

locality



DESIGN GUIDANCE AND CODES

# COOKHAM

FINAL REPORT | OCTOBER 2024

## Quality information

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Introduction

01



# 1. INTRODUCTION

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**This chapter provides context and general information to introduce the project and its location.**

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## 1.1 Background

Through the Ministry of Housing, Communities and Local Government (MHCLG) Neighbourhood Planning Programme led by Locality, AECOM has been commissioned to provide design support to Cookham Parish Council.

The Parish Council has requested to access professional advice on design guidance and codes for any new development, including through allocations in the adopted Windsor and Maidenhead Local Plan.

The aim is to inform future proposals to promote high-quality built forms and to ensure that they are well-integrated with the existing landscape and settlements, in particular, development will need to be planned and designed with regard to Cookham's historic character, green spaces, and physical separation from Maidenhead.

The recommendations made in this report are based on observations on the Neighbourhood Area as a whole, but they may be more relevant in some areas of the neighbourhood area than others. The elements that are more general are referred to as design guidelines. Other elements that are more prescriptive or set out parameters are the design codes.

The adopted Local Plan allocates three sites in Cookham Rise for housing development. This report includes codes that can be applied to those sites but a separate masterplanning report explores options for their development in more detail.

## 1.2 Objectives

The main objective of this report is to develop design guidance and codes for the Neighbourhood Plan, and to inform the design and assessment of future planning applications and residential developments in Cookham. They support design policies in the Neighbourhood Plan.

The guidance and codes in this document elaborate on key design elements that were agreed with the Neighbourhood Plan Working Party at the outset of the project.

## 1.3 Process

Following an inception meeting and a site visit with members of the Neighbourhood Plan Working Party, AECOM carried out a high-level assessment of the Parish. The following steps were agreed with the Working Party to produce this report:

**1** Initial meeting (online) and in-person site visit;

**2** Urban design and historic character analysis;

**3** Preparation of the design principles, guidelines and codes to be used to inform the design of the Parish and future developments;

**4** Draft report with design guidelines and codes; and

**5** Submission of a final report.

## 1.4 Area of study

Cookham is a civil parish in the Royal Borough of Windsor and Maidenhead (RBWM) on the northern edge of Berkshire. It is located in the Thames Valley, 3 km north of the large town of Maidenhead, 10 km north-west of Slough, and 8 km south of High Wycombe, and about 40 km west of London.

The Parish contains three distinct settlements: Cookham Village to the east, Cookham Rise to the centre, and Cookham Dean to the west. Cookham borders the town of Maidenhead to the south and the civil parish of Bisham to the west, while the Thames forms a natural boundary to the north and east. The Parish encompasses several Thames islands including Gibraltar, Sashes, Odney, and Formosa Islands. The civil parishes of Little Marlow, Wooburn, Hedsor, and Taplow are located across the Thames from Cookham.

Cookham benefits from good links to its environs despite its rural atmosphere. In terms of public transport, Cookham Station lies on a branch line from Maidenhead to

Marlow with regular rail services. This links the area to Marlow, which is a small town over the county border, and Maidenhead, which is one of the largest towns in Berkshire. From Maidenhead Station, connections can be made to London, Reading and onwards to West of England and South Wales. The 37 bus runs through Cookham Rise and the Village, providing regular services to both Maidenhead and High Wycombe. The Parish is linked to the M4 and M40 trunk roads by the A404, which passes near the Parish's western boundary.

The Parish has a rich architectural heritage and is protected by two Conservation Areas: Cookham High Street to the east and Cookham Dean to the west, both designated in 1969.

The Parish's main landmarks include: the churches of St John the Baptist and Holy Trinity; Odney Club; Cookham Bridge; and Cookham Lock. The Parish is home to three primary schools as well as a wide array of shops, pubs, restaurants, and services.

The Parish contains one Site of Special Scientific Interest (SSSI), several prominent green spaces and a large amount of land owned by the National Trust, which is of great importance to settlements' setting. It is also located in close proximity to the Chilterns Area of Outstanding Natural Beauty (AONB) and several Registered Parks and Gardens, including Cliveden. Around 89.5% of the Parish is classified as Green Belt.

At the 2011 census the resident population was 5,779 in the Parish and 5,108 in the built-up area as defined by the Office for National Statistics.



**Figure 01:** Church of St John the Baptist, Cookham Dean



**Figure 03:** View of the Thames Valley from Cookham Bridge



**Figure 02:** Cookham Station on Station Hill, Cookham Rise



**Figure 04:** Cookham High Street

## 1.5 Influencing documents

This section briefly summarises the relevant design guidance and evidence base documents produced at national and local level which have informed this design code.

Any new development applications should demonstrate that the applicant is familiar with those documents.

2019



### **National Design Guide** - Ministry of Housing, Communities and Local Government

The National Design Guide sets out the government's ten priorities for well-designed places and how it can be achieved in practice. The ten characteristics identified include: context, identity, built form, movement, nature, public spaces, uses, homes and buildings, resources and lifespan. The Guide also reinforces the National Planning Policy Framework's objective in creating high quality buildings and places. The document forms part of the government's planning practice guidance.

2020



### **Building for a Healthy Life** - Homes England

Building for a Healthy Life updates Homes England's key measure of design quality as the national housing body charged with delivering housing at an accelerated rate, but with quality as a core objective. The document sets out 12 considerations for creating integrated neighbourhoods, distinctive places and streets for all. While it is not part of national policy, it is recognised as best practice guidance and a useful tool for assessing the design quality of development.

2021



### **National Model Design Code** - Ministry of Housing, Communities and Local Government

The National Model Design Code provides guidance on the production of design codes, guides and policies to promote well-designed places. It sets out the key design parameters that need to be considered when producing design guides and recommends a methodology for capturing and reflecting views of the local community. It forms part of the government's planning practice guidance.



**1998 and 2002**



**Cookham Dean and Cookham Village Conservation Area Statements** - Royal Borough of Windsor and Maidenhead

These two documents describe the special qualities of the respective Conservation Areas, with their focus on the green, rural character of Cookham Dean and the use of a limited range of traditional materials, building styles and features in Cookham Village. Note that the Cookham Village Conservation Area covers much of the Village and was subject to a new appraisal document which was adopted in September 2022.

**2010**



**Townscape Assessment, Final Characterisation Report** - Royal Borough of Windsor and Maidenhead

This assessment covers towns and larger villages across the Borough, including Cookham Rise and Cookham Village. It presents a series of recommendations for preserving and enhancing the built environment in its green setting, considering views, approaches and nodes.

**2013**



**Cookham Village Design Statement** - Royal Borough of Windsor and Maidenhead

Adopted by RBWM as a Supplementary Planning Document, and therefore having weight in planning decisions, this is a key document. Building on those mentioned above, it provides more detail about the built and natural context and guidance about how they should be considered in the design of new development. It is a crucial reference document for the design guidance and codes presented below; we do not repeat the content here but use it as a basis for the expectations set in chapters 3 to 5.












**2023**



**Building Height and Tall Buildings SPD** - Royal Borough of Windsor and Maidenhead

This document sets out design guidance and policies regarding the height and overall scale of tall buildings within the borough. It is intended to give the council more control over planning applications for large or tall buildings. Within the document, Cookham is designated as an area where it would be inappropriate for the construction of tall buildings.

**KEY**

-  Cookham Neighbourhood Area
-  Built-up areas
-  Area of Outstanding Natural Beauty (AONB)
-  Sites of Special Scientific interest (SSSI)
-  Special Areas of Conservation
-  Registered Parks & Gardens
-  Motorway
-  A-roads
-  B-roads
-  Railway
-  Rail stations



**F.5** | **Figure 05:** Map showing the Neighbourhood Area in relation to its surroundings

Context  
analysis

02

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## 2. CONTEXT ANALYSIS

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**This chapter introduces the special context to which any development will need positively to respond. It does not attempt to repeat the excellent baseline analysis provided in the [Cookham Village Design Statement](#), which describes the character and setting of Cookham's three settlements in some detail and was adopted by the local authority as a Supplementary Planning Document in 2013. Please refer to that document as an important starting point for understanding local context.**

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### 2.1 Introduction

Cookham is a remarkably characterful and distinctive parish located in the Borough of Windsor and Maidenhead in the county of Berkshire. It lies adjacent to one of the most scenic stretches of the River Thames, where it forms a border between Berkshire and Buckinghamshire to the north.

The parish hosts a large area of gently undulating lowland countryside, featuring a distinctive and steep chalk escarpment leading towards the river Thames with its large, historically alluvial floodplain along its banks.

The Thames has been a major inland trading route since ancient times, encouraging human habitation and prosperous established settlements along its route. Today the Thames Path is a popular long-distance walking route and the river is also itself a destination for leisure and tourism, frequented by leisure craft and other small boats. As along much of its course, it forms a complex landscape

of waterways, with diverging channels, islands and human interventions such as weirs and locks.

Cookham's three settlements - Cookham village, Cookham Rise and Cookham Dean - are also the result of the interactions between humans and the natural environment over millennia.

Cookham Village lies closest to the Thames and hosts a historic medieval core along the High Street, and important bridge of Ferry Lane which links the parish to Buckinghamshire and the nearby village of Bourne End. The views from this bridge are particularly evocative of the parish's riverside scenery with a confluence of minor tributaries visible to the east. There is a small amount of later development around the village but it has maintained a nucleated form around the ancient core. Open spaces are also important, especially Cookham Moor, open common land which forms a clear gap between the village and Cookham Rise to its west. The

approach into the village from the west is remarkable because of its historic rural feel moving from open common land into a mostly medieval and early modern built form along the High Street. Such clear transitions have largely been lost from rural villages in this part of the country from later suburban developments.

Cookham Rise is a larger and later settlement formed around the train station. It has a varied and interesting array of different architectural styles and also has much of the service offer in the parish, including the large Alfred Major Recreation Ground, a vital open space in the centre of the village. Away from the main through roads - Dean Lane/Lower Road/Station Hill and Maidenhead Road - streets and lanes have a quiet residential and rural character.

Cookham Dean lies in the rural west of the parish and has a more dispersed feel among fields and commons. Largely a product of the 20th Century, with some notable exceptions, much of Cookham

Dean's housing is hidden from view behind large hedges along narrow lanes. This defines its character, alongside the varied topography and network of commons, which form a linked network of road verges, village greens and small parcels of woodland.



F.6



F.7
















F.8

**Figure 06:**  
View along the Thames by Cookham Village

**Figure 07:**  
Cookham Village Memorial

**Figure 08:**  
View of the countryside from Cookham Dean, immortalised by the painter Stanley Spencer

**KEY**

-  Cookham Neighbourhood Area
-  Built-up areas
-  Area of Outstanding Natural Beauty (AONB)
-  Sites of Special Scientific interest (SSSI)
-  Special Areas of Conservation
-  Registered Parks & Gardens
-  Conservation Areas
-  Scheduled monument
-  Green belt boundaries
-  A-roads
-  B-roads
-  Railway
-  Rail stations



**F.9** | **Figure 09:** Map showing the Neighbourhood Area



## 2.2 Settlement pattern and urban form

As noted above, Cookham has three individual settlements with their own respective settlement pattern and urban form. There are also scattered areas of housing beyond these settlements across the parish.

This rich variety and unique structure contributes to the overall character of Cookham but also means that future development must be sensitive to its immediate context, rather than befitting one typology straddling the whole parish.

**Cookham Village** is situated close to the Thames which strongly influences its settlement pattern. The settlement is covered by the Cookham Village Conservation Area, the boundary of which extends along the River Thames to the north and east, following the southern boundary of the envelope towards Station Hill, incorporating The Pound and following the path of Strand Water along its western edge.

There are large areas of open space along the waterfront, interrupted at Ferry Lane where a bridge crosses the Thames and Odney Lane, which leads to the remote Cookham Lock. Large trees conceal much of the built form from the river, which has a pleasant tranquil and rural feel.

The village tends to be low density except for the more compact medieval streets at its core. In particular, houses tend to be huddled together along the High Street, a small stretch of Ferry Lane close to the High Street and the short length of Church Street, a cul-de-sac. Otherwise, houses are generally detached with large plot sizes, reflecting a generous parkland style of development that has come later.

At the large scale, it is apparent that the village's settlement pattern diverges between two distinct areas, the dense historic core along the High Street, and the lower density areas represented by Berries Road, School Lane, Mill Lane and Sutton Close.

Open space is also integral to the built form of this area because it contributes to its gentle rural context and also defines important gaps between the village and its neighbouring environs. Cookham Moor is a particularly notable space as it provides a clear distinction between Cookham Rise and the village. The arrival points into the village are clearly defined. Ferry Lane bridge offers picturesque views of the Thames and veteran trees along its banks. The transition from Cookham Moor into the High Street also offers fine views.

**The Pound** is another distinct area located immediately to the west of Cookham Village, and also within the boundary of the Cookham Village Conservation Area. The Pound is the primary route within the area, linking Cookham Village and Cookham Rise, and features a dense cluster of historic properties fronting directly onto the route. Plot sizes are relatively deep, with dwellings spaced closely together. Brick walls form a continuous stretch of development, and

help underpin a strong sense of enclosure. North of The Pound is a curvilinear route consisting of Poundfield Lane and Terry's Lane which forms the bounding edge of Poundfield, a distinct Local Green Space known locally for its tranquil setting, as well as its heritage and ecological value.

While these routes are connected, they consist of distinct, contrasting characteristics. Poundfield Lane is a narrow track predominantly bounded by dense vegetation with breaks featuring an intermittent stretch of detached dwellings. Meanwhile, Terry's Lane is a more formal route with a continuous stretch of large detached dwellings fronting the eastern edge of the route.

South of The Pound is a sparse collection of large dwellings set along a series of short meandering cul-de-sacs. Some dwellings feature large secluded plots containing substantial gardens.

**Cookham Rise** developed later, focused around the station. It is not possible to attribute one pattern to the residential areas, as they incorporate different styles.

Broadly the settlement is nucleated with most services located along Lower Road. Housing furthest east tends to have very large plot sizes, with secluded private roads and dead ends. Along Lower Road, clearer residential block structures tend to predominate with good pedestrian access.

Alfred Major Recreation Ground is a key defining feature of Cookham Rise, roughly square in shape. Parts of the settlement south of the park more commonly incorporate cul-de-sacs. Houses tend there to be semi-detached with standard or small plot sizes, whereas the houses to the north of the Recreation Ground, on High Road and Worster Road, are large detached.

**Cookham Dean** is a dispersed settlement, jumbled along narrow winding lanes, interspersed with a mixture of large fields, woodland copses, greens and commons. Much of the settlement falls within the Cookham Dean Conservation Area which extends from the north along Winter Hill, covering the extent of the built-up envelope with its southern boundary reaching the junction of Church Road and Spring Lane.

It is an example of a parkland village where development has taken place in an incremental fashion. It lacks the dense historic core of the village and has not seen the large scale suburban residential layouts of Cookham Rise.

