

Report Title:	York Road, Maidenhead – Site Proposal
Contains Confidential or Exempt Information?	YES – Appendix A, A5, A6, B and C - Part II - Not for publication by virtue of paragraph 3 of Part 1 of Schedule 12A of the Local Government Act 1972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 Rankin, Cabinet Member for Economic Development and Property. Councillor David Evans, Cabinet Member for Maidenhead Regeneration and Maidenhead
Meeting and Date:	Extraordinary Council 29 January 2018
Responsible Officer(s):	Russell O’Keefe – Executive Director
Wards affected:	Oldfield

REPORT SUMMARY

- 1 In March 2017 Countryside Properties (UK) Limited was appointed as the Council’s development partner for the Royal Borough Development Partnership.
- 2 In line with the initial Business Plan agreed for the partnership, Countryside Properties (UK) Limited has formally brought forward a site proposal for York Road.
- 3 The report sets out the proposal for formal consideration.

1 DETAILS OF RECOMMENDATION(S)

RECOMMENDATION: That Council notes the report and approves the recommendations of Cabinet Regeneration Sub-committee to:

- i) **Approve the emerging site proposal for York Road.**
- ii) **Approve the appropriation of the site in the red line plan at Appendix A1.**
- iii) **Delegate authority to the Executive Director and the Cabinet Members for Economic Development and Property and Maidenhead Regeneration and Maidenhead to enter into a development agreement with Countryside Properties (UK) Limited.**

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

- 2.1 In March 2017 Council appointed Countryside Properties (UK) Limited as its preferred development partner for the Royal Borough Development Partnership through a contractual joint venture. The overarching framework agreement for the partnership was signed in September 2017.
- 2.2 The following four sites are initially included in the partnership:
 - York Road,
 - West Street,

- St Clouds, and,
- Reform Road.

- 2.3 In July 2017 Cabinet Regeneration Sub-committee agreed the initial business plan for the partnership. Within the development programme the York Road site was scheduled to be brought forward first.
- 2.4 Following extensive work and discussions, consultation and pre-application planning discussions Countryside Properties (UK) Limited has now put forward a detailed site proposal for York Road. This can be found at Appendix A.
- 2.5 Under the terms of the framework agreement if the Council agrees the site proposal and signs a development agreement the land can then be drawn down by Countryside Properties (UK) Limited and work to actively develop the site would commence. The timetable is set out in section 9.

Site Proposal

- 2.6 The principles of the York Road masterplan are to;
- Use vacant or underutilised land owned or controlled by the Council to deliver new housing, and leisure and civic spaces that will facilitate the rejuvenation of Maidenhead town centre
 - Provide a minimum of 30% affordable housing in line with housing policy
 - Integrate the site with surrounding streets
 - Respect the civic setting and the creation of a key civic space
 - Maximise the blue ribbon through enhancing the existing York Stream, creating an active waterfront and views of the water
 - Celebrating community facilities by providing access to key community facilities from a central location
 - Provide a range of typologies that respond to their context
 - Extend the key routes through the site.
- 2.7 The site proposal is based on a total of 261 new homes, 183 for private sale, and 78 for affordable. The 30% affordable housing provision which will be included in the development agreement will include a full range and mix of tenure in order to create a sustainable and all-inclusive scheme, see Table 1.

Table 1 – Affordable Tenure Mix

Tenure	No of Homes	% of Mix
Affordable Rent	20	26%
Shared Ownership	36	46%
Rent to Buy	14	18%
Social Rent	8	10%
Totals	78	100%

- 2.8 The Council has also agreed a priority approach for private sale properties for local residents or those with a local connection to the Borough with Countryside Properties (UK) Limited. There will be an exclusive sales period of 6 weeks where units will be launched for sale and only available to individuals and/or families that have a local

connection. This will be determined as those that either work, or live in the borough or have immediate family living in the borough.

2.9 Parking provision is based on a ratio of 0.5 spaces per dwelling, with a combination of podium and basement parking for residential use. Blue badge spaces in and around the Town Hall area will be retained as part of the redevelopment. In addition a new car club will be created with 3 years free membership to residents.

