

Introduction

Welcome to our virtual public exhibition. This provides an opportunity to learn more about the proposed vibrant new community at 67 Alma Road, Windsor.

Our proposal includes retaining the new Build to Rent homes secured through a previous planning permission and the introduction of retirement apartments for the over 65's.

At this exhibition you can:

- View the proposals for the site in detail
- Leave your feedback on the proposals by filling in the form.

Please click on the “Leave Feedback here” button in the virtual room.

Community engagement

Our approach to development is based upon a long-term commitment to the communities where we deliver our developments. Not only do we build them, we also remain active operators by directly managing our staff and the facilities we provide, thereby creating vibrant communities which will have a positive benefit to areas where we make a long-term investment.

We want to help foster an inclusive community through the development and

construction processes, and this is why we want to hear your feedback before progressing our plans further. Being a member of the Considerate Constructors Scheme, we commit to and ensure the impact during construction on the local Windsor community is thoughtful and mitigated.

Our community liaison officer is already in place and has begun building local relationships.



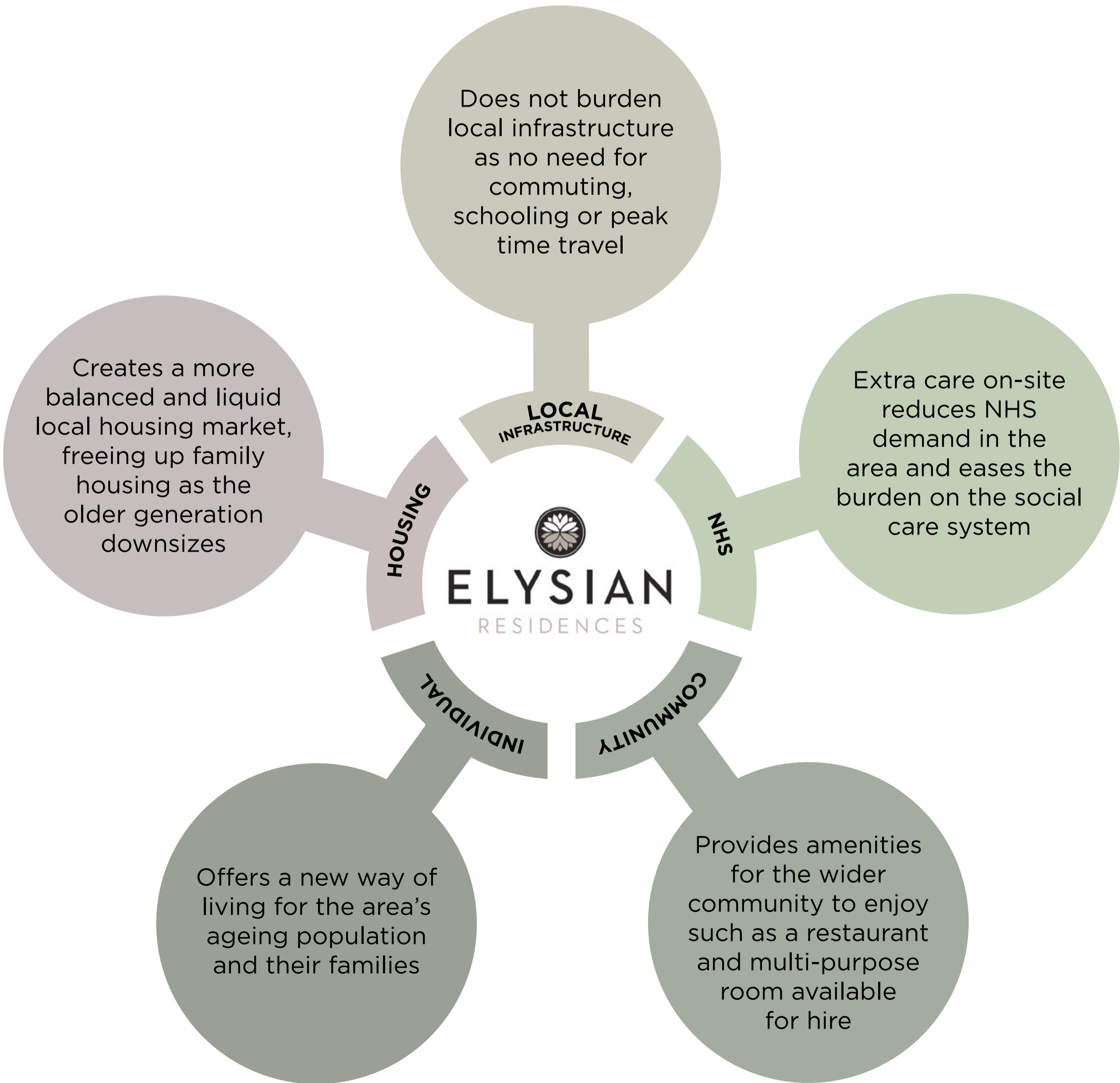
View of entrance to C2 accommodation

About Elysian

Elysian Residences aim to provide a completely unique living environment for older people by building high quality homes combined with a focus on hospitality and care.

Our objective is to provide high quality accommodation for older people, designed to keep them healthy and active. We have designed our sites with our residents' wellbeing in mind, utilising best practice design from around the world, so that the common facilities have been carefully

considered in the layout to encourage social engagement and activity. Every site has 24 hour care trained staff and 24 hour personal care should homeowners require it. This is exactly what we seek to bring to Windsor with our proposal to develop a range of one, two and three bedroom apartments with a variety of integrated care and communal facilities including a gym, communal and private gardens, landscape terraces, a library, a restaurant, a multi-purpose activity room and an on site care office.



Our existing communities



The Landsby, Stanmore
The Landsby, Stanmore received consent early in 2017 and was completed in February 2020. The scheme has a C2 use and contains 101 homes.

The location of the site is adjacent to Stanmore London Underground Station and the Kerry Avenue Conservation Area, referencing characteristic features of the International Style villas which dominate the surrounding area.

A Gold Winner at the What House Awards 2021 for Best Retirement Development, the quality design for the consented Stanmore project is equivalent to the quality of Elysian's proposed building in Windsor.

Wildernesse House, Sevenoaks
Our Wildernesse House retirement community comprises a 24-acre site in Sevenoaks, situated

1.5 miles from the High Street and Sevenoaks train station. The development offers the space and grandeur of a historical country estate, with all the modern comforts of luxury living.

Firstly, the recently refurbished Grade II portion of the site (Phase 1 & 2) known as Wildernesse House, forms a collection of 23 one-bedroom and two-bedroom apartments situated in the original house and an additional 8 two-bedroom mews houses. Amenities include a spa, treatment rooms, lounge / bar, library, pool gym and restaurant. The main house officially opened in September 2021.

