



## **Our vision for Eton and Eton Wick, evolving to 2035**

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*Eton and Eton Wick are evolving as two distinct yet close-knit communities.*

*We aim to maintain and enhance the vitality and character of our 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 the changing needs yet valuing the character and preserving the historical and environmental qualities of our neighbourhood so that they might serve future generations sustainably.*

*Front cover image source: Bing Maps 2016*



## Why Neighbourhood Planning?

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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 & Town Councils together with Neighbourhood Forums to produce a development plan for their area. This neighbourhood plan enables the community to utilise planning control to shape and steer new development in their local area.

Once adopted, the Neighbourhood Development Plan 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 Plan area, in consultation with Eton Town Council.

In early 2014, the RBWM granted permission for Eton and Eton Wick Town Council to prepare a Neighbourhood Plan covering the Parish of Eton, which includes both Eton and Eton Wick. A Steering Group was formed and the necessary consultations with all members of the local community have taken place to date. This Neighbourhood Plan draft is intended to serve as the consultation document that will be distributed across the community according to Regulation 14 requirements.

## The Plan's Key Priorities?

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Up to 2035, this plan endeavours to promote the following principles 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 the 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 preserve the heritage characteristics 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.

## Our Parish

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*Figure 1. Map of Eton & Eton Wick designated Neighbourhood Plan boundary*



Our Parish has a unique and historic environment, and comprises of 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 and tourists visiting 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 parish, 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 2397 to 2123. This is in stark contrast to the 7% average growth seen in across the

UK, and 8.2% growth in the RBWM, over the same timescale.<sup>1</sup> The population of Eton Wick has stayed largely static at 2578 in 2001 and 2569 residents in 2011.<sup>2 3</sup>

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.

Eton features the unusual characteristic of accommodating an additional population of around 1320 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 roughly equates to around 1000 people resident in Eton and Eton Wick during term time, 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 1128 dwellings. This number will likely have increased slightly due to new homes being 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 parish 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.

Preserving and protecting the heritage features in and around Eton and Eton Wick is 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 60<sup>th</sup> birthday. In both Eton and Eton Wick there are a number of buildings which are not listed yet 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

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<sup>1</sup> 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.

<sup>2</sup> These figures use the ONS Parish 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.

<sup>3</sup> 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).

offers scenic views to landmarks such as Eton College Chapel, the Brunel Railway viaduct, and Windsor Castle (which itself is scheduled an Ancient Monument).

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

## Strategic Context

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The policies in our Neighbourhood Plan need to be in general conformity with the strategic policies set out in Royal Borough of Windsor and Maidenhead Local Plan and 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 the of Lammas and common land
- The value of designated Greenbelt which covers much of open space in the plan area
- The Thames and Jubilee rivers, and their associated flood risk status
- Creating transport, business and growth strategies that improve the social and economic wellbeing across the entire parish community.

Housing growth in the Neighborhood Plan area will be concentrated in the main communities of Eton and Eton Wick. In Eton Wick, there are 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.

## Key Objectives 2016-2036

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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 issues including the fact that Eton parish is predominantly covered with 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 building and a conservation area.

The Neighbourhood Plan will seek to achieve the following objectives that have been developed in response to early consultation:

- Core Objective 1 – Housing and Development [HD]
  - Create sustainable parameters and design codes to ensure that new housing is suitable for the local area, particularly in areas of high heritage value.
  - To preserve the heritage character of the area, including the streetscapes and historic countryside surrounding Eton and Eton Wick.



- Core Objective 2 – Business, Leisure & Tourism [BL]
  - Protect and support the roles that commercial and retail businesses play in Eton and Eton Wick.
  - Revitalise the centre of Eton Wick for pedestrians including shopping and open space aspects.
- Core Objective 3 – Transport & Infrastructure [TI]
  - Support access improvements between Eton Wick and Eton including sustainable transport methods.
  - Facilitating large-scale projects that contribute to remedying the traffic flow issues at Keate’s Junction in Eton.
  - Encourage improvements to mobile phone connectivity.
  - Enhance our community and public infrastructure to improve the lives of our community and visitors, including supporting a medical centre at Eton Wick.
- Core Objective 5 – Environment [EN]
  - Promote the natural environmental amenity values within the Neighbourhood Plan area by designating local green spaces and preserving historic hedgerows, meadows, and watercourses.
  - To mitigate flooding risks that new development might impose, and improve drainage and sanitation in the neighbourhood plan area.

## **Evidence and Consultation**

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A vital element of producing the Neighbourhood Plan has been the gathering, collecting and use of data and evidence. Wherever possible, the Town Council has worked with the RBWM to collate accurate sources of data.

In addition to statistics, the Town Council has committed to regularly consulting the communities and stakeholders across the Neighbourhood Plan area including local traders, councilors, the RBWM, and Eton College. In addition to maintaining a constant dialogue with key stakeholders, area-wide consultation events for Eton and Eton Wick were conducted during Autumn 2014 and Autumn 2015.

## **Sustainable Development**

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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;
- 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;
- by requiring new developments to be of a high standard of design that respects the high quality and existing character of 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 the 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.

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## Housing and Development

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### Aspirations

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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 towns 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.<sup>4</sup> 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 1320 boarding students.<sup>5</sup>

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 other<sup>6</sup>. 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.

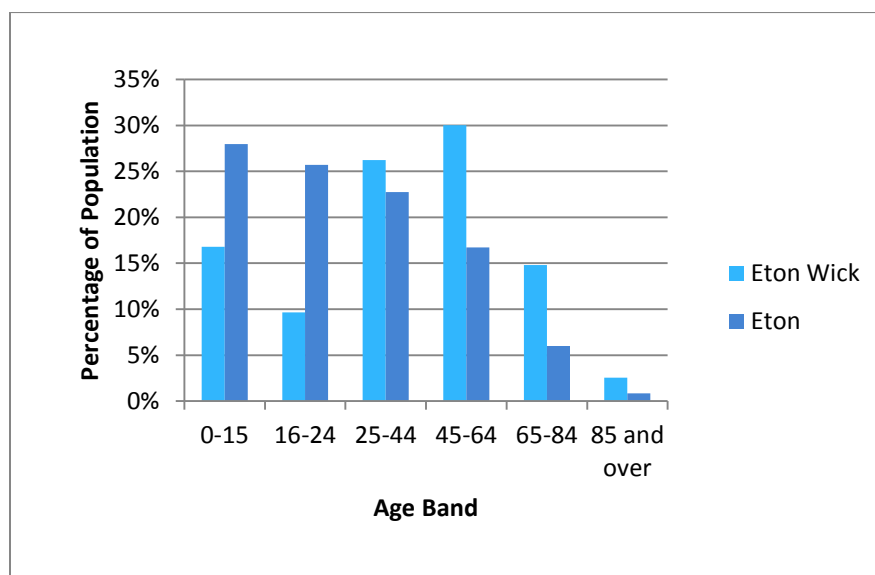
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<sup>4</sup> For statistical purposes in the United Kingdom, a household is defined as "one person or a group of people who have the accommodation as their only or main residence and for a group, either share at least one meal a day or share the living accommodation, that is, a living room or sitting room.

<sup>5</sup> A proportion of whom may be recorded at their parents' addresses in the 2011 census, and therefore underrepresented in census statistics.

<sup>6</sup> This is likely to be predominantly college accommodation where households are offered tenure under neither private nor social rent.

Graph 1 – Age distribution in Eton and Eton Wick



(Source: Census 2011)

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 'Georgian' High Street to some mid 20<sup>th</sup> century developments behind the core retail areas.

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 from RBWM indicate that the Town Council area of Eton and Eton Wick will provide 96 homes housing supply by 2030 if current trends of infill and small site allocation are to continue.<sup>7</sup> This figure is derived from historical trends in housing supply and is not a firm target allocated by the RBWM.

## Challenges

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

- i. Providing development whilst being considerate to the land constraints in our neighbourhood

<sup>7</sup> 7.1.6 Table 3. Borough Local Plan: Preferred Options Consultation (Jan 2014). P56.

- 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 and community facilities
- 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 more opportunities for housing and / or business development in Eton Wick and the development that has taken place between the town and village by the A332 flyover. There are still constraints at Eton Wick, however, including *common land* and *Lammis land* covering significant Greenfield sites; greenbelt covers almost all Greenfield land in the area, and the vast majority of land within and around Eton and Eton Wick sits in areas of significant flood risk – predominantly flood zones 2, 3a and 3b.

It is important to understand that this Plan does not allocate specific sites for housing development. The RBWM has, however, identified potential windfall sites around and within Eton and Eton Wick capable of accommodating small scale development. The majority of these sites are in flood zones 3a to 3b restricting development.<sup>8</sup>

#### ii. Character & 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 preserve 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

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<sup>8</sup> Royal Borough of Windsor and Maidenhead. 2014. SHLAA.

Commentary on strained infrastructure within the Neighbourhood Plan area was abundant, particularly concerning transport issues. Indeed, the Royal Borough of Windsor and Maidenhead 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 parish area is especially prone to flooding. Furthermore, as much of the housing stock is of an historic nature, it does not have deep foundations and is vulnerable to displacement and creep in subsoil and topsoil.

## Housing and Design Policies

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### Housing Type and Location

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#### Introduction

**Eton Wick:** Infrastructure in Eton Wick is generally strained – particularly concerning the road network. Water and sewage facilities are old and prone to flooding. Development should ensure that infrastructure provision be commensurate to the scale of proposals.

Small scale development will be encouraged so long as it is delivered at a sustainable rate and with sufficient public service contributions so as to ensure that benefits to community infrastructure are realised before additional development occurs. Large projects over 20 dwellings are inappropriate for the area, but may be accepted in exceptional circumstances provided they make high contributions to demanded community infrastructure (such as the provision of a doctor's surgery) and have a phasing strategy to ensure that a large influx of new developments does not present immediate negative externalities to local services.

Applications for development on land contiguous with the current boundaries of the built environment of the village will be supported in principle provided they do not adversely intrude on the views in and out of the village identified in the Neighbourhood Plan Local Protected Views designations (see Policy HD5: Views to historic buildings and landscapes).

New development must not contravene Lammas land or common land designations. The ability to exchange Lammas land for similar land in the vicinity will continue to be supported, but there is little further opportunity as this provision has been necessarily used over many years, particularly by Eton College – the largest land owner in both Eton and Eton Wick by a significant margin.

**Eton:** In Eton, the current housing development approach of limited infill – will continue - see Policy HD2 for guidance.

As Eton and Eton Wick sit in a floodplain, pressure caused by local flooding risk, drainage and sewerage will be taken into account (see policy EN3 – Flooding).

### **Policy HD1: Type and Location**

Applications should include a mix of houses in size and type, reflecting the housing needs in the town and village.

Development typologies such as starter homes, co-housing, and tenure mix are supported where there is demand from elderly or younger populations.

Eton will contribute to meeting housing demand primarily through infill development.

At Eton Wick, small scale incremental development is preferred to large scale building, with a presumption in favour of previously developed land or land with demonstrable low environmental and/or amenity value.

For large-scale developments over 10 dwellings, applications should include details of the phasing and infrastructure strategy so as to minimise the negative effects of construction and plan for sustainable local service provision.

### **Justification**

The evidence to support this policy comes from a variety of sources. The community have identified strained local infrastructure and services throughout consultation. This may relate to an identification of lack of supply for leisure services (evidence 2g, 6d), strain on the existing transport infrastructure (evidence 3b, 3i, 6b), a lack of health services (evidence 3j).

## **Housing Infill and extension**

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### **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.

### **Policy HD2: Housing Infill and Extension**

New homes on infill sites will be permitted where the proposal respects their immediate environments and their design maintains and contributes to local area characteristics.

New development or home extensions will be supported where it:

- i. Respects the local character and historic and natural assets of the surrounding area, and takes every opportunity, through design and materials, to reinforce local area characteristics, and a strong sense of place.
- ii. Incorporates locally distinctive features that match or draw inspiration from local architectural vernacular - where possible and applicable.
- iii. Appreciates right to light, sensitivity to noise and smell, and environmental considerations including loss of natural habitat and trees.

### **Justification**

Consultation results have shown that there is a feeling that certain new developments are undesirable due to their damaging effects on the "true character of Eton", for example (evidence 6a). This policy therefore aims to shape new infill development so that it does not detract from the heritage character of Eton and the village character of Eton Wick.

## **Housing Development within Eton**

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### **Introduction**

Eton is a town of extremely high heritage value having been gifted with a large number of well-designed buildings in recent centuries. 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 Assessment. 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. 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.

### **Policy HD3: Development within Eton**

New development must be in overall conformity with the Design Guide (Appendix 2).

In Eton, new development will be supported where it is in harmony with existing buildings and the street scene. This requires a demonstration by promoters that they have followed the Design Guidance (Appendix 2) as closely as is reasonable and have clearly shown and consulted upon the following criteria: materials to be used; scale; massing; vernacular and relation to and impact on surrounding buildings.

In some areas, it may be necessary to match details such as window styles or groundwork and paving. Furthermore, any new development must respond to the architectural rhythm of surrounding building including storey heights and window heights.