2.10 There will be over 13,000 square feet of new eating, drinking and cultural space that will create a vibrant area in the centre of the town.

2.11 This proposal is based on the delivery over three phases of development, with a potential start on site in September 2018, subject to planning.

2.12 The key benefits of the proposal are:

- New homes included much needed affordable housing in the town centre.
- Creation of new restaurant and bars in the town centre.
- Relocation of the Heritage Centre.
- Refurbishment of the Desborough Suite.
- Redevelopment & improvements of public realm directly in front of the Town Hall.
- Delivery of a high quality scheme that will set the standard for the town centre regeneration.
- A significant capital receipt for the Council.

Development Agreement

2.13 The development agreement is a copy of all key terms and conditions of the originally signed and executed framework agreement, with amendments that relate to site specific conditions and variation requests by the Council.

2.14 The development agreement, along with the execution of a 250 year lease, will enable the project to progress. The development agreement is clear on what development cost and overheads Countryside Properties (UK) Limited is able to apply to the project, and therefore how the residual land value is derived.

2.15 The residual land value cannot drop below that which is currently being proposed, unless this does so, due to variations requested by the Council, which have a knock on effect to the land value. This might include areas such as affordable housing, parking provision, s.106 costs. However, most of these areas should be finally agreed as part of the planning process, and therefore should be established prior to start on site. Once the land value is set at this stage, any changes to the scheme, other than by variation by the Council, would be at the risk of Countryside Properties (UK) Limited. The land value at this point would be guaranteed.

2.16 The council have an overage arrangement with Countryside Properties (UK) Limited, which allows for a share in any upside in sales values. Should sale values drop, the Council would not receive any overage, but would still receive its minimum residual land value.

Appropriation of Land known as York Road, Maidenhead

2.17 The appropriation of the land known as York Road, Maidenhead is recommended for the reasons set out below:

- A planning application is due to be submitted on the site in March 2018 for the redevelopment of the site for residential and mixed use.
- The land with red line as indicated at (Appendix A1) of the site proposal is to be taken forward under three separate phases of development. Vacant possession of the land is required for all three phases to be proceed. Should this not be possible, then the site would come forward in separate phases, with a revised timetable.
- The development of the site will have positive effects on the economic, social and cultural well-being of the town centre, supporting the overall regeneration of the area.
- The site is designated in the local plan for redevelopment for residential use, including commercial and community use.
- No formal objections have been received to date as part of the public consultation process which took place in September 2017.
- Local neighbours have been consulted and provided with indications of the proposed site.

2.18 The appropriation of land is a requirement of the framework agreement if a site is to be developed, and sits firmly in the control of the Council. This report therefore seeks to deal with the appropriation as part of the approval to execute the development agreement for this site.

Table 2: Options

Option	Comments
1. To agree the site proposal so that a development agreement can be signed and work can progress. Recommended	This allows the site to be developed and the benefits to be realised.
2. To not agree the site proposal. Not recommended	This would mean that the development of the site would not move forward.

3 KEY IMPLICATIONS

3.1 York Road is the first of four sites that are being brought forward as part of the joint venture with Countryside Properties (UK) Limited. This site forms part of the major regeneration and redevelopment of the town centre. It brings forward social, economic, and environmental sustainable development, which incorporate both private and affordable housing.

3.2 Since the initial tender bid for this site, the Council have made several requested changes which have reduced the land receipt payable to the Council. Following consultation and listening to the views of residents and local stakeholders the Council has invested in improved:

- Affordable housing provision through affordable rent and social rent.
- Parking through increasing the parking provision.

- Cultural facilities through the relocation of the Heritage Centre and improvements to the Desborough Suite.
- Public realm for the town.

3.3 The development agreement has been established as a core document from the initial framework agreement, the only changes that have been made to this document are site specific, to take into consideration the variations that have been requested by the Council, and any abnormal conditions on the site that were not known, and could not be known at the tender stage.

