelines detailing the degree of conformity and sensitivity that development should abide by, based on the heritage evidence base.



(Source: RBWM, AECOM graphics)

Developments on a Tier 1 street should conform to a design style that is sympathetic to the local character of existing heritage buildings. Buildings that do not comply with the policy and guidance contained in this plan will not be supported.

Developments on a Tier 2 street will be within close proximity to multiple listed buildings, and those of significant interest and therefore should offer a design that is sympathetic to existing heritage assets, reflecting their form, massing, materials and storey heights.

Developments on a Tier 3 street are offered the highest degree of design flexibility. They can incorporate more innovative design features into new development provided that does not compromise the character and context of the surrounding buildings.

1) The College area to the north of Barnespool Bridge



- New development should be of a larger scale and set back from the street or sit at the back of pavement
- Buildings to be predominantly no more than 3-4 storeys
- Buildings should predominantly be in red clay brick or Yellow London stocks and, where appropriate, stone dressings and details. The buildings should be distinctive and in keeping with their immediate environment
- Integrated courtyards can be used to break up larger forms and create semi-private green spaces
- There is an existing network of small alleys between the buildings. New development may extend this network of alleys provided they offer safety and security
- Windows should match existing styles such as timber vertical sliding sashes, iron casements in stone reveals and leaded lights, metal windows with timber subframes or timber casements
- External works should aspire to include stone paving features and existing stone features, such as Denner Hill stone
- Existing buildings have a rich diversity of detailing regarding chimneys, dormers, gables and parapets. New development may wish to include interesting ornamentation to strengthen the character of the area

2) The High Street area



- New developments should largely be long and narrow, and built up to the street
- New development should be maximum 3-4 storeys high and should respect neighbours' right to light
- Buildings should be predominantly red brick or yellow-brown brick. There is also potential for timber framed buildings in a medieval style in this area (perhaps utilising modern methods of construction) and stucco buildings (ideally lime render)
- Facades should normally be constructed from materials that reflect the characteristics of the immediate area
- Roof materials will normally be natural slate or clay
- New buildings should provide a rear garden where viable
- Windows should be high quality e.g. timber vertical sliding sashes, casements, French casements and iron
- Facades should include a shopfront where the development is situated in a High Street retail location, where this is the case currently and typically for new developments. Shopfronts should generally be constructed from timber, and conform to the Eton and Eton Wick Shopfront Design Guidance document.
- Window and other High Street facing characteristics should align with the lines and architecture of the surrounding buildings.
- Yorkstone pavements on Eton High Street should be retained.

3) The residential areas to the east and west of the High street



- New development should predominantly be residential and built in terraces or low-rise blocks
- Buildings should be 2- 3 storeys high, depending on the surrounding buildings
- Buildings should be predominantly red brick or yellow/brown brick. In areas where rendering finishes exist e.g. Tangier Lane, this is supported. Consistency with the local area is essential. There is also potential for stucco buildings (ideally lime render) Windows should match existing styles such as timber vertical sliding sashes, timber casements, or modern equivalents
- New residential development should aim to provide private or shared garden spaces

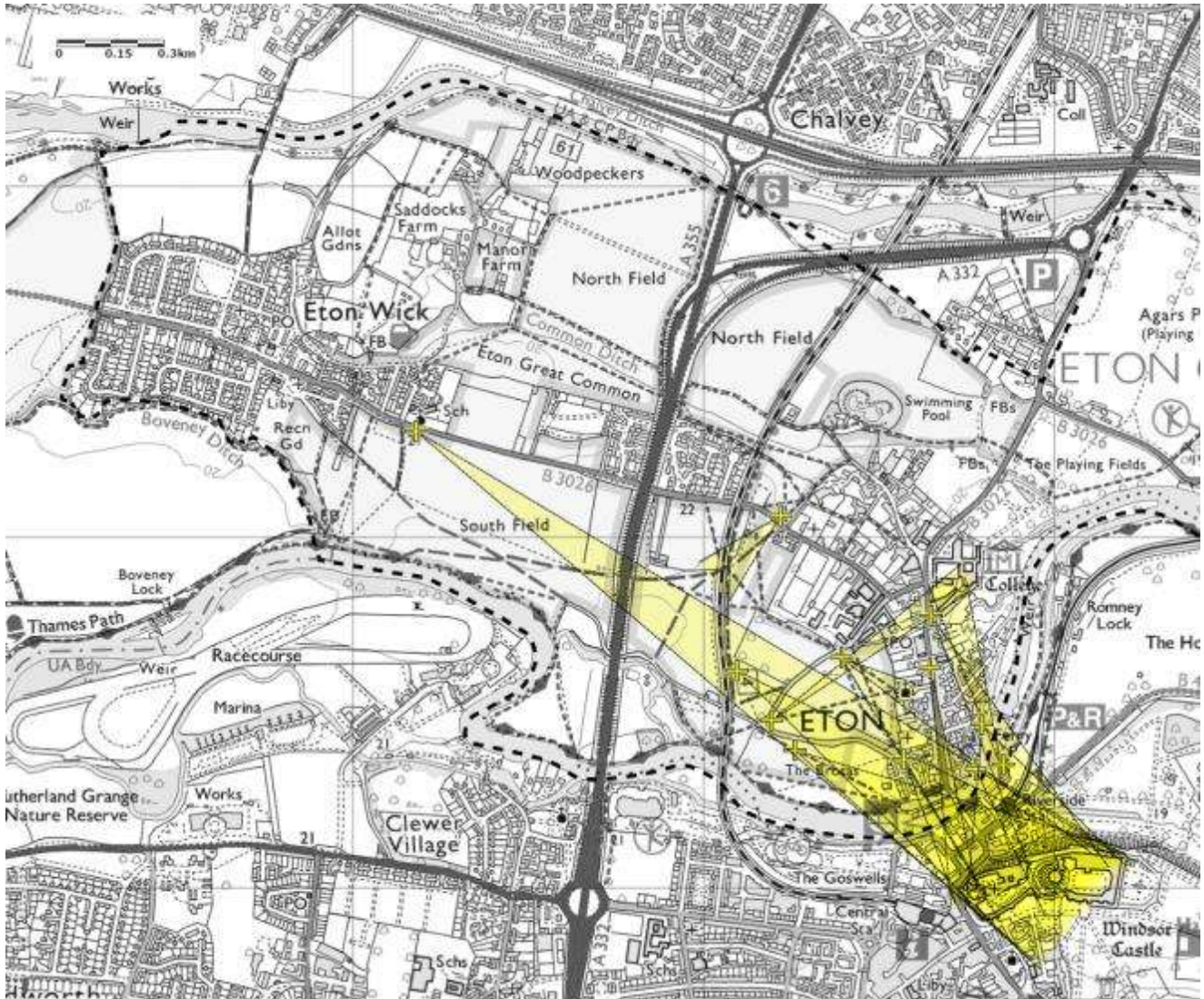
4) The River frontage



Photo credit: Graham Horn

- New development should face the river, with the main façade making an active contribution to the riverside vista
- Buildings to be predominantly 2 or 3 storeys high (with 4 storeys permitted where appropriate)
- Buildings should predominantly be red brick or yellow London stocks
- Roofs should be mostly gabled in slate or clay (hips permitted where appropriate)
- Windows overlooking the river may be large, and offer the possibility for creating a strong design feature that contributes to the identity of the riverside
- Terraces and balconies overlooking the river can be a positive design feature
- Access to the riverside should be provided where possible

Appendix 2 Local views of historic buildings and landmarks

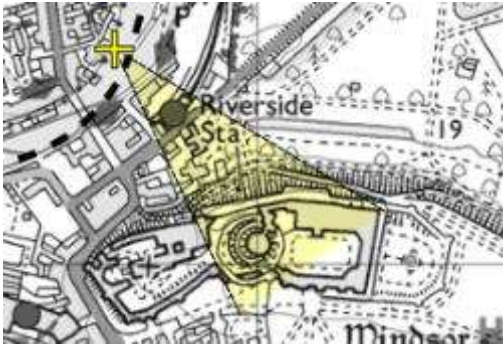


Introduction to local views policy

- Policy HD5 provides the approach required by applicants proposing development that may impact upon designated local views.
- The foreground and middle ground of the view is an area between the Viewing Location and a specified landmark or the general skyline. The viewing location is photographed in each case.
- The background of a view extends away from the foreground or middle ground into the distance. Part of the background may include built or landscape elements that provide a backdrop to a landmark/wider setting.
- All views have a focus on a significant and historic building or landscape. Being the most significant monuments in the local area, the majority of views are to Eton College Chapel or Windsor Castle, or the railway bridge designed by Brunel and its associated viaduct. This is, however, by no means the only significant viewing focus in the Neighbourhood Plan area which features a number of important buildings and landscapes.

- The local views are the result of scrutinising a number of community-identified local views against best practice criteria, such as the London View Management Framework, that classifies views according to whether they are a panorama, linear view, river prospect, or townscape view.
- They should be managed so that the ability to recognise and appreciate the landmark building in combination with the surrounding environment is preserved or enhanced.
- Panoramas should be managed so that development fits within the prevailing pattern of buildings and spaces and should not detract from the panorama as a whole. The management of views containing important landmarks should afford them an appropriate setting and prevent a canyon effect from new buildings crowding in too close to the landmark in the foreground, or background where appropriate.
- River Prospects should be managed to ensure that the juxtaposition between elements, including the river frontages and key landmarks, can be appreciated within their wider Eton context.
- Townscape and Linear Views should be managed so that the ability to see specific buildings, or groups of buildings, in conjunction with the surrounding environment, including distant buildings within views, is preserved.