We are also in the process of constructing a further 53 new-build apartments, all with balconies or gardens and set in the leafy southern section of the grounds, which will be open in 2023.

Site Background

The site is Brownfield land within a mixed-use area, which includes a range of residential, commercial, institutional and religious buildings which vary in age, character and scale.

The Site was the location of the former Imperial House, an office building comprising approximately 4,645 square

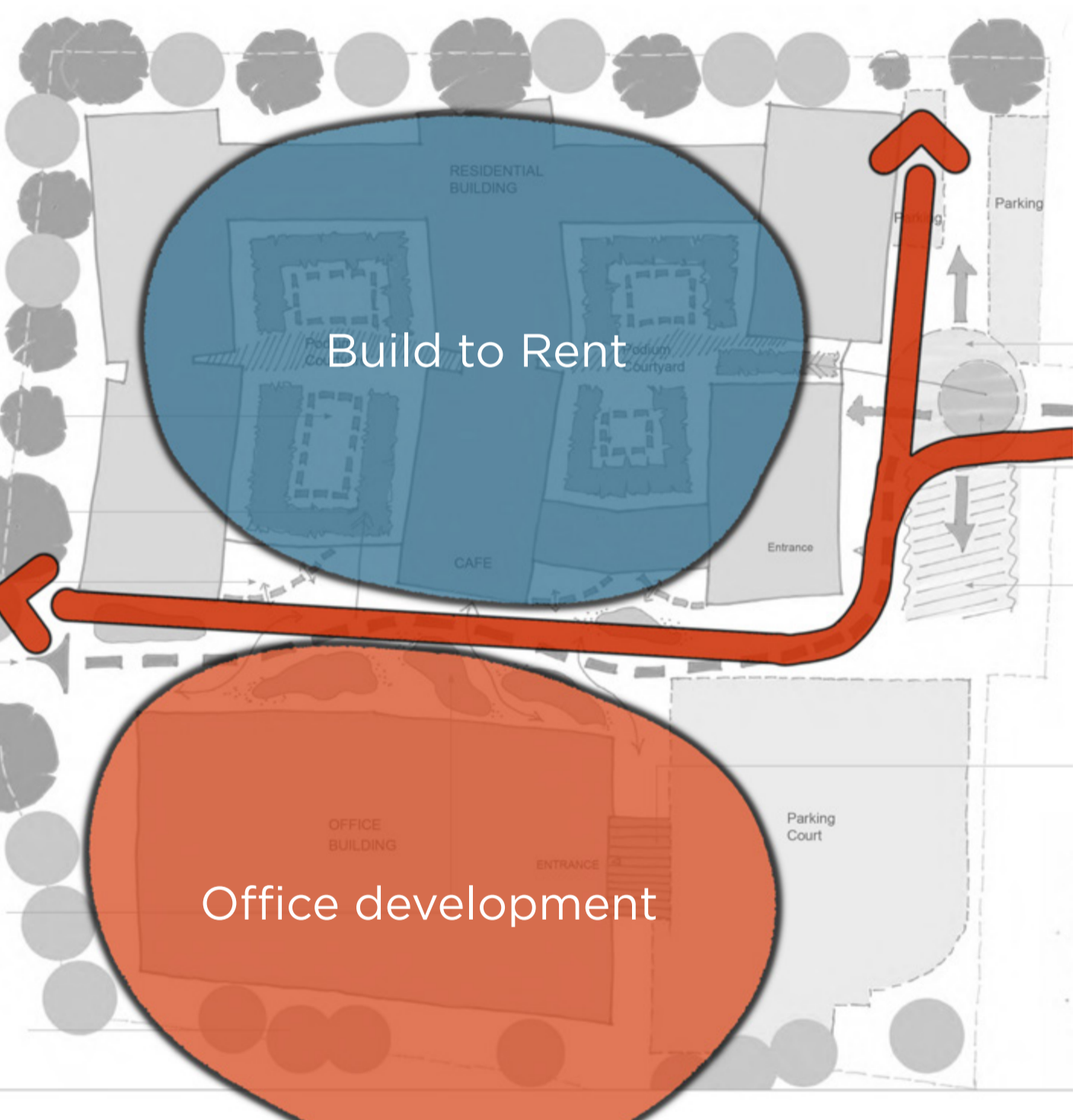
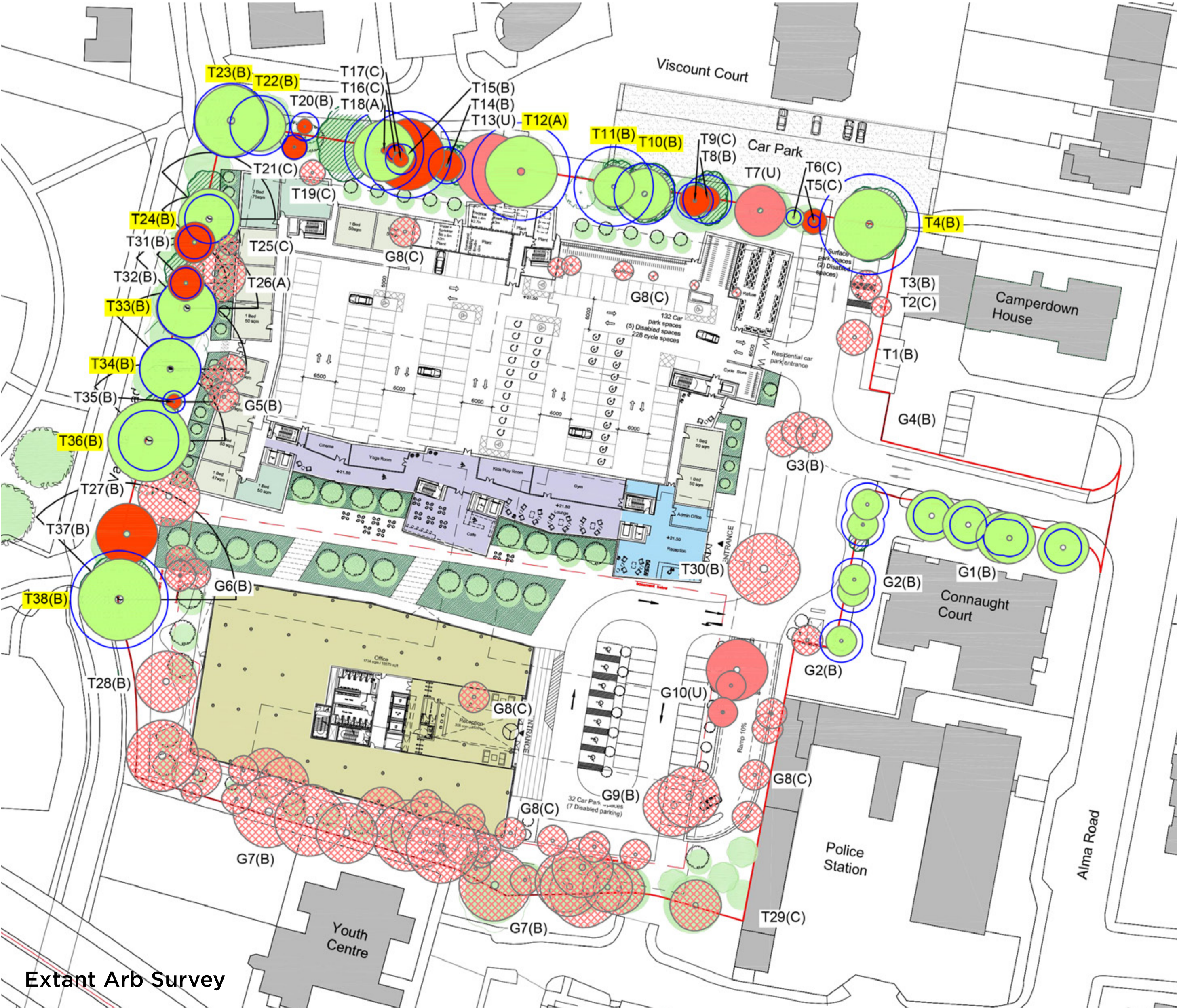
metres of floorspace but has remained vacant for approximately 8 years, following the demolition of the Imperial House. Only the basement parking with a concrete plinth remain.