Table 3: Key implications

Outcome	Unmet	Met	Exceeded	Significantly Exceeded	Date of delivery
30% Affordable Housing	Target not met	Target delivered	N/A	N/A	March 2023
Relocation of Heritage Centre	Relocation not achieved	Successful relocation	N/A	N/A	March 2023
Refurbishment of Desborough Suite	Not completed	Completed successfully	Completed successfully under budget	N/A	October 2020
Improvements to public realm outside Town Hall.	Not completed	Completed successfully	Completed successfully under budget	N/A	October 2020

4 FINANCIAL DETAILS / VALUE FOR MONEY

4.1 This information is included in Appendix C in the part 2 element of the report.

5 LEGAL IMPLICATIONS

5.1 In operating the partnership, the Council in order to comply with s123 of the Local Government Act 1972 to achieve best consideration on the disposal of land, has commissioned commission external advice. They have provided a s123 Valuation Report which can be found at Appendix B. .

5.2 Appropriate of Land - The Council is authorised by virtue of Section 122 of the Local Government Act 1972, and section 227 & section 237 of the Town & Country Planning Act 1990 and section 203 of The Housing & Planning Act 2016 to appropriate land within its ownership for any purpose for which it is authorised. Any costs associated with the appropriation of the land will be met by the budget for the redevelopment of the site.

6 RISK MANAGEMENT

6.1 Identified below is some key risks associated with the redevelopment of this site. Due to our contractual structure, many of these key risks have been mitigated by the council

as they will sit with the Council's joint venture partner Countryside Properties (UK) Limited.

Table 4: Impact of risk and mitigation

Risks	Uncontrolled Risk	Controls	Controlled Risk
Planning not achieved	Medium	Site allocated in draft local plan and supporting documentation and evidence being produced.	Low - Planning will be determined by tall building strategy, and a policy compliant scheme.
Site abnormal risks	Low	Initial site investigation have not shown any major issues at this stage.	Low - Further site investigation to take place before start on site.
Vacant possession of all phases	Medium	Negotiations are in place to obtain vacant possession.	Low - CPO process could be activated if required but unlikely to be needed
Defective title	Low	Currently working through all title issues to resolve.	Low - managed through legal process.
Inclement weather causes delay	Medium	Construction management plan	Medium - managed through construction programme.
Increase in labour costs	Medium	Countryside have a secure supply chain.	Low - Sub-contractor framework agreements are in place with Countryside. Risk sits with Countryside
Increase in material costs	Medium	Prediction in increase in build costs are assumed in the current model.	Low - Residual Land Value is set at pre-construction stage, so risk will sit with Countryside
Drop in sales values	Low	Predictions for a rise in sales values remain	Low - Overall risk sits with JV Partner, but

Risks	Uncontrolled Risk	Controls	Controlled Risk
		strong, with the arrival of Cross rail in late 2019.	would affect any overage payable to the Council.

7 POTENTIAL IMPACTS

- 7.1 The development of the site will deliver a range of positive benefits to the Borough as well as a major return for the Council for its land value.
- 7.2 The project will be managed and overseen by the Council wholly owned subsidiary RBWM Property Company Ltd.
- 7.3 Due regard has been given to the Council's Equalities Duties in particular with respect to general duties arising under the Equalities Act 2010, section 49. The community and commercial space in this development will provide access to all members of the community. The residential properties will be constructed to Part M building regulations, and will include 6% of its parking for blue badge holders.

8 CONSULTATION

- 8.1 Public consultation has taken place in September 2017, with regards to the initial site proposal, and further public consultation has been set for 19th and 20th January 2018. Consultation has also been undertaken with local stakeholders, the members of PRoM, and other developers working in the town centre.
- 8.2 Engagement and consultation is in place, and continues with those organisations that will be affected and/or displaced by the redevelopment of York Road, to make sure that where possible relocation or appropriate compensation can be agreed in order to obtain vacant possession of the site proposal area as indicated in the red line plan at Appendix B.

