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NOTICE OF MEETING

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MAIDENHEAD TOWN FORUM

will meet on

TUESDAY, 23RD OCTOBER, 2018

At 6.30 pm

in the

COUNCIL CHAMBER - TOWN HALL, MAIDENHEAD.

TO: MEMBERS OF THE MAIDENHEAD TOWN FORUM

COUNCILLORS PHILIP LOVE (CHAIRMAN), MARIUS GILMORE, HARI SHARMA (VICE-CHAIRMAN), DEREK WILSON, DEREK SHARP, MARION MILLS AND GEOFF HILL

SUBSTITUTE MEMBERS

COUNCILLORS SIMON DUDLEY, PAUL LION, ADAM SMITH, LISA TARGOWSKA, JUDITH DIMENT, MOHAMMED ILYAS AND SIMON WERNER

Karen Shepherd – Service Lead- Democratic Services

Issued: Wednesday, 17 October 2018

Members of the Press and Public are welcome to attend Part I of this meeting. The agenda is available on the Council's web site at www.rbwm.gov.uk or contact the Panel Administrator **Nabihah Hassan-Farooq** 01628 796345

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AGENDA

PART I

<u>ITEM</u>	<u>SUBJECT</u>	<u>PAGE NO</u>
1.	<u>APOLOGIES FOR ABSENCE</u> To receive apologies for absence.	-
2.	<u>DECLARATIONS OF INTEREST</u> To receive Declarations of Interests from Members of the Forum in respect of any item to be considered at the meeting.	5 - 6
3.	<u>MINUTES</u> To confirm the Part I minutes of the meeting of the Forum held on the 3 rd October 2017.	7 - 12
4.	<u>MAIDENHEAD REGENERATION- PUBLIC PARKING PROVISION</u> To receive a presentation by Barbara Richardson, M.D. RBWM Property Co. Ltd.	13 - 56
5.	<u>MAIDENHEAD & COX GREEN NEIGHBOURHOOD PLAN - STEERING GROUP UPDATE</u> To receive an update.	Verbal Report
6.	<u>QUESTION AND ANSWER SESSION</u> To receive questions from the Forum.	Verbal Report
7.	<u>ITEM SUGGESTIONS FOR FUTURE FORUMS</u> The Forum is invited to make suggestions for future meetings.	Verbal Report
8.	<u>DATE OF FUTURE MEETINGS</u> All future meetings to be held on the following dates (at 6.30pm): Next meeting date (tbc)	

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MEMBERS' GUIDE TO DECLARING INTERESTS IN MEETINGS

Disclosure at Meetings

If a Member has not disclosed an interest in their Register of Interests, they **must make** the declaration of interest at the beginning of the meeting, or as soon as they are aware that they have a DPI or Prejudicial Interest. If a Member has already disclosed the interest in their Register of Interests they are still required to disclose this in the meeting if it relates to the matter being discussed.

A member with a DPI or Prejudicial Interest **may make representations at the start of the item but must not take part in the discussion or vote at a meeting.** The speaking time allocated for Members to make representations is at the discretion of the Chairman of the meeting. In order to avoid any accusations of taking part in the discussion or vote, after speaking, Members should move away from the panel table to a public area or, if they wish, leave the room. If the interest declared has not been entered on to a Members' Register of Interests, they must notify the Monitoring Officer in writing within the next 28 days following the meeting.

Disclosable Pecuniary Interests (DPIs) (relating to the Member or their partner) include:

- Any employment, office, trade, profession or vocation carried on for profit or gain.
- Any payment or provision of any other financial benefit made in respect of any expenses occurred in carrying out member duties or election expenses.
- Any contract under which goods and services are to be provided/works to be executed which has not been fully discharged.
- Any beneficial interest in land within the area of the relevant authority.
- Any licence to occupy land in the area of the relevant authority for a month or longer.
- Any tenancy where the landlord is the relevant authority, and the tenant is a body in which the relevant person has a beneficial interest.
- Any beneficial interest in securities of a body where:
 - a) that body has a piece of business or land in the area of the relevant authority, and
 - b) either (i) the total nominal value of the securities exceeds £25,000 or one hundredth of the total issued share capital of that body **or** (ii) the total nominal value of the shares of any one class belonging to the relevant person exceeds one hundredth of the total issued share capital of that class.

Any Member who is unsure if their interest falls within any of the above legal definitions should seek advice from the Monitoring Officer in advance of the meeting.

A Member with a DPI should state in the meeting: ***'I declare a Disclosable Pecuniary Interest in item x because xxx. As soon as we come to that item, I will leave the room/ move to the public area for the entire duration of the discussion and not take part in the vote.'***

Or, if making representations on the item: ***'I declare a Disclosable Pecuniary Interest in item x because xxx. As soon as we come to that item, I will make representations, then I will leave the room/ move to the public area for the entire duration of the discussion and not take part in the vote.'***

Prejudicial Interests

Any interest which a reasonable, fair minded and informed member of the public would reasonably believe is so significant that it harms or impairs the Member's ability to judge the public interest in the item, i.e. a Member's decision making is influenced by their interest so that they are not able to impartially consider relevant issues.

A Member with a Prejudicial interest should state in the meeting: ***'I declare a Prejudicial Interest in item x because xxx. As soon as we come to that item, I will leave the room/ move to the public area for the entire duration of the discussion and not take part in the vote.'***

Or, if making representations in the item: ***'I declare a Prejudicial Interest in item x because xxx. As soon as we come to that item, I will make representations, then I will leave the room/ move to the public area for the entire duration of the discussion and not take part in the vote.'***

Personal interests

Any other connection or association which a member of the public may reasonably think may influence a Member when making a decision on council matters.

Members with a Personal Interest should state at the meeting: ***'I wish to declare a Personal Interest in item x because xxx'. As this is a Personal Interest only, I will take part in the discussion and vote on the matter.***

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Agenda Item 3

MAIDENHEAD TOWN FORUM

TUESDAY, 3 OCTOBER 2017

PRESENT: Councillors Philip Love (Chairman), Hari Sharma (Vice-Chairman), Derek Wilson and Charles Hollingsworth

Also in attendance: Councillor David Evans, Councillor Richard Kellaway and Councillor Simon Werner

Officers: Steph James, Wendy Binmore and Russell O'Keefe and Jane Wright

APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillors Derek Sharp and Marius Gilmore.

DECLARATIONS OF INTEREST

None.

MINUTES

UNANIMOUSLY RESOLVED: The minutes of the meeting of the Forum held on 5 June 2017 be approved.

The Chairman welcomed everyone to the meeting and informed them that it was being recorded.

MAIDENHEAD REGENERATION - JOINT VENTURE

The Chairman introduced the item and explained to the Forum that Maidenhead had experienced two major periods of growth. The first was in 1780 when the first bridge was built, and the second was in 1839 when the Maidenhead Bridge was built. With the coming of Crossrail, Maidenhead was due to experience its third period of growth.

When Crossrail opened in 2019, it was going to take less time to get to Canary Wharf, Bond Street and Heathrow. The electrification of the train line, improvements to the tracks and signally will also significantly improve reliability. This was good news for residents and would increase footfall to the Town. The Royal Borough was home to the 18 top companies and was a town of thriving small and medium sized businesses. The Vitality Index which was an entrepreneurial index, listed Windsor and Maidenhead at the top spot for the second year in a row. The Chairman added that the Borough was in a very privileged position with the redevelopment of four sites which was the largest release of public land. The regeneration was about high quality architecture and design.

The Senior Development Management from Countryside, Zoe gave the Forum a brief overview of Countryside and explained that it was a family run business with two divisions. They prided themselves on their relationships with local authorities and leading on good quality design. They used new architects on each of their projects and used a tender process to keep the designs fresh.

The project in Maidenhead would be run from their West London office which already looked after projects in Slough, Hounslow, Acton, South Oxley and Maidenhead. Acton was a success story as the town was very run down with 80% of residents expressing a desire to

leave the town. Following the redevelopment with the help of Countryside, 94% residents now wanted to stay.

There were four key sites within Maidenhead Town Centre that were to be developed which were West Street, St Clouds Way, Reform Road and York Road. All the sites were to be treated individually but with some cohesion in design between the sites. The redevelopment would provide waterway connections, improve cycle ways and pedestrian connectivity. There would also be new and improved public spaces such as a new civic space / Town Square; new green spaces and pocket parks and improved links to Kidwells Park. Countryside in conjunction with the Royal Borough were also investing in new work spaces with economic uplift, new living and working spaces, apprenticeship schemes and significant construction spending.

Of the new homes to be built, 30% were to be kept as affordable housing, 70% were to be private ownership and there would be an exclusivity period for Maidenhead residents. There would also be shared ownership and affordable renting schemes among the 1,200 new homes being built.

The architect was chosen from Conran and Partners as they had a great vision for the Town Centre regeneration. The architect was from a similar town to Maidenhead and the company had been involved in designing hotels, restaurants, homes and businesses across a range of settings. The company was currently involved in designing the regeneration that was taking place in Portobello Square with a mix of housing types and also refurbishing the Walthamstow Dog Racing Track into residential homes. Conran and Partners were excited to be working with Countryside as they had won several awards and were considered to be a good quality developer; they were also very excited to be working with the Royal Borough of Windsor and Maidenhead.

An exhibition of the plans for the Town Centre took place in September 2017 which saw over 700 people view it over three days. A lot of feedback had been received with over 70% of comments very positive. The results of the exhibition were on the Countryside website. There was some negative feedback regarding parking and there were a lot of comments relating to the height of the buildings; as well as on infrastructure and how the joint venture could support more homes. As a team, Countryside and the Royal Borough would be looking at both the negative and the positive feedback and would publish the results.

Countryside had tried to understand the history of the town and what it would be like in the future. There were good East to West connections and there might be an uplift of people who wanted to travel between Maidenhead and London. Maidenhead was changing due to Crossrail which included an uplift in population and an increase in demand for infrastructure. The planning applications had been submitted for the Maidenhead Bowling Club site. Countryside had spent a long time looking at older buildings of Maidenhead that made the Town Centre what it was.

The York Road area public realm quality was not as good as it could be. There were lots of linear Town Centre spaces in Maidenhead, so Countryside were looking into providing a Town Square with fountains, cafes and green spaces. The first design moved to set up the design principles and looked to keep streets as they were but fill in the car parks and make the waterways more of a feature. It would be a predominantly residential area with the Town Hall being in the civic zone. There were lots of different building types with different shops, businesses, offices, tall buildings and shorter buildings.

In introducing green space, Countryside wanted to create a new space between the Town Hall and the library with bars and cafes. There would be two distinct spaces; with proposals to keep St Ives Road as it was, consisting of a mixed development of flats, houses and town houses. Working with the planning department on heights of buildings with the tallest building proposed being 12 storeys high.

The Maidenhead Heritage Centre could be part of the development with planting and sculptures on St Ives Road. Countryside would like activity such as shops and cafes sited on and along the waterways.

With regards to the West Street area, Kidwells Park could be utilised more, but the dual carriageway currently prevented people from using it. Countryside wanted to extend the feel of the park to the other side of the carriageway and build a new crossing. The current subway entrance and exit could be made much more pleasant with a pocket park to extend the feel of the park.

