

Report Title:	Broadway Car Park
Contains Confidential or Exempt Information?	Yes – Appendix B and C Part II Not for publication by virtue of paragraph 3 of Part 1 of Schedule 12A of the Local Government Act 1972.
Member reporting:	Councillor Evans, Lead Member for Maidenhead Regeneration and Maidenhead (including School Improvement) Councillor Cox, Lead Member for Environmental Services (including parking) Councillor Philip Love, Deputy Lead Member for Maidenhead Regeneration and Maidenhead
Meeting and Date:	Cabinet Regeneration Sub-Committee 25 July 2017
Responsible Officer(s):	Russell O'Keefe, Executive Director
Wards affected:	All

REPORT SUMMARY

- 1 The report sets out a proposed development brief for the redevelopment of the Broadway Car Park based on the feasibility study and financial modelling that has been carried out and requests approval to move to the next stage of design.
- 2 The redevelopment of the car park is a key part of Maidenhead town centre regeneration and will help to meet parking demand in the town and support the local economy.

1 DETAILS OF RECOMMENDATION(S)

RECOMMENDATION: That Cabinet Regeneration Sub-Committee notes the report and:

- i) **Approves the development brief for the redevelopment of the Broadway Car park.**
- ii) **Delegate authority to the Executive Director in liaison with the Lead Member for Maidenhead Regeneration and Maidenhead (including school improvement), the Lead Member for Environmental Services (including parking) and the Deputy Lead Member for Maidenhead Regeneration and Maidenhead to appoint a professional team to complete the next stage of design.**

2 REASON(S) FOR RECOMMENDATION(S) AND OPTIONS CONSIDERED

- 2.1 Broadway Car Park (often referred to as Nicholson's Car Park) forms part of the Broadway Opportunity Area detailed in the adopted Maidenhead Town Centre Area Action Plan (AAP). The car park is linked to the Nicholson's shopping centre and is the key town centre car park for shoppers.
- 2.2 The car park is reaching the end of its lifespan and is in need of significant repair and refurbishment. A replacement car park is essential to meet parking demand and the expected growth of the town centre.
- 2.3 A comprehensive redevelopment of the site would not only increase parking capacity but would also provide an opportunity to create high quality modern retail space on the ground floor, effectively extending the town's prime retail area back to Broadway and creating a strong retail frontage immediately opposite The Landing. The proposed layout will significantly improve pedestrian flows, from the Station, through the Landing, and the Nicholson's Centre, to the High Street, enabling the shopping centre, new retail and The Landing to attract residents, shoppers and visitors and function as an integrated, revitalised town centre.
- 2.4 The car park is currently unsightly and obstructs the High Street and shopping centre from the Station and The Landing. However, due to its central location has an important role to play as a focal point and facility for the town centre and helping in the future of the Nicholson shopping centre and also to complement and encourage the early delivery of the Landing as part of the larger town centre strategy.
- 2.5 The Council has a contract with Ryger (Maidenhead) Limited to deliver the car park redevelopment (or refurbishment) by the date that the Landing is completed. Ryger are committed to pay £2,500,000 to the Council to provide 225 parking spaces for use by the office occupiers of The Landing.
- 2.6 There has been an agreement in place with the Council since 9th March 2015 and a compulsory purchase process is commencing with a view to starting construction of the Landing within the next 12 -18 months when this process is complete.
- 2.7 A new, larger Broadway Car Park integrated with the shopping centre, High Street and The Landing and delivered as soon as possible is aligned with the towns and the Councils needs.
- 2.8 A full planning permission was originally obtained in October 2015 for a larger car park but it is not deemed either big enough or of sufficient merit to implement.
- 2.9 Various options have been considered to deliver a new car park including selling to (or partnering with) a private sector developer, or a joint venture with adjoining owners.
- 2.10 However, in October 2016 Cabinet Regeneration Sub-Committee agreed the principle that the Council progresses the option of developing the car park itself, as owner using its own funds potentially with another investor e.g. the Berkshire Pension Fund subject to approval of an investment case by Full Council.

2.11 The Council developing the car park itself will ensure this key part of the regeneration of Maidenhead is delivered, provide control over the process and result in the Council having a new income generating asset to replace the aging existing car park.

2.12 A feasibility study (appendix A) and cost modelling (appendix B) has been carried out by a temporary professional team that have been put together by the development manager's working on the project on behalf of the Council, the London and Aberdeen Group.

2.13 The feasibility study, cost modelling and development brief (Appendix C) show that a range of key features should be deliverable including:

- Increased capacity from the current circa 734 spaces to circa 1500 spaces (circa 1,435 in the new car park plus 100 in the adjoining Nicholson's car park) of which 50% will include electric charging facilities. It is expected that between 225 and 500 of these spaces will be utilised to support the proposed Landing Development.
- Circa 11% disabled and parent and child spaces and new shopmobility facilities.
- Generous bay sizes and column free parking.
- Good circulation around the car park supported by electronic signage and safe pedestrian routes to improve user experience.
- New disabled , drop off and retail delivery and service arrangements.
- New circa 18,500 square foot of ground floor retail space to animate Broadway and link the shopping centre to The Landing and The Station t and attract quality retail to the Town to enhance the shopping offer.
- Improved public realm along Broadway and King Street making it more pedestrian friendly.
- A dynamic and visually interesting facade to the car park tailored to the setting which acts as a focal point building along Broadway.

2.14 Work has also been undertaken to develop the investment case for subsequent approval by Full Council. This work has been recently been supported by the professional services firm Grant Thornton. It is proposed that the Council now move to appoint a professional team to move the project to next stage of design which will allow the investment case to be further refined and a final version brought to Full Council for approval in November 2017.

2.15 The Council's purchase of Central House facilitates the development of the car park. A separate feasibility study will be carried out on Central House and report brought forward in due course with a proposed development option.

Table 1: Options

Option	Comments
To agree the proposed development brief and that the project moves to the next stage of design	This would ensure this key part of the regeneration of Maidenhead is delivered and result in the Council having a new income generating asset.
To not agree the proposed development brief and that the project moves to the next stage of design	This would mean this opportunity for the town and the Council would be delayed.

3 KEY IMPLICATIONS

Table 2: Key implications

Outcome	Unmet	Met	Exceeded	Significantly Exceeded	Date of delivery
Investment case agreed by Full Council and Planning application agreed by Cabinet Regeneration Sub-committee and submitted	Not developed	November 2017	October 2017	September 2017	30 November 2017

4 FINANCIAL DETAILS / VALUE FOR MONEY

- 4.1 The work to move to the next stage of design can be completed within the provision already within the Council's capital programme for this project.

Table 3: Financial impact of report's recommendations

REVENUE	2017/18	2018/19	2019/20
Addition	£0	£0	£0
Reduction	£0	£0	£0
Net impact	£0	£0	£0

CAPITAL			
Addition	£0	£0	£0
Reduction	£0	£0	£0
Net impact	£0	£0	£0

5 LEGAL IMPLICATIONS

- 5.1 The procurement of a professional team will be conducted in accordance with the Public Contracts Regulations 2015.

6 RISK MANAGEMENT

6.1 A detailed risk register is included within the development brief at Appendix C

Table 4: Impact of risk and mitigation

Risks	Uncontrolled Risk	Controls	Controlled Risk
The professional team do not have the necessary skills to progress the project	High	Robust specification and procurement process	Low
The project exceeds the cost envelope or planned timescales	High	Effective development management processes	Low

7 POTENTIAL IMPACTS

7.1 An Equality Impact Assessment Initial Screening has been undertaken and concludes the proposals contained in this report will not unlawfully discriminate against any group or individual, or provide the grounds for such discrimination.

