

ITEM: THE LANDING, MAIDENHEAD

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1. Purpose of the Report

1.1 This report provides an update on The Landing development in Maidenhead.

2. Supporting Information**Background**

- 2.1 On 2 September 2015, the Maidenhead Development Control Panel approved an application for outline planning permission for the proposed development known as 'The Landing'. This affects the area bounded by King Street, Queen Street and Broadway and features a mixed use development of offices (up to 36,304sqm), apartments (up to 225 units), shops and complementary retail uses (up to 5,046sqm).
- 2.2 The Landing consists of five buildings of between 30m and 64m in height, which are dispersed around the edge of the triangular site, enclosing a central public space. Five pedestrianised lanes are proposed to radiate from the central space to connect to the adjoining streets and the rest of the town centre. The proposed layout for the development is shown in Appendix 1.
- 2.3 The ground floors of the buildings will be occupied by shops, cafes / restaurants, takeaways, pubs, and financial / professional services. Offices and residential apartments will occupy the upper floors and will be accessed through lobbies located at the ground floor.
- 2.4 As this is an outline application, permission has only been sought for the amount and type of development. 'Reserved Matters', of Access, Layout, Scale, Appearance and Landscaping will be subject to future applications.
- 2.5 The amount of walking / cycling to the site is expected to double compared to current levels. A significant proportion of these trips will be to and from the railway station, so a contribution of £225,000 has been secured towards improved crossings at the Queen Street/Grenfell Place/King Street junction. This will feature toucan crossings and will be based on designs at Oxford Circus where all traffic is halted and people cross in one movement along clear desire lines. This will deliver a significant improvement over the existing arrangement whereby people have to cross the roads in two or even three stages. The new layout will also increase capacity on the shared use path in front of the '3' building. This will improve connections to the pedestrianised section of King Street, which is also a cycle route.
- 2.6 Other changes are proposed to the road layout immediately around the site. There will be minor changes to the Queen Street/York Road junction with a new zebra crossing in front of one of the lanes into the development. There will be improved bus layby and

shelters, with service bays on Queen Street and Broadway. The access lane and entrance to the Basement Car Park will be on Broadway. Both Broadway and Queen Street will remain as one-way streets for all traffic.

- 2.7 The site lies in a highly sustainable location close to local services, amenities and within easy walking distance of the major transport interchange of Maidenhead Railway Station where Crossrail services are due to commence in 2019. The Landing is proposing a significant change in attitude towards travel patterns than currently exist in Maidenhead so has set a target of no more than 25% of trips to be made by car.
- 2.8 The table below shows the expected modal share for the commercial uses compared to the modal share taken from the 2011 Census data. These have been set with reference to trip rates of other developments in similar locations in the country.

Transport Mode	2011 Census	Proposed Development
Driving	68.2%	25%
Passenger	4.8%	5%
Rail	8.6%	21%
Bus	2.8%	19%
Walk/Cycle	15.5%	30%