View of Windsor Castle from Eton riverside A



The view of the River Thames and Castle provides key image of Eton and Windsor and reinforces the area's identity. The views of Windsor's skyline across the riverscape are representative of the area and include many other local landmarks such as the Railway station. The view is experienced as the viewer moves through the Viewing Place. The character and composition of built form above the river is coherent and the built environment is of a high quality design. The view also encompasses mature trees and accessible walkways.

The foreground and middle ground of the river prospect consists largely of the River Thames and elements associated with activities connected with the river framing the landmark in their own right. The juxtaposition of townscape elements with the riverbank and the depth and variety of the surrounding townscape is notable. The majority of the viewing cone is outside of Neighbourhood Plan area and so collaborative action will be required to preserve this view.

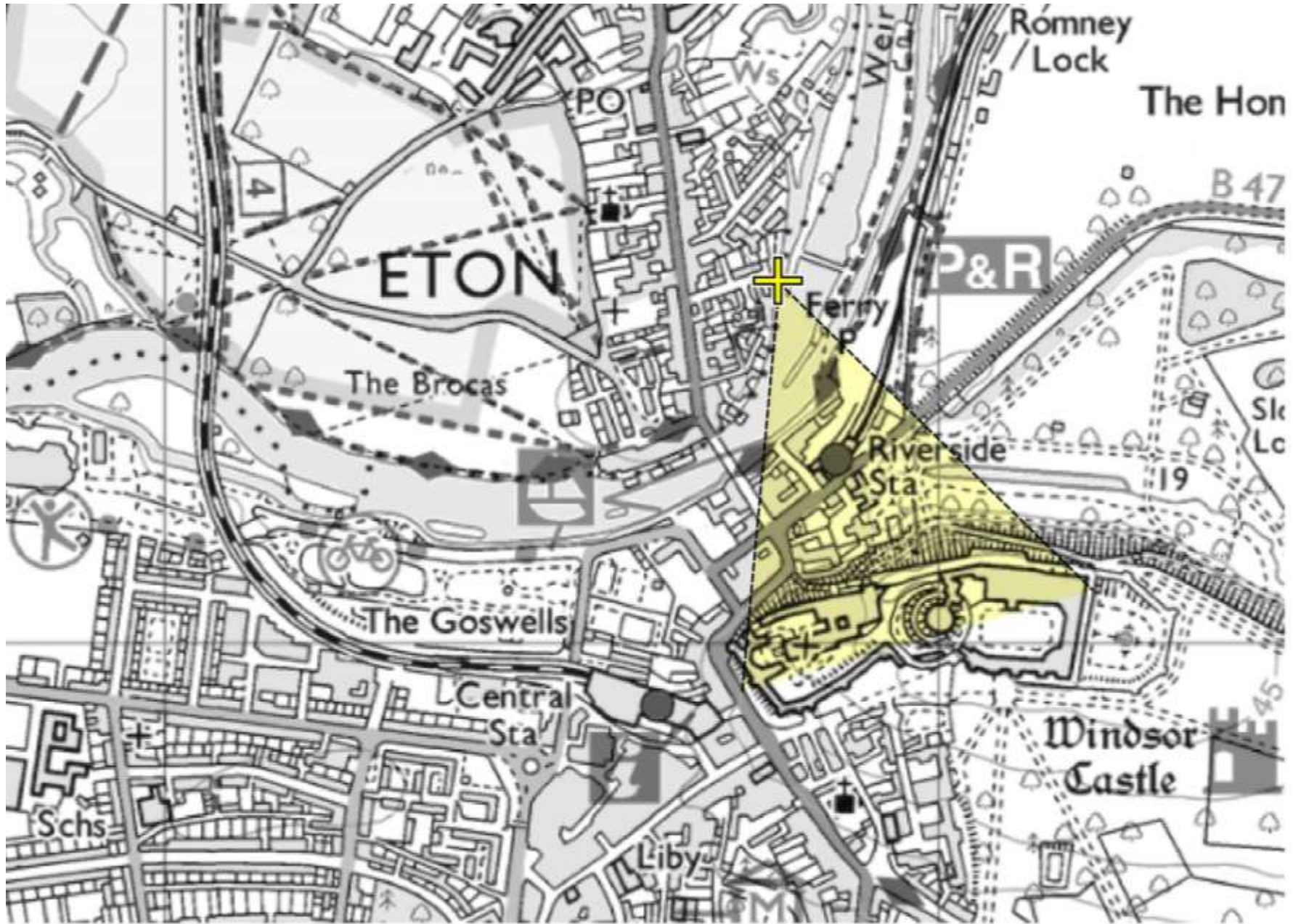


View of Windsor Castle from Eton riverside B

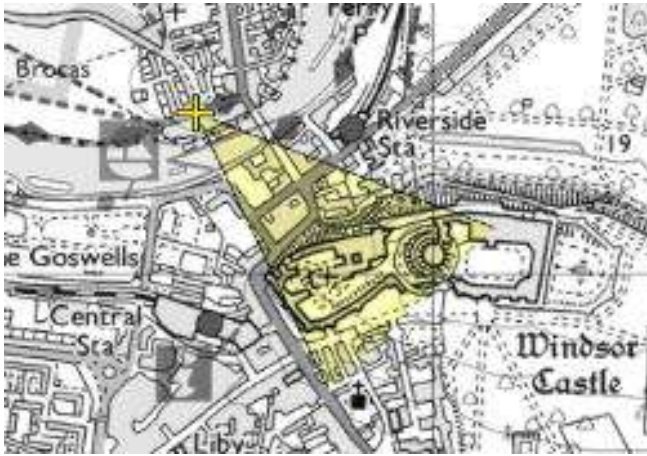


As with view A, the river prospect view encompassing River Thames and Castle provide a key image of Eton and Windsor and reinforce the area's identity. The views of Windsor's skyline across riverscapes and from bridges are representative of the area and include many other local landmarks. The views are experienced as the viewer moves through the Viewing Place. The character and composition of built form above the river is coherent and the built environment is of a high quality design. The view encompasses mature trees lining well-designed publicly accessible walkways.

The foreground and middle ground of the river prospect consists largely of the River Thames and its embankments and elements associated with activities connected with the river. The juxtaposition of townscape elements with the riverbanks and the depth and variety of the surrounding townscape is notable. The viewing cone outside of the Neighbourhood Plan area, so collaborative action is required to preserve the view. Both views (A and B) of Windsor Castle from Eton riverside are subject to change following planning permission for a site in the foreground. This shall not disturb the merits of the townscape views and should be considered as the new baseline once complete.

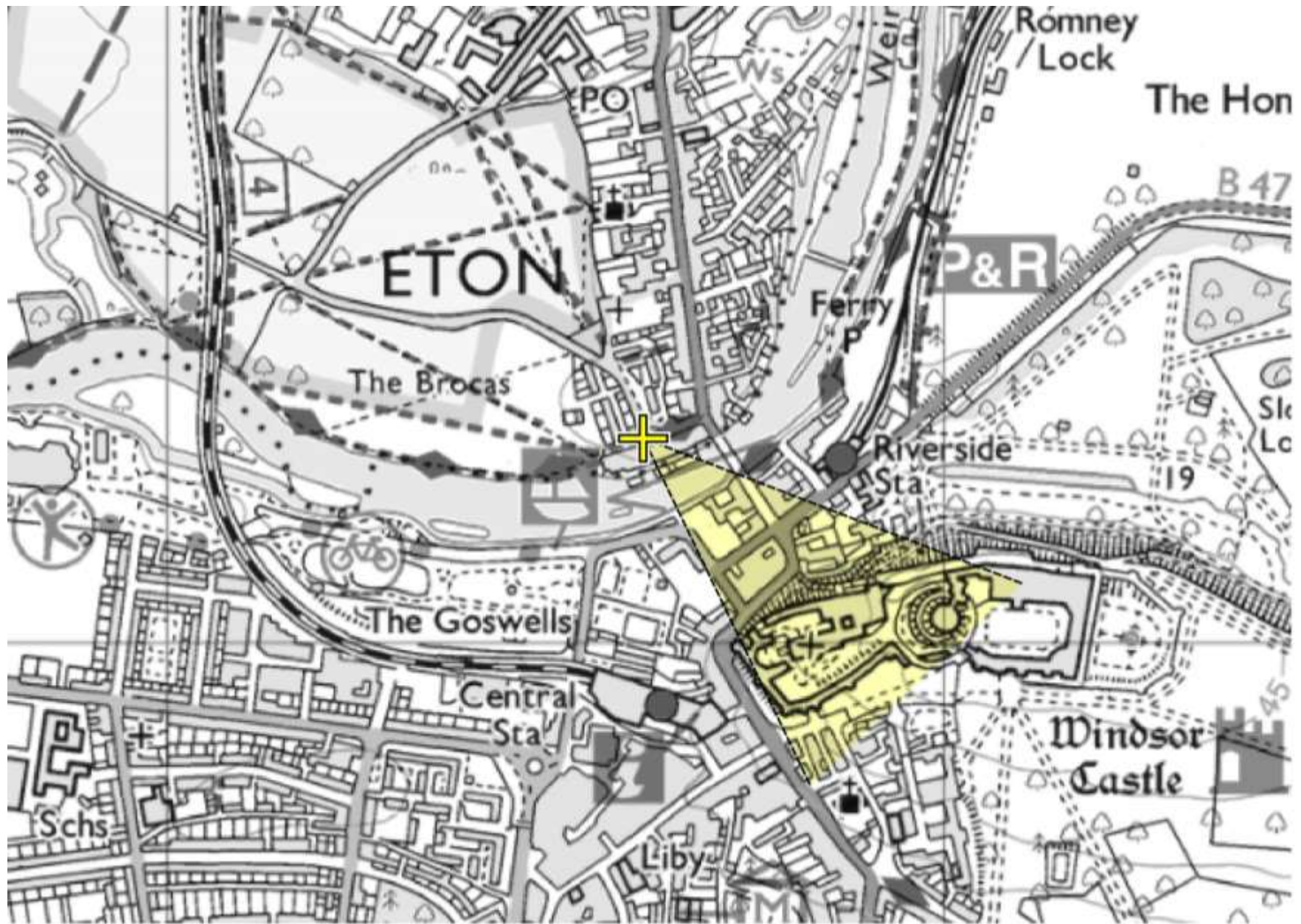


View of Windsor Castle from Eton riverside C (Jennings Wharf)



The river prospect view of the River Thames, Castle and other historic buildings to the west reinforce the area's identity. The views of Windsor's skyline across riverscapes and from bridges are representative of the area and include many other local landmarks. The views are experienced as the viewer moves through the Viewing Place. The character and composition of built form above the river is coherent and the built environment is of a high quality design. The view encompasses mature trees lining well-designed publicly accessible walkways. The juxtaposition between the view's elements including the river frontage and landmark is appreciated within a wider Eton and Windsor context.