8 CONSULTATION

8.1 The report will be considered by Corporate Services Overview and Scrutiny Committee.

9 TIMETABLE FOR IMPLEMENTATION

Table 5: Implementation timetable

Date	Details
July 2017	Complete appointment of full professional team
By November 2017	Concept design including pre-application discussions
November 2017	Council approval of the investment case and Cabinet regeneration Sub-Committee approval to progress to planning application submission.
February 2018	Completion of developed design
Late Spring 2018	Determination of planning application and commence construction tender process
Early 2019	Demolition of existing car park
Spring 2020	Practical completion of car park

9.1 Implementation date if not called in: Immediately

10 APPENDICES

10.1 Appendix A - Architectural Feasibility Study by Allies & Morrison

10.2 Appendix B – Construction Cost Report by Core Five – Part II

10.3 Appendix C – Development Brief - Part II

11 BACKGROUND DOCUMENTS

11.1 None

12 CONSULTATION (MANDATORY)

Name of consultee	Post held	Date sent	Commented & returned
Cllr David Evans	Lead Member for Regeneration and Maidenhead	12/7/2017	
Cllr Carwyn Cox	Lead Member for Environmental Services (including parking)	12/7/2017	
Cllr Jack Rankin	Lead Member for Economic Development and Property	12/7/2017	
Cllr Philip Love	Deputy Lead Member for Maidenhead Regeneration	12/7/2017	
Alison Alexander	Managing Director	12/6/2017	
Russell O'Keefe	Executive Director	12/7/2017	
Andy Jeffs	Executive Director	12/7/2017	
Rob Stubbs	Section 151 Officer	12/7/2017	
Terry Baldwin	Head of HR	12/7/2017	
Mary Kilner	Head of Law and Governance	12/7/2017	
	Other e.g. external		



**NICHOLSON CAR PARK
MAIDENHEAD**

ARCHITECTURAL FEASIBILITY STUDY

DRAFT

MAY 2017
ALLIES AND MORRISON

1 INTRODUCTION

1.1 Introduction

2 KEY DESIGN PRINCIPLES

2.1 Capacity

2.2 Streetscape

2.3 Ground Uses

2.4 Street Pattern

2.5 Exemplary Design

2.6 Access and Movement

2.7 Central House

2.8 Facade

3 PROPOSAL

3.1 Site Plan

3.2 Lower Ground Floor Plan

3.3 Ground Floor Plan

3.4 First Floor Plan

3.5 Typical Upper Floor Plan

3.6 Site Section

3.7 Key Design Data

3.7 Access, Movement & Traffic Flows

4 MASSING STUDIES

5 FACADE PRECEDENTS

1. INTRODUCTION

This feasibility study has been prepared by Allies and Morrison to respond to the need to maximise the number of parking spaces at the Nicholson's Car Park for Maidenhead Town Centre.



2.1 CAPACITY

- Maximise the number of parking spaces for Maidenhead Town Centre
- Provision for c. 1,400 spaces
- Minimise, or offset, the short and medium term impact on Council revenue caused by demolition and redevelopment of the car park
- The project to be as deliverable and low risk as possible
- Ideally, continue to provide access to adjacent car parking spaces



2.2 STREETScape

- Introduce high quality street frontages to Broadway and King Street
- Ground the building through façade treatment at street level
- Improve Public realm along Broadway and King Street making it more pedestrian friendly
- Provide ease of connection to The Landing at street level



RN
WEA

SUNGLASS
CENTRE

C&G

GIVE
WAY

2.3 GROUND USES

- Deliver generous ground floor retail space to animate Broadway and Kings Street
- Provide retail space that complements and enhances the town centre shopping experience
- Provide drop off bay for those accessing shop mobility
- Provide ease of access and good connections for pedestrians from ground floor
- Provide delivery areas for the ground floor retail units

ARUNDEL LANE



2.4 STREET PATTERN

- Contribute to a new connection between the station and the Landing with the Nicholson's Shopping Centre and high street beyond
- Establish a new public space at the corner of Broadway and Kings street with retail frontage
- Continue the shopping experience from King Street to Broadway and through to the Shopping centre
- A consistent new building line for the development, at the back of the pavement, to establish an appropriately urban setting for Broadway



Level 2

Level 1

2.5 EXEMPLARY DESIGN

- Generous, larger than minimum standard parking spaces
- Create safe pedestrian routes within car park
- Provide generous floor to soffit heights for improved user experience
- Allow natural light to penetrate deep into the interior
- Support a natural ventilation solution to the car park
- Well designed, accessible lift and stair cores
- Large span, open floor plates utilising standard car park construction systems



VINCI

P

Welcome to Car Park 2

P

P

2.6 ACCESS AND MOVEMENT

- Dedicated access/ exit point served by a new junction on Broadway
- Entry/ exit barriers located at first floor level
- Dedicated Shop Mobility facilities
- Separate up/ down ramps
- Variable Message Signage system (VMS) for improved user experience



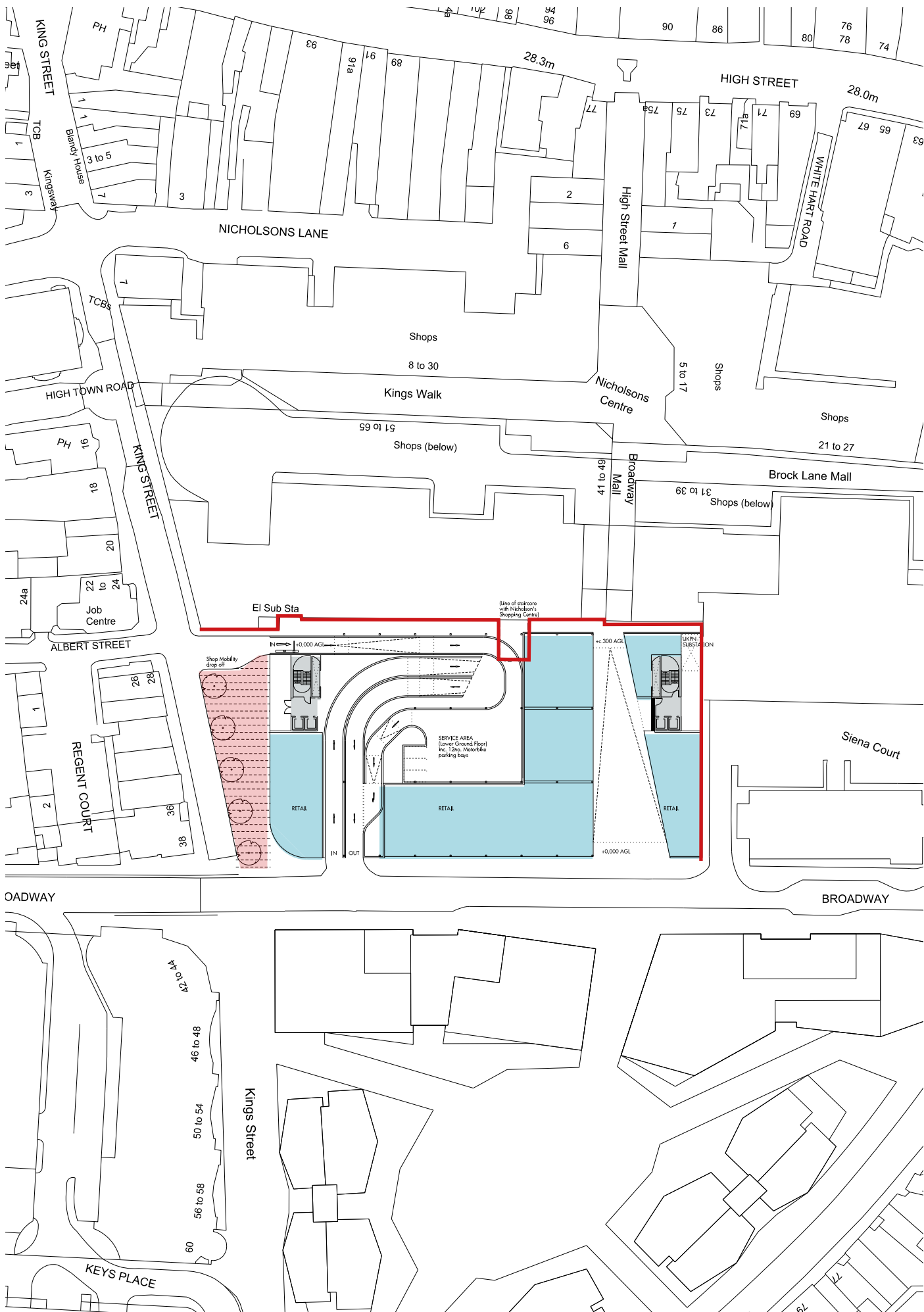
2.7 CENTRAL HOUSE

- Central House is subject to a separate opportunity study to consider remodelling, refurbishment and/ or demolition
- Significantly improving visual and architectural qualities of Central house to act as a complement to adjacent development
- Enable new life for Central House with a new range of uses
- A new address with enhanced entrance into Central House
- Positively contribute to the skyline and provide an improved frontier with the taller buildings of the town centre