Countryside proposed placing a taller, thinner building at the end of West Street which would complete the look and would help visitors locate the Town Centre. The proposed height for the building was 18 storeys high with offices placed on the ground floor and residential apartments above. There would be no parking for wider Town Centre use, parking would be for residents only; and no parking ratio had yet been agreed.

In response to residents' concerns regarding parking, Councillor David Evans confirmed that the Borough was looking at imaginative parking schemes as not everyone was likely to own a car due to the changing demographic of the area. He added that the Borough was spending £30m on the redevelopment of the car park at the Nicholsons Centre to increase the spaces to 1,500. Russell O'Keefe, Executive Director of Place stated £12m had just been approved towards public parking. There was to be further investment to support parking in the Town Centre which would create an extra 600 spaces. Modelling had taken place to cover all different scenarios with residential ratios up to 1 space per unit and the Borough was looking at evidence of car ownership within the Borough. The evidence had so far suggested that car ownership in the Town Centre was decreasing with the latest date showing 45% of car ownership. The Borough heard clearly the concerns of residents regarding parking but, the regeneration was at an early stage and nothing had been agreed or confirmed yet.

The Executive Director of Place confirmed that cheaper rail fares and car loan schemes were being looked into and the Borough was also looking at car clubs; Countryside were also providing input as they had extensive knowledge of Town Centre parking issues and car ownership.

Zoe from Countryside stated they had done a lot of schemes where there was zero parking available. They had been looking at sustainable travel vouchers and providing bike racks and secured parking for cycles to residents; they were also in the process of forming relationships with car clubs in the area. Countryside had found the demographic for the Town Centre was first time buyers and they were looking to reduce their costs. They needed to help enable people to not need to use their cars. Councillor D. Wilson stated there was space in the evenings for residents to park in multi-storey car parks, which was another option; all options for parking were being explored. Residents' were very concerned about the potential for families to expand and then require multiple cars. They explained that the area was semi-rural unlike London and every 17 year old would want to drive and own their own car. Countryside had carried out a lot of research into car ownership trends using heat maps. The research showed the closer that people lived to the Town Centre, the less car ownership there was.

Residents raised further concerns regarding infrastructure of the town. More homes and offices were being built but the infrastructure and roads were not changing. In order for the Town Centre to work, the roads needed to be modelled to meet demand. The Executive Director of Place stated there were a lot of infrastructure changes that would be taking place which had been through modelling. Councillor Love explained officers were looking at infrastructure which would be on the next Maidenhead Town Forum's agenda with officers attending to discuss further.

West Street would contain a sign post building that would visually direct people to the Town Centre. It would create a visual impression from different viewpoints.

Residents were worried that developers could buy out of their obligation to provide affordable housing for the Town Centre and wanted reassurances that this would not happen. Marcus at Countryside confirmed they had entered into an S106 agreement and there had been no discussions to buy out of the legal obligation. The Executive Director of Place confirmed the Council was an equal partner so nothing would happen without approval from both sides. The joint venture was totally committed to delivering 30% affordable. Zoe stated that Countryside delivered the highest proportion of affordable housing possible. 50% of their sites in London were marketed as affordable housing and as a company, they whole-heartedly embraced it. Zoe confirmed there would only be 30% affordable housing as Countryside and the Borough were working with planning policy and guidelines; it was a joint decision.

Councillor Werner stated the worry was the history of developers over the last 10 years showed they always came back to the Council with an argument that affordable housing was not viable. He also wanted to know what the definition of affordable housing was as it was not very affordable for the Maidenhead area; 80% commercial value was not affordable. Councillor D. Evans responded the Council would not be developing sites if there was not the right percentage of affordable housing and there was a legal agreement with the developer in place. Countryside were involved with the development to make money but, it was about getting the balance right. There was also the option of looking are developing smaller units for young people. Councillor D. Evans stated his biggest driver was about giving people, young people living in Maidenhead, the same chances older generations had; getting them on the ownership ladder and he was passionate about doing that. He was aiming to deliver 300 units for young people.

Councillor Wilson stated there was a range of options which fell into the category of affordable housing. They included shared ownership – stair-casing until the occupier owned the whole property, key worker accommodation, discounted rent schemes, pocket flats – smaller units with reduced costs, housing association housing and intermediate rent, all of which could work in Maidenhead. The average salary needed to be multiplied 12.5 times to get on the housing ladder so the affordable housing schemes would all help.

Councillor D. Evans confirmed that a paper was about to go through the Cabinet process regarding schools provision within the infrastructure delivery plan. The paper would give a view on where numbers of school places would be needed and by when. Residents would not be expected to go outside of the Town Centre in order to school their children.

UPDATE ON RETAIL IN THE TOWN CENTRE

Jane Wright gave a brief presentation on the retail update for Members which included the following key points:

- Retail was having a tough time due to a number of factors
- The Town Manager carried out research within the catchment area which revealed there were 11,000 office workers within a 10 minute walk of the Town Centre as well as having quite an affluent population living nearby.
- Maidenhead was losing spend in the town Centre to other shopping towns.
- Up to 98% of the area around Maidenhead had improved while Maidenhead itself had not.
- The Oracle, Westfield, Eden Centre, The Lexicon in Bracknell, Handy Cross an Taplow were all shopping destinations for residents in and around Maidenhead.
- Steph James, the Town Manager and Jane Wright had tried to get behind the Enjoy Maidenhead campaign and that had helped increase footfall.
- The catchment was disillusioned with the Town.
- On a positive note, there were 6m visitors to the Town per year
- Saturday remained the strongest day of the week for send and footfall
- The busiest location was outside Marks and Spencer and Café Nero
- Maintained perception as convenient, accessible and safe

- Passionate stakeholders, residents and retailers
- There was the added benefit of click and collect and mainly free parking on a Sunday.

Building Blocks:

- The Area Action Plan was adopted in 2011
- Crossrail was arriving in 2019 with lots of area improvements
- Inward investment
- Improvement in the public realm
- Nicholsons Centre had a new landlord in 2015
- Since 2015 there was success in letting empty units
- The new landlords were investing in the Nicholsons Centre
- Kings Walk Mall was being refurbished with planning applications submitted for the entrances

Jane Wright added that it was critical to have appropriate links and for the Town Centre to be cohesive and continue to engage with customer groups. She was committed to making Maidenhead a destination of choice.

Councillor Love said Broadway was boring but, when it was rebuilt, he hoped it would be glass fronted with shopping which will attract a good retailer. Jane Wright stated the landlords used letting agents to find a top level retailer and creating the new space would give the Centre the best chance ever. She added that Top Shop, H&M and River Island all talked to each other and shared data so, that good message was going out in Maidenhead. Steph James stated free parking on a Sunday and events held in the Town Centre were all helping to increase footfall.

Jane Wright stated Argos was owned by Sainsbury's which meant it could move into Sainsbury's when it closes. Click and collect was particularly important to the Town Centre, especially for office staff and workers. Steph James commented that consumer habits had changed dramatically and the Borough needed to look at how the Town managed its offer and embrace its independent and pop-up shops. Steph added she used Amazon but, it was also about experiences in a Town Centre. Jane Wright stated the market had a positive effect which had increased footfall.

Jane Wright responded to concerns about the different areas within Maidenhead not joining up very well by stating there were lots of Town centres that hadn't regenerated cohesively between areas. She felt the new plans and links between Landings and the Nicholsons Centre created a slim link; but they also had to link to the High Street too.

Councillor Love invited members of the public to attend the local Neighbourhood Plan meetings and engage in helping to shape the area; he also requested more involvement from Borough Councillors. He requested a question and answer session on the Neighbourhood plan to be added to the agenda of the next meeting.

ITEM SUGGESTIONS FOR FUTURE FORUMS

- Q&A session on the how the Neighbourhood Plan is progressing
- Affordable Housing in Maidenhead
- Infrastructure, including business and transport
- Area forums

The meeting, which began at 6.30 pm, finished at 8.20 pm

CHAIRMAN.....

DATE.....



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Maidenhead Regeneration Public Parking Provision October 2018

Introduction

- Background
- Temporary Parking Provision
- Permanent Parking Provision
- Future Public Parking Provision
- Summary
- Q&A Session

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Background

- Current Public Parking Provision 3,411 spaces
- Infrastructure Requirements
- Regeneration Outputs
 - Over 4,000 new homes
 - Community facilities
 - Education
 - Health & Leisure
 - Infrastructure

Current Provision 3,411

• Broadway/Nicholson	734
• Station Approach	79
• Hines Meadow	1,328
• Magnet/St Clouds Way	248
• Stafferton Way	570
• Braywick	200
• Town Hall	111
• Grove Road	82
• West Street	59