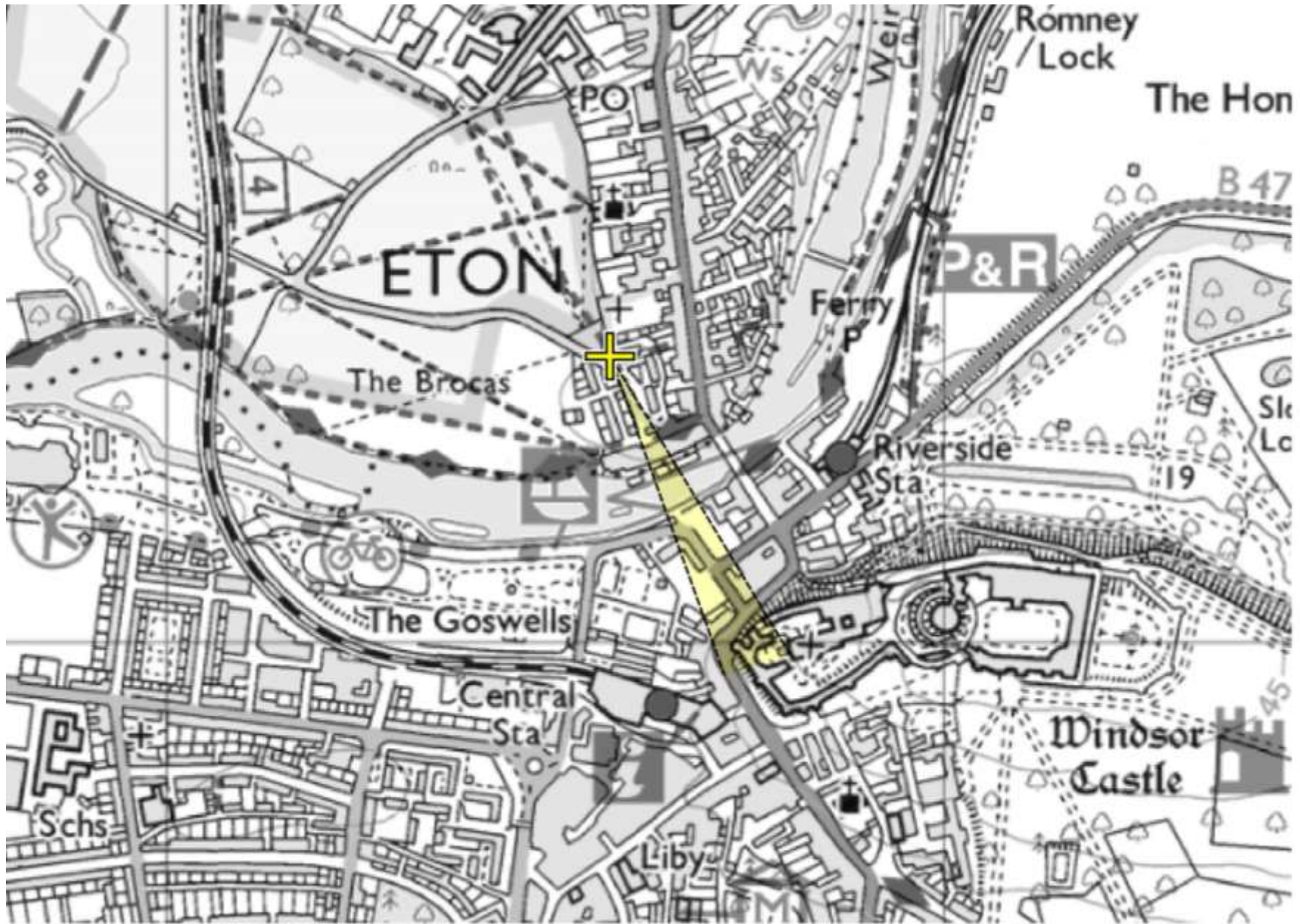
The foreground and middle ground of the river prospect consists largely of the River Thames and its embankments and elements associated with activities connected with the river. Bridges help frame River Prospects, create a setting for particular landmarks, demarcate the extent of the middle ground and add to the sense of movement and activity. They are also landmarks in their own right. The juxtaposition of townscape elements with the riverbanks and the depth and variety of the surrounding townscape is notable.



View of Curfew Tower from Atherton Court



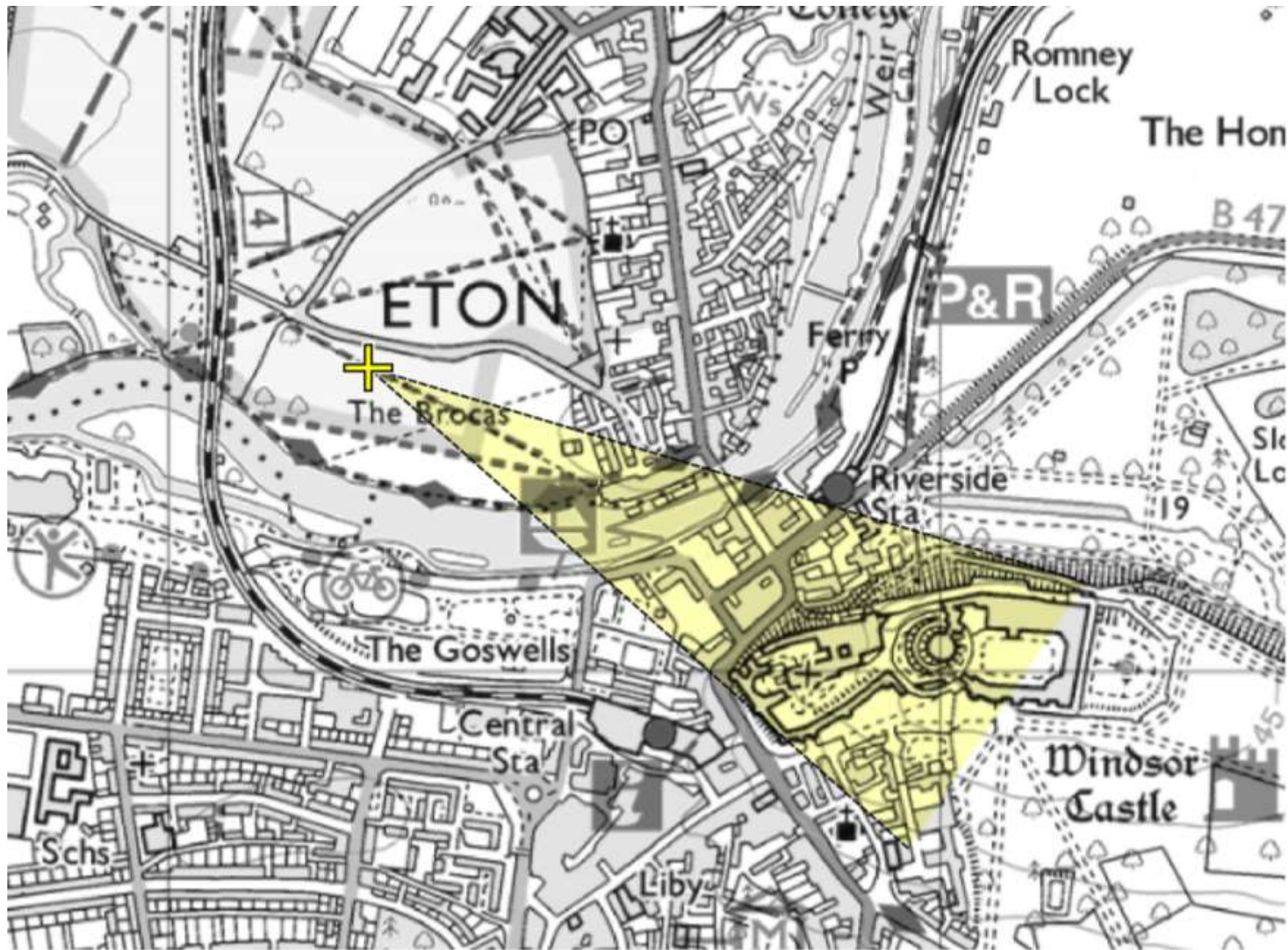
This townscape view focuses on the architecturally and culturally significant Castle. The view represents an architectural composition of historical significance demonstrating a variety of building ages and styles found in the neighbourhood. This townscape view offers opportunities to glimpse the Castle in conjunction with the surrounding environment. The quality of the view is characterised by the open space in the foreground and historic buildings in the middle ground acting as the transition area prior to the view of the Castle. The background of the townscape view is currently free from development providing an aesthetically pleasing composition, and the setting of the landmark. There are opportunities to enhance the viewing place with a bench and planting.