2.8 FACADE

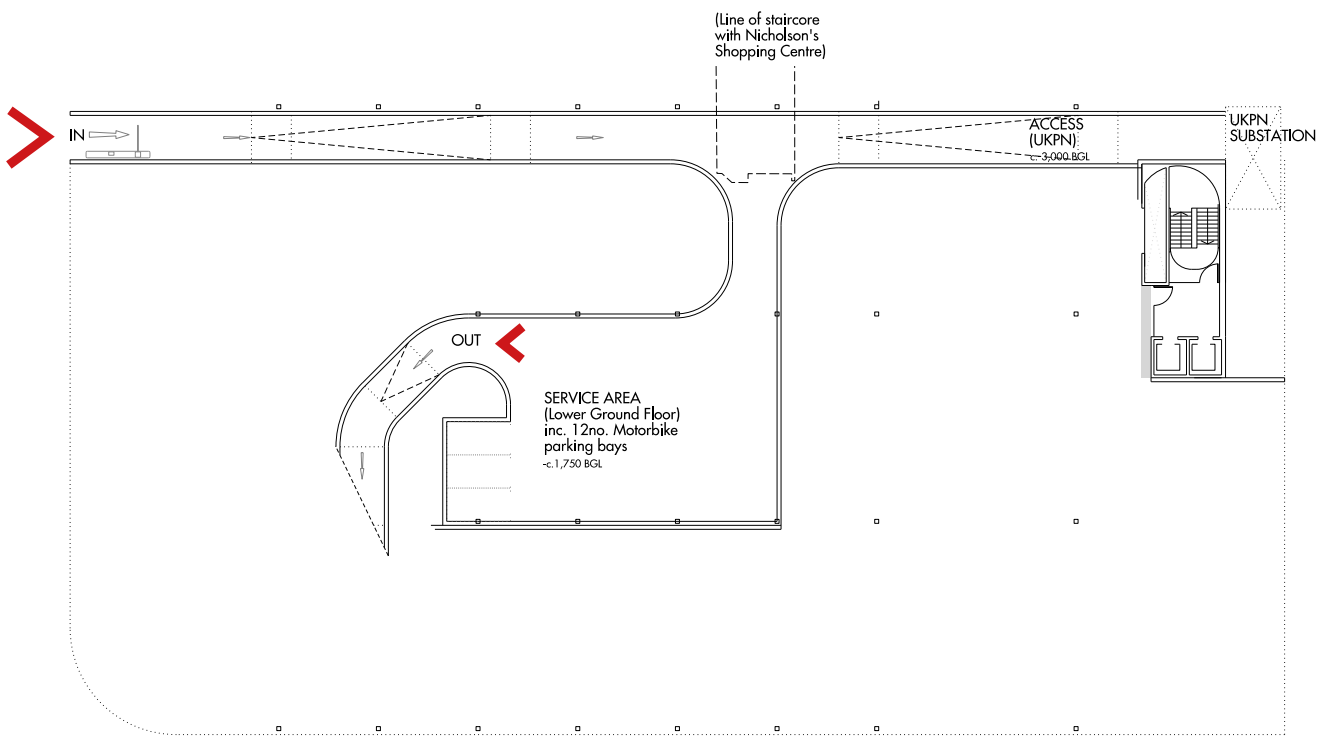
- Creating a beautiful, dynamic and visually interesting facade to car park tailored to respond to setting
- Enhance the setting by providing a strong backdrop to adjacent buildings
- Create variety in façade at ground level
- A focal point along Broadway, the building will become a key marker between the railway station to the town centre
- Allow natural light to penetrate into the interior, support a natural ventilation solution and hide the structure behind a homogeneous surface



— Approximate ownership boundary

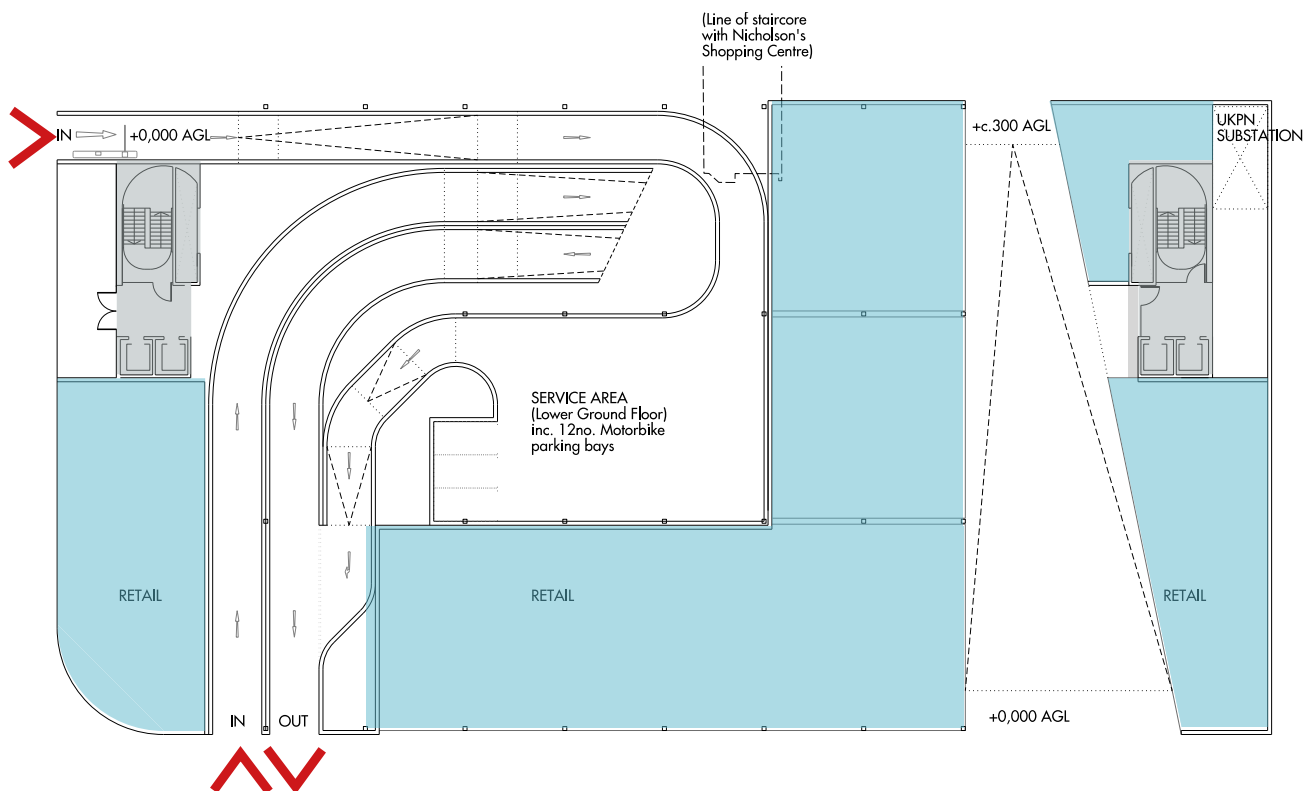
3 SITE PLAN

- Creation of new public square and drop off area to King Street
- Creation of generous retail connection from The Landing through to Nicholson's Shopping Centre
- Generous retail facades/street frontages to Broadway and King Street animating ground floor public realm level and grounding building
- Eastern Core accessible directly of new connection allowing ease of access between car park and shopping centre
- Western core allows ease of access from King street
- Delivery area provided for ground floor retail units
- Potential deliveries and shop mobility vans can access from King Street/drop off area
- Access can be provided to existing substation if required



LOWER GROUND FLOOR PLAN

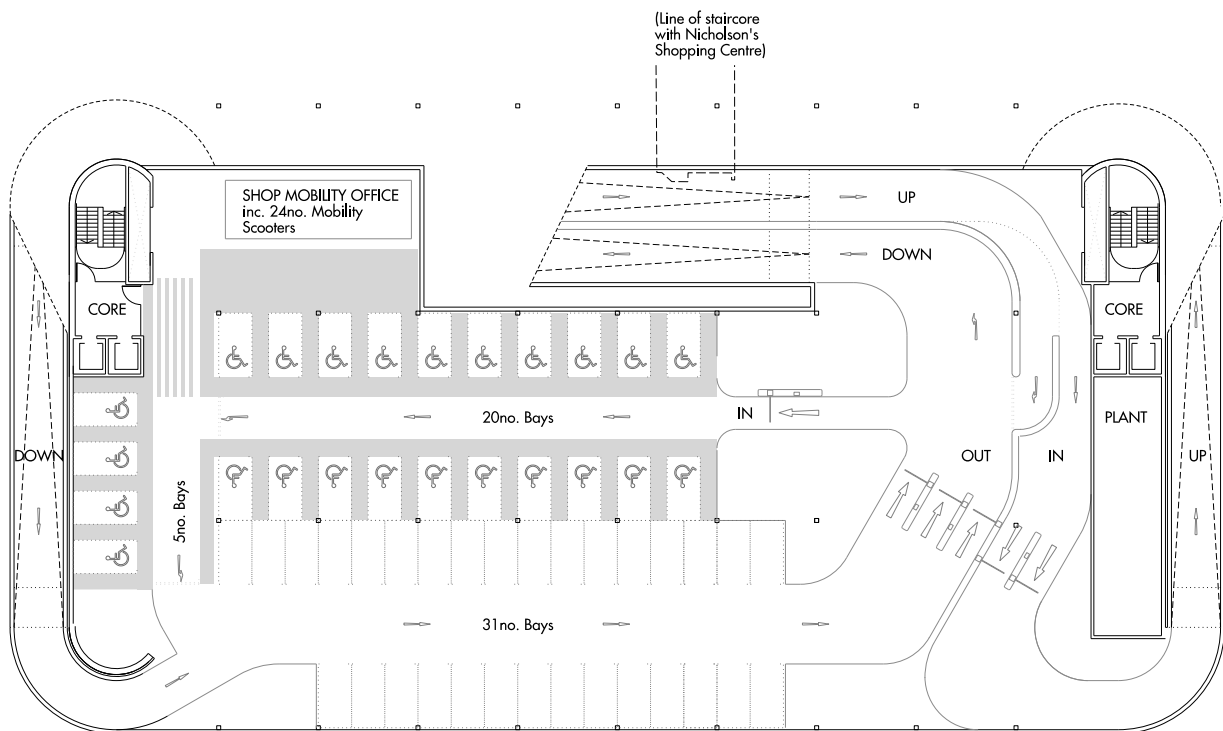
- Secure service area supporting retail deliveries, car park maintenance
- UKPN access to electrical substation



