11 February 2015

**MAIDENHEAD DEVELOPMENT CONTROL PANEL**

**Application No.:**

**Location:** 94 - 96 High Street Maidenhead

**Proposal:** Extension of first floor and additional second floor to include provision of 6 no. apartments and retail storage space, and alterations to the shop fronts.

**Applicant:** Mr And Mrs Ziman- Sanflic LLP

**Agent:** Stephen Varney- Stephen Varney Associates Ltd

**Parish/Ward:** Oldfield Ward

If you have a question about this report, please contact: Daniel Gigg on 01628 796044 or at daniel.gigg@rbwm.gov.uk

**1. SUMMARY**

1.1 Planning permission is sought for two schemes; common to both is extensions at first and second floors but one proposal is for 8 apartments (Application 1 - 14/03988/FULL) and the other is for 6 apartments (Application 2 - 14/03989/FULL. Both schemes provide the opportunity to provide new homes in a sustainable location and to bring a part vacant building back into active use. In addition, the alterations to the shop front with a mock Victorian design would improve the appearance of the building. Overall, both proposals would have positive impact on the town centre.

1.2 In all other respects such as highway safety, living conditions of future occupiers and sustainable design and construction, both schemes are acceptable subject to conditions. A legal agreement will need to be entered into for both applications to secure the infrastructure associated with the development.

**It is recommended the Panel authorises the Director of Development and Regeneration:**

1. To grant planning permission on the satisfactory completion of an undertaking to secure the infrastructure in Section 7 of this report, a preclusion on future residents obtaining parking permits and with the conditions listed in Section 10 of this report for both applications 14/03988/FULL and 14/03989/FULL

2. To refuse planning permission for both applications 14/03988/FULL and 14/03989/FULL if an undertaking for each scheme to secure the infrastructure in Section 7 of this report has not been satisfactorily completed by 23rd February 2015 for the reason that the proposed development would not be accompanied by associated infrastructure improvements and the absence of a preclusion on parking permits would not create sustainable travel.

**2. REASON FOR PANEL DETERMINATION**

- The Council’s Constitution does not give the Director of Regeneration and Development delegated powers to determine the application in the way recommended; such decisions can only be made by the Panel.

**3. DESCRIPTION OF THE SITE AND ITS SURROUNDINGS**

3.1 On the site is a 2 storey building with an A1 use (currently vacant) occupying the ground and first floors. At the rear of the site is a small service yard accessed from West Street.

3.2 The site is located within a predominantly commercial area with ground floor retail and retail associated uses with upper floors a mix of stores associated with ground floor uses, offices and apartments.
4. DESCRIPTION OF THE PROPOSAL AND ANY RELEVANT PLANNING HISTORY

4.1 Planning permission is sought for two schemes; common to both is extensions at first and second floors but one proposal is for 8 apartments (14/03988/FULL) and the other is for 6 apartments (14/03989/FULL).

4.2 The first floor would be extended to the rear and a new floor would be added above to accommodate the apartments. The two ground floor units will remain as A1 (Retail) but a staircase would be inserted between the two units to give the access to the apartments off the High Street. The external walls of the upper floors would be constructed in a yellow stock brick. The building will have a mock Georgian appearance. The shop front would be amended from a more modern appearance to a more traditional Victorian facade.

4.3 In terms of planning history, planning permission was previously granted at 94-96 High Street for an extension of the first floor and new second floor to create two apartments and alterations to the shop front (ref. 14/03988/FULL) in June 2014, and in July 2013 planning permission was granted to change the use of the ground floor of no. 96 from A1 (Retail) to A2 (Financial Services) or A3 (Restaurant/Café).

5 MAIN RELEVANT STRATEGIES AND POLICIES RELEVANT TO THE DECISION

Royal Borough Local Plan & Maidenhead Town Centre Area Action Plan

5.1 The main strategic planning considerations applying to the site and the associated policies are:

<table>
<thead>
<tr>
<th>Within settlement area</th>
<th>Conservation Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local Plan DG1, H10, H11, H14</td>
<td>CA2</td>
</tr>
</tbody>
</table>

5.2 Supplementary planning documents adopted by the Council relevant to the proposal are:

- Planning Obligations and Developer Contributions
- Sustainable Design and Construction
- Planning for an Ageing Population
- Interpretation of Policies R2 to R6 – Public Open Space provision