9 TIMETABLE FOR IMPLEMENTATION

Table 5: Implementation timetable

Date	Details
March 2018	Submit planning application
June 2018	Planning consent granted
September 2018	Start on site – phase I
October 2020	1 st sales completions
October 2020	Start on site – phase II
March 2023	Start on site – Phase III
November 2024	Last sales completion

10 APPENDICES

Appendix A – Site Proposal – Part II

Appendix A1 - Red Line Plan

Appendix A2 – Site Plans: Phasing

Appendix A3 – Accommodation Schedule

Appendix A4 – Scheme Designs

Appendix A5 – Financial Movement Summary – Part II

Appendix A6 – Financial Model – Part II

Appendix A7 – Planning Programme

Appendix A8 – Construction Programme

Appendix B – S123 Report – Part II

Appendix C – Financial Information – Part II

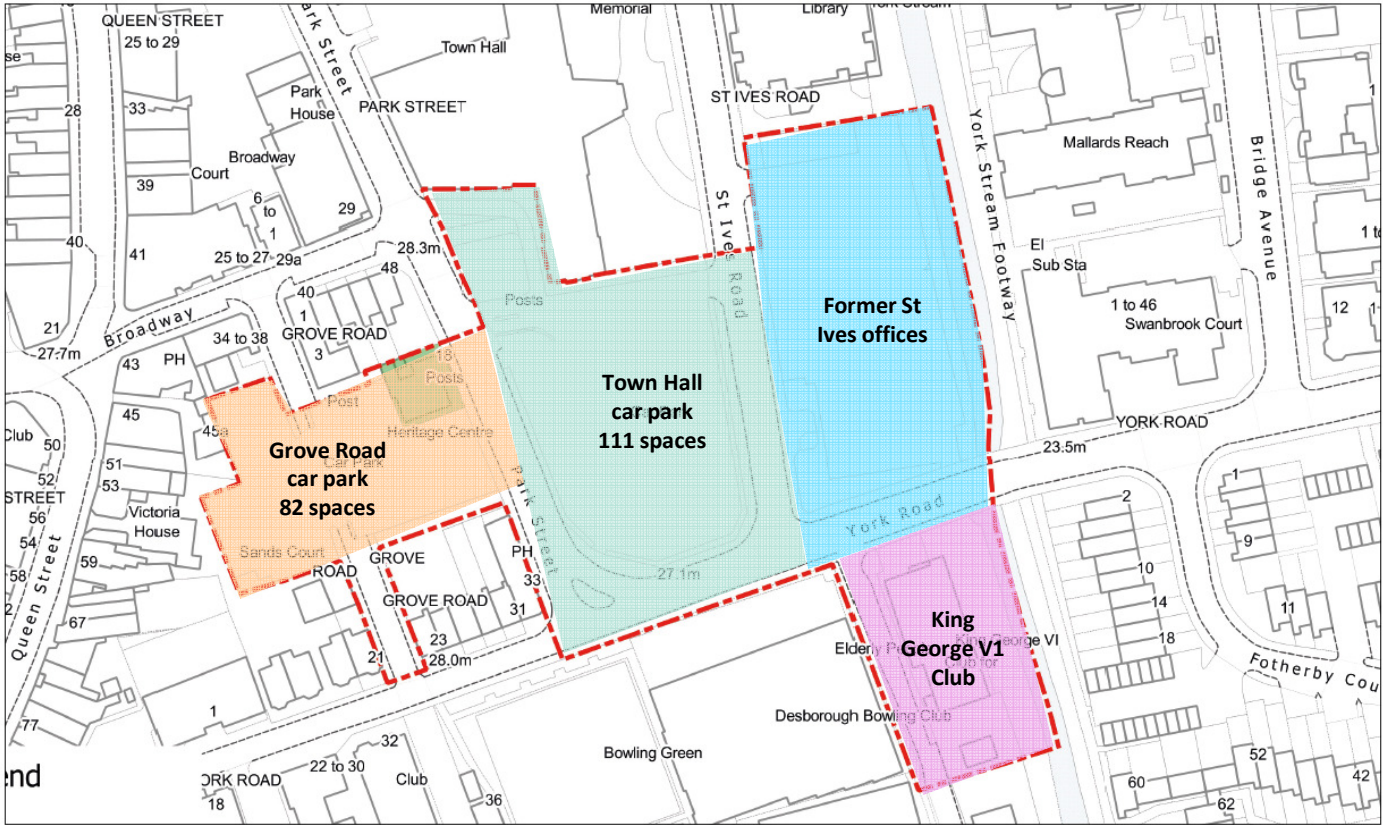
11 BACKGROUND DOCUMENTS

Not applicable.