The Site has been the subject of two previous planning applications, both granted by appeal, in 2011 and 2019 respectively. The first is for the erection of 5 buildings between 1 and 5 storeys in height and a 3-storey car park to provide 25,634 square metres

of office floorspace, a café/restaurant and ancillary development. The second planning permission sought a similar scheme to the first, but included 217 Build to Rent (BtR) residential apartments and a reduction in the amount of office floorspace to 16,389sqm. This also increased the general heights and massing from the 2011 permission with buildings up to 7 storeys on parts of the site.

The Site in its current state fails to make use of an important piece of land in Windsor.

It has remained vacant for many years and could be put to use providing key benefits for the borough. Research and marketing of the Site has shown that there is no demand for office floorspace at this scale within this location but there remains a demand for BtR units. However, research, based on census data has also shown significant existing and projected demand for specialist older persons housing within the borough, which this Site could help to meet.



Previously the two sides of the site have not been connected. There is an opportunity to create spaces that are valued and used by both sides in the future.

The Need For This Type Of Accommodation

Policy HO1 of the Local Plan sets out that in terms of housing growth, the Council will enable the delivery of new homes within the Borough to help meet local housing needs by aiming to deliver at least 14,240 new homes over the plan period 2013-2033.

In addition, in order to meet the housing requirement for RBWM, there is a need for sites, such as this, to optimise the quantum of residential use on the Site. The Proposed Development includes an important increase in residential units from the extant permission. This will help meet the Council’s housing target and reduce the pressure on housing delivery within the borough.

With regard to C2 need our research shows that in 2021, most older people in Windsor and Maidenhead (27,363) lived independently in houses or flats including Specialist housing for older people.

Our research projects the household population will increase within the Borough to 33,623 (+6,086) by 2031. The Adopted Local Plan also identifies a 62% increase in the 65yr+ population across the Borough.

The current supply of specialist housing with care for older owner occupiers is limited in the Borough with 399 units. Alongside the identified growth and increase in an elderly population, the needs of the Borough’s residents are not going to currently be met. These development proposals will help to alleviate some of this pressure and improve the lives of many people within

the borough. In doing so it may also have a consequential benefits of releasing family sized accommodation onto the market.

The Build to Rent element will enable the Site to be optimised and come forward to contribute to the delivery of residential units in the Borough. As recognised in the grant of the extant planning permission, these units would be directed to residents and the wider community who wish to rent and live in the local area who might otherwise not be able to.

Development Q&As

Q. What is a retirement community?

A: A retirement community is a residential-led community with purpose built or converted housing for over 65s. At Elysian Residences, we focus on integrating homes, wellness, amenities and care services.

Q: What is Class C2?

A: Class C2 is a planning use category covering residential accommodation with care for people in need. It can be a hospital or a nursing home, a residential school, college or training centre or homes with extra care such as ours.

Q: What is Class C3?

A: Class C3 is a planning use category that covers standard market housing. We have designated this type of use in our application and the scheme will offer build to rent units which will assist in meeting the growing rental demand in Windsor.

Q: What are the benefits of retirement living?

A: Retirement living enables people over 65 to continue to play an active part in society and be part of a strong community.














View of courtyard

Constraints




Key

 Trinity Place and Clarence Crescent Conservation Area	 Aircraft Noise / Flight path	 Police Station - 24hr activity	 No access to recreation ground
 Inner Windsor Conservation Area	 Traffic Noise	 Sports / play area	 Sunpath
 Cycle Route	 Mature trees	 Skateboard area	

- The following site constraints have been identified:
- **Setting of the Trinity Place and Clarence Crescent Conservation Area as well as the Inner Windsor Conservation Area**
Whilst not a constraint per se, careful consideration has been given to the design of the proposal and its setting with heritage consultants, SmithJenkins, providing townscape advice from the start of the design process.
 - **The existing mature trees on and adjacent to the site**
The proposal seeks to preserve as many of the existing site trees as possible with the help and advice of the arboricultural consultants.
 - **Respecting the residential amenity of nearby dwellings** – overlooking distances considered and exceed 21m.
 - **Heathrow Flight Path**
Acoustic advice will be followed to ensure homes have adequate acoustic protection.
 - **Operational; police station (24hrs)**
No residential accommodation is provided at ground floor adjoining the police station.
 - **Flood Zone area**
Flood risk assessment to be carried out and advice provided to ensure safety of residents
 - **A lack of permeability across the site**
There is currently no natural route through the site to the recreation ground; pedestrians are forced around the northern and southern perimeters of the site. Our proposal will address pedestrian movement by creating a legible route to the park.


Opportunities

The principal opportunity is one of a transformational redevelopment of a vacant, brownfield site with sustainable transport links to deliver against the Borough Local Plan strategic objectives of housing, senior living accommodation, public realm enhancements, improved public connectivity and environmental credentials to meet/exceed current targets.




Provide a mixture of new homes on a neglected, brownfield site

The development will re-use a vacant, sustainably located, brownfield site that has been redundant for 8 years. C2 and C3 older living accommodation and build to rent homes will be combined on the site to create a new inter-generational community.