More information on these documents can be found at: [http://www.rbwm.gov.uk/web/pp_supplementary_planning.htm](http://www.rbwm.gov.uk/web/pp_supplementary_planning.htm)

Other Local Strategies or Publications

5.3 Other Strategies or publications relevant to the proposal are:

- RBWM Townscape Assessment - view using link at paragraph 5.2
- RBWM Parking Strategy – view using link at paragraph 5.2
- RBWM Shopfronts and Advertisements – view using link at paragraph 5.3
6. EXPLANATION OF RECOMMENDATION

6.1 The key issues for consideration are:

i  Principle of the development

ii  Housing mix and planning for an ageing population

iii Impact on the character and appearance of the area (including the Conservation Area)

iv Future living conditions of occupiers of the properties

v Sustainable design and construction

vi Highway safety and convenience

vii Air quality

Principle

6.2 Residential development is supported in the town centre under Policy MTC12 of the Area Action Plan. The AAP recognises that town centre locations are becoming increasingly important as a place to live.

6.3 Further support can be given to the principle of the proposals as the site lies within a highly sustainable location and the development will bring the upper floors back into active use. The development accords with national advice contained in the NPPF which favours such development in principle.

Housing mix and planning for an ageing population

6.4 The proposal will provide good sized apartments and the mix is acceptable (Application 1 for 6 x studio apartments and 2 x 1 bed apartments and Application 2 for 3 x studio apartments and 3 x 1 bed apartments). With the population living longer it is important that the housing stock is capable of accommodating the elderly who may have specific health problems, reduced mobility and frailty. A condition is recommended to ensure that the proposals meet requirements of the Lifetime for Homes standards. The proposal accords with Policy MTC12 of the AAP and Policies H8 and H9 of the Local Plan.

Impact on the character and appearance of the area (including the Conservation Area)

6.5 The existing ground floor shop front has a more contemporary appearance. The proposal is to alter the shop front to give it a more traditional appearance with stall risers, pilasters and fascias reflecting Victorian proportions and design.

6.6 The upper floors will also have a more traditional appearance to better fit with the existing mix of predominantly Victorian and Georgian-style. This will be achieved through the use of a London Stock brick to the external walls, windows of an appropriate style and scale, the use of stone banding and the roof behind a parapet wall. The building at first floor will be increased in depth and an additional floor will be added to the same depth as the first floor. There are three storey buildings in the High Street and as such it will have an appropriate relationship with its neighbours.

6.7 Subject to securing external materials and details of the shop front, the proposals will result in a significant improvement to the character and appearance of the Conservation Area and in arriving at this recommendation special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, as required under Section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990.
Future living conditions of the occupiers of the dwellings

6.8 The living accommodation will be of an appropriate size and there will be sufficient levels of natural light. To mitigate for any potential criminal activity in the interests of the safety and security of future occupiers it is recommended that the development be built to the police initiative Secured by Design standards; a condition is recommended to this effect.

Sustainable design and construction

6.9 The Council has adopted a Supplementary Planning Document setting out 12 criteria for developments to achieve in order to improve the sustainability performance of buildings. The SPD advises that over its lifetime, a sustainable building will cost less to build, heat and light than a conventional building resulting in economic and environmental gains which will have direct impacts on the sense of well-being of the occupiers and society as a whole. In addition, Policy MTC4 of the AAP requires buildings to be sustainable in their design, construction and operation. The applicant has submitted a statement with the application that shows that the proposals will meet the relevant requirements for this scale of development. The statement highlights for example:

1. That large windows will be used to maximise daylight to the apartments.
2. Dual flush WCs and a restriction on the performance for the water system of 120l or less of potable water.
3. Responsibly sourced materials.
4. Insulation between floors and walls.

Highway safety and convenience

6.10 Parking is not proposed and it is recommended that the right to parking permits is withdrawn in order to create sustainable travel patterns given that the apartments are within the town centre where there are a range of services, facilities and access to public transport. One foldable cycle will be provided per apartment and a communal bin store area will be provided. In terms of the existing shop units there will still be access to the rear service yard. The proposals accord with Policies DG1 and P4 of the Local Plan, and Policies MTC4 and MTC14 of the AAP.

Air quality

6.11 Given that there will not be any parking at the site there will not be any impact on air quality. The proposal accords with Policy NAP3 of the Local Plan and Policy MTC4 of the AAP.

