



# CABINET

THURSDAY, 28TH JULY, 2016

At 7.30 pm

in the

COUNCIL CHAMBER - TOWN HALL,

## SUPPLEMENTARY AGENDA

### PART I

<u>ITEM</u>	<u>SUBJECT</u>	<u>PAGE NO</u>
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Berkshire SL6 1RF

## **West Street Opportunity Area** Supplementary Planning Document Consultation questionnaire

This questionnaire relates to the public consultation on the draft Supplementary Planning Document (SPD) for the West Street Opportunity Area (WSOA).

The document sets out proposed planning guidance for the redevelopment of the West Street area in Maidenhead. The SPD links to policies in the Maidenhead Town Centre Area Action Plan adopted in September 2011. Once adopted, the West Street Opportunity Area SPD will form a material consideration in planning decisions.

**The consultation period for the draft SPD runs from 3rd March to 14th April 2016. All comments or representations must be received by this deadline in order to be considered by the Council.**

### **Your views**

You can send your comments on the draft SPD in the following ways:

**This form can be posted to the Council or handed in at the RBWM offices:**

RBWM Development and Regeneration - WSOA Consultation  
Town Hall  
St Ives Road  
MAIDENHEAD  
SL6 1RF

**This form can be downloaded from the Council's website:**

[www3.rbwm.gov.uk/consultations](http://www3.rbwm.gov.uk/consultations)

**Comments can be submitted by e-mail to [planning.policy@rbwm.gov.uk](mailto:planning.policy@rbwm.gov.uk) or posted to the above address**

If you require this questionnaire to be transcribed into braille or an alternative language please contact the Council.

**Q1. Do you agree with the vision set for the West Street Opportunity Area?**

The Vision:

The West Street Opportunity Area will be an attractive destination with a prime office and residential development, leisure, and food and drink provision that enhances the town's profile and appearance, with active frontages along the key gateways of Bad Godesberg Way and West Street. A redeveloped West Street will enhance the sustainability credentials of the town centre and better integrate Kidwells Park to the town facilitated by improved cycle and pedestrian connections.

**Please circle: Yes / No**

Your comments:

**Q2. Do you agree with the objectives set for the West Street Opportunity Area?**

**Yes / No** • Improve the town centre's appearance and frontage along Bad Godesberg Way.

**Yes / No** • Significantly improve the town centre's office and residential profile.

**Yes / No** • Create new high quality gateways into the town centre.

**Yes / No** • Enhance the town centre's land use efficiency and sustainability.

**Yes / No** • Significantly improve the town centre's accessibility and permeability.

**Yes / No** • Improve the town centre's green setting through better integration of Kidwells Park with the town centre.

**Yes / No** • Create a more lively and attractive environment along West Street.

Your comments:

**Q3. One of the objectives of the SPD for the West Street Opportunity Area is to improve the town centre's green setting through better integration of Kidwells Park with the town centre.**

There are good opportunities to open up connections from the High Street, across the site and onwards to Kidwells Park. Which of the following forms of connections between the High Street and Kidwells Park do you support?

**Please circle up to two options:**

**a) A new footbridge**

**b) The underpass**

**c) At grade (street level) crossing**

Your comments:

**Q4. The adopted Maidenhead Town Centre AAP sets a maximum building height of**

**12 storeys for the West Street Opportunity Area including a landmark building at the western end of the site.**

**This SPD retains this guidance to limit building heights - do you agree with this approach?**

**Please circle: Yes / No**

Your comments:

**Q5. The Masterplan design framework proposes the remodelling of West Street as a shared space environment to prioritise space and movement in favour of pedestrians and cyclists.**

**Do you agree with this approach?**

**Please circle: Yes / No**

Your comments:

**Q6. Retaining the same level of public car parking spaces within the new development would require that these spaces are provided in a new multi-storey format (i.e. not surface car parking).**

**Do you agree with this approach?**

**Please circle: Yes / No**

Your comments:

**Q7. Do you have any further comments you wish to make on the draft West Street Opportunity Area SPD? Please indicate the section number of the area you are commenting on.**

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<b>Personal details</b> If an agent is appointed please complete only the name and title here but provide full details for the agent	<b>Agent details</b>
Name	Name

Organisation (if relevant)	Job title
Address	Organisation
Email	Address
Phone	Email
	Phone

To assist the Council in monitoring community participation, please indicate the following

Your age group (please tick):

Under 16	
16 – 24	
25 – 34	
35 – 49	
50 – 64	
65 - 74	
75 and over	

Please tick all of the following that apply to you:

I live in Maidenhead	
I work in Maidenhead	
I shop in Maidenhead	
I'm visiting Maidenhead	

Thank you for completing the questionnaire



## Appendix C

# West Street Supplementary Planning Document

## Consultation Statement Report July 2016

Planning and Property Service

Royal Borough of Windsor and Maidenhead

Town Hall St Ives Road

Maidenhead

SL6 1RF



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## 1.0 **Introduction & Background**

### Introduction

- 1.1. This report sets out the outcome of the consultation on the West Street Opportunity Area Supplementary Planning Document (SPD) undertaken by Lambert Smith Hampton and Allies and Morrison Urban Practitioners on behalf of the Royal Borough of Windsor and Maidenhead in Maidenhead.
- 1.2. The aim of the consultation was to ensure that all those who live, work, visit and have an interest in Maidenhead town centre had an opportunity to make their views known on the Draft SPD.
- 1.3. The West Street Opportunity Area (“WSOA”) represents a key part of the town centre. There are a number of major land ownerships and several significant opportunities for wider strategic benefits. This study has been prepared to promote a proactive and co-ordinated approach to the redevelopment of the area. The WSOA Supplementary Planning Document (SPD) will be a material consideration for future planning applications.
- 1.4. This statement has been prepared in accordance with Regulation 12 of the Town and Country Planning (Local Planning) (England) Regulations 2012 which requires the preparation of a statement setting out the persons that have been consulted in the preparation of a Supplementary Planning Document, a summary of the main issues raised and how those issues have been addressed in the Supplementary Planning Document. The WSOA SPD has also been consulted upon in accordance with the Borough Council’s adopted Statement of Community Involvement (SCI).

### Background

- 1.5. The WSOA SPD provides formal planning guidance that will influence the strategic use of land and the quality of design within the WSOA. The draft SPD sets out the Council’s vision for the WSOA and incorporates a masterplan which aims to proactively guide and promote the comprehensive redevelopment of this key site within Maidenhead town centre.
- 1.6. The masterplan provides a greater level of detail to support the site specific policy of the Maidenhead Town Centre AAP (Policy OA2). The AAP was adopted by the Council on the 27<sup>th</sup> September 2011.

## 2.0 The Consultation Process

2.1 The Draft SPD was prepared in consultation with PRoM and issued for a six-week formal consultation period which ran from the 3<sup>rd</sup> March to 14<sup>th</sup> April 2016. The public was notified of the consultation by the following methods:

- **A Press release** was issued to the Maidenhead Advertiser.
- **Statutory Notices** displayed at the site.
- **Email/ letter notification** to landowners neighbouring the site.
- **Notification of statutory consultees** and other parties/individuals registered to receive planning consultations.
- **Online consultation** the Draft SPD was uploaded on the Council's website including the questionnaire, with a choice to submit the completed questionnaire or representations to the [Planning.Policy@rbwm.gov.uk](mailto:Planning.Policy@rbwm.gov.uk) or by post or hand into the Council's offices at St Ives Road.
- **A public exhibition** held at the Nicholsons Centre on March 23<sup>rd</sup> between the hours of 11.00am to 4.00pm. The exhibition stand was subsequently made available to view at the Town Hall for the remainder of the consultation period.
- **Copies of the SPD deposited** at the Town Hall alongside and Maidenhead Library, both located at St Ives Road.

### Compliance with the Statement of Community Involvement (SCI)

2.2 The consultation on the WSOA SPD complied with the Borough Council's SCI, adopted June 2006. The SCI can be downloaded from the Borough Council's website. The table below summarises the SCI requirements and the actions which were undertaken.

<b>SCI Requirement</b>	<b>Compliance</b>
Make documents available in principal council offices	Yes
Display documents on the internet	Yes
Send documents to specific and general consultation bodies	Yes
Place a public notice	Yes

Make documents available in borough libraries	Yes
Issue a press release	Yes
Place site notices	Yes
Send neighbour notification letters	Yes
Distribute a leaflet	Optional

### SA and SEA

- 2.3 The requirement for the preparation of SPD to be supported by Sustainability Appraisal (SA) was removed by the Town and Country Planning (Local Development (England) (Amendment) Regulations 2009.2.
- 2.4 The explanatory memorandum to the 2009 Regulations advises that Local Planning Authorities are required to “*screen their SPDs to ensure that legal requirements for SA are met where there are impacts that have not been covered in the appraisal of the parent Development Plan Document or where an assessment is required by the SEA Directive.*”
- 2.3 This SPD has been prepared in accordance with the policies of the Maidenhead Town Centre AAP that has been subjected to a SA. As such the SA that has been undertaken remains relevant and applicable to this SPD.

### **3.0 Consultation Outcome**

- 3.1 During the public consultation, 42 representations were received<sup>i</sup> in the form of responses to the questionnaire and general comments. Comments were received from local residents, organisations including Specific and General Consultation bodies. These comments have been considered by the Borough Council in conjunction with PRoM.
- 3.2 The matters raised in the representations have been fully considered and where appropriate changes were made to address issues. Having reviewed the representations, the WSOA SPD is appropriate to be adopted as a Supplementary Planning Document.
- 3.3 The comments/representations received and the questionnaire results data are set out in the body of this report.
- 3.4 The main modifications proposed to the SPD are set out in the table below.

Table 1: Main modifications

<b>Topic area/Issue</b>	<b>Proposed main modifications</b>
<b>The vision/objectives</b>	<p>59 % of respondents agreed with the vision. Proposed amendment to the vision/objectives to:</p> <ul style="list-style-type: none"> <li>• encourage an ambitious and innovative scheme of exemplary design</li> <li>• promote imaginative solution to the development area.</li> <li>• acknowledge the opportunity to enhance heritage assets and improvement to the environmental quality along West Street.</li> </ul>
<b>Parking</b>	<p>56% of respondents agreed with the proposed replacement of the West Street car park into a multi-storey format. Amendment made on page 61 to include disabled parking bays on street.</p>
<b>Highways</b>	<p>New paragraph inserted on page 39 regarding highways constraints.</p>
<b>Connections</b>	<p>59% of respondents would prefer the connection to be in a form of a new footbridge, this option was the most frequently selected.</p> <p>Text has been added in Connections section on page 56 to include desire for innovative solutions such as green / living bridge with buildings on bridges.</p>
<b>Building heights</b>	<p>71 % of respondents thought building heights should be limited to 12 storeys. As this reflects the over-arching AAP parameters and the content of the SPD no changes are required.</p>
<b>Heritage</b>	<p>Updates have been made on page 42 to heritage and conservation to strengthen the section in response to comments received from Historic England. In addition to page 60 to reference possible retention of Quakers Building in response to comment received from Maidenhead Quakers.</p>
<b>Place Making Principles</b>	<p>“Innovative Urban Solutions” has been added to the section on “Place Making Principles” on pages 46 and 48 to highlight its importance as a key principle for development delivery.</p>
<b>Water infrastructure</b>	<p>New section added to page 70 to take account of requirement for ensuring water Supply and management of wastewater and Sewerage Infrastructure. And new section added on page 39 to take account of the classification of the site falling within groundwater Source Protection Zone 1 (SPZ1) in response to comments from Thames Water and the Environment Agency.</p>
<b>Natural Environment</b>	<p>New sentence that refers to the enhancement of biodiversity in the WSOA is inserted under the ‘Green</p>

#### 4.0 **Conclusion**

- 4.1 The matters raised in representations have been fully considered and where appropriate changes were made to address issues. Having reviewed the representations, the West Street Opportunity Area SPD is appropriate to be adopted as formal planning guidance.
- 4.2 On adoption, the West Street Opportunity Area SPD will be a material consideration in determining planning application submitted in relation to development on the site.

<sup>1</sup> It should be noted that two respondents submitted two sets of comments/representations

## 5.0 Consultation Bodies

### **Consultation Bodies (Specific and General)**

The following organisations are defined in the Town and Country Planning (Local Planning) (England) Regulations 2012 as specific consultation bodies:

- the Coal Authority
- the Environment Agency
- the Historic Buildings and Monuments Commission for England (known as English Heritage)
- the Marine Management Organisation
- Natural England
- Network Rail Infrastructure Limited (company number 2904587)
- the Highways Agency
- a relevant authority any part of whose area is in or adjoins the local planning authority's area
- any person:
  - to whom the electronic communications code applies by virtue of a direction given under section 106(3)(a) of the Communications Act 2003, and
  - who owns or controls electronic communications apparatus situated in any part of the local planning authority's area
    - if it exercises functions in any part of the local planning authority's area:
      - a Primary Care Trust established under section 18 of the National Health Service Act 2006 or continued in existence by virtue of that section
      - a person to whom a licence has been granted under section 6(1)(b) or (c) of the Electricity Act 1989
      - a person to whom a licence has been granted under section 7(2) of the Gas Act 1986
      - a sewerage undertaker
      - a water undertaker
- the Homes and Communities Agency
- where the local planning authority are a London borough council, the Mayor of London

The following organisations are defined in the Town and Country Planning (Local Planning) (England) Regulations 2012 as general consultation bodies:

- voluntary bodies some or all of whose activities benefit any part of the local planning authority's area
- bodies which represent the interests of different racial, ethnic or national groups in the local planning authority's area
- bodies which represent the interests of different religious groups in the local planning authority's area
- bodies which represent the interests of disabled persons in the local planning authority's area

- bodies which represent the interests of persons carrying on business in the local planning authority's area

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## 6.0 Consultation Responses

### CONSULTATION BODIES TABLE OF RESPONSES/REPRESENTATIONS

#### County Highways

In several part of the document, the A4 Vehicular access to all the various sites being considered is significantly constrained by the narrow width of West Street. This is compounded by a very tight turn at the junction with Market Street, on-street parking at various locations along the road and deliveries on West Street that frequently block the road. Whilst it is appreciated that this is a town centre location, unless these access issues could be overcome it is suggested that this would constrain the amount of new development that could be considered in the area. These issues should be clearly identified in the SPD.

The proposals to improve pedestrian and cycle access to the area and permeability through the area are welcomed. Bad Godesburg Way is referred to as the A4 Relief Road. It was built in the late 1970's and now provides the main east-west route for traffic around the town centre. It's probably best just to refer to it as the A4.

#### Highways England (Ms Zoe Johnson)

Thank you for inviting Highways England to comment on the Royal Borough of Windsor and Maidenhead: West Street Consultation. Highways England has been appointed by the Secretary of State for Transport as strategic highway company under the provisions of the Infrastructure Act 2015 and is the highway authority, traffic authority and street authority for the strategic road network (SRN). The SRN is a critical national asset and as such Highways England works to ensure that it operates and is managed in the public interest, both in respect of current activities and needs as well as in providing effective stewardship of its long-term operation and integrity. We will therefore be concerned with proposals that have the potential to impact the safe and efficient operation of the SRN, in this case the A308 (M), A404 (M) and M4. You will be aware of the Highways England proposal to deliver a Smart Motorway Scheme between M4 Junctions 3 to 12. The detailed programme of works and detailed design for the M4 Smart Motorway scheme is currently being developed. You can find out more and keep up to date with the scheme on the following link: <http://www.highways.gov.uk/roads/road-projects/m4-junctions-3-12/>

We have reviewed the consultation and have no comments.

#### National Grid (Mr Robert Deanwood)

We have reviewed the above consultation document and can confirm that National Grid has no comments to make in response to this consultation.

#### Thames Water

**ThamesWater Utilities Ltd (Thames Water) Property Services function is now being delivered by Savills (UK) Limited as Thames Water's appointed supplier. Savills are therefore pleased to respond to the above consultation on behalf of Thames Water. As you will be aware, Thames Water**

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**Utilities Ltd (Thames Water) are the statutory water and sewerage undertaker for the Borough and are hence a “specific consultation body” in accordance with the Town & Country Planning (Local Planning) Regulations 2012. We have the following comments on the consultation document on behalf of Thames Water in relation to their statutory undertakings:**

Key Issue – Water Supply and Sewerage/Wastewater Infrastructure

**A key sustainability objective for the preparation of the Local Plan should be for new development to be co-ordinated with the infrastructure it demands and to take into account the capacity of existing infrastructure. Paragraph 156 of the National Planning Policy Framework (NPPF), March 2012, states:**

*“Local planning authorities should set out strategic policies for the area in the Local Plan. This should include strategic policies to deliver:.....the provision of infrastructure for water supply and wastewater....” Paragraph 162 of the NPPF relates to infrastructure and states: “ Local planning authorities should work with other authorities to: assess the quality and capacity of infrastructure for water supply and wastewater and its treatment.....take account of the need for strategic infrastructure including nationally significant infrastructure within their areas.”*

**The NPPG includes a section on ‘water supply, wastewater and water quality’ and sets out that Local Plans should be the focus for ensuring that investment plans of water and sewerage/wastewater companies align with development needs. The introduction to this section also sets out that**

*“Adequate water and wastewater infrastructure is needed to support sustainable development” (Paragraph: 001, Reference ID: 34-001-20140306).*

**Thames Water consider it important that the SPD considers the net increase in water and wastewater demand to serve the development and also any impact that developments may have off site, further down the network. It is unclear at this stage what the net increase in demand on Thames Water’s infrastructure will be as a result of the SPD proposals. It is therefore important that developers demonstrate that adequate water supply and wastewater infrastructure capacity exists both on and off the site to serve the development and that it would not lead to problems for existing users. In some circumstances this may make it necessary for developers to carry out appropriate reports and appraisals to ascertain whether the proposed development will lead to overloading of existing water and sewerage infrastructure.**

**Where there is a capacity problem and no improvements are programmed by the water company, then the developer needs to contact the water company to agree what improvements are required and how they will be delivered prior to any occupation of the development. Thames Water recommends that developers engage with them at the earliest opportunity to establish the following:**

- 1 The developments demand for water supply and network infrastructure both on and off site and can it be met;**
- 2 The developments demand for Sewage Treatment and network infrastructure both on and off site and can it be met; and**
- 3 The surface water drainage requirements and flood risk of the development both on and off site and can it be met**

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**Given the size of the existing sewers in the locality, Thames Water recommend that a detailed drainage strategy should be prepared early on in the**

development planning process to identify any on and or off site drainage infrastructure impacts, how these will be resolved, at what phases of the development they will be constructed, by what means and establishing the delivery route for that infrastructure. It is Thames Water's preference that this is produced well before any planning application is submitted. When carrying out the necessary early consultations with Thames Water regarding the capacity of water and wastewater infrastructure, in respect of development proposals, adequate time should be allowed so that an informed response can be formulated. It is not always possible to provide detailed responses within a matter of days. For example, the modelling of water and wastewater infrastructure will be important to many consultation responses and the time requires for responses must not be underestimated. For example, the modelling of sewerage systems can be dependent on waiting for storm periods when the sewers are at peak flows. Therefore, consultation should be undertaken as early as possible with Thames Water regarding the capacity of water and wastewater infrastructure to serve development proposals. Adequate time must be allowed for a high level risk assessment to be undertaken. Should more comprehensive responses be required, it is likely that more detailed modelling work will need to be undertaken. The necessary funding for this work will need to be identified and secured through Developers and/or partnership working. It can take approximately 3 months to complete modelling work from the point funding has been secured. Thames Water consider that text along the lines of the following should be added to the SPD:

*"Water Supply, Wastewater & Sewerage Infrastructure Developers will be required to demonstrate that there is adequate water supply, waste water capacity and surface water drainage both on and off the site to serve the development and that it would not lead to problems for existing or new users. In some circumstances it may be necessary for developers to fund studies to ascertain whether the proposed development will lead to overloading of existing water and/or waste water infrastructure. Drainage on the site must maintain separation of foul and surface flows. Where there is an infrastructure capacity constraint the Council will require the developer to set out what appropriate improvements are required and how they will be delivered. Further information for Developers on water supply and sewerage infrastructure can be found on Thames Water's website at: <http://www.thameswater.co.uk/home/11425.htm> Or contact can be made with Thames Water Developer Services By post at: Thames Water Developer Services, Clearwater Court, Vastern Road, Reading RG1 8DB; By telephone on: 0800 009 3921; Or by email: [developer.services@thameswater.co.uk](mailto:developer.services@thameswater.co.uk)"*

**It may be possible for public sewers or water mains to be moved at a developer's request so as to accommodate development in accordance with Section 185 of the Water Act 1989. The developer would be required to pay for any mains diversions. Thames Water must also be consulted regarding proposals involving building over or close to a public sewer. If building over or close to a public sewer is agreed by Thames Water it will need to be regulated by an Agreement in order to protect the public sewer and/or apparatus in question. It may be possible for public sewers or water mains to be moved at a developer's request so as to accommodate development in accordance with Section 185 of the Water Act 1989.**

Flood Risk

The NPPF states at paragraph 100 that a sequential approach should be used by local planning authorities to avoid inappropriate development in areas at risk of flooding. The NPPG sets out that this applies in areas to be at risk from forms of flooding other than from river and sea including from 'overwhelmed sewers and drainage systems' .

**Any flood risk policy should therefore include reference to sewer flooding and an acceptance that flooding could occur away from the flood plain as a result of development where off site infrastructure is not in place ahead of development.**

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## Sustainable Drainage

**Limiting the opportunity for surface water entering the foul and combined sewer networks is of critical importance to Thames Water. Thames Water have advocated an approach to SuDS that limits as far as possible the volume of and rate at which surface water enters the public sewer system. By doing this, SuDS have the potential to play an important role in helping to ensure the sewerage network has the capacity to cater for population growth and the effects of climate change. SuDS not only help to mitigate flooding, they can also help to:**

- 1 improve water quality**
- 2 provide opportunities for water efficiency**
- 3 provide enhanced landscape and visual features**
- 4 support wildlife**
- 5 and provide amenity and recreational benefits.**

## Conserving Water

**Water conservation and climate change is a vitally important issue to the water industry. Not only is it expected to have an impact on the availability of raw water for treatment but also the demand from customers for potable (drinking) water. Therefore, Thames Water support the mains water consumption target of 110 litres per head per day as set out in the NPPG (Paragraph: 015 Reference ID: 56-015-20150327). Thames Water promote water efficiency and have a number of water efficiency campaigns which aim to encourage their customers to save water at local levels.**

**We trust the above is satisfactory, but please do not hesitate to contact me if you have any queries.**

Environment Agency

We are pleased to see that the new proposed development will be located within flood zone 1. However, we are concerned that the SPD is lacking of policy and guidance in relation to the protection of groundwater quality.

## Groundwater Protection

The West Street Opportunity Area is located within the groundwater Source Protection Zone 1 (SPZ1) and is underlain by a principle aquifer. This means that the area is a high sensitive location with regard to the protection of water quality. SPZ1 and principle aquifer identify the catchment areas of sources of potable water and show where they may be at particular risk from polluting activities on or below the land surface. Due to the above constraints if development was not managed appropriately then there could be a significant impact on the environment. In line with paragraph 109 of the National Planning Policy Framework (NPPF) and to reflect the Water Framework Directive (WFD) objectives, the SPD should ensure that new developments do not result in deterioration in water quality and the risks of contamination to controlled waters are understood and adequate mitigation measures are put in place. Therefore, we recommend that specific reference is made in the SPD document to the above constraints; to the requirement of studies/investigations assessing the risks posed by any new development in relation to contamination, infiltration and piling and to the provision and implementation of adequate remedial or mitigation measures. We also advice that you contact Thames Water to check the capacity of the foul sewage infrastructure.

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Surrey County Council

Thank you for consulting Surrey County Council on the above SPD. We do not have any comments.  
Runnymede Borough Council (Richard Ford)

Thank you for consulting this Council on the matter of the West Street Opportunity Area SPD. I am pleased to advise that the Council has no comment to make on the document.

Met Office (Ms Sarah Fotheringham)

Thank you for consulting this Council on the matter of the West Street Opportunity Area SPD. I am pleased to advise that the Council has no comment to make on the document.