12 CONSULTATION (MANDATORY)

Name of consultee	Post held	Date sent	Commented & returned
Cllr Jack Rankin	Cabinet Member for Economic Development and Property.	12.01.18	13.01.18
Cllr David Evans	Cabinet Member for Maidenhead Regeneration and Maidenhead	12.01.18	13.01.18
Alison Alexander	Managing Director	11.01.18	12.01.18
Andy Jeffs	Executive Director	11.01.18	
Rob Stubbs	Section 151 Officer	11.01.18	
Terry Baldwin	Head of HR	11.01.18	12.01.18
Mary Kilner	Head of Law and Governance	11.01.18	12.01.18
Louisa Dean	Communications and Marketing Manager	11.01.18	
	Other e.g. external		

York Road

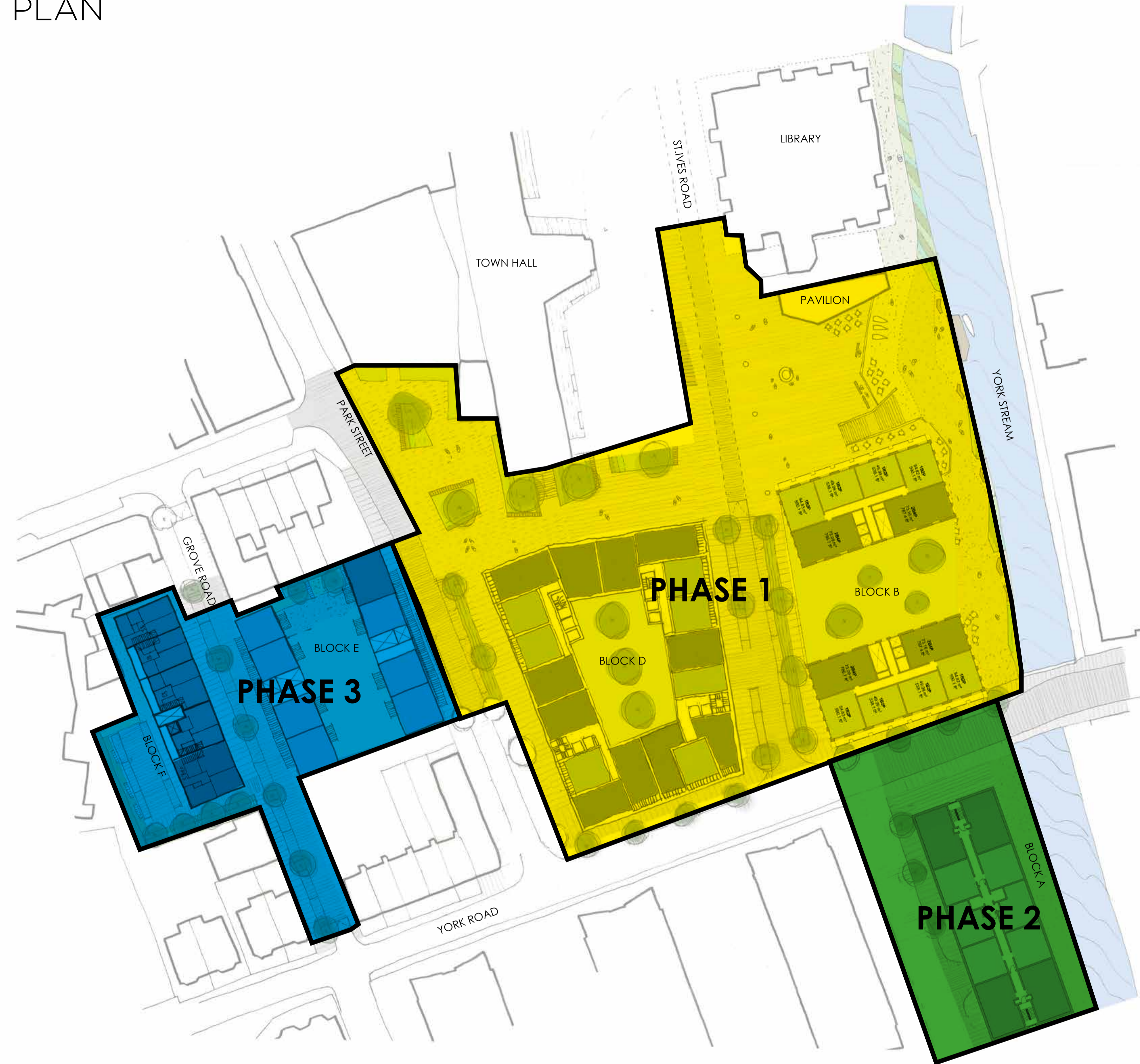


York Road Opportunity Area

YORK ROAD, MAIDENHEAD

SITE WIDE PHASING PLAN

SCALE: 1:500@A1 / 1:1000@A3



KEY

- PHASE 1
- PHASE 2
- PHASE 3



**CONRAN+
PARTNERS**

Countryside, Maidenhead
9021

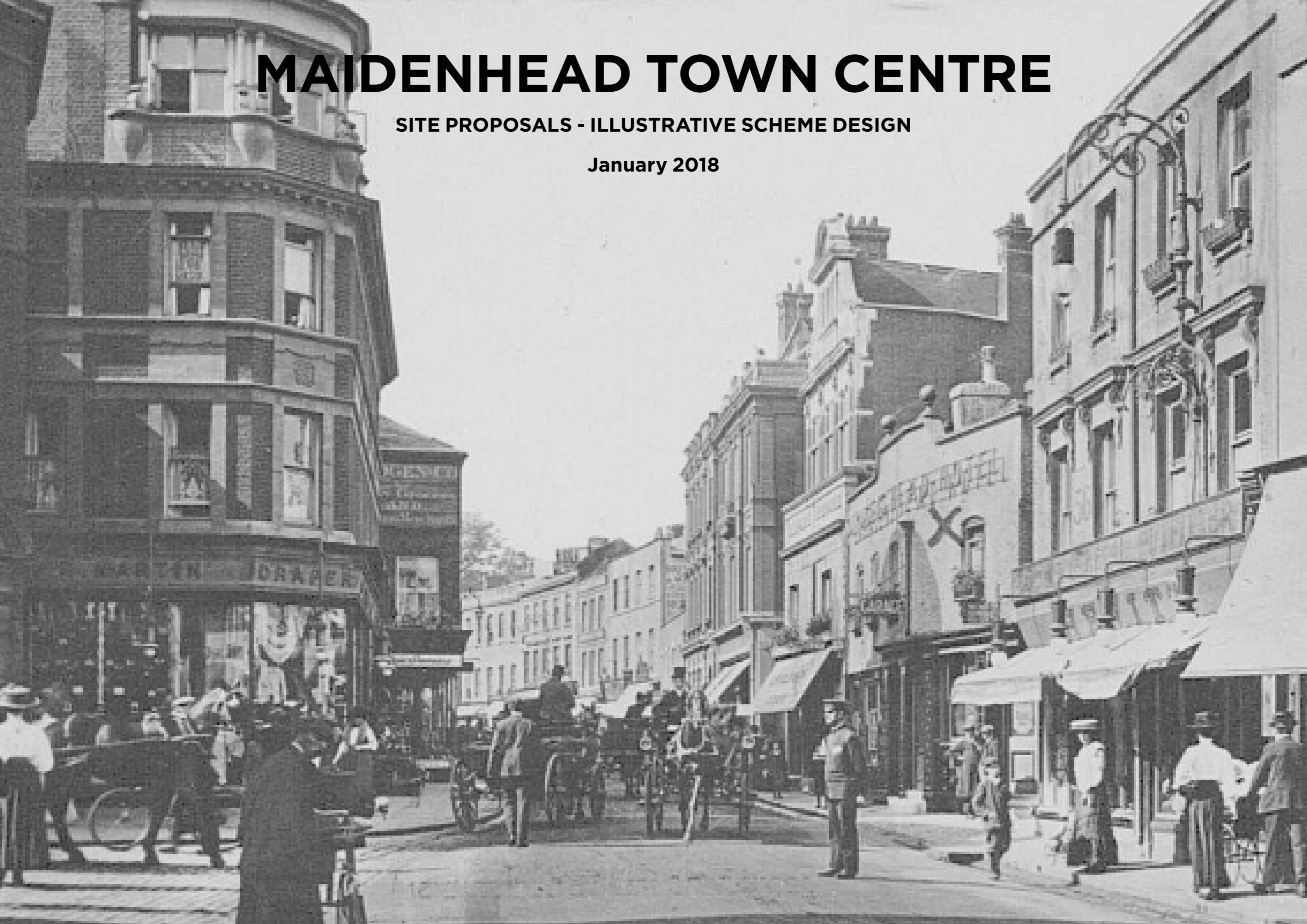
York Road Summary Accommodation Schedule
2017.10.30