View of Windsor Castle from the Brocas



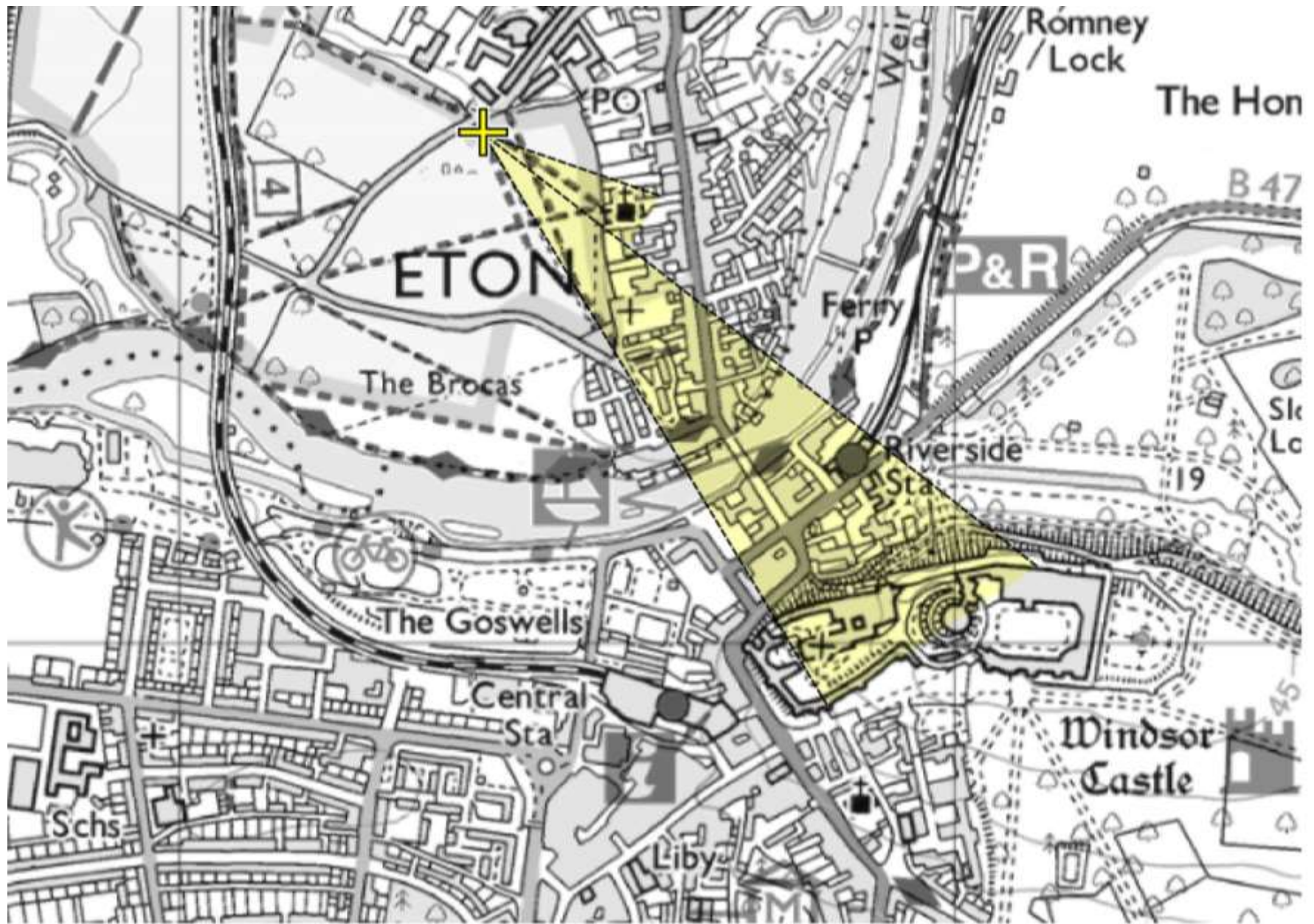
The panorama provides views of Windsor Castle and its hinterland from the public open space of the Brocas. The foreground is clear open space providing an uninterrupted view, the middle ground is composed of low density two storey residential buildings and an intervening tree line which provides an aesthetically pleasing framing to the Castle. The background of the panorama provides an appropriate setting for this important Scheduled Monument with clear open sky helping to provide a wide open vista. The silhouette of the Castle in combination with the open expanse of the Brocas supplies a quintessential view of the local historic landscape allowing the viewer to recognise and appreciate the landmark in the view.



View of St. John's Church and Windsor Castle from the South Meadow



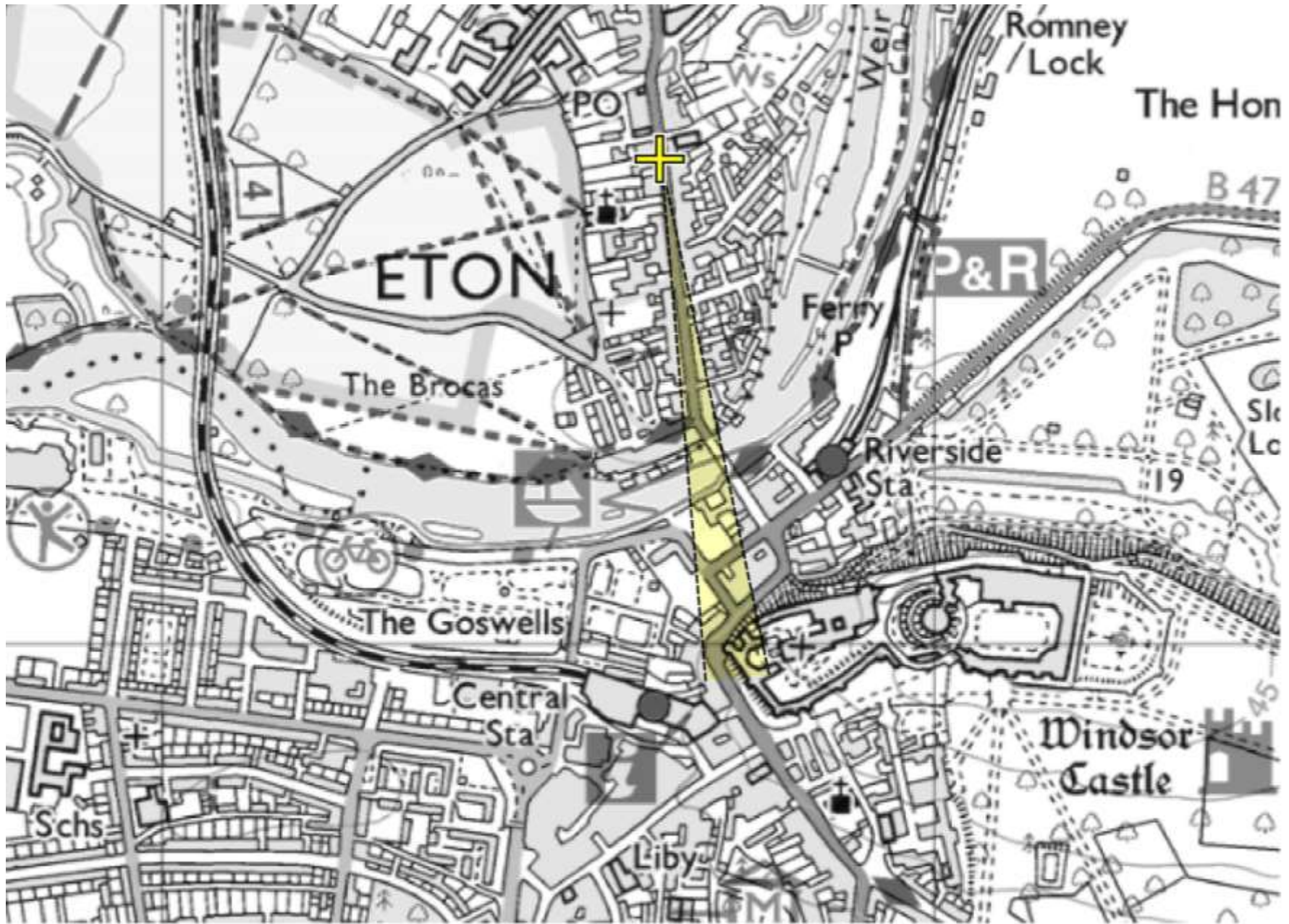
The panorama provides views of Windsor Castle and St John's Church from the public open space of the South Meadow. The foreground is clear open space providing an uninterrupted view, the middle ground is composed of low density buildings with the predominant middle ground view formed of dense vegetation providing glimpses of the Church and Castle. The background of the panorama provides an appropriate setting for these local landmarks with clear open sky helping to provide a wide open vista. The silhouette of the Castle and Church in combination with the open expanse of South Meadow supplies an esthetically pleasing view of the local historic landscape allowing the viewer to recognise and appreciate the landmarks in the view.



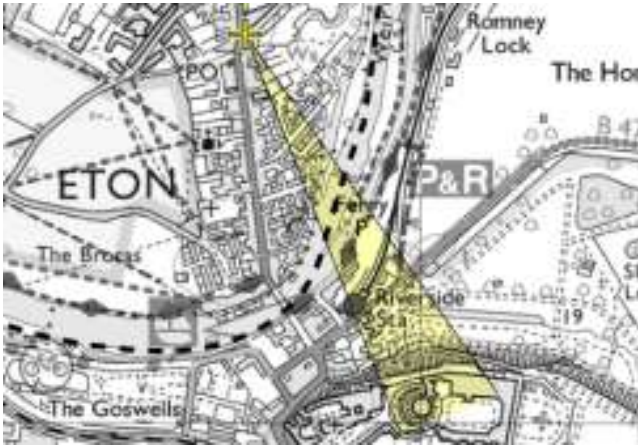
View of Curfew Tower from Eton High Street



This linear view of Curfew Tower is defined by virtue of the gap created by Eton High Street. The compositional quality of the view remains from various viewing places along the street. The ability to appreciate and recognise the different architectural styles and groups of buildings, in conjunction with the retail environment is an important aspect of this linear view, with Curfew Tower the dominant element in the view. There are no buildings in the foreground or middle ground that are overly intrusive, unsightly or prominent to the detriment of the view as a whole. The background of the linear view is free from development as such the view allows the landmark to be perceived in combination with the Eton High Street townscape frame.