Historic England

Thank you for your e-mail of 3rd March advising Historic England of the consultation on the West Street Opportunity Area Supplementary Planning Document. We are pleased to make the following comments:

Though the SPD recognises, later in the document, that the southern part of the Area is partially included within the Maidenhead Town Centre Conservation Area and that the Area includes the grade II listed United Reformed Church; there is no mention of conserving or enhancing either in the Vision for the Area or the objectives on page 8 of the document (and repeated on page 40). We accept that the main focus of the Conservation Area is High Street and Queen Street, but we would like to see the Vision and objectives recognise and promote the opportunities for enhancing the character and appearance of the Conservation Area and the enhancement of the setting of the United Reformed Church, the latter in accordance with Policy OA2 of the Maidenhead Town Centre Area Action Plan. This would then set the context for the first of the place-making principles in section 4.1. We welcome the sections on Historical Context page 12 and on Heritage on page 30. However, we feel that if the former is focused on the development of West Street in the wider context of the historical development of Maidenhead and the latter is intended to focus on the heritage of West Street itself, then what can be learnt from historical maps of West Street might perhaps sit more logically in the later Heritage section. We also feel that the Heritage section should focus more on West Street and include a reference to the former Portland Arms public house and any other evidence of its past. On page 15, the draft document notes that the National Planning Policy Framework sets out twelve core principles, but only summarises eleven, omitting “*conserve heritage assets in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of this and future generations*”. It would also be more accurate to say that “Planning should;” rather than “NPPF core planning principles must;”

We welcome the references to the former Portland Arms public house on page 26 and to the United Reformed Church on page 27. We would welcome the former's retention and incorporation into any redevelopment proposals, and will expect the retention of the Church and due regard to be had to its significance in any redevelopment proposals. We hope that redevelopment will provide the opportunity to enhance its setting in accordance with, as indicated previously in our comments, one of the requirements of Policy OA2 of the Maidenhead Town Centre Area Action Plan. In section 2.5, whilst we agree that development will need to be sensitive to the setting of historic assets, we suggest that heritage should not only be seen as a constraint but also as an opportunity to celebrate West Street's (and thus Maidenhead's) history and sense of place. We would like to see section 4.2 on Opportunities recognise and promote the opportunities for enhancing the character and appearance of the Conservation Area and the enhancement of the setting of the United Reformed Church. We welcome the first of the place-making principles in section 4.1, particularly the recognition of the sensitivity of the heights of development on West Street in relation to the buildings on the north side of the High Street (and we welcome the further reference to this sensitivity in the final paragraph on page 67).

We are disappointed to see that the illustrative masterplan does not specifically identify the retention of the former Portland Arms or the enhancement of the setting of the United Reformed Church or the enhancement of the Conservation Area, despite references to the retention of the former public house and the enhancement of the Conservation Area in the document and to the enhancement of the setting of the Church in Policy OA2 of the Maidenhead Town Centre Area Action Plan. This, the omissions from the Vision and objectives of references to heritage and the consideration of heritage only as a constraint, seems to us to be at odds with the other, positive, references to heritage in the document, including the sub-section on Conservation on page 65 and the preferred policy approach of Preferred Policy Option HE 1 – Historic Environment which we welcome. We suggest that the Council make its intentions for the historic environment in the Opportunity Area more explicit. We hope these comments are helpful. Please contact me if you have any queries. Thank you again for consulting Historic England.

Berkshire Archaeology (Fiona Macdonald)

Many thanks for consulting us on this draft SPD. As archaeological advisors to RBWM, Berkshire Archaeology has the following comments to make:

We are pleased to see progress on the SPD, with the aim of securing the sustainable redevelopment of this important area of Maidenhead. We note the inclusion of heritage as a potential constraint to development, as well as an opportunity to be maximised – however within the document this includes only built heritage and no mention is made of archaeology. The Opportunity Area lies partly within the historic core of the Medieval town, and as such there is potential for archaeological features reflecting Medieval and later settlement, commerce and light industry, as the town grew and developed, to survive below ground. In addition the presence of a possible Roman road running through the site means the potential for associated Roman remains is raised. Archaeological assets of this nature are of great interest to local people and form an important resource that, in line with national and other RBWM policy, should be a material consideration in the planning process. As a constraint to individual development proposals, when identified early archaeology is dealt with relatively straightforwardly and in a cost-effective manner, following a process of assessment/evaluation (usually carried out pre-determination to inform a planning decision) and appropriate mitigation. This is a well-established process that results in preservation by record or in situ, in accordance with the significance of the various heritage assets. We would recommend therefore that the sections relating to heritage and the historic environment are

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expanded to include brief mention of the archaeology of the area, and that, if appropriate to outline next steps, the need for early assessment of archaeological impacts is highlighted. Berkshire Archaeology is always happy to advise on specific schemes or more generalised proposals at any stage. We hope this is of help and look forward to the adoption of the SPD in due course. If we can be of assistance in this process then please do contact us direct

Natural England (Rebecca Micklem)

**While we welcome this opportunity to give our views, the topic this Supplementary Planning Document covers is unlikely to have major impacts on the natural environment, We therefore do not wish to provide specific comments, but advise the you to consider the following issues:**

**Biodiversity enhancement**

This SPD could consider incorporating features which are beneficial to wildlife within development, in line with paragraph 118 of the National Planning Policy Framework. You may wish to consider providing guidance on, for example, the level of bat roost or bird box provision within the built structure, or other measures to enhance biodiversity in the urban environment. An example of good practice includes the Exeter Residential Design Guide SPD, which advises (amongst other matters) a ratio of one nest/roost box per residential unit.

**Landscape enhancement**

The SPD may provide opportunities to enhance the character and local distinctiveness of the surrounding natural and built environment; use natural resources more sustainably; and bring benefits for the local community, for example through green infrastructure provision and access to and contact with nature. Landscape characterisation and townscape assessments, and associated sensitivity and capacity assessments provide tools for planners and developers to consider how new development might makes a positive contribution to the character and functions of the landscape through sensitive siting and good design and avoid unacceptable impacts.

**Protected species**

Natural England has produced Standing Advice to help local planning authorities assess the impact of particular developments on protected or priority species.

**Strategic Environmental Assessment/Habitats Regulations Assessment**

A SPD requires a Strategic Environmental Assessment only in exceptional circumstances as set out in the Planning Practice Guidance here. While SPDs are unlikely to give rise to likely significant effects on European Sites, they should be considered as a plan under the Habitats Regulations in the same way as any other plan or project. If your SPD requires a Strategic Environmental Assessment or Habitats Regulation Assessment, you are required to consult us at certain stages as set out in the Planning Practice Guidance.

Should the plan be amended in a way which significantly affects its impact on the natural environment, then, please consult Natural England again.

**TABLE OF GENERAL PUBLIC RESPONSES/REPRESENTATIONS**

Question	Topic	Comment	Response
Q1 Vision		<p>The phrase '... active frontages along the key gateways of ... West Street.' is flawed. West Street is not a key gateway to Maidenhead, rather it provides access to a 'back-land' site (SPD report page 22 para 6) which is 'poor and dominated by service areas' (SPD report page 36 West Street statement of constraint). The vision should be amended to read '... with active frontages along the key gateway of Bad Godesberg Way and concealed servicing off West Street.</p> <p>As described later in this response, the SPD should require West Street to remain open at the existing street level from its eastern end at Market Street along to the north side road of St Kidwells Park Drive, including the listed landmark of the United Reformed Church. From St Kidwells Park Drive to its western end, West Street should be what it is, a service road to existing and new activities. Consequently, developers and their designs should be free (and probably encouraged) to raise the developable deck to the west of St Kidwells park Drive and north of West Street and extend it over West Street, at a sufficient height for service vehicle access and substantial parking access and provision beneath. This expands the developable {plate} for buildings and urban realm, retains access to and obscures most of the service areas behind the High Street premises, raises the urban realm around the new development to offer same level access across to Kidwells Park and enables a gradient from the High Street with retail frontage, as is popular in many market towns. This provides developers with a more desirable site which may not need excessive height to be viable. It also retains the flexibility of phased development of the wider plot, including the ownerships of BT/Telereal.</p> <p>[ Cllr M J Saunders]</p>	<p>The West Street site is a very visible aspect of the town centre on key approaches to the town centre, hence the recommendation.</p> <p>The aim of the SPD is to improve the quality of West Street so that it is elevated above its existing status as a service road and starts to play a more active role in the town centre. It will have a substantial new component of development which requires more a than a service area setting, as well as several existing buildings, including a Listed Building where we are seeking to improve the context.</p>
		<p>The vision as a whole is compromised by the BT building. Without addressing this aspect the regeneration is at best piece meal.</p>	<p>Noted. Hence proposed phased redevelopment.</p>



	[Adam Hunter]	
	Blocks too high. More offices!!!! [Ms Iris Brown]	Noted. The approach taken conforms to the existing policy approach set out in the Maidenhead Area Action Plan (AAP).
	<p>The developers should be challenged to use the development to increase car parking availability for the town, perhaps using underground car parks. There should be more than just a replacement for the parking spaces that are lost. This would enable shoppers, residents and employees to park conveniently for the development and also from the high street. There is a high risk that the future town centre Development around the Queen street area will draw shoppers away from the top end of the high street - it needs to be as convenient as possible to visit that area still. Additionally, there needs to be parking for people visiting the Kidwells Park facilities so that parking does not become a problem in the streets to the north of the Park.</p> <p>[Littlewick Green Society [Mr Paul Martin]]</p>	All developers are being asked to consider making parking available to residents and the general public in the evenings and at weekends. Any additional parking available should be for public use.
	<p>More offices .....there are still plenty empty. The best thing that could have been done in W. Street would have been to widen the junction with Market Street. Have Council Members never seen the congestion when large lorries are trying to deliver?</p> <p>[Barber family]</p>	Outside the scope of the SPD to deliver. Potential to be reviewed as part of wider transport interventions planned across the town centre.

	<p>This is an exciting opportunity for the town. The plans link the town centre much better with Kidwells Park via the proposed bridge and creates more opportunity for offices and housing in the town. However my optimism is tempered by this paragraph in the document with concern. It appears that delivering this plan will be rather complex and piecemeal due to the different land owners involved. Crucially - who will pay for the bridge without one big developer overseeing the whole project? "It is likely that constraints of ownership and delivery will limit the potential for comprehensive development in this area. However, there are options to deliver development on a phased basis, always providing that this takes place within the framework of a coordinated plan."</p> <p>[Mr Dominic Hurst]</p>	<p>We envisage by means of developer contributions plus public funding.</p>
	<p>It is about time that we stopped building yet more office space in the Town Centre.</p> <p>[Mr Graham King]</p>	<p>Noted. Hence the flexible approach to land uses proposed in the SPD.</p>
	<p>I particularly like the effort to link in Kidwells Park which feels really cut off from the town centre by the soulless.</p> <p>[Mr Paul Baker]</p>	<p>Noted</p>
	<p>[No] Since the visuals of what it is going to look like resemble the scribbles of a five year old with a box of crayons, it is difficult to visualise what it will actually look like.</p> <p>I'd be better able to form an opinion about this development if the 'visuals' of it didn't look like the scribbles of a five year old with a box of crayons. How is anybody expected to extrapolate what then finished development will look like from these?</p> <p>[Mrs Sarah Dixon]</p>	<p>The style of drawing shown is consistent with the practice found in the professional urban design/architectural discipline.</p>
	<p>Maidenhead is a characterless town. People see it from the A4 and it looks rubbish. The High st is full of awful chain shops - mainly £ shops, phone shops, charity shops and opticians. What it needs is character. Putting in a "statement" building which is just another tall building will make the situation worse. In addition parking is a problem. I agree that car parks are ugly - but cars need somewhere easy to park - so making twisty skinny underground car parks will not necessarily help. Please ensure that car parks are easy to</p>	<p>Noted.</p>

drive into and get out of and that their parking bays are wide enough to avoid scratches and bashes from big cars.  [Mrs M Bevan].	
The town needs (even more), quick to access / exit car parking for quick trips - in / out to service the existing shop et etc. Please do not remove the existing open ground level car parking - it is the only place to use for quick "pop in" shopping trips. Without it I would go to Windsor, Slough retail parks etc.  [ Mr S J North]	Surface parking on this scale is not a viable approach in this part of the town centre.
Depends if there are high storey buildings in the plan. If there are, what heights they would be. [Unknown]	The SPD defines building heights in line with the AAP.
The redevelopment of the West St area is most welcome providing that the design of the buildings and facilities improve the appearance sustainability of the town centre as a whole.  [CAMRA (Mr Stephen Goodall)]	Noted.
The redevelopment will see the loss of a community asset in the form of a leisure meeting place for workers and residents. I feel that within the plan there should be provision for a pub/bar with coffee/food provision to replace the Portland Arms.  [CAMRA [Mr Alan Molloy]	Noted. Potentially a lack of demand for these facilities in this location. I.e. a back street. Such uses are more appropriately located along the primary high street frontage of the town centre.
No more offices or luxury flats. More affordable housing.  [Ms Irene Swayne]	Any planning application for residential development submitted will be required to provide a proportion of affordable homes in line with Local Plan.

	<p>Innovative low-cost housing is the top priority with nursery provision being part of this. Perhaps a garden project centred around a green that can also serve as a safe and secure play area for young children.</p> <p>[ Ms Lynne Snow]</p>	<p>RBMW to provide guidance on strategic approach to the site</p>
	<p>Whilst in broad agreement with the proposals to develop West Street, there are sufficient reservations for the overall response to be "no". It is hard to envisage an active frontage to the south side of West Street, which will continue to be dominated by the service yards and parking spaces for High Street retailers. This could be remedied by retaining the current street level arrangements and developing the area to the north of West Street ( and west of Kidwells Park Drive ) on a raised deck level ( with adequate height clearance for HGVs ). The ground level below this deck could be used for service deliveries and undercroft parking for flat dwellers and shoppers who will be losing the facility of West Street Car Park. The active frontage on Bad Godesberg Way presumably refers to windowed elevations - as there will be no pedestrian access from Bad Godesberg Way ( as with Premier Inn ). The integration of Kidwells Park is welcomed. [Maidenhead Civic Society (Mr Martin McNamee)]</p>	<p>This approach would not create good active frontage on to West Street.</p>
	<p>We support the defined vision for the area. We agree that the proposed mix of uses and development form are all appropriate for this area.</p> <p>[ United Reformed Church (Wsx) (The) ( Unknown)]</p>	<p>Noted.</p>
	<p>The company supports the defined vision for the area. The company agrees that the proposed mix of uses and development form are all appropriate for this area. The Council's earlier proposals for enhancing the area, plus the anticipated arrival of Crossrail services were all important factors in the company's acquisition of the sites.</p> <p>[Henderson UK Property OEIC fund]</p>	<p>Noted.</p>
	<p>Will it be linked to the new shopping area (Kings?)</p> <p>[K Firman]</p>	<p>No. However WSOA and Kings both form an integral part of town centre.</p>

	<p>Not sure what "sustainability credentials" are, hopefully not an excuse for low cost, poor quality, design and materials - like the Sainsbury glass coated tower for instance.</p> <p>[M W J Collins]</p>	Noted.
Q2 Objectives	<p>"It is unlikely to be practical, deliverable and viable to create a more lively and attractive environment along West Street west of St Kidwells Drive".</p> <p>As described in my response to 1 above, it is unlikely to be practical, deliverable and viable to create a more lively and attractive environment along West Street west of St Kidwells Drive. [Cllr M J Saunders]</p>	Noted.
	<p>Objectives good but what is planned is not so good.</p> <p>[Miss Iris Brown]</p>	Noted
	<p>Create new high quality gateways into the town centre - agree - as long as this does not mean more tall buildings - we have plenty (too many) already</p> <p>[Ms Genevieve Hug].</p>	Noted. See- response regarding AAP on page 1-2
	<p>Important to use this development opportunity to solve the problem with the look of the rear of the properties fronting the top of the High Street.</p> <p>[Littlewick Green Society [Mr Paul Martin)].</p>	Agreed- this point is addressed in the SPD

	<p>To create a vibrant town we need to work on evening and weekend social attractions. No more offices please.</p> <p>[Mr Graham King].</p>	<p>Office provision forms an important part of town centre uses and hence an mix of uses important part supports town centre businesses</p>
	<p>We've got a ring road separating the park from the town. How do you access the town at street level? A crossing? Not feasible. It's either under or over.</p> <p>High rise buildings crammed into a small space? Attractive environment? I don't think so.</p> <p>[Mrs Sarah Dixon].</p>	<p>Noted. See AAP response on page 1-2</p>
	<p>There is enough unused office space in Maidenhead. It is faceless and characterless. I don't necessarily understand the use of the jargon "permeability". I don't understand your use of the term permeability. If the objective is " <i>Enhance the town centre's land use efficiency and sustainability.</i> " Then I cannot comment because that is not even a sentence and makes no sense. If you mean that the objective is to increase the efficient and sustainable use of the land in the town centre - then I agree with it as an objective. However I am not sure the plans, as presented, meet that objective in the best way. Further, if you really want to engage with real folk then the whole consultation questionnaire and process needs to be a lot clearer and less jargon filled.</p> <p>[ Mrs M Bevan]</p>	<p>The wording is taken from the adopted AAP Policy (OA2).</p>
	<p>Residential accommodation is important for key workers in the Maidenhead Area. The community facilities are also very important particularly the provision of facilities for meeting and social activities, such as retaining a public house or bar in the West Street area Opening up access to Kidwells Park public space is desirable and possibly increasing the green spaces available.</p> <p>[CAMRA (Mr Stephen Goodall)]</p>	<p>Noted.</p>
	<p>Because other OAs are to be developed in parallel with WSOA I am not convinced that it will " Significantly improve the town centre's office and residential profile" and because of challenges of multiple ownership of premises fronting High Street I need persuading that " a more lively and attractive environment" will be created in West Street, and that the southern frontage will readily be improved.</p>	<p>Noted. This approach is set out in the SPD.</p>

	[Mr David Snelgar]	
	<p><i>Create new high quality gateways into the town centre - HOW?</i> Not offices. As long as you do not take any parkland away again.</p> <p>[Ms Irene Swayne]</p>	No proposals to lose park.
	<p>We do not need more offices. Housing is the real need.</p> <p>[ Ms Lynne Snow]</p>	A mix of uses is promoted in the WSOA, in accordance with the AAP.
	<p>The Cookham Road roundabout gateway has already been improved by the construction of The Point. However, Castle Hill / Marlow Road roundabout does not have the same open vista as you approach from the west or north. The proposed development on the site of West Street Car Park may be a landmark structure, but it won't provide a physical gateway. Because of the need to retain the service areas and rear of shop parking, the opportunity to create a lively and attractive West Street will need some creative thinking. However, the new cut through from the High Street (west) to Kidwells Park could feature retail/cafe activity.</p> <p>[Maidenhead Civic Society (Mr Martin McNamee)]</p>	Noted.
	<p>We support all of the defined objectives that have been set for the opportunity area. We agree that a comprehensive framework as set out in the SPD will assist in the development of smaller parcels of land such as the URC site.</p> <p>[United Reformed Church (Wsx) (The) ( Unknown)].</p>	Noted.
	<p>The company supports all of the defined objectives that have been set for the opportunity area. The company agrees that a comprehensive approach as set out in the SPD will be required to provide the leadership necessary to promote further investment and redevelopment by others.</p> <p>[Henderson UK Property OEIC fund]</p>	Noted.

	<p>A largely pedestrianised space with traffic limited to deliveries and maintenance only.</p> <p>[M W J Collins]</p>	<p>Noted. However access to a number of properties will need to be maintained.</p>
	<p>Residential accommodation is more needed than offices – especially affordable housing for key workers otherwise prevented by high rental costs from settling in Maidenhead. Opening up access to Kidwells Park public space is desirable. For the greening of West St itself, the retention of the significant green space of the Quaker burial ground and garden of remembrance as a ‘green’ community amenity is also important, not least for the residents/workers of the overlooking buildings, as well as its owners and users.</p> <p>[Maidenhead Quakers (Mr Alasdair Donaldson)]</p>	<p>Noted. New option included as part of a comprehensive scheme to retain the the Quakers building and burial ground</p>
	<p>A 'footbridge' restricts the design options. As described in my response to 1 above, the desired option is the urban realm level of the West Street development to cross over the carriageways of Bad Godesberg Way and descend to Kidwell Park.</p> <p>[Cllr M J Saunders]</p>	<p>Noted. However, this is considered to be a very expensive option and therefore unlikely to be delivered without substantial public funding.</p>
	<p>A footbridge would be difficult to accommodate in the space. The ramps required to facilitate wheelchair access are significant. Look at Knowl Hill at the primary school or the new pedestrian crossing of the Thames in Reading.</p> <p>[Mr Adam Hunter]</p>	<p>Agreed</p>
	<p>It is a very good idea to create connections between the High Street and the A4 / Kidwells Park by having several connecting lanes as planned, perpendicular buildings and possibly two connection points between centre and park rather than just one.</p> <p>[Ms Genevieve Hug]</p>	<p>Noted.</p>



	<p>A footbridge would be good but only if done well. They can look unsightly and clutter the visual environment. Don't put a street level crossing as the interruption to traffic on Bad Godesberg Way would cause problems with flow. I think underpasses can be fabulous if done with courage and vision. Wide, bright areas (natural light through open sections) that serve as opportunities for busking and art displays - even aquariums. They don't need to be the haunts of skateboarders and vagrants.</p> <p>[Littlewick Green Society [Mr Paul Martin)].</p>	Noted.
	<p>Footbridge too high and would take up too much space. Underpass from Sainsbury direct to park?</p> <p>[Barber Family]</p>	Noted. However Sainsbury's is not part the SPD area.
	<p>The proposed bridge to Kidwells Park is a very exciting and welcome idea. I regularly cycle into Maidenhead town centre from the west. It is very inconvenient having to get off and push my bike via the underpass. The roundabout is very dangerous for cyclists. So a bridge would be very welcome. It would also link Kidwells Park more conveniently to the town centre.</p> <p>[Mr Dominic Hurst].</p>	Noted. New or improved crossing should feature cycle facilities.
	<p>Make it attractive, open and bright.</p> <p>[ Mr Graham King]</p>	Noted
	<p>Except that C is unfeasible. Maidenhead town is separated from the park by the ring road. You can't put a street level crossing on it without snarling up the through traffic, and it will be dangerous. So we're left with dingy, dangerous underpasses or a footbridge.</p> <p>[ Mrs Sarah Dixon]</p>	Noted. Environmental improvements could be made to underpass.
	<p>A GREEN footbridge would be best. Underpasses are dangerous. Road crossings are dangerous on that road particularly.</p> <p>[Mrs M Bevan].</p>	Noted.

	<p>Street level would disrupt traffic.</p> <p>[Unknown]</p>	Noted.
	<p>c) A level crossing would be too disruptive of traffic flow on the key artery of Bad Godesburg Way (A4. A bridge or underpass, provided it is attractively designed, would be much preferable. If possible, both should be constructed, to cater for different personal preferences.</p> <p>[CAMRA (Mr Stephen Goodall)]</p>	Noted.
	<p>I cannot envisage circumstances in which a street level crossing would be viable. I fear that improving the present underpass would be selected as a budget option. A footbridge is the imaginative solution and could create an iconic feature.</p> <p>[Mr David Snelgar]</p>	Noted.
	<p>None of the above! Lower road and bring park over top at same level as present Kidwells</p> <p>[P Sands]</p>	Not considered an affordable solution.
	<p>A footbridge looks ugly and the street crossing will interrupt traffic on a very busy road.</p> <p>[CAMRA (Mr Alan Molloy) ]</p>	Noted.
	<p>Do you remember Sainsbury's traffic lights. Chaos.</p> <p>[Ms Irene Swayne]</p>	Noted.

	<p>A canopied footbridge is the best option. The underpass is often seen as a less safe route to cross a road, especially for women and particularly after dark.</p> <p>[Ms Lynne Snow].</p>	Noted.
	<p>We are in favour an elevated crossing, dropping down into Kidwells from a deck at first floor level (or higher). A ramp in the new access route from the High Street would give Pedestrian access. There would also be a ramp down to Kidwells Park as illustrated. Street level crossing/s would be too disruptive to traffic. The existing subways should be upgraded and made more secure.</p> <p>[ Maidenhead Civic Society (Mr Martin McNamee)]</p>	Noted.
	<p>We have no specific preferences – but would support the option which has the greatest chance of being implemented. [United Reformed Church (Wsx) (The) ( Unknown)].</p>	Noted.
	<p>The company supports the proposed new connections with the open space in Kidwells Park. If it had a preference it would be for a footbridge as this could strike the right balance between ease-of-use and a safe environment. However we recognise the practical and financial realities in trying to achieve a crossing over this busy road. As such we would not wish the pursuit of the "best" solution get in the way of delivering an earlier 'at grade' solution if that was able to be achieved in a quicker timeframe.</p> <p>[Henderson UK Property OEIC fund]</p>	Noted.
	<p>Possibly - a new footbridge. No - to underpass. Footbridge ok if not too much of an eyesore with zig zag ramp access etc.</p> <p>[K Firman]</p>	Noted.
	<p>No to the at grade crossing. It will be possible to "green" some parts of the High Street property rear elevations and plots on West Street - to link the Kidwells Bridge to trees and planted areas at the periphery of the West Street.</p> <p>[M W J Collins]</p>	Noted.