16

Current Provision

2018 TOTAL PARKING SPACES: 3,411

MAGNET CARK PARK



WEST STREET CAR PARK



BROADWAY CAR PARK



STATION APPROACH CAR PARK



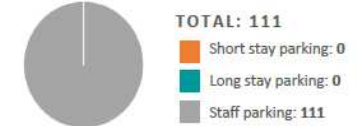
BRAYWICK CAR PARK



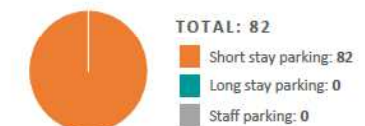
HINES MEADOW CAR PARK



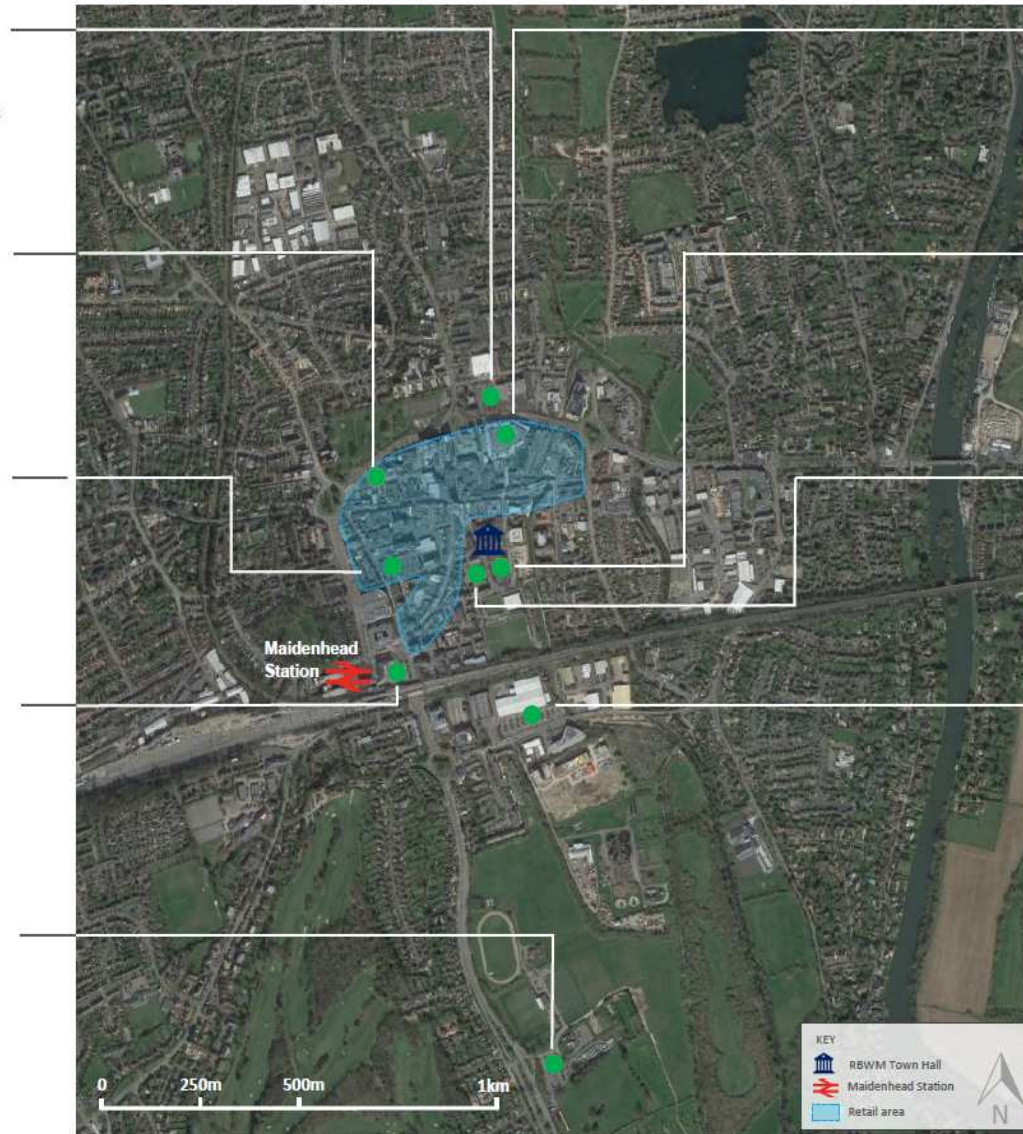
TOWN HALL CAR PARK



GROVE ROAD CAR PARK



STAFFERTON CAR PARK



Construct Temporary & Additional Permanent Public Parking

- Temporary Surface Car Parking

– Ten Pin Bowling Site – St Clouds Way	105
– Clyde House Warehouse – Reform Road	70
– Landing	80
– Total Temporary Spaces	255

- New Permanent Public Car Parking Provision

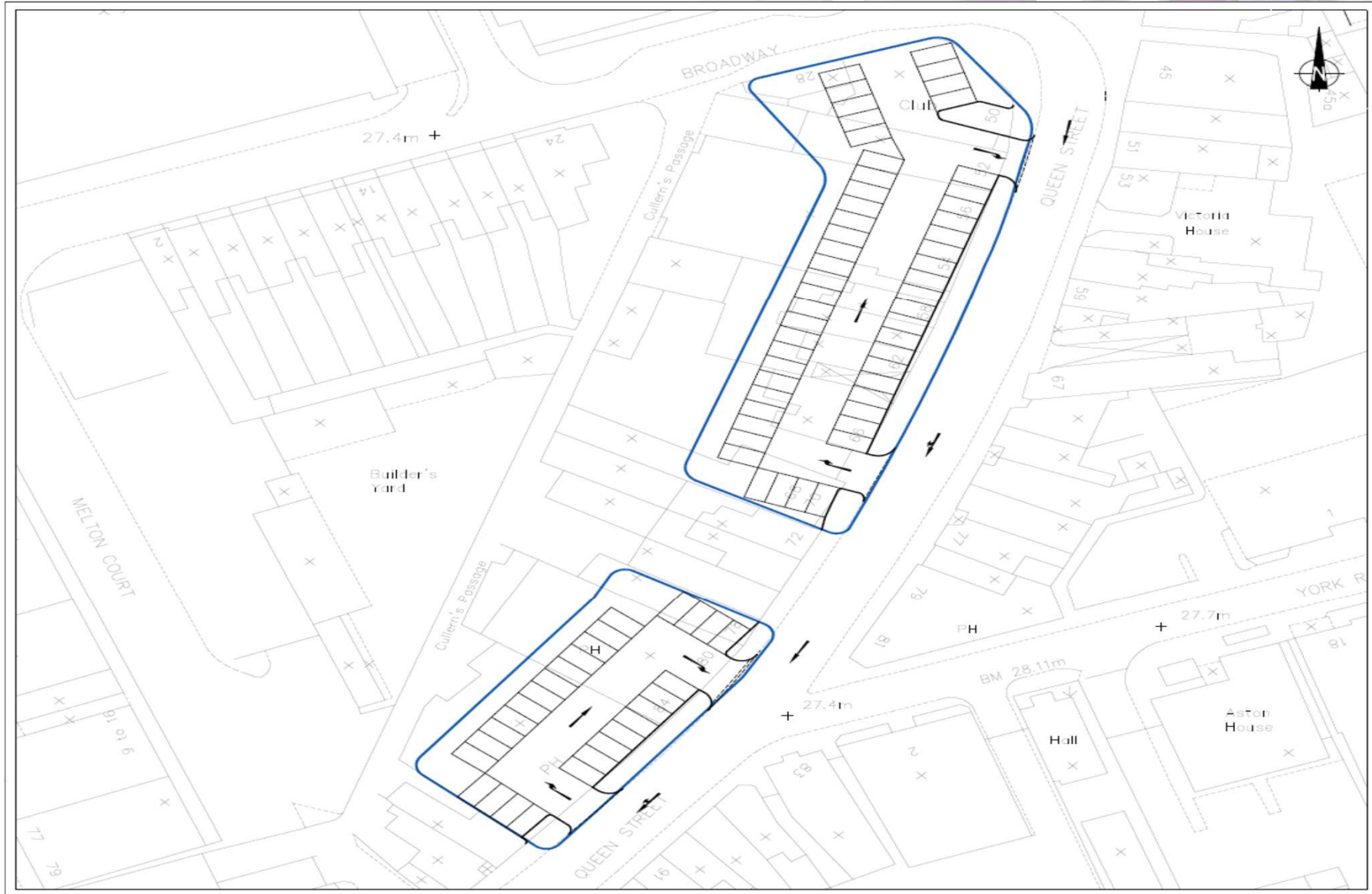
• Vicus Way – 1&2 Stafferton Way (Nene)	503 STPP
• Broadway – Town Centre	1,354 STPP
• Total New Permanent Spaces	1,857 STPP

PRIVATE SECTOR PROPOSAL'S ARE ALSO BEING CONSIDER, AND SIT OUTSIDE OF THESE NUMBERS, AS DOES PARKING FOR PRIVATE RESIDENTIAL NEW BUILD DEVELOPMENT.