The terrain is often steep and varied in this part of the parish, providing panoramic views of the surrounding lowlands in places, such as from the church. Houses tend to be detached with very large plot sizes and their distance from roads behind generous front gardens fosters a grand and rural, open feel to the area.

The following pages summarise the settlement pattern and built form for four areas of the parish: Cookham village, Cookham Dean, Cookham Rise and the countryside.



## Cookham Village



### Settlement pattern

Nucleated – focused around historic core along the High Street, small area of later development of lower density found surrounding.

Strongly defined by the River Thames to north and the High Street and Ferry Lane. Entrances to this area are clearly delineated at the bridge over the river and at the west from Cookham Moor.

### Built forms

The historic core tends to have small plot sizes and no front gardens. Buildings come right up to the pavement and form a dense continuous line in this area.

Other parts have a parkland quality with large detached homes with front gardens and a suburban layout to developments.

### Distinct areas

High Street, Church Street, part of Ferry Lane – historic, dense and buildings placed right up to street

Berries Road, School Lane, Mill Lane and Sutton Close – low density, detached homes with large plot sizes.

Cookham Moor – unique common land space providing gap between village and Cookham Rise.



F.10

**Figure 10:** Photograph of Bel & The Dragon Country Inn in Cookham Village

## The Pound



### Settlement pattern

Development adjacent to Cookham Rise and set along The Pound, as well as along curvilinear routes made up of Poundfield Lane and Terry's Lane forming a bounding edge to Poundfield, a designated Local Green Space. Areas to the south made up of short meandering cul-de-sacs forming a dispersed cluster of large detached dwellings.

### Built forms

Building lines along The Pound front directly onto the pavement and with primary elevations and brick walls defining curtilage providing enclosure.

Dwellings along Poundfield Lane and Terry's lane feature more substantial setbacks with front gardens, while dwellings to the south are set within secluded plots, often screened by mature trees.

### Distinct areas

Poundfield, a tranquil Local Green Space in the heart of the village.

The historic route along The Pound featuring the Old Swan Uppers and White Oak pubs.

Development along Poundfield Lane and Terry's Lane with a more rural feel.

Dispersed setting of large homes featured along Cedar Drive and Danes Gardens.



F.11

**Figure 11:** View of dwellings along Terry's Lane. Source: <https://www.geograph.org.uk/photo/4956991>. Licensed for reuse under Creative Commons License.

## Cookham Rise



### Settlement pattern

Nucleated – consists mostly of larger scale suburban developments. Services are located along Lower Road. A major feature of the settlement is the large Alfred Major Recreation Ground.

### Built forms

Built form tends to be semi-detached with some rarer detached homes, mostly located east of railway line or in the southern part of the settlement. Front and back gardens are the norm with standard or small plot sizes.

### Distinct areas

Lower Road – linear corridor with terraced cottages and a number of services, e.g. post office, station.

East of railway line – larger detached homes, secluded.

High Road – well connected block structure and detached and semi-detached homes.

Whytelades Lane – leads to an area of cul-de-sacs and detached housing.



F.12

**Figure 12:**  
Terraced houses in Cookham Rise

## Cookham Dean



### Settlement pattern

Dispersed – discontinuous areas of housing interspersed with large fields, commons and greens; nonetheless, it does have a historic village core and road pattern to which the normal village components, such as school, former shop/bakery, pub and village hall, are well-related. Strongly influenced by at times steep and varied topography.

### Built forms

Village has many small patches of development with detached homes and large plot sizes, often along secluded private roads and dead ends.

### Distinct areas

Hills Lane – steep, winding lane with many views over the surrounding countryside. Connects much of the southern part of the village.

Dean Lane – particularly large plots with secluded lanes leading to properties far set back from the road. Connects the northern part of the village.



F.13

**Figure 13:** Detached houses linked by footpaths are a feature of Cookham Dean

## Countryside



### Settlement pattern

Dispersed – some sparsely scattered areas of housing. Occasionally housing can be found in groups of 2 or more, but homes are typically isolated. Notable exceptions to this rule include groups of houses on Gibraltar Lane, Stone House Lane and at the meeting of Bradcutts Lane and Terry’s Lane.

### Built forms

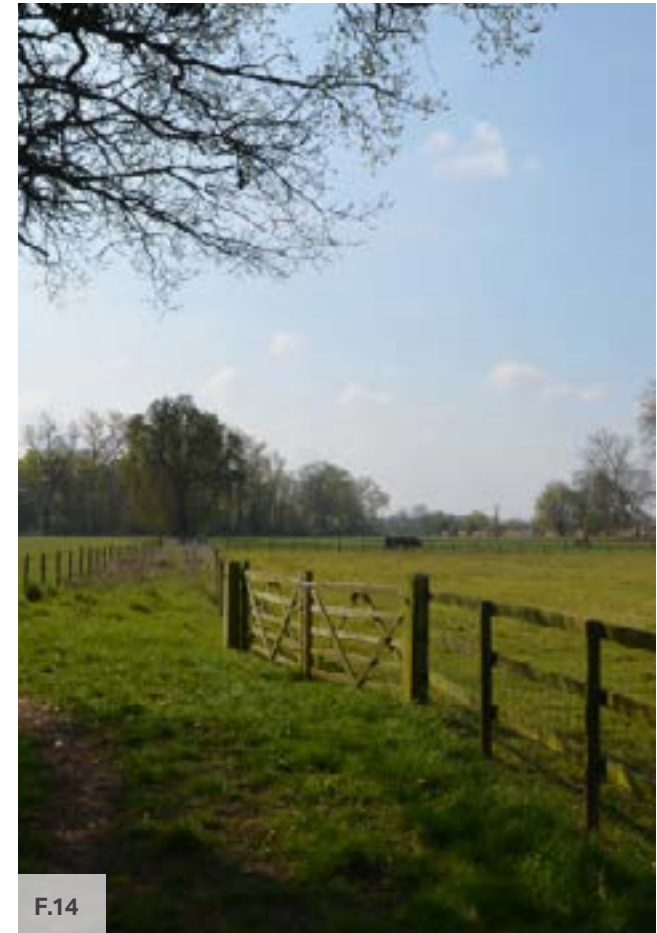
Large areas of agricultural land or open space, particularly along the river where development is rare in the floodplain. Other parts of the countryside have regularly scattered homes sometimes in clusters. Farm buildings, livery uses and the Winter Hill Golf Club also feature.

### Distinct areas

Gibraltar Lane and Stone House Lane – continuous detached properties facing the Thames.

Bradcutts Lane and Terry’s Lane – small cluster of homes.

Floodplain – open land generally without built forms.



F.14

**Figure 14:**  
Countryside outside Cookham Village

## 2.3 Building heights & roofline

Most buildings in Cookham are one or two storeys in height. Only a handful of buildings have three storeys. It is most common for roofs to be clad with clay plain tiles, while a minority are covered in slate. The large number of mature trees forms a canopy that sits above the roofline, enabling the settlement to blend more easily with the surrounding landscape. The rooflines in the three main character areas have different characteristics owing to the distinct settlement patterns.

Cookham Village's medieval origins have produced a compact and organic layout. This arrangement is particularly visible along the High Street, whose large share of adjoining buildings forms an almost continuous but irregular roofline composed of buildings of varying widths and heights. Outside the medieval core, the roofline of Cookham Village is mostly composed

of two-storey detached buildings with heterogeneous roof shapes and orientations.

Buildings in Cookham Rise form a more uniform roofline due to the dominance of tract housing developments with more standardised plot and building dimensions, spacing between houses, and roof details.

Cookham Dean has a more heterogeneous roofline due to the greater variation in plot dimensions and prevalence of large detached houses with their individual roof shapes and architecture. The irregular terrain has also added a dynamic roofline.

**Figure 15:** Adjoining buildings along the High Street create a dynamic roofline characterised by different heights and shapes.

**Figure 16:** Terraced housing forming a more regular roofline in Cookham Rise.

**Figure 17:** The roofline of Cookham Dean is mostly composed of detached buildings with more complex roof structures.



## 2.4 Architectural details

Cookham contains buildings from different construction periods and styles that reflect various purposes. There are 62 listed buildings and structures within the Parish, including the Grade II\*-listed Holy Trinity Church and Tarrystone House. Many buildings reflect the materials, colours, and forms of the local vernacular.

Buildings within the conservation area have protection from demolition, as planning permission is required for the demolition of non-designated buildings within conservation areas.

Listed buildings have further protection, as alterations and extensions, which affects its character or appearance as a building of special architectural or historic interest, as well as demolition, require listed building consent.



F.18



F.19



F.20

**Figure 18:** Red brick house with grey “header” infilling on the main façade. Sutton Road, Cookham Village.

**Figure 19:** Redaways Cottage, a Grade II listed building with exposed timber framing, white-washed brick infill, and clay tile roofs. Dean Lane, Cookham Dean.

**Figure 20:** Red brick terraced housing, Station Road



F.21



F.23



F.26



F.24



F.27



F.22



F.25

**Figure 21:** House with white-washed façade and timber framing, Cookham Rise.

**Figure 22:** Façade with red bricks laid in a Flemish bond set along Dean Lane.

**Figure 23:** Half-timbered houses with rendered brick infill and thatched roof along Alleyns Lane, Cookham Dean.

**Figure 24:** Semi-detached houses with hung clay tiles and red bricks, Cookham Dean.

**Figure 25:** Façades with yellow brick and flint infilling and red brick quoins along the High Street, Cookham Village.

**Figure 26:** Modern house with flat roof and brick and rendered façade, Cookham Rise.

**Figure 27:** Modern terrace with brick façades and short front gardens within Rosebank Close, Cookham Rise.



Parish-wide  
design guidance  
and codes

03

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## 3. PARISH-WIDE DESIGN GUIDANCE AND CODES

**This chapter presents parish-wide design guidelines and codes for development that consider the local character and can enhance local distinctiveness by creating good quality developments that are designed with an appreciation of their context to the fore. It does not repeat the general good practice guidance that is in the suite of national documents introduced in section 1.5 above as it is expected that it will be applied; instead, this chapter focuses on four particular themes that are very important in Cookham.**

### 3.1 Key design themes for Cookham

The set of design principles shown in this chapter apply to Cookham as a whole and are based on the analysis of parish character, a review the baseline documents (most notably the Village Design Statement) and discussions with members of the Neighbourhood Plan Steering Group, based on engagement undertaken.

**It is important with any proposal that full account is taken of the local context and that the new design embodies the particular characteristics of Cookham.** Broadly, this refers to local development patterns, building traditions, materials and the natural environment must all help to determine the character and identity of a development.

Reference to context means using what is around, shown in Chapter 2 and detailed in the existing local documents noted in section 1.5, as inspiration and influence. This could include a contemporary solution provided that it is in harmony with its surroundings.

Design principles specific to each of the three distinct settlements are presented separately in chapter 4.

**The parish-wide themes covered here are:**

**OS** Open space

**HE** Heritage

**DC** Design in context

**SD** Sustainable design

## OS Open space

### OS.01. The Green Belt and the countryside

The countryside of Cookham parish is highly valued and must be protected from development which detracts from its attractive appearance generally and in accordance with its status as Green Belt.

The narrow strip of countryside between Cookham and Maidenhead is especially important and must not be further compromised.

Where new development at scale abuts the countryside, the transition needs to be treated with care (see guidance for Cookham Rise in chapter 4).

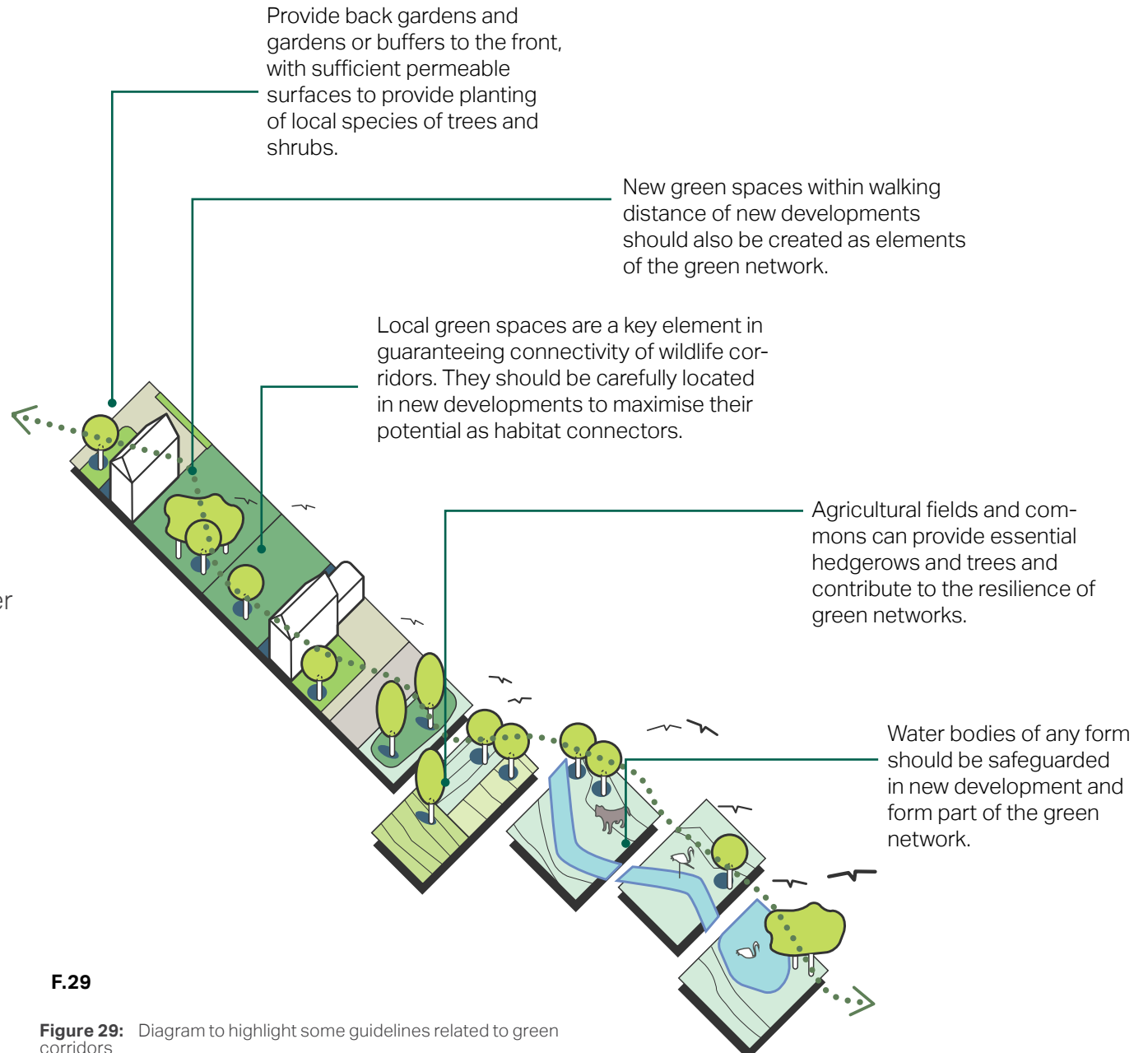


**Figure 28:** Diagram showing the built-up areas interspersed with green fingers, including the gap between Cookham and Maidenhead (1) and Poundfield (2). Green belt boundaries are shown in light green dotted lines.