Improve pedestrian access and permeability

The site has the opportunity to improve connections from neighbouring residential areas to the Vansittart Road recreation ground. A vibrant east – west link can be established to the recreation ground improving pedestrian legibility and activity in the local area.



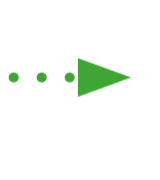
Provide employment opportunities

Opportunity to create new jobs within healthcare, hospitality, management settings and during the construction process.



Provide new public realm and amenity space





Opening the site provides the opportunity to create new public realm, green amenity and play space for use by existing and new residents. The creation of safe, sheltered and secure communal amenity spaces will help to foster the creation of a strong, local community. References to heritage embedded in the public realm design will help to create a distinct identity to spaces for play and quiet relaxation.

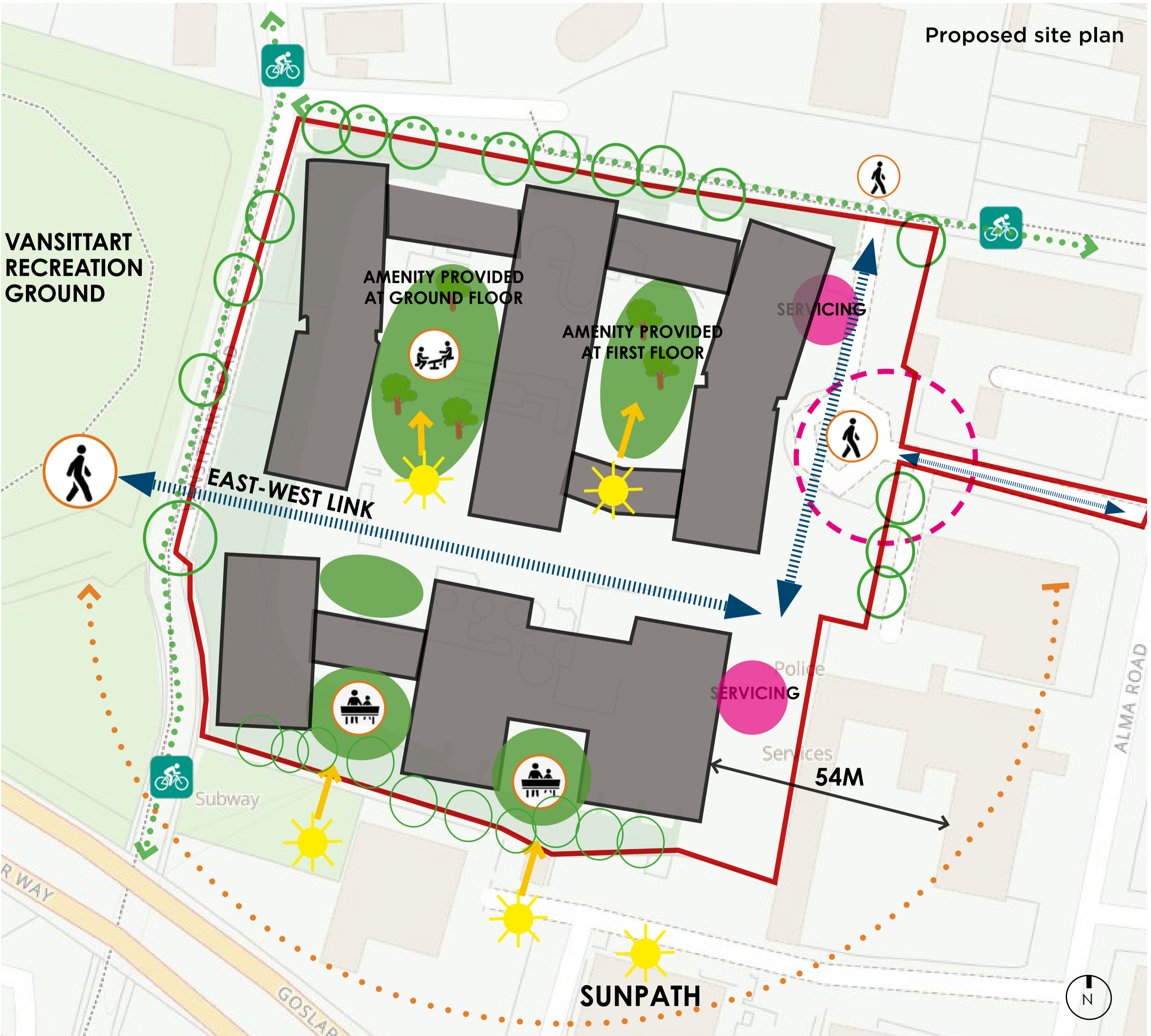


Site perimeter and natural surveillance

The proposal will provide natural surveillance to the existing foot and cycle paths around the perimeter of the site and the green space of the recreation ground. This will create a safer pedestrian environment for residents throughout the day and beyond the office hours of the neighbouring uses.

Key

-  Pedestrian Links
-  Views
-  Courtyard Amenity
-  Natural Surveillance



Our proposals

We are proposing to maintain the good urban design and planning elements of the existing planning permission, but also taking the opportunity to enhance and improve on aspects such as landscaping and access.

We will continue to test our scheme and maintain dialogue with various stakeholders, but we anticipate that the site can accommodate in the order of 380 new homes. This would be split within the two parcels of development identified on the plans shown, separated by a generous landscaping route. The south block would provide in the order of 140 retirement homes for the over 65's and the north block would provide in the order of 240 Build to Rent Homes. To reflect the need and levels of affordability, there will be a range of studios, 1 bed, 2 bed and 3 bed homes.

The vision for our site has been underpinned by a building layout that has been carefully orientated to maximise daylight and sunlight within homes and also communal amenity spaces. The design has placed emphasis on a successful ground floor by providing improved public realm, amenity spaces and play areas and where appropriate utilising podium levels.

Across the site, the buildings will predominantly range from 5-6 storeys and up to 7-8 storeys in areas where we have identified opportunities for 'taller' parts to

Site plan key

Gym

Lounge/co-working space/ coffee shop

Multi-purpose rooms

Bar

Restaurant

Library

provide variation. The proposed heights will create a varied massing that responds well to the perimeter constraints of the site and the surrounding massing. The taller height of the senior living proposal will be located near the larger, existing commercial massing of the police station, hotel and health offices located to the east and south. Key local views are being considered as part of the design process with Smith Jenkins heritage consultancy providing advice and guidance.