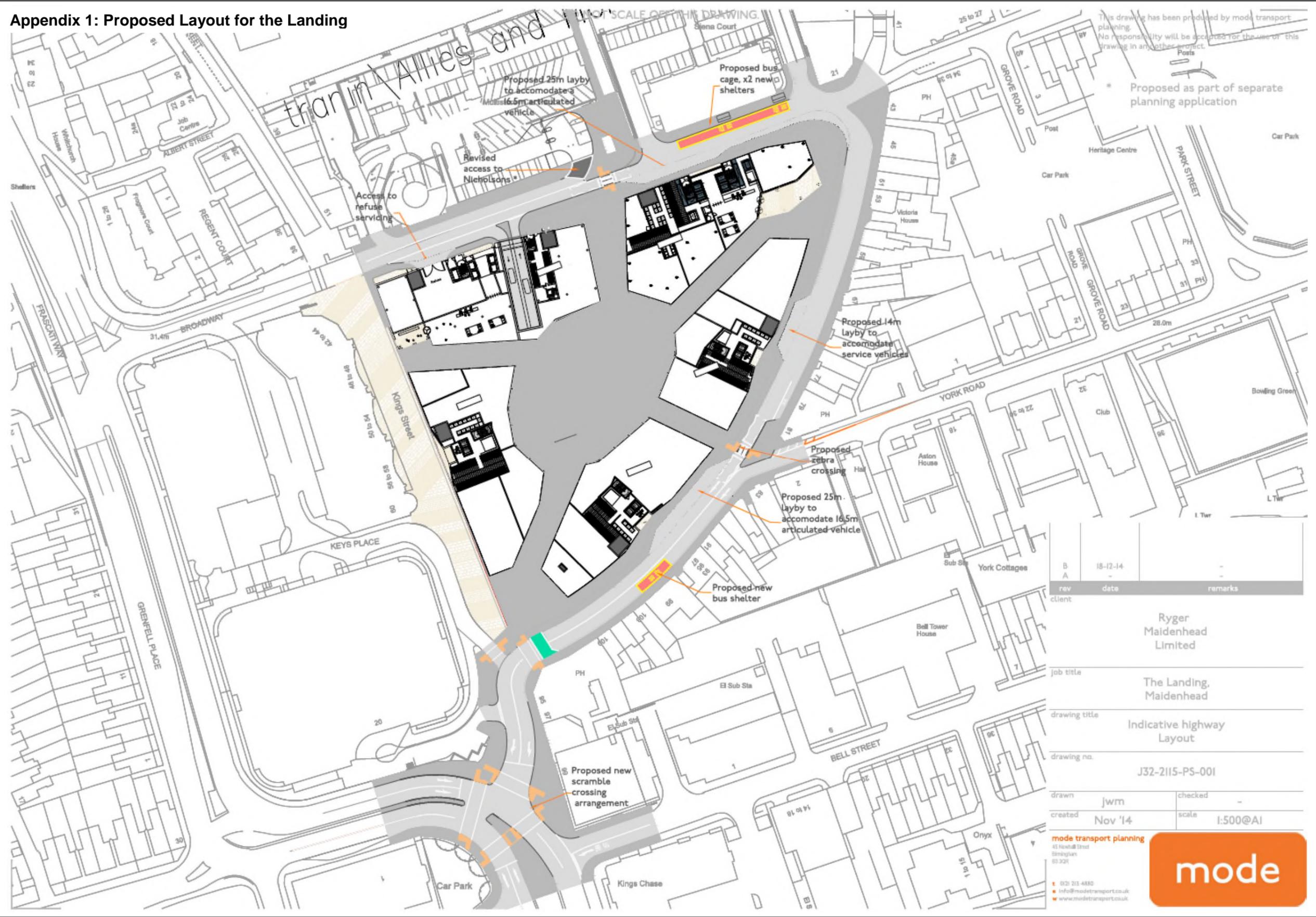
- 2.9 To help ensure that the targets are achieved, there will be Travel Plans for both the residential and commercial uses which will be secured in the S106 Legal Agreement. Framework Travel Plans have been submitted, which include various initiatives to encourage non-car travel. For cycling, proposals currently include:
- Cycle to work scheme
 - Cycle training for residents and staff
 - Bike share scheme
 - Bicycle user groups
 - Secure cycle parking
 - Showers, changing facilities, drying rooms and storage lockers
- 2.10 Further measures will be identified as part of the final travel plans, and will be informed by baseline surveys of residents and employees.
- 2.11 A travel plan coordinator will be appointed for the site as a whole and it is envisaged that occupiers with more than 20 employees will develop their own travel plans. Annual monitoring reports will be submitted to the Council for approval for a period of 10 years or until such time as targets are achieved, whichever is the longer. These will identify: the travel plan initiatives that have been implemented; progress towards targets; and any additional initiatives that are required to achieve the targets.
- 2.12 If the modal share target is not met, the Legal Agreement enables the Council to draw down money from a bond of up to a maximum of £15,000 a year which will be available

each year for 10 years. Any monies used will have to go towards measures to encourage / enable a switch to non-car travel.

3. Recommendation

- 3.1 It is recommended that members of the Cycle Forum note the report. Members are also encouraged to comment on future detailed planning applications for the development as they are submitted in order to ensure that the needs of cyclists are fully considered.**

Appendix 1: Proposed Layout for the Landing



rev	date	remarks
B	18-12-14	
A		

client: Ryger Maidenhead Limited

job title: The Landing, Maidenhead

drawing title: Indicative highway Layout

drawing no.: J32-2115-PS-001

drawn: jwm checked: -

created: Nov '14 scale: 1:500@AI

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