	<p>c) A level crossing would be too disruptive of traffic flow on the key artery of Bad Godesburg Way (A4), and would be a wasted opportunity. A bridge or underpass, provided it is attractively designed, would be much preferable. If possible, both should be constructed, to cater for different personal preferences.</p> <p>[Maidenhead Quakers (Mr Alasdair Donaldson)]</p>	Noted.
<p>Q4 <b>Building Heights</b></p>	<p>"The building height needs to enable recognition of the height necessary to design a viable development which includes all of the quality features and materials the site requires. Note that extending the developable plate as identified in my response to 1 above, will reduce the likelihood that unacceptable height is required to achieve viability." [Cllr M J Saunders]</p>	Noted. The scale of development proposed works within the AAP parameters, but avoids the inclusion of a taller building on the site. The proposals noted elsewhere to extend a development plate over Bad Godesberg Way are considered to be technically and financially challenging to deliver.
	<p>Too high - landscape obliterated.[Miss Iris Brown ]</p>	Noted. See AAP response on page 1-2
	<p>I totally disagree with having a 12 storey building in this area. I cannot see how "tall buildings will improve the elevation", "enhance the skyline" or make a contribution to wider views" quite the opposite. When looking at the current elevation from Kidwells Park we already have a row of tall buildings starting in the East with the ghastly Sainsbury. Preserving the feeling of space and light at the West End of the park is the best "landmark" Maidenhead could have (also when arriving from Castle Street) not a 12 floor building which would block the light and obliterate that pleasant feeling. [Ms Genevieve Hug]</p>	As above.
	<p>I am not keen on the landmark building although understand the need to attract developers. The risk is that it will be out of balance with the main tall section of the town further south east. Definitely no more than 12 storeys.  [Littlewick Green Society [Mr Paul Martin)].</p>	As above.

Keep all future development to 2-3 floors to keep a more human scale town landscape [Mr S J North].	As above.
The street would become a wind tunnel. Far too high. It would cut out any sunlight. [Barber Family].	Any planning application on the site would be required to be accompanied by a daylight/sunlight assessment to assess the potential impact.
Much too tall, maximum 3-4 storeys. Please let us not turn Maidenhead into a soul-less high rise area. [ Mr Graham King]	Noted. See AAP response on page 1-2
I believe this height should be fully used as has the height on the Berkshire house and the proposed landing scheme to make the site stand out. [Mr Joshua Reynolds]	Noted.
I don't actually know what this means. A restriction on buildings higher than 12 storeys? That's high enough to be overbearing. Overbearing. I've no idea what this means either, in practice. [Mrs Sarah Dixon]?	Noted. See AAP response on page 1-2
It should be far lower [Mrs M Bevan]	Ditto
Avoid all high storey buildings [ Unknown]	Ditto

	<p>The AAP also favours diverse heights of buildings, which appears to argue for retaining single storey Friends meeting house and two storey public house amidst residential and office buildings of varied heights to maximum of 12 storeys. Design is crucial to ensure that the buildings constructed are done so to the highest possible standards of appearance and that the buildings will fit in with the rest of the town.</p> <p>[ CAMRA (Mr Stephen Goodall)]</p>	Noted.
	<p>Whilst 12 storeys may not be particularly appealing, the community constantly demands that the greenbelt remains undisturbed. So higher-rise town centre buildings provide a viable means to meeting growing demand for housing in what we hope will be an increasingly vibrant town.</p> <p>[Mr David Snelgar].</p>	Noted
	<p>No 8 levels is enough. Buildings cast large shadows. Are you aware of this.</p> <p>[Ms Irene Swayne]</p>	Noted.
	<p>Why 12 storeys. Less would be much more in keeping with a town the size of Maidenhead.</p> <p>[ Ms Lynne Snow].</p>	Noted. See AAP response on page 1-2
	<p>Currently the highest building is the Point at 9 storeys. The landmark building to the west could go to 12 storeys - although if the development is set on a deck of 1.5 storeys this may be excessive. Every decision is driven by viability.</p> <p>[ Maidenhead Civic Society (Mr Martin McNamee)]</p>	Ditto
	<p>We agree that the only way to facilitate the delivery of the suggested development mix and community facilities would be by recognising that a relatively dense form of development is required. There are high buildings both on and adjoining the site which are precedents that demonstrate that 'going upwards' is not visually harmful – as long as the architecture is handled sensitively. [United Reformed Church (Wsx) (The) ( Unknown)].</p>	Ditto

	<p>The freehold sites owned by the company have already been developed. Our principal interest now is ensuring that the 'setting' of our buildings and the sunlight and daylight they receive is not adversely affected. As such we would expect the Council to be looking critically at the protection of these matters during the processing of any subsequent planning applications for developments on adjoining land.</p> <p>[Henderson UK Property OEIC fund]</p>	Ditto
	<p>12 storeys is too much. Landmark buildings can all too easily become eyesores.</p> <p>[Mr Mike Bisacre]</p>	Ditto
	<p>12 storeys would be an absolute maximum.</p> <p>[Mrs Jill Powell]</p>	Ditto
	<p>The AAP also favours diverse heights of buildings, which appears to argue for retaining single storey Friends meeting house and two storey public house amidst residential and office buildings of varied heights to maximum of 12 storeys. Design is crucial. Work needs to be done to minimise impact of sun reflection or shielding and strong wind in combination with tall buildings, on neighbouring low buildings and on West Street - in a town centre which is already sometimes a wind tunnel in places.</p> <p>[ Maidenhead Quakers (Mr Alasdair Donaldson)]</p>	Noted. See earlier comment. Proposed modification to masterplan to retain the Quaker building.
<p>Q5 <b>Priority to cyclists and pedestrians</b></p>	<p>"But the removal of service, Resident, visitor and shopper vehicles is unrealistic. As described in my response to 1 above these necessities need to be obscured beneath a raised and extended deck."</p> <p>[Cllr M J Saunders]</p>	The SPD does not propose to remove all vehicles, and would retain access to premises and existing servicing requirements.

	<p>It should retain access to car parking for shoppers and employees in the High Street to ensure that the High Street does not die.</p> <p>[Littlewick Green Society -Mr Paul Martin]</p>	<p>All developers are being asked to consider making parking available to residents and the general public in the evenings and at weekends. Any additional parking available should be for public use.</p>
	<p>What will happen to the churches and the pub? Is history not important? Will space be left for funeral cars etc. Keep some flat parking for church goers.</p> <p>[ Barber Family]</p>	<p>See response on page 16 regarding proposed modifications.</p>
	<p>With the lack of car parking and the cost which will only get worse with crossrail - cycle parking and buses will soon be the only way to get to the town centre.</p> <p>[Maidenhead Cyclists Action Group (Mr David Layzell)]</p>	<p>Cycling and public transport should form part of a range of options to access the town centre.</p>
	<p>It is very difficult to cycle into the town centre as the A4 is very busy and dangerous. Cycling should be actively encouraged by the Borough. Instead we see campaigns against cycling on pavements. Instead the borough should create more safe cycleways and cycle routes. The proposed bridge to Kidwells Park would be an important opportunity for cyclists to link the town centre to its western side.</p> <p>[Mr Dominic Hurst].</p>	<p>Noted.</p>
	<p>Green space, open and bright [ Mr Graham King]</p>	<p>Noted.</p>
	<p>Keep it as a parking street to service shopping.</p> <p>[Mr S J North].</p>	<p>Some parking would be retained for disabled users.</p>



	<p>Reducing traffic movement would be environmentally desirable. It's not clear how it would work in practice. How would pedestrians have priority over traffic? Given that traffic will be allowed access for delivery, clearly there will be traffic. How would cyclists be accommodated? Without more detail on how the space would be shared, it's not possible to give a yes or no to this question.</p> <p>[CAMRA (Mr Stephen Goodall)].</p>	<p>The principle of shared spaces is well established in modern highway design. This would retain all movements but use improved public realm design and layout to reduce speeds and improve awareness of other road users.</p> <p>In many cases a fully shared surface is not desirable, and a clear distinction between pavement and carriageway is important for safety.</p>
	<p>As long as not too high. [Ms Irene Swayne]</p>	<p>See AAP response on page 1-2</p>
	<p>We believe a shared space environment would be virtually unworkable with an at-grade scheme. There will be much increased vehicular activity related to deliveries / shopping / residential access. The prime pedestrian area would be the cut through from High Street to Kidwells Park. A decked solution could provide useful separation of vehicular and pedestrian traffic.</p> <p>[Maidenhead Civic Society (Mr Martin McNamee) ]</p>	<p>The principle of shared spaces is well established in modern highway design. This would retain all movements but use improved public realm design and layout to reduce speeds and improve awareness of other road users.</p> <p>In many cases a fully shared surface is not desirable, and a clear distinction between pavement and carriageway is important for safety.</p> <p>A decked solution which covers over West Street is not considered a feasible option. This is a route which is expected to function as a working street, with a number of existing buildings including a listed church.</p>

	<p>We agree with this principle as long as access for regular and convenient servicing of premises in the area is still possible.</p> <p>[United Reformed Church (Wsx) (The) (Unknown)].</p>	Noted.
	<p>The company understand and generally accept the principles behind this proposal. We recognise that many of the visitors and staff within our buildings will be parking elsewhere and walking into our sites. As such, an attractive and safe pedestrian environment in the surrounding streets will be important. That being said, we would not wish access into our on-site parking facilities to be unduly restricted and we would need to ensure that the regular and convenient servicing of our premises is still possible – potentially by heavy goods vehicles. We understand that much of the devil could be in the detail of these arrangements and so would ask that we or our lessees are fully involved and informed about future traffic orders in this respect.</p> <p>[Henderson UK Property OEIC fund]</p>	Noted. Servicing will be retained.
	<p>Very important to look after pedestrians and cyclists.</p> <p>[Mrs Jill Powell]</p>	Noted.
	<p>Some tree planting and garden space will soften the rear parts of the High St properties - a pity we can't remove one or two of them to open West Street more effectively onto High ST!</p> <p>[M W J Collins]</p>	Noted.
	<p>Yes, in principle</p> <p>Reducing traffic movement would be environmentally desirable. It's not clear how it would work in practice. How would pedestrians have priority over traffic? Given that traffic will be allowed access for delivery, clearly there will be traffic. How would cyclists be accommodated? Without more detail on how the space would be shared, it's not possible to give a yes or no to this question.</p> <p>Maidenhead Quakers (Mr Alasdair Donaldson)</p>	<p>Noted. The principle of shared spaces is well established in modern highway design. This would retain all movements but use improved public realm design and layout to reduce speeds and improve awareness of other road users.</p> <p>In many cases a fully shared surface is not desirable, and a clear</p>

		distinction between pavement and carriageway is important for safety.
Q6 Multi-storey parking	<p>“In two or more very large plate levels, as described in my response to 1 above, put the service and parking provision beneath a raised and extended deck”.</p> <p>[Cllr M J Saunders]</p>	A decked solution which covers over West Street is not considered a feasible option. This is a route which is expected to function as a working street, with a number of existing buildings including a listed church. The introduction of a new mega-structure into the town centre is not considered a desirable approach when we are trying to restore an urban grain consistent with the historic town centre.
	<p>Multi-storey car parks seem to cause nothing but problems. They are far more time consuming to access and leave.</p> <p>[ Miss Iris Brown]</p>	Noted.
	<p>Go underground, go down a long way and give the town the parking that it needs for the future.</p> <p>[Littlewick Green Society [Mr Paul Martin]]</p>	
	<p>Parking is always a problem. Perhaps a "Park and Ride" at the four main entrances to the town would help solve the problem.</p> <p>[Barber Family]</p>	Beyond the scope of the SPD but potential for this approach to be assessed as part of a long-term strategy for parking in the town centre.
	<p>It is a waste of space having a surface car park in West Street. This space should be used for building and parking spaces should be under the building or underground.</p> <p>[Mr Dominic Hurst].</p>	Noted.

	<p>Not car-parking please.</p> <p>[ Mr Graham King]</p>	Noted
	<p>West St car park has only 59 spaces, tiny compared to enormous Hines Meadow about 3 minutes walk away which is 21 times as big. Don't worry about replacing these spaces.</p> <p>[Mr Paul Baker]</p>	Noted.
	<p>They take so long to get into and out of. The present car park is pleasant, open, ground level and usable</p> <p>[Mr S J North].</p>	Noted
	<p>Street level, open-air parking is an attractive option but it is uneconomic use of scare town centre land. Sadly the West Street car park must go.</p> <p>[Mr David Snelgar]</p>	Noted.
	<p>There must also be parking for the disabled. Also provision of Sunday morning parking, both in the final development and during construction.</p> <p>[Ms Lynne Snow].</p>	Disabled parking should be provided.
	<p>Whilst overall parking capacity in Maidenhead must increase to enable the town to compete successfully, this is not a location for a multi storey car park. The access from Market Street is narrow. All residential flats should have at least the minimum parking provision (although town Centre) and the existing capacity of West Street car park and on street parking should be replaced with a similar number of short term parking spaces. These would be provided in the undercroft.</p> <p>[Maidenhead Civic Society (Mr Martin McNamee)]</p>	Noted.

	<p>We would welcome the provision of public parking spaces on or close to the area to meet the demand that may not be able to be provided on-site. Financial contributions could be generated from new developments to assist in the delivery of central public parking provision. [United Reformed Church (Wsx) (The) (Unknown)].</p>	<p>RBMW to advise on car parking.</p>
	<p>The company recognises that achieving the right balance between on-site and off-site parking will be critical to the future success of the redevelopment of this area. The provision of safe and convenient car parking is critical to us and other investors being able to attract tenants to the area in the 1<sup>st</sup> place. Secondly the careful ongoing management of public parking provision will be critical to future accessibility. Thirdly positive enforcement of agreed parking and servicing regimes both on-street and off-street will be required to ensure the equitable use of the valuable shared space within the public realm. It would be in nobody's interest to have a 'free for all' as often exists in town centre locations.</p> <p>[Henderson UK Property OEIC fund]</p>	<p>Noted.</p>
	<p>Prefer parking to be underground.</p> <p>[Mrs Jill Powell]</p>	<p>Noted.</p>
	<p>The West St surface car park is convenient for 30 min and 60 min "Quick" visits to the town. Any new multi-storey needs to accommodate this on its lower floors - better than Broadway currently does!</p>	<p>Noted.</p>
	<p>In principle, it seems right. It's unclear from the plans how the parking areas are disguised. West would need to provide parking in lieu of the existing council car park, as it's a popular one, and some prefer surface level. Wheel chair users are ill served by current arrangements in West St., e.g. exit from car park and north side lack of pavement past telephone exchange parking spaces. The number of disabled spaces should be increased and access improved. Improvement should also be made to Hines Meadow, for example to enable, even encourage pedestrians to exit via the rear of Sainsbury's to Paradise Place, rather than to the east end of High St via Crown Yard. Better signage is needed here,</p>	<p>Parking would need to be in the base of the buildings as undercroft space, as basement parking, or as a combination of the two. This is noted in the SPD. The key decision will be the extent of public parking on the site, as replacement of the existing small surface car park would</p>

	<p>possibly more parking spaces too. Nicholson Centre car park also affords room for improvement. It would be more realistic to use if the path from High St to West St were widened to allow for more than single file movements. (To say nothing about payment arrangements).</p> <p>[Maidenhead Quakers (Mr Alasdair Donaldson)]</p>	<p>need to be included within a basement and would therefore be very expensive for the relatively small number of spaces provided.</p> <p>Disabled parking will be provided on site.</p>
	<p>“Give the developers and their architects and urban designers the opportunity to come up with creative comprehensive solutions and DON'T shackle them with predetermined planning criteria - instead restrict them with clear guidance which allows the priority objectives and aesthetics achieved to be weighted above fixed boundaries”.</p> <p>[Cllr M J Saunders]</p>	<p>Noted. This is the intention of the SPD.</p>
	<p>The presence of the BT switchgear tower compromises the regeneration plan. Greater engagement with BT should take place to advance options for its relocation preferably into a basement type context. Otherwise the regeneration will stall after completion of yet another office block which remains empty and loss of the West St car park.</p> <p>[ Adam Hunter]</p>	<p>Noted. Hence the SPD allows for a phased approach to meet long term aspirations.</p>
	<p>I feel that no matter what we say this will go ahead regardless. Yes we do need `housing but we need a thriving shopping centre that we do not have. Homes are no good if we cannot shop in Maidenhead.</p> <p>[Iris Brown]</p>	<p>Town centre housing is an important to support a vibrant town centre.</p>
	<p>It cannot be beyond the wit of man to deal with the telephone exchange building sooner rather than later. Even if the equipment is still in operation, it must surely be possible to move it. It is certainly desirable. I would imagine that the site would be more attractive to a developer if they could remove the BT building as well rather than having to work around it.</p> <p>[Littlewick Green Society]</p> <p>[Mr Paul Martin]</p>	<p>This has been explored thoroughly and a proposal to resolve the BT building would be supported. However, it is noted as an extremely expensive project, hence the phased approach and long-term aspiration to relocate the BT building.</p>

	<p>Homes are important including a green area close by. Sudden ideas seem to take precedence over long consideration of all aspects of the area. How will this affect the development of the King Street, Queen Street, Broadway triangle?</p> <p>[Barber family]</p>	<p>The WSOA is in a different location of the town centre and therefore will not have a direct impact on these projects. These projects and the redevelopment of WSOA will contribute to the overall rejuvenation of the town centre.</p>
	<p>I support these plans, particularly the bridge to Kidwells Park. However, I am still not clear who will pay for the bridge to Kidwells Park and how many different developers will be involved to make this vision happen. Can I suggest for residents like me who take an interest in the regeneration of Maidenhead Town Centre in future the borough adds an <b>executive summary</b> at the start of the document, as takes a lot of time to wade through all the detail to get an overview of the proposal.</p> <p>[Mr Dominic Hurst].</p>	<p>The bridge will be funded from a mix of developer contributions and public funding.</p> <p>An executive summary will be included in the final version.</p>
	<p>Please stop this headlong rush into comprehensive redevelopment. Let us have human scale, evolutionary development, attractive for social use, building upon what we have already. And please no more planning disasters like the Sainsbury's frontage and car park. It must be one of the worst architectural blunders in the Thames Valley.</p> <p>[ Mr Graham King]</p>	<p>The SPD adopts a phased approach.</p>
	<p>Another high rise development to go alongside Berkshire House, the landing and the 'Picture House.' All crammed in to a small space. If you're going to build high, the buildings need space around them. You will see how this works if you look at the three tall buildings in Potsdammer Platz in Berlin.</p> <p>[Sarah Dixon].</p>	<p>The SPD proposes medium rise buildings forming urban blocks and promotes active street frontage which is appropriate to town centre location.</p>
	<p>As a member of the Campaign for Real Ale the inclusion of a public house or a bar are very important as there is a limited selection of such facilities in the centre of Maidenhead with the loss of the Portland Arms public house. It would be good to see this building put to some good use while the plans for the regeneration of the West Street area are being finalised.</p> <p>[CAMRA (Mr Stephen Goodall)]</p>	<p>Noted. In the event that the BT building is to be relocated. BT will provide continuous service provision.</p>

	<p>I approve of the intent to 'prioritise high quality design' (p14 et seq) but fear planning applications may not match that aspiration. Give the Development Control Panel sufficient teeth. A solution to the eyesore that is the BT building would be splendid; however few of us would welcome a major interruption to our landline and broadband service (p 36). This could take some time!</p> <p>[Mr David Snelgar]</p>	<p>Any project to redevelop or remodel the BT building would require continuous service of telecoms in the area.</p>
	<p>Allow some development over Dual carriageway at Western end (near roundabout) at 1st floor and above (on stilts) to help pay to drop road further east and bring park over top towards West Street. [P Sands]</p>	<p>Development over a road on a deck as suggested is extremely expensive. This is considered to be unlikely to be self-funding, and therefore unlikely to improve the viability of the scheme.</p>
	<p>As I said in Q2. I feel that within the plan there should be provision for a pub/bar with coffee/food provision to replace the Portland Arms.</p> <p>[CAMRA (Mr Alan Molloy) ]</p>	<p>Noted. The SPD allows flexibility for a mix of uses in accordance with AAP policy (OA2).</p>
	<p>There appears to be a clear predisposition towards residential development for the site. This reflects the move to increase residential capacity in the Town Centre, and the consequent risk of overprovision of flats within Maidenhead. Parking capacity for the new residents must be adequate. If as anticipated the telecoms "core" has to remain in situ, then the elevations will require a facelift as suggested. Although a staged approach is to be adopted to accommodate the BT building, it does restrict the potential for the site. If the concept of a raised plate is adopted it will create challenges in terms of access, but would provide opportunities for open space landscaping with views to Kidwells Park on the raised level and parking and access to the apartments at ground level.</p> <p>[Maidenhead Civic Society (Mr Martin McNamee)]</p>	<p>Noted.</p>
<p>Q7 General comments</p>	<p>Please find below responses to the Council's West Street Opportunity Area draft SPD. These comments are made on behalf of Mr M Fitzgerald [development consultant] and Mr M Little on behalf of the Trustees of the United Reform Church [URC] and their Synod. The URC are keen to improve the existing community facilities which are related to the Church's activities. The current facilities are proving outmoded and the URC would like to construct more flexible modern facilities which suit their emerging requirements. They would</p>	<p>Noted.</p>



	<p>require 2 storeys of accommodation on the current footprint that is available. The only way this can be funded is through enabling development. The minimum enabling development that would be required to make the complete scheme viable is an additional 8 storeys of residential – with approximately 3no. 2 bedroom units per floor. Due to the constraints of the site, it would not be possible to provide car parking on site. We support the proposal in the illustrative master plan [extract below] for ‘re-provided church facilities and new residential development’ on the land adjoining the URC church. We wish to emphasise the fact that the delivery of this proposal can only be justified if a viable scheme is possible [as stated earlier in this representation].</p> <p>[These comments have been prepared by Steve Thwaites of Cogito Consulting Ltd on behalf of Mr M FitzGerald and Mr M Liddle. April 2016]</p>	
	<p>1 Given that the residential buildings are likely to be high rise (which is preferable to building on the Green Belt), it is imperative that the development is well designed. Unfortunately recent new buildings around the town centre have a mixed record in this respect.</p> <p>2 To improve the link to Kidwells Park, my first preference is for an improved underpass and my second is for a bridge. For elderly people, the gradient of the slope is crucial and a bridge would have to be higher to get over the traffic than an underpass would need to be low to get under the road so that a bridge would be more of a climb. It is good that seating is provided on either side for those who need a rest after walking up the slope. Whilst some feel that a bridge would feel safer than an underpass, probably the major determinant of safety is how well it is used and I note that the bridge from the Magnet to Sainsbury’s is not well used. It may be that given a choice people prefer to use an underpass. On the other hand, the idea of constructing a raised deck above the whole area (including over West Street itself) with the service road and parking underneath and residential / office / other buildings on top, fits in much better with a bridge from Kidwells Park.</p> <p>3 Improving the pedestrian link from West Street to the High Street is good and overall in the more detailed plan there needs to be genuine consideration from the perspective of pedestrians and cyclists. This has sometimes been sadly lacking in past developments.</p> <p>4 question whether residential car parking for town centre flats is appropriate.</p> <p>5 As a user of the Friends Meeting House, I look forward to Maidenhead Quakers being fully involved in more detailed plans for the development of the central area that includes the</p>	Noted.

	<p>Meeting House.</p> <p>6 The rear of the shops on the south side of West Street is generally unsightly. Whilst I appreciate that because of the multiple ownership there is no easy solution, the benefit of doing something about this aspect means that effort should be made in the short term rather than putting it off into the future.</p> <p>7 The need for disabled parking in West Street, both for the shops and for the churches / community facilities, is important and should not be overlooked.</p> <p>8 Taking the residential development in the town centre as a whole, I would like to know if any nursery provision is being planned?</p> <p>9 Affordable housing, including for key workers, is important in enabling Maidenhead to function and I would like to know how much of the development will be genuinely affordable housing?</p> <p>[ Mr Simon Bond]</p>	
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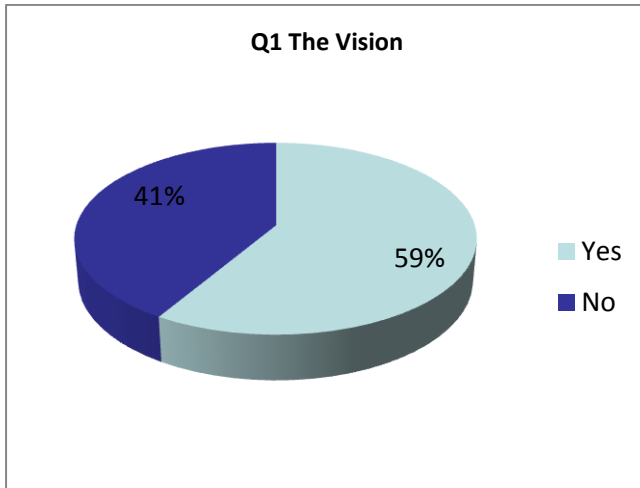
	<p>Preamble Please find below responses to the Council's West Street Opportunity Area draft SPD. These comments are made on behalf of Henderson UK Property OEIC which is the freehold owner of the Premier Inn site and the Pearce Building site. The comments should not necessarily be taken as representing the views of any lessees on these sites – in particular Whitbread on behalf of Premier Inn. The company owns the freeholds as part of their investment funds. As such they are interested in the medium to long-term performance not only of their sites but also of the commercial future of the surrounding area inasmuch that will contribute to the attractiveness of their assets. The company supports the preparation and general thrust of the SPD. In so doing, it does recognise that the Council will have a particular challenge in delivering the redevelopment of the telephone exchange and getting landowner agreement and motivation to tackle the improved rear servicing and parking provision on the south side of West Street. We recognise that the Council does have a number of powers at its disposal which could be used to drive progress if normal commercial negotiations failed to achieve the desired result. This will be for the Council to consider at the appropriate time.</p> <p>As we have already indicated, the company is keen to see the delivery of these aims and objectives, because it believes it is in the best interest of its own investors. Whilst not wishing to make any promises that we are unable to keep in the future, the company would just signal its general interest in supporting the Council in the future delivery of these proposals, potentially through private development funding that may be available from our investors. Clearly any decisions on these matters would be dependent on the circumstances of the project and the overall economic climate at the time. These comments have been prepared on behalf of Mr Andrew Booth representing Henderson UK Property OEIC.</p> <p>Steve Thwaites BSc Hons Dip EP MRTPI Cogito Consulting</p> <p>[Henderson UK Property OEIC fund]</p>	Noted.
	<p>Hope it proves possible to demolish ugly BT buildings.</p> <p>[Mrs Jill Powell]</p>	Noted.