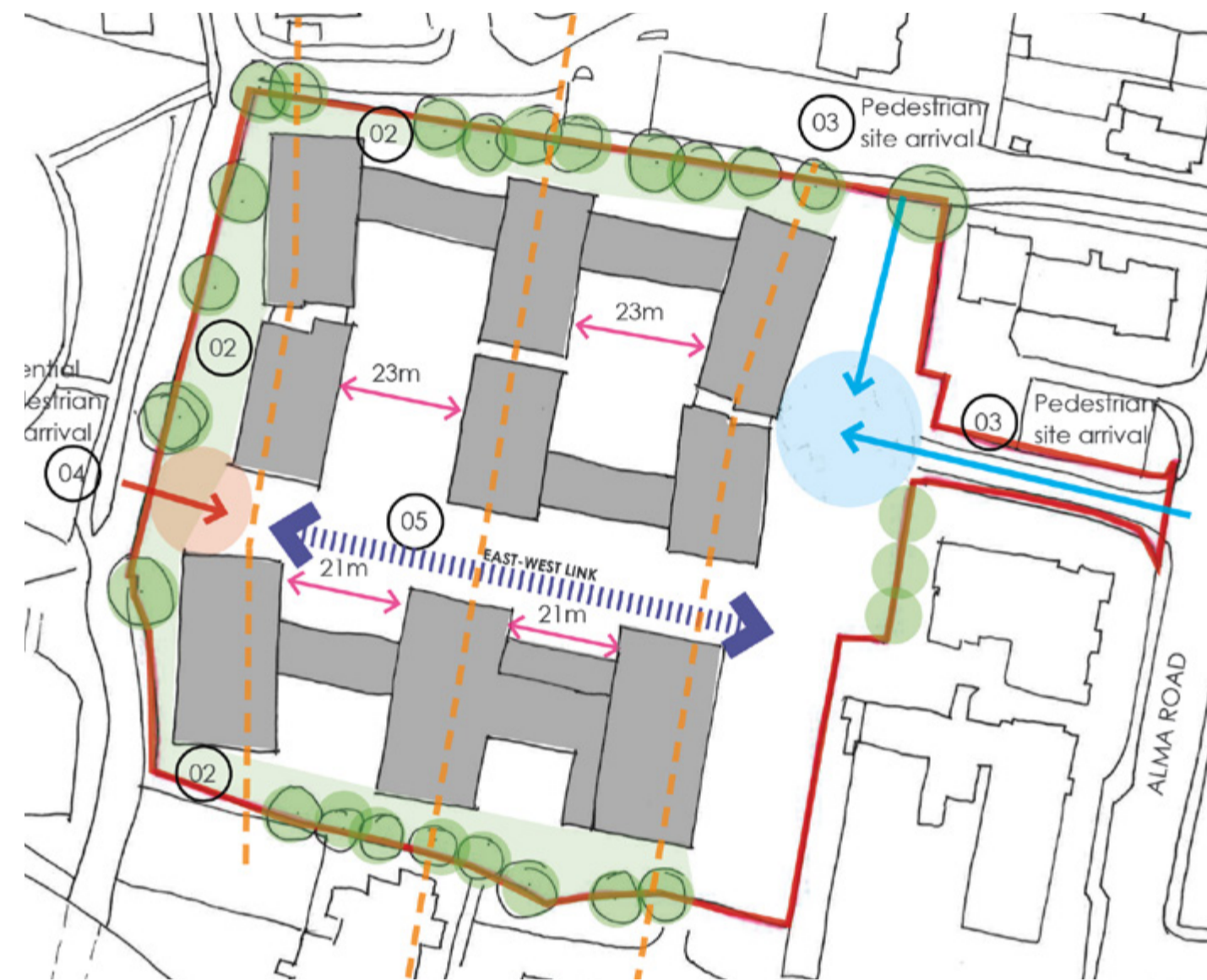
A key opportunity of the site layout is the possible creation of a new pedestrian link to Vansittart Recreation Ground Park to adjoin the site. In addition, the proposed buildings on site will provide a mix of uses at ground floor bringing amenities to the neighbourhood and creating a truly mixed, attractive environment which can support the creation of new jobs in the area.



- Pink - Consented
- White - Proposed

Our proposals

Site strategy



01 Building Footprint

The proposed new blocks are orientated along a NE/SW site axis. The buildings are set back from the boundary creating a secure, planted green buffer to the perimeter of the site and preserving existing trees.

The site layout creates the opportunity for a new EW connection which will help to integrate the scheme into its surroundings and improve pedestrian legibility.

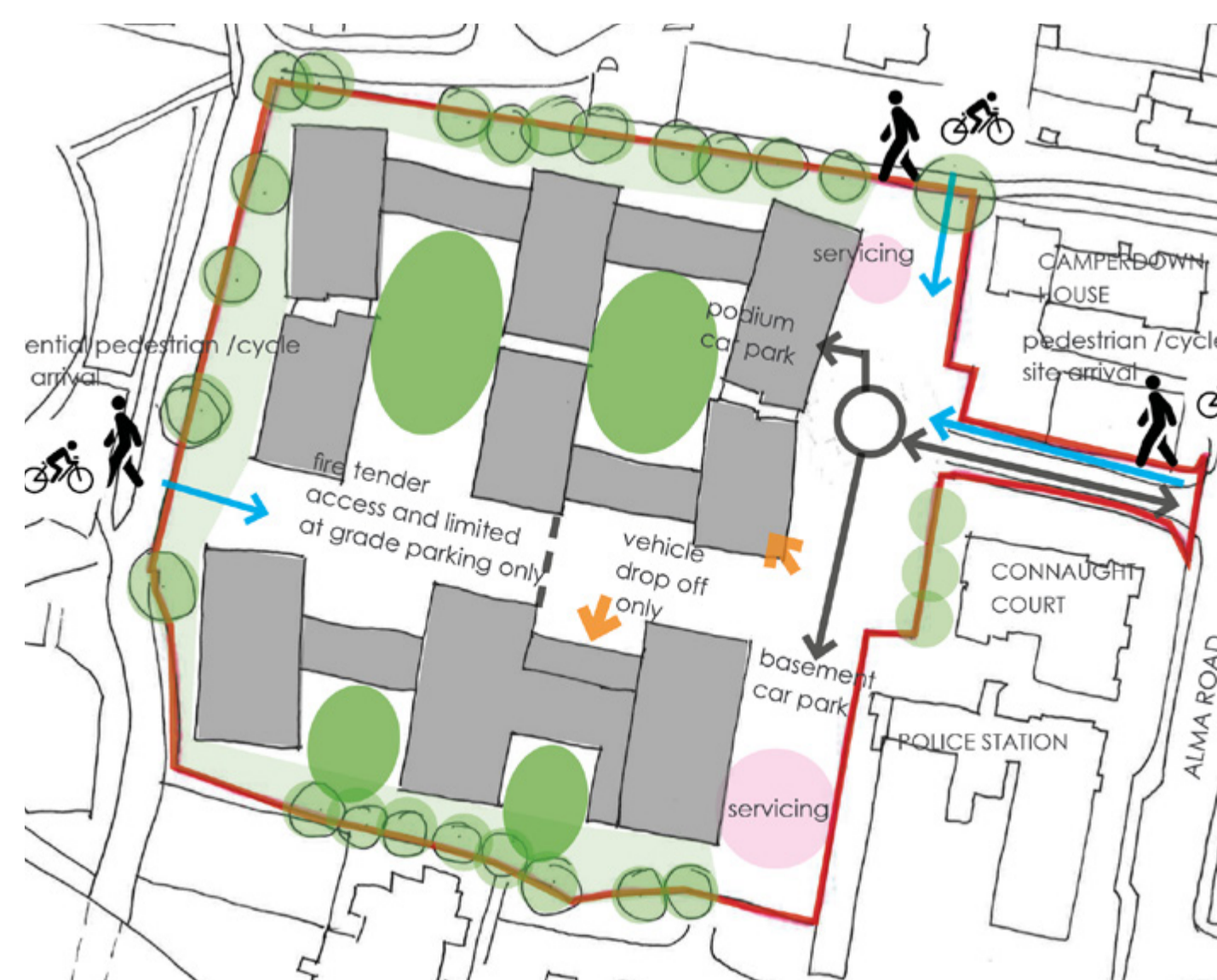
- 01 NE SW site axis
- 02 Green buffer
- 03 Pedestrian site arrival
- 04 Potential pedestrian site arrival
- 05 Potential east-west connection