View of Windsor Castle from Baldwin's Shore



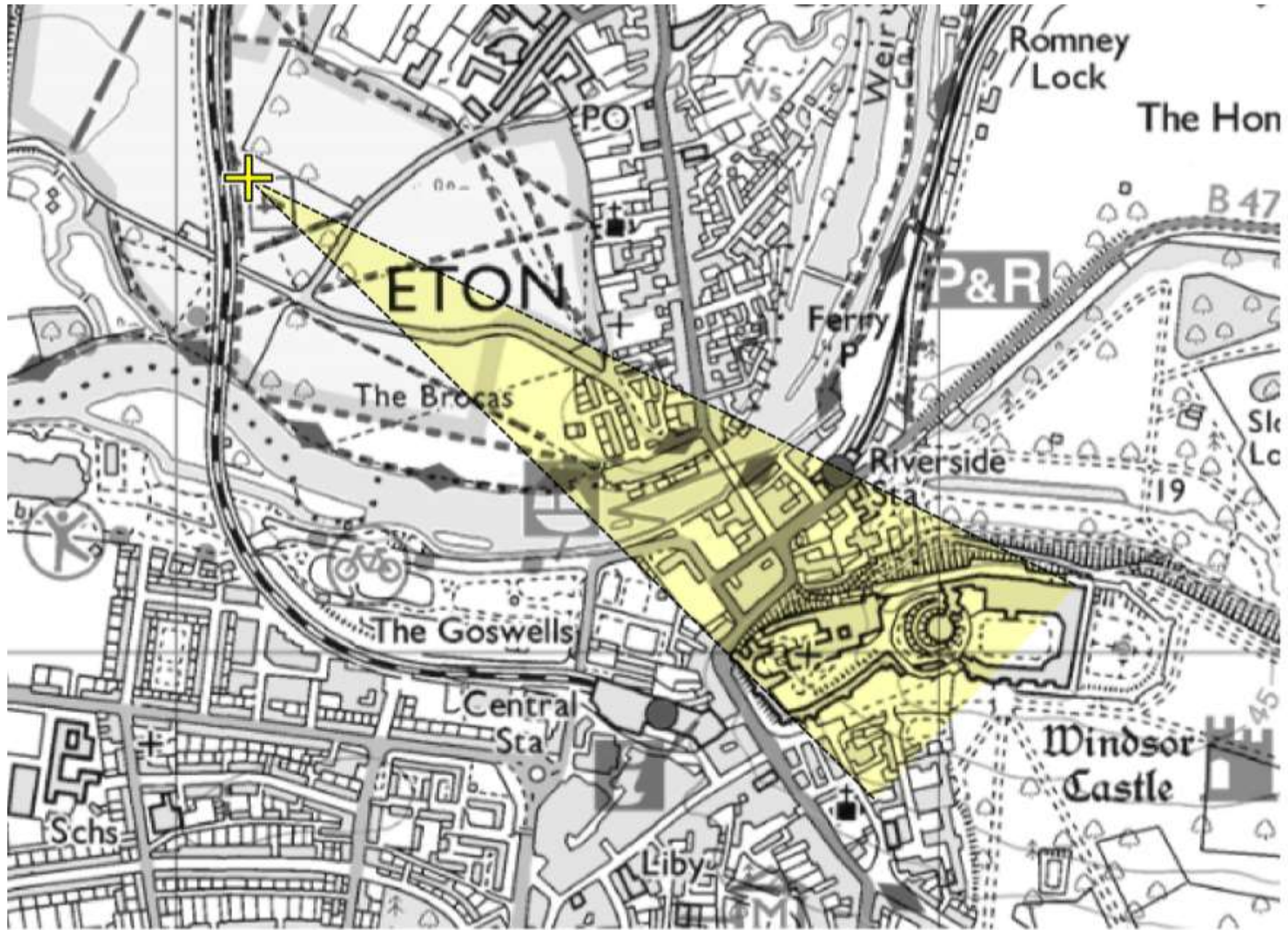
This townscape view focuses on the architecturally and culturally significant Castle. The view represents an architectural composition of historical significance demonstrating a variety of building ages and styles found in the neighbourhood. This townscape view offers opportunities to glimpse the Castle in conjunction with the surrounding environment. The quality of the view is framed by views out from Baldwin's Shore and historic buildings in the foreground and middle ground acting as the transition area prior to the view of the Castle. The background of the townscape view is currently free from development providing an aesthetically pleasing composition, and the setting of the landmark. There are opportunities to enhance the viewing place as the view is less visible in the spring / summer. An opportunity may exist to cut back the Willow tree to enhance this view.



View of Windsor Castle from next to the viaduct adjoining the Brunel Bridge



The panorama provides views of Windsor Castle from a public open space located by the Windsor Railway Bridge and viaduct. The foreground and middle ground are almost completely free of any other buildings providing an appropriate setting for this important Landmark and uninterrupted vista. The view is positively affected by the distinctive open green space in the foreground and mature trees in the middle ground, serving to frame the silhouette of the Castle. The background of the panorama is free of development playing an important part in a person's ability to recognise and appreciate the culturally important Landmark in the view.



View of Windsor Castle from Eton Wick



The panorama provides views of Windsor Castle from a public open space located in Eton Wick. The viewing location is a large distance from the Castle and so provides a unique comprehensive view of the Castle. The foreground and middle ground are almost completely free of any other buildings providing an appropriate setting for this important Landmark and uninterrupted vista. The view is positively affected by the distinctive open green space in the foreground and bridge in the middle ground, serving to frame the silhouette of the Castle. The background of the panorama is free of development playing an important part in a person's ability to recognise and appreciate the culturally important Landmark in the view.



View of the Viaduct which adjoins the Brunel Bridge from Eton Wick Road



The panorama provides an extended uninterrupted view of the Railway Bridge and viaduct from Eton from a public open space viewing location. The foreground, middle ground and background are all a combination of open Common Land or agricultural land, a key defining feature of the local area. This homogenous setting provides an impressive view of this locally cherished landmark. The open background of the panorama includes the area beyond the principal focus of the bridge/viaduct within the view and plays an important part in a person's ability to recognise and appreciate the Landmark and countryside view.

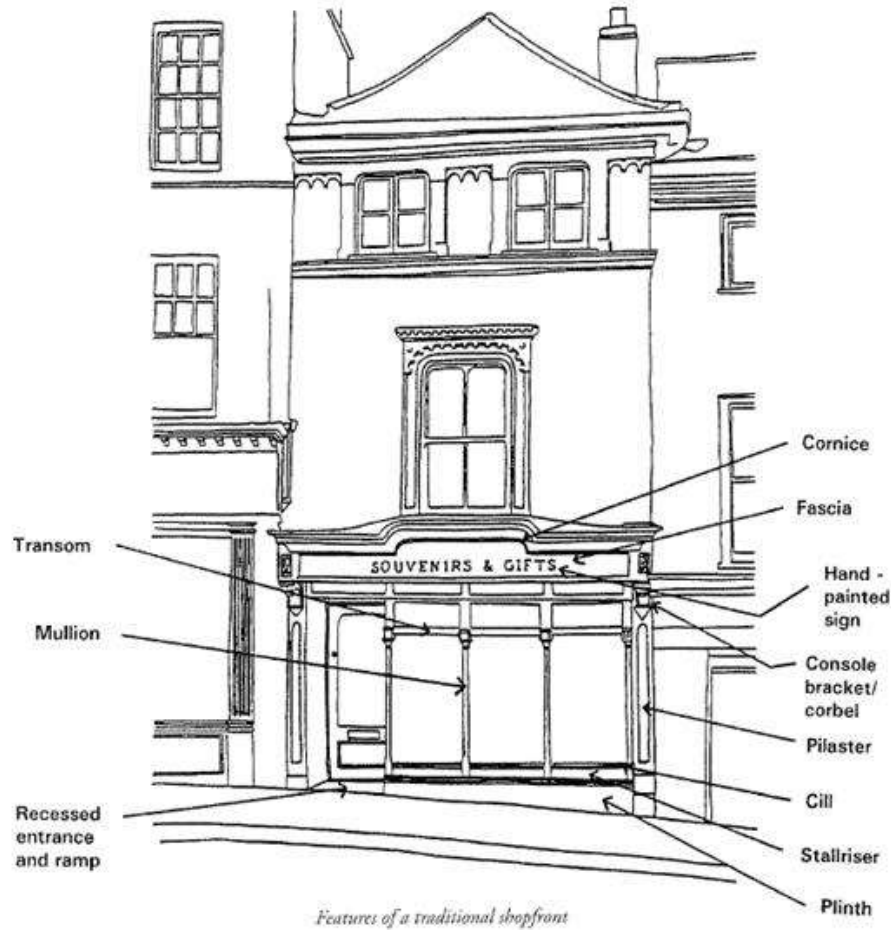


Appendix 3 Shopfront design guidance

Introduction

1. This guide is intended to provide advice on the design of businesses and shop fronts within the designated Eton area.
2. In developing this guidance document the Neighbourhood Plan Steering Group has taken into account the wider social, cultural, economic and environmental benefits that the conservation of the historic environment can bring, including consulting the Windsor and Eton Society.
3. The Key Objectives in relation to business and shop front design and signage in Eton are as follows:
 - i. To ensure the retention and refurbishment of existing traditional shop fronts and building features including pilasters, console brackets, cornicing, stall-risers, recessed doors, and other traditional detailing using buildings materials as may be identified.
 - ii. To support the transformation of shop front in traditional buildings where the original design vernacular has been destroyed or otherwise compromised and the applicant is wishing to reincorporate a traditional retail frontage into the building or modern interpretation.
 - iii. While the guidelines are intended primarily for the traditional shops of Eton, to potentially also stimulate creative and imaginative modern shop front designs for the less traditional retail units of Eton Wick
 - iv. To ensure appropriate provision is made to meet the access requirements of all shopkeepers.
 - v. To ensure only good quality advertisements that reflect the design aspirations of the area are provided in places where they are suitable.