As an aid to meeting the aspiration 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 identify the key urban and architectural features specific to each neighbourhood in Eton. The hierarchy of streets plan is provided to guide development in Eton based on areas of particularly high historic value. New development in historic streets must contribute to the historic character and ensure that the vistas down these streets preserve their heritage feel. Development occurring in lower footfall non-historic streets can be more exhibit greater leniency whilst still contributing to the character of Eton.

#### **Justification**

The heritage credentials of Eton clearly indicate a settlement of national cultural value. Eton has over 90 Listed Buildings, and an additional ~40 Significant Non-Listed Buildings. Eton College Lower Chapel is a good example of a local building with very high heritage value. It is Grade II\* listed, meaning it falls into the category of “particularly important buildings of more than special interest.” The Railway Bridge Carrying the Winsor Slough Line over the Thames is also Grade II\* listed, as is The Cock Pitt restaurant – a 15<sup>th</sup> century timber frame building on Eton High Street.

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 (evidence 6a).

### **Housing Development in Eton Wick**

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## 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.

In Eton Wick new buildings should be an asset to the community in terms of: quality of materials (respecting and/or complementing the materials used on buildings nearby); their location on a site; and their relationship with existing development.

### **Policy HD4: Development with Eton Wick**

New development should reflect the village feel of Eton Wick by:

- i. Responding to the open nature of the village by avoiding development on areas that contribute to openness and providing gardens where appropriate;
- ii. Matching the scale, massing, and footprint of surrounding buildings –widely 2-3 stories;
- iii. Developing at a dwelling density that matches the existing village form of 20-30 dwellings per hectare;
- iv. Designing development with materials that matches the local character – typically red or yellow brick;
- v. Maintaining good pedestrian linkages through the village.

## Justification

The residents of Eton Wick value local rights way, whether they are within the village or external to it (evidence 6b). 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, and 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 (evidence 1a).

New development must therefore ensure that it does not compromise the connectivity and experience of openness that existing public rights of way provide.

## Preserving views to historic buildings and landscapes

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### Introduction

The community has identified the following viewing corridors to be fundamental to the characters of Eton and Eton Wick, and have therefore been assigned designation as a Local Viewing Corridor:

- 1) View of Eton College Chapel from Windsor riverside

- 2) View of Windsor Castle from Eton riverside A
- 3) View of Windsor Castle from Eton riverside B
- 4) View of Curfew Tower from Atherton Court
- 5) View of Windsor Castle from the Brocas
- 6) View of St. Johns and Windsor Castle from the Brocas
- 7) View of Curfew Tower from Eton High St.
- 8) View of Windsor Castle from Baldwin's Shore
- 9) View of Windsor Castle from next to the Brunel viaduct
- 10) View of Windsor Castle from Eton Wick
- 11) View of the Brunel Viaduct from Eton Wick Road

Detailed information on Local View specification can be located in Appendix 3.

It is also important to note that there a multitude of less distinguished, yet still vital views existing across the Neighbourhood Plan area. As the Conservation Area Character Appraisal encapsulates:

*7.21 Travelling through Eton there are many different views. Some have an element of surprise as corners are turned, and others are glimpses between buildings to what is beyond.*

*(Conservation Area Character Appraisal, 2009, The Royal Borough of Windsor and Maidenhead)*

Similarly, views across the Thames and Jubilee Rivers, as well as views across the commons and over historic farmland are integral to the area. The Neighbourhood Plan therefore encourages the appreciation and respect of non-designated views in new development.

### **Policy HD5: Views to historic buildings and landscapes**

Development across the Neighbourhood Plan area must have regard identified Local Views document (Appendix 3). These protected views serve to preserve the role that local historic landmarks have on the character of the area, including Windsor Castle, Eton College Chapel, St John's Church, Windsor Railway Bridge (designed by Isambard Kingdom Brunel) and brick viaduct.

### **Justification**

There is strong support for protecting notable views from being obscured by new development (evidence 5b). The justification for policy HD3 outlining the heritage significance of the Neighbourhood Plan Area also bears relevance for this policy. The Conservation Area Character Appraisal has also helped the community 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 contrast with the relative low and flat agricultural and meadow land around Eton and Eton Wick mean 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.

## Basement Building

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### 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.

#### **Policy HD6: Basement Building**

Due to the significant environmental constraints in the neighbourhood planning area, there is a presumption against basement extensions in the neighbourhood area. The following criteria shall guide decision for basement development.

- i. Basements will not be permitted in Flood Zone 3b
- ii. In Flood Zone 3a no habitable uses shall be permitted at basement level. All basements must have an access point that is above the 1 in 100 year river flood level, including allowances for climate change
- iii. Basement development must not cause a significant rise to the existing water table or impede groundwater flows that would prejudice flood amelioration or the safety of neighbouring properties
- iv. Basement development must demonstrate that it will not have a detrimental impact on the rates of drainage in flood events
- v. Listed and locally listed buildings should not be compromised by basement development

### Justification

Flood risks are high across the Neighbourhood Plan area, with the majority of open land characterised as Flood Risk 2, 3a or 3b. A large number of the historic buildings are without foundations and there is therefore a great 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 Development Control Recommendations for basements which are incorporated into the above policy.

Flood risk prevention measures have also been widely supported at drop-in sessions (evidence 6a).

## Business, Leisure & Tourism

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### Aspirations

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Part of the character of Eton 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, and tourists. Along with Eton College, it is one 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 provide an educational opportunity

Eton Wick, by contrast, does not have such a strongly defined retail centre as 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 to the town 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. Eton Wick is historically a farming village and to this day retains much of its agricultural economy and character but to a far more modest extent; today it is home to an increasing number of professional families who recognize the area as being ideally placed to commute from and an opportunity to live in a village nestled in a green belt rural environment.

Good retail environments directly serve the local community through their convenience and service. Yet good retail environments 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 for improving the retail environment and quality of shops in the area.

### Challenges

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

- i. Support the sustainable expansion and growth of business, retail premises and tourist amenities in Eton to meet local demand for good services;
- ii. Enhancing the business and retail premises – in Eton Wick – particularly the improvement of underutilised retail spaces to better serve local residents and leisure seekers;
- iii. To promote the neighbourhood plan area as a leisure opportunity for day and weekend trippers;
- iv. To 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 medical facility in Eton Wick.; and
- v. New shopping opportunities should reflect the changing demands of today's village residents, mindful of the increase in online shopping.

#### i. Promoting business in Eton

Eton town centre is described in the Borough Local Plan: Preferred Options Consultation (Jan 2014) 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 Eton, including the High Street, and there is good support for the provision of new shops (77%). Yet, consultation also shows that the community dislikes negative retail features such as empty shops, or unsuitable shopfronts. 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.

#### ii. Promoting business in Eton Wick

There is potential in Eton Wick to enhance the character of Eton Wick retail centre. Only 54% percent of surveyed residents are in support of new retail premises at 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” (evidence 2j). 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 village centre environment in Eton Wick, whilst keep 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 tourists that help maintain a buoyant economy in the area, especially during the summer months. Tourists are drawn to the town to see Eton College, and to enjoy the traditional High Street with its places to shop and eat.

By contrast, Eton Wick is not often visited by tourists. The success of Eton and its proximity to local stations establishes its importance as an important local centre, 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 leisure hub. 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 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.

## Business, Leisure & Tourism Policies

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### Shop front Design Guidance

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#### Introduction

The Neighbourhood 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. 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.

The Neighbourhood Plan does not support attempts to merge multiple retail units into a single unit with a large floor space. 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 – to survive and thrive.

### **BL1: Shop front guidance**

Renovations to existing shopfronts in Eton are supported provided they follow the guidelines presented in the Shopfront Guidance (Appendix 4) for the management of shopfront architecture which promotes the development and management of shopfronts that respond to the heritage characteristics of the local area.

Furthermore, specific criteria apply to each settlement:

- i. In Eton, there is a presumption against applications that create significant alterations to the retail footprint of existing shops through the merging of two or more shops into a single premise.
- ii. In Eton, development that creates significant alteration to an historic shopfront to the extent that it compromises its heritage character will not be permitted.
- iii. At Eton Wick, creating viable retail spaces is essential and shopfront improvements should provide attractive frontages whilst also creating flexible space 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 4.

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. Empty shops will discourage retail and business entrepreneurs to invest in the area. This has been revealed numerous times in consultation with business owners and local residents (evidence2b).

Regarding justification to maintain smaller shop units, this 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 (evidence 6c).

### Encouraging more, high quality, shops in Eton

## 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. 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. Any new retail space must therefore not result in an overall negative effect regarding the heritage qualities of the area.

### **BL2: Encouraging more, quality high, shops in Eton**

The provision of any new or additional retail floor space at Eton High Street will be supported provided that it complements and enhances the local centre, and does not result in the reduction of heritage building features on the High Street.

New buildings with multiple retail premises must ensure that units of difference sizes are provided to reflect the diverse variety of businesses present in Eton.

Applications for change of use from retail to residential uses will not be supported in the Eton local centre.

There is presumption against planning applications that seek to convert A1 Retail use classes to B1 Office Use classes in Eton.

There is a presumption against use class A5 Hot food takeaways and Sui Generis uses such as betting shops and pay day loan shops on Eton High Street to preserve the heritage value of the conservation area.

## Justification

Consultation surveys reveal that 77% of residents in Eton support new shops in the town (evidence 2i). Evidence also supports an approach for a diversity of retail units owing to a community preference for independent shops (evidence 6c).

### 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 as local centres in the 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 and supporting its convenience-based retail offer; flexibility for changes of use within Classes A1 to A5 in order to maximise the number of occupied shop units; and enhancements to the quality of car parking and, where necessary in order to make them more attractive to shoppers and other users, quantity of spaces too.

### **BL3: Retail Strategy for Eton Wick**

There is presumption in favour of changes of uses between the retail use classes (A1-A5) and changes of use from retail to other commercial, leisure and community uses within the core of the Eton Wick local centre (where retail is unviable).

There is a presumption in favour of conversion of isolated retail units to residential, located beyond the retail core of the local centre and where it is apparent they were originally a dwelling house.

*Figure 2 Eton Wick Retail Core*



### **Justification**

This policy is consistent with the consultative input that desires enhancement to the centre of Eton Wick. In particular, evidence 2j supports the enhancement of the shopping and open space including hard and soft landscaping slowing the traffic flow.

### **Meanwhile retail use strategy**

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#### **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 retail uses could be a suitable solution to maintain healthy high streets in Eton and Eton Wick.

#### **BL4: Meanwhile retail uses**

To maintain a healthy retail environment, applications for a temporary change of use for pop-up shops shall be supported. Provided the retail premise has been vacant and marketed for a period of three months, provided that the pop up services reflect

the character of the area and are in accordance with policies BL 1, BL2 and BL3.

## **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 (evidence 2b), support for new shops in Eton (evidence 2i) , and preferences for independent businesses (evidence 6c).

## **Promoting a medical centre in Eton Wick**

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### **Introduction**

Eton Wick is has a population of 2500 people, yet to use local GP services they are required to travel around a mile to reach these services. The population is 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 – Promoting a medical centre in Eton Wick**

In Eton Wick only, the Neighbourhood Plan supports applications to repurposing of retail (A1-A5) or residential (C3-C4) buildings to Class D1 if the application is to provide a medical centre.

Should a change of class application be granted for the purposes of constructing a medical centre in Eton Wick, this policy will cease to apply.

There is strong support from consultation for a satellite medical facility in Eton Wick (evidence 3i). 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.

### **Project: 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. This centre will offer "information on opening times for the College, Natural History Museum etc. but also details of Eton & Eton Wick's history with photographs." Furthermore, it is intended that the visitor centre offer information on local attractions and facilities, thereby supporting increased footfall and

encouraging increased spend. Possible sites should be explored in collaboration with the Town Council.

#### Project: Provision of a Community Café / meeting room with information point

The community see value in the creation of a community café / meeting room as it would ensure that there is always a public space for use across the Neighbourhood Plan area.

#### Project: Eton Wick Village Centre Revitalisation

There is a significant level of support for revitalising the centre of Eton Wick (evidence 2e). The consultation exercises we ran identified the following key aspirations for Eton Wick centre:

- 1) To enhance shopping facilities.
- 2) To promote high quality open spaces.
- 3) To improve pedestrian and traffic issues

Within the timeframe of the neighbourhood plan, circumstances may lead to the refurbishment of the centre of Eton Wick. The Neighbourhood Plan welcomes these initiatives so long as they reflect the aspirations of the community. Options for revitalisation may include the improvement of existing retail units, or addition of new retail units within the village centre; the updating of existing open spaces with enhancements such as street furnishings, new planting, SuDS (Sustainable Drainage Systems), or new public spaces that otherwise improve an individual's experience; introducing hard and soft landscaping to improve traffic flows and pedestrian access, where appropriate within the geo-environmental constraints of the area.

#### Incorporate a feature in Eton Wick centre including provision for a Christmas tree

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 siting of a Christmas tree during the winter season. The feature will contain a strong theme of public realm design, but may also incorporate other details such as public art, planting, or temporary retail space.

#### Project 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 including at Dorney, Boveney, and the two churches and chapel in Eton; 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 Parish Council would wish to see the use retained in the existing building, on another site central to the village, or as part of a new development similarly located.