## OS.02. Green fingers and green corridors

Green fingers and corridors are important features of all the parish's settlements and the spaces between them. These must be protected and designed into, at an appropriate scale, any major development proposals of 10 dwellings or more.

The role of Poundfield in providing a green wedge separating The Pound from the Station Hill area and Cookham Rise, together with its provision of a setting to the historic environment and the related Stanley Spencer paintings, should be recognised and this role must not be compromised.



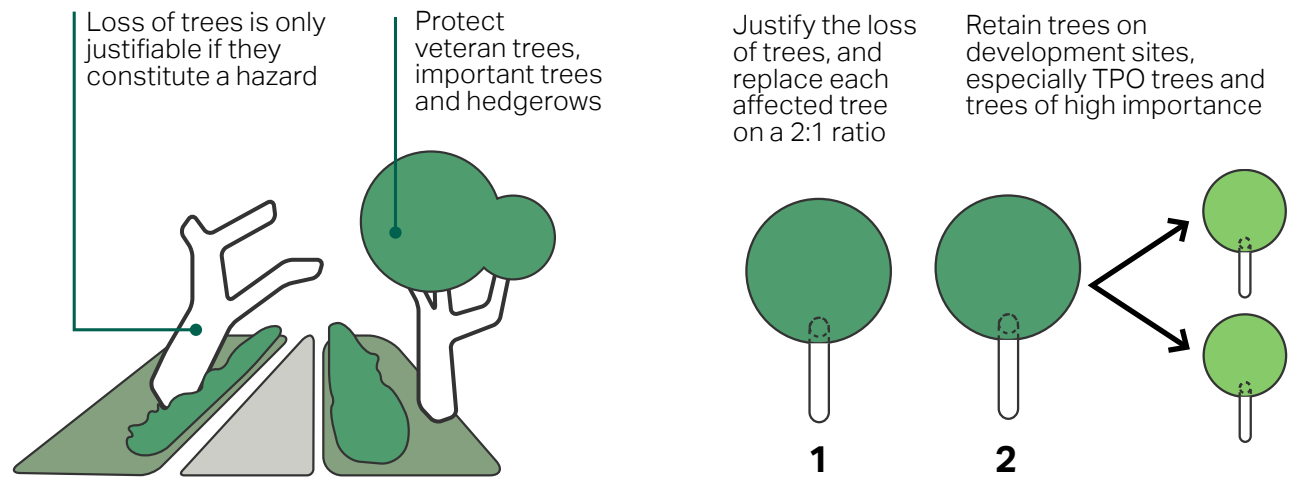
**F.29**

**Figure 29:** Diagram to highlight some guidelines related to green corridors

## OS.03. Woodland, trees, and hedgerows

Trees are crucial to the integration of Cookham into its physical context. Therefore, new developments and any change in the physical environment must:

- Incorporate existing trees and shrubs and avoid unnecessary loss of flora.
- Replace any tree or woodland lost to new development. Suitable trees and shrubs should be used to reinforce the more rural character of the area.
- Promote rich vegetation in front and rear gardens, and side gardens of detached, semi-detached and end-terrace properties, to improve the visual impact and mitigate air pollution. New and retained vegetation at the edges of new developments are particularly important for their successful integration into the wider landscape.



**F.30**

**Figure 30:** Diagram to highlight some guidelines related to tree preservation.

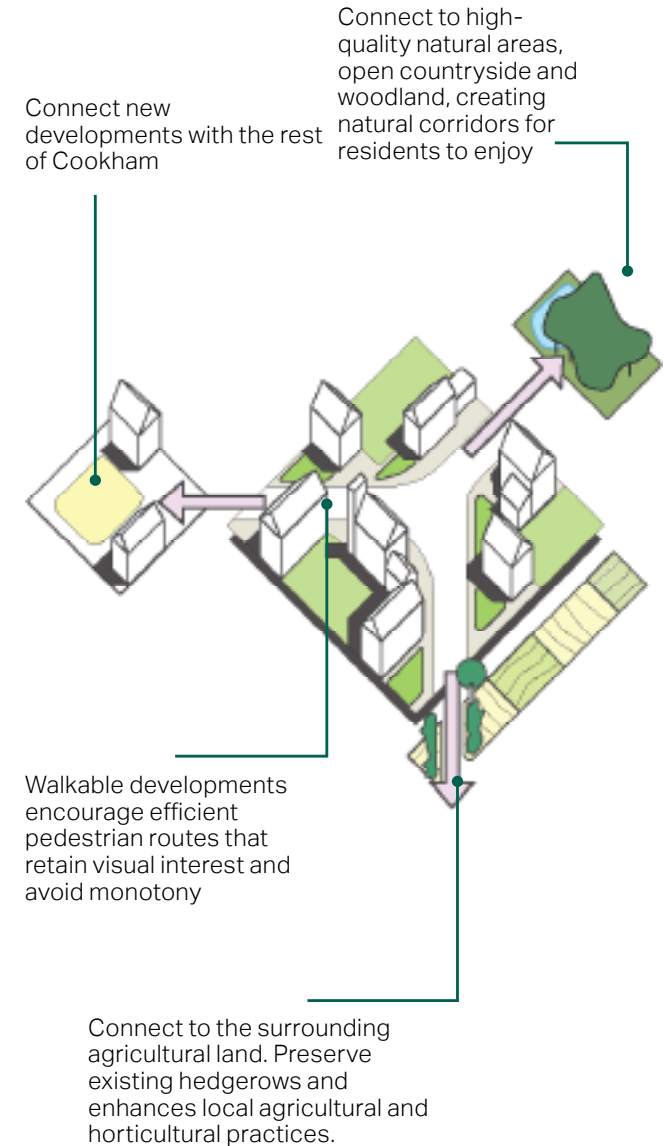
## OS.04. Green spaces and the community

Careful attention must be paid to the 'functionality' of green spaces. Existing community uses must not be prejudiced by any new development.

There is a variety of green spaces in Cookham with different characters, uses, and scale. This creates a system within the parish where each green space serves a particular purpose and all together secure a connected green network within each village and between them.

Therefore, existing and new open spaces should:

- Offer a variety of spaces that can host a diverse range of activities and accommodate different users.
- Be promoted for events and activities that encourage people to associate with their neighbourhood and engender civic pride.
- Be well maintained and monitored to maximise community safety.
- Be well-connected with green links to promote active lifestyles.



**F.31** **Figure 31:** Diagram to highlight some guidelines on the relationship between green spaces and the community.

# HE Heritage

## HE.01 Heritage Setting Analysis

Historic areas are often subject to development pressure, especially when there is a change of function of the buildings or when major refurbishment works are required. The key is to preserve the significance of heritage assets while allowing historic places and buildings to adapt, change usage and respond to community needs.

This section is intended to showcase steps that applicants should within Cookham's historic environment to preserve the overall setting and significance of heritage assets within the Neighbourhood Area.

These steps are informed by Historic England's Good Practice Advice in Planning Note 3 and expanded upon for relevance within Cookham<sup>1</sup>. However, when considering development and its impact on heritage, applicants should also refer to further guidance, including:

- Historic England's Historic Environment in Local Plans: Good Planning Advice (GPA) in Planning 1;
- Historic England's GPA 2 Managing Significance in Decision-Taking in the Historic Environment;
- Conservation Area Appraisal, Designation and Management: Historic England Advice Note 1 (Second Edition);
- Historic England's Conservation Principles, Policies and Guidance;
- National Trust's Guide to Heritage in Neighbourhoods Plans 2 documents.

<sup>1</sup> The Setting of Heritage Assets. Historic Environment Good Practice Advice in Planning Note 3. Available at: <https://historicengland.org.uk/images-books/publications/gpa3-setting-of-heritage-assets/heag180-gpa3-setting-heritage-assets/>

Proposed developments where heritage assets may be affected will require the description of the significance of any heritage assets affected, including to any contribution made by their setting. This is laid out in Section 16 of the National Planning Policy Framework (NPPF), 2023<sup>1</sup>.

The NPPF sets out the importance of being able to assess the significance of heritage assets that may be affected by a development. Significance is defined in Annex 2<sup>2</sup> as being the “value of a heritage asset to this and future generations because of its heritage interest. That interest may be archaeological, architectural, artistic or historic”.

Furthermore, significance is not only derived from an asset’s physical presence, but also from its setting. The setting of a heritage asset is defined in Annex 2 as, “the surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings

evolve”. Historic England Good Practice Advice 3 provides further understanding regarding setting, and how it may contribute to the significance of heritage assets and allow that significance to be appreciated.

The document also provides advice on how views contribute to setting. Paragraph 8 of the advice note confirms that the extent of the setting, as defined in the NPPF, is not fixed and may change as the asset and its surroundings evolve. Paragraph 9 states that although the setting is not itself a heritage asset, nor a heritage designation, land comprising a setting may itself be designated. The concept of a ‘core’, ‘wider’ and ‘extended’ setting is introduced in the same paragraph. However, it is acknowledged that there is no formal definition for these terms, and they will only apply in certain cases.

## Step 1. Identify heritage assets and their settings affected

To assess the impact of development on heritage assets, a first task is to identify the assets, these may be designated or non-designated, and their setting that could be affected by the proposal.

Designated heritage assets include World Heritage Sites, scheduled monuments, listed buildings, conservation areas, registered parks and gardens and registered battlefields. Non-designated heritage assets include archaeological remains and buildings which do not have any of the above designations, but which possess heritage significance. Non-designated buildings may also be locally listed, which is a list of buildings of heritage interest recorded by the local authority.

<sup>1</sup> NPPF, 2023. MHCLG. Available at: [https://assets.publishing.service.gov.uk/media/669a25e9a3c2a28abb50d2b4/NPPF\\_December\\_2023.pdf](https://assets.publishing.service.gov.uk/media/669a25e9a3c2a28abb50d2b4/NPPF_December_2023.pdf)

<sup>2</sup> NPPF, 2023. Annex 2. MHCLG. Available at: <https://www.gov.uk/guidance/national-planning-policy-framework/annex-2-glossary>



Furthermore, the following key elements should be considered when identifying heritage assets and their overall settings:

- Pre-application local authority advice;
- Assessments on the impact of setting for less intrusive development
- Assessment areas of large developments;
- Large number of heritage assets; and
- Viewing points

These elements are expanded upon further (right and overleaf).



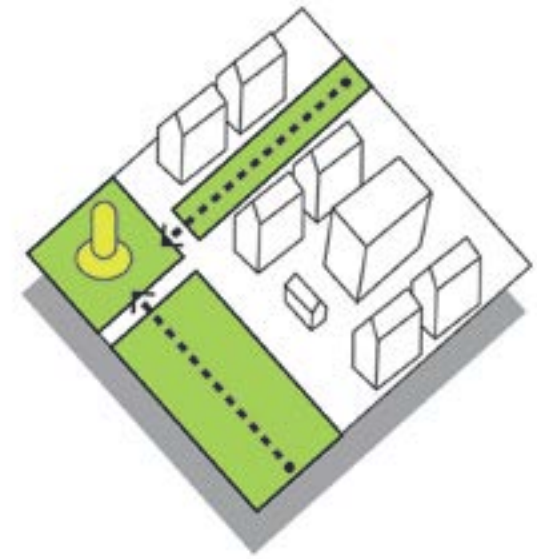
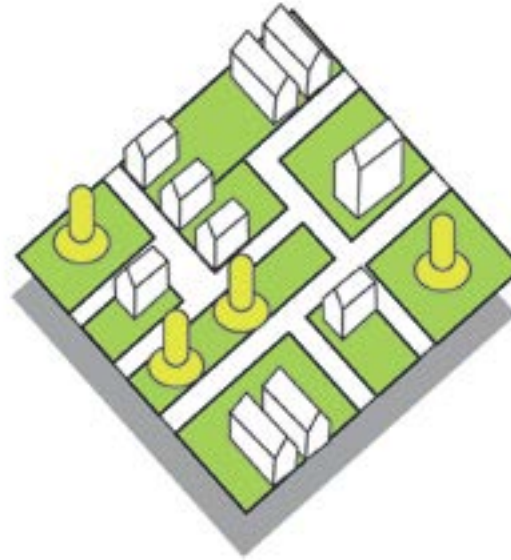
### Pre-application local authority advice

- At pre-application stage, Cookham Parish Council and RBWM should be informed to provide advice regarding a proposed development and the potential to affect the setting of a heritage asset; and
- Cookham Parish Council and RBWM can specify an 'area of search' around the proposed development within which it is reasonable to consider setting effects.



### Immediate surroundings

- For developments that are not likely to be prominent or intrusive, the assessment of effects on setting may often be limited to the immediate surroundings, while taking account of the possibility that setting may change as a result of the removal of impermanent landscape or townscape features.



### Larger assessment areas of large developments

- The area of assessment for a large or prominent development can often extend for a distance of several miles. These will therefore require detailed assessments, and potentially an Environmental Impact Assessment.
- Upon receiving an application for larger scale development, all relevant statutory consultees and amenity societies both, local and national, and other interested parties will be contacted by the LPA.

### Large number of heritage assets

- Where assessments of large numbers of heritage assets are required, Historic England recommends that local planning authorities "give consideration to the practicalities and reasonableness" of requiring those involved in assessments to be able to access privately owned land. Similarly, LPA's should "address the extent to which assessors can reasonably be expected to gather and represent community interests and opinions regarding changes affecting settings".

### Viewing points

- Viewing points will often need to be identified for assessment when a "proposal affects views that are particularly helpful in allowing the significance of an asset to be appreciated, and which are therefore part of the setting".
- This should be accompanied with explanations for selecting a certain viewing point. It is important to note that views may be best appreciated while moving, in addition to scenes that present the asset in its context, or is associated with a Stanley Spencer painting.

## Step 2. Assess the contribution of setting on significance

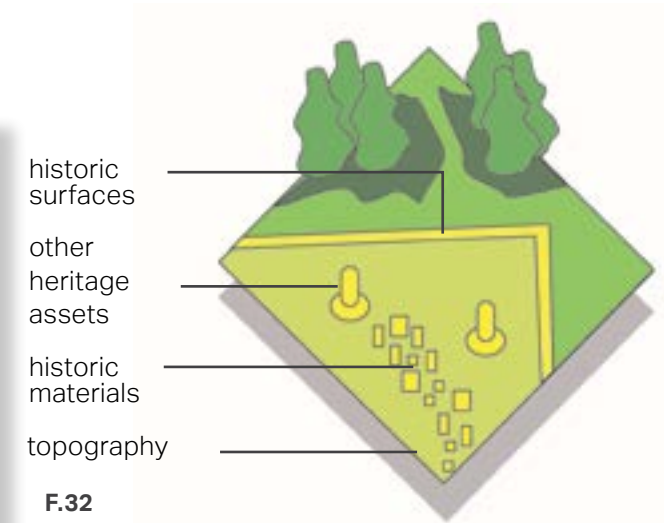
Historic England Good Practice Advice 3 also provides (non exhaustive) checklists which could be used when considering the setting, physical surroundings, and experience of heritage assets. Applicants should refer to these details and criteria which help clarify the overall setting and its contribution to significance of heritage assets, as well as their relationship to potential development.