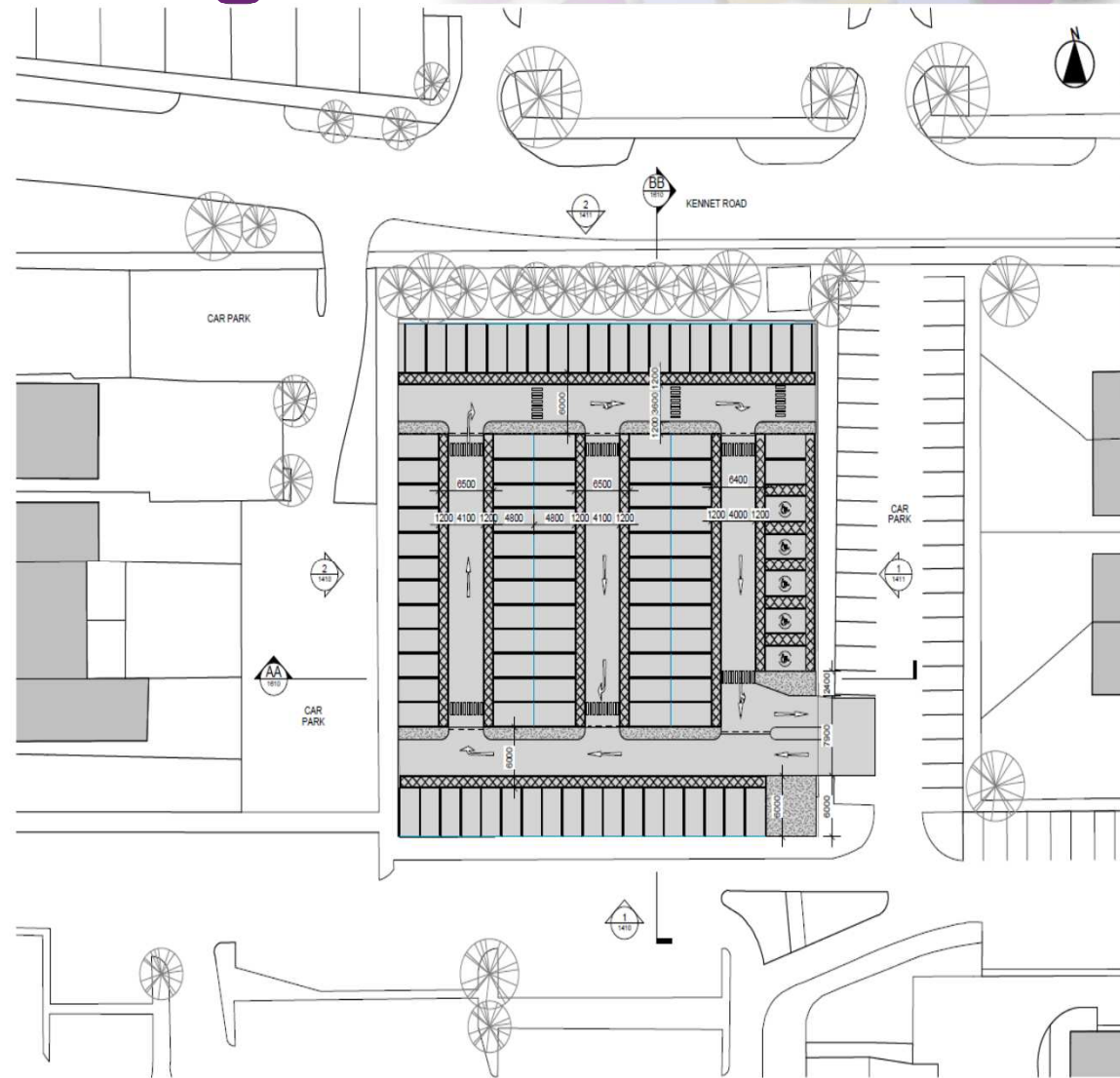
The Landing – Site Location



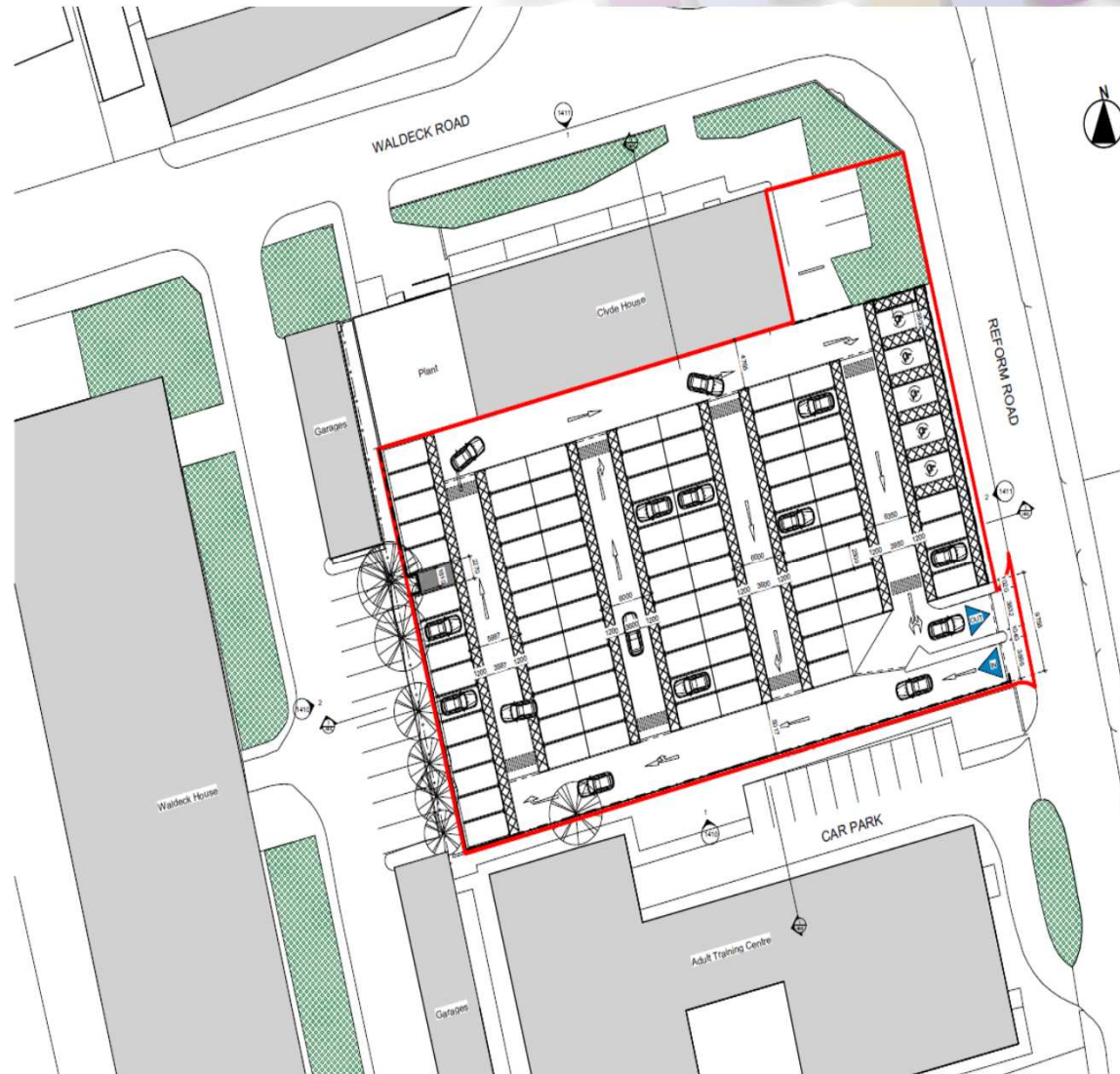
Designated area



Ten Pin Bowling Site – Site Location



Clyde House Warehouse – Site Location



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Timetable for temporary provision – excluding The Landing

- Planning Submission July 2018
- Planning Decision September 2018
- Start on Site October 2018
- Practical Completion Feb 2019



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Vicus Way Car Park

Timetable for Vicus Way

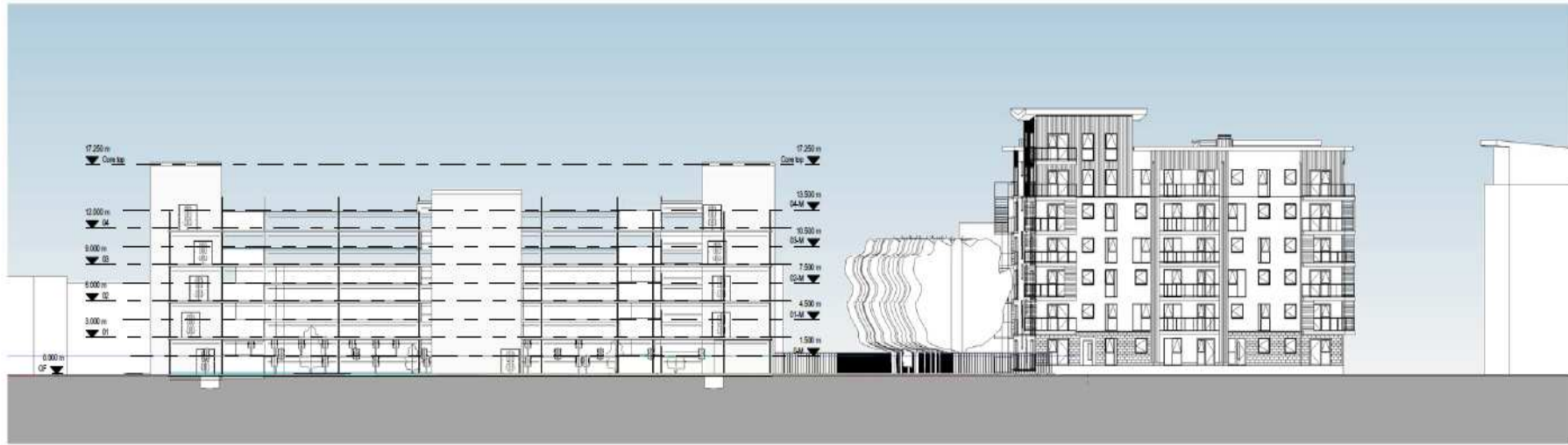
- Approval by Cabinet/ Council June 2018
- Planning Submission June 2018
- Planning Decision October 2018
- Start on Site (STPP) November 2018
- Practical Completion December 2019