	<p>To bring urban beauty to West Street is almost beyond the wit of man. The telephone exchange and back access to the High Street properties are seemingly insurmountable hurdles to this aspiration! And yet it is essential if we are to recover Maidenhead to its former status and stop the blight of its slow decay. I wish you every success in this worthy effort - make it more than words!!</p>	Noted.
	<p>1 As people who use both one of the community facilities in West Street and the town centre generally, we very much welcome the positives in this draft planning document: the improved links from Kidwells Park to West Street and then to the High Street, making a relatively unattractive corner of the town centre more attractive, improvements for pedestrians and cyclists, and the provision of much needed housing.</p> <p>2 We note that there are good reasons for putting off less straightforward aspects into the future: what to do about the BT building and its important equipment, the untidy rear of the shops in multiple ownership along the south side of West Street, and the Quaker Meeting House next to the Portland Arms. There has been a Quaker Meeting House on the site since at least 1803 [1]. It provides a place of public worship and a valuable community facility for a wide range of charities and groups. The garden provides a rare oasis of greenery and a home for wildlife in the area and includes a historic graveyard in which the ashes of recently deceased Quakers have been interred. It will therefore be easily understood that our first preference is to remain where we are and we are relieved to be excluded from the initial phase of development. Alternative provision [2] for the Quaker Meeting House does not seem to be envisaged as part of the first phase of development, and we look forward to being involved from outset in the second phase. Given that Quakers have been in Maidenhead for about three centuries, possibly longer than anyone except the Borough Church of St Andrew &amp; St Mary Magdalene, we should be viewed as very long term residents.</p> <p>3 We are concerned about the provision of Sunday morning parking, both in the final development and during construction, particularly disabled parking for those with limited mobility. During the recent construction work at the east end of West Street, we noted that the disabled parking provision was simply removed rather than being provided elsewhere on a temporary basis.</p> <p>Provision for the disabled should be central and not something that is nice to have if convenient. We would also be concerned if there were a high level of noise on Sunday mornings during construction. We therefore propose regular liaison with the construction company during development, including provision for escalation to independent arbitration should problems arise.</p>	<p>Noted.</p> <p>This is noted and the SPD has been updated to reflect the possibility that the Friends Meeting House could be retained in a more extensive scheme.</p> <p>It is envisaged that some disabled parking will remain on street.</p> <p>Noted.</p>

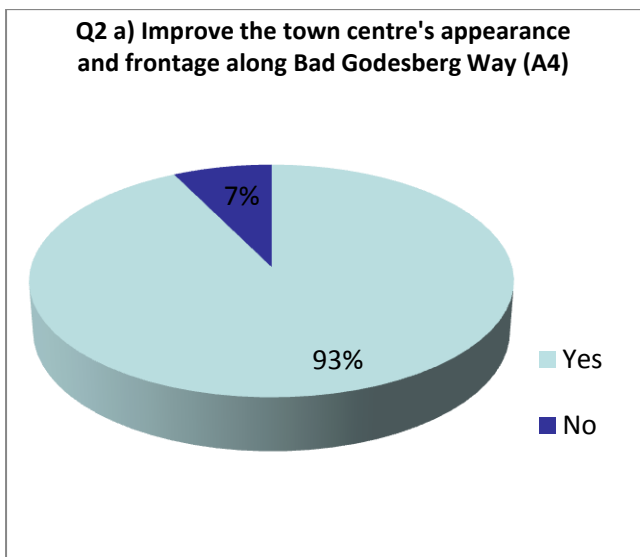
	<p>4 Regarding the link to Kidwells Park, we think that either a bridge or underpass is preferable to a street level crossing that would interrupt traffic flow along Bad Godesberg Way. We also suggest that the vision for West Street should include 'provision of community facilities' as this is a significant part of its current function.</p> <p>5 One possible drawback in planning for each opportunity area in the town centre separately is that common issues may be missed. One question that we would like to raise is that with all the additional housing envisaged for the town centre, is any nursery provision planned?</p> <p>1 We wonder also, in view of the high rents in Maidenhead, how much of the proposed housing will be at affordable rent, especially for key workers.</p> <p>[1] Possibly earlier: records show that Quakers have met in the town centre since the early 1720s, and the first purpose built meeting house, licensed in 1743, was also north of High St, perhaps on the same site.</p> <p>[2] It seems this would have to be on the same site, since the terms of our remaining leasehold (788 years to 2804) requires that the land remain in use by Quakers.</p> <p>I think it is fair to say that Quakers are relieved that the Friends Meeting House is spared for 10-20 years, until a second phase, after the BT telephone exchange's future is established. We would like to retain the present site, but remain open to discussion on integration with building(s) that might be planned for it. In particular, it seems desirable to preserve the existing garden of remembrance and burial ground as a green haven for wildlife and a visual amenity for neighbouring buildings' occupants. Arrangement for access might be negotiable in the future. Public access is currently restricted to the Sunday morning meeting for worship.</p> <p>[Maidenhead Quakers (Mr Alasdair Donaldson)]</p>	<p>Noted. The SPD allows flexibility for a mix of uses in accordance with AAP policy (OA2). However currently there are no definite proposals to include a nursery within the development.</p> <p>Noted</p>
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## SUMMARY QUESTIONNAIRE DATA RESPONSES

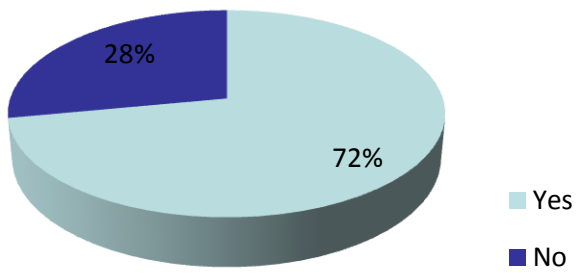
### Topic 1: Support for the vision



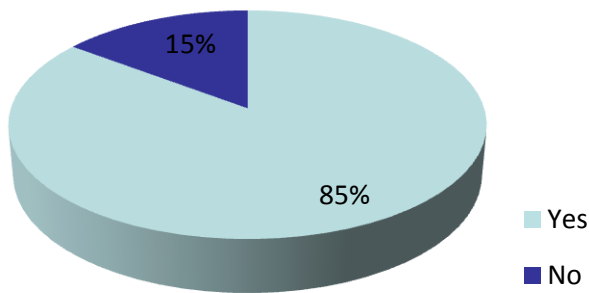
### Topic 2: Town centre appearance & accessibility



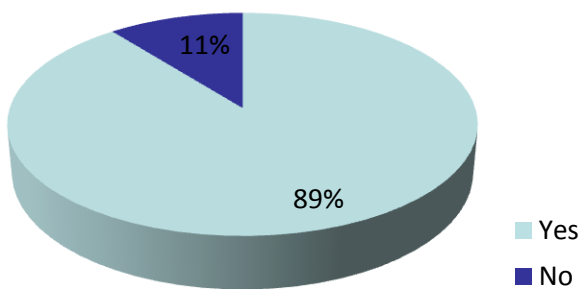
**Q2 b) Significantly improve the town centre's office and residential profile**



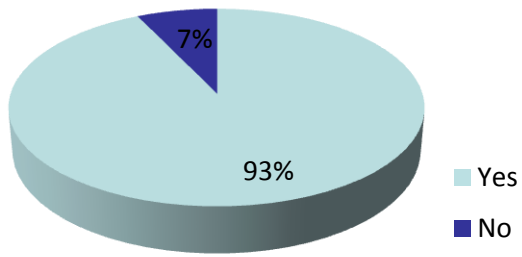
**Q2c) Create new high quality gateways into the town centre**



**Q2 d) Significantly improve the town centre's accessibility and permeability**



**Q2 e) Improve the town centre's green setting through better integration of Kidwells Park with the town centre**



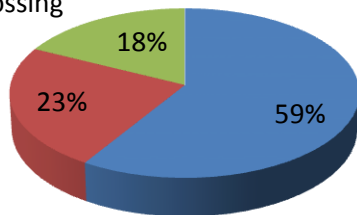
**Topic 3: High street connection**

**Q3 New high street connection**

■ a) A new footbridge

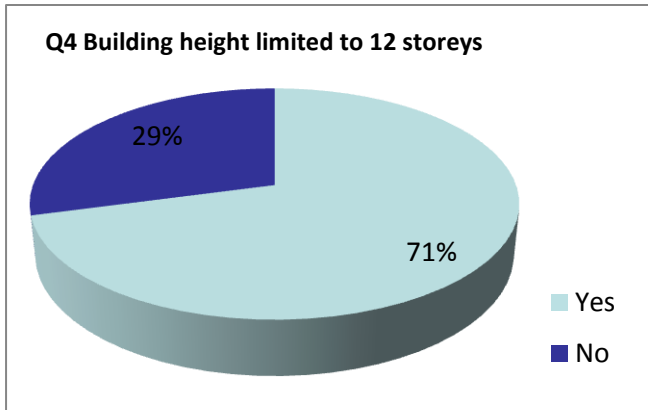
■ b) The underpass

■ c) At grade (street level) crossing

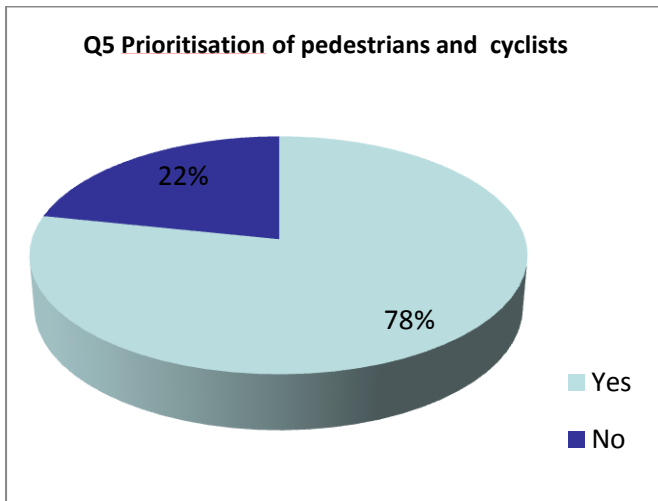




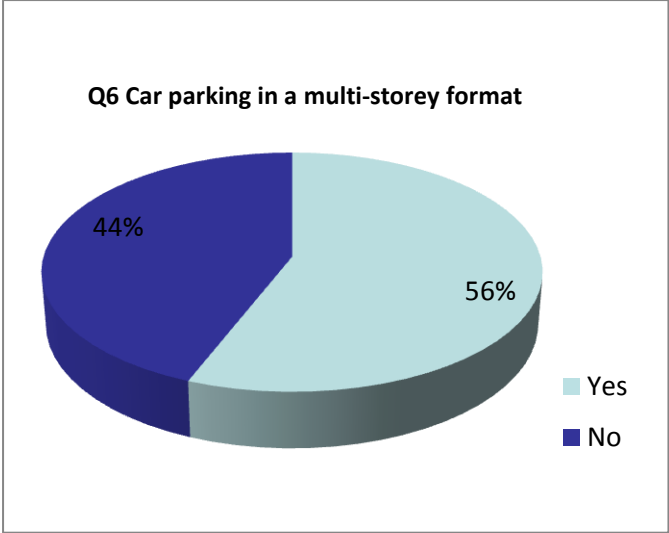
#### Topic 4: Building heights



#### Topic 5: Prioritisation of pedestrians and cyclists



#### Topic 6: Parking









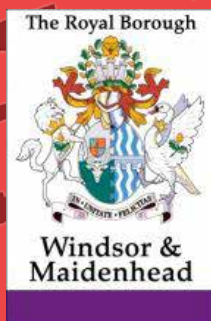








# WEST STREET OPPORTUNITY AREA SPD MAIDENHEAD



Draft for adoption  
July 2016

Lambert Smith Hampton

Allies and Morrison  
Urban Practitioners





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# EXECUTIVE SUMMARY

## Introduction

The West Street Opportunity Area is one of the key development sites in Maidenhead. It is on the edge of the historic town centre and is very prominent on key routes.

The Maidenhead Town Centre Area Action Plan, adopted in 2011, provides an overall vision for the area. The council has been working with a team of consultants to consider how development can best be delivered within this vision.

A draft Supplementary Planning Document has been prepared to set out the plans in greater detail. This document will be used to guide and control development.

## The Vision

The vision for West Street Opportunity Area is an ambitious and innovative scheme of exemplary design that delivers an attractive destination including prime office and residential development along with leisure, food and drink provision. New development will enhance the town's profile, appearance and heritage assets with active frontage along Bad Godesberg Way and an improved quality of environment along West Street.

A redeveloped West Street will enhance the sustainability credentials of the town centre and better integrate Kidwells Park to the town facilitated by improved cycle and pedestrian connections.

## Objectives

In achieving this vision, the co-ordinated redevelopment of the WSOA will deliver the following objectives as expressed in the Maidenhead Town Centre AAP policy OA2:

- Improve the town centre's appearance and frontage along Bad Godesberg Way;
  - Significantly improve the town centre's office and residential profile;
  - Create new high quality gateways into the town centre;
  - Enhance the town centre's land use efficiency and sustainability;
  - Significantly improve the town centre's accessibility and permeability;
  - Improve the town centre's green setting through better integration of Kidwells Park with the town centre;
  - Create a more lively and attractive environment along West Street;
- Protect and enhance the listed buildings and conservation area; and
  - Deliver an innovative and imaginative solution to the redevelopment of the area.

### New objectives added

**Section added and Vision text updated**

## Illustrative Masterplan



# 1 INTRODUCTION

## 1.1 THE PURPOSE OF THIS DOCUMENT

The purpose of this Supplementary Planning Document (SPD) is to provide formal planning guidance that will influence the strategic use of land and the quality of design within the West Street Opportunity Area (“WSOA”).

**Vision and objectives text moved to exec summary**

The draft SPD sets out the Council’s vision for the WSOA and incorporates a Design Framework which aims to proactively guide and promote the comprehensive redevelopment of this key site within Maidenhead Town Centre.

### About the draft SPD

The Opportunity Area (OA) is adjacent to Bad Godesberg Way and is immediately north of the main commercial centre and in close proximity to the mainline railway station, which will become a Crossrail station in 2019.

The Maidenhead Town Centre Area Action Plan (AAP) has identified the West Street OA for a mixed use development, with high quality buildings along the area’s A4 frontage characterised by outstanding architecture, tall buildings, planting, public art and lighting in the gateways, to replace the present views of dated buildings and rear service areas, with improved links into the town centre, in particular the High Street.

It is important for the Council to ensure that the opportunity for delivering a new Opportunity Area is robust, deliverable and market sharp.

Maximising the value and delivery potential of the area is therefore a key objective.



Leisure Centre

Sainsbury's

Kidwells Park

Marlow Road

Cookham Road

Bad Godesberg Way

Kidwells Park Dr

West Street

Market Street

High Street

Castle Hill

Queen Street

Nicholson Centre

Maidenhead Town Hall

Frascati Way

King Street

Grenfell Park

Maidenhead Station



## **The Status of the Supplementary Planning Document**

The WSOA draft SPD has been prepared in the context of National Planning Policy and the Maidenhead Town Centre Area Action Plan (AAP) and 'Saved' policies of the adopted RBWM Local Plan.

Once adopted, this draft SPD sits alongside other planning documents within RBWM's local planning framework. The WSOA draft SPD does not introduce new policy but instead provides supplementary information to support the site specific policy of the Maidenhead Town Centre AAP (Policy OA2). This draft SPD should be read in conjunction with the AAP and other extant planning policies.

The WSOA draft SPD has also been informed by published Council strategies, technical studies and design feasibility. The requirements set out in this draft SPD will be a material consideration in determining all forthcoming planning applications relating to the WSOA.



## 1.2 SUSTAINABILITY APPRAISAL

The achievement of sustainable development is a key planning requirement. A Sustainability Appraisal (SA) considers the likely significant economic, social and environmental effects of a policy or programme.

This draft SPD has been prepared in accordance with the policies of the Maidenhead Town Centre AAP that has been subjected to a SA. As such the SA that has been undertaken remains relevant and applicable to this draft SPD.

## 1.3 CONSULTATION

The Draft WSOA SPD was presented to ProM in February 2016. The Draft was approved for issue for public consultation.

We are interested to hear your views on the WSOA draft SPD and you can submit your comments to the council in writing or by completing the consultation questionnaire. At the end of the consultation period the responses will be considered and amendments, where appropriate will be made to the draft SPD. The revised final draft SPD will be presented to Cabinet for adoption for use as a supplementary planning document.

The timetable for the adoption of this SPD is set out below:

### **Adoption process indicative timetable:**

Publish and issue draft SPD  
3rd March 2016

Public /Stakeholder Consultation period  
3rd March to 14 April 2016

Final draft SPD preparation (by reviewing feedback / include minor revisions)  
27th May 2016

PRoM Approval of the alterations to the draft SPD  
June 2016

Regeneration Sub Committee / Cabinet  
June / July 2016

Adoption of the SPD  
Summer 2016

## Vision text updated

### 1.4 THE VISION AND OBJECTIVES

#### Vision

The vision for West Street Opportunity Area is an ambitious and innovative scheme of exemplary design that delivers an attractive destination including prime office and residential development along with leisure, food and drink provision. New development will enhance the town's profile, appearance and heritage assets with active frontage along Bad Godesberg Way and an improved quality of environment along West Street.

A redeveloped West Street will enhance the sustainability credentials of the town centre and better integrate Kidwells Park to the town facilitated by improved cycle and pedestrian connections.

In achieving this vision, the redevelopment of the WSOA will deliver the following objectives as expressed in the Maidenhead Town Centre AAP.

#### Objectives

The co-ordinated redevelopment of this area will:

- Improve the town centre's appearance and frontage along Bad Godesberg Way;
  - Significantly improve the town centre's office and residential profile;
  - Create new high quality gateways into the town centre;
  - Enhance the town centre's land use efficiency and sustainability;
  - Significantly improve the town centre's accessibility and permeability;
  - Improve the town centre's green setting through better integration of Kidwells Park with the town centre;
  - Create a more lively and attractive environment along West Street;
- Protect and enhance the listed buildings and conservation area; and
  - Deliver an innovative and imaginative solution to the redevelopment of the area.

#### New objectives added



*Illustrative scheme*



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# 2 CONTEXT

# 2 CONTEXT

## 2.1 HISTORICAL CONTEXT

Maidenhead is located within the Thames basin, surrounded by Greenbelt. The rising land to the north and west highlights a shift in landscape character from valley floor to more elevated chalk downland character. This landscape is reflected in the occasional use of flint in local buildings.

The location of the town in the valley floor means that it is visible from a number of elevated vantage points on surrounding hills, including prominent views from significant points such as Cliveden.

One of the origins of Maidenhead was its proximity to a crossing point on the Thames. The historic core of the town is located a short distance to the west, just as the land rises sufficiently to raise it out of immediate danger of flooding.

Maidenhead has a strong historic core with good street form which facilitates a good network of pedestrian connections. A number of areas are pedestrianised, including the High Street and the Nicholsons Centre.

Maidenhead has areas which show strong historic character, most particularly around the High Street and Queen's Street which are together covered by a conservation area. This historic side to the town is characterised by a robust building scale and a mix of building types and styles.

Maidenhead's age and its historic centre at its heart has given the town a relatively clear urban form. Whilst the surrounding suburbs are predominantly two storeys in scale the town centre has developed over time with taller buildings along the High Street and other key spaces. This reflects their significance within the town's hierarchy of spaces.

Historical maps of the draft SPD area which pre-date the development of Bad Godesberg Way in the early 1970s show West Street as a secondary lane to the High Street. The rear of the High Street properties face smaller cottages and the pub and chapel on West Street. To the north of West Street some villa blocks face north onto Kidwells Park.

The historic maps demonstrate the cohesiveness of the original routes into the town centre including Marlow Road, Castle Hill and Market Street. The introduction of Bad Godesberg Way has prioritised car movements in the area and isolates Kidwells Park from the town centre.

In the postwar era a series of taller buildings have been developed, firstly through the 1960s and 70s in the form of office towers over the Nicholson Centre and at the top of Queen Street.

More recently, taller buildings have been developed at The Point, towards the top of Market Street within the West Street OA, creating a distinct and strong northern boundary to the town centre. The taller structures are grouped in a relatively limited area.



West Street area - 1931

## 2.2 NATIONAL PLANNING CONTEXT

The National Planning Policy Framework (NPPF) published on March 27th 2012 consolidates previously issued planning policies statements and guidance into a single policy document. The NPPF sets out the Government's objectives for planning in England. The NPPF makes clear that the central aim of planning is to deliver 'sustainable development'.

The roles which planning is to play in achieving sustainable development is expressed in terms of three key dimensions; economic, social and environmental.

- an economic role – contributing to building a strong, responsive and competitive economy, by ensuring that sufficient land of the right type is available in the right places and at the right time to support growth and innovation; and by identifying and coordinating development requirements, including the provision of infrastructure;
- a social role – supporting strong, vibrant and healthy communities, by providing the supply of housing required to meet the needs of present and future generations; and by creating a high quality built environment, with accessible local services that reflect the community's needs and support its health, social and cultural well-being; and
- an environmental role – contributing to protecting and enhancing our natural, built and historic environment; and, as part of this, helping to improve biodiversity, use natural resources prudently, minimise waste and pollution, and mitigate and adapt to climate change including moving to a low carbon economy.

The NPPF introduces the principle of the 'presumption in favour of sustainable development', for the planning-making this means:

*'Local planning authorities should positively seek opportunities to meet the development needs of their area;*

*Local Plans should meet objectively assessed needs, with sufficient flexibility to adapt to rapid change, unless: – any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole; or – specific policies in this Framework indicate development should be restricted.'*

The NPPF makes clear that the statutory development plan takes primacy in determining planning proposals and reinforces planning law that requires that planning permission must be determined in accordance with the development plan unless material considerations indicate otherwise. Development proposals that accord with the development plan are to be approved without delay and in such circumstances 'where the development plan is absent, silent or relevant policies are out-of-date' planning permission is to be granted with exception to:

*'– any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole; or*

*– specific policies in this Framework indicate development should be restricted.'*



## Core Planning Principles

The NPPF sets out twelve core principles to guide the development proposals that prescribe land use. These principles are outlined below:

NPPF core planning principles should;

- be genuinely plan-led;
- be creative in finding ways to enhance and improve places in which people live their lives;
- proactively drive and support sustainable economic development to deliver homes, business and industrial units and infrastructure;
- secure high quality design and good standard of amenity;
- promote the vitality of urban areas and protect the Green Belts;
- support the transition to a low carbon future in a changing climate;
- contribute to conserving and enhancing the natural environment and reducing pollution;
- encourage the effective use of land by reusing land that has been previously developed (Brownfield land);
- promote mixed use developments including provision of open land to perform a variety of functions (such as for wildlife, recreation, flood risk mitigation, carbon storage or food production);
- manage patterns of growth to facilitate use of public transport, walking and cycling; and
- support local strategies to improve, health, social and cultural wellbeing, including deliver community and cultural facilities to meet local needs.

## New objective added

- conserve heritage assets in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of this and future generations

## Town Centres

The WSOA lies within Maidenhead town centre and of particular relevance to this draft SPD are the policies that relates to town centres. The NPPF recognises the importance of town centres and advocates that:

*'Planning policies should be positive, promote competitive town centre environments and set out policies for the management and growth of centres over the plan period. In drawing up Local Plans, local planning authorities should:*

- *recognise town centres as the heart of their communities and pursue policies to support their viability and vitality;*
- *promote competitive town centres that provide customer choice and a diverse retail offer and which reflect the individuality of town centres;*
- *retain and enhance existing markets and, where appropriate, re-introduce or create new ones, ensuring that markets remain attractive and competitive;*
- *allocate a range of suitable sites to meet the scale and type of retail, leisure, commercial, office, tourism, cultural, community and residential development needed in town centres. It is important that needs for retail, leisure, office and other main town centre uses are met in full and are not compromised by limited site availability'.*

## 2.3 LOCAL PLANNING CONTEXT

### Local Plan (2003)

The Local Plan (incorporating Alterations Adopted June 2003) guides development across the Borough and sets out priorities and policy objectives for requirements such as; housing, infrastructure, health and the environment.