GROUND FLOOR PLAN

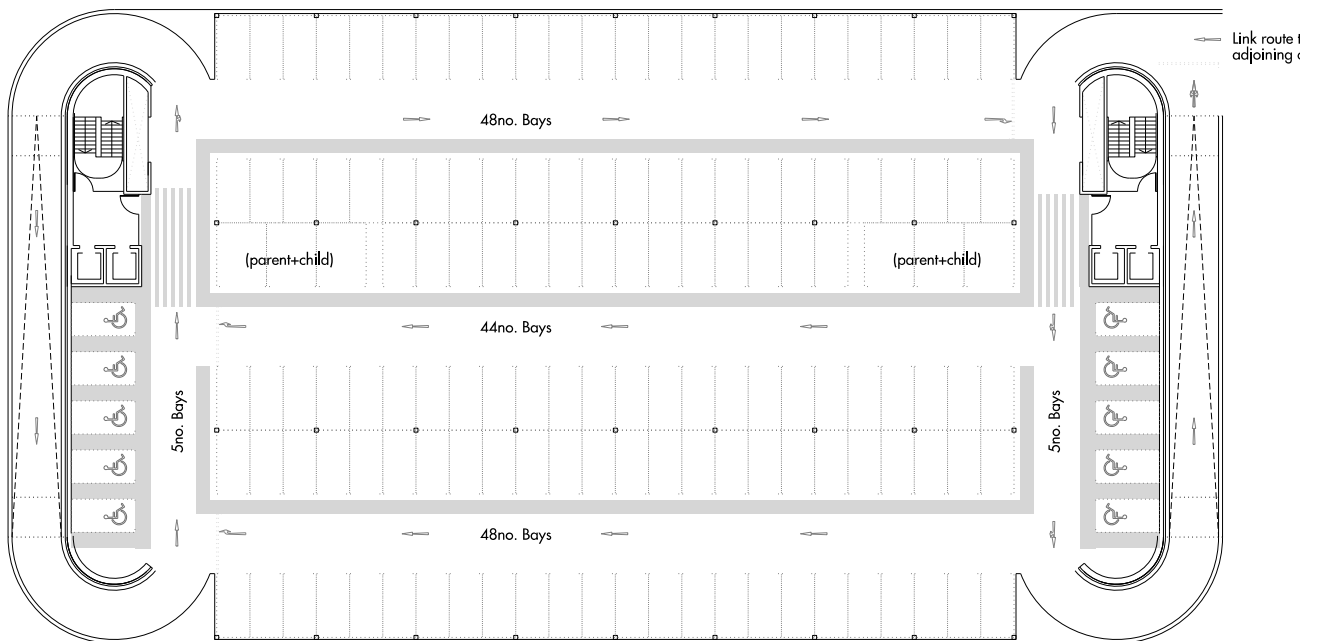
- c.18,700 sq.ft retail opportunity
- New pedestrian route connecting Nicholson's Shopping Centre with the Landing and Station beyond
- Service and delivery access via King Street to lower ground floor service area





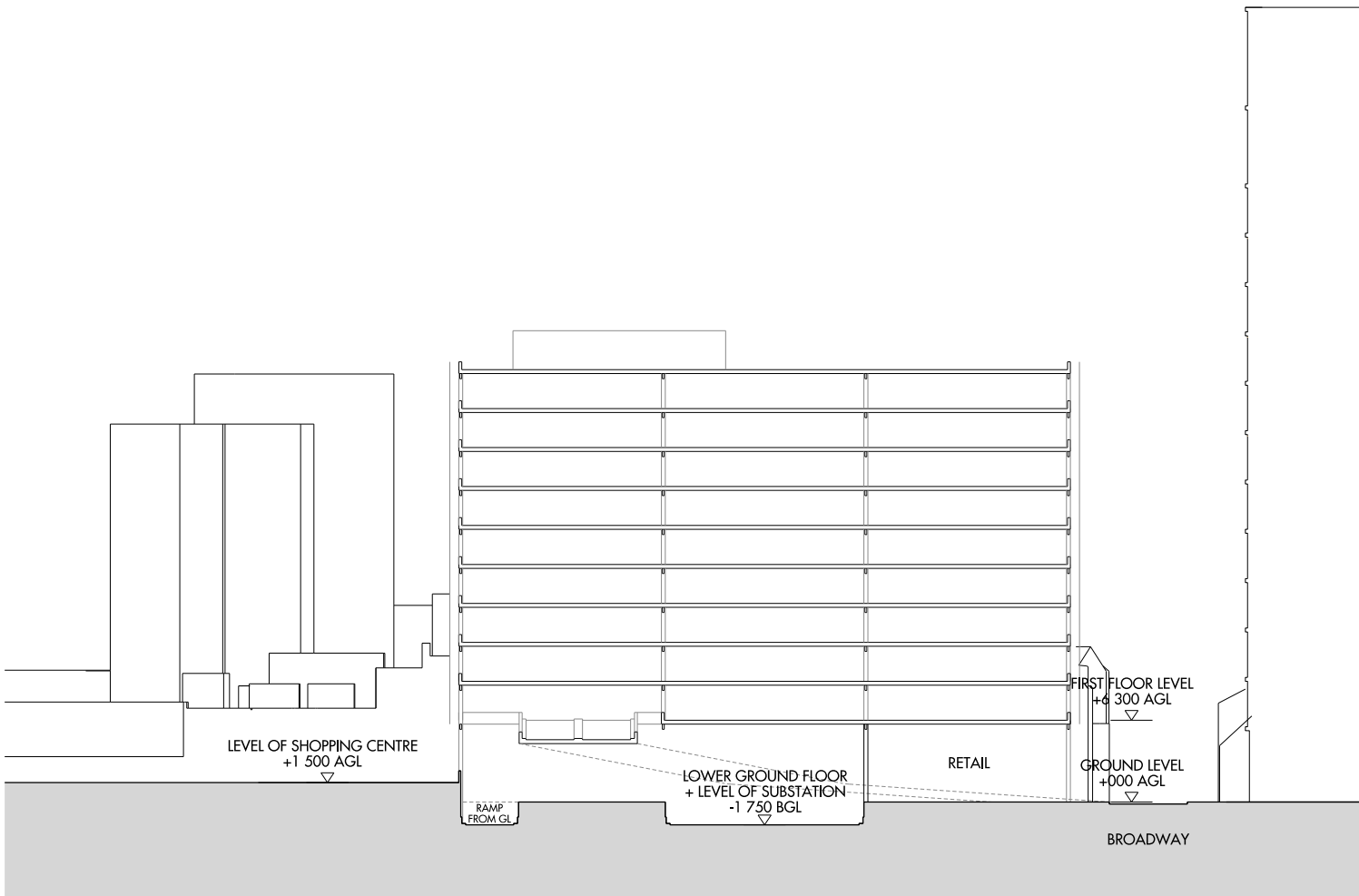
FIRST FLOOR PLAN

- 2no entry barriers/ 3no exit barriers
- Shopmobility service with dedicated entrance barrier, private parking and direct access to the lift core
- Private spaces to the southern aisle