Vicus Way – Site Location

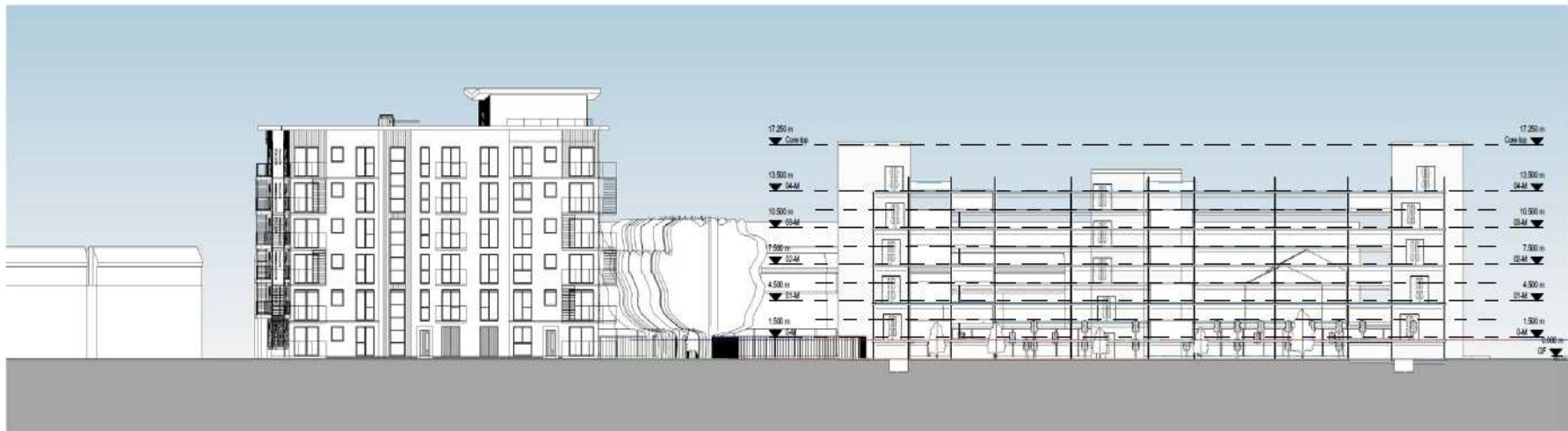


Proposed - STP

27



Proposed Context Elevation 1
1 : 200

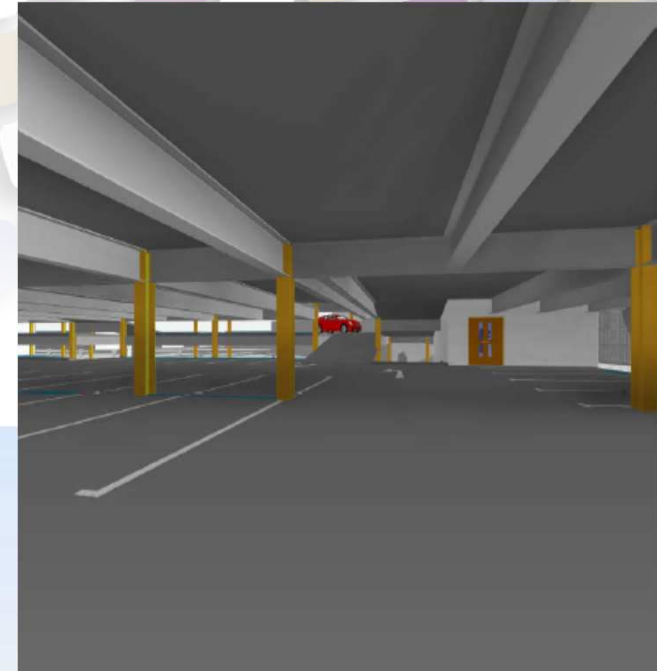


Proposed Context Elevation 2
1 : 200

View from North East Corner



Perspective View Internal



Cladding Options - STP



PRINTED MESH CLADDING SYSTEM WITH PRECAST CONCRETE PANEL CORES



PRINTED MESH CLADDING SYSTEM WITH PRECAST COMPOSITE METAL PANEL CORES



HORIZONTAL LOUVRE SYSTEM WITH PRECAST CONCRETE CORES



HORIZONTAL LOUVRE SYSTEM WITH METAL COMPOSITE CORES

Cladding Options - STP



LARGE PERFORATED MESH CLADDING WITH PRECAST CONCRETE CORES



LARGE PERFORATED MESH CLADDING WITH ETAL COMPOSITE PANEL CORES



VERTICAL EXTRUDED ALUMINIUM FIN CLADDING WITH COMPOSITE METAL CORES



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Broadway Car Park

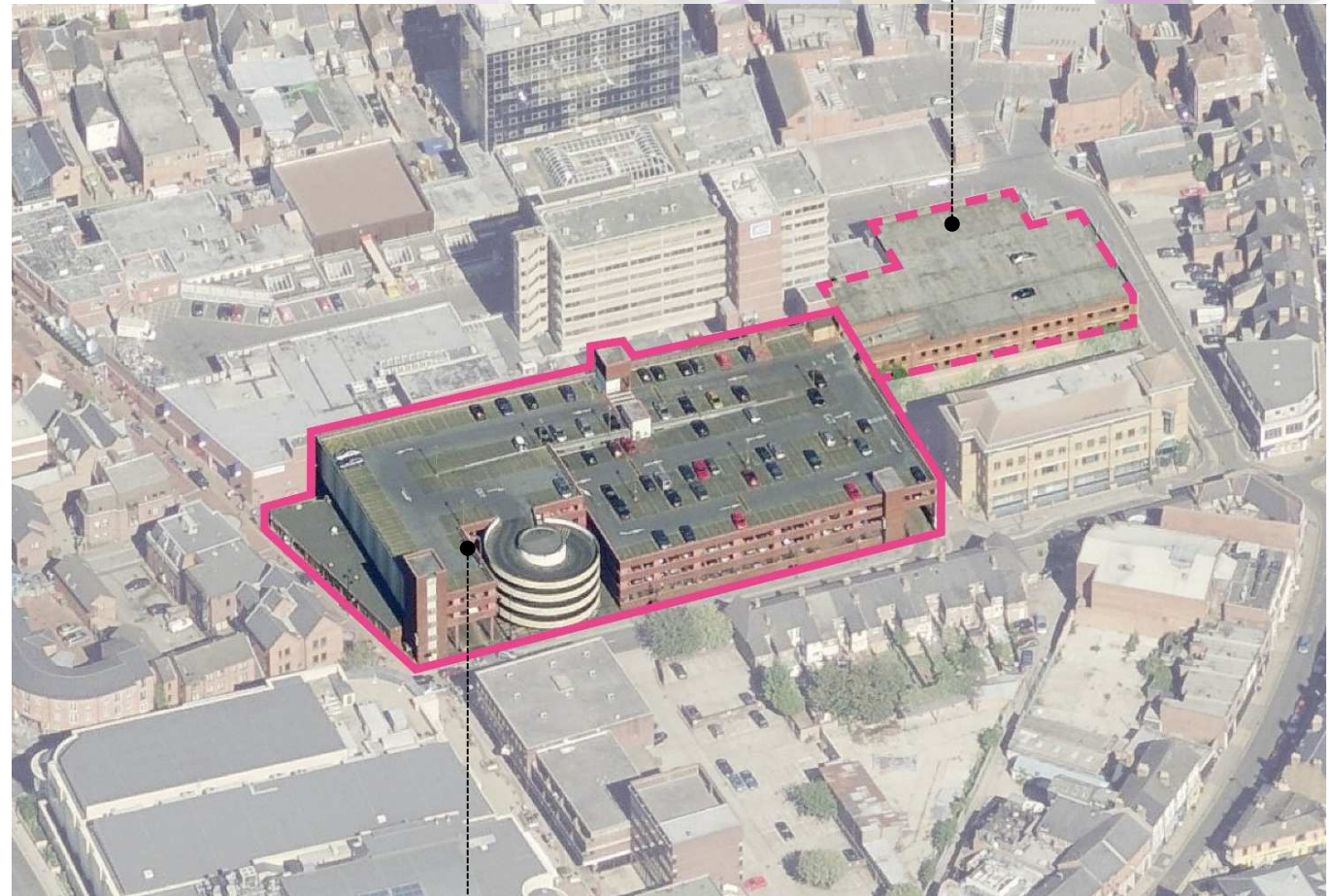
Design Approach

Coordinating
with Highways

Safe routes for
Pedestrians

Site
responsive
façade design

Meeting the
Parking brief –
between 900-
1300 spaces



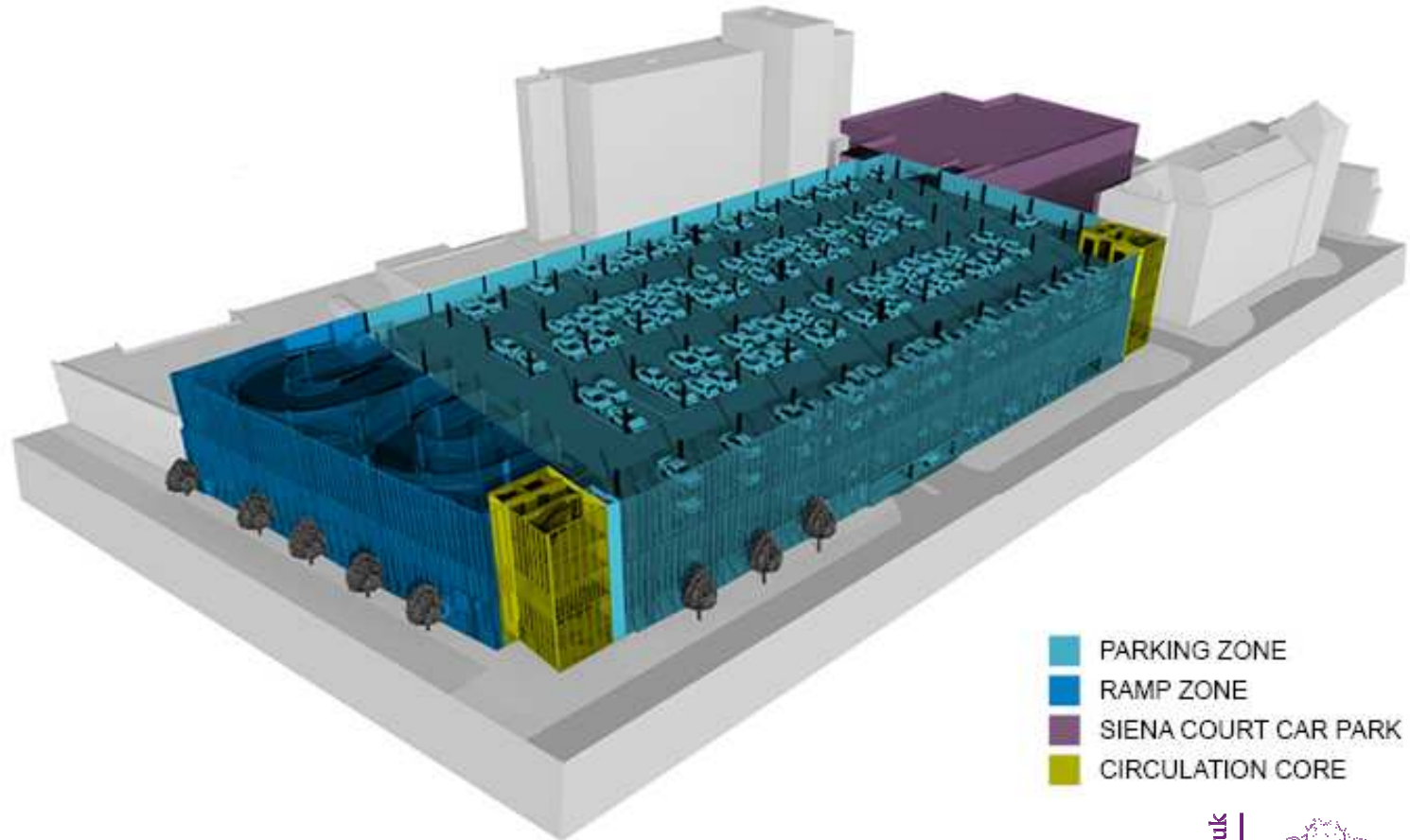
Sienna Court

Existing car park

Developing Proposals

Functional building with a clear internal circulation diagram

Efficient layout to maximise parking numbers



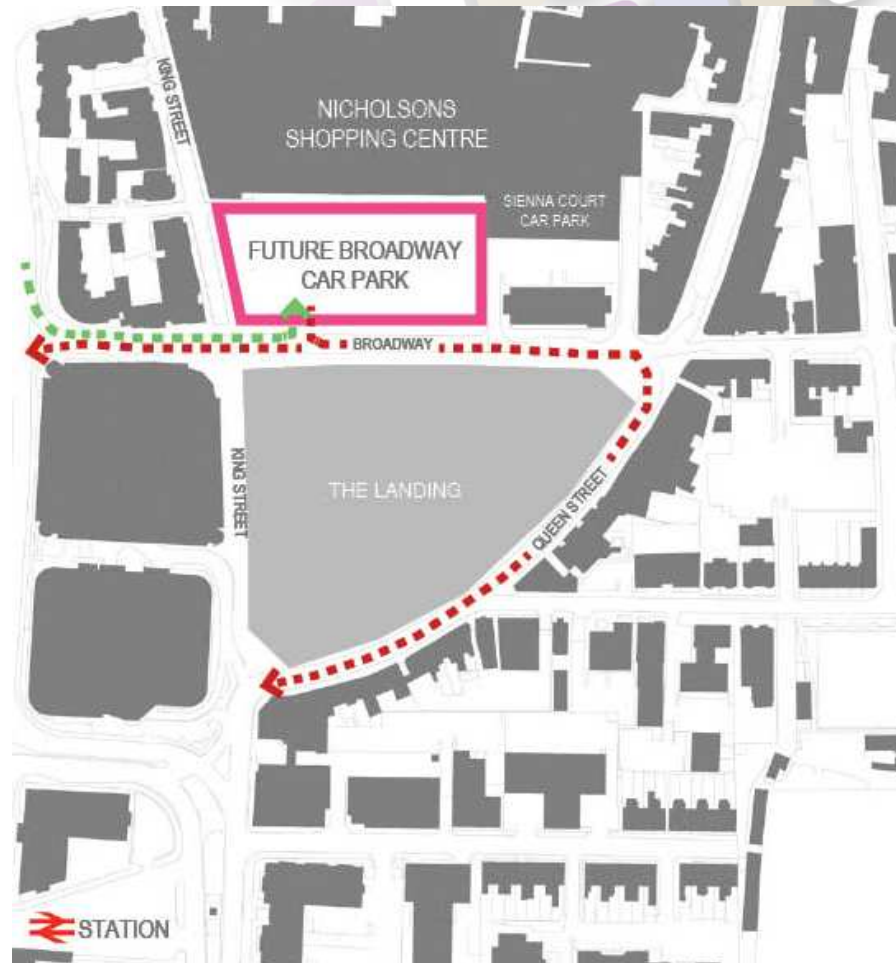
34

Highway Changes to Broadway

Western end of
Broadway 2-
way for ease of
access

1-way down
Broadway onto
Queen Street

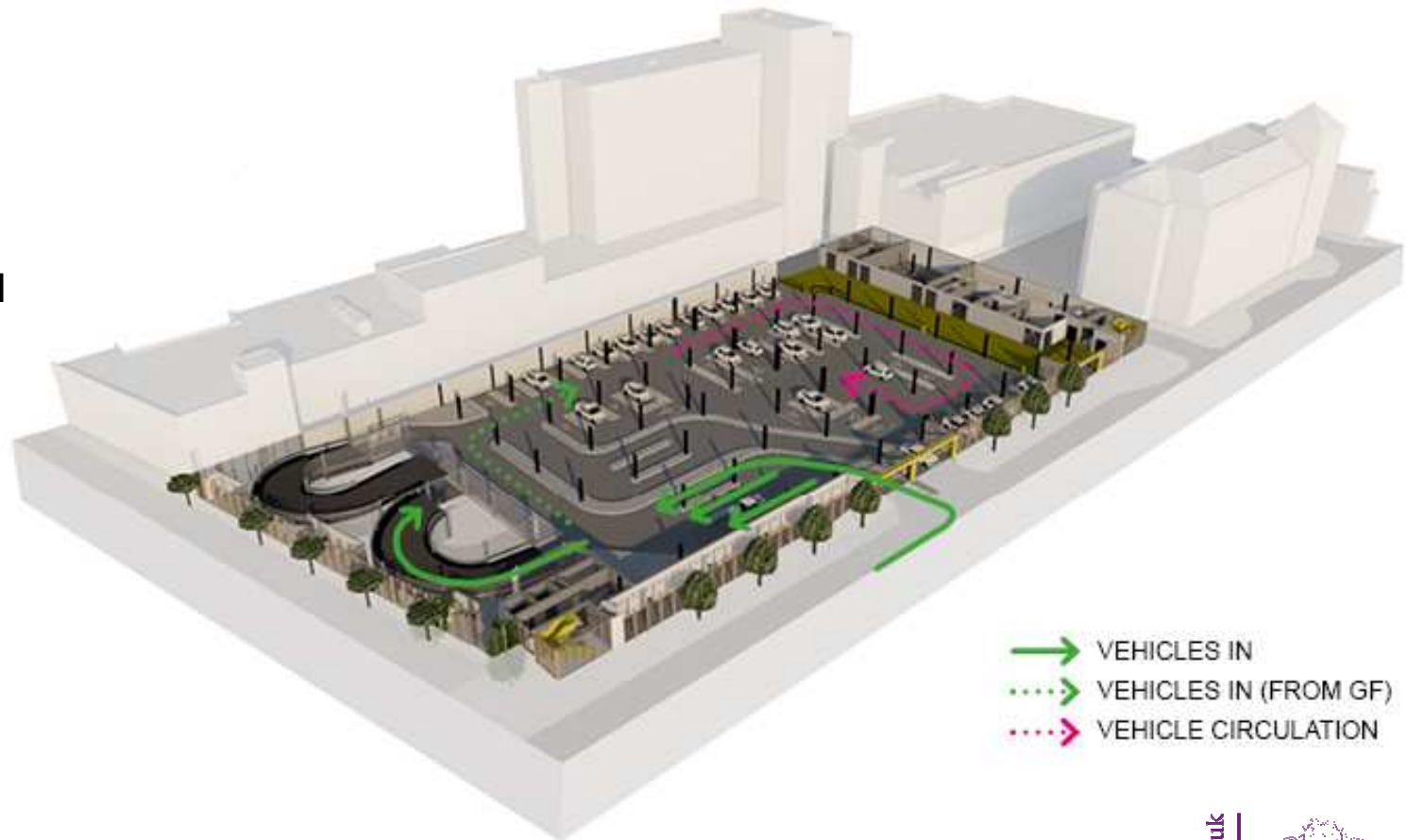
Improved
pavements for
pedestrians
(subject to
highways
consultation)