ASSOCIATED INFRASTRUCTURE IMPROVEMENTS

7.1 This development would place additional pressure on local services and infrastructure. The Council requires local services and infrastructure to be improved alongside development and to be funded by the developer in accordance with its Supplementary Planning Documents setting out the relevant costs (see paragraph 5.3). In this case these improvements can be secured through an undertaking under S106 of the 1990 Planning Act completed before planning permission is granted. Details of the funding and projects are shown below.

7.2 The financial contributions for Application 1 are as follows:

<table>
<thead>
<tr>
<th>Allotments</th>
<th>Maidenhead area allotment provision or improvements to existing allotments.</th>
<th>£480.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Biodiversity</td>
<td>Local biodiversity issues</td>
<td>£304.00</td>
</tr>
<tr>
<td>Community Facilities</td>
<td>Towards no. 4 Marlow Road Youth and Community Facility</td>
<td>£3690.00</td>
</tr>
<tr>
<td>Category</td>
<td>Description</td>
<td>Amount</td>
</tr>
<tr>
<td>--------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>----------</td>
</tr>
<tr>
<td>Indoor Sport</td>
<td>Magnet Leisure Centre Pool and Hall Improvements</td>
<td>£4920.00</td>
</tr>
<tr>
<td>Libraries</td>
<td>Maidenhead Central Library</td>
<td>£5621.60</td>
</tr>
<tr>
<td>Public Art and Heritage</td>
<td>Maidenhead Heritage Centre; Desborough Suite; Improvements to Norden Farm Arts Centre; York Stream Environmental Enhancements; and, Maidenhead Art Trail.</td>
<td>£1570.00</td>
</tr>
<tr>
<td>Public Open Space</td>
<td>Land purchase or lease within the Maidenhead area/northern parishes; improvements to formal sports provision; landscape improvements to Kidwells Park.</td>
<td>£16,138.00</td>
</tr>
<tr>
<td>Public transport and Highways</td>
<td>York Stream Environmental Enhancements; Maidenhead Transport Hub; Intelligent Transport System; and, Public realm improvements</td>
<td>£22,560.00</td>
</tr>
<tr>
<td>Waste Disposal / Recycling</td>
<td>Provision of refuse bins and recycling bins</td>
<td>£600.00</td>
</tr>
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</table>

**Total** £55,793.60

7.3 The financial contributions for Application 2 are as follows:

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allotments</td>
<td>Maidenhead area allotment provision or improvements to existing allotments.</td>
<td>£360.00</td>
</tr>
<tr>
<td>Biodiversity</td>
<td>Local biodiversity issues</td>
<td>£228.00</td>
</tr>
<tr>
<td>Community Facilities</td>
<td>Towards no. 4 Marlow Road Youth and Community Facility</td>
<td>£3690.00</td>
</tr>
<tr>
<td>Indoor Sport</td>
<td>Magnet Leisure Centre Pool and Hall Improvements</td>
<td>£3240.00</td>
</tr>
<tr>
<td>Libraries</td>
<td>Maidenhead Central Library</td>
<td>£4216.20</td>
</tr>
<tr>
<td>Public Art and Heritage</td>
<td>Maidenhead Heritage Centre; Desborough Suite; Improvements to Norden Farm Arts Centre; York Stream Environmental Enhancements; and, Maidenhead Art Trail.</td>
<td>£1413.00</td>
</tr>
<tr>
<td>Public Open Space</td>
<td>Land purchase or lease within the Maidenhead area/northern parishes; improvements to formal sports provision; landscape improvements to Kidwells Park.</td>
<td>£16,920.00</td>
</tr>
<tr>
<td>Public transport and Highways</td>
<td>York Stream Environmental Enhancements; Maidenhead Transport Hub; Intelligent Transport System; and, Public realm improvements</td>
<td>£14,523.00</td>
</tr>
<tr>
<td>Waste Disposal / Recycling</td>
<td>Provision of refuse bins and recycling bins</td>
<td>£450.00</td>
</tr>
</tbody>
</table>

**Total** £44,674.20

8. CONSULTATIONS CARRIED OUT

Comments from interested parties

6 occupiers were notified directly for each application.

The application was advertised in the Maidenhead and Windsor Advertisers on 15th January 2015.
The planning officer posted a statutory notice advertising the application at the site on 7th January 2015.

At the time of writing this report, the consultation period had not ended. Any comments received will be reported to the Panel.