General Principles of shop front design



4. Traditional shop fronts are inviting and attractive in themselves; they add to the shopper's experience and lend a town centre an air of quality and vitality. In Eton, the traditional shopfronts make significant contributions to the overall heritage character of the High Street. With this in mind there is support for the retention and restoration of traditional older style shop fronts. In the Neighbourhood Plan Area, there are not a great number of traditional shop fronts so it is of heightened importance that they are preserved.
5. New shop fronts should incorporate traditional features and should avoid large areas of plate glass, aluminium and plastic including in frames and fascias. Where the existing shop front is to be replaced, the important principle is that the new shop front should be designed within its context and as part of the whole architectural composition of the building. The design should take account of the period and style of the building above and of buildings in the immediate vicinity.

6. If the premises is in a more modern development, such as those in Eton Wick, there is an opportunity to consider a more innovative and attractive approach to a shop front. This may involve the use of non-traditional materials, but high quality is always important. Shop front design in this instance should be imaginative and appropriate to the style of the building, utilising a high quality materials.
7. The design or redesign of a shop front in the Neighbourhood Plan area should take into account the age and architectural detail of the building as a whole and special attention should be paid to:
 - Ensure shop fronts sit below and separate from the sills of first floor windows.
 - Shop fronts can benefit from being subdivided vertically to relate to the proportions of the windows in the building above.
 - Where a shop runs through more than one building, each building should contain its own shop front.
 - Where a building contains a separate access to an upper floor the shop front should ensure that the access to the upper levels is separate from the retail frontage.
 - When a shop forms part of a group or terrace of similarly proportioned/designed buildings, opportunities to reflect the character of the whole terrace or group should guide the design.
 - The design of the shop front should reflect and enhance the architectural style of the remainder of the building.
8. Though diversity is encouraged between different shopfronts, signage should be consistent across an individual façade. There is some degree of flexibility in signage design, but as a general set of principles, the following branding is appropriate in the Neighbourhood Plan area:
 - Ensure that the font is the same across all external signage
 - Maintain a consistent foreground and background colour.
 - Ensure that the colour palette used is reflective of the colour palette present across the whole façade, including the area above the shopfront.
 - If there is a hanging sign that extends out in front of the building, this should be in keeping with the rest of shopfront, and not have an overbearing impact on the general street scene.
9. Shopfronts should ensure that their windows are used to effectively display products or maintain a visual link between the street and interior of the shop. In turn, shop fronts should avoid advertising displays, such as plastic film, that fully obscures the interior of the shop from the eyes the pedestrian.
10. In Eton Conservation Area, advertising external to retail premises (e.g. A-frames and blackboards) will be discouraged where they impede walkways or harm local character.

Examples of good shop fronts:



Case Study 1: Tastes Delicatessen

Incorporates traditional wooden shopfront; Has active shop frontages; Consistent branding; and relates to the façade above the building.



Case Study 2: The Christopher Hotel

Good use of stallriser, white mullions, sensitive canopy, considerate blend of old and new styles.

Examples of other shop fronts:



Case Study 3: Eton Premier Stores

Film advertisements obscure view into the shop. Proportions reflect building above.



Case Study 3: Tudors

Shop front offers a strong visual link with the street. A variety of fonts is confusing.

Design Principles

11. The Neighbourhood Plan area is gifted with a great number of historic buildings and high quality shopfronts. In Eton alone there are over 90 listed buildings and an active High Street that runs for almost 500 metres. Shopfronts in the Neighbourhood Plan Area make a valuable contribution to the character of the area that attracts tourists and leisure seekers creating a sustainable stream of demand and a healthy business environment. It is therefore of paramount importance that new development or alterations to existing shopfronts continue to support a tradition of high quality design in a predominantly traditional style based upon the following design principles (DP).

DP1 Quality Design

Proposals will be required to be of a high quality, contributing to an overall improvement in terms of urban design and architecture. The Town Centre should be able to adapt in light of any change in future needs.

Proposals will:

- Use an appropriate choice of materials and colour
- Be visually attractive from all angles
- Enhance streets and spaces through quality design and architecture
- Provide a high quality environment for future users
- Be suitable in terms of crime prevention, community safety and security
- Respect the environment, heritage and function of existing landmarks, including the numerous listed buildings on Eton High Street

12. Shopfronts that discriminate against certain population groups through a lack of providing adequate access will not be tolerated. Not only is it a statutory requirement to provide suitable access, the Neighbourhood Plan also places great value on inclusivity and diversity across the community. In some circumstances historic buildings may not lend themselves to adaptation where it would harm the heritage value of the building.

DP2 Access

Proposals should, wherever feasible, ensure that they are accessible to all by adhering to the following design concerns:

- The width of entrance must be suitable for wheelchair access
- A gradient to or into the entrance must accommodate for elderly or disabled visitors.

13. In the local area, the community believes that inviting shopfronts are best for promoting business and preserving the heritage character of the area. Direct visual links between the street and shop also support social interaction and act to ensure that the street is defensible

space and therefore reduce crime. There are some scenarios where confidentiality is required and it will not be appropriate to have a fully transparent shopfronts such as in medical premises, chemists or post offices. However, for most functions, strong visual links between the shop interior and street are encouraged.

DP3 Active shop frontages

All shops should aim to ensure that the shop relates to the street in a positive and welcoming way. This includes:

- Promoting visual links between the interior of the shop and the street.
- Using the shop front to display products as opposed to being used for advertisement or non-display storage.
- Employing architectural features that invite the consumer into the premises such as alcove doorways, and where feasible, displaying products externally.

14. Choosing appropriate windows and doors is vital for maintaining the heritage feel across the Neighbourhood Plan area – even for more modern shop designs. The windows and doors of nearby shops will often provide a good source of inspiration for new shop fronts.

DP4 Windows and Doors

Shop window are the main advertisement for businesses. However, they also contribute to the character of the town and are experienced by all who live and visit the town. Windows and doors that reflect the traditional style of existing shopfronts will commonly be most suitable for businesses and the town. Shop fronts should:

- Divide windows vertically to create frames
- Use mostly timber
- Create stall-riser (should be between 450 and 700mm high and have a windowsill)
- Recess the doorway when suitable in regards to access

15. Residential accommodation above shops is an effective way of meeting housing demand, and is also reflective with many existing retail premises across the Neighbourhood Plan area. Often, it may be challenging to create entrances that do not detract from the character of the shopfront and therefore rear entrances should be sought where appropriate. Front entrances are, however, no great detriment provided that they are carefully designed to fit in the width context of the street and shop interior.

DP5 Living Above Shops

Residential use of space above shops is encouraged. This normally requires a separate entrance to be incorporated within the shop front. Rear access to the premises is common in Eton High Street and is appropriate in this area.

Where entrances are at the front of the shop, it should be ensured that they do not aesthetically detract from the shop window; is consistent with neighbouring shop fronts, and reflects the rhythm and symmetry of the building above the shop front.

To maximise the shop window area, narrow frontages may benefit from the shop and residential entrances being incorporated together as a double entry point in a single recess within the shop front.

16. The range of colouring on the shopfronts of Eton High Street is broad, and this variety has many positive effects on the local character. Though there is no specific requirement for shopfront colours, they should not be so bold or exuberant that they stand out to an excessive degree, so muted colours are preferred. A common theme in the Neighbourhood Plan area is the use of colours, or similar tones, to those used by the Royal Family. New shop fronts may wish to use this source of colour as inspiration – see Appendix 4, Colour Palette.

DP6 Palette of Colours

The recommended palette is a muted range of colours, most have a proportion of black in the colour make up. The brighter colours are only intended to be used sparingly in small areas as highlights. Pure Black and White are not included as these can ordinarily be too harsh if used in large areas.

Corporate colour schemes on fascias can be acceptable provided they are not overly vivid and out of character with the softer palette of surrounding shops. It may be more appropriate for corporate firms to provide subtle highlights of their associated colours against a softer base colour. In this way, corporate shopfronts can blend in with the local character whilst shoppers can easily identify their preferred shopping experience.