Vehicles - IN

Entry off
Broadway

Accessible
bays at Ground
Floor

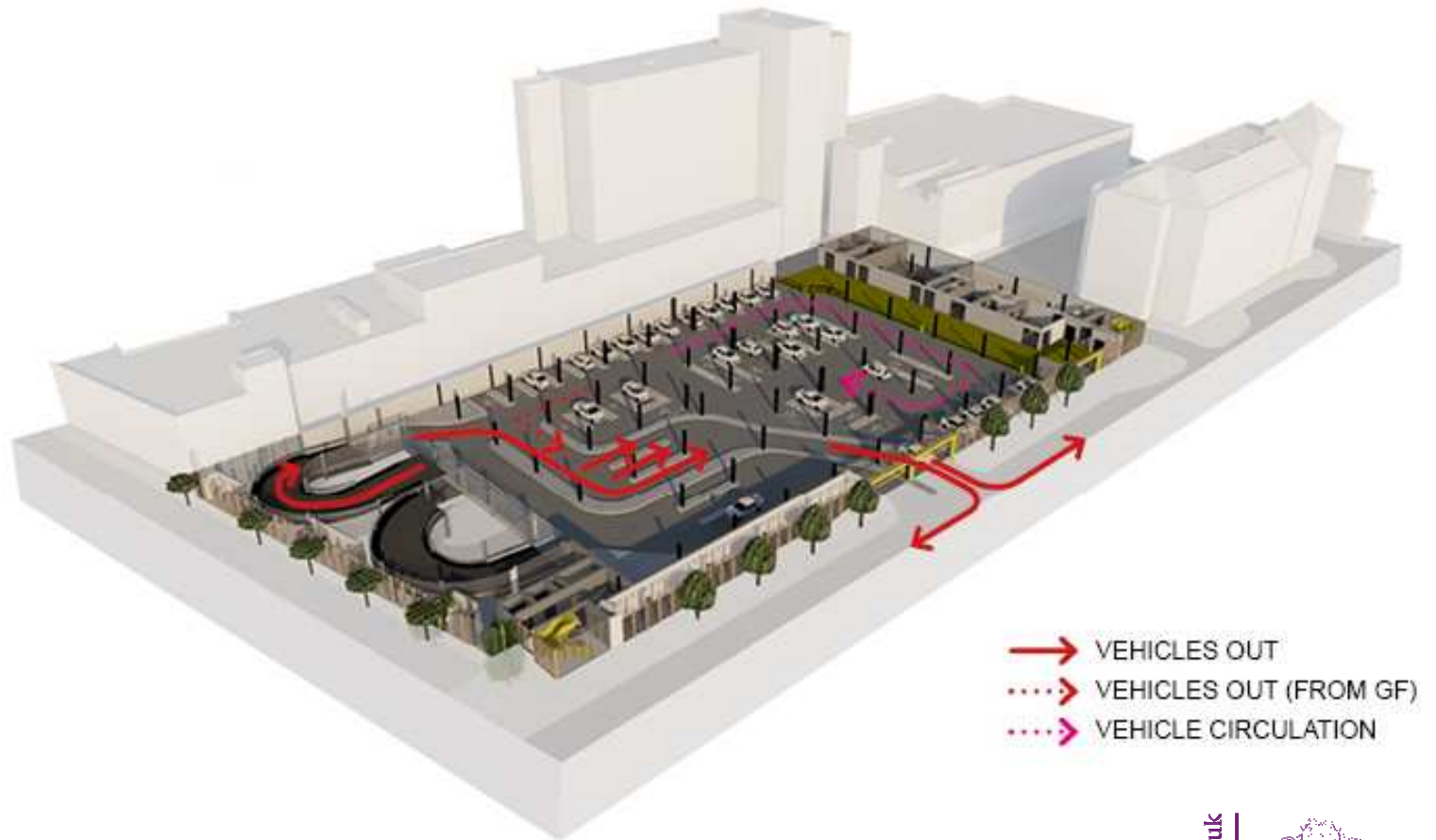


- VEHICLES IN
-→ VEHICLES IN (FROM GF)
-→ VEHICLE CIRCULATION

Vehicles - OUT

Two way exit
onto
Broadway to
enable access
back to
Frascati Way

One way loop
onto Queen
Street



- VEHICLES OUT
-→ VEHICLES OUT (FROM GF)
-→ VEHICLE CIRCULATION

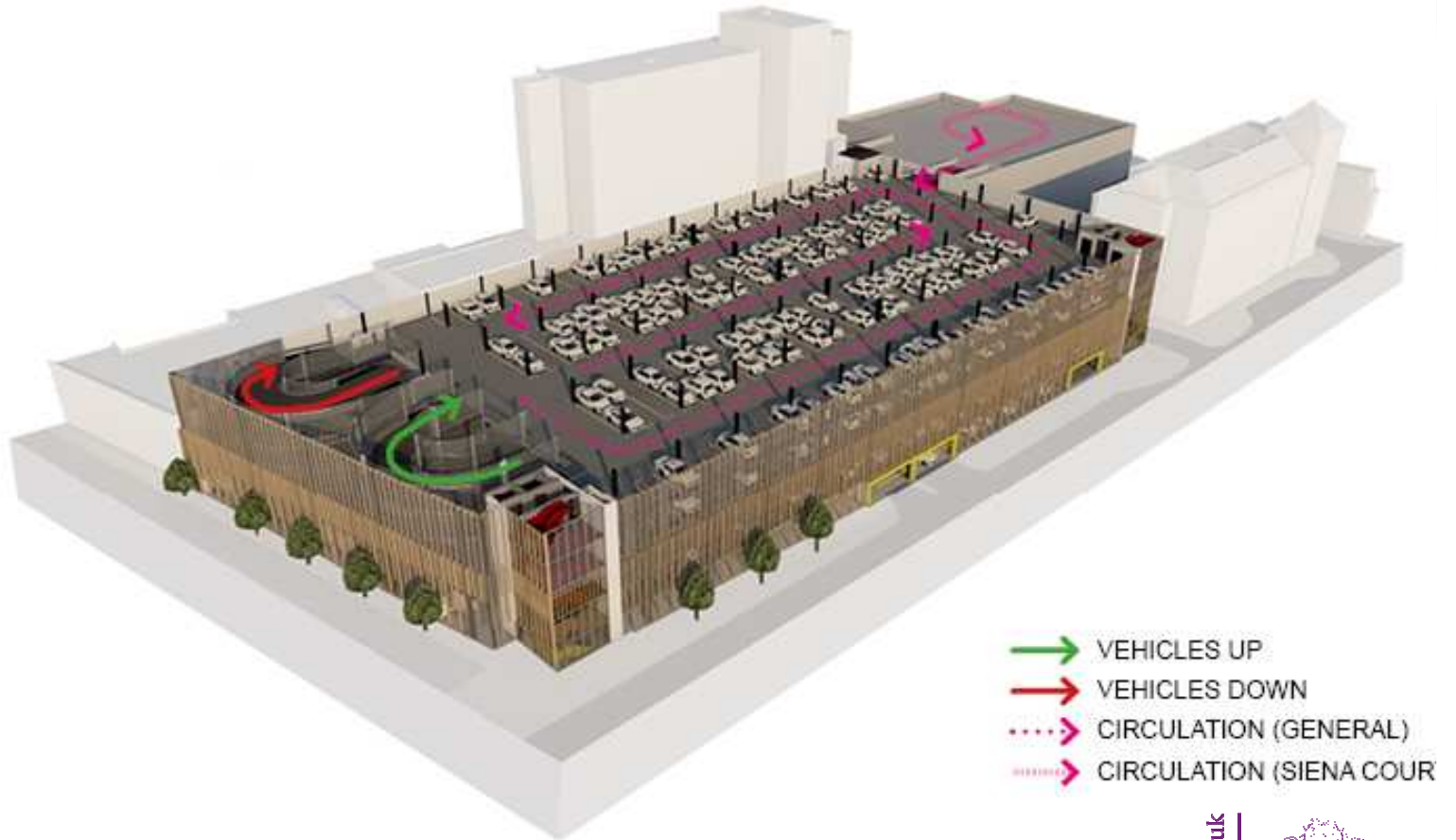
Upper Parking Levels

One way route
around layout

Separate up &
down ramps

Linking in the
Sienna Court
parking levels

Accessible /
family bays
near stair / lift
cores



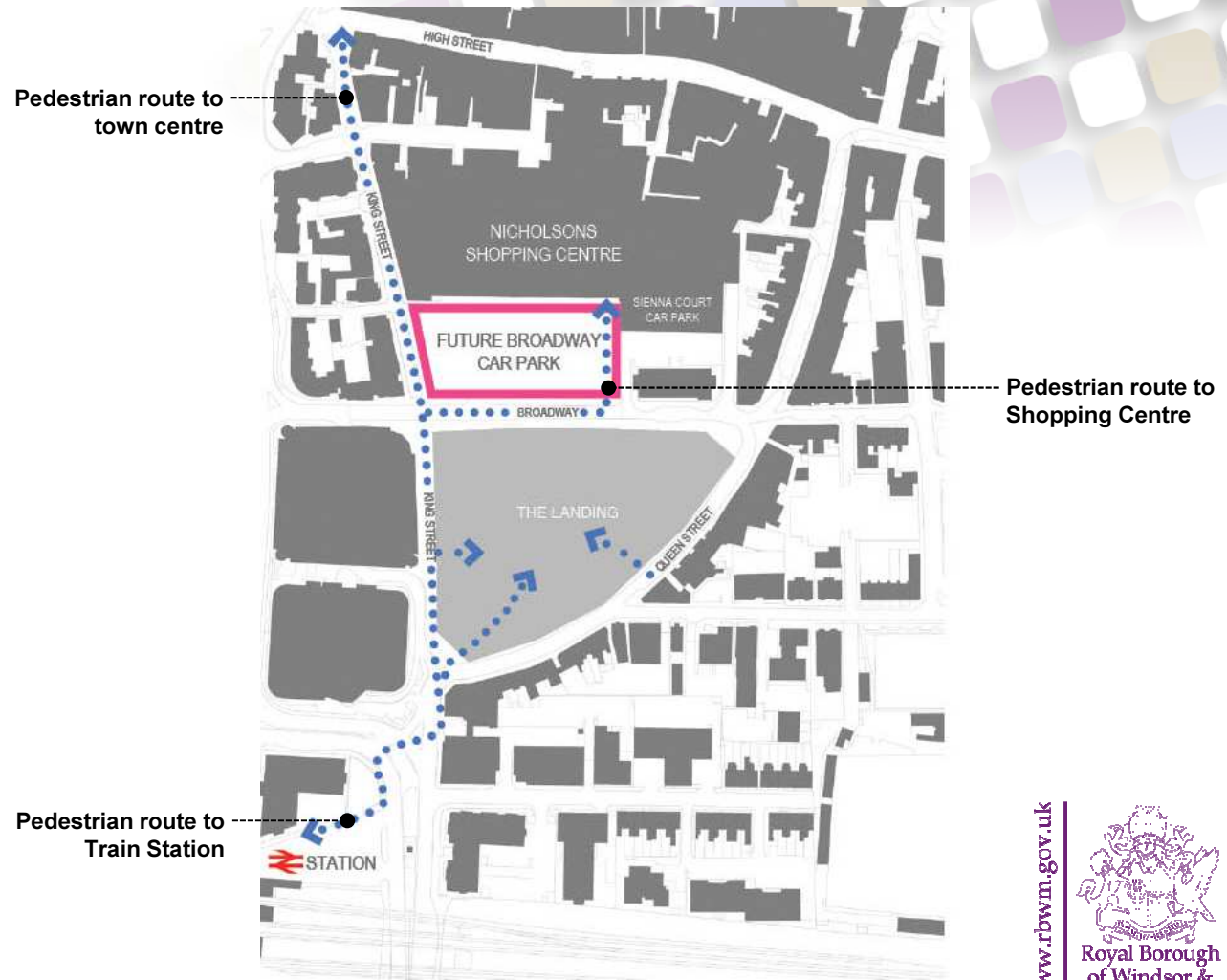
- VEHICLES UP
- VEHICLES DOWN
-> CIRCULATION (GENERAL)
- CIRCULATION (SIENA COUR)

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Improving Pedestrian Routes

Facilitate greater access to the town centre and train station