## Step 3. Assess the effects of proposed development on significance

Once an understanding of the overall setting has been gained, it is necessary then to assess the affects of development on the significance of a heritage asset. This would involve the degree of benefit and harm a development may have on a heritage asset, including the cumulative effects to its surrounding context, particularly within Cookham's Conservation Area.

Different approaches to assessment may vary in appropriateness between each development proposal. However, assessment of the effects of development should include address the attributes of the proposal in terms of its:

- Location and siting;
- Form and appearance;
- Wider effects; and
- Permanence

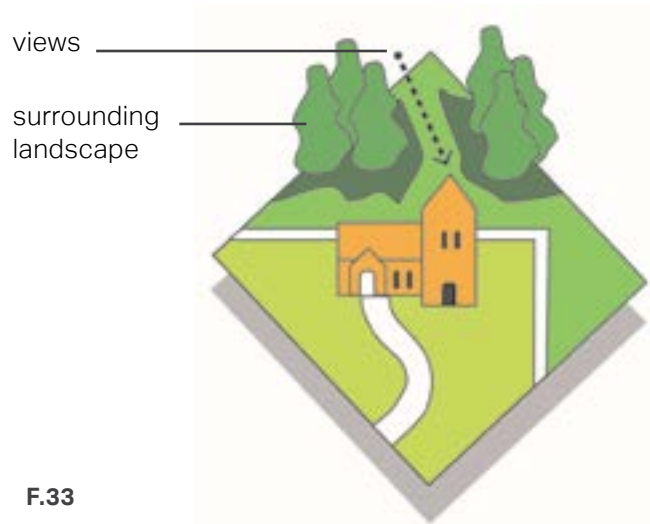


**F.32**

**Figure 32:** Illustrative diagram outlining spatial relationship between topography and proximity to heritage assets.

## Considerations regarding the location and siting of development

- Proximity of development to a heritage asset
- Position in relation to relevant topography and watercourses
- Position in relation to key views to, from and across
- Orientation
- Degree to which location will physically or visually isolate asset



F.33

**Figure 33:** Illustrative diagram outlining how visual permeability and landscape typologies can impact setting.

## Considerations regarding the form and appearance of development

- Prominence, dominance, or conspicuousness of a heritage asset
- Competition with or distraction from the asset
- Dimensions, scale and massing
- Proportions
- Visual permeability (extent to which it can be seen through), reflectivity

- Materials (texture, colour, reflectiveness, etc)
- Architectural and landscape style and/or design
- Introduction of movement or activity
- Diurnal or seasonal change

## Considerations regarding the permanence of the development

- Anticipated lifetime/temporariness of new development
- Recurrence of development
- Reversibility and adaptability

## Considerations regarding the wider effects of the development

- Change to built surroundings and spaces
- Change to roofline, view of ridge line, silhouette
- Noise, odour, vibration, dust, etc
- Lighting effects and 'light spill'
- Change to general character (eg urbanising or industrialising)
- Changes to public access, use or amenity
- Changes to land use, land cover, tree cover
- Changes to communications/ accessibility/permeability, including traffic, road junctions and car-parking, etc
- Changes to ownership arrangements (fragmentation/permitted development/etc)

## Step 4. Maximise enhancement or minimise harm on the heritage asset

### Maximising enhancement

Maximum benefits of development can be secured if any effects on the significance of a heritage asset are considered from the project's outset. This includes:

- Removing or remodeling an intrusive building or feature to harmonise with the overall setting and character within Cookham.
- Restoring or revealing a lost historic features or view; and
- Introducing new views (including glimpses or better framed views) particularly of iconic landmark buildings within areas most at risk of continued detrimental impact of development. This is of particular importance in areas such as Cookham Rise and areas beyond

the boundary of Conservation Areas in Cookham Village and Cookham Dean.

Proposals within Conservation Areas should seek greater detail on the appropriateness of certain interventions within Cookham's Conservation Area Appraisal documents for development in these areas.

### Reduce harm

Steps can be taken to reduce harm, especially early on in the design process. Applicants can mitigate risks to a heritage asset arising from development by:

- Repositioning a development or its elements in order to better integrate the overall design within the setting of a heritage asset.
- Considering screening to restrict the negative impact on overall views and setting of a heritage asset. While this approach should not be a substitute for quality design, screening

provides an opportunity to introduce new planting.

- New planting used to screen development should include native species of tall trees, hedgerows and other vegetation. This is most appropriate for Cookham's overall context and would contribute positively to biodiversity.

## Step 5. Monitor outcomes

Historic England guidance makes clear that applicants should document each stage of the decision-making process regarding the overall design and its impact on the overall setting and significance of heritage assets.

This analysis should be focused on the asset, its setting, and the proposed development with findings from this work potentially of value to the local Historic Environment Record (HER). Regarding proposals in Cookham, applicants should contact Berkshire Archaeology as custodians of the area's local HER.

## HE.02 Urban design and character

New developments or infill, at any scale, must not be viewed in isolation. The design and layout must be informed by the wider context and specific historic character of the village, taking into account the special character of Cookham's Conservation Areas.

The general design principles such as the pattern of streets and spaces, building traditions, materials and the natural environment must harmonise with the character and identity of the settlement, recognising that new building technologies are capable of delivering alternative building styles that may be more efficient and conform to modern design standards.

It is important that the new design is consistent with the local character, through the use of appropriate materials and building styles, and also meets the aspirations of people already living in that area, maintaining a harmony between any new developments and its historic surroundings.

## DC Design in context

### DC. Design in context

As we have stressed in section 3.1, all development proposals must demonstrate how they are appropriately concordant with their context. This means that the design approach will differ by location and what's good for one corner of Cookham may or may not be good for another.

This section highlights just three of the defining elements of designing in context that must apply across the parish.



F.35

**Figure 35:** The view of buildings set along the Hight Street from Cookham Moor. The view includes buildings from various times and with numerous forms, but making a pleasing ensemble.

## DC.01. Scale, form and massing

The scale, form and massing of buildings are important to the character of a place. Therefore, the existing context needs to be considered and new development needs to react sensitively to preserve and enhance the best characteristics of a place ensuring a harmonious relationship with neighbouring buildings, spaces and streets.

- The scale and massing of new buildings must be consistent with the form and massing of neighbouring properties - although it does not have to be the same;
- New developments could harmonise with the surrounding context by using similar configurations with a modern interpretation. Buildings and developments that do not respect the existing townscape must be avoided;

- The height of new buildings not be an over-bearing or dominant feature within the existing street scene; and
- Development within Cookham must be of a scale and design to reinforce the locally distinctive character.



F.36

**Figure 36:** Dwellings set uniformly with consistent architectural styles that harmonise with their surrounding context. Sutton Close, Cookham Village.



F.37

**Figure 37:** Varied architectural styles with slight variation in building line, scale and massing. Variations are modest and work well in proximity to each other and the surrounding context in Cookham Rise.



## DC.02. Building lines and setbacks

A consistent approach to building lines and setback distances contribute to the overall character of the area. This does not mean that buildings lines should necessarily be uniform or setbacks the same, so as to allow variety, but the approach should be recognisably 'of the neighbourhood'.

Where buildings are more generously set back from the carriageway, the threshold spaces should be well landscaped.

- To ensure sufficient street enclosure, private front thresholds in village centres, where provided, should have a modest depth and accommodate a small garden or area for plantation. Parking should usually be at the side of the house;
- The front threshold or garden can be used for bin storage but this must be consciously designed into new development; and
- Front gardens can be much deeper where the topography requires so, or where this is a particular characteristic of the area. It also helps to create a softer transition between countryside, green spaces, river edge and built environment.

## DC.03. Extensions

Extensions must not result in an overbearing appearance or have a detrimental impact on the neighbourhood, and must sympathetically reflect the design of the original building.

Extensions to dwellings can have a significant impact not only on the character and appearance of a building, but also on the street scene within which it sits. A well-designed extension can enhance the appearance of its immediate environment, whereas an unsympathetic extension has a harmful impact, creates problems for neighbouring residents, and affects the overall character of the area.

Many household extensions are covered by permitted development rights, and so do not need planning permission. There are however a number of principles that residential extensions and conversions must follow to maintain the local character:

- The original building must remain the dominant element of the property regardless of the amount of extensions. An extension shall not overwhelm the building from any given point.

- Extensions shall not result in a significant loss to the private amenity area of the dwelling.
- In case of side extensions, the new part should be set back from the front of the main building and retain the proportions of the original building. This is in order to reduce any visual impact of the articulation between existing and new.
- In case of side and rear extensions, the new part must not have a harmful effect on neighbouring properties in terms of overshadowing, overbearing or privacy issues.
- Any housing conversions must respect and preserve the buildings' original form and character.
- Where possible, reuse as much of the original materials as possible, or alternatively, use like-for-like materials. Any new materials must be sustainable and be used on less prominent building parts.

- The pitch and form of roofs for extensions shall be match that of the original building.
- Extensions must consider the materials, architectural features, window sizes, and proportions of the existing building and recreate this style to design an extension that matches and complements the existing building.

### Permitted Development

For listed buildings, works which would alter the character or appearance as a building of special architectural or historic interest, or even demolish it, must seek Listed Building Consent from the local planning authority . These works which would affect the buildings character include both those which would have a negative impact and those which would enhance it.

Curtilage listing is also a consideration for the non-designated buildings. Curtilage listing covers non-listed buildings associated with listed buildings. Curtilage listing is complex and certain criteria need to be met. For example, the structure needs to pre-date 1948, have an association

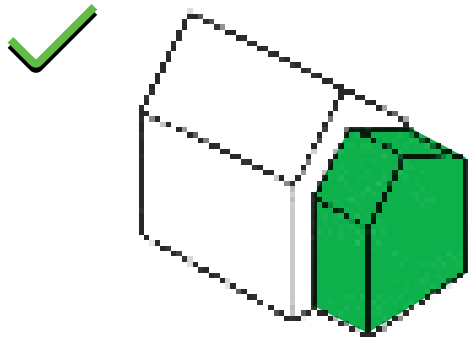
with the listed building and have been in the same ownership at the time of listing. If these criteria are met, curtilage listed buildings would require listed building consent for works affecting them .

Demolition of buildings, including non-designated buildings within a conservation area is subject to planning permission. Trees located within conservation areas also require consent for works relating to them. Consent is issued by the Local Planning Authority and should only be granted provided that new construction will enhance rather than detract from the Conservation Area by conforming to its overall style and other relevant design criteria. Furthermore, any trees or planting lost to demolition or removal should be appropriately replaced and enhanced.

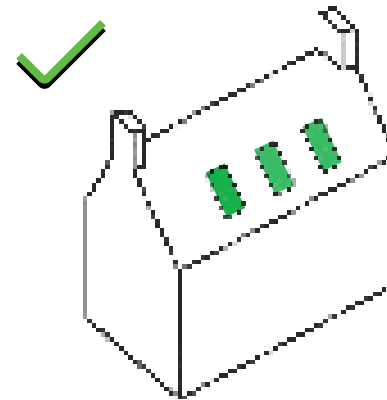
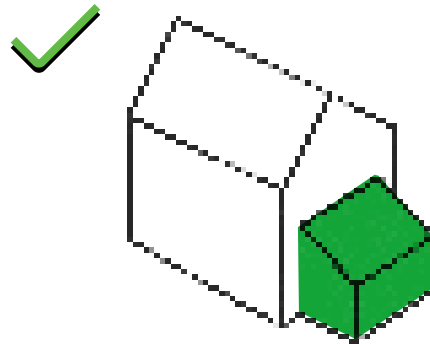


F.38

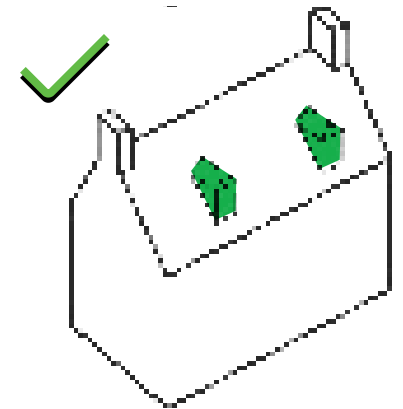
**Figure 38:** Dwelling with side extension along School Lane, Cookham Village uses a contemporary approach but respects the house in terms of scale and roofline.



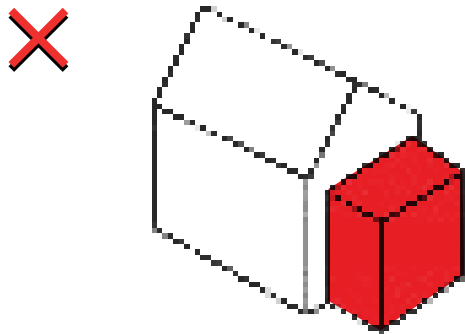
Good examples for side extensions, respecting existing building scale, massing and building line.



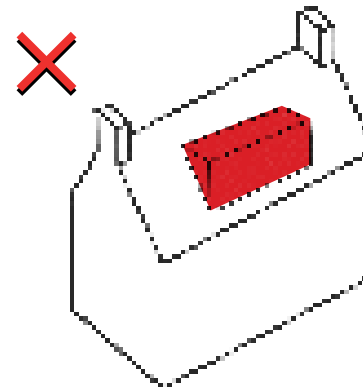
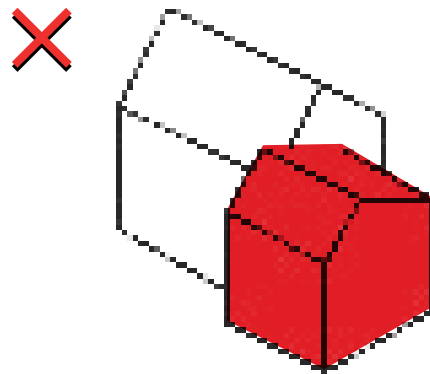
Loft conversion incorporating skylights.



Loft conversion incorporating gabled dormers.



Both extensions present a negative approach when considering how it fits to the existing buildings. Major issues regarding roofline and building line.



Loft conversion incorporating a long shed dormer which is out of scale with the original building.