TYPICAL UPPER FLOOR PLAN

- East and west core providing 2no passenger lifts and stairs respectively
- 3no aisles of parking bays plus dedicated accessible parking areas
- Clear, pedestrian routes to the lift and stair cores



SITE SECTION



3.6 KEY DESIGN DATA

1,435NO PARKING BAYS

1ST FLOOR - 67 NO. BAYS

2ND TO 9TH FLOOR - 150 NO. BAYS (PER FLOOR)

TOTAL - 1,435 NO. BAYS

INC. 11% UA/ PARENT & CHILD

C.+100NO MAINTAINING ACCESS WITH ADJOINING NICHOLSON'S SHOPPING CAR PARK

2.5x4.8m GENEROUS BAY SIZE

7.5x15.6m STRUCTURAL GRID PROVIDING COLUMN FREE PARKING

3.0m FLOOR-TO-FLOOR HEIGHT

MIN.2.2m CLEAR HEAD HEIGHT

G+10 STOREYS OF PARKING

LG - 960M² GEA

G - 3,450M² GEA

1ST FLOOR - 4,000M² GEA

2ND TO 9TH FLOOR - 4,320M² GEA

TOTAL AREA - 47,290M² GEA

UP/DOWN SEPARATE UP AND DOWN RAMPS, ALONG WITH ONE-WAY CIRCULATION

AISLES TO MINIMISE VEHICULAR CONFLICTS AND MAXIMISE DYNAMIC CAPACITY

SIGNAGE VARIABLE MESSAGE SIGNAGE SYSTEM (VMS)



3.7 ACCESS, MOVEMENT & TRAFFIC FLOWS

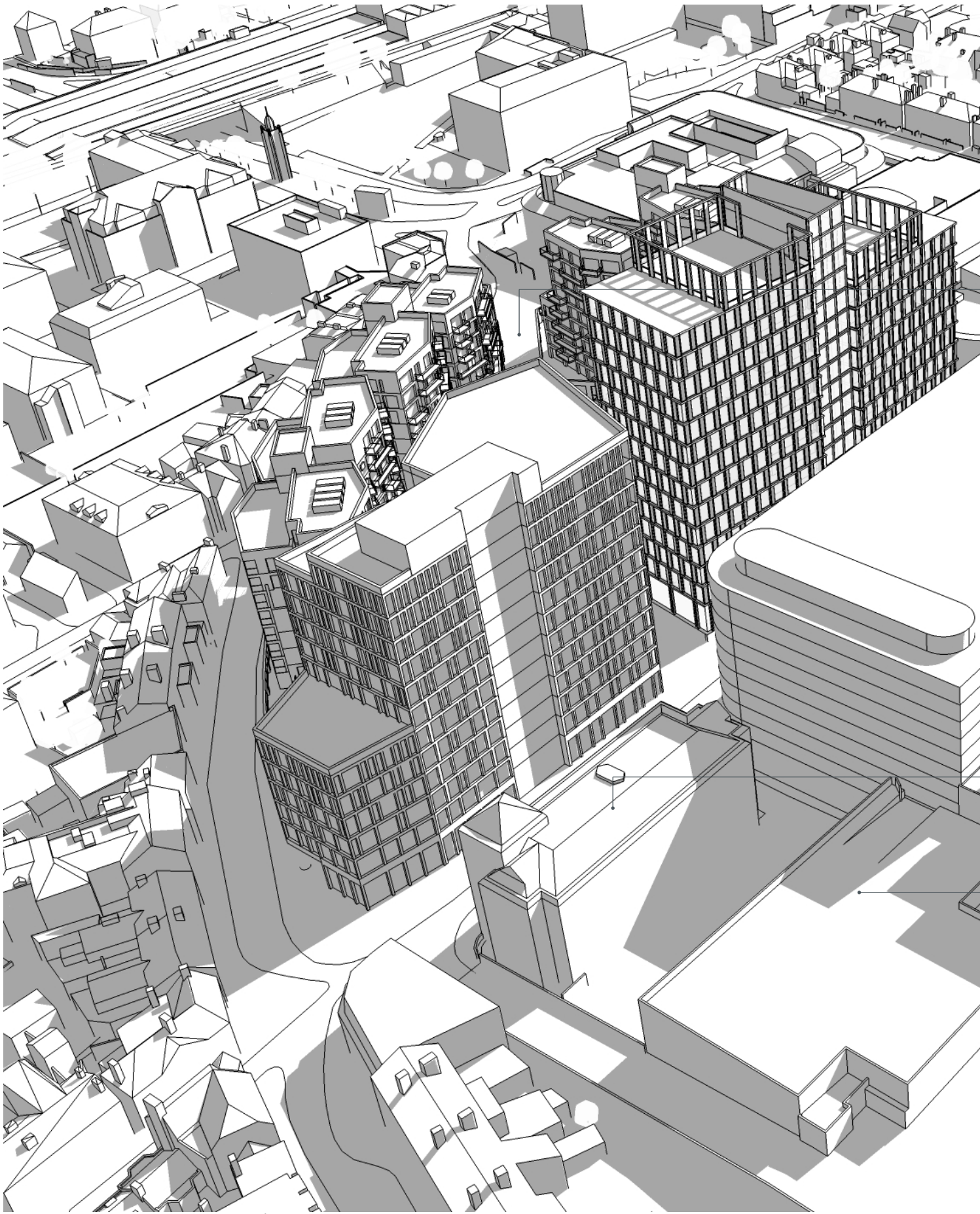
Access/egress to the car park will be via a dedicated entry point served by a new junction on the Broadway. This access will in turn feed into two way ramp up to the first level of parking. This ramp will consist of a 4m wide entry lane, a 4m wide exit lane and a central 0.5m kerbed island. The ramp will be laid to maximum gradient of 10%. Where the ramp turns the inner kerblines radius shall be no less than 4m. A minimum offset of 0.3m from kerblines to parapet wall should also be provided on each side of the ramp.

On arrival at the first level of parking the entry traffic will be required to pass through two dedicated entry barriers. Dedicated shopmobility will also be located on the first level of parking and will have its own dedicated entrance barrier. Exit traffic departing from the first level of parking will also pass through a two barrier exit plaza in order to egress from the car park via the two way ramp described above.

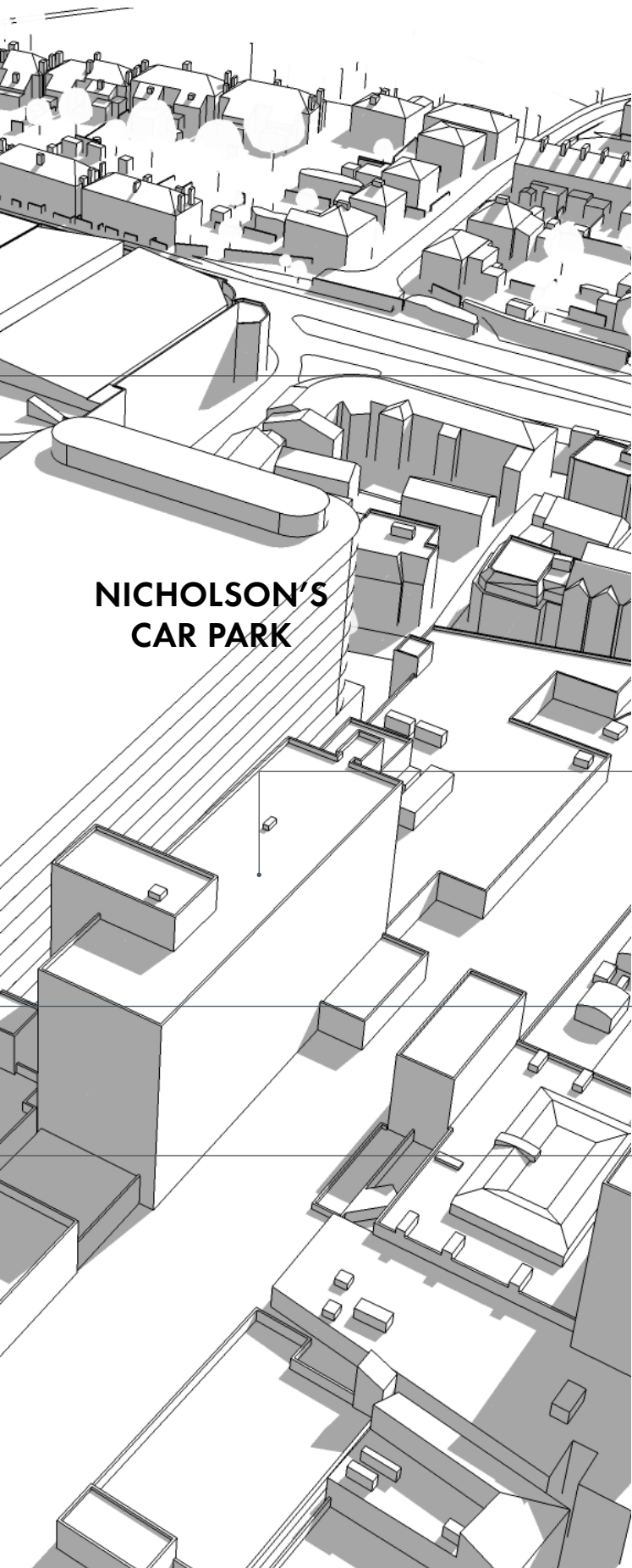
Vertical circulation through the car park will be via a pair of ramps. Separate up and down ramps will be provided and will have a maximum kerb to kerb width of 4m, 0.4m wide side verges to walls

and a 4m minimum inner kerb-line radius. The maximum gradient of the ramps shall be 1 in 10 measured along a line offset 1m from the inner kerb-line. The up ramp will be a "D" shaped helical ramp where the end curves are also sloping at 1 in 10. This enables the ramp to be shorter in plan so that the existing connections to the additional two parking levels to the east can be maintained.