BASELINE SCHEME 30.10.2017																						
COMMUNITY		RETAIL		CULTURAL		RESIDENTIAL												TOTALS				
GEA	GIA	GEA	GIA	GEA	GIA	GEA	NIA	1B/2P		2B/3P		2B/4P			3B/5P			GEA	RESIDENTIAL NIA	COMMERCIAL GIA	UNITS	DENSITY (Units/Ha)
								UNITS	%	UNITS	%	UNITS	MAISON-ETTES	%	UNITS	MAISON-ETTES	%					
0	0	1,126	1,086	371	371	26,714	17,559	106	41%	8	3%	116	12	49%	17	2	7%	32,649	17,559	1,457	261	167

MAIDENHEAD TOWN CENTRE

SITE PROPOSALS - ILLUSTRATIVE SCHEME DESIGN

January 2018



THE CULTURAL HEART OF MAIDENHEAD - A CULTURAL / FOOD + BEVERAGE OFFER



Enhanced landscaping and seating areas to the Desborough Theatre entrance - a high quality space where people want to spend time



Maidenhead Heritage Centre re-homed to a purpose built 'destination' facility, attractive and accessible to all



Restaurants which line the public realm with activity and provide the upmarket dining experience which Maidenhead Town Centre does not currently offer



A pavilion building which creates interest and activity, busy through the day and into the evening



Maidenhead Town square - suitable for markets, outdoor cinema, an ice-rink and uses which bring a sense of occasion



Activity along the York Stream at the lower level - pop up shops, rowing boats and cycle hire - providing a leisure attraction for families



HOW THE PUBLIC REALM COULD LOOK + FEEL - LANDSCAPE + PUBLIC REALM



Planted and green 'soft' street-scape - with places to sit and gather, and for year-round programme of outdoor activities to occur



Shared surfaces, with cyclists and pedestrians given priority



Enhanced landscaping to the Desborough Theatre entrance - providing identity and interest, in a 'pocket park'



Public art which engages people - rooted in Maidenhead's unique character



High quality hard-landscaped square with interesting features and 'street-furniture'



Transition from the civic square level down to the waterfront becomes a feature - where people can sit and enjoy the York Stream