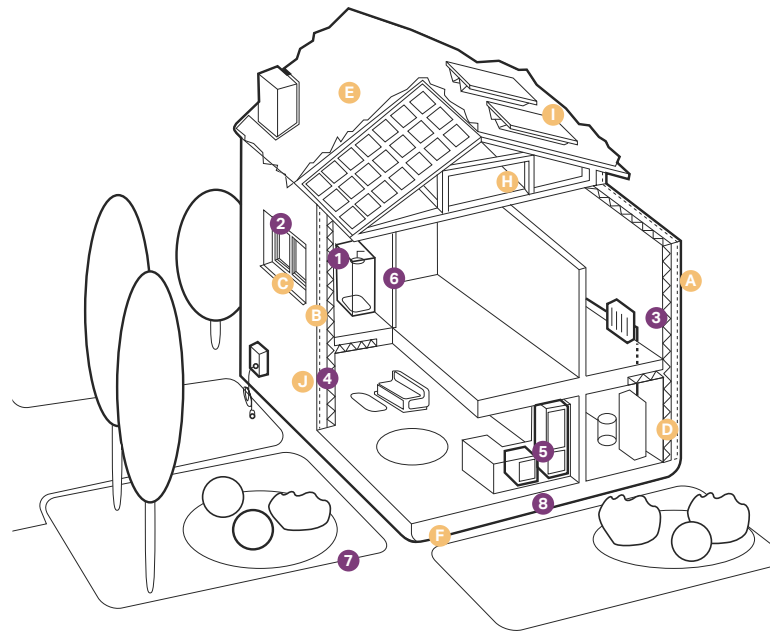
# SD Sustainable design

## SD.01 Sustainable design

This section elaborates on energy efficient technologies that could be incorporated in both new and buildings. However, interventions may not be appropriate or require Listed Building Consent for listed buildings or dwellings within a conservation area. Applicants should consult with conservation officers within the Local Planning Authority before proceeding with works.

Energy efficient or eco-design combines all around energy efficient appliances and lighting with commercially available renewable energy systems, such as solar electricity and/or solar/ water heating.

Starting from the design stage there are strategies that can be incorporated to include technologies such as passive solar heating, cooling and energy efficient landscaping which are determined by local climate and site conditions.



**F.39**

**Figure 39:** Diagram showing low-carbon homes in both existing and new build conditions, adapted from Commission on Climate Change.

- | Existing homes   | New build homes   |
|--|---|
| <p><b>1</b> <b>Insulation</b><br/>in lofts and walls (cavity and solid)</p>  | <p><b>A</b> <b>High levels of airtightness</b></p>  |
| <p><b>2</b> <b>Double or triple glazing with shading</b><br/>(e.g. tinted window film, blinds, curtains and trees outside)</p>   | <p><b>B</b> <b>More fresh air</b> with the mechanical ventilation and heat recovery, and passive cooling</p>                    |
| <p><b>3</b> <b>Low- carbon heating</b><br/>with heat pumps or connections to district heat network</p>   | <p><b>C</b> <b>Triple glazed windows and external shading</b> especially on south and west faces</p>                            |
| <p><b>4</b> <b>Drought proofing</b> of floors, walls, windows and doors</p>  | <p><b>D</b> <b>Low-carbon heating</b> and no new homes on the gas grid by 2030 at the latest</p>                                |
| <p><b>5</b> <b>Highly energy-efficient appliances</b><br/>(e.g. A++ and A+++ rating)</p>   | <p><b>E</b> <b>Water management and cooling</b> more ambitious water efficiency standards, green roofs and reflective walls</p> |
| <p><b>6</b> <b>Highly water-efficient devices</b><br/>with low-flow showers and taps, insulated tanks and hot water thermostats</p>  | <p><b>F</b> <b>Flood resilience and resistance</b> e.g. raised electrical cords, concrete floors and greening your garden</p>   |
| <p><b>7</b> <b>Green space (e.g. gardens and trees)</b><br/>to help reduce the risks and impacts of flooding and overheating</p>   | <p><b>H</b> <b>Construction and site planning</b> timber frames, sustainable transport options (such as cycling)</p>            |
| <p><b>8</b> <b>Flood resilience and resistance</b> with removable air back covers, relocated appliances (e.g. installing washing machines upstairs), treated wooden floors</p> | <p><b>I</b> <b>Solar panel</b></p>  |
|  | <p><b>J</b> <b>Electric car charging point</b></p>  |

Area-specific  
design guidance  
and codes

04

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## 4. AREA-SPECIFIC DESIGN GUIDELINES AND CODES

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**Cookham Village, Cookham Rise and Cookham Dean share characteristics but are three distinct places. This chapter includes guidelines and codes that are specific to each of the villages.**

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### 4.1 Introduction

The guidelines and codes in chapter 3 above, like the Village Design Statement and relevant parts of the National Design Guide, should be applied to the whole parish. Those in this chapter are tailored in the following ways:

Cookham Village: focus on a conservation-led approach, including the High Street.

Cookham Rise: focus on ensuring that the design of larger housing sites is well considered.

Cookham Dean: focus on maintaining character through conservation-led approach, including archaeology, while also allowing a little scope for innovative design that respects the rural feel.

For each village, we present a table of expectations under the headings of 'character, 'building scale and form' and 'materials and details', and illustrate traditional building materials that should be used as inspiration.

**CV** Cookham Village  
(including The Pound)

**CR** Cookham Rise

**CD** Cookham Dean

**CV** Cookham Village  
(including The Pound)

**CV.01 Design expectations table**

<b>Character</b>	
<b>Enclosure</b>	The High Street has a strong sense of enclosure - a ratio expressing the relationship between the height of the buildings facing one another and the width of the street or space between them - and a ratio around of 1:2 should generally be retained. The enclosure ratio should be lower - at least 1:3, depending on the existing pattern, in areas with larger houses and gardens.
<b>Extension and alteration</b>	Extensions will be expected to be sympathetic to the qualities existing buildings, especially in the Conservation Area.
<b>Building scale and form</b>	
<b>Typology</b>	Away from the High Street, new buildings should generally continue the predominance of detached and semi-detached houses. The High Street has a higher prevalence of adjoining buildings and a terraced typology could be appropriate for infill.
<b>Building heights and roofline</b>	Buildings should not exceed 2 storeys unless that is a feature of the street in question. The existing variety in roof depths, heights, and pitches should be respected.
<b>Building lines and set backs</b>	Buildings should have gentle variations in set backs on the High Street, with more variety elsewhere in the village.
<b>Front and back gardens</b>	Front and back gardens should be provided, and their size should be characteristic of the context. Front gardens will not be expected on the High Street.
<b>Mass and space between buildings</b>	The relatively low building density and green character of the village must be acknowledged, with any proposals for infill carefully justified as part of the planning application.
<b>Materials and details</b>	
<b>Boundary treatments</b>	Well kept hedges, and a mix of low walls and hedges will usually be appropriate.
<b>Materials</b>	Use of traditional materials as shown in CV.02 below.

## CV.02 Traditional building materials

Materials must complement those most commonly used throughout Cookham Village, i.e. red brick, clay tiles, exposed timbers, white washes or rendering and natural surfacings. Where relevant, designs should also complement the character and appearance of the Conservation Area while also being appropriate for the individual building.

New developments or any change to the built environment must be able to demonstrate a sympathetic response to the existing character and architectural details found in the village.

There is a strong preference for natural materials, rather than man-made or synthetic interventions such as reconstituted slate and stone, concrete tiles, or PVC windows and doors.



Red brick



Yellow stock brick with red brick banding



Off-white render



White-washed brick



Exposed timber framing



Red brick with grey headers



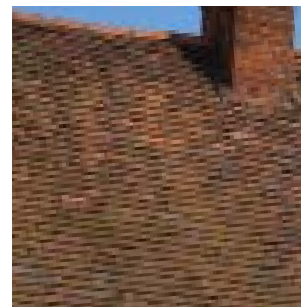
Flint



Mock timber framing



Hung clay tile



Clay tile



Slate



Landscaped hedge



## CV.03 Shop fronts

This section is particularly applicable to the High Street. It is also applicable to shops in Cookham Rise.

### Guidelines for shop frontages with appropriate size and scale

- Proposals must retain traditional shopfronts where they exist, including cornices, pilasters, and corbels. Recessed entrances must also be retained in conservation areas.
- Proposed developments within the area may require a desk-based assessment to assess the potential impacts to heritage including buried archaeology.
- The overall proportion, form, and scale of the building's upper floors when designing new shopfronts and alterations to shopfronts must be respected. Unnecessarily large shopfronts or signage detract from or even cover historically valuable architecture and, more generally, create a disjointed appearance.
- Reflect the street and historic styles. Integrate the shop front with the established streetscape, introducing

a sense of variety but responding to the overall character of the High Street. This includes using the right materials, responding to a dominant scale and proportion, and following an established pattern.

- The placement benches, additional signs and A-boards, barriers, and spill out for cafes should be considered when designing shopfronts. This should be done in a manner that doesn't obstruct movement or pedestrian access.
- Accessibility should be a primary consideration. Floors into the shop must be flush with the street. If ramps are necessary for access, then these should be installed internally.
- Servicing and bin storage must also be contained to the rear or side of a building and set away from the high street and public realm. Bins must be kept in a secure location and concealed from public view.
- Unnecessary visual clutter must be avoided. This includes reducing unnecessary advertisements, plastic foliage or other elements stuck onto the

shopfront, and removing general detritus such as visible AC units, wires and intrusive roller shutter boxes.

- Incorporate traditional elements such as fascia boards, cornices, pilasters, appropriately sized uninterrupted stall risers and avoid large expanses of unbroken glazing. These elements create an appropriate architectural frame that results in a well proportioned shopfront.
- Whilst the exact proportion and detailing varies due to context, all shopfronts should incorporate an adequate architectural frame. Avoid the use of modern frame shapes and profiles.



#### Character & Design

Integrate the shop front with the surrounding streetscape. Consider adjacent buildings and typical details in the area

Where possible, incorporate the overall proportion, form, and scale of the building's upper floors into the design of the shop front

## Signage

- The fascia is the most important area of a shopfront for advertising the business. Where possible, shops should reuse and retain good quality traditional signage and fascias. In particular, brightly coloured signs are unlikely to be acceptable within conservation areas.
- Maintain the signage within the established proportions and confines of the fascia board. Large box signs or additional flat boards should be avoided as they create disproportionate depth and height.
- The most appropriate signage at fascia level is individual letters applied or painted directly onto the fascia board.
- Hanging signs must be appropriately sized in relation to the building and street. They must not dominate the pavement space. They must use an appropriate material, shape, and form avoiding large box signs.
- Hanging signs should be held by slender, well-designed brackets using a quality materials.

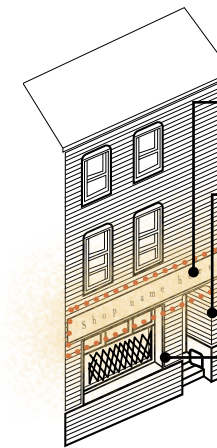
- In the case of corporate brands, those should be sensitive to the existing context, size and scale and use materials and textures from the local vernacular of the area. Decals should also be avoided, unless conveying necessary or required detail such as opening times, association membership, safety, quality assurance, and licensing information.

## Lighting

- Avoid using visually distinct sources of illumination that result in disproportionate signage, such as internally-illuminated box signs.

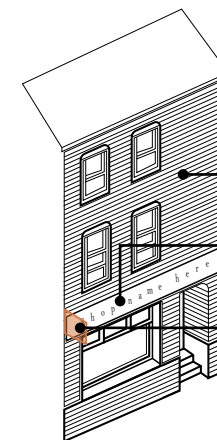
## Safety

- Avoid using external roller shutters and grilles. Favour the use of internal open grilles which cover only the glazed part of the shop front. Films or re-enforced safety glass may be a suitable alternative for listed buildings.
- Conceal alarms and CCTV cameras from the shop front facade and integrate them discretely within the shop front design or to the side of a building.



### Lighting & Safety

- Do not use internally-illuminated box signs
- Conceal alarms from the shop front facade and integrate them in the design
- Avoid using external roller shutters and grilles. Favour the use of internal open grilles which cover only the glazed part of the shop front.



### Signage

- Avoid unnecessary visual clutter
- Signage should not be placed on upper floors
- Use the fascia as the predominant position for signage
- Hanging signs must be in proportion to the building and street and must not dominate pavements

## Features of good shop front design

### Stall riser

A stall riser should be incorporated into the design for the full width of the shopfront, except for the door opening. The height of the stall riser should be between 470mm and 650mm.

### Materials and colours

Window frames, doors, pilasters and fascias should be of timber construction with a painted, stained or varnished finish. The colour and appearance of shop fronts must feature muted tones that complement the overall appearance and character of the surrounding context, avoiding high gloss finishes and synthetic or plastic materials.

### Panelling

The application of timber paneling could enhance the overall character of shop fronts and harmonise frontage with the overall character of Cookham Village. When used, timber paneling used on doors,

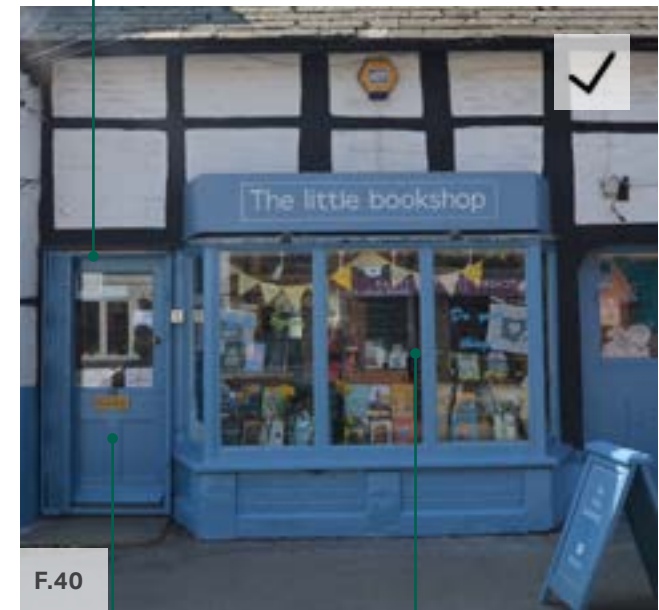
pilasters or other relevant elements of the shop front should feature traditionally constructed recessed panels. Additionally, designs should not comprise of timber beading to a flat timber surface.

### Fascia

The shop front design should include a full-width, flat fascia in order to reflect the depth of any adjacent corbels. Timber fascias are a preferred option, and a necessity for any listed building. These fascias could also consist of a surrounding frame, creating an area for a shop-sign. Street numbers should also be included and placed above the door. Other materials could be acceptable, provided they feature a matt finish in muted tones appropriate for the area.

Lettering should either be sign written or fret cut and individually applied. Additionally, lettering should be appropriately sized to fit with the depth of the fascia. Signage should also feature serif or sans-serif fonts that harmonise with the overall setting of the area.