## Transport & Infrastructure

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### Aspirations

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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 between the two settlements.

Transport and traffic issues between Eton and Eton Wick have consistently been identified as high-priority issues 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 road network. Following the closure to traffic of the Windsor/Eton Bridge in 1970, no revised traffic scheme was implemented, for example 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. On measurements in 2014 and 2015, this junction was observed to have an average annual NO<sub>2</sub> pollution levels between 27µgm<sup>3</sup> and 35µgm<sup>3</sup>. 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 students, staff and visitors. There are also safety issues, caused by the junction layout and its importance for pedestrian use. The historic, listed buildings in this vicinity suffer damage through the air quality issues.

In any new road schemes, there is a strong support against changes to the road and pavement structure should not be altered at the North end of Eton High Street due to reasons including: high traffic flows; the importance for shop access; the need to segregate vehicles and pedestrians; and, the need to retain parking spaces.

In principle, the community supports sustainable schemes to improve wider strategic public transport networks in parallel with planning policies. Currently, cars cut through Eton Wick from other surrounding areas to avoid major roads such as the M4, and A4. Initiatives to create a bypass of 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.

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.

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 existing Neighbourhood Plan and Local Plan frameworks. A list of community facilities can be found in Appendix 7.

The need to enhance certain infrastructure topics is required: mobile phone coverage, high speed data transmission and sewerage and drainage systems are most notable in this regard.

## Challenges

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Consultation has taken place both with the community through initial drop in sessions, a community survey of the parish, collaboration with RBWM traffic, parking and roads personnel, and discussions Eton College, the borough Councillor and the borough transport council lead member. 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 infrastructure services that benefit the whole community such as telecommunications

### 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 through 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 cyclists are required to use the road and share with motorists.

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
- 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 routes or to improve old routes so they are fit for purpose.

## ii. Parking provision

There is some dissatisfaction across the community due to the lack of parking provision near shops and facilities. However, providing more parking in Eton town center is not necessarily for given owing to the heritage character of the settlement. The neighbourhood plan aims to resolve the competing transport, parking and heritage challenges by supporting more sustainable forms of transport that are not excessively straining on the limited space in the neighbourhood plan area. This includes support public transport provision, and prioritising cycle parking over car parking where there is demand.

## iii. Wider infrastructure

On the one hand, the neighbourhood plan supports other infrastructure projects such as the building of more phone masts to improve reception across the plan area. However, it would not be appropriate for an excessive number of masts to be built in prominent locations as it would detract from the overall character of the area. With wider infrastructure projects, the key challenge is to improve public services without detracting the from the core character of the area.

# Transport & Infrastructure Policies

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## Car-Free Transport Network

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### Introduction

The residents of Eton and Eton Wick have demonstrated support for improving pedestrian and cycle 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 and cyclists should be avoided by segregating routes. The outcomes of better cycle and pedestrian infrastructure will reduce road demand help solve the traffic and parking issues in the local area, yet also bring environmental benefits as more people shift to adopting non-motorised forms of transport.

### **T11 – Car-Free Transport Network**

The Neighbourhood Plan supports improvements to existing walking and cycling infrastructure between Eton and Eton Wick.

New residential or other building development must not negatively impact on existing cycle ways or footpaths.

New development will be supported where it provides improvements to existing cycling infrastructure or the provision of new infrastructure. This includes interventions such as:

1. The provision of off-road cycleways through development sites that segregate cyclists from motorists whilst being connected to other cycling networks
2. Separated pedestrian and cycle paths to minimise pedestrian-cyclist interactions
3. The widening of existing shared cyclist and pedestrian pathways
4. Where appropriate to existing pedestrian networks, this Neighbourhood Plan supports road improvements that enhance pedestrian priority to cross a minor road at a junction according to Highway Code Rule 170. This might include the use of the junction models like the Copenhagen Crossing.

## **Justification**

Consultation exercises have indicated a demand for better cycling infrastructure between Eton and Eton Wick (evidence 3e). The Car-Free Transport Network is a planning aspiration to maintain and develop existing linked between Eton and Eton Wick (evidence 1a). There is also demand from the leisure market for more off road cycle ways (evidence 2k). 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**

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### **Introduction**

Car travel is the dominant form of transport in the local area, yet there is a widespread feeling across the community that both car parking is not adequate. This is particularly the case in Eton where people have trouble accessing shops. 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.

## **TI2 – Car Parking**

New homes with one or two bedrooms should be provided with at least one car space on plot. For new homes with three or more bedrooms each property should be provided with at least two car spaces per household.

Where it is difficult to meet all the parking requirements on plot, for example proposals for terraced housing with narrow frontages, additional parking in bays or service roads in front of the properties will be considered acceptable to help meet the parking standards – providing they are built to Secured by Design standards (Office Police Security Initiative) and are clearly visible from the properties they serve.

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.

### **Justification**

Consultation exercises have indicated there is strong support for car parking spaces to be provided as part of new developments (evidence 4e). There is insufficient parking in both parts of our community, but most noticeably in Eton. Public transport between the two parts of our community is poor, most particularly between 07.30 and 09.50 and then from 15.15 – 17.00 as the private services who run the buses provide 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.

## **Bicycle Parking**

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### **Introduction**

Related to policy TI1 – Car-free 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 a more sustainable form of transport for short journeys and in turn, improve environmental sustainability and reduce road traffic.

## **TI3 – Bicycle Parking**

New homes must provide an equal number of bicycle parking spaces to the number of bedrooms i.e. New homes with two

bedrooms should be provided with at least two bicycle parking spaces on plot.

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.

Retail or commercial development applications in Eton centre or Eton Wick centre that provide integrated bicycle parking solutions will be supported.

## **Justification**

Consultation results yield strong support for new bicycle parking in Eton and Eton Wick (evidence 3f). Relatedly, there is also strong indication of demand for better cycling infrastructure between Eton and Eton Wick (evidence 3e). 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 (evidence 3h). 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.

## **Telecommunication Coverage**

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### **Introduction**

Phone signal can be a big problem within the neighbourhood plan area. Lack of signal has consistently been raised as an issue in consultation, and the neighbourhood plan is seeking to remedy this. New masts from different operators are encouraged to be grouped in areas of low impact on the character of the area. Low impact areas will be roughly where the following conditions are satisfied:

- A new mast does not intrude on any of the designated views in policy HD5.
- A new mast is not sited on Lammas land including the Brocas.
- A new mast is not located within the close vicinity of listed buildings.
- The new mast is not visible from the Thames or Jubilee Rivers.

### **T14 – Telecommunication Coverage**

The Neighbourhood Plan supports applications for new mobile phone masts within the plan area provided that:

- i. The mast extends the service of a carrier to communities who currently have poor phone reception.

- ii. The mast should be discreet where possible, and avoid compromising the natural and historic character of the local landscape and built environment.

## **Justification**

Evidence from mobile phone operators in the area shows there are few mobile phone masts within the neighbourhood plan area in comparison to neighbouring settlements, Windsor and Slough (evidence obtained from O2 operator). This lack of coverage is strongly reflected in community consultation (evidence 3k).

### **Project: Keate's Lane Junction Options**

The single most significant improvement identified in the neighbourhood plan consultation research is for an improved road structure. The air quality, influenced principally by combustion engines is only just below European guidelines at the Keate's Lane junction. The majority of the traffic that comes from Eton Wick to Eton leaves Eton at the Keate's Lane junction. Eton Wick is commonly used as cut through.

The proposed road structure change options are still in development. Their current state of development is contained in Appendix 5 for review.

In order to inform these emerging Transport and Infrastructure interventions regarding traffic calming in the Neighbourhood Plan area, it will be necessary to complete evidence gathering exercises on current traffic volumes at key transport network nodes. Community infrastructure finances should be allocated to traffic surveys at Pococks Lane as a priority, and then at Keate's Lane junction if further evidence will be necessary to inform a comprehensive transport strategy.

### **Project: Cyclist wayfinding**

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.

## Environment

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### Aspirations

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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 might benefit from the environmental and amenity value they provide.

The parish area is surrounded by quality green spaces, however, much of this is grassland or farmland and good bio-diversity 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 2 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.

## Challenges

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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
- iv. To address the sewage issues during peak flooding periods in the neighbourhood area.

### Green and Blue Infrastructure

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#### 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. Where appropriate, applications should be accompanied by a Tree and Hedgerow Survey and landscape plan to enable the Borough arboriculturist to make an informed judgement on the scheme's merits.

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, and all new development should demonstrate that it does not compromise these values, and retain access for the community.

#### **EN1 – Green and blue infrastructure (green spaces, trees, hedgerows, meadows, woodland, water bodies)**

Development will be expected to retain well-established green corridors and features of the landscape, including historic landmarks such as mature trees, species-rich hedgerows and ponds.

To maintain community access and environmental integrity, development within a 5m buffer zone from streams and historic hedgerows will not be permitted except in exceptional circumstances.

If there is significant loss of open space, trees and shrubs as part of development, then new provision will be expected elsewhere on the site.

Development that makes provision for the planting of new trees and hedgerows will be supported. Where new trees are proposed, these should wherever possible, be appropriate disease resistant and native species.

Proposals should demonstrate compliance with BS5837, ensuring sympathetic development around trees of high or moderate quality in accordance.

Proposals will be supported that can demonstrate net gain in biodiversity in accordance with the DEFRA Biodiversity Impact Calculator.

## **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 (evidence 5a, 5f).

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 ways must be found to maintain and enhance this essential feature of our area.

## **Local Green Spaces**

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### **Introduction**

Open spaces are important to the town and village environments. Consultation exercises have indicated that quality open and recreation spaces at Eton Wick are required to a greater degree than at Eton, which already has high quality community spaces in an area that is relatively built up (evidence 5a).

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

The following greenspaces 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 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 6,

It is important to note 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.

### **EN2 – Local Green Space Designations**

The areas listed below and shown on the proposals map are designated Local Green Spaces (illustrated in Appendix 6) which

are protected from new development unless very special circumstances can be demonstrated:

- i. Eton Wick Recreation Ground (Haywards Mead)
- ii. Bell Lane and Common Road
- iii. The recreation ground at Stockdale Road / Colenorton Crescent

Applications for temporary structures in these spaces will be supported where they are for local events, fairs, or other large outdoor congregations which benefit the local community.

New development adjacent or near Local Green Spaces is required to support the creation of a network of green spaces by forming green routes through the development if suitable.

*Figure 3. Local Green Spaces in Eton Wick*



### **Justification**

These Local Green Spaces have been identified as being important for the following reasons in particular:

- i. Eton Wick Recreation Ground (Haywards Mead)

Eton Wick Recreation Ground is used for sporting and leisure events by a number of different communities. It features a children's playground on the northern side of the green space.

ii. Bell Lane and Common Road

There is a long greenway connecting Bell Lane and Common Lane, running next to a local brook. This Local Green 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 an historic oak tree planted to celebrate the 60 years reign of Queen Victoria.

iii. The recreation ground at Stockdales Road / Colenorton Crescent

The green square at Stockdales Road provides a valuable amenity space for residents living on the northeast side of the village.

## Flooding

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### 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. Developers need to 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 is to be avoided. 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

Developers will be required to demonstrate that there is adequate wastewater and water supply capacity in the network to serve the development.

In Flood Zones 2 and 3 floor levels are to be situated a minimum of 300mm above the 1 in 100 year river flood level, including allowances for climate change (see SFRA).

Site Access & Egress for residential property in Flood Zone 3b, should provide dry access in the 1 in 100 year river flood with an appropriate allowance for the potential impacts of climate change. For commercial property, access must be 'safe' in accordance with Defra "Flood Risk to People" (FD2320 & FD2321). In Flood Zones 2 and 3a, to ensure the safety of residents and employees during a flood, access and egress routes must be designed to meet Environment Agency defined criteria (as set out in Appendix C of the SFRA). It is essential to ensure that the nominated evacuation route does not divert evacuees onto a 'dry island' upon which essential supplies (i.e. food, shelter and medical treatment) will not be available for the duration of the flood event.

Sustainable Drainage Systems (SuDS) should be included for all development to ensure that the rate and volume of runoff from the site (post redevelopment) is equivalent to Greenfield conditions. Where it is adequately demonstrated that this is not feasible on Brownfield sites, the Greenfield conditions should be used as the starting point for identifying the next best option (ensuring no increase over existing conditions). Any SuDS design must take due account of topography, groundwater and geological conditions of Eton and Eton Wick which are predominantly London Clay and River Terrace Deposits.

Development should not result in an increase in maximum flood levels within adjoining properties using mitigation appropriate to the site circumstances.

Where existing buildings are being retained, refurbishment should wherever possible seek to increase resilience / resistance to flooding.

