

REPORT TO CABINET

Title: **MAIDENHEAD TOWN CENTRE AREA ACTION PLAN – SUBMISSION DRAFT**

Date: 26 August 2010

Member Reporting Councillor Burbage, Councillor Mrs Knight

Officer Reporting: Tim Slaney, Head of Planning & Development, extn 5712

Wards affected: Maidenhead (Oldfield, Belmont, Boyn Hill)

1. SUMMARY

- 1.1 The purpose of this report is to advise Cabinet of the Submission version of the Maidenhead Town Centre Area Action Plan (AAP) and to recommend to Council the approval of the draft plan for the final pre-submission consultation stage. This will be followed by the plan's formal submission to the Secretary of State later this year for examination as a planning strategy to bring about the rejuvenation of the town centre.
- 1.2 The Partnership for the Rejuvenation of Maidenhead (PRoM) has been involved in laying the foundations for a comprehensive approach to rejuvenation of the town centre. This has been achieved through the successful adoption of the Vision for town centre in January 2009, and the preparation of supporting strategies to provide the basis for the Area Action Plan which has been developed over the past 14 months. The evidence of successful rejuvenation programmes demonstrates the importance of sound planning based upon clear evidence and widespread community support for an agreed way forward. The adoption of a formal comprehensive planning framework will provide the certainty and impetus to secure the regeneration and improvement that all partners and the community wish to see.
- 1.3 When adopted, the AAP will replace the existing planning policies for the town centre within current planning strategy - the Local Plan, and will form part of the Council's Local Development Framework. This report follows consultation on preferred options between January and February 2010 where key issues and implications were considered by Cabinet in March this year. Following the cabinet approval to the direction of the plan, subsequent supporting evidence in relation to transport impacts and viability appraisal has been carried out to ensure that the submission proposals are both realistic and achievable.
- 1.4 Copies of the draft submission version and supporting documents are available in the Group Rooms and can be accessed on the council's website.

1.5 **RECOMMENDATION TO COUNCIL: That:**

- i) **The Maidenhead Town Centre Area Action Plan Submission version be agreed for publication and thereafter for submission to the Secretary of State.**
- ii) **The proposed changes to the Adopted Proposals Map, Town Centre inset as set out in para 2.6 be agreed to accompany the Area Action Plan.**
- iii) **Authority be delegated to the Head of Planning and Development in consultation with the Lead Member for Planning and Development, and Lead Member for Maidenhead, to agree any further minor changes prior to Council approval for the submission of the document to the Secretary of State in 2010.**
- iv) **Following Submission to the Secretary of State, authority be delegated to the Head of Planning and Development, in consultation with the Lead Member for Planning and Development, and Lead Member for Maidenhead to approve any further proposed amendments which may arise during the Examination process.**

What will be different for residents as a result of this decision?
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Residents will be able to understand the scale of change proposed for the town centre, and have a greater degree of certainty over what is likely to happen and the likely timescale.

2. SUPPORTING INFORMATION

Background

2.1 PRoM was established some two and half years ago with the specific intention of gaining consensus on the direction of overall change in the town centre and providing a clear vision and programme for guiding the rejuvenation of Maidenhead. With the intention of implementing that vision by way of a masterplan, it became clear that the most effective route to having a framework which could have:

- 1. the support of the community in shaping the strategy for Maidenhead, and
- 2. carried sufficient statutory 'weight' to provide the certainty required,

was to prepare an Area Action Plan (AAP) as part of the Local Development Framework.

2.2 Consultants DTZ and BDP were appointed to provide the appropriate planning and urban design expertise to help speed the process of preparing an AAP. This has been achieved under the direction and guidance of the council and PRoM. Their work has been supplemented with a number of technical studies that provide the evidence base required to underpin and justify the proposals, timing and funding for the future programme of development and change. These include:

- an employment land review

- retail study update
- transport model and impact study

Changes following Preferred Options

- 2.3 In the report to the March 2010 Cabinet the key issues raised in the consultation on the preferred options have now been addressed and are as follows:
- Points raised on individual policies have been considered and wording amended where necessary.
 - A re-assessment of the design principles and quantum of development in the York Road Opportunity Area (OA) and High Street East/York Stream OA reflecting Maidenhead Football Club and St Mary's Church not wishing to have their land in the respective OAs developed.
 - A reduction in the amount of office floorspace.
 - The retail capacity beyond 2016 is addressed through the AAP strategy for the future development of the town centre shopping area.
 - The evidence base has been further developed since March with a Traffic Study and Viability Assessment
- 2.4 The main components of the submission version of the Plan, which have been formulated taking on board the evidence base and consultation feedback, include:
- Development control policies for design (streets and spaces, greening spaces, waterways, built environment, gateways and building heights); the economy (retail, food and drink, markets and events, offices and visitor accommodation); people (housing and the community, culture and leisure); movement (connections and transport infrastructure); and delivery and implementation;
 - site-specific land use allocations for key 'opportunity areas' within the defined AAP boundary (Broadway; West Street; York Road; Railway Station; High street East/York Stream; Stafferton Way) together with site specific policies that will guide appropriate development;
 - amendments to the Adopted Local Plan Proposals Map as it applies to Maidenhead Town Centre.
- 2.5 Importantly, it provides the main formal planning document to underpin and drive forward the rejuvenation of the town centre which is a key priority of the Council and also the local community. This rejuvenation is also a key objective expressed through the Sustainable Community Strategy. The Area Action Plan, once adopted, will eventually replace a number of saved policies set out in the adopted Local Plan for the Borough.
- 2.6 The adopted Local Plan Proposals Map 1999, includes the Town Centre inset which still provides the basis for the 'saved' policies. This map requires updating in a number of areas, specifically:

- **Historic designations that do not relate to saved policies, where the opportunity may be taken to update the map**
Town centre commercial boundary
Other employment sites
- **Designations to be removed or added as a result of the AAP**
Remove:
Primary shopping core
Secondary shopping area
Development sites M1 – M7 and M9 – M12

Add:
AAP boundary
Town centre boundary
Primary shopping area
Area for major retail led development
Primary frontages
Secondary frontages
Opportunity Areas OA1 – OA6
- **Designations that relate to saved policies but where the opportunity may be taken to update the map**
Development site M8 (Moorbridge Road - falls outside the AAP boundary but the need for its allocation has passed).
Flood zone (update to reflect the latest situation)

2.7 In addition to the draft Area Action Plan submission document, there are a number of other supporting documents. These include:

1. Sustainability Appraisal
2. Design Review
3. Opportunity area viability study
4. Report of consultation

Documents are available in the Group rooms and with Democratic services.

Next steps

2.8 Following Cabinet the approval of full Council will be required in order to proceed with the next statutory stages. These are as follows:

	Key Milestones
Maidenhead Town	<ul style="list-style-type: none"> • Full Council approval of 'submission version' AAP

Centre Area Action Plan Development Plan Document	<p>(September 2010)</p> <ul style="list-style-type: none"> • Publish AAP (Regulation 27) and public consultation and Regulation 28) (October 2010) • Submit AAP document to Secretary of State (Regulation 30) (December 2010) • Public Examination of AAP (April 2010) • Adoption of AAP (September 2011)
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3. OPTIONS AVAILABLE AND RISK ASSESSMENT

3.1 Options

	Option	Comments	Financial Implications
1.	Agree the Area Action Plan for full Council approval for submission.	Recommended. It is important that the AAP is taken forward to the next stage of the process to final adoption.	<p>Revenue: Costs include a further round of consultation which is required under the relevant Planning Regulations, the appointment of a 'Programme Officer' to support a Planning Inspector at the Examination, and thirdly the costs of the Examination itself. These costs fall partly within revenue budget for 2010/11.</p> <p>Capital: Approved capital programme of £400K for 2010/11 includes £50K towards costs of additional consultancy and Inspector's fees which should cover the remaining costs.</p>
2.	Not proceed	Not recommended. Failure to take the AAP forward would not achieve the 'masterplan' to guide the town centre rejuvenation, resulting in potential delays and piecemeal, uncoordinated development.	<p>Revenue: No direct costs although the maintenance of declining fabric and infrastructure will affect revenue budgets.</p> <p>Capital: If the current programme is halted, some of the £400K</p>

	Option	Comments	Financial Implications
			budget for 2010/11 would be released for other rejuvenation initiatives. If the whole rejuvenation does not progress there could also be a potential loss of capital receipt to the Council.

3.2 Risk assessment

3.2.1 The main risks to the progression of the AAP have been assessed and fall into the following two main areas:

- A significant amount of evidence has been produced to date, for example, employment land review and retail study, however, other evidence is currently being finalised including detailed transport modelling work for the Borough which is progressing and will show the impacts of alternative development options; a detailed infrastructure implementation and delivery plan which clearly indicates the trigger points for infrastructure to be completed prior to development coming forward; and financial viability assessment. Mitigation - By the time the AAP is reported to Full Council, the evidence will be complete.
- The risk of proceeding with an Area Action Plan in advance of the completion of work on the Core Strategy as part of the Local Development Framework (LDF). Mitigation - Justification for proceeding with the Area Action Plan has been discussed and agreed with GOSE officers and the plan now forms a part of the approved Local Development Scheme (the detailed project plan for the delivery of the LDF).

4. CONSULTATIONS CARRIED OUT

4.1 The consultation on the preferred options began on the 14th January 2010 and ended on the 12th February 2010. It involved:

- Distribution of leaflets at key locations in the town, together with letters to key stakeholders and consultees.
- A rolling exhibition, workshop and press releases.
- 2 page spread within the Maidenhead Advertiser.
- Workshop in early February 2010 attended by approximately 70 stakeholders including key landowners, amenity groups and young persons.

4.2 The preferred options consultation document of the AAP has been shaped by other consultation exercises namely:

- Key Stakeholder Workshop (June 2009)
- Newsletter Consultation (September/October 2009)
- Sustainability Appraisal (SA) Scoping Report
- Young persons workshop January 2009

5. COMMENTS FROM OVERVIEW AND SCRUTINY PANEL

5.1 To be completed

6. IMPLICATIONS

The following implications have been addressed where indicated below.

Financial	Legal	Human Rights Act	Planning	Sustainable Development	Diversity & Equality
✓	✓	N/A	✓	✓	✓

Background Papers:

Cabinet Report : 23 August 2009

Vision for Maidenhead Town Centre – Final Report of PRoM, January 2009

Maidenhead Town Centre Area Action Plan – Preferred Options Document (January 2010)

Town and Country Planning (Local Development) (England) (Amendment) Regulations 2009

Planning Policy Statement 12: Creating Strong Safe and Prosperous Communities through Local Spatial Planning (May 2008)

Associated documents:

- i) Sustainability Appraisal (including Strategic Environmental Appraisal) of the Preferred Options Document
- ii) Consultation Report on Representations received on the Preferred Option Document