Window frames, doors, pilasters and fascia should be of timber construction with paint finish and not stain finish



F.40

Timber framing should be used as panelling for doors, windows, stall risers and other elements of shop front. The use of plastic or constructional timber should be avoided

Display should be organised to promote visual connection to the interior of the shop and have a harmonious colour contrast

**Figure 40:** Example of a well-designed shop front on the High Street.

## Window displays

The shop interior should be visible from street level. Therefore, window displays, including posters, lettering and advertising screens should be kept to a minimum, avoiding any unnecessary clutter. Additionally, flashing light displays must be avoided. Any other lighting should be kept to an output of below 1000 lumens.

Merchants should avoid displaying or advertising too many things at once, with regular rotation of displays preferred. Displays should also avoid the use of vinyl posters or stickers, unless displaying association membership and necessary licensing or health and safety information.

## Lighting

Lighting should comprise of warm or cool projecting or downward light to create external illumination of the shop sign area. Pressed steel, brass or iron swan necked lights or spotlights could be used, as well as discrete trough lights painted the same colour as the fascia. Cables should be discreet and integrated within the overall design of the fixture.

## Shutters

If shutters and shutter boxes are incorporated into the design, then they should be placed internally, behind the shop front. When in an open position, shutters should not block the shop window opening.

## Awnings & canopies

Awnings and canopies can add interest to the street scene and provide protection from the weather for patrons outside shop fronts. However, they must not obstruct pavements and be installed at a height that allows pedestrians to pass beneath them. Additionally, awning and canopy boxes should be integrated into the overall shop designs, sit flush with any fascias, and be located between the pilasters.

## Retained features

Shop fronts often incorporate historic features such as clocks or ghost signs. These should be retained and preserved where possible. Additionally, these should be integrated into the overall design of the shop front.



F.41

**Figure 41:** Shop front in Windsor with limited window display and appropriate vinyl stickers.



F.42

**Figure 42:** Example of a ghost sign in Stoke Newington. Sign is retained as part of a cohesive element of the overall building frontage.

# CR Cookham Rise

## CR.01 Design expectations table

Character	
<b>Enclosure</b>	The level of enclosure should be characteristic of the context. A ratio of 1:3 or slightly above is common throughout Cookham Rise but the characteristic use of central greens, notably at Westwood Green and Penling Close, mean that a ratio of at least 1:5 is encouraged.
<b>Extension and alteration</b>	Permitted development rights will apply throughout Cookham Rise.
Building scale and form	
<b>Typology</b>	A mix of terraced, semi-detached and detached houses with very limited low rise, small scale apartments on infill or larger development sites.
<b>Building heights and roofline</b>	New developments should be up to 6 metres or 2/2.5 storeys, although a participative masterplan approach on larger sites may define where a subtly different approach can be taken. Buildings within the Cookham Station Node should also conform to this standard and harmonise with the scale and roofline of surrounding buildings which are of a typical "house height".
<b>Building lines and set backs</b>	Building lines in Cookham Rise tend to be very consistent. The depth and regularity of setbacks must be characteristic of the context. The alignment of terraces must be respected.
<b>Front and back gardens</b>	Future development should typically provide at least modest front gardens of between 2 and 3m to provide a buffer and private amenity space. When on-plot car parking is provided, a front garden of 5 to 5.5m is required.
<b>Mass and space between buildings</b>	New development should be appropriately concordant with the massing, bulk, and spacing of development within the immediate surrounding context.

**Materials and details**

**Boundary treatments**

Well kept hedges, and a mix of low walls and hedges will be required except in exceptional circumstances.

**Materials**

Materials should be in conformity with section CR.02 below.

04



F.43



**Figure 43:** Sites on the edge of Cookham Rise proposed for housing development in the adopted Local Plan have an open nature and will need to be masterplanned with care.

## CR.02 Traditional building materials

Whilst a heritage-led approach is not as important for much of Cookham Rise, such as on the allocated sites which are away from the older parts of the village, new development should still be informed by existing materials. This page shows a selection of traditionally-used materials.



Red brick



Yellow stock brick with red brick banding



Off-white render



White-washed brick



Timber framing



Flint



Hung clay tile



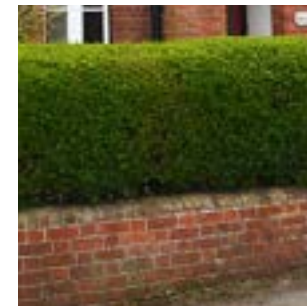
Decorated terracotta ridge



Clay tile



Slate



Low brick wall



Landscaped hedge

## CR.03 Structuring new development

Any future development within Cookham Rise, where sites are being allocated in the adopted Local Plan, must follow guidelines in chapter 3 alongside those previously and elsewhere in this section. This is in order to create a coherent and complete neighbourhood that forms an integrated part of the village and the landscape into which it will fit.

All public spaces, including streets, public realm and courtyards must have active frontages, meaning that doors and windows face them, to achieve safe spaces. High levels of connectivity and a hierarchy of street connections should be achieved using design principles.

### Development blocks

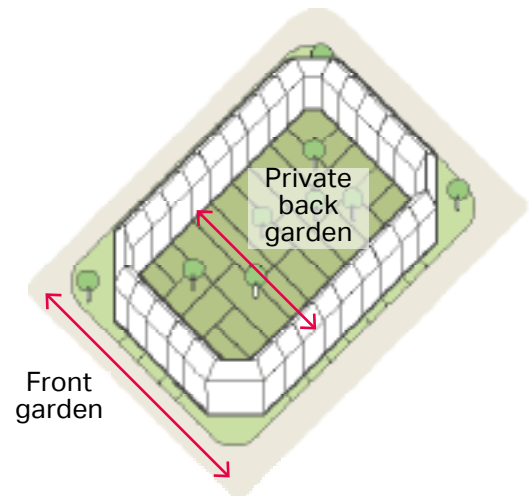
A development block is the land area defined by surrounding streets, green spaces and pedestrian and cycle routes. They can vary in shape and size according to the configuration of the layout, topography and existing landscape features.

A perimeter block structure provides clarity between the front and back of buildings, between public and private spaces, and enables continuous overlooking of the street. Creating variation in the shape and size of perimeter blocks helps creating interesting and distinctive layouts.

### Fronts and backs

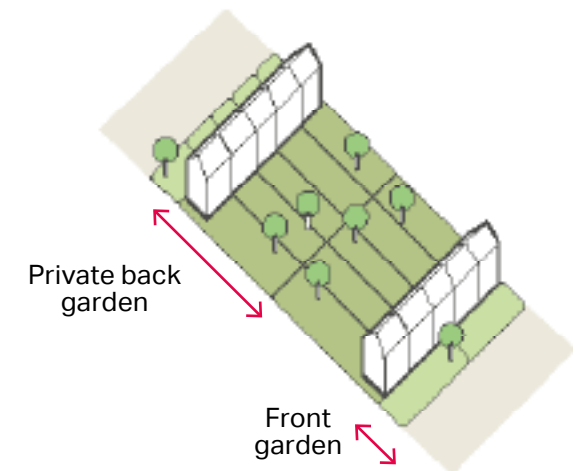
Designing development blocks with a clear distinction between the front and back of the property is crucial to create secure and coherent streets and places.

A clear distinction must be made between public fronts and private/semi-private backs. The primary accesses of the buildings should align with the streets to create activity, while private or semi-private frontages – such as bin storage and gardens – should be located at the back. Fronting the public space with blank walls, high fences and hedges which block the view of the public spaces must be avoided.



F.44

Figure 44: Perimeter block.



F.45

Figure 45: Fronts and backs.



## Edges

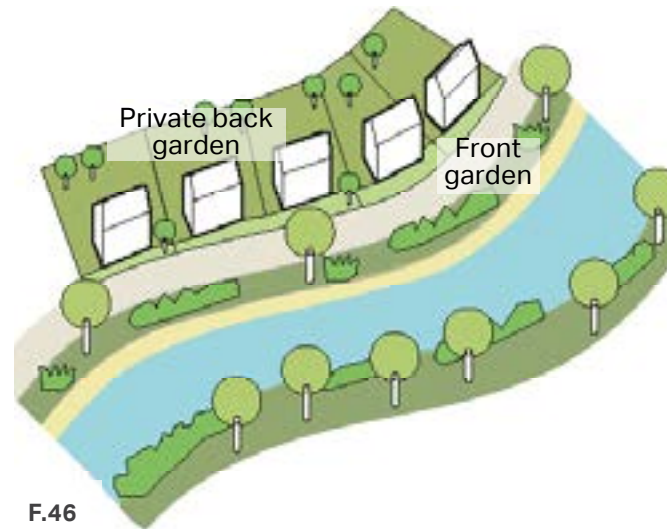
The interface of development edges to countryside, open space, woodlands, routes or the river have a critical role in defining the character and quality of the place.

Where site conditions allow, the edge towards natural features should positively be addressed with building frontages facing on to it and pedestrian and cycle links providing natural surveillance of the public areas.

The scale, mass and typologies of buildings must be contextually appropriate for the local topography and existing landscape of the area.

Any development proposals will need to mitigate their visual impact and adapt to the specific surrounding landscape.

Unless impossible, tree planting and landscaping are required along the development limits for visual appeal and recreation purposes.



**Figure 46:** Diagram showing the interface of development edge to river.

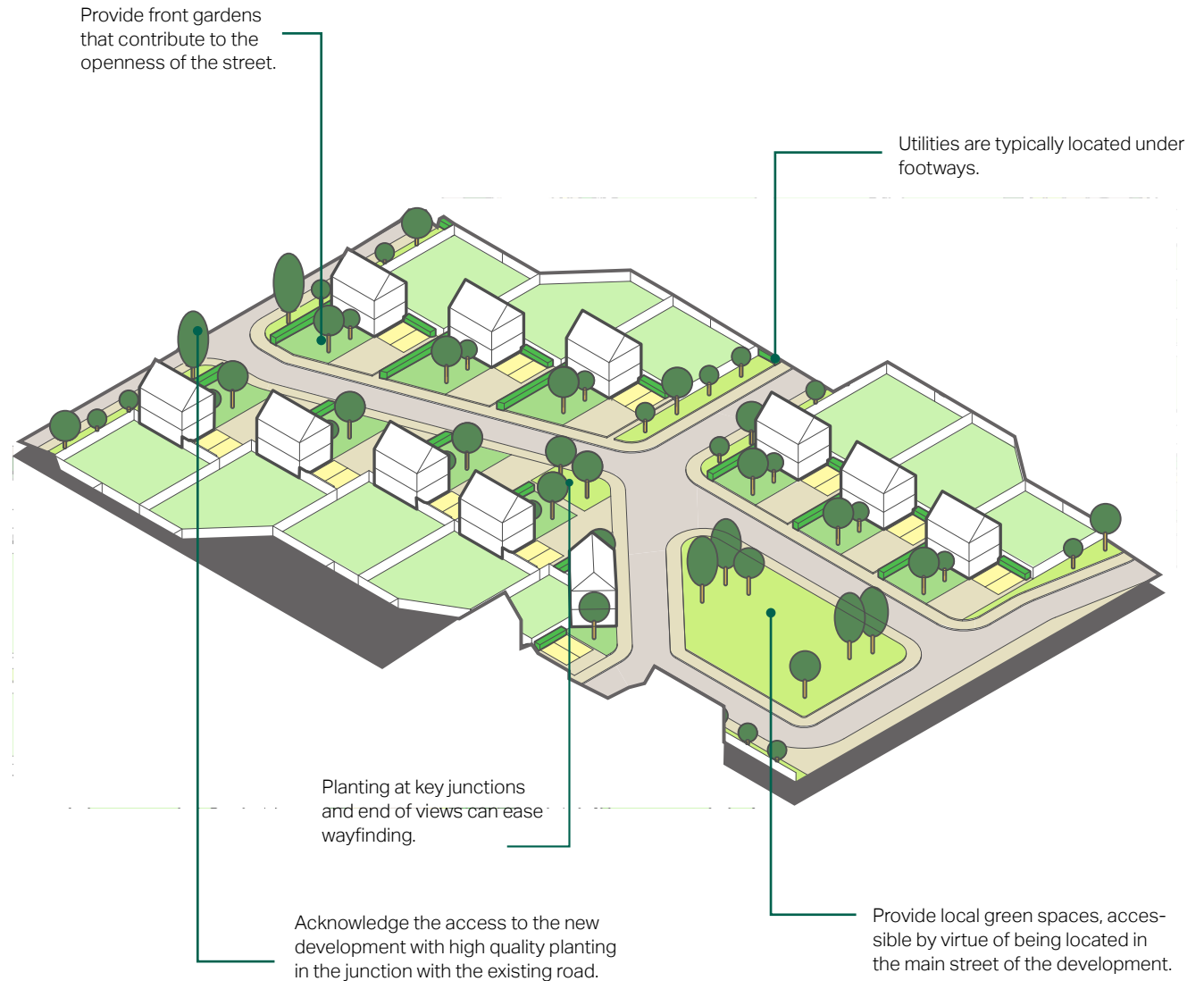
## CR.04. Street typologies for new development sites

Alongside the design of buildings and public spaces, it is streets that define how a place feels and functions. This sections specifies different street types for large sites.

### Main access street

This street provides the main access spine of a new development and connects it to the rest of the settlement. Some design guidelines for this street typology are:

- No street within Cookham Rise needs a design speed of above 30mph and 20mph in residential neighbourhoods.
- Locate parking to the side of properties and consider using garages to mitigate the impact of cars on the streetscape.
- Green verges and street trees must be integrated in the design, where possible, to create attractive neighbourhoods and provide shade to pedestrians.
- Cycle lanes are encouraged on main streets where they can be connected to an ongoing cycle route.