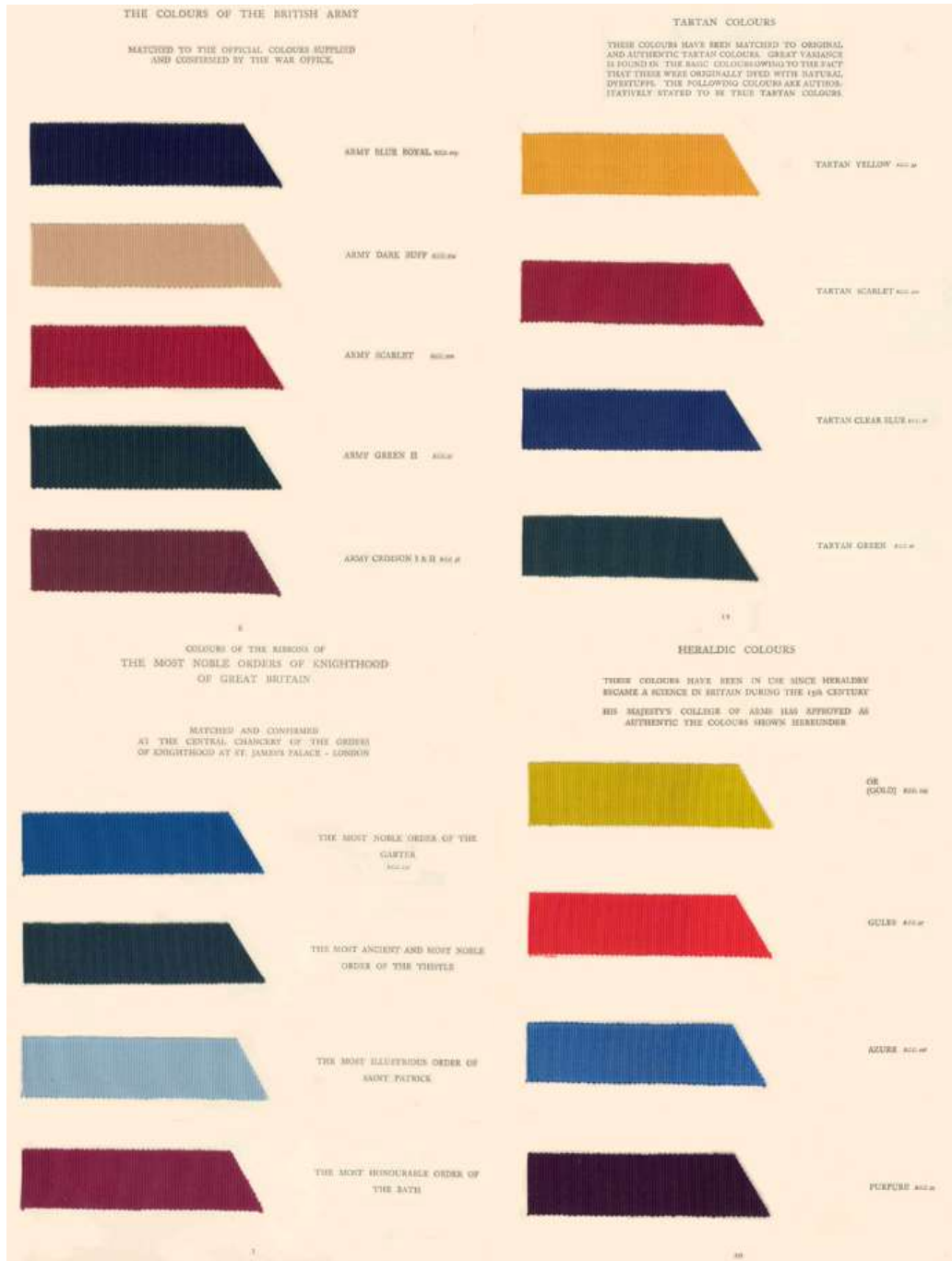
17. As much of the Neighbourhood Plan area is within a Conservation Area, advertising must respond to the heritage character of the area and avoid being excessively eye-catching. Advertisements should adhere to the same guidelines as colour selection, and relate closely to surrounding shopfronts.

DP7 Advertisements

Design advertisements to enhance business by careful selection of size and careful consideration of colours to match the shop front and complement the building. Select font and sizes to ensure clear display of information Use external lighting to highlight business and identify shops entrance.

Appendix 4 Colour Palette

The palette of colours used for Eton College's 1990 celebrations (550th anniversary) and the Queen's Silver Jubilee in 2012 are encouraged in the neighbourhood area. In addition, the Royal Colours, as issued by the British Colour Council, in commemoration of the Coronations of His Majesty King George VI and Her Majesty Queen Elizabeth are also encouraged (see below figure)¹⁶.



¹⁶ Accessed at: <http://patrickbaty.co.uk/>

Appendix 5 Local Green Space Designations

Local Green Spaces

1. Stockdales Road Square



(Source: Google Earth, AECOM illustration)



2. Bell Lane and Common Road



(Source: Google Earth, AECOM illustration)



3. Eton Wick Recreation Ground (Haywards Mead)



(Source: Google Earth, AECOM illustration)



4. Eton Recreation Ground, South Meadow Lane



(Source: Google Earth, AECOM illustration)



Appendix 6 Community facilities in Eton and Eton Wick

Eton

Balwin's Institute
Porny School
St. John's Church C of E
Our Lady of Sorrows Catholic Church
Library
Charteris Day Centre
Recreation Ground
Allotments
Eton College:
 School Hall
 Farrer Theatre
 College Chapel
 Music Schools Concert Hall
 Upper School
 Egerton Room
 Gymnasium
 Indoor Swimming Pool
 Queen's Eyot (outside of area but used by local community)
 Eton Dorney Rowing Lake (outside of area but used by local community)
 Thames Valley Athletics Centre

Eton Wick

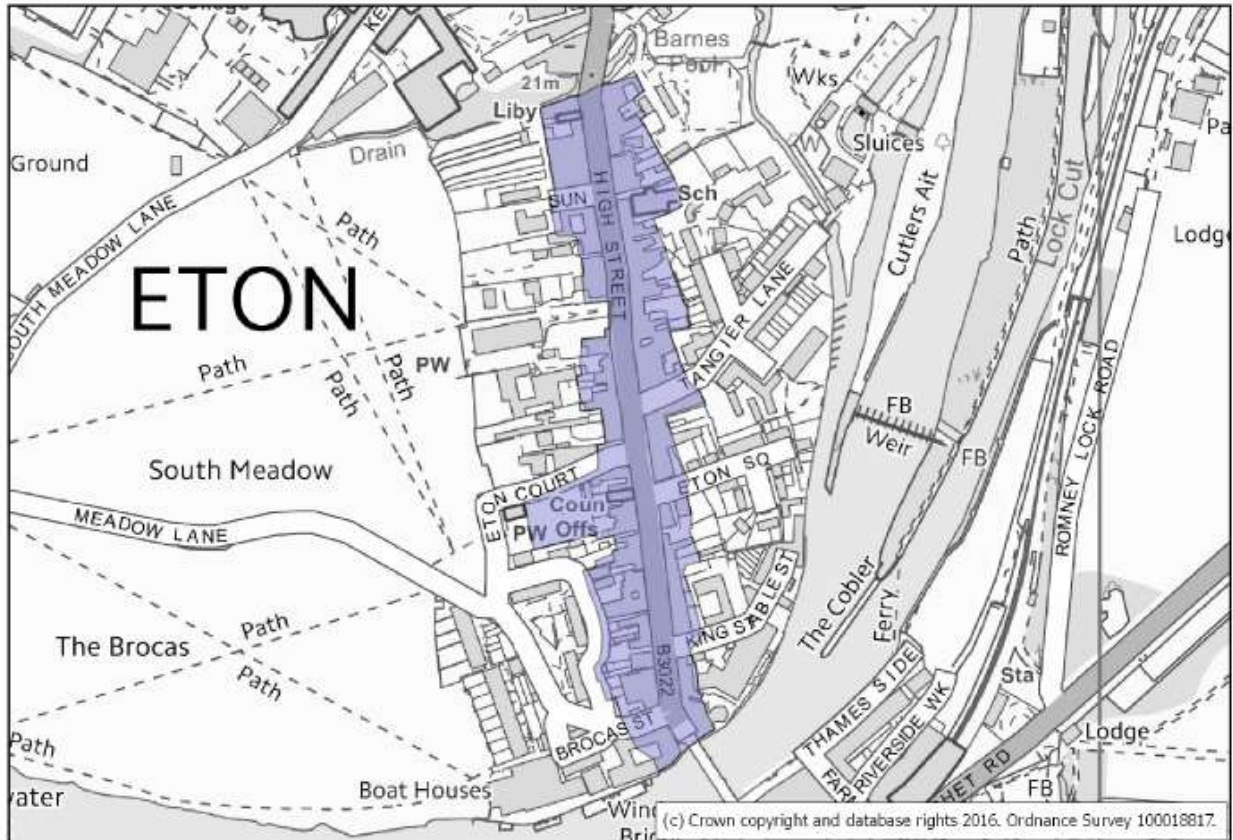
Churches
 St Gilberts
 St John the Baptist
 Methodist Chapel
C of E First School