Proposals should explore opportunities to recreate river corridors and wetland habitats in urban areas through:

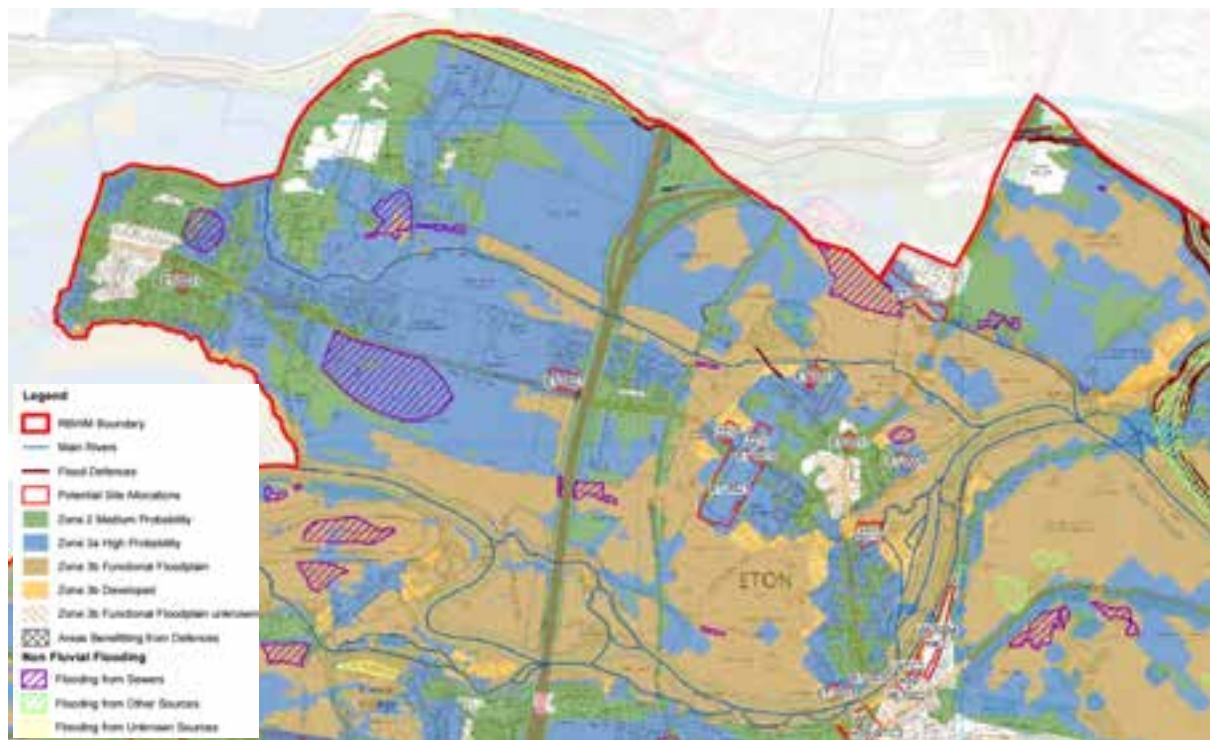
- i. the design of site layouts; setting development back, allowing space for water, habitat, wildlife and recreation;
- ii. reinstating the natural open waterway within existing culverted reaches of the river(s).

## **Justification**

Both Eton and Eton Wick are prone to fluvial flooding. Some areas of Eton Wick also face significant danger from sewage flooding.



Figure 4 – Flood Risk Assessment Map



Source: RBWM Strategic Flood Risk Assessment 2014

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 (evidence 5c), as well as the need to included flood mitigation measures in new buildings work across the Neighbourhood Plan (evidence 6a).

### Project: Barnes Pool

There is strong support for returning Barnes pool into a flowing brook (evidence 5g). The former brook from South Meadow and pond at Baldwin's Shore, sometimes known as Barnes Pool was flowing within the last 50 years. There is a culvert system in place. It is supposed that building construction work somehow closed off the flow, although the particular event and cause has not yet been identified. The 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.

## Appendix 1

### Draft Project List

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>	Policy <i>Cross reference to relevant HNP policies</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. Create a Community Café/Meeting room in Eton Wick	Social Infrastructure & Community Project (H&D)	Eton Wick centre	To be decided	Eton Wick community	EW volunteers		
3. Eton Wick Village centre 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	
4. 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		
5. Develop Eton Walkway with roundels in 18 locations at points of interest. Include footfall counters. Consider extensions that achieve the agreed aims of the project.	Community Project	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	Eton Community Association in partnership with The Outdoor Trust. Supported by RBWM, Eton College, ETC	Community volunteers in partnership with The Outdoor Trust.	£70-75,000	



<b>Infrastructure or Project</b>	<b>What?</b> <i>Physical / Green / Social Infrastructure OR Community Project</i>	<b>Where?</b> <i>Address / Area / Whole Neighbourhood</i>	<b>When?</b> <i>Now / Soon / Later / Whole plan period</i>	<b>Who?</b> <i>Partners involved in delivery</i>	<b>How?</b> <i>CIL / Community volunteers / Public / Private / Third Sector</i>	<b>Cost</b> <i>Estimate of costs where applicable</i>	<b>Policy</b> <i>Cross reference to relevant HNP policies</i>
			period.	and multiple local donors (money, time, expertise).			
6: Develop bypass for Keate's Lane/Slough Road junction to address traffic, pollution and safety issues. Initial stages include completing a traffic survey at Pockocks Lane	Highways/Environment (T&I)	Eton Wick Road, Slough Road, bypassing Keate's lane/Slough Road junction	During plan period	RBWM, Berkshire, Ton College,		£1,600 traffic survey. £billions for entire project	
7. Satellite Doctor surgery	Social Infrastructure (T&I)	Eton Wick	ASAP	Doctor Surgery, Eton, location landlord	Community, Eton Surgery partnership	Low	
8: Find the brook; rediscover the brook in order to enhance flood relief; north of South meadow onwards to Barnes Pool	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, Environment agency	Highways, Environment agency		EN3 – Re-naturalising culverts
9. 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	
10: Bicycle Wayfinding	Highways/Environment (T&I/Env)	Whole neighbourhood	2017	RBWM, Community, ETC		Signage costs	
11: 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	
12. Bus service provision to	Community/Hi	Effective service	ASAP	RBWM	RBWM?		

<b>Infrastructure or Project</b>	<b>What?</b> <i>Physical / Green / Social Infrastructure OR Community Project</i>	<b>Where?</b> <i>Address / Area / Whole Neighbourhood</i>	<b>When?</b> <i>Now / Soon / Later / Whole plan period</i>	<b>Who?</b> <i>Partners involved in delivery</i>	<b>How?</b> <i>CIL / Community volunteers / Public / Private / Third Sector</i>	<b>Cost</b> <i>Estimate of costs where applicable</i>	<b>Policy</b> <i>Cross reference to relevant HNP policies</i>
and from Eton Wick.	ghways (T&I)	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.		Councillors, ETC, Service providers			
13. Review flood plain categorisation NB This is aa Nationally driven activity	Environment/Housing and Development (H&D/Env)	Eton Wick; some high category areas have not flooded in recent floods where low flood areas have done so.	Plan period	ETC, Environment agency, RBWM, Planning	ETC, Environment agency		Flooding. Planning.
14. Street lamp design strategy	Conservation, environment (T&I?Env)	Eton – High Street, Slough Road, Brocas Street, Meadow Lane, King Stable Street,	2017	RBWM, Streetcare, Highways	ETC; Community, Street care at RBWM,		Conservation/heritage
15. Review the common and Lammas land locations and reinstate these correctly for public use	Community / Environment (Env)	Eton Wick	Initiate in 2017	ETC, Eton College	ETC, Community		Common land and Lammas land legislation
16. Establish a wild flower meadow	Environment (Env)	Strip of Brocas land adjacent to the Brocas Terr / Emlyn's Buildings housing frontages	Plan period	Eton College	ETC, Eton College		

## Descriptions

### 1. Project: Visitor Centre in Eton

The creation of a visitor centre is strongly supported in consultation. 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. 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.

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. In the meantime, a limited initial pilot is suggested to assess viability and get the ball rolling - 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. Project Community Centre/Café in Eton Wick

The desire for a central location is strongly supported by the consultation data. However, there is a reality that a commercial venture needs to be just that; 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.

## 3. Eton Wick Village centre re-vitalisation

There is very strong support for finding or developing a "heart of Eton Wick". In contrast, there is very strong desire for no development in the flood plain, in restricted land (Lammas, common), as infill 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 will be developed, from an "additional greenery, tidy up shop fronts at Bell Lane" minimum case up to a major change proposal.

#### 4. Feature in Eton Wick Centre

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 siting of a Christmas tree during the winter season. The feature will contain a strong 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 key organisations - including the Royal Borough of Windsor and Maidenhead, Eton College and Eton Town Council - have come together to support Eton Community Association's project to create an Eton Walkway for the town.

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 the town 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 which will help to assess the human traffic and what influences it.

## 6. Develop bypass for Keate's Lane/Slough Road junction

The consultation data strongly supports the need to address environmental, safety and significant inconvenience caused by this bottle neck for traffic. 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, specifically this junction, in order to reach Windsor, Slough, Datchet etc. In addition, due to the congestion of the A4, traffic opts for the "cut through" via Eton, 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.

This project proposes an alternative road routing, which also seeks to address cycling safety issues, allowing increased safe cycle traffic. The impact on Eton Wick traffic, consistent with the consultation data, will be an important consideration within the proposal. A traffic survey forms the next step of this project. Significant consultation with the community, Eton College, RBWM (officers and councillors) has already taken place in the development of this project.

## 7. Satellite Doctors' Surgery – Eton Wick

There is a clear desire, indeed a perceived need for a satellite surgery in Eton Wick, as seen in the consultation data. The population size of this part of our community would normally be supported by a Doctor presence. The lack of suitable public transport 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 has recently been withdrawn by the provider, running counter to the consultation data's input.

## 8. Find the Brook

The former brook from South Meadow and pond at Baldwin's Shore, sometimes known as Barnes Pool was flowing within the last 50 years. There is a culvert system in place. It is supposed that building construction work somehow closed off the flow, although

the particular event and cause has not yet been identified. The 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.

#### 9. Bike Parking

The consultation data supports a strong desire for more parking and for secure parking. This is a fact in Eton particularly, as 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 in Eton Wick.

Working with RBWM officers, the first phase of this is already well specified and requires budgeting in the next RBWM financial cycle. Phase 2 will include Eton Wick Bell's Lane shopping area and Eton near the Budgen's store area.

#### 10. Bicycle 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.

#### 11. 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.

## 12. 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 the Town or Borough. In order to be viable, bus companies provide school services between 07.00 and 09.30 and 15.00-18.00. In addition, the costs of bus services, for example to and from Eton or Maidenhead, are excessive.

The combination of the time availability and cost ensure that the bus services are poorly used, 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.

## 13. Review of Flood Plain categories

We have been advised that this project cannot appear in our Neighbourhood plan because it is a National and not a neighbourhood scope. In fact, the community consultation showed a strong desire not to develop or build on flood the flood plain. However, there is some evidence that in recent floods, high flood zone category areas have not flooded, whereas lower category areas have done so. This information may assist the national flood boundaries to be determined more appropriately.

## 14. Street Lamp Design Strategy – Eton

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.

#### 15. 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 ones livestock is not a normal practice. However, it is critical that these areas that were designated for the people retain as such.

#### 16. Wild Flower Meadow

The area of the Brocas that is in front of Emlyn's 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.



## Appendix 2 Eton Design Guidance

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### Eton Design Guidance

#### Summary

Eton features a great variety of historical buildings including timber framed Tudor buildings, gothic or English perpendicular stone civic buildings, 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 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.

## 1) The College area to the north of Barnespool Bridge



- New development should be of a larger scale and set back from the street
- Buildings to be predominantly no more than 3-4 storeys
- Buildings should predominantly be red brick
- 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 must extend this network of alleys
- Windows should predominantly be timber vertical sliding sashes
- External works should be aspire to including stone paving features with Denner Hill stone and granite
- 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 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
- 'Modern' design is not favoured, nor the use of modern or modern-look materials
- Roof materials will normally be slate or clay
- New buildings should provide a rear garden where viable
- Windows should predominantly be timber vertical sliding sashes
- Facades should include a shopfront where the development is situated in a High Street 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.