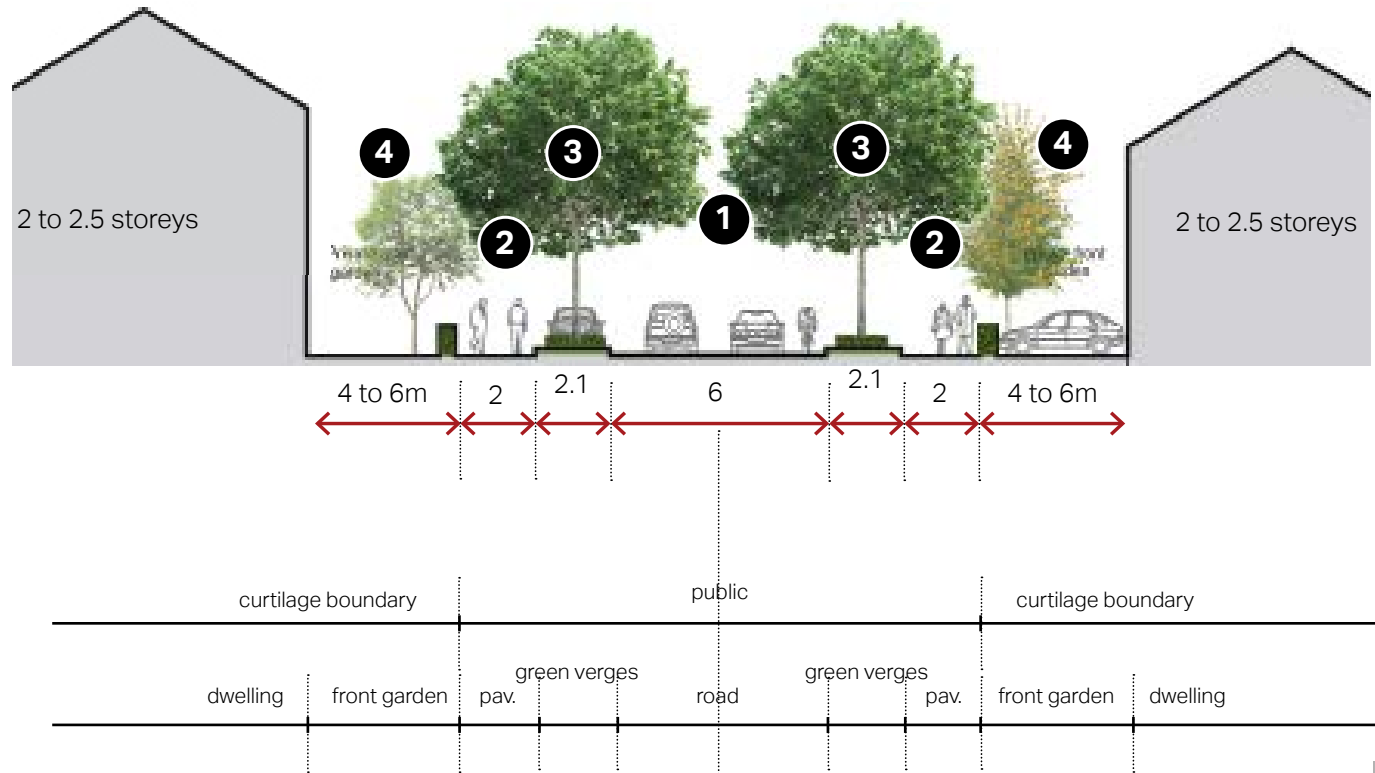


F.47

**Figure 47:** Diagram showing main typical features of main access streets for new development sites.

The nominal dimensions on the section in this page are a guidance on the key elements and proportions to be provided on the main access street:

- Maximum building height is 2-2.5 storeys.
- Minimum width of pavements is 2m. An additional 2m is provided for street planting.
- Minimum width of front gardens is 4m. Tree planting is encouraged.
- Width of the carriageway is 6m with the option also to accommodate a cycle lane.



**F.49** Figure 49: Street section showcasing typical features of a main access street.

1. Shared carriageway (neighbourhood traffic). Traffic calming measures may be introduced at key locations if needed.
2. Footway - utilities typically located underneath.
3. Green verges and street trees.
4. Residential frontage with boundary hedges and front gardens.



**Figure 48:** Example of street that shares some similar qualities as the ones shown in the section. Elsewhere in the UK.

## Residential street

- Residential streets have a strong domestic character and provide direct access to residences from the main roads. They must be designed for low traffic volumes and low speed. They should include design elements that support lower speeds e.g. minimising corner kerb radius whilst maintaining visibility for drivers.
- Carriageways should accommodate two-way traffic and should be designed for cyclists to mix safely with motor vehicles.
- Front gardens should be designed to be well-vegetated to create an attractive walking environment.
- Locate parking to the side of the property to mitigate the impact of cars on the streetscape.

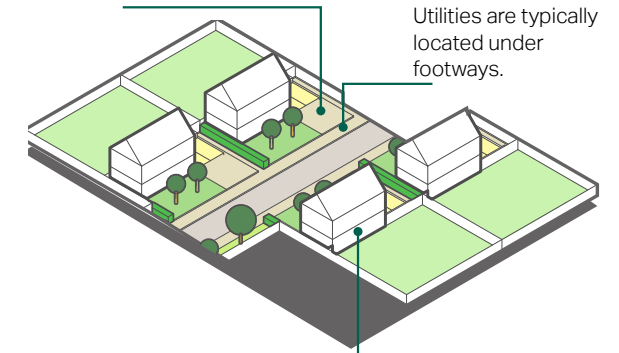
## Cul-de-sac street

- It is generally acceptable to increase the density and decrease the spacing of buildings on cul-de-sacs to favour activity and prevent them from becoming isolated.
- It is generally advisable to back onto gardens of other properties. A side dwelling typology is suggested here as

an alternative when properties back onto the open countryside. It provides distant views to the open land from the street.

- Parking should be placed in well overlooked areas. However it must not dominate the streetscape. A balance must be sought between achieving residential density and providing parking. In some instances, additional vehicles may also be stored remotely within a short distance from the homes that they serve. Rear parking courtyards are not encouraged.

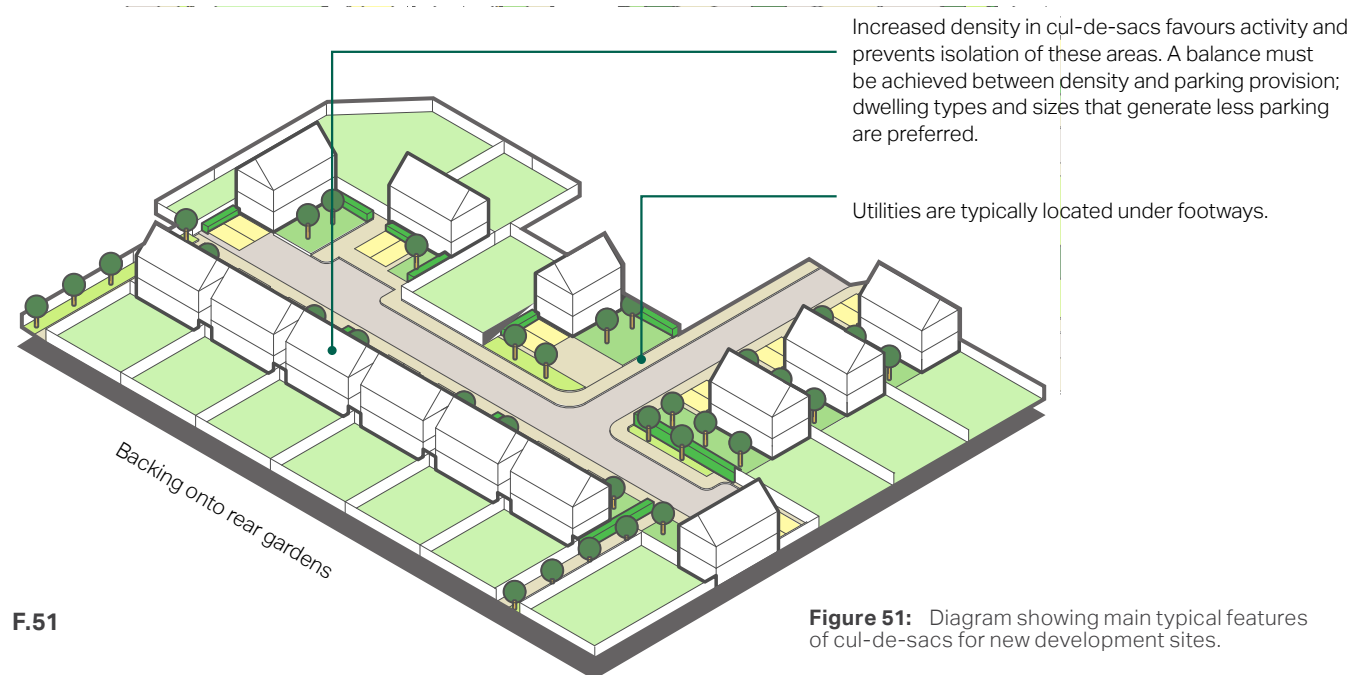
Provide front gardens or buffers to street.



Utilities are typically located under footways.

Stagger opposing buildings along the street to increase variation and reduce monotony on the street.

**F.50** Figure 50: Diagram showing main typical features of residential streets for new development sites.



Increased density in cul-de-sacs favours activity and prevents isolation of these areas. A balance must be achieved between density and parking provision; dwelling types and sizes that generate less parking are preferred.

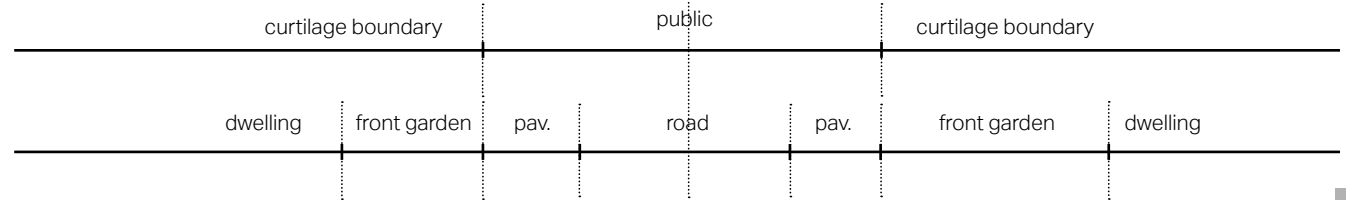
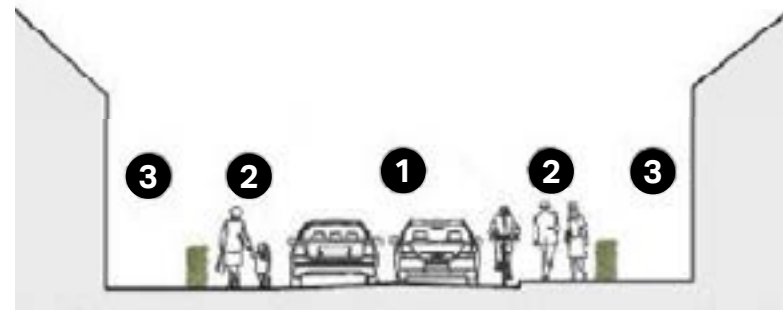
Utilities are typically located under footways.

**F.51**

**Figure 51:** Diagram showing main typical features of cul-de-sacs for new development sites.

The nominal dimensions on the section on this page serve as a guidance on the key elements and proportions to be provided on both residential and cul-de-sac streets.

- Maximum building height is 2-2.5 storeys.
- Minimum width of pavements is 2m. An additional 2m is provided for street planting if required.
- Minimum width of front gardens is 4m. Tree planting is encouraged.
- Width of the carriageway is 5m with the option to also accommodate cycle lane.



**F.53** Figure 53: Street section showcasing typical features of cul-de-sacs and residential streets.

1. Shared carriageway (neighbourhood traffic). Traffic calming measures may be introduced at key locations if needed.
2. Footway.
3. Residential frontage with boundary hedges and front gardens.



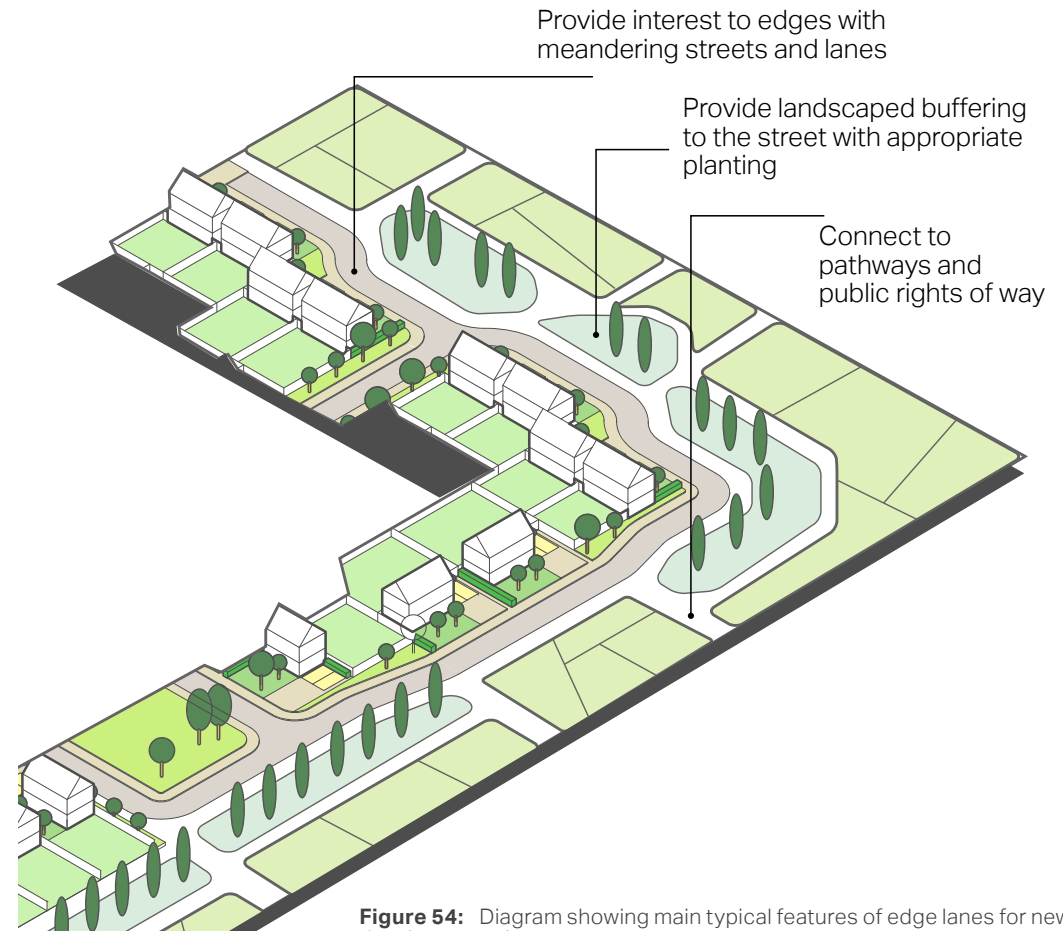
**F.52**

**Figure 52:** Example of street that shares some similar qualities as the ones shown in the section. Elsewhere in the UK.

## Edge lanes

- Edge lanes, which overlook open countryside or water, should be continuations providing a high level of connectivity.
- These streets can have gentle meandering, providing interest and evolving views while helping with orientation.
- Use landscaping as a buffer between development and the open countryside. The use of hedgerows where edge lanes face onto agricultural land is particularly encouraged.
- Connect the edge lane to paths and other public rights of way.
- Edge lanes must be low-speed roads that front houses with gardens on one side and a green space on the other. Carriageways typically consist of a single lane of traffic in either direction and are shared with cyclists.
- The lane width can vary to discourage speeding and introduce a more informal and intimate character. Variations in paving materials and textures can be used instead of kerbs or road markings.

- Swales and rain gardens could also be added into the landscaping to help drainage.
- All of the above assumes that the open land across the edge lane is protected from future development.