A number of policies within the Local Plan have also been cancelled (to comply with changes to planning legislation) and are no longer applicable. The policies that remain relevant are referred to as 'Saved Policies'. The main policies of relevance in the Local Plan include:

- DG1 Design Guidelines
- CA 1 Development in Conservation Areas
- LB 2 Proposals affecting Listed Buildings or their settings
- R 3 Public Open Space provision in new developments
- R 5 Children's Playspace
- CF 1 Protection of existing facilities
- CF 2 Provision of new facilities
- H 3 Affordable housing (and the Supplementary Planning Guidance)
- H 6 Town Centre housing
- H 8 Meeting a range of housing needs
- H 10 Housing layout and design
- H 11 Housing density
- T 5 New developments and highway design
- T 7 Cycling

- T 8 Pedestrian environment
- P 4 parking within development

The policies within the Local Plan that relate to Central Maidenhead have since been superseded and supplemented within the Maidenhead Town Centre Area Action Plan (2011).

The Council is currently in the process of preparing a Borough Local Plan that will set out the long-term vision and place shaping strategy for the Borough up to 2032. It will provide the policy basis for delivering sustainable development, with specific policy objectives to ensure that new development, such as homes, jobs and supporting infrastructure is delivered in appropriate locations at the right time and in the right way. The emerging Borough Local Plan has been subjected to a series of public consultation events that has led to the preparation of the Preferred Options Consultation Document.

### The Maidenhead Town Centre Area Action Plan (2011)

The West Street site is identified as one of six Opportunity Areas in the Maidenhead Town Centre Area Action Plan. The Maidenhead Town Centre AAP was adopted on September 27th 2011. The strategic aim of the plan is to rejuvenate Maidenhead town centre and surrounding area by promoting active attractive streets and places, new shops, homes and business and leisure opportunities. To achieve this aim, the Maidenhead Town centre AAP sets out overarching objectives relating to four main themes:

#### Places

- Improve the quality of and provision of public space.
- Introduce greenery into the town centre to reflect its Thames Valley setting. Enhance and introduce the use of water.
- Promote high quality built form.

#### Economy

- Quicken the pace of urban development and promote economic growth.
- Promote mixed use development.

#### People

- Foster greater civic pride
- Improve the identity and image of the town centre.

#### Movement

- Optimise town centre accessibility.
- Reduce pedestrian and vehicular conflicts, and promote a people-friendly town.

These themes are expressed as specific planning policies outlined below:

- Policy MTC 1 Streets & Spaces
- Policy MTC 2 Greening
- Policy MTC 3 Waterways
- Policy MTC 4 Quality Design
- Policy MTC 5 Gateways
- Policy MTC 6 Tall Buildings
- Policy MTC 7 Retail

- Policy MTC 8 Food & Drink
- Policy MTC 9 Markets & Events
- Policy MTC 10 Offices
- Policy MTC 11 Visitor Accommodation
- Policy MTC 12 Housing
- Policy MTC 13 Community, Culture & Leisure
- Policy MTC 14 Accessibility
- Policy MTC 15 Transport Infrastructure

The site specific policy relating to the West Street Opportunity Area (Policy OA 2) is also detailed within the Maidenhead Town Centre AAP.

### Policy OA 2

The West Street Opportunity Area is allocated for a residential and office led mixed-use regeneration scheme. Proposals for this area should comprise in the order of:

- 21,000 m<sup>2</sup> of office floorspace (gross);
- 310 residential dwellings (gross);
- Complementary leisure provision, hotel, food and drink uses.

Development and design principles of particular relevance and importance to the redevelopment of this area include:

- Effective integration with the existing retail network through the creation of a new pedestrian access way linking to the High Street.
- Creation of a new pedestrian and cycle link to Kidwells Park.

- High quality architecture with active frontages to West Street and Bad Godesberg Way.
- Buildings to provide enhanced skyline and positive contribution to wider views with particular attention to neighbouring development including heritage assets, roof design and variation of building heights.
- Public realm improvements including those to existing pedestrian underpasses.
- Development of taller buildings up to 12 storeys (40m), with a landmark building at the western end of the site.
- Retention of the listed United Reformed Church, and enhancing its setting.
- Consolidation of existing telecommunications infrastructure unless alternative arrangements are in place.
- Retention of community facilities (the public house, Friends' meeting house and United Reformed Church's community hall) unless acceptable provision is to be made elsewhere.
- Vehicular access from West Street or Kidwells Park Drive.
- Replacement of existing public car parking.
- Not increase flood risk and use sustainable drainage systems to reduce surface water flood risk where possible.

## 2.4 SUPPLEMENTARY PLANNING GUIDANCE

The Council has published a range of supplementary planning guidance that provides further details in relation to principal policies set out in the Statutory Development Plan. Supplementary planning guidance relevant to the West Street Opportunity Area is set out below:

### Car Parking Strategy

The Council's published Car Parking Strategy provides guidance on acceptable parking ratios that will be sought for all new developments in the Borough.

### Planning Obligations and Developer Contributions SPD

The Planning Obligations and Developer Contributions SPD sets out the circumstances where developer contributions will be sought. Under the Town and Country Planning Act 1990, Developer Contributions also known as 'section 106 agreements' or 'planning obligations' can be sought to mitigate the impact of a proposed new development on local infrastructure and services, thereby making development acceptable.

### Community Infrastructure Levy (November 2015)

The Council is in the process of moving towards the implementation of the Community Infrastructure Levy (CIL). CIL is a mechanism by which developer payments contribute towards the infrastructure, such as schools, and transport schemes needed to support the development of the area. The CIL Charging

Schedule sets out the chargeable rate that applies to various development types.

CIL will apply in conjunction with Section 106 (s106) agreements. However the scope under which s106 obligations is limited to site specific infrastructure, such as affordable housing and local highway and junction improvements in accordance with national planning legislation. The Draft CIL Charging schedule specifies that CIL will not be chargeable on sites within the Maidenhead Town Centre AAP.

### **Sustainable Design and Construction SPD**

The purpose of the sustainable Design and Construction SPD is to encourage the sustainable approaches to the construction of buildings, and their performance in use and minimise impact on the environment.

The SPD sets out measures that would satisfy the Council's requirements, accordingly these measures, where practicable in the preparation of all planning applications relating to the West Street Opportunity Area.

## **2.5 LOCAL BOROUGH STRATEGIES**

Relevant local strategies are set out below:

In preparing this draft SPD consideration has been given to relevant strategies and studies published by the Council and its stakeholders.

### **Sustainable Community Strategy**

The long-term vision for the future economic, social and environmental wellbeing of the RBWM is set out in the Sustainable Community Strategy. The Strategy was prepared by the Community Partnership; a collective of public, private and voluntary sector organisations established to ensure the Royal Borough continues to be a place where everyone can thrive in a safe and healthy environment.

The strategy sets out the vision for the Royal Borough and includes seven key priorities for the achievement of the long-term vision. The key priorities are set out as follows:

- Improving community safety
- Strengthening local communities
- Reducing health inequalities
- Safeguarding the vulnerable
- Raising education and skills attainment
- Promoting sustainable economic growth
- Tackling climate change

## PRoM – the Partnership for the Rejuvenation of Maidenhead

The Partnership for the rejuvenation of Maidenhead was formed in 2008 in response to a growing desire to see the town centre improve. PRoM led on the development and adoption of the Maidenhead Town Centre Area Action Plan (AAP). PRoM has set out its vision for Maidenhead:

*“We want Maidenhead town centre to become the distinctive heart of the community, a place that celebrates its green Thames Valley setting. A town which is both accessible and welcoming, with a vibrant economy providing an appealing home to people and commerce. This is our vision and what we set out to achieve.”*

This vision translates into a set of clear outcomes, it is envisaged that the regeneration of Maidenhead town centre will result in:

- Up to 1,000 residential units in the town centre
- Nearly 100,000 sqm of new office space identified in the AAP
- An enhanced retail offer in the town
- Additional town centre and commuter parking, improved station public realm and bus, rail and taxi interchange
- Quality public realm including a town square, community and cultural facilities
- Improved leisure offer for town including cafes and restaurants
- Regenerated town centre waterway - bringing the Thames to the town
- Improved links to London with Crossrail, making Canary Wharf just 55 mins away.

Creating opportunities to promote the centre as a welcoming, attractive and accessible location is identified as a priority action. Both the Maidenhead Town Centre AAP and the Sustainable Community Strategy are expressed spatially within the (Emerging) Borough Local Plan.

## RBWM Technical Studies

A range of studies have informed the preparation of the new Borough Local Plan and this draft SPD. The relevant studies are examined further in the following subsection.

### Employment Land Review (2009)

The Employment Land Review study (2009) examines the local economy and the economic potential of Borough and incorporates an assessment of potential development sites for employment use and identifies the employment floorspace requirements up to the year 2026.

The Employment Land Review identified that the West Street car park element of the site has the potential to accommodate 4,500 m<sup>2</sup> of office floorspace. The study concluded overall that West Street ‘is a good quality employment site with the potential to accommodate a significant quantum of office floorspace’.

Similarly the Review highlighted that the Telephone Exchange, (the former BT office complex) within the West Street highlighted that ‘the continued office use of the site would present no conflicts with surrounding uses and redevelopment could yield a net increase in office floorspace of circa. 3,400 m<sup>2</sup>’.

The Employment Land Review provides the evidence to support that the provision of new office developments within the West Street Opportunity Area which will contribute to meeting the future floorspace requirements in the Borough.

### **Functional Economic Market Area (FEMA)**

Evidence on employment land is currently being updated. A county-wide study to define the Functional Economic Market Areas of Berkshire has been undertaken and is to be published in March 2016. Further studies looking at the demand for and supply of employment land are in progress.

### **Housing & Economic and Land Availability Assessment**

Government policy requires that local authorities plan for the provision of new homes and jobs by preparing a Housing and Economic Land Availability Assessment (HELAA) for their housing market area. The RBWM has undertaken a 'Call for Sites' exercise (summer 2015) as part of the process to identify potential housing and employment site allocations. The Council will consider those sites put forward as part of the process alongside known sites with extant permissions. The HELAA will ensure that sufficient housing and employment land has been identified to meet the Borough's future needs.

### **Strategic Housing Market Assessment**

The Council's Strategic Housing Market Assessment published in 2014 reviews the current housing market and the underlying socio-economic demographics analyses the future housing requirement of the Borough. The Council has commissioned an update to the 2014 Assessment, in the form of a joint county wide Strategic Housing Market Assessment.

The Draft Berkshire Strategic Housing Market Assessment which is due to be published in March 2016 calculates the net housing need in the County, broken down by Borough between years; 2013-2036. The Assessment identifies that there is an overall annual requirement for 712 homes and an annual need

for 434 affordable homes. The West Street Opportunity Area will make a significant contribution to meeting the Borough's identified housing requirement over the plan period.

### **Strategic Flood Risk Assessment (SFRA) 2014**

The Strategic Flood Risk Assessment (SFRA) for the Royal Borough involves the assimilation of flooding data from all sources; including river, surface water (local drainage), sewers and groundwater. The flood risk data is considered alongside the topography and watercourses in order to build a profile of the Borough's propensity to flood according to low, medium and high probability.

The SFRA makes recommendations for appropriate land uses in accordance with NPPF and directs development, particularly residential development to areas at the lowest risk of flooding (i.e. sequential test) in order to avoid risk of flooding to people or property.

Where flood risk has been identified as a potential constraint to future development, a recommendation is given regarding possible flood mitigation solutions that may be integrated into the design (by the developer) to minimise the risk to property and life should a flood occur.

A further study to the SFRA the 'Increased Scope SFRA and Sequential Testing of Sites' considers potential development allocation sites in more and includes a Sequential Test of these sites.

The Increased Scope SFRA that the West Street Opportunity Area is categorised as Flood Zone 1 (low probability of flooding).

The policies, strategies and studies outlined in this section, provide the context in which this Development Framework has been developed.

## 2.6 THE SITE

### Introduction

The West Street Opportunity Area site is at the north westerly point of the historic town centre. The adjacent context is the urban town centre to the south and east, but contrastingly there is the open space of Kidwells Park to the north of the A4 dual carriageway, Bad Godesberg Way, which bounds the site.

The Opportunity Area is adjacent to Bad Godesberg Way, which provides the main access and it is immediately north of the main commercial centre which makes it a suitable location for continuing mixed use development.

Furthermore, the site is close proximity to the mainline railway station, which will become a Crossrail station in 2019. This additional transport connection is a positive asset for the site.

The existing site has a large surface car park adjacent to the post-war telecoms exchange building.

Recent development at the eastern end of the area has significantly increased the prevailing scale of the area and has started to address the absent frontage onto Bad Godesberg Way.

This is a back-land site relative to the High Street and historic town centre but has significant potential to improve access to the town centre and to enhance a very visible area.

A detailed description of the individual parcels of land is provided in the following section of the document.







Leisure Centre

Sainsbury's

Kidwells Park

Marlow Road

Cookham Road

Bad Godesberg Way

Kidwells Park Dr

West Street

Market Street

High Street

Castle Hill

Queen Street

Nicholson Centre

Maidenhead Town Hall

Frascati Way

King Street

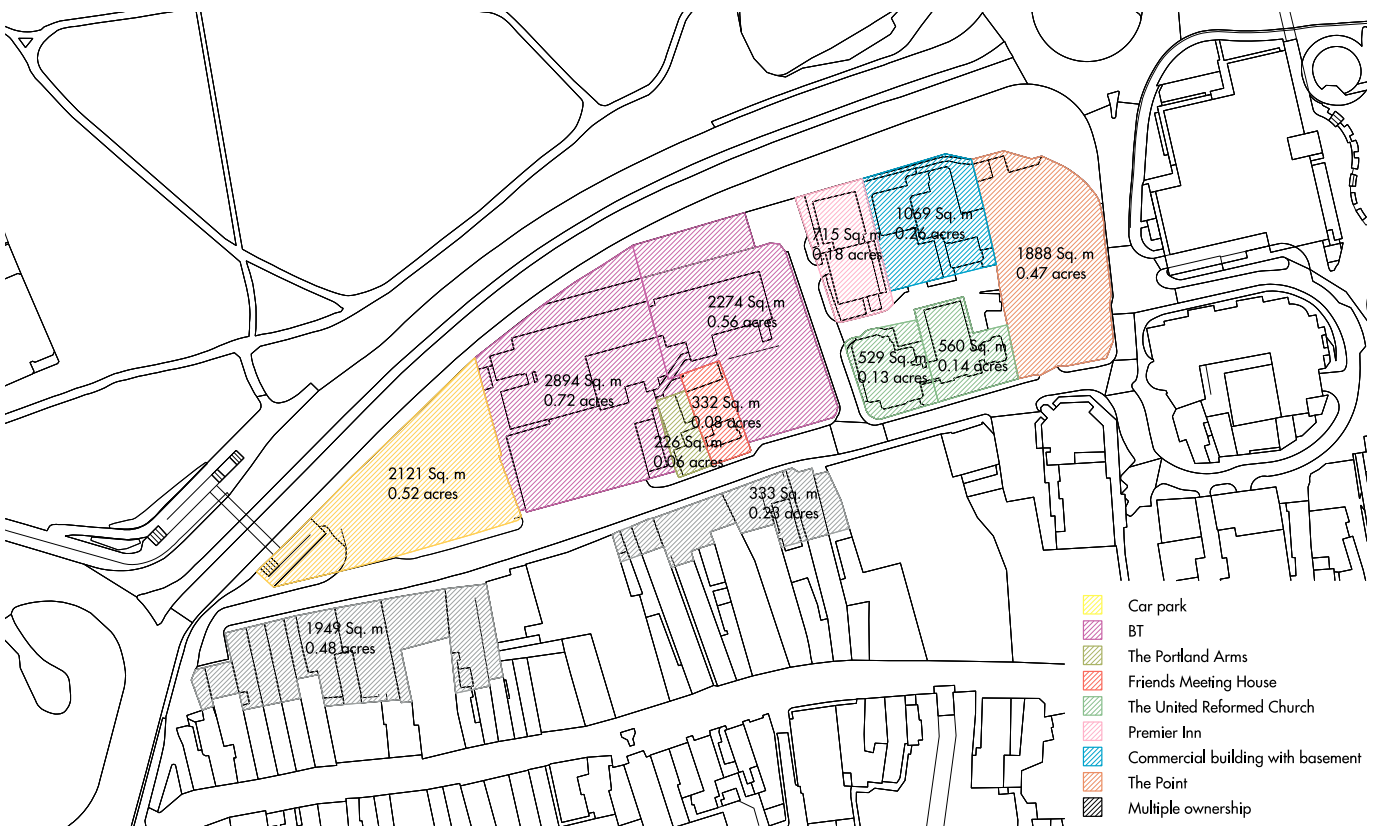
Grenfell Park

Maidenhead Station

## Site parcels

The site is divided into a series of sites according to land ownership and character. These are detailed in the following section and broadly fall into three categories:

- Land at the western end, dominated by the telecoms exchange, parking and servicing;
- The older buildings of the former pub, Quakers meeting house and Baptist Church; and
- The modern hotel and office developments at the eastern end of the area.



Land ownership plan

## Car park

The car park is the most westerly point of the site and is therefore most exposed to Bad Godesberg Way.

It is a popular car park as it is one of the few remaining surface car parks in close proximity to the High Street, and it benefits from an easy access into Iceland and Marks and Spencer. Vehicle access is limited, as West Street is only has a single access point at the eastern end.



## BT building

The BT building is a post-war structure in several parts. The taller element houses telecom exchange infrastructure which is likely to be costly to relocate. However, it has been identified that there are elements of the site and certain elements of building which could be released for development. This would allow for either phased or partial development of the site.



### Former public house

The former Portland Arms public house is a robust late Victorian building with a good proportion of external historical fabric retained. Along with the United Reformed Church to the east it forms one of the last historic remnants on the north side of West Street and is a clear indicator of the historic building line.

It is not listed or recorded as a building of local significance, but it could be successfully retained and incorporated into a proposed redevelopment.



### High Street service areas

The rear of the High Street blocks face onto West Street. This area is dominated by lack of frontage, parking, servicing and bin stores and is in multiple ownerships.

The opportunity exists to rationalise parking and servicing, potentially with shared access ways to reduce vehicle cross-overs on the pavement. This could either release land for infill development, or at least allow for screen walls to better hide the parking.



### Quaker meeting house

The Quaker meeting house adjacent to the former pub is a modest building with a single storey frontage set back from the road behind a garden. The frontage is modern and it is not known if any earlier fabric is incorporated in the building.



### Grade II listed Church

The United Reformed Church sits in the eastern part of the site with a strong gabled frontage onto the street. The building's status as a listed building means that it should be conserved and new development should be sensitive to it in both scale and design.

The more modern church rooms provides some potential for redevelopment with business or residential space above re-provided facilities.



### The Point

There are three new developments at the east end of the site. The Point is a recently completed development of 78,000 sqft of Grade A offices set out in 9 storeys and a 2 level basement.

It provides good active frontage onto Market Street with an entrance at the northern end, facing onto the junction with Bad Godesberg Way.

At 9 storeys it provides a strong landmark onto the roundabout, particularly in views from the north.



### Pearce Building

A recently completed commercial building with basement car park. The building extends the active frontage character established by the Point to improve the elevation along Bad Godesberg Way.



### Premier Inn

A recently opened Premier Inn development with 124 bedrooms and on site restaurant and bar facilities.

This development provides frontage onto Kidwells Park Drive, creating the context for development on the telecoms exchange site to establish a reciprocal frontage.



## Heritage

The southern part of the site is partially included within the Maidenhead Town Centre Conservation area, which primarily covers the High Street and Queen Street.

Despite the conservation area designation there are relatively few listed buildings or buildings of local significance along the High Street. The designation also covers a significant number of buildings from the post war period which could be improved.

The Post Office is a particularly strong contribution to the street, as are a number of public houses and banks. The scale and character of the buildings varies significantly, as can be seen on the street elevations on the following pages.

The scale and width of the High Street is such that the existing taller building on the telecoms site is masked from view at street level. This is due to the relative distance from the High Street and is despite the low scale of some of the High Street premises.

Within the West Street area a particular listed building to note is The United Reformed Church in the eastern part of the site. A number of new office and hotel buildings have been developed around this, leaving a remaining potential component through the redevelopment of the church's own ancillary site to the west.

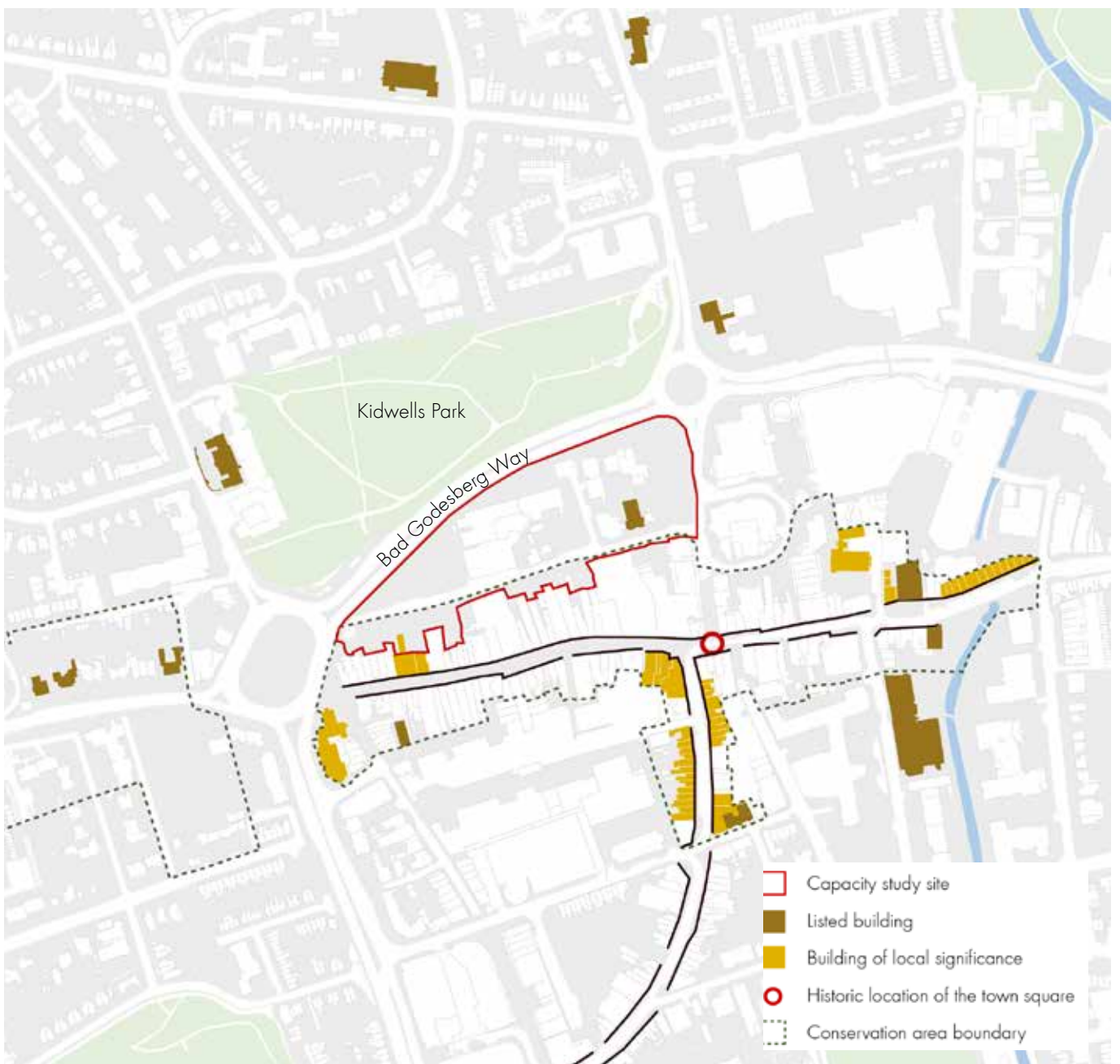


*The United Reformed Church (listed)*



*The Post Office (building of local significance)*





Conservation area plan

## High Street elevations



The south-facing elevation of the High Street includes a number of strong buildings such as the Edwardian Post Office and a number of impressive three storey Victorian buildings. There is a weaker two storey run of buildings east of the Post Office which provide some potential for positive development. There are also a number of post-war infill developments including the

Marks & Spencer and Boots buildings which could make a more positive contribution to the character of the Conservation Area through re-cladding or redevelopment.