### **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.
- Windows should predominantly be timber vertical sliding sashes, or modern equivalent
- New residential development should aim to provide private or shared garden spaces

### **4) The River frontage**



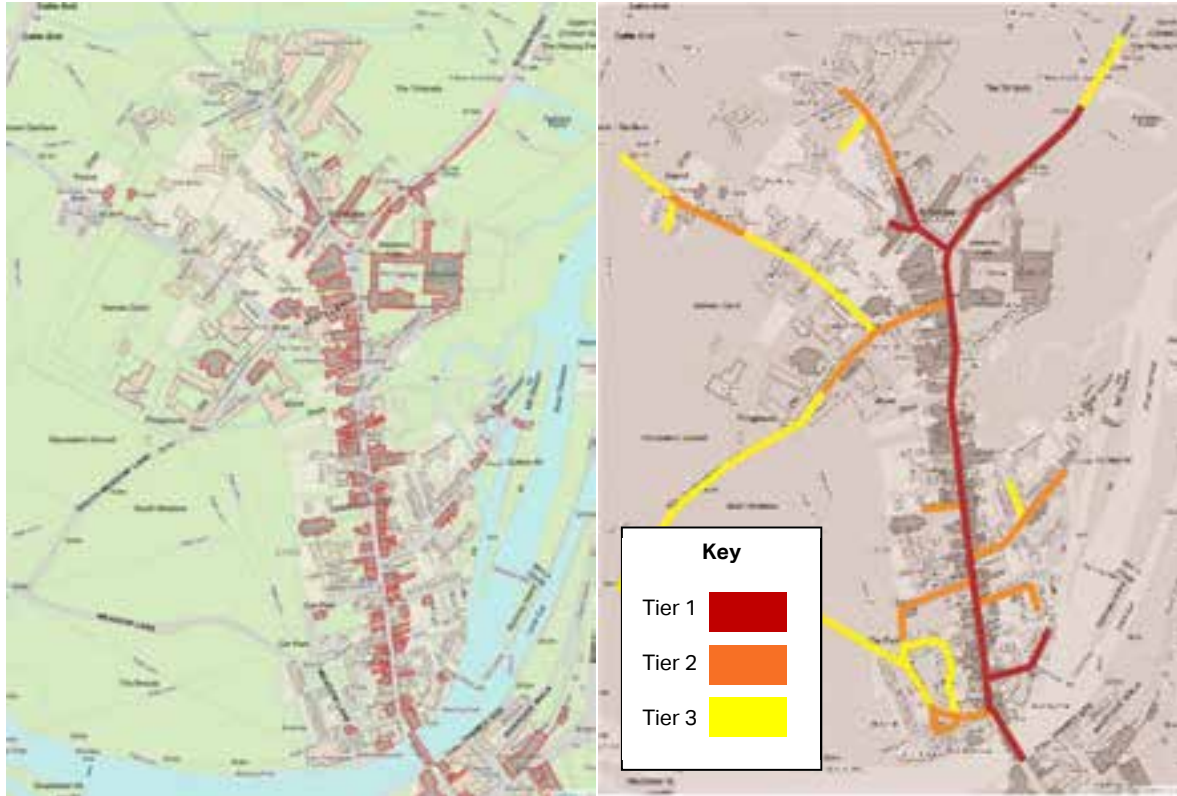
Photo credit: Graham Horn

- 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
- Buildings should predominantly be red brick
- Roofs should be mostly gabled in slate or clay.
- 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

## Hierarchy of Streets

Eton features a large number of heritage buildings on the older streets of the town. In order to preserve 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 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 must abide by, based on the heritage evidence base.



(Source: RBWM, AECOM graphics)

Developments on a Tier 1 street must conform to a design style that closely imitates the existing heritage buildings. Modern buildings are unsuitable in these streets.

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

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

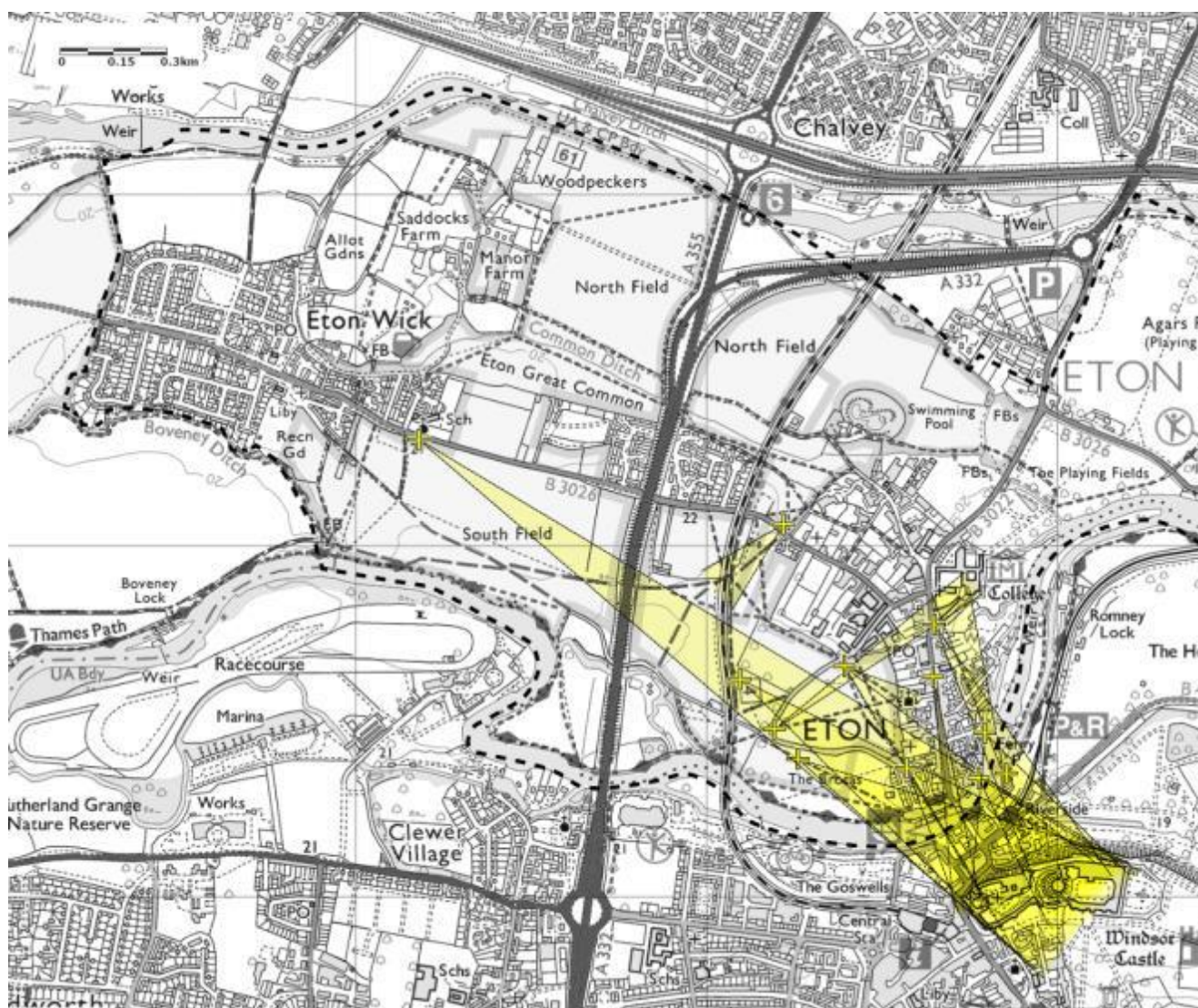


## Appendix 3

Local Protected Views Designations and Conservation Area Important Views, Vistas and Landmarks Designations.

# Local Viewing Designations

*Eton and Eton Wick Neighbourhood Plan*



## Introduction to viewing policy

- The following Local Views are the result of scrutinising a number of community-identified local views against the GLA's London View Management Framework SPG (March 2012).
- This framework classifies views according to whether they are a panorama, linear view, river prospect, or townscape view. It also makes consideration for the foreground, middleground, and background of the view, and whether particular protecting certain urban silhouettes would be appropriate.
- 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 viaduct designed by Brunel. 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.

## View of Eton College Chapel from Windsor riverside





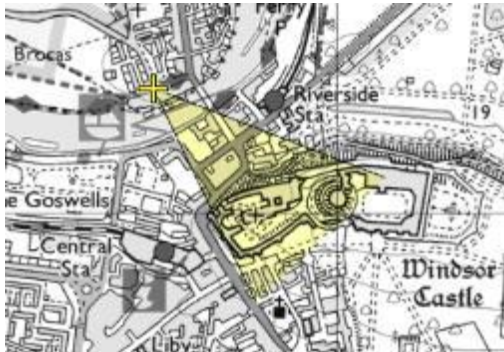
## View of Windsor Castle from Eton riverside A



## View of Windsor Castle from Eton riverside B



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





## View of Curfew Tower from Atherton Court



## View of Windsor Castle from the Brocas



## View of St. Johns and Windsor Castle from the South Meadow

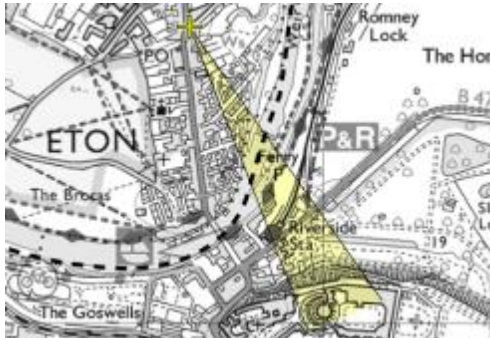




## View of Curfew Tower from Eton High Street



## View of Windsor Castle from Baldwin's Shore





## View of Windsor Castle from next to the Brunel viaduct



## View of Windsor Castle from Eton Wick



## View of the Brunel Viaduct from Eton Wick Road





## Appendix 4

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### Shop Front Design Guidance

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#### Introduction

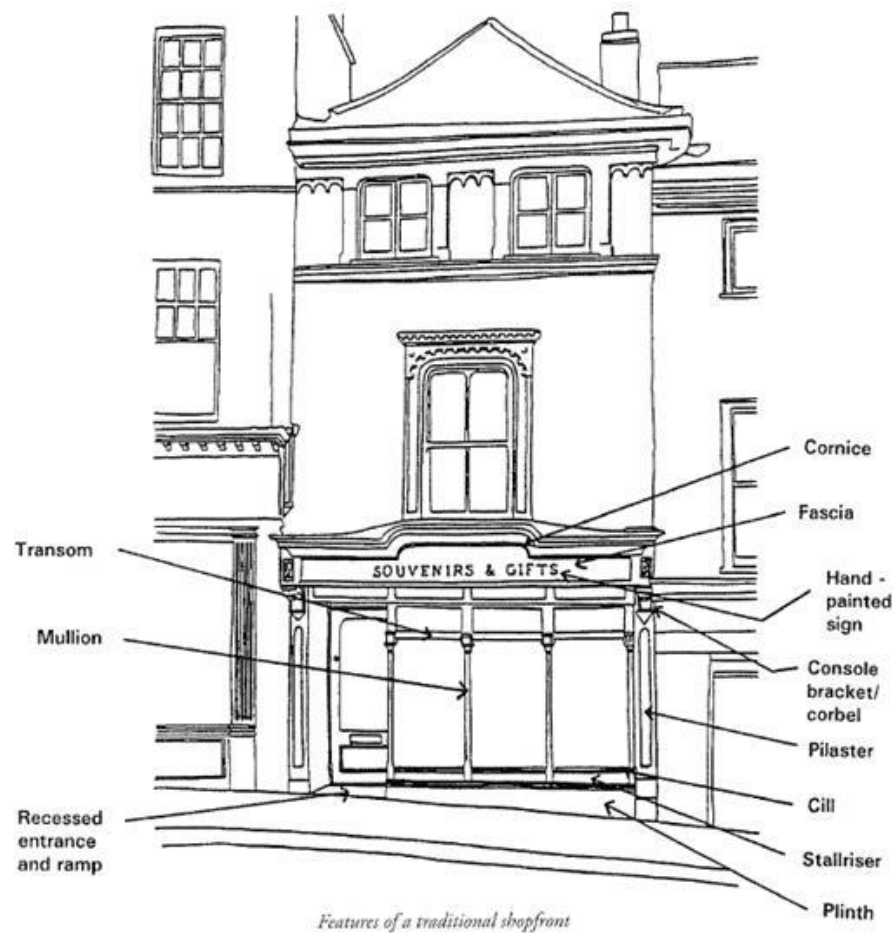
17. This guide is intended to provide advice on the design of businesses and shop fronts within the designated Eton and Eton Wick Neighbourhood Plan area.
18. In developing this guidance document the Neighbourhood Plan Steering Group has taken into account the wider social, cultural, economic and environmental benefits that the conservation of the historic environment can bring, including consulting the Windsor and Eton Society.
19. The Key Objectives in relation to business and shop front design and signage in Eton and Eton Wick 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.
  - III. To stimulate creative and imaginative modern shop front designs for the less traditional retail units in 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 for Shop Front Design

### General Principles of shop front design



20. 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 a presumption in favour of the retention and restoration of traditional older style shop fronts. In the Neighbourhood Plan Area, there not a great number of traditional shop fronts so it is of heightened importance that they are preserved.
21. 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.

22. 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.
23. 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 cills 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.
24. 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.
25. 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.



## Examples of good shop fronts:



### 26. Case Study 1: Tastes Delicatessen

Incorporates traditional wooden shopfront. Active shop frontages. Consistent branding. Relates to the façade above the building.



### 27. 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:



*28. Case Study 3: Eton Premier Stores*

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



*29. Case Study 3: Tudors*

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

## Design Principles

30. 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.

### **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*

31. 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.

### **DP2 Access**

*Proposals must 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.*

32. 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.*

33. 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 cill)*
- *Recess the doorway when suitable in regards to access*

34. 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 with context of the street and shop interior.

#### ***DP5 Living Above the Shop***

*The Royal Borough of Eton and Eton Wick and Maidenhead encourages the residential use of space above shops. 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.*

35. 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 A, Royal 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 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.*

36. 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.