02 Orientation And Amenity

The block layout divides the site into a series of sunny, quiet, high quality amenity spaces. Shared public realm will reinforce the proposed east-west connection creating a safe, inviting place for pedestrians. The block orientation will ensure homes have east or west orientation with corner homes being dual aspect.

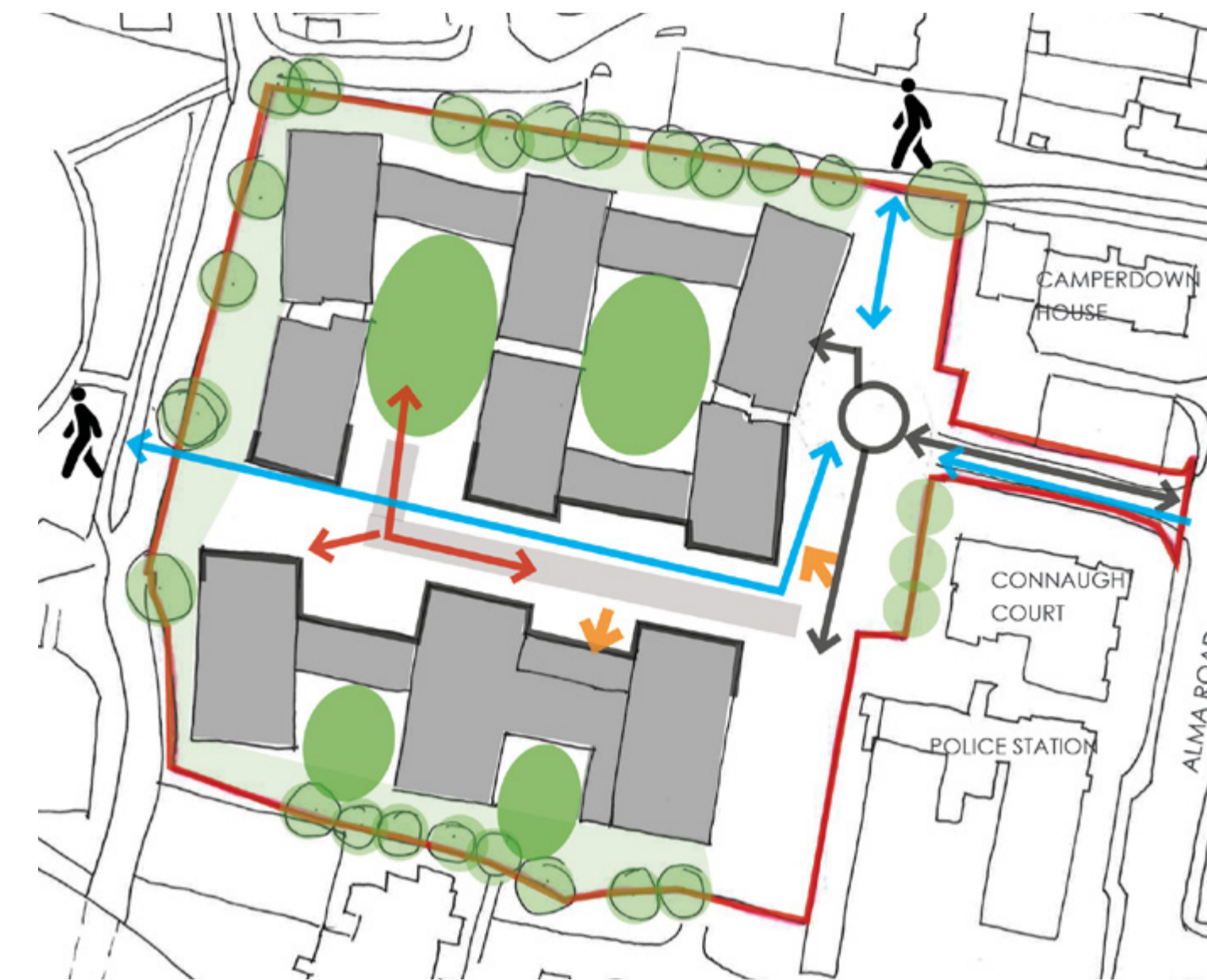
- Public realm
- Amenity



03 Site Arrival - Pedestrian And Vehicular

An arrival space will be created to welcome pedestrians from existing pedestrian entrances located off Alma Road and the cycle route to the north. Vehicular movement is limited to low vehicle speed drop off and fire tender access along the east west route allowing it to function as a safe social space with high quality public realm. Car parking limited to blue bay spaces at grade, remaining parking concealed in basement and under podium parking