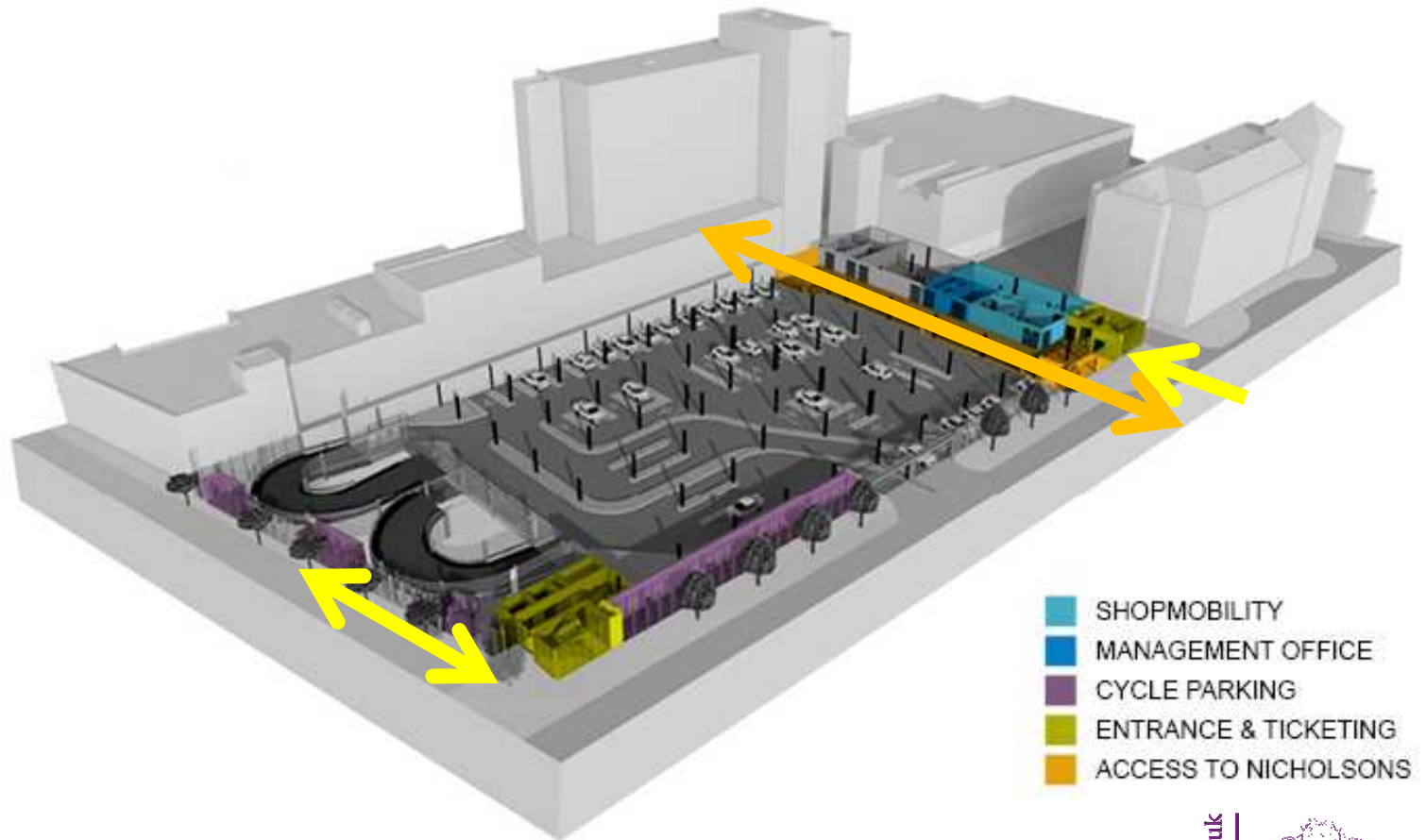
Improve connectivity to the Nicholson's shopping centre



Permeable Ground Floor

Stair / lift
cores easy
access to
town centre,
train station
and emerging
developments

Clear and safe
route through
to Nicolson's



- SHOPMOBILITY
- MANAGEMENT OFFICE
- CYCLE PARKING
- ENTRANCE & TICKETING
- ACCESS TO NICHOLSONS

View through to Nicholson's

Accessible
spaces on
ground floor

Shopmobility
unit forming
extension of
the shopping
centre
experience

Dedicated
office for
parking team



Ease of Wayfinding

Changes of
surface
treatments

Good lighting

Clear
sightlines

Use of
graphics and
colour to
assist
wayfinding



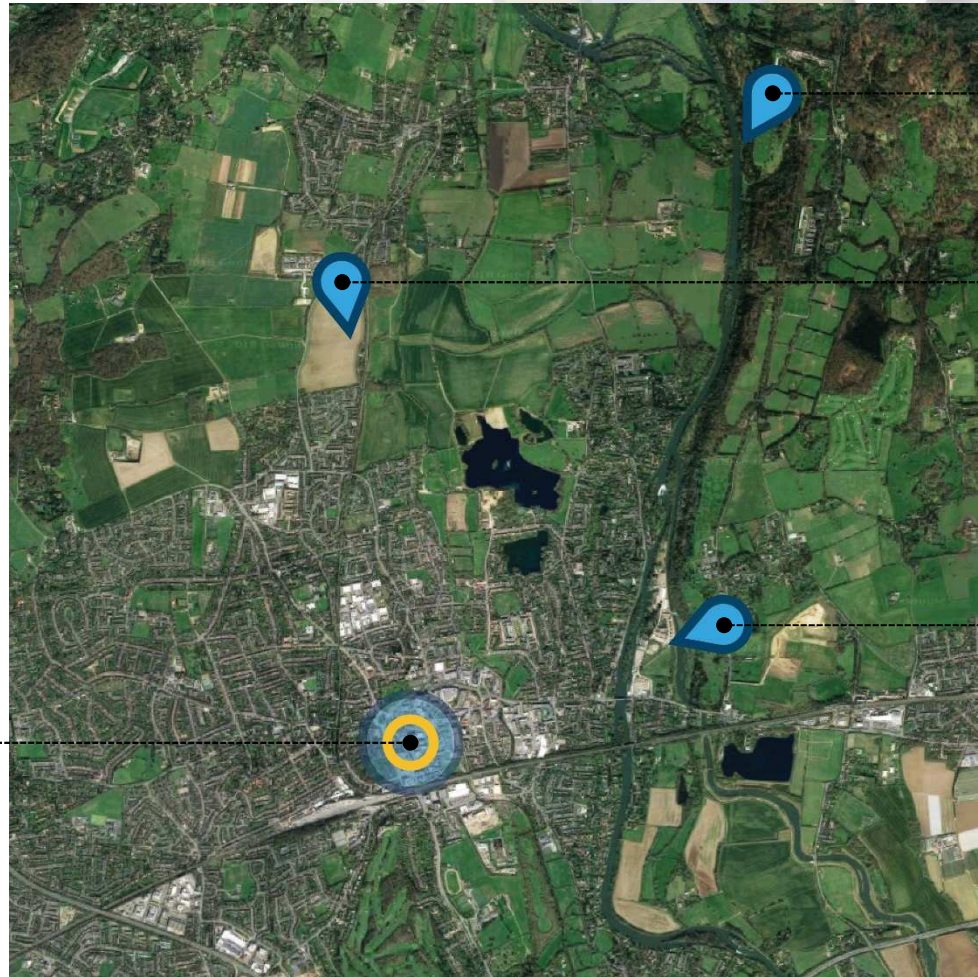
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Responding to the Town Context