Searching time for a vacant space within the multilevel car park will be reduced by providing an internal Variable Message Signage system (VMS), particularly during busy periods. A soffit mounted intelligent sign face will be located on each floor (9 signs in total) and be visible to drivers as they land on each floor from the up ramp. This sign shall display the number of spaces available on the level that the driver has landed on and also the total number of spaces available on the upper levels combined. This will enable drivers to make an informed decision to either leave the ramp and find a space on a particular level, or remain on the ramp to locate a space on one of the upper levels. Vehicles will be counted onto and off of each level by an induction loop positioned at the start and the end of each ramp.



Massing study; as viewed north east of the site looking back toward the Station



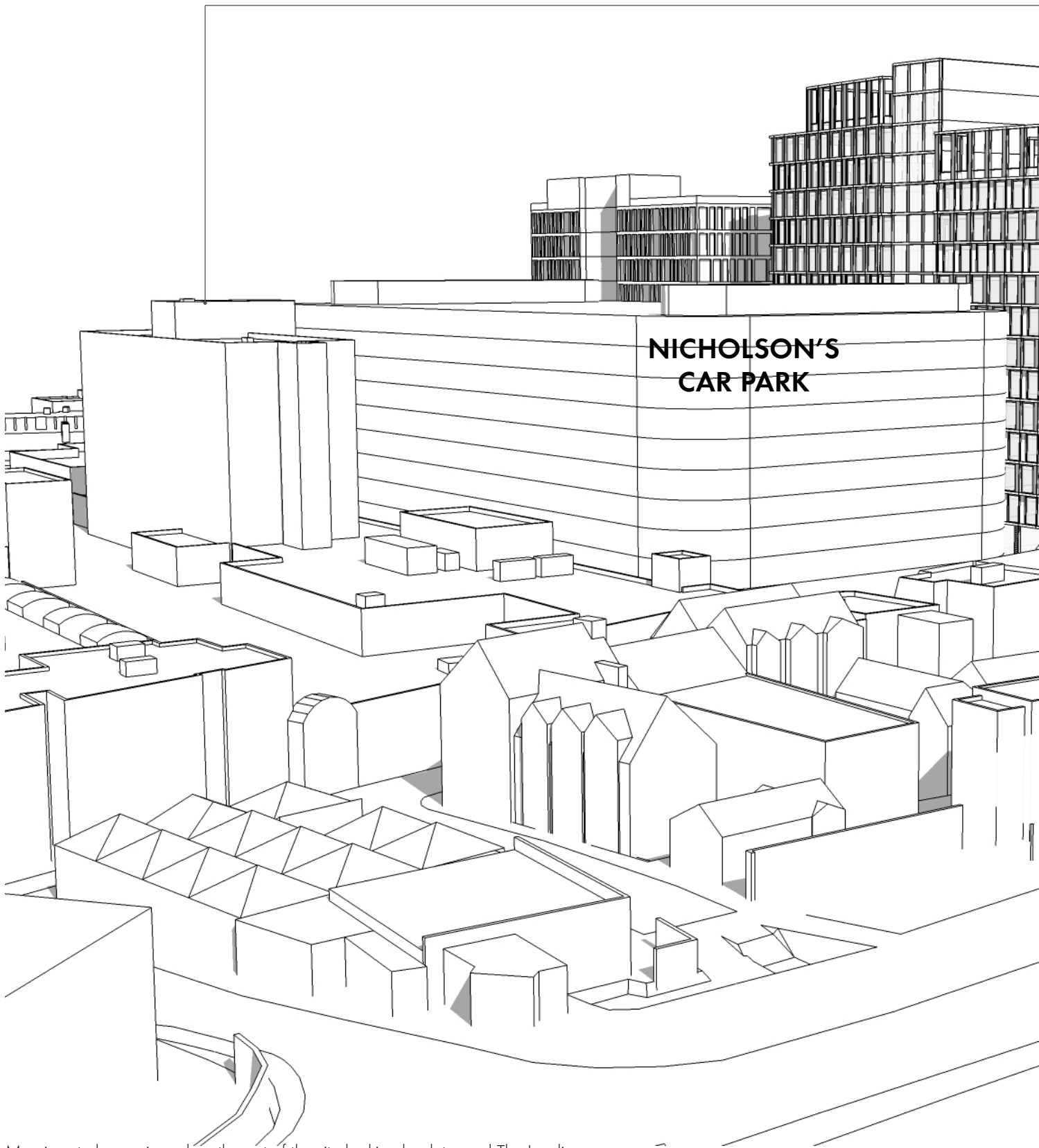
**NICHOLSON'S
CAR PARK**

The Landing

Central House

Siena Court

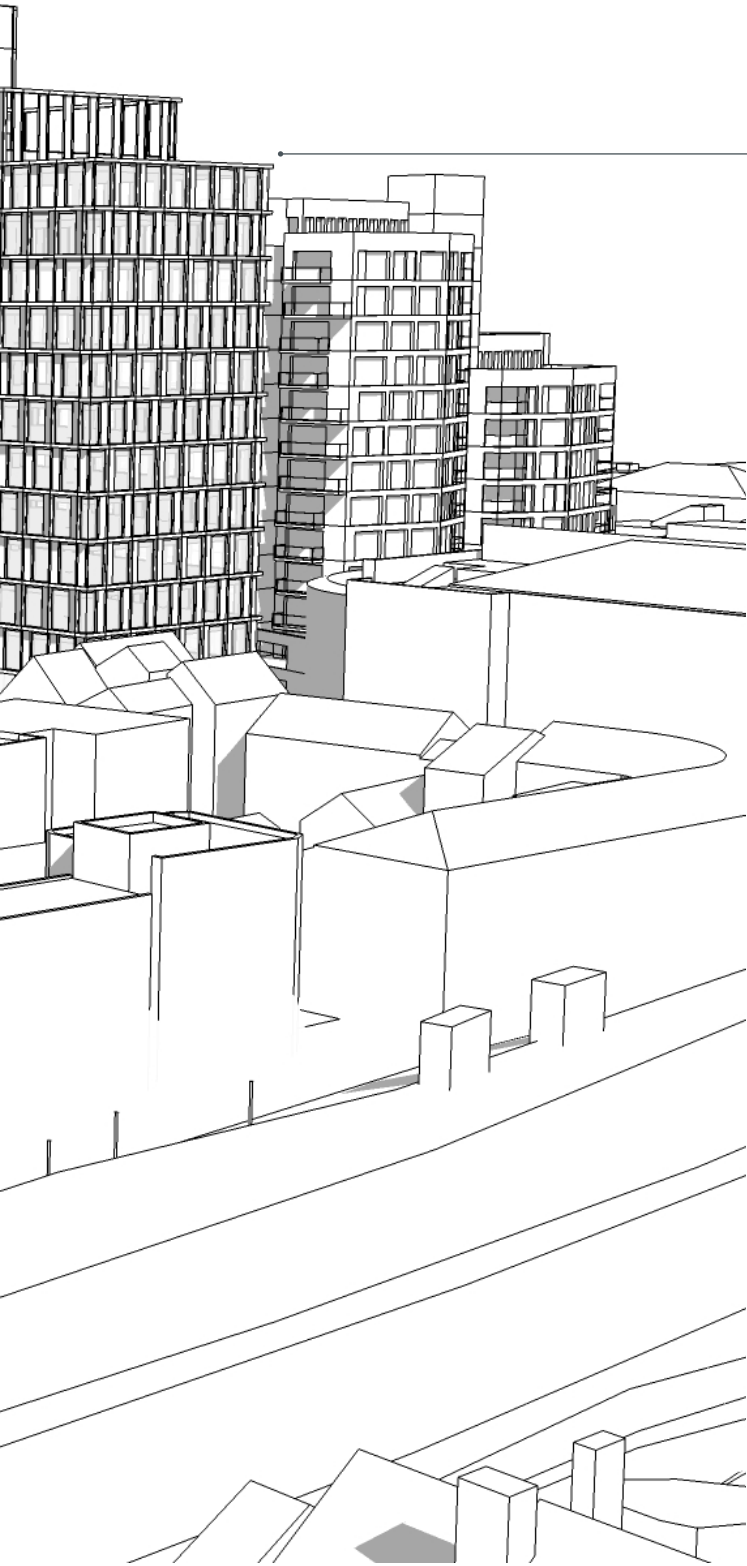
Nicholson's Car Park



Massing study; as viewed north west of the site looking back toward The Landing

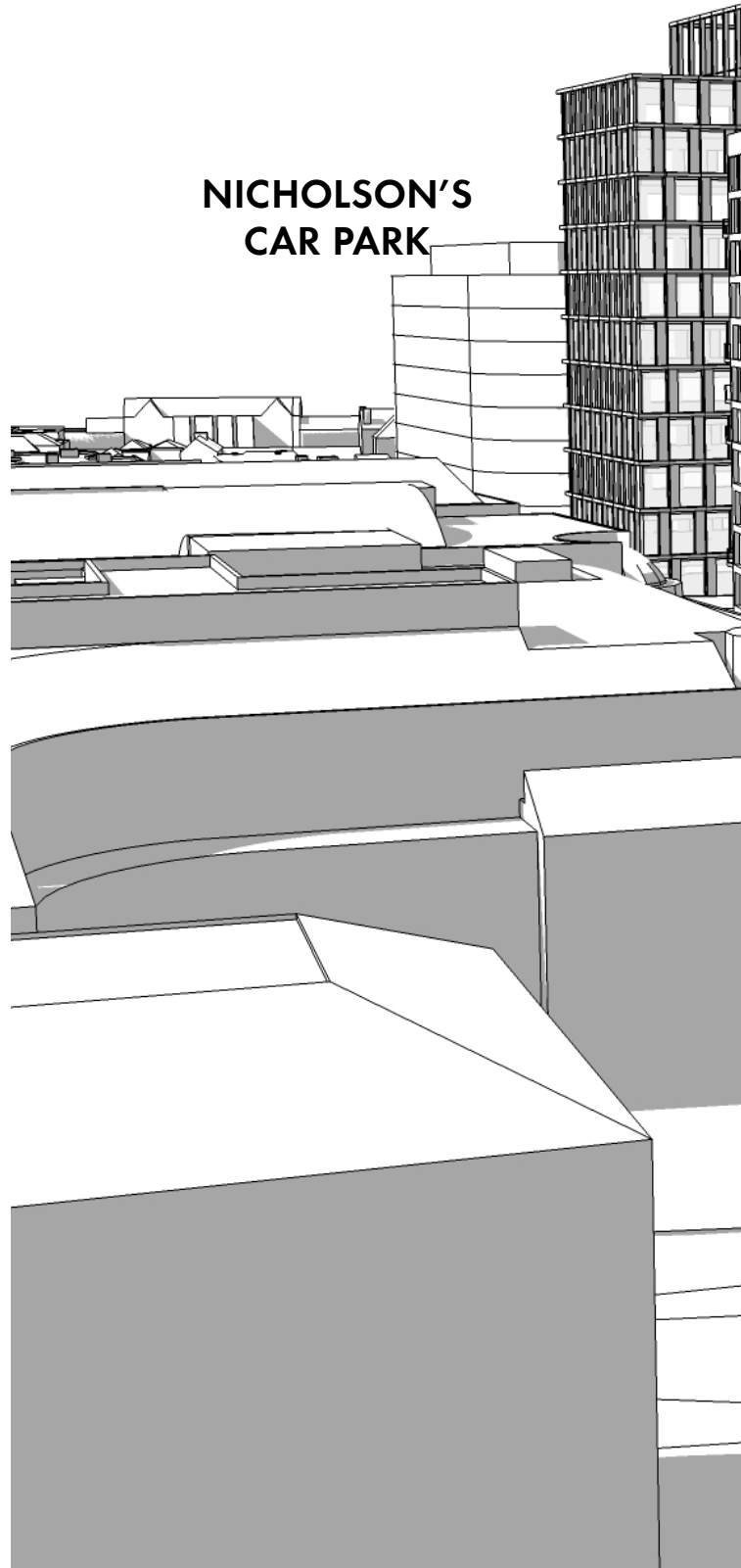
Central House

The Landing

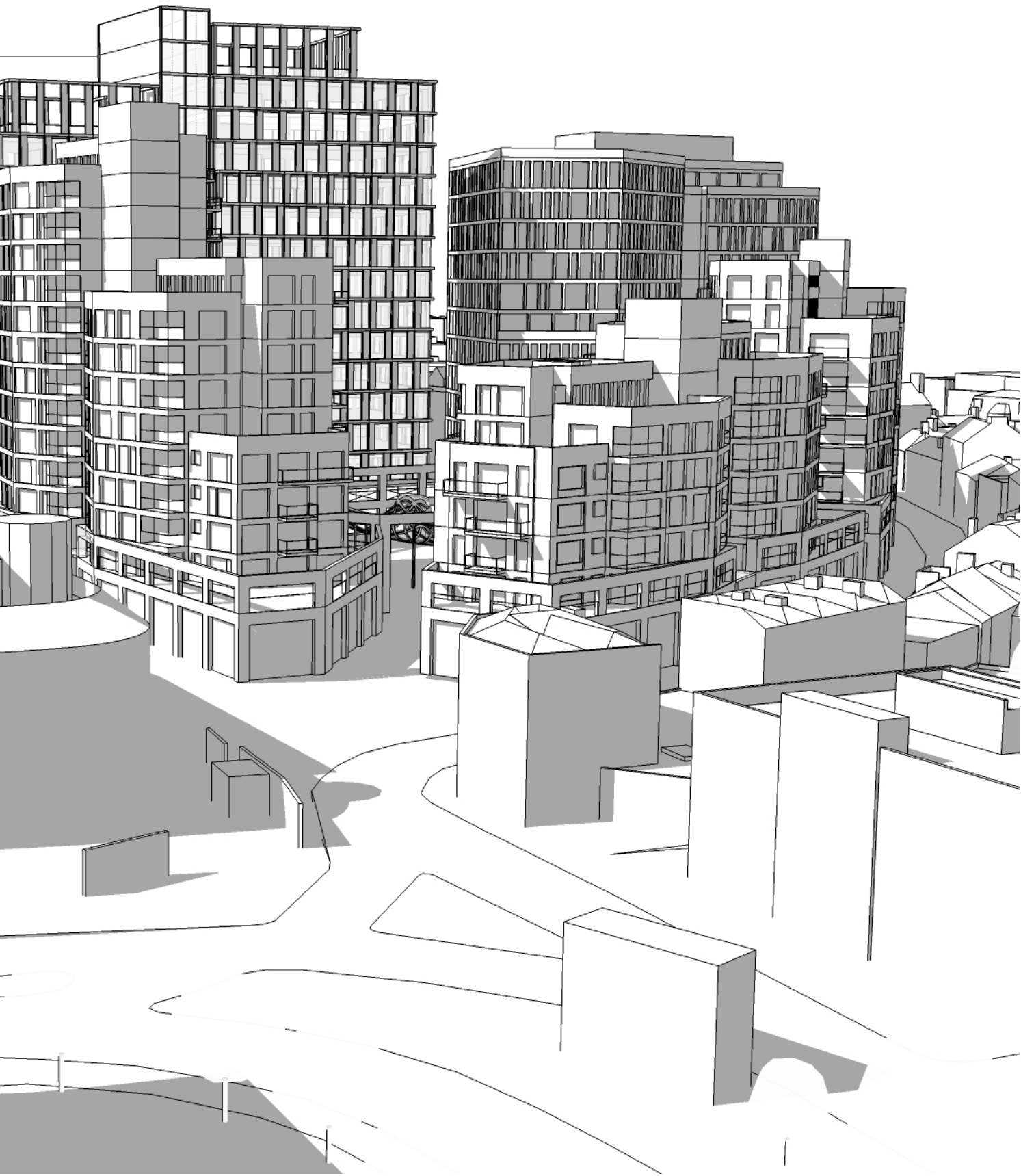


The Landing

**NICHOLSON'S
CAR PARK**



Massing study; as viewed south west of the site





FACADE DESIGN PRECEDENTS