- Car park access
- Building entrance



04 Connections

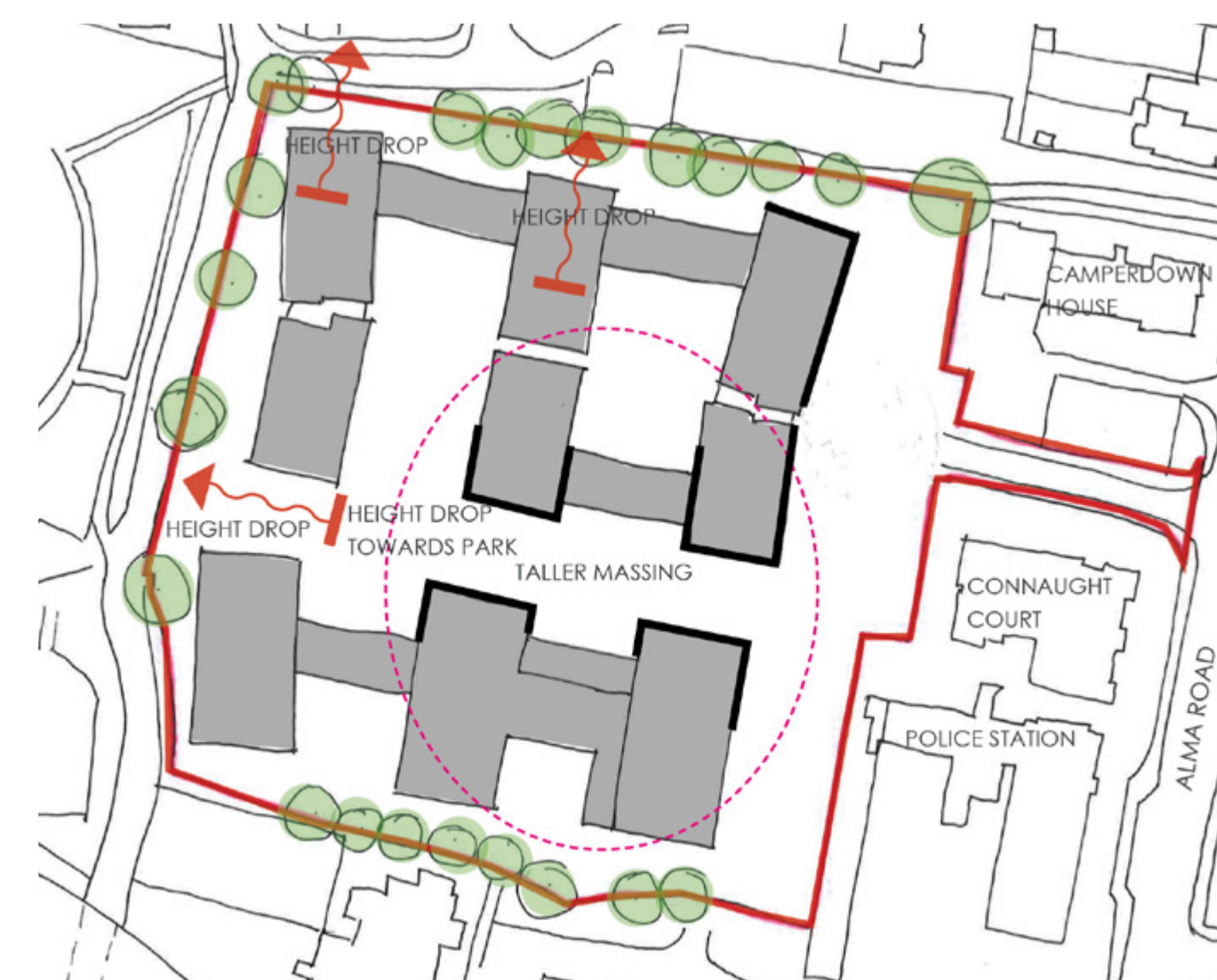
Buildings designed and positioned within landscaping to define the east west link. Low speed vehicular movements limited to ensure link is pedestrian friendly-access for fire, drop off and at grade parking

- Low speed vehicular movements
- Emergency fire tender access only
- Building entrance
- Main car access



05 Frontages

The building layout follows the NE-SW axis of the site to provide east and west facing residential homes and avoid north facing homes. The blocks are positioned a minimum of 21m apart to provide sun lit, shared amenity and ensure good daylight/sunlight levels and privacy within homes. The building layout creates a strong, primary frontage to the entrance off Alma Road. Built form is aligned along the pedestrian route to help define the streetscape and provide consistent enclosure, whilst also maintaining a clear definition of east-west link to the park.



06 Massing

Taller built form appropriately responds to the taller massing of the existing surrounding buildings located on the eastern and southern boundaries. Taller built form marks the eastern end of the Vansittart pedestrian link providing pedestrian legibility. Massing gradually decreases to the north and east site boundaries. Lower linking blocks on the site provide height variation across the proposal. A minimum distance of 16.5m is provided between the BtR and C2 accommodation to provide adequate sunlight/ daylight to the street and public realm.

Landscape and Environment

Our landscape key design strategy is to create a new green intergenerational community in Windsor.

The Public Realm and Landscape strives to create spaces that offer inclusivity, play, spaces for everyday moments, and direct access to nature. We have taken account of the existing mature tree boundary to fold the new community into a natural and biodiverse backdrop. We will provide a key new route to Vansittart Recreation Ground that is more direct and safer for Alma Road residents.











Key landscape design principles and intergenerational amenity objectives:

- People, place, nature
- Health, wellbeing & community
- Social connectedness
- Security & resilience
- Autonomy & independence

The site has remnants of hardstanding from the previous parking garage with various scrub and emergent habitats, that have since established when the site became disused. The prominent existing habitat is the line of mature trees that borders the site.

We have taken account of the sensitive nature of the existing trees on the boundary. We will minimise removal of trees and keep existing low lying boundary scrub where possible to form a wildlife friendly border. We will achieve a biodiversity net gain on the site by providing key high value habitats such as: native meadows, native hedgerows, rain gardens, green roofs, and additional tree plantings.