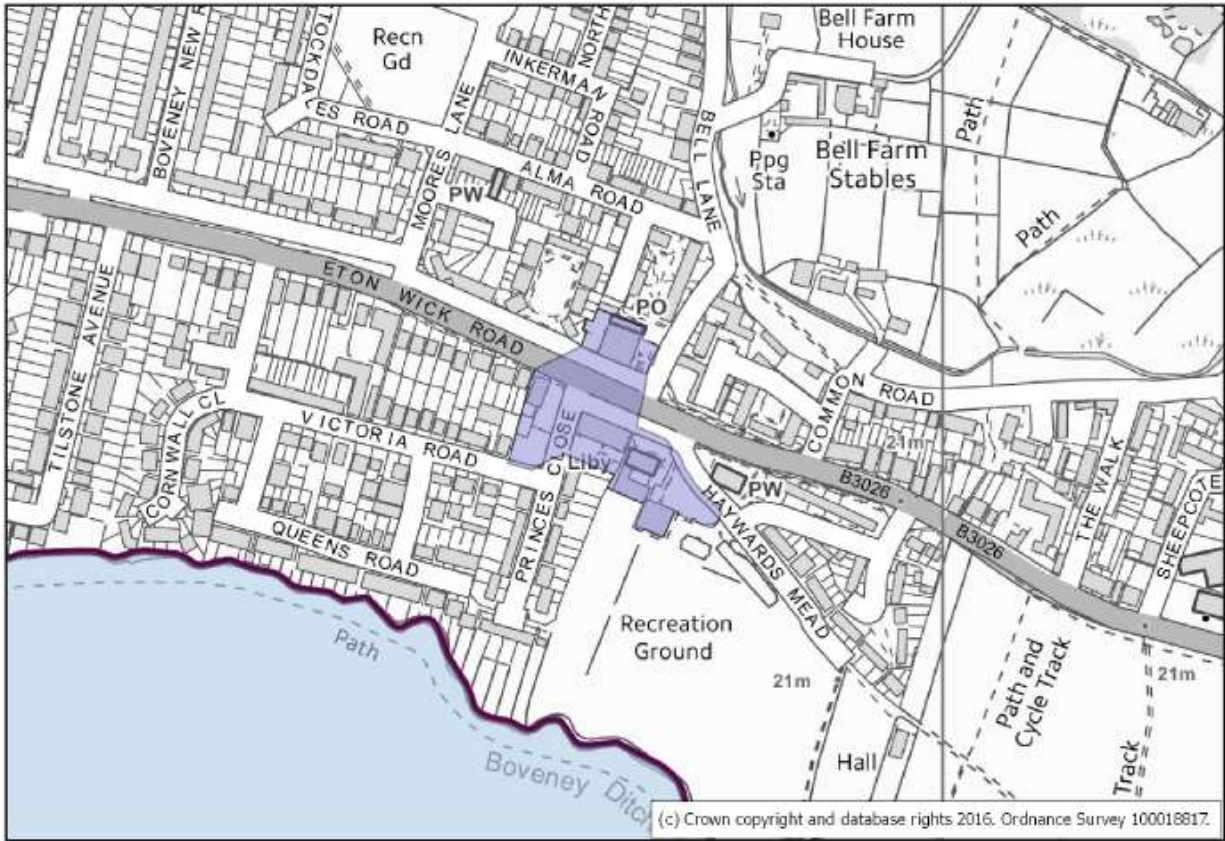
Public houses
 The Shepherds Hut
 The Greyhound

Football & social club
Village hall
Library
Youth club
Community centre sports hall
Scouts hut
The Allotments
The Animal Sanctuary
Motor Museum
Shops / services, ensuring that the central Bell Lane shops are occupied with provision for the public

Appendix 7 Eton and Eton Wick centre maps

The below maps of Eton High Street centre and Eton Wick Local Centre are extracts from the RBWM Borough Local Plan.





Appendix 8 Demographic evidence

Demographic Evidence

1. Population and Household size in Eton and Castle & Eton Wick, 2011

	Eton & Castle / Eton Wick	Windsor and Maidenhead	England
Population	5,008	144,560	53,012,456
Households	1,809	58,349	22,063,368
Household size	2.8	2.5	2.4
Dwellings	1,893	60,901	22,976,066

2. Rate of change in the age structure of the population of Eton & Eton Wick, 2001-2011

Age group	Eton & Eton Wick	Windsor and Maidenhead	England
0-15	-17.0%	7.6%	1.2%
16-24	-19.1%	5.7%	17.2%
25-44	-7.3%	1.2%	1.4%
45-64	15.2%	10.5%	15.2%
65-84	-9.9%	12.8%	9.1%
85 and over	8.4%	26.0%	23.7%

3. Country of birth and length of residence, Eton & Eton Wick 2011

Place of birth	Population breakdown		Eton & Eton Wick	Windsor and Maidenhead	England
Born in the UK	Total		84.2%	82.6%	86.2%
Born outside the UK	Total		15.8%	17.4%	13.8%
	EU		6.0%	6.0%	3.7%
	Other		9.8%	11.4%	9.4%
Length of residence	Less than 2 years		2.0%	2.0%	1.8%
	2-5 years		2.8%	2.5%	2.2%
	5-10 years		3.4%	3.2%	2.9%
	10 years or more		7.6%	9.7%	7.0%

4. Rates of change in number of rooms per household in Eton & Eton Wick, 2001-2011

Number of Rooms	Eton & Eton Wick	Windsor and Maidenhead	England
1 Room	-88.9%	-7.2%	-5.2%
2 Rooms	14.3%	23.4%	24.2%
3 Rooms	7.3%	27.1%	20.4%
4 Rooms	3.1%	10.0%	3.5%
5 Rooms	-0.4%	-4.8%	-1.8%
6 Rooms	-13.1%	-1.7%	2.1%
7 Rooms	18.8%	10.0%	17.9%
8 Rooms or more	48.9%	18.8%	29.8%

5. Trends in number of persons per room in Eton & Eton Wick, 2001-2011

Persons per room	Eton & Eton Wick	Windsor and Maidenhead	England
Up to 0.5 persons per room	5.8%	5.5%	7.9%
Over 0.5 and up to 1.0 persons per room	-6.3%	12.7%	7.0%
Over 1.0 and up to 1.5 persons per room	30.8%	42.8%	27.3%
Over 1.5 persons per room	-50.0%	-8.7%	2.5%

6. Tenure (households) in Eton & Eton Wick, 2011

Tenure	Eton & Eton Wick	Windsor and Maidenhead	England
Owned; total	55.0%	72.6%	63.3%
Shared ownership	1.3%	0.4%	0.8%
Social rented; total	16.7%	12.4%	17.7%
Private rented; total	11.7%	9.8%	16.8%

7. Rates of tenure change in Eton & Eton Wick, 2001-2011

Tenure	Eton & Eton Wick	Windsor and Maidenhead	England
Owned; total	-1.6%	0.7%	-0.6%
Shared ownership	-52.4%	48.5%	30.0%
Social rented; total	-1.5%	15.1%	-0.9%
Private rented; total	63.4%	77.2%	82.4%

8. Household composition (by household) in Eton & Eton Wick, 2011

		Eton & Eton Wick	Windsor and Maidenhead	England
One person household	Total	36.5%	28.4%	30.2%
	Aged 65 and over	13.7%	11.9%	12.4%
	Other	22.7%	16.5%	17.9%
One family only[1]	Total	56.5%	64.5%	61.8%
	All aged 65 and over	6.2%	8.7%	8.1%
	With no children	18.9%	18.6%	17.6%
	With dependent children	22.1%	27.9%	26.5%
	All children Non-Dependent	9.4%	9.3%	9.6%
Other household types	Total	7.0%	7.2%	8.0%

9. Rates of change in household composition in Eton & Eton Wick, Percentage change, 2001-2011

Household type		Eton & Eton Wick	Windsor and Maidenhead	England
One person household	Total	2.2%	9.2%	8.4%
	Aged 65 and over	-15.4%	-3.7%	-7.3%
	Other	16.9%	20.9%	22.7%
One family only	Total	0.4%	6.8%	5.4%
	All aged 65 and over	-25.7%	0.9%	-2.0%
	With no children	8.2%	1.4%	7.1%
	With dependent children	6.0%	13.2%	5.0%
	All children non-dependent	-3.1%	6.2%	10.6%
Other household types	Total	28.3%	7.3%	28.9%

10. Change in household numbers and size in Eton & Eton Wick, 2001-2011

Key indicator	Percentage change, 2001-2011		
	Eton & Eton Wick	Windsor and Maidenhead	England
Population	-5.7%	8.2%	7.9%
Households	2.6%	7.5%	7.9%
Household size	-8.1%	0.6%	0.0%

11. Accommodation type (households) in Eton & Eton Wick, 2011

Dwelling type		Eton & Eton Wick	Windsor and Maidenhead	England
Whole house or bungalow	Detached	12.7%	31.2%	22.4%
	Semi-detached	25.5%	25.3%	31.2%
	Terraced	28.9%	18.8%	24.5%
Flat, maisonette or apartment	Purpose-built block of flats or tenement	23.7%	19.0%	16.4%
	Parts of a converted or shared house	5.7%	3.3%	3.8%
	In commercial building	3.5%	1.4%	1.0%

12. Economic activity in Eton & Eton Wick, 2011

Economic category		Eton & Eton Wick	Windsor and Maidenhead	England
Economically active	Total	69.1%	74.5%	69.9%
	Employee: Full-time	45.5%	44.4%	13.7%
	Employee: Part-time	11.1%	12.2%	38.6%
	Self-employed	7.5%	12.4%	9.8%
	Unemployed	2.7%	3.2%	4.4%
	Full-time student	2.4%	2.3%	3.4%
Economically inactive	Total	30.9%	25.5%	30.1%
	Retired	8.5%	12.8%	13.7%
	Student	16.5%	4.4%	5.8%
	Looking after home or family	3.1%	4.8%	4.4%
	Long-term sick or disabled	1.2%	1.8%	4.1%
	Other	1.5%	1.7%	2.2%

13. Rates of long-term health problems or disability in Eton & Eton Wick, 2011

Extent of activity limitation	Eton & Eton Wick	Windsor and Maidenhead	England
Day-to-day activities limited a lot	4.2%	5.5%	8.3%
Day-to-day activities limited a little	7.0%	7.2%	9.3%
Day-to-day activities not limited	88.8%	87.3%	82.4%

14. Distance to work, 2011

Location of work	Eton & Eton Wick	Windsor and Maidenhead	England
Less than 10km	52.1%	42.7%	52.3%
10km to less than 30km	19.2%	23.2%	21.0%
30km and over	7.4%	11.5%	8.0%
Work mainly at or from home	15.1%	14.7%	10.3%
Other	6.1%	7.8%	8.5%
Average distance travelled to work	11.4km	15.2km	14.9km