As with the opposite side of the street, the North-facing elevation of the High Street contains several impressive Victorian buildings with scale and presence. Among these are one or two more modest but no less attractive buildings such as the White Horse public house at the western end.

The south side of the street also contains a similar mix of lower rise development and post-war development where sensitive remodelling or redevelopment could serve to enhance the character of the conservation area.



## Scale and massing

The predominant scale of Maidenhead Town Centre has been between two and four storeys until the post-war period. The High Street and Queens Street which connects south towards the station both display a impressive groups of buildings with strong scale and allowing for ground floor uses with other accommodation above.

In the latter part of the twentieth century there were a number of taller buildings constructed, including Berkshire House at the northern end of Queen Street and the telecoms exchange which is located within the West Street area.

These buildings are visible in the wider townscape views and act as local landmarks at various points around the town. The town centre AAP identifies the opportunity for taller buildings on the West Street site, and there is the opportunity to create a more clearly defined edge to the town centre against the context of Bad Godesberg Way and Kidwells Park



*The view from Long Lane on the north side of Maidenhead*

- 1 to 2 storeys
- 3 to 4 storeys
- 5 to 6 storeys
- 7+ storeys



## 2.7 CONSTRAINTS

### Heritage

Parts of the site lie within the conservation area and there are also listed buildings and buildings of local significance within and around the area. Development will need to be sensitive to the setting of historic assets.

### Bad Godesberg Way

This is a major road which acts as a major barrier to pedestrians and cyclists and which cuts off Kidwells Park from the town centre. The character of the road as a free flowing highway also means that much of the development has turned its back on the road. This means that imaginative development and connections will need to be envisaged to rehabilitate this part of the town centre.

### BT exchange

The telecoms exchange is an operational facility with several facets.

- The site houses operational switchgear although this does not account for all the buildings;
- The presence of the exchange means that the site acts as a node for the area's fibre optic and copper cabling. Even if the building were to move the function of the exchange might be difficult to relocate at least in the short term; and
- There is operation space given over to yards for vehicle storage, primarily used for overnight parking of service vans.

Initial discussions with the freeholder of the site indicate that a phased development of the site may be possible, subject to the retention of the core tower

which contains the switchgear.

### West Street










The environment of the street itself is poor and dominated by service areas and parking

### Pedestrian connections

The High Street buildings act as a significant barrier between West Street and the High Street with the exception of one very narrow alley and some opportunities to walk through shops which have an entrance onto both streets.

### Parking

The surface car park on West Street is a popular car park, probably due to its proximity to the High Street and the fact that it is one of the few remaining areas of at-grade open parking in the core town centre.

	Building recently completed/ under construction
	Building likely to be retained
	Heritage asset
	Grade II Listed building
	Building under application for ACV
	Dual carriageway
	Impenetrable edge
	Existing trees
	Access to be maintained

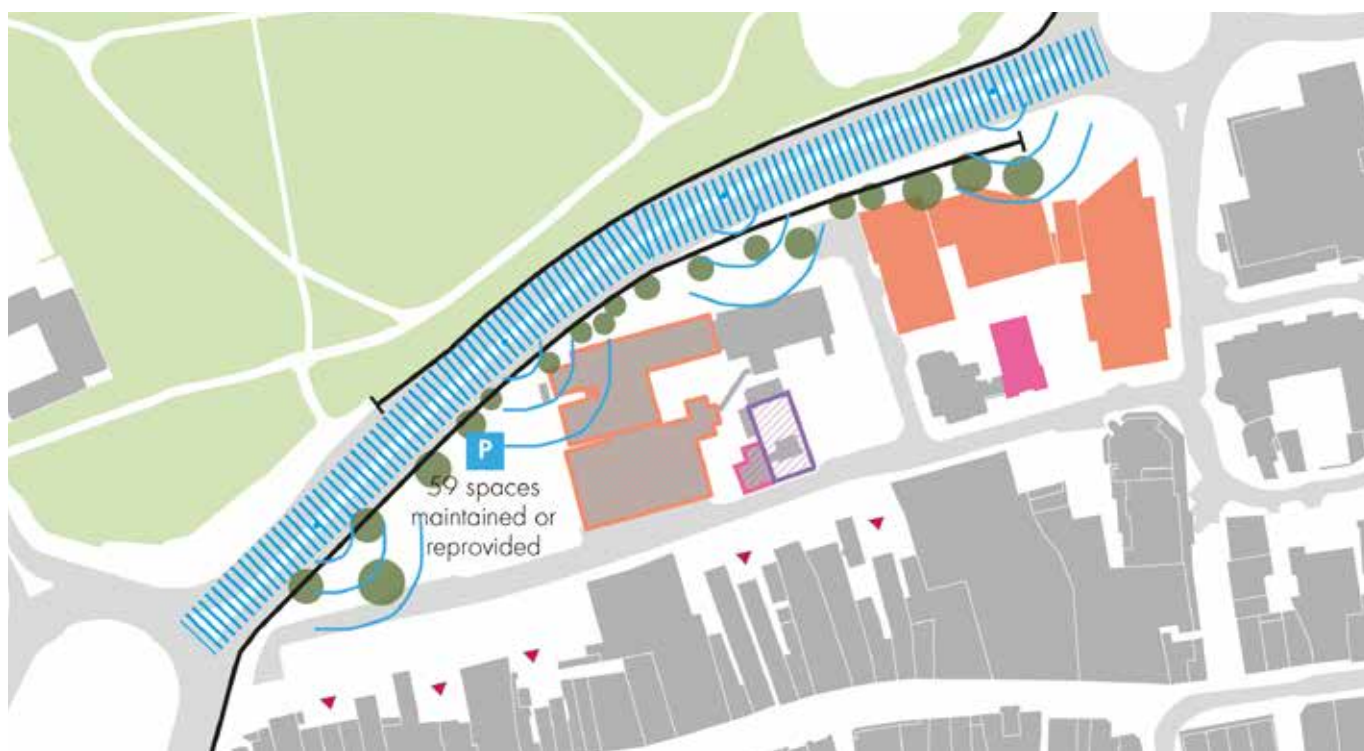
## Sections added

### Vehicle access

Vehicular access to all the various sites being considered is significantly constrained by the narrow width of West Street. This is compounded by a very tight turn at the junction with Market Street, on-street parking at various locations along the road and deliveries on West Street that frequently block the road. Whilst it is appreciated that this is a town centre location, unless these access issues could be overcome it is suggested that this would constrain the amount of new development that could be considered in the area. These issues should be clearly identified in the SPD.

### Groundwater protection

The WSOA is located within the groundwater Source Protection Zone 1 (SPZ1) and is underlain by a principle aquifer. This means that the area is a high sensitive location with regard to the protection of water quality. SPZ1 and principle aquifer identify the catchment areas of sources of potable water and show where they may be at particular risk from polluting activities on or below the land surface. Due to the above constraints development has the potential to have a significant impact on the environment if not managed appropriately.



Constraints plan







# 3 VISION

# 3 VISION

## Vision text updated

### 3.1 THE VISION AND OBJECTIVES

#### Vision

The vision for West Street Opportunity Area is an ambitious and innovative scheme of exemplary design that delivers an attractive destination including prime office and residential development along with leisure, food and drink provision. New development will enhance the town's profile, appearance and heritage assets with active frontage along Bad Godesberg Way and an improved quality of environment along West Street.

A redeveloped West Street will enhance the sustainability credentials of the town centre and better integrate Kidwells Park to the town facilitated by improved cycle and pedestrian connections.

In achieving this vision, the redevelopment of the WSOA will deliver the following objectives as expressed in the Maidenhead Town Centre AAP.

#### Objectives

The co-ordinated redevelopment of this area will:

- Improve the town centre's appearance and frontage along Bad Godesberg Way;
- Significantly improve the town centre's office and residential profile;
- Create new high quality gateways into the town centre;
- Enhance the town centre's land use efficiency and sustainability;
- Significantly improve the town centre's accessibility and permeability;
- Improve the town centre's green setting through better integration of Kidwells Park with the town centre;
- Create a more lively and attractive environment along West Street;

- Protect and enhance the listed buildings and conservation area; and
- Deliver an innovative and imaginative solution to the redevelopment of the area.

#### New objectives added



*Illustrative scheme*





# 4 FRAMEWORK

# 4 FRAMEWORK

## 4.1 PLACE MAKING PRINCIPLES

The following section of the report provides the key principles for the delivery of development within the West Street area. These can be summarised as follows:

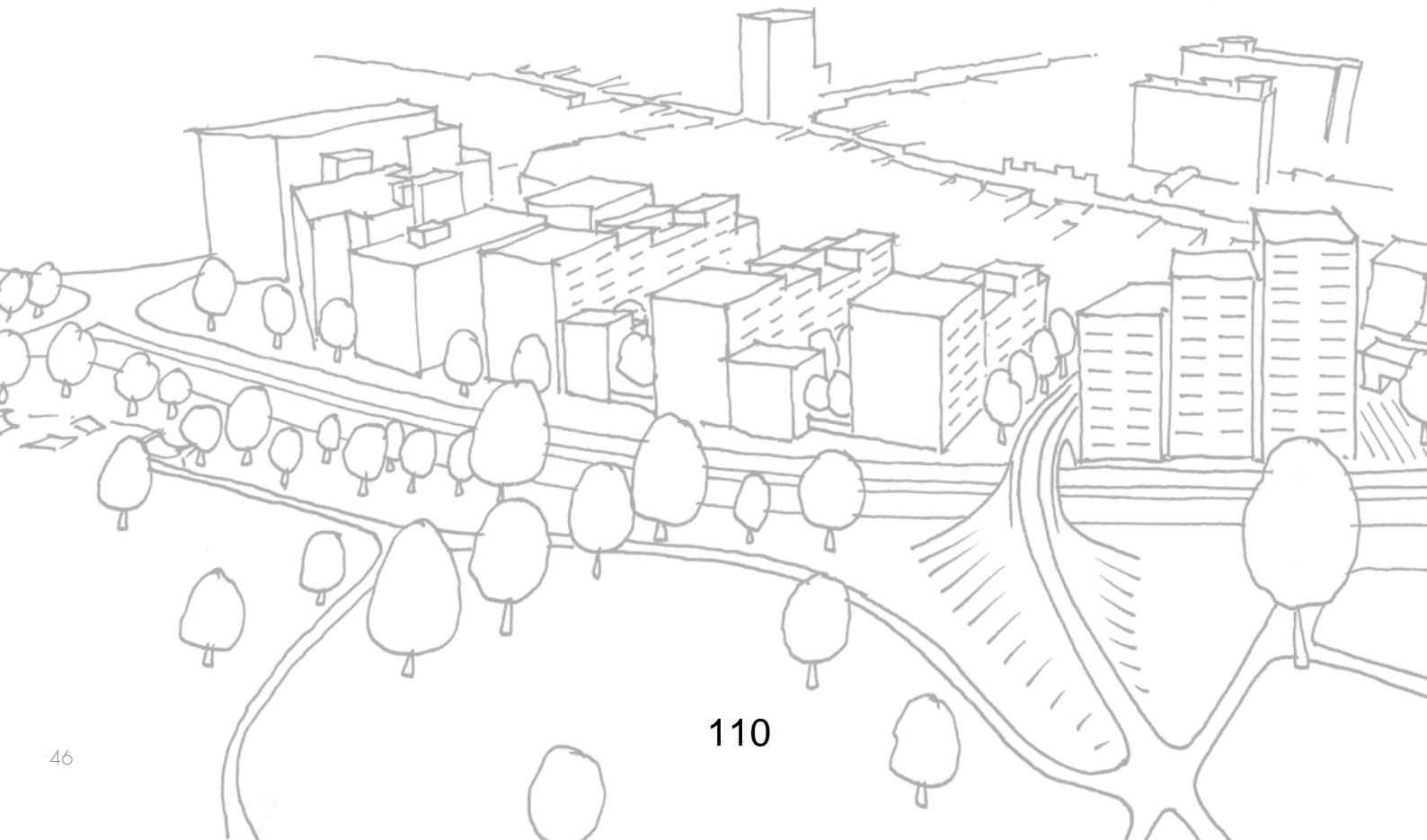
**Deliver innovative urban solutions** tackling the severance caused by Bad Godesberg Way through options such as a living bridge or green bridge.

### **New text**

**Work with the historic character and buildings** to establish development which complements the historic character of the town centre and reinforces the conservation area.

**Transform the existing buildings** recognising the constraints of working with existing fabric, and the potential need to retain the telecoms exchange in the medium term.

**Create frontage onto West Street** re-establishing the street as a pleasant place to be and once which is a suitable street environment to support a wide range of uses, including residential and office space.



**Create a strong frontage onto Bad Godesberg Way** creating a clear edge to the town centre and a high quality built form which underlines Maidenhead's attractive character .

**Exploit the potential for a landmark** using the prominent western part of the site to deliver a strong building of sufficient scale and high quality design.

**Establish a flexible form** suitable for development which can accommodate a mix of uses either across the site or through being re-purposed over time.

**Establish a phase-able form** recognising and working with the complex land ownerships to establish a development framework which can be delivered either partially or in phases.



## Revised text which replaces the original section on improving connections to the park

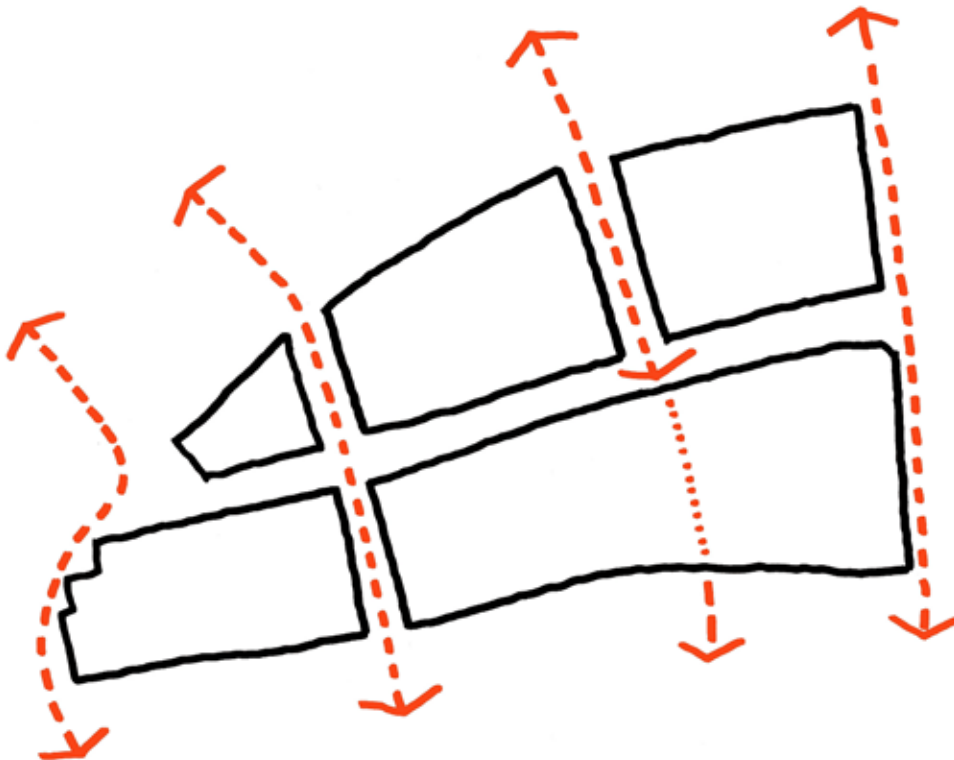
### Deliver innovative urban solutions

The townscape around West Street is very poor and fragmented and does little to complement the conservation area or provide links to Kidwells Park and the wider town.

Imaginative solutions are required to repair the urban form of this part of the town centre and tackle the severance caused by Bad Godesberg Way. The Council would support the delivery of imaginative solutions such as a living bridge which provides a strong sense of urban continuity. This could be complemented by

significant improvements to the existing underpass, or potentially the introduction of at-grade crossings if the character of the road changes.

Connections across Bad Godesberg Way will be complemented by improvements to the links from West Street to the High Street, including options to create a cut through less sensitive built fabric.



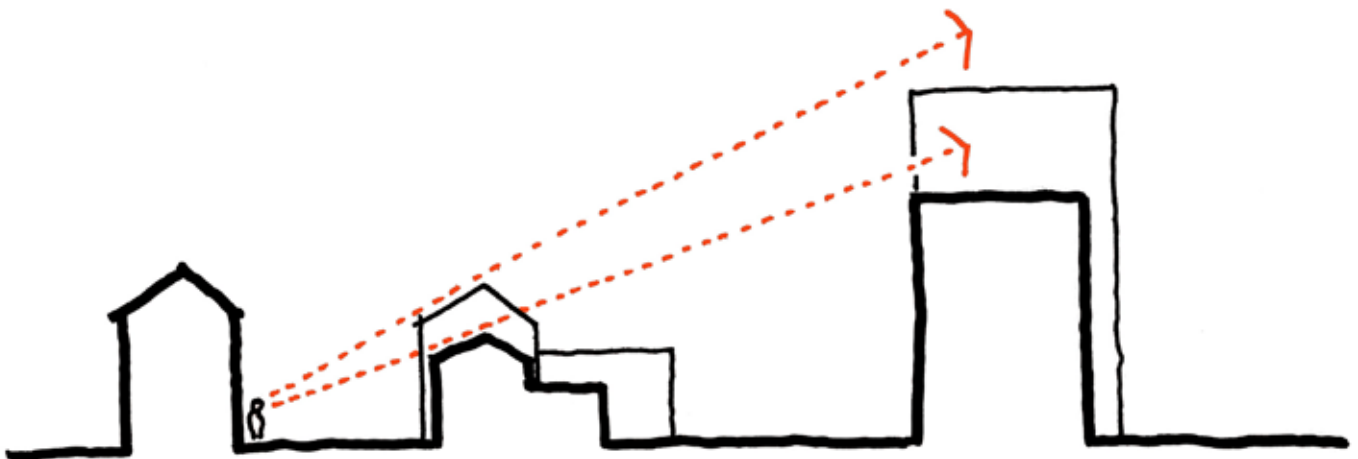


### Work with the historic character and buildings

The area overlaps the town centre conservation area and contains the listed United Reformed Church as well as other heritage assets including the former Pertland Arms public house and the Quaker meeting house. These buildings can contribute significantly to retaining the sense of place. The church in particular is an important building and development around it needs to have due regard to its setting and character.

#### Updated text

In the wider context, the improvements to the West Street area stand to enhance aspects of the conservation area through improvements along West Street. The height and character of development on West Street should have regard to the setting of the conservation area buildings, particularly the north side of the High Street. The existing telephone exchange building demonstrates that taller buildings can be accommodated on the site without impinging on the views within the conservation area. However, anything significantly taller may have a noticeable impact.

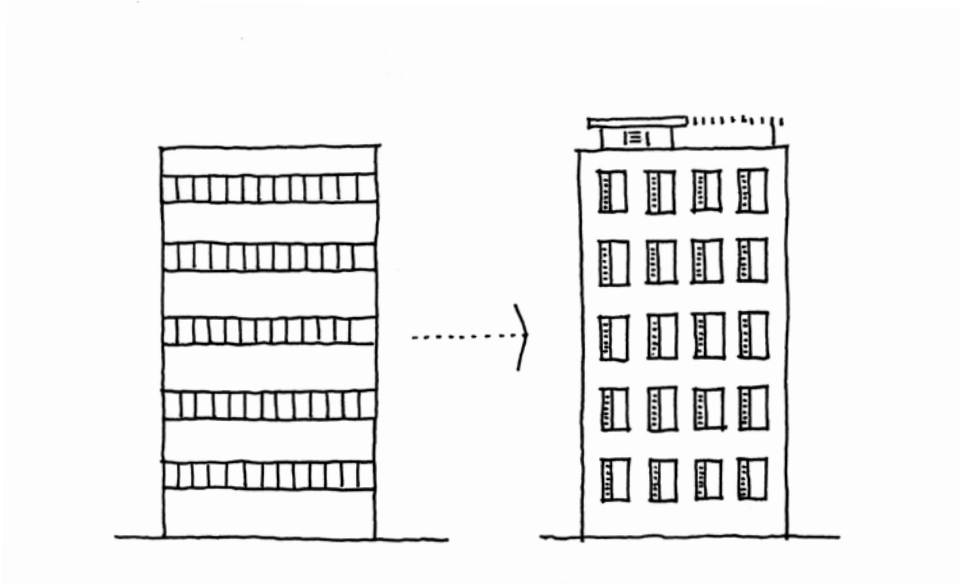


## Transform the existing buildings

The existing telecoms exchange is a significant piece of infrastructure for Maidenhead. The Council will support redevelopment of this facility which respects and retains this significant role.

In the shorter term the building itself has the potential to be transformed via a number of imaginative re-design techniques and the improvement of the environment and frontage at street level so that it makes a more positive contribution to the area. This would be a useful catalyst to other elements of investment and could help to improve the values achieved on neighbouring development projects.

### Updated text



### Frontage onto West Street

West Street will always have a significant role to play as a service access to the High Street blocks. However, development along the street can significantly improve the character of the space. New development on the northern side of the street should create active frontage, echoing the historic line of development facing onto the street.

On the south side there are opportunities for a more gradual approach to elements of infill development on some of the back-land service and parking areas. A stronger boundary defined by walls and gates would also help to screen and manage parking. An increase in shared parking areas could improve efficiency and would help to reduce the frequency of gates required.

It is expected that work on the southern side of the road will take place over time through collaboration between land owners, occupiers and the council.



### Frontage onto Bad Godesberg Way

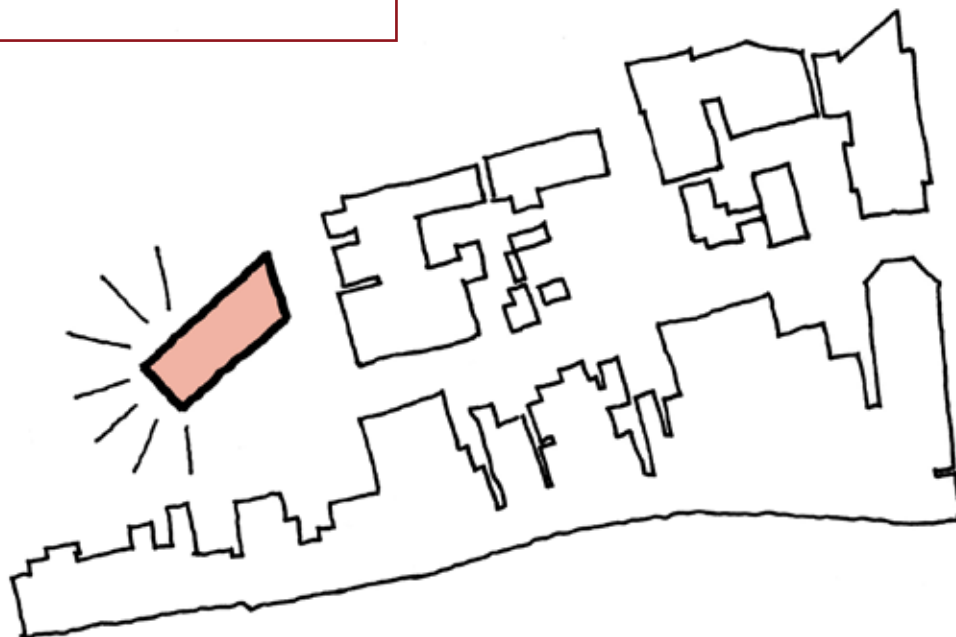
When it was constructed in 1973 Bad Godesberg Way cut through the previous urban form, leaving a road without any development fronting onto it. More recent development at the eastern end of the site has begun to re-establish a presence onto the road. This gives prominence to the individual buildings such as the Point, but is also welcome at a more strategic level, as it helps to define more clearly the edge of the town centre and create a more positive image than the backs of older buildings. Given the prominence of the sites between Bad Godesberg Way and West Street they can play an important part in defining and improved character in the area.



## Landmark

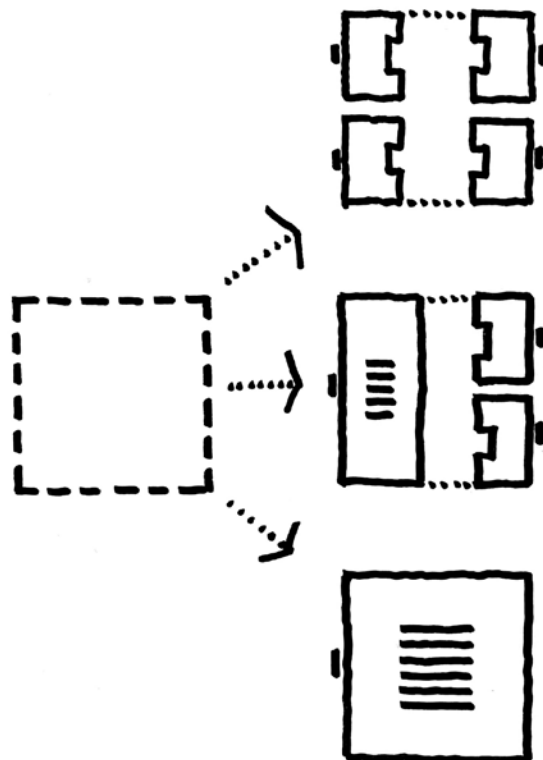
The Maidenhead Town Centre AAP has previously identified the site as having potential for taller buildings and the western end of the site as a strong opportunity for a landmark building. Also noted is the desire for a skyline and roof form which has sufficient variation and character to make a positive contribution to the wider townscape. The prominence of the West Street site means that any building in this location has the potential be a noticeable landmark without the need to be tall, meaning that the scale of the development can remain within the AAP recommendations for the area. High quality design and construction will be paramount given the prominent location.