Key			
	Potential for green roof		Proposed urban trees
	Wildflower meadow		Log piles from felled trees
	Flowering perennials		Trees to be retained
	SuDS		Trees to be retained – no dig solution required
	Retained and enhanced scrub with native species		Trees to be removed

Transport and Accessibility



Access Proposals

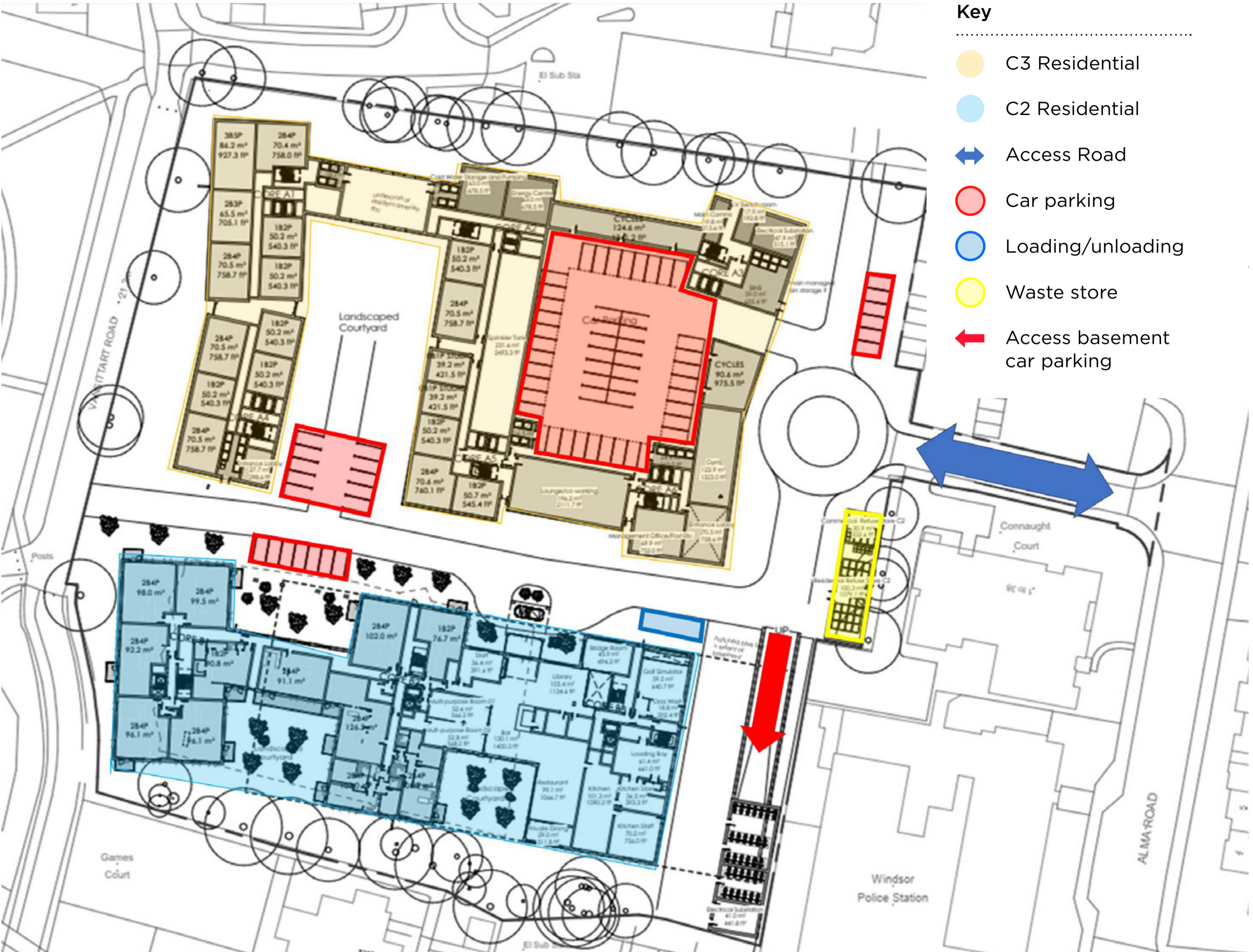
We are retaining the location of the vehicular access into and out of the site onto Alma Road. It possesses adequate visibility and our proposals only seek to widen the access slightly to provide a 5.5m carriageway which will help facilitate two-way vehicular movements.

An additional footway will be added to the northern side to provide adequate, safe pedestrian access. This road links to a private internal road network within the site boundary, providing access to all parking and necessary servicing facilities. The development proposal features undercroft car parking for the C3 residents

and in the basement for the C2 residents whilst as some limited parking externally at ground floor within the site.

Sustainable Travel

A new east-west pedestrian connection between Alma Road and Vansittart Road Recreation Ground is proposed. Open during daylight hours, it will provide connectivity and permeability to residents and general public alike. In line with the existing planning consent, ample cycle storage is proposed within the public realm area within the development site, as well as within dedicated cycle stores. Other initiatives such as an electric minibus for C2 residents' use and personalised journey



planning shall also be offered to residents which will continue to help reduce car journeys.

Whilst car parking will be provided to Royal Borough of Windsor and Maidenhead standards, the change of proposed use, from office to C2 residential, will result in a material reduction to the number of vehicle movements, in particular during the peak hours. This is due to office developments generally adhering to vehicles arriving and departing during peak hours whilst C2 residential developments generate a much lower number of trips which are spread out across the day as these are people who are usually retired.

Deliveries and Servicing

Servicing vehicles will access a dedicated loading bay within the development to negate any impact to neighbours. The number of vehicles servicing the C3 residential and C2 residential is reduced compared to the consented residential and office development with many vehicles being smaller in size.

The proposed development will have a dedicated waste store, and associated vehicle stopping space, where waste will be stored and collected from. All servicing and waste vehicle reversing activity will take place within the confines of the development.

Key / Community Benefits



The principal opportunity is one of a transformational redevelopment of the site to deliver against the Local Plan strategic objectives of housing, senior living accommodation, public realm enhancements, improved public connectivity and environmental credentials to meet/exceed current targets.

The proposed development presents an opportunity to secure significant public benefits and enhancements that would

otherwise not be delivered by the previous planning permission. The proposed land use, form, layout and design will result in a scheme that more closely reflects the character and form of the local area and introduces connectivity and true permeability.



Benefits for Windsor
Deliver a range of new homes for the area, some with extra care for older residents, whilst helping to balance the housing market by also freeing up family homes.



Support Windsor's community by focusing on inclusivity, the circular economy, wellbeing and the environment - all things we believe to be important locally.



Create new jobs and training opportunities, both during construction and in the long term once open.



Create an aspirational and lively community, with on-site concierge, restaurants, library and health club,



while residents will play an active role in the wider local society.

Open up part of the site for public use i.e. local walking routes, spaces to dwell in and places to visit.



Support local businesses by increasing footfall on the high street and across local restaurants, shops and cultural venues. We will also use local suppliers wherever we can.



Have a minimal impact on local infrastructure, with off-peak travel, reduced NHS pressure due to on-site care and no requirements for nurseries and schools.

Next steps

Thank you for attending our public consultation event. We want to hear your thoughts as your feedback will help shape our proposals.

Following our consultation with the community and a review of your comments, a planning application will be submitted in the coming months.

We will endeavour to keep the local community updated throughout the planning process.

You can have your say by:

Completing a feedback form available today.

Emailing us with your comments to elysianwindsor@cratus.co.uk

Calling us on **0203 026 3143**

or visiting the website
www.elysianwindsor.com



View west towards Vansittart Road Recreation Ground