9. **APPENDICES TO THIS REPORT**

- Appendix A - Site location plan
- Appendix B – Elevations
- Appendix C - Layout

Documents associated with the application can be viewed at http://www.rbwm.gov.uk/pam/search.jsp by entering the application number shown at the top of this report without the suffix letters.

10. **CONDITIONS RECOMMENDED FOR INCLUSION IF PERMISSION IS GRANTED**

1. The development hereby permitted shall be commenced within three years from the date of this permission.
   **Reason:** In the interests of the visual amenities of the area. Relevant Policy - Local Plan DG1, CA2 and AAP MTC4.

2. The measures set out in the document 'Planning Application Design and Access Statement' accompanying the application shall be implemented in accordance with the statement prior to the first occupation of any unit, unless otherwise agreed in writing by the Local Planning Authority prior to the commencement of the development.
   **Reason:** To ensure that measures to make the development sustainable and efficient in the use of energy, water and materials are included in the development and to comply with Council's Supplementary Planning Document 'Sustainable Design and Construction'.

3. No development shall commence until: 1) a statement and plans demonstrating how the development complies with Lifetime for Homes Standards and 2) details of measures to minimise the risk of crime and meet the specific needs of the development have been submitted to and approved in writing by the local planning authority. The approved scheme of security measures shall be implemented prior to first occupation and subsequently retained thereafter. The apartments shall be constructed to Lifetime for Home Standards as per the approved statement and retained as such thereafter.
   **Reason:** In the interests of planning for an ageing population and creating a safe and secure environment in accordance with the requirements of the SPD Planning for an Ageing Population 2010. Relevant Policies – Local Plan DG1, AAP, MTC4.

4. No development shall take place until full architectural detailed drawings at a scale of not less than 1:20 (elevations, plans and sections) of the new shopfront, windows (including stone surrounds and reveals), doors, down pipes, gutters, vents, roof parapet, cills, the stone bands and anti-pigeon measures have been submitted to, and approved in writing by, the Local Planning Authority. The development(s) shall be carried out and maintained thereafter in accordance with the approved details.
   **Reason:** In the interests of the visual amenities of the area and the character and appearance of the Conservation Area. Relevant Policies - Local Plan DG1, CA2 and AAP MTC4.

5. No development shall take place until samples of the materials to be used on the external surfaces of the development(s), including a sample brick panel (incorporating Flemish Bond, the colour of the mortar and type of pointing to be used), have been submitted to, and approved in writing by, the Local Planning Authority. The development(s) shall be carried out and maintained thereafter in accordance with the approved details.
   **Reason:** In the interests of planning for an ageing population and creating a safe and secure environment in accordance with the requirements of the Supplementary Planning Document 'Planning for an Ageing Population' (2010). Relevant Policies - Local Plan DG1; AAP MTC4.
Prior to first occupation each of the apartments shall be provided with a foldable bike. The bike shall thereafter be retained for use by occupiers of the apartments. 
**Reason:** To ensure that the development is provided with adequate parking facilities in order to encourage the use of alternative modes of transport. Relevant Policies - Local Plan T7, DG1 and AAP MTC4, MTC14

No development shall be occupied until a refuse bin storage area and recycling facilities along with a scheme for the operational management of facilities to be provided for the storage and emptying of refuse and recycling bins for the apartments have been submitted to and approved in writing by the Local Planning Authority. The facilities shall be provided, managed and retained in accordance with the approved details and the apartments shall not be occupied until such facilities have been provided.
**Reason:** To enable satisfactory refuse collection to take place in the interests of highway safety and convenience and in the interests of visual amenity. Relevant Policies - Local Plan DG1 and AAP MTC4.

Prior to the commencement of any works of demolition or construction a management plan showing how demolition and construction traffic, (including cranes), materials storage, facilities for operatives and vehicle parking and manoeuvring will be accommodated during the works period shall be submitted to and approved in writing by the Local Planning Authority. The plan shall be implemented as approved and maintained for the duration of the works or as may be agreed in writing by the Local Planning Authority.
**Reason:** In the interests of highway safety and the free flow of traffic. Relevant Policies - Local Plan T5 and AAP MTC4.

The development to which this planning permission relates shall be undertaken in accordance with the amended plans and drawings listed below unless otherwise subsequently agreed in writing by the local planning authority.
**Reason:** To avoid ambiguity and to accord with the terms of the application.
PROPOSED FIRST FLOOR PLAN