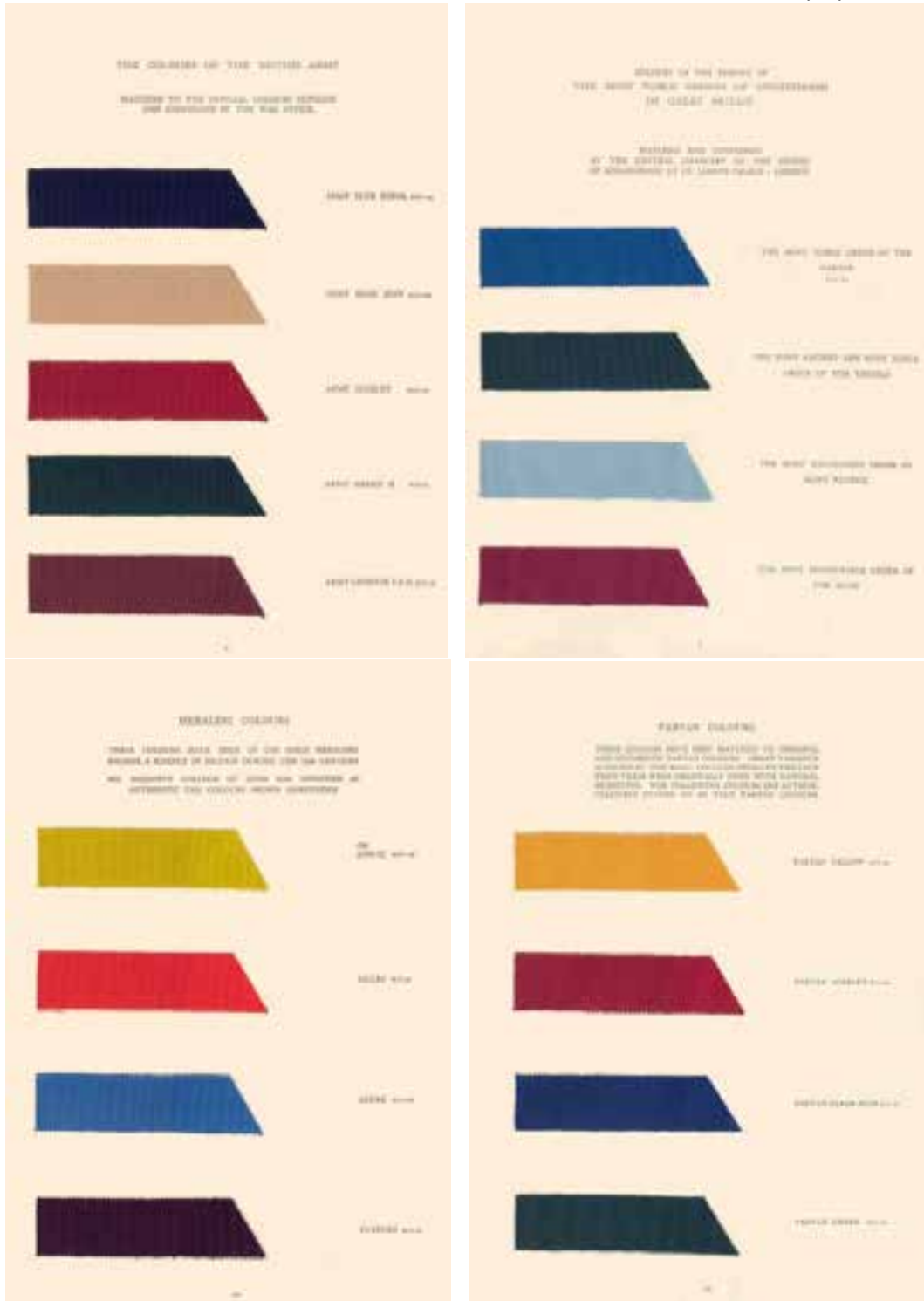
#### ***DP7 Advertisements***

*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 A- Royal Colour Palette

Royal Colours as issued by the British Colour Council in commemoration of the Coronation of His Majesty King George VI and Her Majesty Queen Elizabeth

(Source: <http://patrickbaty.co.uk/>)



## Appendix 5

### Eton and Eton Wick Traffic Improvement

## Eton and Eton Wick Traffic Improvement

### Discussion Document

#### 1. Aim

To reduce the negative impacts of traffic in Eton and Eton Wick by introducing a bypass between Eton Wick Road and Slough Road, and introducing traffic calming measures with Eton Wick. It is intended that the proposed measures will reduce air pollution in Eton and Eton Wick, and improve pedestrian and cycling safety along Eton Wick Road, Keate's Lane and Slough Road.

Figure 1.1. Link road strategy map



This document is intended to serve as consultation device to be appended to the Eton and Eton Wick Draft Neighbourhood Plan. This document serves to explore draft project #6 outlined in the Neighbourhood Plan.



**This document, however, is not integral to the Neighbourhood Plan and should be evaluated independently.**

## **2. Justification**

The Keate's Lane/Slough Road Junction at Eton College has become increasingly busy over many years and this has now led to considerable congestion from all directions at peak times. Coming with this increase in volume of traffic is an increase in air pollution and regularly pollutant levels are now near the maximum allowed. Although the pollution comes from the vehicles especially when waiting at the traffic lights it is enhanced by the 'canyon effect' of the narrowness of Keate's Lane and height of the buildings which restrict air movement to clear the pollution. As nothing can be done about the buildings or the width of the road a solution has to be found to reduce the volume of traffic in this area. With the increase in traffic comes an increase in pedestrian and cycling safety issues which need to be addressed. The main pedestrian safety issue is with Eton College students particularly at class changeover times when the volume of students on the move far exceeds the capacity of the pavements with students regularly spilling into the road and their need to cross all the roads in the vicinity puts them further at risk of this increase volume of traffic. The lack of a commuting cycle lane on the Eton Wick Road from the railway bridge south along with parked cars puts cyclists safety at risk from this increased volume of traffic.

Other than a general increase in car users there may be three further contributing factors to the increase in volume of traffic, poor bus service, cycling safety and the congestion of local primary routes making the B3026, of which this is part, a favourable 'rat run' from South Bucks villages and Maidenhead to Datchet and beyond although this factor has yet to be confirmed by survey.

## **3. Community Consultation**

The results from a recent community consultation for the Neighbourhood Plan supported a new bypass to help resolve the congestion issues around the Keate's Lane / Slough Road Junction in Eton. Discussions regarding these proposals have been held with key stakeholders including the Royal Borough of Windsor and Maidenhead (RBWM) and Eton College, who both gave positive feedback for the proposed bypass.

From the consultation results, however, we have identified there are more residents in favour of the bypass scheme in Eton as opposed to Eton Wick. The comments from Eton Wick residents identify there is real concern that any improvements will bring further traffic using Eton Wick as a 'rat run'. It has therefore been concluded as imperative that any bypass intervention between Eton Wick Road and Slough Road must be accompanied by traffic calming measures in Eton Wick, which are detailed in the following chapters.

Relevant consultation responses from the Eton and Eton Wick 2015 consultation work are as follows:

- 1) In favour of a Keate's Lane relief scheme: Eton Wick – 56%; Eton – 71%; Overall - 60%
- 2) Would you use an improved bus service to:

- a. work – 27%;
  - b. Eton/Windsor /Slough – 94%;
  - c. doctors (in Eton) – 68%
- 3) Would you start to cycle if safer route (Eton Wick responses): Eton Wick - 47%

## 4. Proposal Fundamentals

This section will outline the essential framework for how Eton and Eton Wick traffic improvement could be realised.

### 4.1. A link road between Eton Wick Road and Slough Road

This is suggested as the only most credible route both financially and practically by the Neighbourhood Plan Transport & Infrastructure Group.

**Summary:** Build a new two-way road from Eton Wick Road just east of the Railway viaduct to join Slough Road just south of the Relief Road spur roundabout. The junction with Eton Wick Road will be either a roundabout or the new road will link with Eton Wick road to make the main carriageway with the road from Eton being a T-junction.

*Figure 4.1. Proposed Eton Wick Road – Slough Road link road*



Arguments for and against this option are:

Table 4.1- Summary table for a link road between Eton Wick Road and Slough Road

For	Against
<b>Should remove up to 80% of traffic going through Keate's Lane/Slough Rd. junction in both directions (survey required)</b>	High Costs
<b>Improve safety for College students</b>	College land, possibly Lammas land, required
<b>Considerably reduces pollution in Keate's Lane and around nearby road fronting areas of Eton College</b>	Loss of one house and alterations to College golf course
<b>Make cycling safer to/from Eton due to less traffic in southern section of Eton Wick Road and Keate's Lane.</b>	Potential to increase 'rat run' traffic in Eton Wick (needs to be implemented along with an Eton Wick traffic calming scheme)
	Eton bound traffic will still use Keate's Lane junction
	Environmental impact

## 4.2 Traffic Calming In Eton Wick

Any consideration given to a Keate's Lane/Slough Road by-pass must go hand in hand with a traffic calming scheme for Eton Wick village centre.

**Summary:** To deter the B3026 becoming a 'rat run' Eton Wick village centre must have a traffic calming scheme. The minimum it will require is a 20mph zone with planters at points in the ghost central reservation with build-outs at the beginning and end of the scheme giving priority to out-going traffic.

Figure 4.2. Indicative plan of Eton Wick traffic calming interventions



## 5. Additional Options To Enhance Traffic Calming

The provision of by-pass for the Keate's Lane/Slough Road junction opens up the possibility of the partial closure of Keate's Lane with many benefits to the area including fostering a safer environment for pedestrians and cyclists as well as decreasing local pollution levels. There are several options that use the existing local roads or extending the proposed bypass to allow this to happen:

- 5.1 Using the new Link Road (by-pass) as only route between Eton and Eton Wick
- 5.2 Widening South Meadow Lane/Meadow Lane to take traffic between Eton and Eton Wick
- 5.3 A link road between Eton Wick Road and South Meadow Lane along the east side of the railway.
- 5.4 Similar road layout to option 4 but with a one-way system operating.

These options are appraised in the following sections.

### 5.1. Closing Keate's Lane and making the new link road the only route between Eton and Eton wick

**Summary:** To make the proposed Link Road the sole route between Eton and Eton Wick with the south end of Eton Wick Road for access only including increasing parking. Close Keate's Lane to traffic except College's own vehicles and cycles and gate for exit only. Gate Meadow Lane allowing pedestrians and cycles only at the junction of South Meadow Lane and west of parking area (making a turning circle).



**Arguments for and against this option are:**

Table 5.1- Summary table for a closing Keate's Lane and making the new link road the only route between Eton and Eton wick

For	Against
Reduction of air pollution throughout College	Longer route to between Eton and Eton Wick but possibly taking only little longer
No traffic in Keate's Lane excepting College vehicles	
Remove traffic light and partially gate Keate's Lane with give-ways to exit	
West College becomes relatively traffic free providing extra safety for boys	
Considerably safer routes for cyclists.	
Very little additional cost over Link Road	

<b>Possible increase in roadside parking in Eton Wick Road</b>
<b>South Meadow Lane access only traffic</b>
<b>Meadow Lane partially closed and possible increase in resident parking</b>
<b>No harm to ancient hedgerows</b>
<b>Slough Road at College will only have traffic to and from Eton making it safer for boys</b>
<b>Possibility of semi-shared space (road still clearly marked) on Slough Road at College</b>

## 5.2. Close Keate's Lane and Widen South Meadow Lane / Meadow Lane

**Summary:** In addition to providing a new Link Road between Eton Wick Road and Slough Road, it is proposed that Keate's Lane could be closed to motorised traffic except for access, and South Meadow Lane/Meadow Lane is widened for two-way traffic to take all traffic both ways between Eton and Eton Wick. This proposal is aimed at reducing traffic to and from Eton except access to College and Brocas. It is proposed that Keate's Lane would be closed through partial gating with give-ways to exiting vehicles. It may be necessary for buses to use the link road route or Keate's Lane between Eton and Eton Wick as Meadow Lane/South Meadow Lane may not be suitable for buses



### Arguments for and against this option are:

Table 5.2- Summary table for a link road between Eton Wick Road and Slough Road

For	Against
<b>Keeps a more direct route between Eton and Eton Wick for light vehicles</b>	Increase in traffic and pollution in South Meadow Lane section of College affecting boys' safety
<b>Air pollution improved throughout College except South Meadow Lane section</b>	Cost of widening, upgrading and kerbing
<b>Removal of traffic lights at Keate's Lane</b>	Loss of ancient hedgerows if full statutory width carriageway built
<b>No traffic in Keate's Lane excepting College / access vehicles</b>	Loss of 13 residents parking spaces and probable loss of long-term roadside parking
	Meadow Lane/Eton Court junction very acute angle with vehicles cutting the corner
	Increase in traffic and pollution in South Meadow Lane section of College affecting boys' safety

Some of the negative impacts of this option may be mitigated by only widening South Meadow Lane / Meadow Lane at specific pinch points. This would potentially help reduce costs, reduce damage to the environment, and require the loss of fewer parking spaces. However, the feasibility of exploring this option further would require further analysis.

### 5.3. Extend the Proposed link road to Meadow Lane, close Keate's Lane and widen Meadow Lane

**Summary:** To introduce a new two-way road running east of the railway viaduct to link Eton Wick Road with Meadow Lane, in addition to the proposed Eton Wick Road / Slough Road Link Road. Meadow Lane will require widening to handle new 2-way traffic. This will make a complete Eton bypass and will facilitate the closure of Keate's Lane to motorised traffic, except for access.