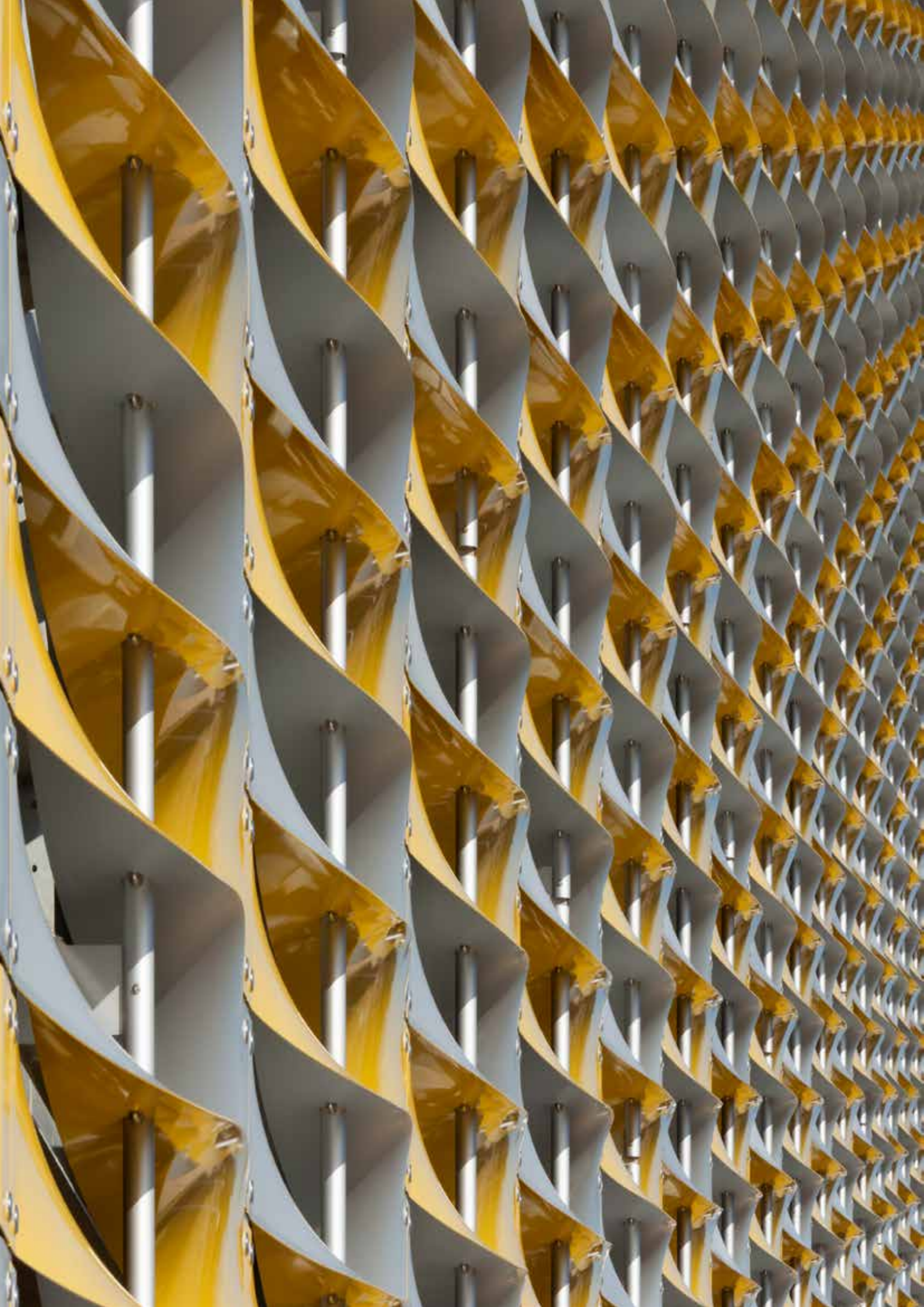
Southmead Hospital Car Park, Bristol

BDP Architects

400 Parking Spaces

Client: North Bristol NHS Trust

Completed: 2016



FACADE DESIGN PRECEDENTS



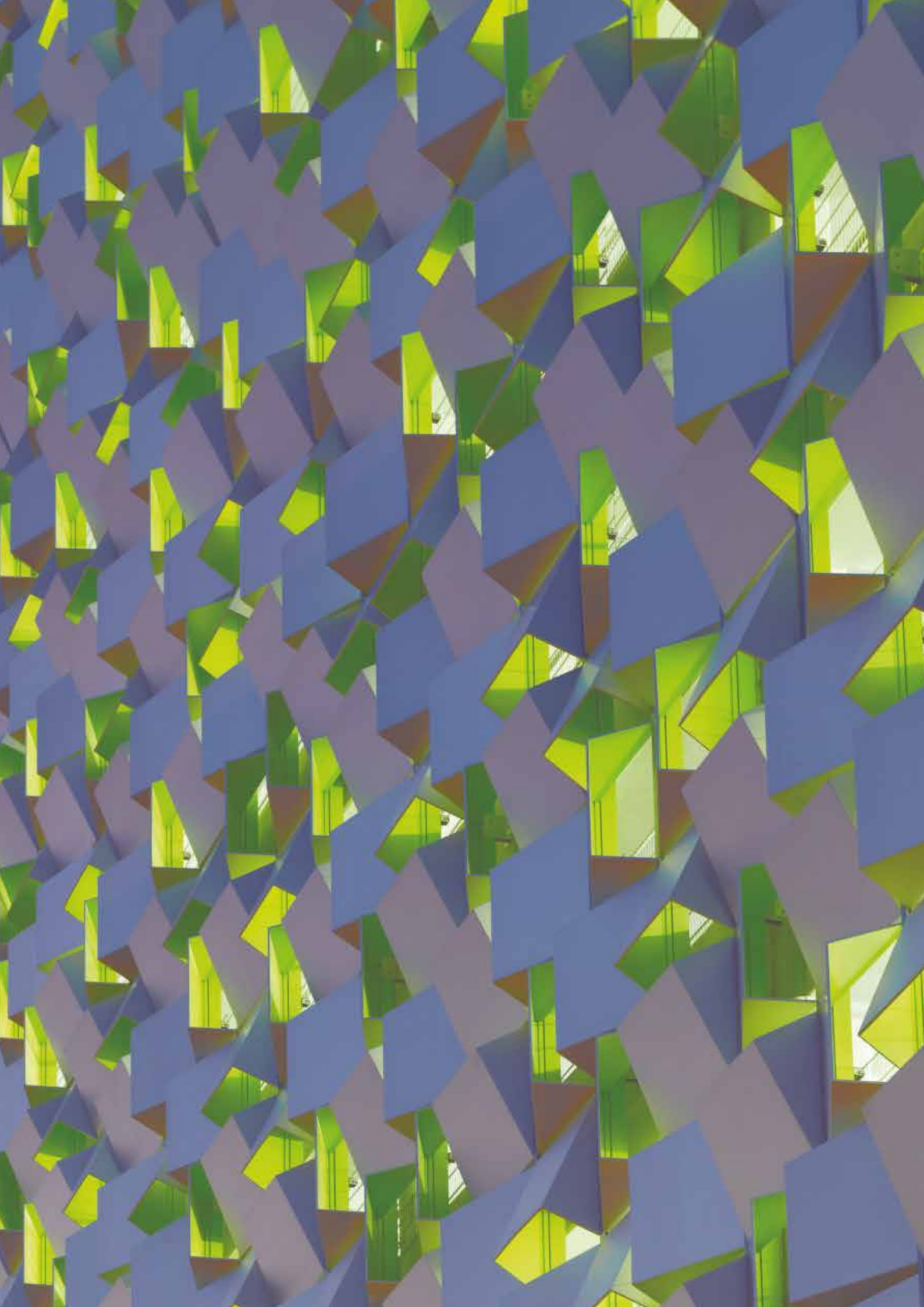
Addebrooke's Car Park, Cambridge

1228 Parking Spaces

Client: Addenbrooke's Hospital Biomedical Campus

Completed: 2014

Awards: RIBA Award 2015



FACADE DESIGN PRECEDENTS



Charles Street Car Park, Sheffield

520 Parking Spaces

Client: CTP St James Ltd

Completed: 2014

Awards: RIBA Award 2009, RIBA White Rose Awards - Bronze 2009

Allies and Morrison

85 Southwark Street
London SE1 0HX

telephone +44 20 7921 0100
web alliesandmorrison.com
email info@alliesandmorrison.com