### Updated text



### Establish a flexible form

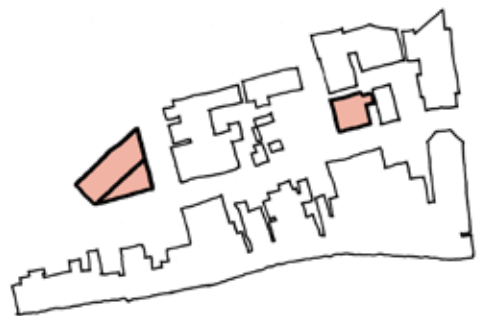
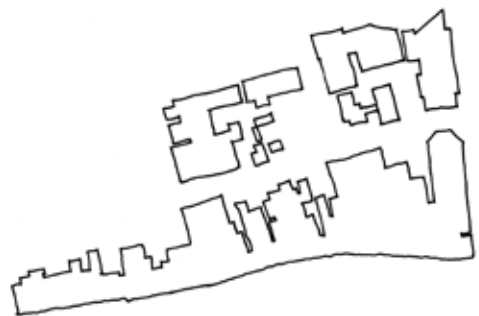
There is a positive tension in the town centre between the demands for residential space and office space. Both are important given Maidenhead's role as both a commuter town and a business node. The form of buildings which are set out should be capable of development either for business use or for residential use. Ideally they should be long-life-loose-fit structures which are capable of sustainable conversion in the longer term.



### Establish a phase-able form

Due to the ongoing operational requirements of the telecoms exchange building a co-ordinated approach to redevelopment is essential and a comprehensive scheme is desirable.

The urban framework which is established for the area should therefore allow for early phases to proceed whilst anticipating the eventual likely form of development. The early phases will need to work on a stand-alone basis without precluding the eventual delivery of comprehensive change.



## 4.2 OPPORTUNITIES

### New frontage

There are significant areas where development can establish new frontage that will improve the urban environment. On West Street there are opportunities to create active frontage where there are open services areas or parking. On Bad Godesberg Way there is the opportunity establish a built presence which improves perceptions of the town centre and which maximises the potential for views across Kidwells Park.

### Connections

There are good opportunities to open up connections from the High Street, across the site and onwards to Kidwells Park. This will create an important walking and cycling route into the town centre and improve links to the surrounding residential neighbourhoods. Connections across Bad Godesberg Way may take the form of a new bridge crossing, integrated with the new buildings; an at grade crossing, subject to further traffic study; or an enhanced subway crossing to improve the existing facilities. The Council would support the exploration of innovative solutions such as a living bridge or inhabited bridge to reinforce the continuity of the route.

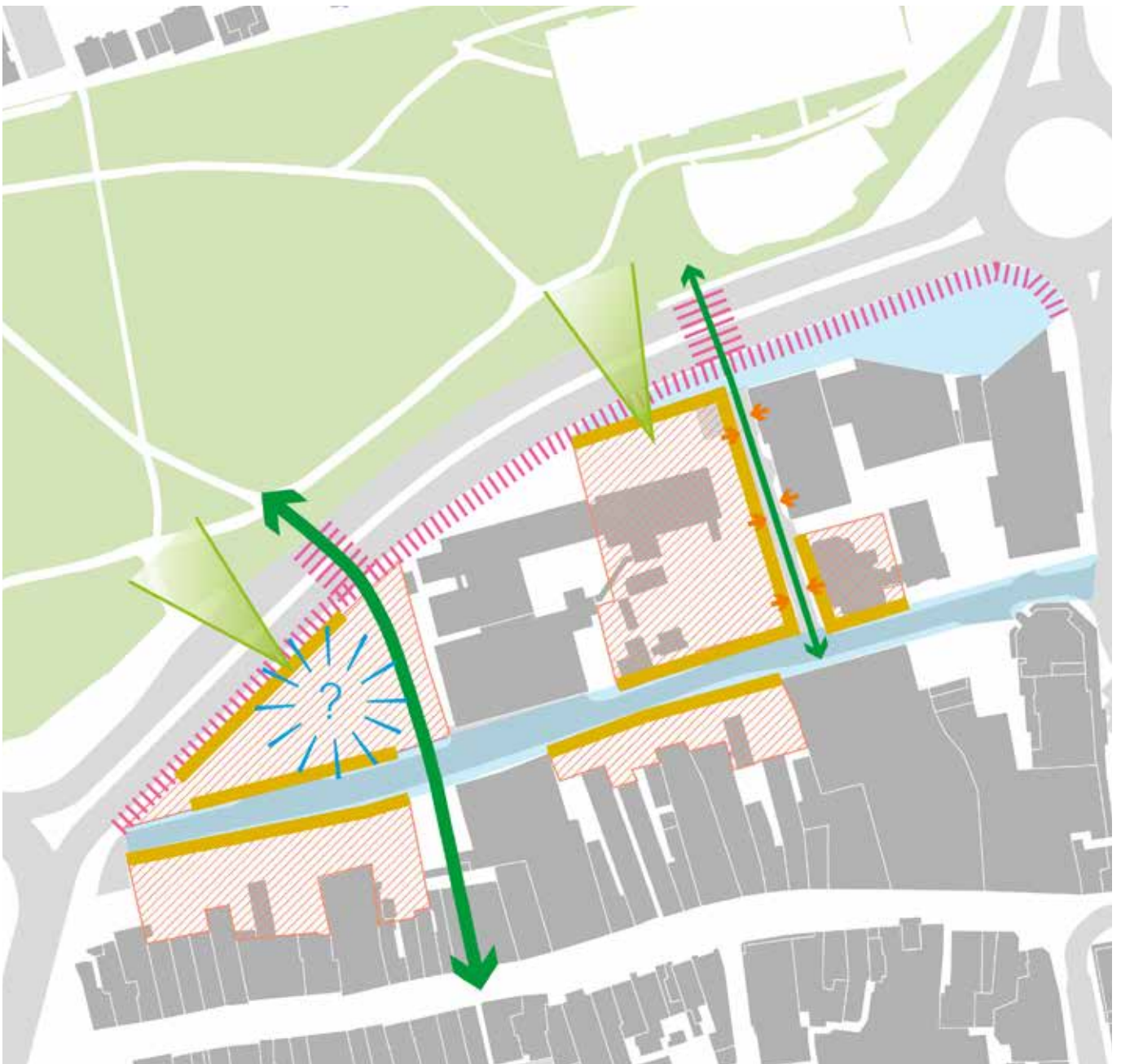
#### Updated text

### Phased development

It is likely that constraints of ownership and delivery will limit the potential for comprehensive development in this area. However, there are options to deliver development on a phased basis, always providing that this takes place within the framework of a coordinated plan.



-  Potential development site
-  Important frontage
-  Opportunity to improve public realm
-  Opportunity to improve pedestrian environment
-  Potential link to the park
-  Park views
-  Possible location for tall building
-  Active frontage



*Opportunities plan*

### 4.3 ILLUSTRATIVE MASTERPLAN

The plan on the facing page provides an illustrative approach to the delivery of the principles which have been outlined for the site. It shows a new taller building on the existing car park site with phase-able development across the telecoms exchange and adjoining parcels.

#### Residential blocks

The principle blocks have been orientated north-south to allow good daylight penetration and amenity for residents. Lower scale blocks along the West Street frontage provide activation to the street and retain a human scale.

#### Landmark building

The taller building at the western end of the site needs to be arranged so as to preserve the existing rights to light of the telecoms building, meaning that the main mass of the building should be arranged parallel to Bad Godesberg Way. However, a podium block which extends out to provide frontage to West Street and to the new north-south route will be important in activating the streets.

#### Building heights

The town centre AAP identifies this site as an area suitable for taller buildings, working up to 12 stories. Given the sensitivity of the High Street conservation area to the south, it is expected that buildings will work up to this threshold but not exceed it. Development should peak with the landmark building in the west, with taller elements arranged along the Bad Godesberg frontage. The building heights through the group should be varied to create a dynamic skyline form the park and buildings should step down towards West Street so establish a human scale along the street.

**Text on phasing moved to the following page**

Opportunity for the remodelling of West Street as a shared space environment to reflect the changing nature of the development and the re-prioritisation of the space towards pedestrians and cyclists

New park connection, either taking the form of a raised bridge or an at-grade crossing

Potential further link to Kidwells Park

New landmark building on the existing car parking site establishing frontage onto West Street and Bad Godesberg Way

New development, expected to be predominantly residential

New development, providing frontage to Kidwells Park Drive



Potential for infill development and/or boundary wall treatment to improve the West Street frontages

Potential new lane linking West Street to the High Street to improve pedestrian connections

New building including re-provided church hall facilities and new residential development

*Illustrative masterplan*

### Phased or partial development

The illustrative masterplan demonstrates how partial development can be achieved whilst retaining the core of the existing telecoms site as well as the Quakers and the former public house. This illustrates the potential for phased or partial development within the area, whilst ensuring that each parcel acts as a deliverable stand-alone piece. It also reflects the fact that whilst the Quakers may chose to relocate from their existing building they have a long-standing presence on the site and may wish to remain.



*Partial approach retaining the BT exchange and Quakers*



*Partial approach retaining the Quakers*

**Section expanded to include reference to the retention of the Quaker building**

## Updated to include reference to the retention of on-street disabled parking

### Parking

The provision of parking to serve the development should not be allowed to dominate the streetscape or public realm.

Parking for the central blocks can be incorporated as a podium deck, screened by development at ground level on the street frontages.

Parking for the new taller building on the western end of the site can be provided as a combination of basement and undercroft parking, with the proviso that the frontages to the key routes must be activated by uses within the building rather than blank car park screening walls.

Parking for disabled users would continue to be retained on street to ensure easy access to the town centre



## Updated text

### Bridge link

Innovative ideas are invited to bring the park closer to the town centre, including the potential for a 'living bridge' to improve pedestrian and cycle linkages. The potential bridge link to the park would require integration with the adjoining buildings to work successfully. The aim is to establish a continuous route with minimal need for ramps to fold back on themselves which would lengthen the walking distances. On the park side, the ramp should blend into the landscape; the proposed location for the bridge would avoid the loss of any mature trees to deliver this.







# 5 DEVELOPMENT GUIDANCE

## 5.1 INTRODUCTION

This section sets out the relevant planning policies that planning applications for developments in the WSOA will be expected to meet and will be assessed against. This will ensure that new developments meet the aspirations and the objectives of this draft SPD and the site specific policy of the Maidenhead Town Centre Area Action Plan.

The relevant policies that will apply to development proposals for the WSOA are set out in the context of achieving the identified spatial planning objectives which underpin the four key themes of:

- Places
- Economy
- People
- Movement

The redevelopment of the WSOA is instrumental to achieving the overall vision for Maidenhead town centre. As such, place-making is key requisite to transforming the Opportunity Area to create a centre where people will want to live, work, leisure and shop.

The Council is keen to see transformative change and so innovative and imaginative solutions to the redevelopment of the area which deliver outstanding architecture and stronger north-south links will be encouraged. A redeveloped West Street, will contribute to meeting the following objectives of the 'places' theme. These objectives are set out below as follows:

### Updated text

## 5.2 PLACE

### Places objective 1

*“Improve the quality and provision of public space” by introducing new town centre spaces through the redevelopment of Opportunity Areas (see Section 7), improving the quality of existing public spaces with a specific focus on the train station, High Street, King Street, and Queen Street; and ensuring that existing and new public spaces are safe both throughout the day and evening.”*

### Places objective 2

*“Introduce greenery into the town centre to reflect its Thames Valley setting” by enhancing existing green spaces, introducing new green space through the redevelopment of Opportunity Areas, and improving accessibility and links between the town centre’s green spaces, particularly Kidwells Park”.*

### Places objective 4

*“Promote higher quality built form” by ensuring new development achieves high standards of design and sustainability, promoting landmark buildings at key strategic and gateway locations, protecting buildings of heritage value, and enhancing existing buildings in areas that positively contribute to the character and identity of the town centre such as High Street and Queen Street”.*



## 5.3 PUBLIC REALM

In accordance with the Maidenhead Town centre AAP, 'all development proposals will be expected to provide for the improvement of streets and spaces through the town centre by incorporating measures into redevelopment schemes and/or making contributions to wider town centre improvements, including public art'.

Development proposals throughout the town centre will be expected to meet the requirements of Policy MTC 1.

### Policy MTC 1

#### Streets & Spaces

The town centre's streets and spaces will be improved with specific focus on creating a high quality, pedestrian friendly and safe town centre environment. Throughout the town centre, development proposals will be expected to provide for the improvement of streets and spaces through a variety of measures, including:

- New street furniture, lighting, signage, public art and hard landscaping.
- Planting of trees and use of other soft landscaping.
- Protecting and enhancing existing open spaces.
- New public spaces in Opportunity Areas or where other opportunities arise.
- Crime prevention measures, such as those within Secure by Design.
- Reducing pedestrian, cycle and vehicular conflicts. Development that does not achieve this will be resisted.

Policy MTC 1, in particular should be read in conjunction with Policy MTC 2, MTC 4 and MTC 5.

In addition to these policies regard should be given to the Council's published Public Realm Strategy, and the Sustainable Design and Construction SPD.

### Green infrastructure

#### Policy MTC 2

#### Greening

Throughout the town centre, development proposals will be expected to contribute to overall greening through a variety of measures including:

- Protecting and enhancing the existing network of open spaces and connections.
- Strengthening links between open spaces, particularly through the creation of green / landscaped connections.
- The planting of trees and use of other soft landscaping in gateway and other prominent locations.
- The integration and enhancement of the waterways into the town centre.
- Providing new public spaces where appropriate, particularly in Opportunity Areas.
- Use of trees and other landscaping, and/or creating green and brown roofs and walls.

Development proposals that incorporate green infrastructure should also have regard to the Council's published Open Space Study alongside the Public Realm Strategy. The Council will encourage and support development proposals that enhance the biodiversity of the WSOA.

**New text added**

## 5.4 DESIGN

Design quality is pivotal to creation of successful places. The focus of the Maidenhead Town Centre AAP is to rejuvenate the town centre; central to this overarching aim is Policy MTC 4 'Design Quality' which seeks to contribute to the improvement of the urban fabric and architectural quality of the town centre. The Maidenhead Town Centre AAP specifies that:

*"all proposals will need to demonstrate through design and access statements that they are of high quality. Whilst a significant emphasis shall be placed on achieving the highest standards of architectural appearance, consideration should also be given to other design aspects of development ensuring that it: functions properly in terms of access and linkages; is designed and laid out to integrate with the surrounding area and facilitate ease of movement for a diverse population; has a clear image and is easy to understand; contributes towards providing a safe and secure environment; employs sustainable design and construction techniques".*

Accordingly, all development proposals will be expected to meet the requirements of Policy MTC 4 set out below:

### Policy MTC 4

Quality Design Proposals will be required to be of high quality, contributing to an overall improvement in terms of urban design and architecture. A specific focus should be the creation of a mixed use town centre environment that is welcoming, safe and secure, durable and stimulating and which is also highly accessible and easy to move around. Buildings, streets and spaces should have a clear image and be

easy to understand. The town centre should also be able to adapt in light of any change in future needs. Development proposals will be expected to:

- Be appropriate in terms of site coverage, urban grain, layout, access, scale, proportion, mass and bulk, height, roofscape and landscape.
- Use an appropriate choice of materials and colour.
- Be visually attractive from all angles.
- Enhance streets and spaces through quality design and architecture.
- Provide a high quality environment for future users.
- Be suitable in terms of crime prevention and community safety and security.
- Incorporate fibre optic technology up to and within the premises.
- Clearly distinguish between public and private space.
- Where appropriate, provide their primary access directly from the street and have active ground floor uses.
- Be accessible, usable, legible and permeable to all, embodying the principles of inclusive design.
- Contribute to the creation of a mixed use town centre environment.
- Be resilient to air pollution.
- Be sustainable in their design, construction and operation.
- Not increase flood risk and be seen to reduce flood risk where possible.

- Respect the environment, heritage and the function of existing landmarks, and
- Satisfactorily address traffic, movement, servicing and parking impacts.

### Sustainable design

A key part of the council's wider corporate and planning strategy is to ensure that new development contributes to the achievement of sustainable development; to be achieved through the design and the construction of new buildings and their performance whilst in use.

In addition, reducing water use, and energy consumption through water and efficiency measures, and employing renewable and/or low-carbon technologies, is significant aspect of sustainable measures, of which the approach can be summarised as; re-use, reduce & recycle.

### Conservation

The southern part of the WSOA site lies within the Maidenhead Town Centre Conservation Area which encompasses the main shopping area in the town centre, running mainly to the north and south of the High Street.

There are 4 listed buildings within the Conservation Area; of which, within the WSOA is located the Grade II listed United Reform Church. There are also a number of other buildings that are considered historically important in the Conservation Area, particularly those that define the tight street pattern and low rise nature of the older part of the high

street. The Conservation Area designation recognises the importance of this area as a historical trading thoroughfare, with some shops retaining their timber fronts.

The Council's published Conservation Area Statement provides further guidance on the heritage assets within Maidenhead Town Centre and appropriate development. Accordingly all development proposals for this location should have regard to the Conservation Area Statement.

The requirement to protect and enhance the heritage assets of the town centre is also reflected within the policies of the Maidenhead AAP and the emerging Borough Local Plan, preferred Policy Option HE 1- Historic Environment, as set out below:

#### Preferred Policy Option HE 1- Historic Environment

The preferred policy approach is to ensure that development respects the significance of the borough's historic environments and their settings. Development will be required to conserve and enhance the features, character, appearance and function of heritage assets and their settings.

The WSOA lies partly within the historic core of the Medieval town, and as such there is potential for archaeological features reflecting Medieval and later settlement, commerce and light industry, as the town grew and developed, to survive below ground. In addition the presence of a possible Roman road running through the site means the potential for associated Roman remains is raised. Archaeological assets of this nature are of great interest to local people and form an important historical resource.

**New text added**

### **New text added**

Development proposals must have regard to their impacts upon the historic environment, protecting and where possible enhancing archaeological remains and their settings. A desk-based assessment and field evaluation and archaeological preservation with programme of works to mitigate impact may be required to be undertaken and submitted as part of an application.

### **Gateways**

Bad Godesberg Way is identified within the Maidenhead Town Centre AAP as one of the principal entrance points into the town centre which carries significant levels of traffic around the town centre.

Townscape analysis reveals that the area along Bad Godesberg is characterised by a mix of poor quality buildings, some of which turn their backs to the road frontage. The Development Framework set out in this draft SPD seeks to address these issues:

It is envisaged that proposals for new buildings in this location will exhibit a high quality of design and architectural distinctiveness and improve the appearance of the town centre creating a sense of arrival. A mix of uses at ground floor level will encourage visitors and activity at street level, helping to create a vibrant town centre.

The Development Framework within this draft SPD, includes a key landmark building, and improved landscaping abutting Bad Godesberg Way. It is envisaged that a form of public art will frame this key Gateway which will serve to create an attractive frontage and welcoming arrival to the town centre. To achieve the preferred design approach set out in

the Development Framework, development proposals, where applicable will be expected to meet the requirements of Policy MTC 5 set out below:

#### Policy MTC 5

##### Gateways

Within the gateways there will be an emphasis on creating high quality entrances that will enhance the town centre's image and identity. In addition to principles set out in Policy MTC4, proposals within these gateway locations will be expected to demonstrate outstanding and distinctive architecture, supported by a high quality public realm (in particular landscaping, lighting and public art). Development proposals that detract from the role, function and appearance of gateways will be resisted.

## 5.5 TALL BUILDINGS

The Maidenhead Town Centre AAP identifies the WSOA as an appropriate location for tall buildings. Tall buildings in this location would assist with orientation and way-finding on arriving into the town centre from the north, east and west.

The prevailing building heights in the town centre range from three to six storeys (10-20m). New development at the eastern end of the WSOA site exceeds this range; notably the Point office development which comprises 9 storeys. In the context of the AAP, 'Tall Buildings' are defined as those that are noticeably higher than 20m.

Development proposals in this location, that comprise buildings that are higher than the prevailing building heights of the town or maximum height of twelve storeys (40m), as set out in the site specific policy OA2, will be required to meet the requirements of Policy MTC 6 'Tall Buildings'. The Policy is set out below:

### Policy MTC 6

#### Tall Buildings

Tall Buildings Areas are focused around the railway station and south of Bad Godesberg Way as illustrated in the proposals map. Across these areas taller buildings will need to vary in height to achieve a dynamic skyline and to avoid a monotonous mass of buildings at the maximum height.

In addition to the principles set out in Policy MTC4, proposals for tall buildings will be expected to:

- Demonstrate that they are particularly distinctive and of exceptional high quality design that is visually attractive from all angles and distances.
- Enhance the skyline, create legibility and make a positive contribution to wider views with particular attention also paid to roof design and variation of building heights.
- Be suited to their context in terms of height, scale, massing, form, facing materials, topography and their relationship to neighbouring development.
- Avoid unacceptable negative micro-climate effects in terms of wind, sun, reflection and overshadowing.
- Have a lighting strategy for the building and wider site.
- Have a maintenance strategy for the interior and exterior of the building. Outside Tall Building Areas proposals for the replacement of an existing tall building by another tall building will be assessed against the criteria set out above. New tall buildings on sites outside the Tall Buildings Areas, which do not currently accommodate a tall building, will be resisted.

Development proposals which incorporate buildings that exceed the maximum height restriction of the town may be supported in certain circumstances; where it can be demonstrated that a more intensive form of development is required to support the viability of the scheme and rejuvenate the area, and in doing so meets the policy objectives set out in OA2.

In circumstances where a development proposal comprising tall buildings is likely to cause harm to amenity and townscape that is deemed to be significant, which outweighs the benefits of the proposal, the development proposal will be resisted.

The Maidenhead Town Centre AAP provides further guidance on the submission of planning proposals that comprise tall buildings and is detailed as follows:

*“Proposals for tall buildings will need to demonstrate, through the submission of fully justified and worked up proposals that they are of exceptional high quality design and vanguards of sustainability and construction techniques. The council will expect applicants to follow guidance on tall buildings issued by CABE and English Heritage. These expect proposals to be supported by: An urban design study which includes an assessment of any concurrent proposals for other tall buildings or where others are likely to follow.*

*A verifiable 360 degree view analysis, including a model, which allows for an accurate and realistic representation of the proposal from all significant views including near, middle and distant, public realm and streets around the base of the building. Where permission is granted, the council will secure the detailed design, materials and finishes, maintenance of the building, and treatment of the public realm through the use of planning conditions and/or planning obligations to ensure against inferior details and materials being substituted at a later date”.*

As part of the WSOA lies within the Maidenhead Conservation Area, it will be necessary to pay particular attention to the exact location and impact of any tall buildings. Policy MTC 6 should be read in conjunction with the Maidenhead Town Centre Conservation Area Statement.

## **Water Supply, Wastewater & Sewerage Infrastructure**

Whilst the WSOA is situated within Flood Zone 1, consideration will need to be given to sewer flooding that can occur away from the flood plain areas as a result of development where off site infrastructure is not in place ahead of development.

Sustainable Urban Drainage (SuDS)- Thames Water have advocated an approach to SuDS that limits as far as possible the volume of and rate at which surface water enters the public sewer system. By doing this, SuDS have the potential to play an important role in helping to ensure the sewerage network has the capacity to cater for population growth and the effects of climate change.

SuDS not only help to mitigate flooding, they can also help to:

- 1 improve water quality
- 2 provide opportunities for water efficiency
- 3 provide enhanced landscape and visual features
- 4 support wildlife
- 5 and provide amenity and recreational benefits.

Paragraph 162 of the NPPF states that:

‘Local planning authorities should work with other authorities and providers to:

**New text added**

## 5.6 ECONOMY

- assess the quality and capacity of infrastructure for transport, water supply, wastewater and its treatment, energy (including heat), telecommunications, utilities, waste, health, social care, education, flood risk and coastal change management, and its ability to meet forecast demands; and
- take account of the need for strategic infrastructure including nationally significant infrastructure within their areas’.

Given the size of the existing sewers in the locality, Thames Water recommend that a detailed drainage strategy should be prepared early on in the development planning process to identify any on and or off site drainage infrastructure impacts, how these will be resolved. Adequate time must be allowed for a high level risk assessment to be undertaken. Should more comprehensive responses be required, it is likely that more detailed modelling work will need to be undertaken. The necessary funding for this work will need to be identified and secured through Developers and/or partnership working.