Arguments for and against this option are:

Table 5.3- Summary table for a link road between Eton Wick Road and Slough Road

For	Against
Possible to close Keate's Lane except for College access and cycles and remove traffic lights	Very costly
South end of Eton Wick Road restricted vehicular access plus cycling	Loss of ancient hedgerows in Meadow Lane
Reduction of traffic using Slough Road at College	College land, possibly Lamas land required
Increased safety for cycling	Loss of residents parking in Meadow Lane
Increased safety for College students on all roads through College	Environmental costs
Possible increase in parking in south end of Eton Wick Road	
Most of pollution at junction will be removed	
Will make a complete alternative route in and out of Eton in event of a road closure	
Meadow Lane/Eton Court junction very acute angle with vehicles cutting the corner	

#### 5.4. Introduce a one-way system into additional option 5.3



**Summary:** The same as Additional Option 5.3 but with a single-way road running east of the railway viaduct between Eton Wick Road with Meadow Lane instead of a two-way road. This results alleviating the need to widen Meadow Lane. Keate's Lane would also be opened to one- way traffic from East to West.



**Arguments for and against this option are:**

*Table 5.4- Summary table for a link road between Eton Wick Road and Slough Road*

For	Against
<b>One-way system would make cycling safer</b>	High cost
<b>Possible increase in parking spaces on Eton Wick Road</b>	College land and possibly Lammas land required
<b>Some reduction in pollution in Keate's Lane</b>	Loss of residents parking in Meadow Lane
<b>Some increased safety of College students</b>	Environmental costs
<b>Possible to remove traffic lights at College</b>	One-way system may make management operations within Eton College difficult

## 6. Next Steps

**Neighbourhood Planning Group Suggestion:** The Neighbourhood Plan Steering Group propose that constructing the bypass (Option 4.1) is the essential requirement. However if the subsequent decision

is made to close Keate's Lane for vehicular traffic (Option 5.2) this is considered as the optimum outcome.

## Appendix 6

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### Local Green Spaces

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#### i. Eton Wick Recreation Ground (Haywards Mead)



(Source: Google Earth, AECOM illustration)



ii. **Bell Lane and Common Road**



(Source: Google Earth, AECOM illustration)





### iii. Stockdales Road Square



(Source: Google Earth, AECOM illustration)



## Appendix 7

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### Community facilities in Eton and Eton Wick

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#### 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  
     Eton Dorney Rowing Lake  
     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 8

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### Consultation Evidence

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### Consultation Summary

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#### **Preparing for Consultation**

In order to ensure that consultation for the neighbourhood plan has been effective and inclusive, the Neighbourhood Plan Steering Group (NPSG) has undertaken training and committed to an organisational structure strategy as follows:

- The Chair of the NPSG attended NP National launch event and training
- NPSG was initiated and sub groups formed. Leaders were appointed and the scope of sub groups agreed, NPSG meetings were scheduled regularly.
- The mandate of the sub groups was designed to place emphasis on achieving good representation from across the community in Eton and Eton Wick. Feedback was given at every NPSG meeting in order to assure input from all sub groups was incorporated into the neighbourhood plan and consultation strategy as the draft plan evolved,

#### **Conducting Consultation**

A list of significant consultation events and regular consultees is included in the following list:

- 2 major neighbourhood wide exercises have taken place:
  - Initial drop ins in Oct 2014, with 2 x 4 hour sessions held in each of Eton and Eton Wick. Summary of findings are in this section under reference evidence notation 1-5.
  - An on line and door drop survey, supported by 4 drop in sessions, as above. Respondents fed back in either an on line or box drop format. Summary of findings are in this section under reference evidence notation 6.



- RBWM contacts have been an integral part of the process, with Robert Paddison as our current expert, preceded by both In Bellinger and Brian Whitely.
- Other NPs. Ascot NP lead presented to the NPSC early in the process in order to educate the SG about the process/ E & EW leadership have attended a Windsor (Castle within) SG. Windsor (Castle without NP and Horton & Wraysbury NP have been reviewed thoroughly, both for improvement ideas for E&EW and to ensure that there are no conflicts with our geographically adjacent colleagues . Drop in secessions that are now scheduled will be attended by E & EW leadership at both Windsor (Castle within) and Horton & Wraysbury. Other Windsor drop in sessions have been attended by SG members whenever they have taken place.
- Eton College has been regularly consulted.
- Councillors (Town and Ward) have been constantly kept abreast of all of developments in the process, all meeting notes and minutes and been on the review requests. Specifically, all feedback has been sought ad incorporated where appropriate and the Eton Town Council had endorsed the current draft that will now be issued for regulation 14 consultation.
- Steering group feedback has been sought and received at every stage of the drafting process. Specifically, the strongest feedback occurred in early summer 2016, with 11 respondents feeding back 153 comments to the first full draft NP. The comments were in some cases contradictory requiring careful consideration by at NPSG meeting attendees and seeking advice from AECOM, for example regarding style.
- AECOM were appointed as consultants in date 2016. Their expertise has been used extensively to support the process and in some cases, the content.

### **Sub group consultation**

Details about the working practices and consultation events specific to each subgroup are listed below:

#### **Transport & Infrastructure**

- Regular meetings have taken place with a number of RBWM experts: traffic strategy, car parking, traffic management, road structures including capital projects, biking and bike parking. Three of the team have become a key part of the work that T&I have performed.
- Eton College have been consulted on multiple occasions about every aspect of the T&I scope, including several face to face meetings. In addition, key topics have been shared in College with a wider internal leadership team.

- Ward and Town councillors with knowledge of and accountability for the various areas within the T&I group have been consulted, including the Ward cabinet member for Roads, traffic etc.
- Traffic surveys have been incorporated as follows: Traffic speed surveys in Eton Wick, traffic direction survey around Pockock's Lane roundabout.

### **BLT**

- Several meetings have been held with RBWM Tourism leadership ay RBWM.
- Retailers have been consulted on a regular basis.
- Windsor & Eton Society have been consulted, specifically around shop front design

### **Housing and Development**

- Councillors have been kept abreast of the work through NPSG group minutes and pre-circulated drafts

### **Environment**

- The Flood forum as initially involved, although subsequently the appointed leader stood down.
- Horticultural expertise exists in the sub group.
- National guidelines regarding flooding and flood management limits the extent of work that can be proposed locally, in terms of policies.

## **2015 Survey Response Summary**

<b>TOPIC</b>	<b>Reference</b>	<b>Issues</b>	<b>Details</b>	<b>Level of Support</b>
<b>General</b>	1a	Perception of closeness between Eton and Eton Wick		Survey indicates perception of less than close – i.e. less than average of 3. Comments show this is seen as a good opportunity.

<b>Business, Leisure &amp; Tourism</b>	2a	Business growth	Rate reductions and discount schemes to encourage business growth	Not a key issue in consultation responses
	2b	Empty shops	More of an issue for Eton High St than Eton Wick which only has one underused unit	Strongly supported in consultation
	2c	Social media / marketing to promote Eton		Supported in consultation
	2d	Promoting Eton-linked cultural events		Strongly supported in consultation
	2e	Visitor centre for Eton & Eton Wick	Use Eton Town Council offices in Eton High St	Strongly supported in consultation
	2f	Community Café / meeting room	both could be provided with the co-operation of others e.g. Baldwin's Institute and EW Football Club.	Supported in consultation
	2g	Improving underused facilities		Strongly supported
	2h	Sharing leisure facilities between Eton and Eton Wick		Strongly supported. Idea supported by Eton Wick more than Eton
	2i	Encouraging new businesses and shops		Supported but less so by Eton Wick
	2j	Creation of a 'heart of Eton Wick'	enhancing the shopping and open space including hard and soft landscaping slowing the traffic flow through this important area of the village	Some support. Comments say that community expectations for what this proposal could be vary. For examples, some residents see the 'heart of Eton Wick' as an opportunity to tidy up shop fronts, whilst few see it as an opportunity for major change.
	2k	Promote Eton Wick for leisure	Promote, for example,	Strong support

		activities	cycling and walking – given location between Thames and Jubilee Rivers.	
	2l	Other comments from residents (from survey) include: <ul style="list-style-type: none"> <li>• Encourage tourists to spend time in Eton High St, rather than walking through to Windsor</li> <li>• Take advantage of the many cyclists passing through – facilities for stopping and refreshments.</li> <li>• Signs along the river for Eton / Wayfinding</li> <li>• Bird watching centre</li> <li>• New mooring at Eton Wick</li> <li>• Distinctive focal point in centre of Eton Wick. Currently unattractive buildings and lack of attractive retail. No real offer for visitors.</li> </ul>		
<b>Transport &amp; Infrastructure</b>	3a	Road structures between Eton Wick and Eton		Seen as inadequate but there are some concerns that an enhanced road system will encourage more drivers from the Datchet direction to travel through Eton Wick to Maidenhead, Reading etc.
	3b	Ideas for bypassing the Keate's Lane / Slough junction to and from Eton Wick and Slough / Windsor		Some support
	3c	Traffic speeds	There is a desire to control traffic speeds in Eton Wick by a 20mph speed limit	Subsequent survey has demonstrated traffic speeds to be within speed limit generally
	3d	Bus Services between Eton Wick and Eton (& Maidenhead)	Inadequate. Fare and service.	
	3e	Cycling provision between Eton Wick and Eton	Inadequate from a safety and general viewpoint. Secure cycle parking needed	Strong support

	3f	Cycle parking provision		Strong support in favour of cycling parking
	3h	Eton Wick as a leisure hub	for tourists / daytrippers on the Thames & Jubilee River cycle paths	Supported in consultation NB Commercial viability
	3i	Parking provision, particularly in Eton	Priority parking for residents.	<b>T&amp;I group notes:</b> A parking policy should be developed so that these requirements are clearly addressed.
	3j	Doctor's facilities in Eton Wick	Satellite service	Strong support
	3k	Broadband and mobile phone coverage	Inadequate service	Broadband and mobile service not a NP issue
<b>Housing &amp; Development</b>	4a	New housing	identifying sites for new development to provide new housing and businesses	Some support  RBWM should be able to say if NP is expected to accommodate new development. Borough Local Plan should be reviewed for any site allocations.
	4b	Refurbishment of existing properties to meet modern needs		Strong support
	4c	Modern homes		Little support in favour of modern homes in Eton or Eton wick
	4d	Infill development		Some support in Eton. Little support in Eton Wick
	4e	Providing parking as part of new development		Strong support for parking as part of new housing
	4f	Building heights	Limit the increase in heights of existing buildings e.g. adding extra storeys	Small majority support for limiting height
	4g	Easier change of use to residential	Support for easier change of use	Strong objection in Eton. Influence of NP may be limited with permitted development rights already in place

<b>Environment</b>	5a	Green corridors and open spaces	Provision and protection of green spaces	Strong support for green corridors Very strong support for the protection of open spaces
	5b	Viewing corridors to existing historic buildings and landscape	Protecting views from being obscured by new development	Strong support
	5c	Flood and Pollution	Flood threat and monitoring /reducing pollution levels	Over 60% of residents are happy with Forum set up by Thames Water and the Environment Agency.  There is strong support for detection of localised pollutants to be monitored by Eton Town Council and RBWM. This is not a NP issue, however.
	5d	Single contractor for refuse collection		Support
	5e	Natural erosion of river banks		Some support.
	5f	Maintain hedgerows, meadows, woodland and waterways to encourage biodiversity.		Very strong support for this policy. Would need to be supported by RBWM
	5g	South Meadow Brook and Barnes Pool	To return pool to flowing brook	Strong support for project

## Descriptions for selective evidence

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### 1a. Perception of closeness between Eton and Eton Wick.

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#### Evidence summary:

Eton and Eton Wick are perceived to be more 'Not Close' than they are perceived to be 'Very Close' (Where 1 is "Not close" and 5 is "Very Close", results are: Mean- 2.4, Median-2).

## 2b. Empty shops

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### **Evidence summary:**

The issue of empty shop is strongly supported in consultation.

## 2d. Promoting Eton-linked cultural events

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### **Evidence summary:**

The idea of promoting linked social events (e.g. like the Windsor & Eton Festival) is strongly supported in the consultation.

## 2e. Visitor centre for Eton and Eton Wick

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### **Evidence summary:**

The creation of a visitor centre is strongly support in consultation. This centre will offer "information on opening times for the College, Natural History Museum etc. but also details of Eton & Eton Wick's history with photographs." Potential site could be Eton Town Council on Eton High st.

## 2f. Community Café / meeting room

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### **Evidence summary:**

The creation of a community café / meeting room is supported in Eton Wick in consultation.

## 2g. Improving underused facilities

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### **Evidence summary:**



The community is strongly in support of existing facilities such as sports halls being opened up to a wider audience.

## 2i. Encouraging new businesses and shops

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### **Evidence summary:**

There is good support for the provision of new shops in Eton (77%), but only 54% percent of surveyed residents are in support of new shops at Eton Wick which is too low a percentage to demonstrate a significant desire for new shops.