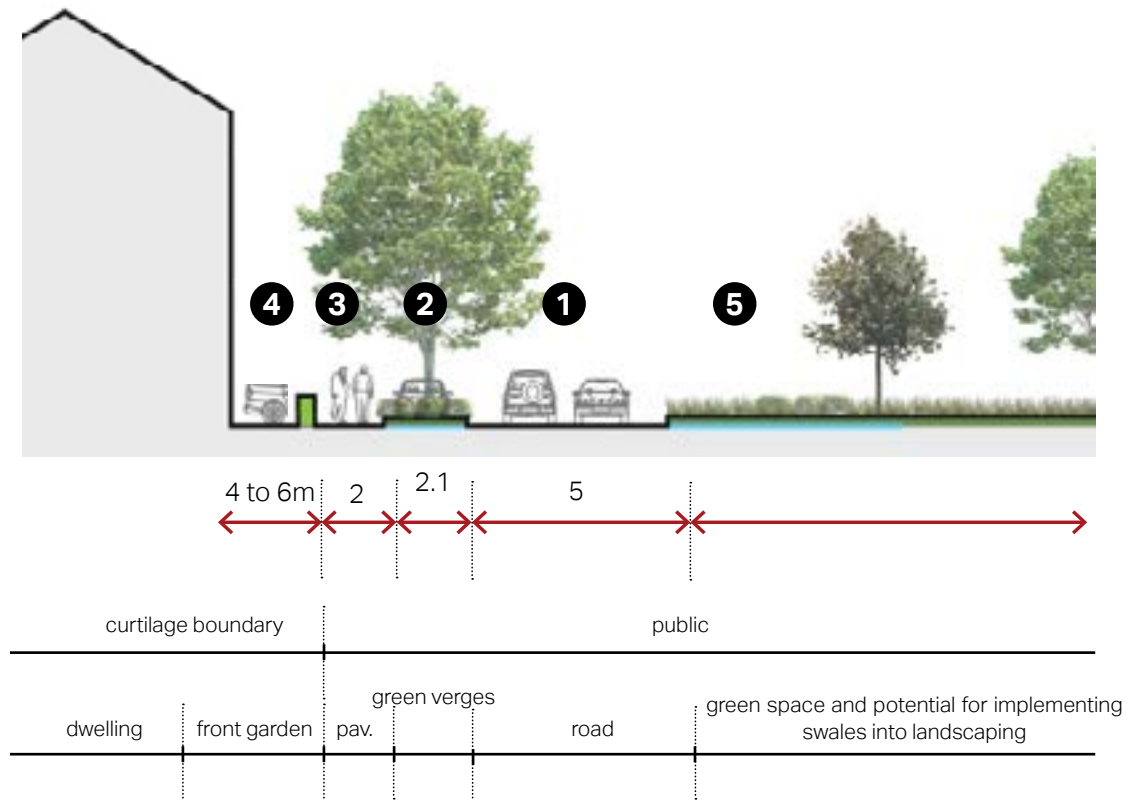


F.54

**Figure 54:** Diagram showing main typical features of edge lanes for new development sites.

The nominal dimensions on the sections in this page serve as a guidance on the key elements and proportions to be provided on the main access street.

- Maximum building height is 6 metres/2 storeys.
- Minimum width of pavements is 2m. An additional 2m is provided for street planting if required.
- Preferred minimum width of front gardens is 6m, but 4-6m may be acceptable if well designed to allow more flexibility. Tree planting is encouraged.
- Minimum width of back gardens should be 10m.
- The buffer guarantees separation from the open countryside.



1. Shared lane (local access) - width to vary.
2. Green verge with trees. The latter are optional but would be positive additions. Parking bays to be interspersed with trees to avoid impeding moving traffic or pedestrians.
3. Footway.
4. Residential frontage with boundary hedges and front gardens.
5. Green space and potential for implementing swales into the landscaping.

**F.55** Figure 55: Street section showcasing typical features of edge lanes.

# CD Cookham Dean

## CD.01 Design expectations table

Character	
<b>Enclosure</b>	Development must retain dispersed settlement pattern within Cookham Dean, with dwellings loosely grouped. Depending on the specific location within the settlement, proposals must also respond contextually to the overall levels of enclosure. These can be substantial, particularly along the many narrow, meandering country lanes that are bounded by tall and dense vegetation. Similarly, in more open areas, deeper set backs and taller dwellings may be appropriate.
<b>Extension and alteration</b>	Whilst extensions will be expected to be sympathetic to the qualities of the Conservation Area, the concealed nature of many homes means that there may be some flexibility in their alteration, particularly if changes increase carbon performance.
Building scale and form	
<b>Typology</b>	New dwellings will usually be detached houses.
<b>Building heights and roofline</b>	The rural character of Cookham Dean means that homes of more than 6 metres/2.5 storeys will not be appropriate. Bungalows could feature.
<b>Building lines and set backs</b>	Buildings should usually be stepped back from the boundary to enable the retention or planting of hedges and trees. Large setbacks contribute to the settlement's discrete, tucked away appearance.
<b>Front and back gardens</b>	Properties should, except in exceptional circumstances, have generous front and back gardens to retain Cookham Dean's open nature.
<b>Mass and space between buildings</b>	While there is scope for a variance in mass between dwellings, these must still be concordant with and not exceed those of other buildings within their immediate surroundings.



### Materials and details

**Boundary treatments**

Boundary hedges and trees as well as banks along lanes must be retained. New walls will be avoided and new hedges encouraged.

**Materials**

New buildings should usually be designed in the prevalent 'country style', but there may be some opportunities for high quality innovative design and high performing materials, set carefully within the landscape.



F.56



**Figure 56:** Contemporary design in Cookham Dean, influenced by traditional forms

## CD.02 Traditional building materials

This section illustrates some of the traditional building materials found in Cookham Dean. These materials should be a primary consideration for applicants considering development in the area.

Such materials reflect the nature of historic development in the area, with some dwellings dating as far back as the 16th century. However, the secluded nature of developments mean that sympathetically scaled and well-design contemporary architecture may be appropriate.

Such developments shouldn't dominate the local historical context and must propose architectural details and materials that harmonise well with those used by surrounding heritage assets.



Red brick



Off-white render



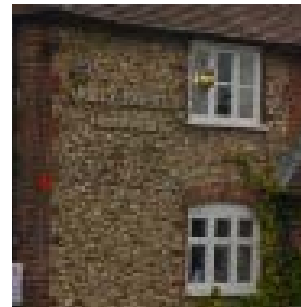
White-washed brick



Exposed timber framing



Black weatherboarding



Flint



Hung clay tile



Clay tile



Slate



Thatch



Low flint and red brick wall



Landscaped hedge

### CD.03 Fenestration

In a similar manner, the approach to windows, doors, the design of facades should appropriate to the unique context of Cookham Dean, particularly within the conservation area.

- As such, dwelling designs must not feature blank facades or buildings which ignore their street or corner frontage. Buildings must also feature a consistent pattern and rhythm of windows and doors which are complementary to that of adjacent buildings;
- Windows must match the general orientation, proportion and alignment of other windows in the same building as well as those on adjacent properties. Windows must also feature deep window reveals with slim frames where feasible and a wall to window ratio of between 15%-35%;
- The use of PVC frames are not accepted within the Conservation Area and are strongly discouraged throughout the rest of the parish. However, when used, their design must be of a high standard and appropriate to the wider setting of Cookham Dean; and
- Small porches and canopies at the entrance of buildings must be in keeping with the style and size of the house and respect the building line of the street, particularly where a strongly defined building line is an important characteristic of a street. The roof pitch should match and blend in with the main building.



F.57

**Figure 57:** Example of contemporary windows appropriate for the historic setting of Dean Lane.



F.58

**Figure 58:** Row of cottages with modest gable porches in a style in keeping with the original building.

## CD.04 Settlement patterns & built form

Cookham Dean features a noticeable and distinct organic and dispersed settlement pattern. This is a key characteristic of the settlement that sets it apart from other built up areas within the parish.

- Proposals should be limited to small scale infill, including larger individual homes. These must not materially alter prevailing building arrangements or building line. Applicants must also consider density in a contextual manner, inferring from surrounding developments while also making appropriate use of land;
- Slight variance in building heights is encouraged between buildings to ensure that the distinctive roof-scape of the settlement retains its distinctive character. This should be achieved by providing a mix of dwelling heights of up to 2 storeys, alongside variance in roof pitch and scale;
- Additionally, as much as possible, new proposals should reflect a variance of architectural styles between individual adjacent buildings to allow for visual distinction in a way that meets local housing need. Such proposals, however, must harmonise with the existing landscape and heritage qualities within the surrounding context; and
- New dwellings must also contribute positively to the prevailing street character by proposing dwellings that front onto, positively address, or overlook routes, green spaces or open fields.



F.59

**Figure 59:** View of the organic and dispersed settlement pattern in cookham Dean.



F.60

**Figure 60:** Cottages with varied roof design and building heights along Dean Lane.

## CD.05 Boundary treatments

The relationship between narrow winding country tracks and lanes is a key characteristic of development within Cookham Dean. Many dwellings front directly onto narrow roads, with many incorporating boundary treatments into the existing dense vegetation and hedgerows that flank many of the routes within the settlement.

- New proposals within Cookham Dean must therefore include soft or open boundary treatments which make a valued contribution to the prevailing street scene. These could include a combination of native species including low lying shrubbery, hedges, tall trees and lawns, as well as wooden fences and trellises;
- Hard boundary treatments such as brick or stone walls must be limited to 1.5m in height to retain visual connections

between buildings and the street; and

- Existing hedge lines, banks and varying ground levels must also be preserved. Therefore, the removal and replacement of existing hedge lines with other fencing and featureless landscaping or hard standing will be resisted.



F.61

**Figure 61:** Taller hedges outlining building curtilage integrated into the existing hedge line.



F.62

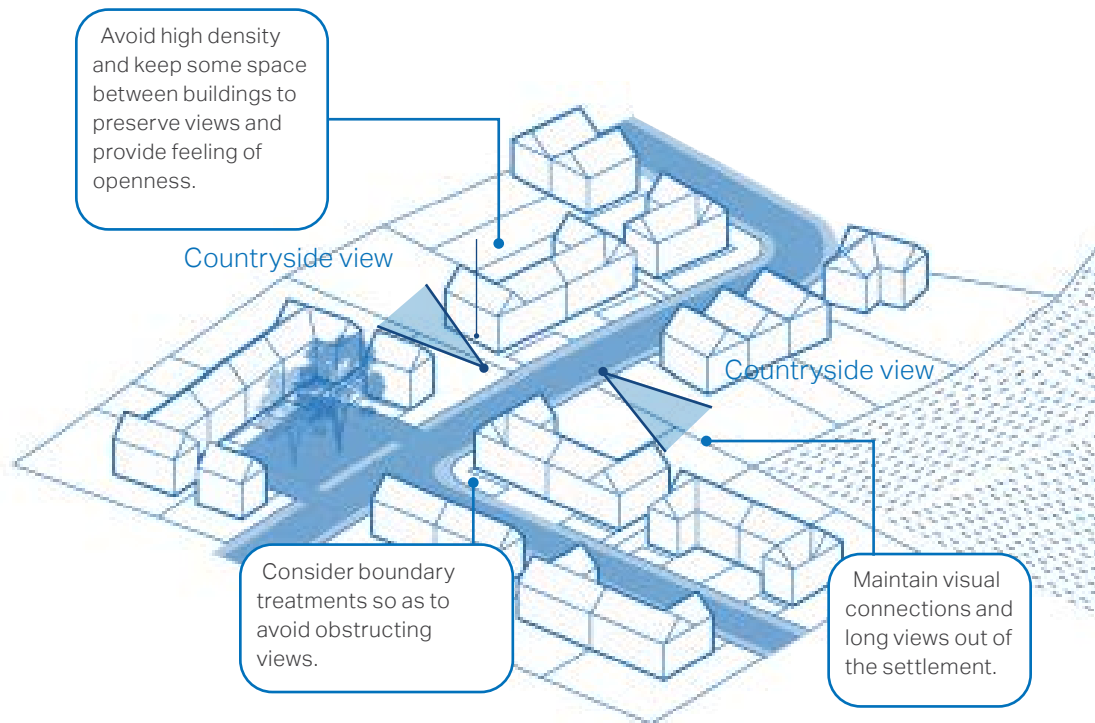
**Figure 62:** Stone wall limited in height to allow view of dwelling frontage from the street.

## CD.06 Rural development

Compared with other settlements, Cookham Dean has a distinctly more rural feel. It is comprised of a dispersed and organic settlement pattern with an abundance of green infrastructure providing screening to many dwellings, as well as a network of meandering rural routes. As such, proposals must demonstrate appropriate sensitivity to the settlements rurality and proximity to open countryside.

- Development proposals must not undermine the physical and/or visual separation of Cookham Dean and other surrounding settlements, both within and without of the Neighbourhood Area. This means development within existing settlement gaps should be sited and appropriately screened by landscaping interventions with dense vegetation;
- Subsequently, such development proposals must not include any material loss of existing mature trees, or hedgerows, particularly those bounding sites and access routes. The partial loss of these features may only be permitted in limited circumstances where it is absolutely necessary for access;

- Any proposed screening used to buffer development must use contextual landscaping interventions and native species;
- Furthermore, the siting, orientation, scale, and massing of development proposals must be contextually responsive to topographical changes, so as not to obstruct valuable views of open countryside from within the settlement. This is of particular importance for any potential development along Alleyns Lane, Popes Lane, Startins Lane and Dean Lane; and
- Finally, any new developments within located within the settlement edge that abuts open countryside must consider landscaping interventions to better integrate dwellings within a more rural setting. This will ensure a gentle transition between more built up areas and surrounding countryside.



**F.63** Figure 63: Graphic demonstrating how development can retain visual connections with surrounding landscape.

Delivery

05



## 5. DELIVERY

The Design Guidance and Codes will be a valuable tool in securing context-driven, high quality development within Cookham. The document will be used in different ways by different actors in the planning and development process, as summarised in the table.

<b>Actors</b>	<b>How They Will Use the Design Guidelines and Codes</b>
<b>Applicants, developers, and landowners</b>	As a guide to community and Local Planning Authority expectations on design, allowing a degree of certainty – they will be expected to follow the Guidance and Codes as planning consent is sought.
<b>Local Planning Authority</b>	As a reference point, embedded in policy, against which to assess planning applications.  The Design Guidance and Codes should be discussed with applicants during any pre-application discussions.
<b>Parish Council</b>	As a guide when commenting on planning applications, ensuring that the Design Guidance and Codes are complied with. Moreover, the key elements can be extracted and translated into NP policy. This could include general design policies, specific policies to reflect the character shown in village or used for a design brief to the strategic sites allocated in the adopted Local Plan.
<b>Community organisations</b>	As a tool to promote community-backed development and to inform comments on planning applications.
<b>Statutory consultees</b>	As a reference point when commenting on planning applications.