Close views
South / West:
town and
residential
outlook

Long views
North / East:
emerging
townscape

Immediate views from
numerous locations
around Maidenhead town
centre



Views from
Clivedon House

Views from the
south of Cookham

Views from
Taplow

The Emerging Context

Prominent
King Street /
Broadway
corner view

Needs to be
visible on
approach
from the
station in the
future

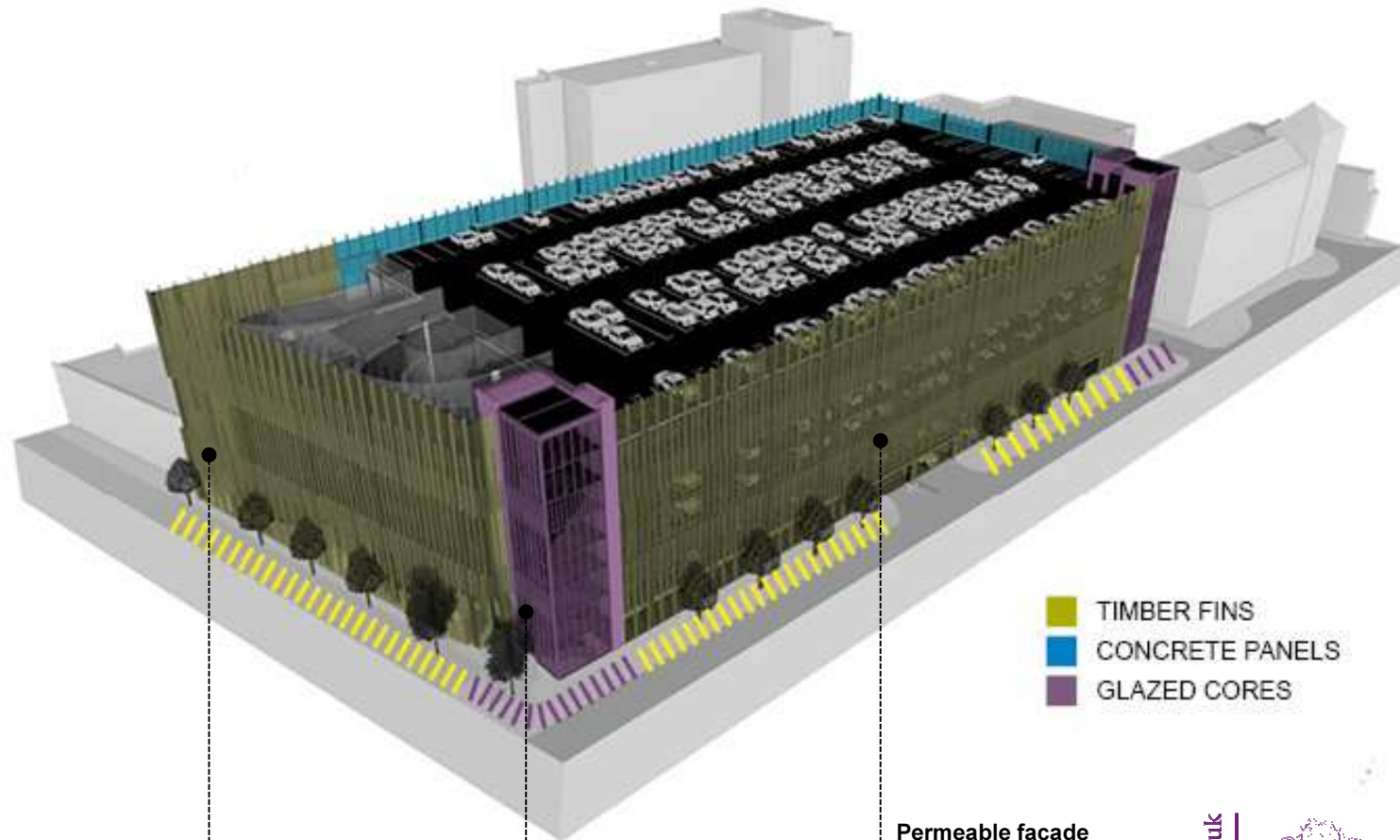


Approach to Façade Appearance

Timeless and
will not date

Good quality,
within the
budget and
robust

Being visible
to users and
responding to
varied context



Façade responds to
surrounding context

Cores clearly visible at
both ends of car park to aid
wayfinding

Permeable façade
treatment along Broadway
to create visual interest at
ground level

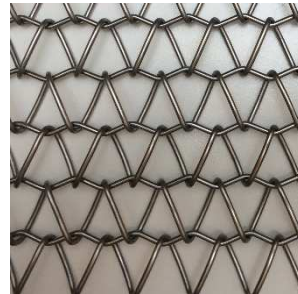
Façade as a Visual Amenity

Use of timber fins to create a soft, contextual response to the otherwise hard urban townscape



Timber Fins

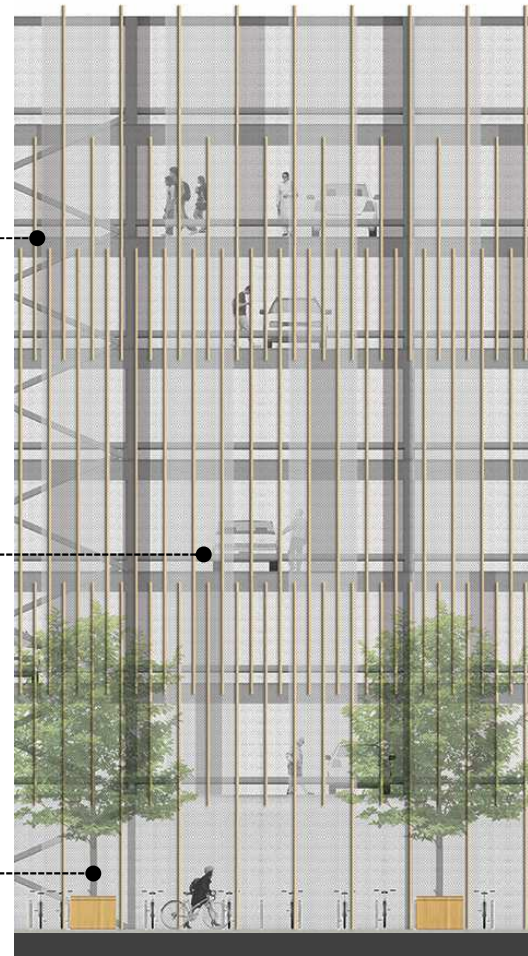
Secondary articulation through metal meshes



Metal Mesh



Street Trees



Broadway

Glazed
corner
expressing
the stairs with
views out

Open and
transparent
ground floor

Cycle racks
for town
centre use



Meeting the Brief

1286 new
spaces

Plus 68
existing for
Sienna Court

Total 1354



Timetable for Broadway

- Cabinet Report September 2018
- Submit Planning Application November 2018
- Secure Planning March 2019
- Tender Contract March 2019
- Start on Site January 2020
- Practical Completion November 2021
- Handover for Operation December 2021

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ONLY ONE CHRISTMAS CLOSURE
DECEMBER 2020

Future Provision 4,385

	Existing	Future	Variance	Comments
Parking Provision	No of Spaces	No of Spaces		
Broadway/Nicholson	734	1354	620	Jan 2020 - Dec 2021 Closed. Available Jan 2022
Station Approach	79	0	-79	Closed - Jan 2019
Hines Meadow	1328	1328	0	Remains in Operation
Magnet/St Clouds	248	0	-248	Closed April 2020
Stafferton Way	570	570	0	Remains in Operation
Braywick	200	630	430	Available Jan 2019 & April 2020
Town Hall	111	0	-111	April 2019 Closed
Grove Road	82	0	-82	March 2022 Closed
West Street	59	0	-59	Feb 2022 Closed
Vicus Way	0	503	503	Available Jan 2020
Overall Total	3411	4385	974	

Change in Provision 2019

2019											
Q1 Jan-Mar			Q2 Apr-June			Q3 July - Sept			Q4 Oct - Dec		
LONG	SHORT	STAFF	LONG	SHORT	STAFF	LONG	SHORT	STAFF	LONG	SHORT	STAFF
198	536	0	198	536	0	198	536	0	198	536	0
0	0	0	0	0	0	0	0	0	0	0	0
749	378	201	749	378	201	749	378	201	749	378	201
	248	0		248			248			248	0
570	0	0	570			570			570	0	0
390	50	0	410	30		410	30		410	30	
0	0	111	0	0	0	0	0	0	0	0	0
0	82	0	0	82	0		82		0	82	0
0	59	0	0	59	0		59		0	59	0
0	0	70	0	0	70			70	0	0	70
0	0	0	0	0	0	0			0	0	0
		105			105			105			105
	0			0			80			80	
1907	1353	487	1927	1333	376	1927	1413	376	1927	1413	376
3747		TOTAL	3636		TOTAL	3716		TOTAL	3716		
336		loss/gain	225		loss/gain	305		loss/gain	305		

Change in Provision 2020

2020											
Q1 Jan-Mar			Q2 Apr-June			Q3 July - Sept			Q4 Oct - Dec		
LONG	SHORT	STAFF	LONG	SHORT	STAFF	LONG	SHORT	STAFF	LONG	SHORT	STAFF
0	0	0	0	0	0	0	0	0	0	0	0
0	0	0	0	0	0	0	0	0	0	0	0
367	900	61	367	900	61	367	900	61	367	900	61
0	248	0	0	0	0	0	0	0	0	0	0
570	0	0	570	0	0	570	0	0	570	0	0
410	30		410	220		410	220		410	220	
0	0	0	0	0	0	0	0	0	0	0	
0	82	0	0	82	0	0	82	0	0	82	0
0	59	0	0	59	0	0	59	0	0	59	0
0	0	70	0	0	70	0	0	70	0	0	70
380	0	123	380	0	123	380	0	123	380	0	123
		105			105			105			105
	80			80			80			80	
1727	1399	359	1727	1341	359	1727	1341	359	1727	1341	359
3485		TOTAL	3427		TOTAL	3427		TOTAL	3427		
74		loss/gain	16		loss/gain	16		loss/gain	16		

Change in Provision 2021

2021											
Q1 Jan-Mar			Q2 Apr-June			Q3 July - Sept			Q4 Oct - Dec		
LONG	SHORT	STAFF	LONG	SHORT	STAFF	LONG	SHORT	STAFF	LONG	SHORT	STAFF
0	0	0	0	0	0	0	0		0	0	
0	0	0	0	0	0	0	0	0	0	0	0
367	900	61	367	900	61	367	900	61	367	900	61
0	0	0	0	0	0	0	0	0	0	0	0
570			570			570			570		
410	220		410	220		410	220	0	410	220	0
0	0	0	0	0	0	0	0	0	0	0	0
0	82	0	0	82	0	0	82	0	0	82	0
0	59	0	0	59	0	0	59	0	0	59	0
		70			68			68			68
380	0	123	380	0	123	380	0	123	380	0	123
		105			105			105			105
	80			80			80			80	
1727	1341	359	1727	1341	357	1727	1341	357	1727	1341	357
3427		TOTAL	3425		TOTAL	3425		TOTAL	3425		
16		loss/gain	14		loss/gain	14		loss/gain	14		

Change in Provision 2022

2022											
Q1			Q2			Q3			Q4		
LONG	SHORT	STAFF	LONG	SHORT	STAFF	LONG	SHORT	STAFF	LONG	SHORT	STAFF
528	826		528	826		528	826		528	826	
0	0	0	0	0	0	0	0	0	0	0	0
649	378	301	649	378	301	649	378	301	649	378	301
0	0	0	0	0	0	0	0	0	0	0	0
570			570			570			570		
410	220	0	410	220	0	410	220	0	410	220	0
0	0	0	0	0	0	0	0	0	0	0	0
0	82	0	0	82	0	0	82	0	0	82	0
0	0	0	0	0	0	0	0	0	0	0	0
		68			68			68			68
503		0	503		0	503		0	503		0
0	0	0									
0	0	0									
2660	1506	369	2660	1506	369	2660	1506	369	2660	1506	369
4535			4535			4535			4535		
1124			1124			1124			1124		

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Summary

- Strategic requirements for additional public parking provision
- Operational requirements and considerations for additional public parking provision
- Overall additional 974 permanent public car parking spaces for use by residents, retail, local business, and Crossrail after regeneration.

Q & A Session