## 2j. Creating an Heart of Eton Wick

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### **Evidence summary:**

There is decent support for creating a "heart of Eton Wick" - enhancing the shopping and open space including hard and soft landscaping slowing the traffic flow.

## 3f / 3h. Cycling strategies

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### **Evidence summary:**

There is strong support for new cycle parking in, and support for creating a leisure hub for cyclists and daytrippers who are utilising the Thames and Jubilee river and cycling paths. Evidence 3e also indicates some demand for better cycling infrastructure between Eton and Eton Wick, though the results are not conclusive.

## 3i. Satellite surgery for doctor clinic at Eton

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### **Evidence summary:**

There is strong support for a satellite medical facility in Eton Wick.

#### 4a. New housing

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**Evidence summary:**

There is no majority support for new housing at Eton and Eton Wick. There is, however, indication of some demand with 1/3 of residents responding that they "think there should be more development on available land to provide more houses and business premises." In Eton Wick, the greatest areas of demand are focused in the following categories: Social / affordable housing; Flats 1/2 bed; Smaller homes i.e. 2/3 bed.

#### 4e. Car parking at new developments

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**Evidence summary:**

There is strong support for car parking spaces to be provided as part of new developments.

#### 5a. Green Corridors and Open Spaces

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**Evidence summary:**

There is strong support for preserving green corridors and very strong support for the protection of open spaces.

#### 5b. Viewing corridors to existing historic buildings and landscapes

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**Evidence summary:**

There is strong support for protecting notable views from being obscured by new development.

#### 5f. Hedgerows, meadows, woodland and waterways

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**Evidence summary:**

There is very strong support for preserving the aforementioned features.

## 5g. South Meadow Brook and Barnes Pool

**Evidence summary:**

There is strong support returning Barnes pool into a flowing brook.

## Evidence from Drop in Sessions 2014

6a. Housing & Commercial	6b. Transport & Infrastructure	6c. Business & Tourism	6d. Environment & Leisure
<p><b><u>Affordable housing:</u></b> Homes need to be affordable.</p> <p>More affordable housing.</p> <p>Affordable housing.</p> <p><b><u>New developments:</u></b> Try to deter buyers of new developments from using as 2<sup>nd</sup> /Weekend home – they must live there.</p> <p>No more pulling down residential and old business.</p> <p>Stop! All of the old coach</p>	<p><b><u>Pavements &amp; Pedestrianisation:</u></b> Wheelchair friendly.</p> <p>Pavements need repair and the drain channels should be covered as dangerous to wheelchairs and elderly.</p> <p>Pavements need to be more wheelchair friendly x2.</p> <p>Pavements in a very dangerous condition.</p> <p>Pavements need to retain York Stone features which are highly</p>	<p><b><u>Business:</u></b> Keep Eton Traders active. Need passing traffic and parking.</p> <p>Encourage coach parties to utilise Eton retailers – maybe vouchers.</p> <p>Love part residential/part commercial – how can we keep traders to get more business/customers.</p> <p>Passing trade important.</p> <p>Budgens will give passing</p>	<p><b><u>Cleaning:</u></b></p> <p>Dog fouling. x2</p> <p>Dog poo – people are better disciplined but still an issue.</p> <p>Dog fouling in Eton, playing fields, children's playground.</p> <p>Too much dog poo. Human poo and weeing against buildings.</p> <p>Clean up the Brocas and it would be used more.</p>

6a. Housing & Commercial	6b. Transport & Infrastructure	6c. Business & Tourism	6d. Environment & Leisure
<p>houses into supermarkets.</p> <p>Undesirable developments – losing the true character of Eton.</p> <p>Keep retail as retail not residential.</p> <p>No more ugly buildings (Intersystems) – they should be in keeping with the history of the town.</p> <p>Flood risk prevention measures.</p>	<p>valued</p> <p>Eton heritage High Street is enhance by unique road and pavement features including York Stone</p> <p>Replace gullies to make footways smoother for older people/disabled/buggies.</p> <p>Keep the York Stone pavement.</p> <p>AGAINST: Pedestrianisation a bad idea.</p> <p>No pedestrianisation of the High St under any circumstances.</p> <p>Get rid of ugly chicanes in High Street but NO pedestrianisation.</p> <p>Don't pedestrianise High Street; it needs passing traffic to keep it alive.</p> <p>FOR: Pedestrianise High Street – pave with cobbles.</p>	<p>trade NB Parking + Traffic.</p> <p>Eton type shops are normally used by people who drive cars (Habitual supermarket shoppers can come on buses).</p> <p>Very positive.</p> <p>Maintain character of town Budgens will be welcome Maintain and encourage small independent shops.</p> <p>Stop so many pubs.</p> <p>Shops changing from business to residential – we need to keep trade local.</p> <p>Invest in old buildings i.e. Cockpit Restaurant</p> <p>Maintain the historic character.</p> <p>Keep Eton's charm. Actively discourage businesses that are large national chains to set up in Eton through planning approvals.</p> <p>No more new bars or</p>	<p>More litter picking.</p> <p>Better litter removal on paths around Brocas and South Meadow.</p> <p>Better street cleaning.</p> <p>Litter on Saturday a.m. terrible.</p> <p>Sat/Sun a.m. litter at bridge terrible. RBWM do pick it up but local takeaways should be held responsible (branded packaging)</p> <p>Keep up the good work on flags and hanging baskets.</p> <p><b><u>Antisocial Behaviour:</u></b></p> <p>Antisocial behaviour due to drunks.</p> <p>Get rid of drunks as they damage the character of the town. The council should do something about it.</p>

6a. Housing & Commercial	6b. Transport & Infrastructure	6c. Business & Tourism	6d. Environment & Leisure
	<p>Consider having paths, cycle lane, road, path on High Street.</p> <p>Make High St from Tangier Lane to bridge open space shared by cars, bikes, pedestrians and coffee shops similar to town centres in Holland.</p> <p>Make upper High St shared space as it is over the bridge.</p> <p><b><u>Parking:</u></b> More parking. Free 15min parking on High Street to encourage 'pop-ins'.</p> <p>Make new Meadow Lane car park two story, above or below ground.</p> <p>More parking so people can shop in Eton.</p> <p>Parking restricts things.</p> <p>Parking.</p> <p>More access to parking.</p> <p>Not enough parking for residents.</p>	<p>restaurants needed, good supply already.</p> <p>No eating or drinking places that encourage drunks from Windsor Night Clubs to tank up again as they pick up taxis or other transport for Slough.</p> <p>Encourage businesses that appeal to walking customers, not parking customers.</p> <p>Co-ordinate bin collections to a single provider so multiple bin lorries do not come down High St.</p> <p><b><u>Tourism:</u></b></p> <p>The drains in the High Street smell and that puts off tourists and potential customers.</p> <p>A history trail to encourage tourism and interest in local History.</p> <p>Better signage of rights of way.</p> <p>Could have a walk-in centre.</p>	<p>Too much noise.</p> <p>No more drunks!</p> <p>Noise from local pubs e.g. Henry IV.</p> <p>Vagrants and drunks.</p> <p>Deal with vagrants.</p> <p><b><u>Community:</u></b></p> <p>Make better use of buildings – for community activities.</p> <p>Losing village character what a pity - it needs to be enhanced.</p> <p>Ensure college stick to environmental plan for Eton Meadows.</p> <p>Use the recreation ground more – pavilion – Sunday football.</p> <p>More use of the Brocas – parking (lack of) makes it difficult.</p>

6a. Housing & Commercial	6b. Transport & Infrastructure	6c. Business & Tourism	6d. Environment & Leisure
	<p>Parking in Eton to go to Windsor so don't get walk in trade.</p> <p>Parking – Windsor should have a multi-story car park (but not Eton).</p> <p>More levels on Alma Road/River Street.</p> <p>Limit parking in South Meadow Lane to 4 hours.</p> <p>Parking – not enough and too expensive.</p> <p>No parking on the High Street.</p> <p>More residents parking.</p> <p>More parking in Eton.</p> <p>Parking for shoppers not commuters.</p> <p>More car parking. Keep people away from Eton - nowhere to park.</p> <p>Make new Meadow Lane car</p>	<p>Too little info on Eton and need more to encourage people.</p> <p>Website for the area to encourage tourists to visit, learn and stay.</p> <p>Improve public conveniences in Eton, currently clean but grim.</p> <p>Preserve conservation character (tourist attraction opportunity).</p> <p>We have a daytime tourist economy, please stop encouraging a night-time economy e.g. Budgens.</p>	<p>Sort of a community hall (or access as we no longer have access to Church Hall) Eton Town Council Baldwins Institute.</p> <p>Need to use open spaces more – how to encourage community and visitors.</p> <p>How do we know which Eton college facilities can be used by Residents &amp; Traders?</p> <p>Better community use of Baldwins/Brocas.</p> <p>Please turn Eton Council Offices into community café. It is an underused resource right now.</p> <p>Don't allow drunks and vagrants to use parts of Eton to sleep in, e.g. public landing space by bridge.</p> <p>Stop open top buses as they bring no benefit to the High Street.</p>

6a. Housing & Commercial	6b. Transport & Infrastructure	6c. Business & Tourism	6d. Environment & Leisure
	<p>park two story, above or below ground.</p> <p>No more Eton under concrete! Any development of Meadow Lane car park screened by trees so I can't see cars from my window.</p> <p><b><u>Traffic:</u></b></p> <p>Stop Eton College randomly closing roads and stopping traffic! They are not the police!</p> <p>It is good that Eton is hard to access by road ie cul de sac as it helps it to retain it's character.</p> <p>Road to Eton congested so kids can't get to school.</p> <p>Too many lorries and with Budgens more lorries.</p> <p>Too many lorries.</p> <p>Another speed table within one-way section.</p> <p>Traffic management – use Tangier Lane to turn esp. large</p>		<p>Who does Dorney Lake really belong to? I thought it was paid for by taxpayers and losing money!!</p> <p><b><u>Aircraft:</u></b></p> <p>Stop too many aircraft going over.</p> <p>No more aircraft. No to Heathrow expansion.</p> <p>Aircraft noise OK – I quite like it.</p> <p>Aircraft noise.</p> <p>Less aircraft noise and pollution – noticeable deposits of aviation fuel.</p>



6a. Housing & Commercial	6b. Transport & Infrastructure	6c. Business & Tourism	6d. Environment & Leisure
	<p>lorries.</p> <p>Cyclists need to be fined not just warned if cycling on pavements or going the wrong way.</p> <p>Enforce cyclists who contravene the one way.</p> <p>Cyclists fined if cycling on the pavements too fast.</p> <p>Focus on illegal cycling up High St for a couple of days, then fine them and publicise to deter.</p> <p>Stop motorcyclists riding across bridge.</p> <p>Reduce the number of speed bumps in Eton Wick- 16 is far too many.</p> <p><b><u>Transportation:</u></b></p> <p>Stop taxis collecting at the bridge – this will stop drunks at 12 -4 am.</p> <p>Incorporate taxi rank and bus</p>		

6a. Housing & Commercial	6b. Transport & Infrastructure	6c. Business & Tourism	6d. Environment & Leisure
	<p>turning point at the new Meadow Lane car park.</p> <p>Bus service from Eton Wick to Maidenhead and Windsor.</p> <p>School bus for collection and drop-off.</p> <p>Bus service to train station esp. at work times 8am/5-6pm.</p> <p><b><u>Innovative ideas:</u></b></p> <p>Windsor link railway.</p> <p>Charging point for electric cars at Meadow Lane.</p> <p>Use Meadow Lane as a new route in and out of Eton onto relief road. This would also take Eton Wick traffic away from traffic lights at Eton College.</p>		

## Demographic Evidence

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**7a. Population and Household size in Eton & Eton Wick, 2011**

	<b>Eton &amp; Eton Wick</b>	<b>Windsor and Maidenhead</b>	<b>England</b>
Population	4,692	144,560	53,012,456
Households	4,692	58,349	22,063,368
Household size	2.8	2.5	2.4
Dwellings	1,745	60,901	22,976,066

**7b. Rate of change in the age structure of the population of Eton & Eton Wick, 2001-2011**

<b>Age group</b>	<b>Eton &amp; Eton Wick</b>	<b>Windsor and Maidenhead</b>	<b>England</b>
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%

**7c. Country of birth and length of residence, Eton & Eton Wick 2011**

<b>Place of birth</b>	<b>Population breakdown</b>	<b>Eton &amp; Eton Wick</b>	<b>Windsor and Maidenhead</b>	<b>England</b>
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%

#### 7d. 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%

#### 7e. 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%

**7f. Tenure (households) in Eton & Eton Wick, 2011**

<b>Tenure</b>	<b>Eton &amp; Eton Wick</b>	<b>Windsor and Maidenhead</b>	<b>England</b>
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%

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

<b>Tenure</b>	<b>Eton &amp; Eton Wick</b>	<b>Windsor and Maidenhead</b>	<b>England</b>
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%

**7h. 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%

#### 7i. Rates of change in household composition in Eton & Eton Wick, 2001-2011

Household type		Percentage change, 2001-2011		
		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%

**7j. 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%

**7k. 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%

**7l. 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%

#### 7m. 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%

#### 7n. 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