**New text added**

### ECONOMY OBJECTIVE 1

*“Quicken the pace of urban development and promote economic growth” by providing additional retail that supports and enhances the town centre’s existing retail offer; promoting office development that reinforces Maidenhead’s role as an attractive business centre; encouraging high quality tourism and hotel facilities; and creating an evening economy through improved restaurant, café and night time uses along High Street, Queen Street and King Street, as well as in the Opportunity Areas.”*

### ECONOMY OBJECTIVE 2

*“Promote mixed use development” by ensuring Opportunity Areas are developed as comprehensive mixed use schemes; and by promoting town centre land uses that effectively complement and integrate to create a vibrant, stimulating and sustainable town centre environment.”*

## Retail

National planning policy recognises that town centres are at the heart of communities and that they perform an important role in contributing to the economic growth and prosperity of towns and cities. As such, policies should be pursued that support the viability and vitality of town centres.

The Council's vision seeks to bring about the rejuvenation of Maidenhead town centre, it is envisaged that Maidenhead town centre will be a vibrant place to live, work, shop and leisure. The WSOA forms a major element of the town centre, and presents an opportunity to contribute to achieving the vision through the provision of appropriate mixed use development.

Policy OA2 within the Maidenhead Town Centre Area Action Plan (AAP) designates the WSOA for mixed use development that primarily comprises office and residential uses and complementary uses such as leisure, hotel and food and drink provision. The eastern end of the site has contributed to the provision of complementary uses in the form of the Premier Inn development. Market analysis indicates the demand for ancillary food and drink provision has been met for the foreseeable future in this location. Equally, in this location there is limited demand for leisure uses.

Policy MTC 8 promotes the provision of food and drink establishments within Opportunity Areas and retail frontages. Development proposals, which include retail, specifically food and drink, such as restaurants, cafes, or public house (A3 and A4) should have regard to the requirements set out Policy MTC 8.

## Policy MTC 8

### Food & Drink

Proposals for food and drink establishments will be supported in Opportunity Areas and retail frontages where they will not lead to an unacceptable concentration, harm the town centre's retail function, or have an adverse impact on the amenity or character of the area.

Proposals for the retention of the town's existing restaurants and pubs will be supported. Development proposals that would result in the loss of existing restaurants and pubs will only be acceptable where the loss:

- Would not result in a reduction in the choice and range of restaurants and pubs available; or
- Would be outweighed by the achievement of other Area Action Plan objectives through the proposed development.

Development proposals should not harm the vitality of the Primary Shopping Area and frontages of the town centre.



## Offices

The Council's published Employment Land Review study (2009) forecasts a future office floors space requirement ranging from 75,000 and 104,000m<sup>2</sup> in the Borough up to year 2026. The site specific policy, for the WSOA envisages 21,000 m<sup>2</sup> of this requirement come forward on the WSOA.

In recent years new office developments have come forward on the eastern part of site, notably the;

- Pearce building- 4,614 sq m (49,665 sq ft)
- The Point- 7015 sq m (76,000 sq ft)

Recent developments that have been built demonstrate that over half of the site's office allocation has now been delivered. New development proposals in this location will be expected to contribute to meeting the residual forecast floorspace demand.

Policy MTC 10 promotes new office development within Opportunity Areas and Town Centre Commercial Boundary. The Policy also seeks to protect office floorspace within the town centre, so as to ensure future employment needs can be met. The Policy is set out as follows:

### Policy MTC 10

#### Offices

Proposals for new office development will be focused within Opportunity Areas. Proposals for office development elsewhere within the Town Centre Commercial Boundary will be acceptable.

Development proposals resulting in a net reduction of office space will only be acceptable where this loss:

- Would not unduly reduce the quality and/or quantity of office floorspace; or
- Would be outweighed by the achievement of other Area Action Plan objectives through the proposed development.

To date, commercial and office accommodation has been developed on the eastern part of the WSOA. Policy OA2 sets out the expectation that new residential development will also come forward in this location. The western end of the site provides the scope to meet this policy expectation.

## 5.7 PEOPLE

### People objective 1

*“Foster greater civic pride” through the creation of the town centre as a sustainable urban living environment characterised by a range of new high quality dwellings; the provision of community, cultural and leisure facilities that support a vibrant, active and healthy community; and the provision of high quality attractive and usable spaces that enable the local staging of public events such as local markets and festivals”.*

### People objective 2

“Improve the identity and image of the town centre” by making it more of a shopping and leisure destination; ensuring that new development is attractive and achieves high quality building design, providing public realm improvements that promote lively, animated and safe streets and spaces; and enhancing the town centre’s arts and cultural offer”.

### Housing

Strategic Housing Land Availability Assessment (2014)

Government Guidance directs new development towards brownfield land to meet development needs. The Council’s published Strategic Housing Land Availability Assessment indicates that the WSOA has the capacity to accommodate 309 new homes.

The Draft Berkshire Strategic Housing Market Assessment (SHMA) 2015

Redevelopment of this key site in the town centre provides the opportunity to provide much need housing. New housing is required to meet population growth and the formation of new households in the Borough.

The Draft Berkshire SHMA study (2015) assesses the net housing need in the County from 2013-2036. The study identifies that within the Royal Borough, there is overall annual requirement for 712 homes and a need for 434 affordable homes. Policy MTC 12 supports the provision of new housing in this location and is detailed below:

Policy MTC 12  
Housing

New housing development will be supported throughout the town centre, with Opportunity Areas expected to make a significant contribution to housing. All proposals will be expected to contribute to a sustainable mix and choice of housing; higher density housing will be appropriate in suitable locations.

Development proposals resulting in a net reduction in housing accommodation or loss of residential land will only be acceptable where:

- Retention would be undesirable due to environmental, physical or servicing constraints; or
- This would be outweighed by the achievement of other Area Action Plan objectives through the proposed development; or
- Alternative housing is provided within the Area Action Plan Area.

### Tenure and dwelling mix

The Housing on the site is expected to contribute towards the “creation of a vibrant urban living environment”, and meet a range of housing needs. The housing demand in Borough is for a mix of dwelling sizes to meet a range of household types. It is considered that one and two bedroom sized dwellings would be suitable in this location to reflect a town centre living environment. New development will be expected to meet the Council’s Borough wide 30% affordable housing target. The Housing on the site is expected to contribute towards the “creation of a vibrant urban living environment”, and meet a range of housing needs.

Policy MTC 12 supports the provision of new housing development within the Opportunity Areas. Given the accessibility of WSOA, within the Town Centre and the proximity to transport interchange of Maidenhead Train station, development at higher densities will be appropriate in this location. Development at higher densities supporting the efficient use of land will be encouraged; however this approach should be achieved without sacrificing design quality.

### Architects Design Study- Capacity Assessment (2013)

The Council has commissioned an Architects Design Study Capacity Assessment which sets out recommended densities and development assumptions for various residential housing typologies. Development proposals should have regard to the recommended development densities set out in the Study and design requirements of Policy MTC 4.

## Community, culture and leisure

The aspiration for the WSOA is to provide complementary uses that will add to vitality of the town centre. Policy MTC 13 promotes the provision of improved community, cultural and leisure facilities within the town centre and safeguards existing facilities. The Policy is set out as follows:

### Policy MTC 13

#### Community, Culture & Leisure

Proposals for new or improved community, cultural and leisure facilities within the town centre which meet the needs or aspirations of residents and visitors will be supported.

Proposals that result in the loss of land or buildings in community, cultural and leisure use will only be permitted where it can be demonstrated that either:

- There is no longer a need for the building or land to be retained in community, cultural or leisure use; or
- Acceptable alternative provision is made.

## 5.8 ACCESSIBILITY & MOVEMENT

### Movement objective 1

*“Optimise town centre accessibility” by enhancing the quality and functionality of key gateways; ensuring that all transport infrastructure is well designed, safe and accessible; and promoting better integration of public transport facilities with a particular focus on utilising the train station as an integrated transport hub with strong connections to the town centre.”*

### Movement objective 2

*“Reduce pedestrian and vehicular conflicts, and promote a people friendly town” by establishing a clear and legible hierarchy of movement and access across the town centre; prioritising pedestrian and cyclist accessibility; eliminating unnecessary vehicular movements; strengthening existing links to and within the town centre and creating new links where necessary.”*

The accessibility of the town centre is an important requisite for economic growth and prosperity.

The A4/308 is a major highway that is conducive for vehicular movement within the town. Currently the highway poses a significant barrier to north-south pedestrian movement between the town centre and the wider area. A new footbridge and cycle route is proposed that will link West Street and Kidwells Park and importantly it will improve accessibility and enliven the town centre by facilitating more visitors to the area. The improved link will also reinforce the use and enjoyment of a key open space within an urban setting.

Maidenhead town centre benefits from relatively good transport links, with frequent rail and bus services. New developments provide the opportunity to contribute to the creation of a safe and comfortable environment for pedestrians and cyclists and access by public transport. New Developments proposals in this location, where appropriate will be expected to comply with Policy MTC 14 & MTC15 set out below:

#### Policy MTC 14

##### Accessibility

Accessibility to the town centre will be optimised for all modes of travel, with a specific focus on creating a safe and comfortable environment for pedestrians and cyclists and improving access by public transport.

- Development should where appropriate:
- Provide improved pedestrian and cyclist connections to and through the town centre;
- Enhance accessibility by bus;
- Facilitate better integration between transport modes, particularly train, bus and taxi;
- Optimise traffic flows and circulation, including the use of signage, to minimise congestion.
- Provide adequate parking facilities, including disabled parking spaces, motorcycle parking and cycle parking, and provision of electric vehicle charging points.

## Transport

The provision of a new pedestrian and cycle path that links WSOA with Kidwells Park forms part of a number of measures identified that will improve the transport infrastructure of the town centre.

All development proposals in the town centre will be expected to take account of the needs of cyclists in the design of highway improvement schemes and provide secure and convenient cycle parking facilities at all key destinations within the town centre.

### Policy MTC 15

#### Transport Infrastructure

The following infrastructure is required to support the growth and improvement of the town centre (see Figure 7 'Transport Improvement Areas'):

- Areas 1 and 2 - Creation of a train/bus/taxi/cycle interchange adjacent to the railway station; improved crossing facilities; and, junction improvements to Broadway/Frascati Way (A308).
- Area 3 - Improvements to the roundabout.
- Area 4 - Improvements to the roundabout; and, North-South link improvements.
- Area 5 - Alterations to the A4 including junction improvements.
- Area 6 - East-West link improvements (the Stafferton Way link); and, improvements along Oldfield Road and Forlease Road.

Development should take account of the needs of cyclists in the design of highway improvement schemes and provide secure and convenient cycle

parking facilities at all key destinations within the town centre.

Land required to safeguard future provision of identified projects will be safeguarded from development.

## Parking

The WSOA is regarded as an 'Area of Good Accessibility' which in accordance with the supplementary planning – the Car Parking Strategy, (2004) permits lower parking requirements and supports the Council's aim to improve sustainable modes of travel.

As a commitment to reducing transport emissions and traffic congestion in the town centre, in this highly accessible location, the Council will encourage and support development proposals that result in a reduction below the required standards (for the 'Areas of Good Accessibility') for new developments set out in the Car Parking Strategy. Regard should also be given to the Council's published Access and Parking Study (2015). Applicants will be expected to justify parking requirements proposed as part of new developments, by submission of a transport assessment to assess parking demand and capacity.





# 6 DELIVERY

# 6 DELIVERY

## Comprehensive Development

Piecemeal development should be avoided, this approach would jeopardize the delivery of a comprehensive form of development that is sought by the Council and will delay the potential economic and social benefits that can be derived from the scheme. Piecemeal development of the remaining undeveloped part of the WSOA will not be supported unless it can be demonstrated through individual planning applications that the overall objectives for the WSOA will be deliverable.

However, where phasing of a scheme is such that specific elements of a scheme need to come forward for reasons related to scheme viability, this approach will be supported provided it does not risk abandonment of later phases at the expense of achieving the overall objectives set out in this draft SPD.

## Northern Section

The northern section of the area consists of five principal land ownerships within the WSOA.

The Council owns the car park, and four other land owners hold the remaining areas of site between them. The total site area for this northern part is 2.07 acres.

For the northern part of the WSOA the above options provide a route to delivery and are achievable within the timescale proposed. Most of the landowners are aware of the development aspirations for this part of the Town Centre and accept development is likely to come forward.



## Southern Section

The Southern section of West Street is mainly designated for servicing of shops/buildings on the pedestrianised High Street; therefore this is the only access available to these occupiers. The southern part is in over twenty individual ownerships and in total has an area of circa 0.71 acres.

The delivery strategy of the Development Framework must in part be driven by the ability to assemble these sites into a single ownership or under the control of the developer to implement the preferred scheme solution.

There are a range of options that could facilitate the assembly of land within the WSOA, these include the following:

- Acquiring by way of a Compulsory Purchase Order (CPO) under S.226 of the Town and Country Planning Act 1990;
- The Council entering into negotiations with all the landowners and acquiring by way of private treaty;
- Landowners work together to pool their interest and bring forward a joint development by way of a Joint Venture (JV)
- Or a mixture of the above options.

## Short to Medium Term (up to 5 years)

Land to be assembled for redevelopment includes:

- West Street Car Park;
- Surplus Telereal Trillium Land (to the east of the BT Exchange);
- Land consisting of the extension on the United Reformed Church.

However, it is envisaged that the southern part of the WSOA is unlikely to be delivered within the short to medium term and requires a strong policy impetus to create an improved frontage along this part of West Street. The principal reason for this is because the land to the rear of these buildings is affected by easements and rights which have been put in place to secure access, co-operation between neighbours and runs for services. Many of these rights are very historic and highly likely to be relevant today.

To acquire the sites that form part of fragmented ownership south of West Street and bring forward a contiguous development on this part of West Street will be very complicated and challenging as small parcels of land and interests will have to be acquired and "stitched" together in order to create a plot which can be developed. All rights affecting the land and neighbouring properties will have to be resolved and services will have to be diverted.

The cost and timescales to do this may create very little return to a conventional developer in the short term, therefore it is unlikely this can be delivered within the proposed timeframe. A preferred solution for creating opportunities for development and improvement on this part of West Street is to introduce a Design Code which over time can be delivered

by the landowners themselves when remodelling or redeveloping their land. This is a long-term option.

For the northern part of the WSOA there are a range of delivery options available to deliver the Development Framework WSOA such as the following.

- A Lead Developer comes forward and assembles the site and delivers a policy compliant scheme on the site.
- The Council assembles the land (either using compulsory purchase or by negotiation or through a combination of the two) and procures a development partner to deliver a scheme compliant with the Development Framework.
- Individual landowners deliver part of the Development Framework on their individual sites or they pool their interests into a single Special Purpose Vehicle and bring forward a policy complaint scheme on the combined site.

The presence of the BT Telephone Exchange will limit the delivery of a comprehensive development solution across the whole of the northern part of WSOA. Therefore, a partial development solution is deemed acceptable provided the BT Exchange remains in-situ. Development will therefore be concentrated on the eastern part of the BT site, as well the Council's public car park and the land adjacent to the United Reformed Church. Phasing of delivery will driven principally by viability and site's being made available for development – it is likely development will commence on the Council's public car park in the first instance with other land parcels forming part of consecutive phases. This is a short to medium term solution to deliver the Delivery Framework.

### Long-term (over 10 - 20 years)

Land to be assembled and included for redevelopment:

- Telereal Trillium (TT)
- Quakers Friendship meeting House
- Portland Arms

In the long term it is likely that as technology changes and Telereal Trillium rationalize their asset base the BT Exchange could either be consolidated into a smaller building footprint or relocated off-site. Should this happen then the remainder of the BT site and those interests immediately adjacent to the Telereal Trillium landholding (The Quakers Friendship Meeting House and the Portland Arms) could be unlocked for development over a single phase.

This is a long-term solution and dependent on BT being able to consolidate or relocate the exchange. It is highly unlikely a viable solution can be identified whereby comprehensive development can be brought forward across all land ownerships without a solution being found for the current BT Exchange.

## IMPLEMENTATION

Primary Land Use Mix	<ul style="list-style-type: none"> <li>• Residential</li> <li>• Office</li> </ul>
Secondary Land Use Mix	<ul style="list-style-type: none"> <li>• Hotel</li> <li>• Food and Beverage</li> <li>• Community uses</li> </ul>
Land Ownership	<ul style="list-style-type: none"> <li>• Limited number of large private ownerships.</li> <li>• The council has land holdings within the area.</li> </ul>
Phasing	<p>Given the constraints associated with land assembly in relation to the BT telephone exchange site a phased solution will be necessary</p> <p>Phase 1 could comprise:</p> <ul style="list-style-type: none"> <li>• West Street Car Park;</li> <li>• Surplus Telereal Trillium Land (to the east of the BT Exchange);</li> <li>• Land consisting of the extension on the United Reformed Church.</li> </ul> <p>Phase 2 could comprise:</p> <ul style="list-style-type: none"> <li>• the remainder of the Telereal Trillium (TT) BT exchange site</li> <li>• Quakers Friendship meeting House</li> <li>• Portland Arms</li> </ul>
Delivery Method	<p>Combination of:</p> <ul style="list-style-type: none"> <li>• Private sector led through standard planning and development channels</li> <li>• Private sector led in partnership with the council</li> </ul>
Risks To Delivery	<ul style="list-style-type: none"> <li>• Land assembly</li> <li>• Consolidation/relocation of telecommunications infrastructure</li> <li>• Existing leaseholds</li> <li>• Re-provision of car parking</li> </ul>
Contingencies	<ul style="list-style-type: none"> <li>• Compulsory purchase powers</li> <li>• Phased delivery</li> <li>• Planning conditions and S106 planning obligations</li> </ul>





# 7 GLOSSARY

# 7 GLOSSARY

## **Active frontage**

Buildings facing onto streets and spaces so that the activity in the buildings overlooks the street. This creates interest and provides passive surveillance.

## **Amenity**

Attributes that contribute to the character and sense of enjoyment and well-being of an area; for example, open space, trees, historic buildings, air quality and outlook.

## **Area Action Plan (AAP)**

A Development Plan Document (DPD) within the council's Local Development Framework (LDF) which sets out policies for the use of land for a specified area.

## **Code for Sustainable Homes**

An assessment tool which measures the sustainability of new homes against categories of sustainable design and construction.

## **Development**

The carrying out of building, engineering, mining or other operations, in, on, over or under land, or the making of any material change in the use of a building or other land.

## **Development Plan**

Consists of the Regional Spatial Strategy and Development Plan Documents contained within the Council's Local Development Framework. Until the LDF is fully in place it will also include 'saved' policies from the Council's Local Plan.

## **Development Plan Document (DPD)**

A spatial planning document within the Council's Local Development Framework which set out policies for development and the use of land. Together with the Regional Spatial Strategy they form the development plan for the area. They are subject to independent examination.

## **Listed building**

A building or structure of special architectural or historic interest. Listed building consent is required for any modifications to a listed building and due regard needs to be given to its setting.

## **Local Development Framework (LDF) (now termed Local Plan)**

Consists of a number of documents which together form the spatial strategy for development and the use of land.

## **Local Plan**

A Borough-wide planning document setting out policies for development and the use of land.

## **Permeability**

The principle of creating a network of multiple streets and spaces which offers choice and easy access to pedestrians to promote walking.

## **ProM**

A cross-party group with an independent chairman and representatives from a number of civic and community organisations.

### **Primary Shopping Area**

Area where retail development is concentrated (generally comprising the primary and those secondary frontages which are contiguous and closely related to the primary shopping frontage).

### **RBWM**

The Royal Borough of Windsor and Maidenhead Council.

### **Royal Borough**

The Royal Borough of Windsor and Maidenhead.

### **Renewable Energy**

Energy which is generated from resources that are unlimited, rapidly replenished or naturally renewable, and not from a combination of fossil fuels.

### **Royal Borough**

The Royal Borough of Windsor and Maidenhead.

### **Sequential**

A planning approach that seeks to identify, allocate or develop land preferably before alternative land. For example, land at lower risk of flooding before high risk, or brownfield land before greenfield sites or town centre retail sites before out-of-centre sites.

### **South East Plan**

The Regional Spatial Strategy for the South East.

### **Supplementary Planning Document (SPD)**

A spatial planning document within the Council's Local Development Framework which provides supplementary guidance to policies and proposals contained within Development Plan Documents. They do not form part of the development plan, nor are they subject to independent examination.

### **Sustainability Appraisal**

Appraisal of plans, strategies and proposals to test them against broad sustainability objectives.

### **Sustainable Development**

"Development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (The World Commission on Environment and Development, 1987).

### **Sustainable Drainage Systems (SUDS)**

A range of measures which can be taken to effectively manage surface water drainage.



Cottage Hospital

Craufu  
Villas

Lod

97

Lod

Technical Institute

Pavilion

KIDWELLS

PARK

Stand

Drill Hall

104:71

WEST STREET

Post Office

HIGH STREET

County School

School

TOWN ROAD

MOFFATT STREET

ROBERT STREET

PRINCE STREET

MAGNOLIA STREET

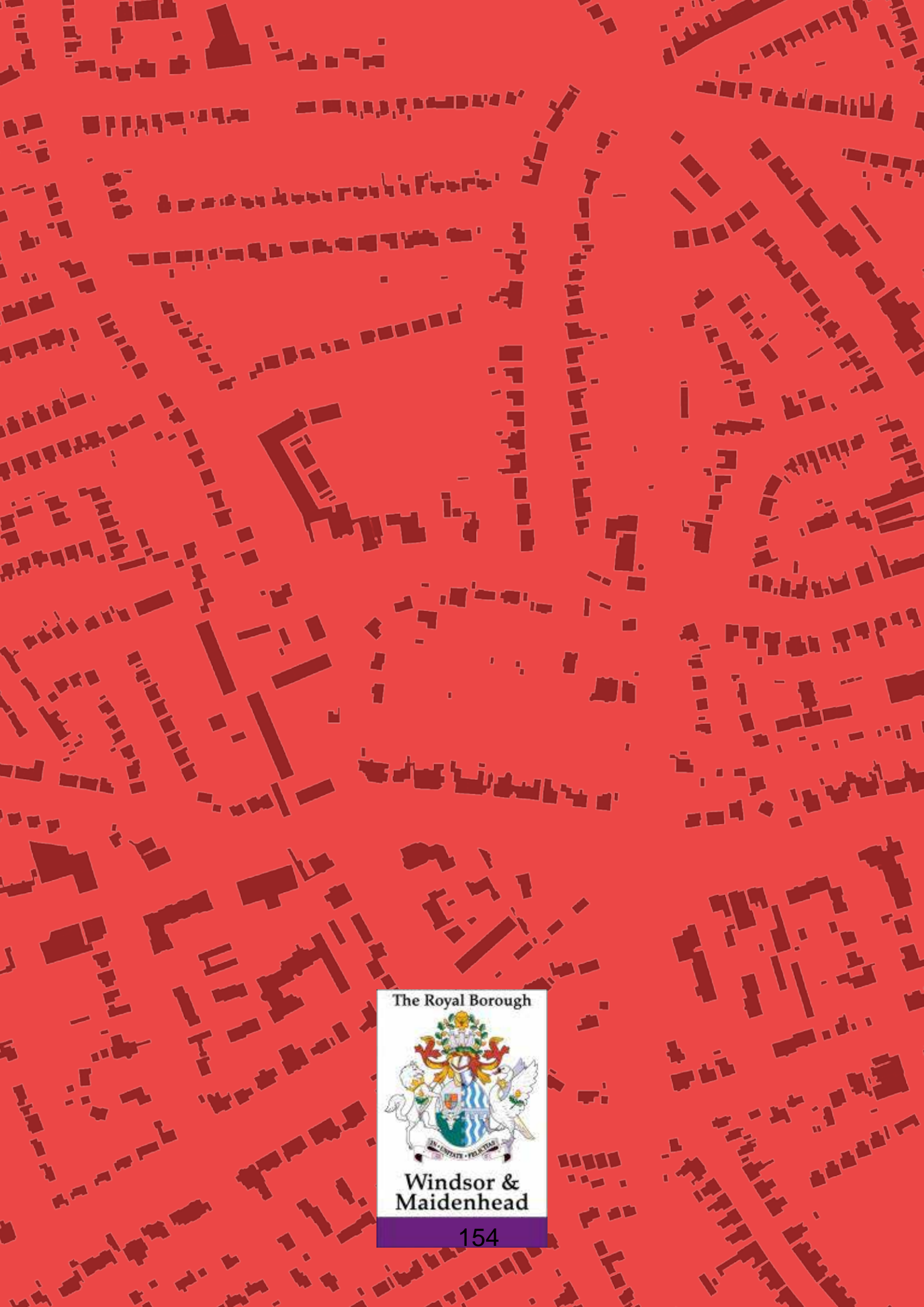
SYDENHAM ROAD

BROAD





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The Royal Borough



Windsor &  
Maidenhead