TYPICAL FLOOR PLAN



Key

- 1 Bed
- 2 Bed
- 3 Bed

PHASING PLAN



Key

 phase 1

 phase 2

 phase 3

TENURE MIX PLAN

Note: affordable location dependent on final agreed split between SO / RTB / AR



Key

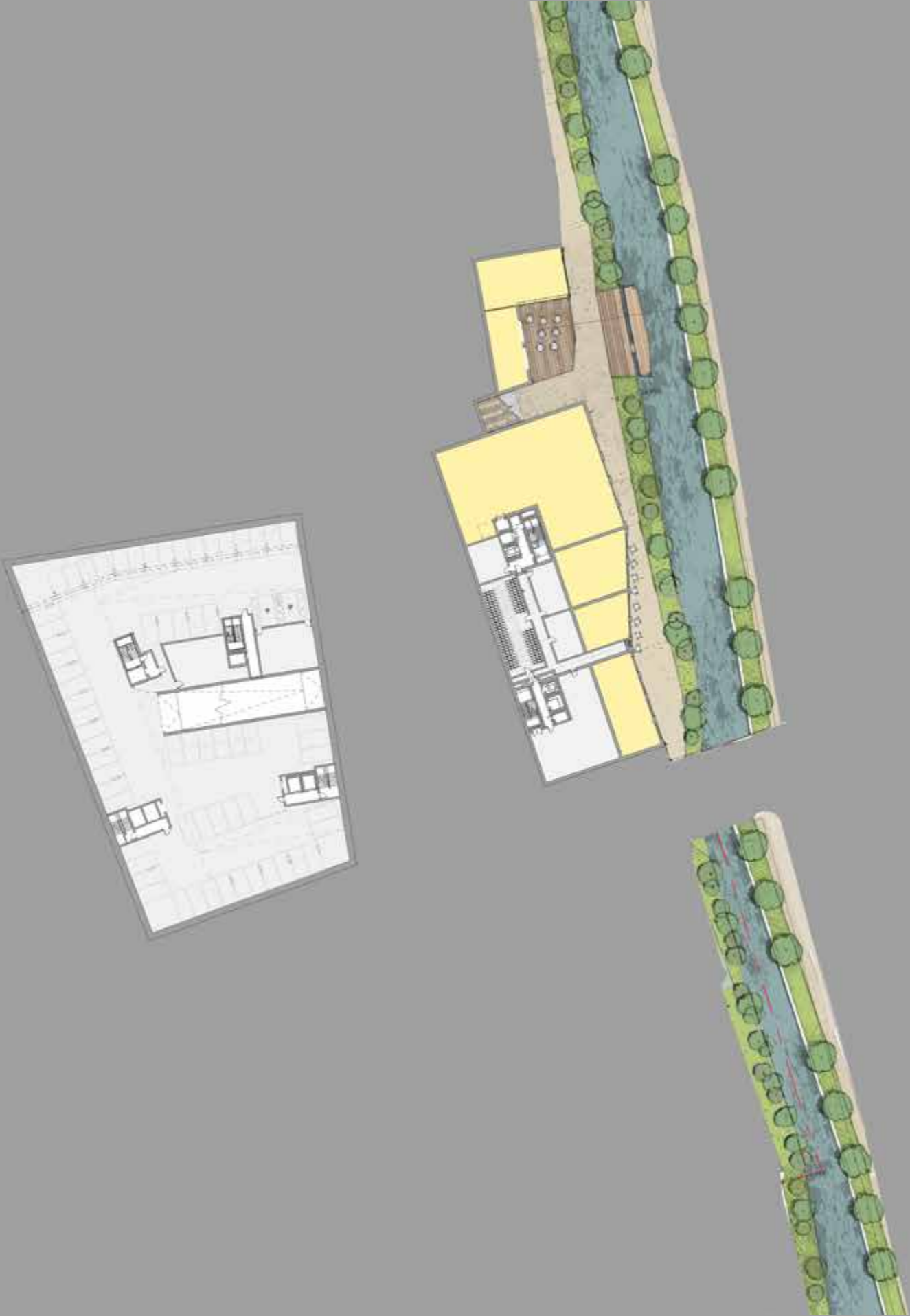
- affordable rent
- shared ownership / rent to buy
- private
- private / shared ownership mix

GROUND FLOOR PLAN



- Key**
- commercial
 - 1 Bed
 - 2 Bed
 - 3 Bed

LOWER-GROUND + BASEMENT PLAN



Key

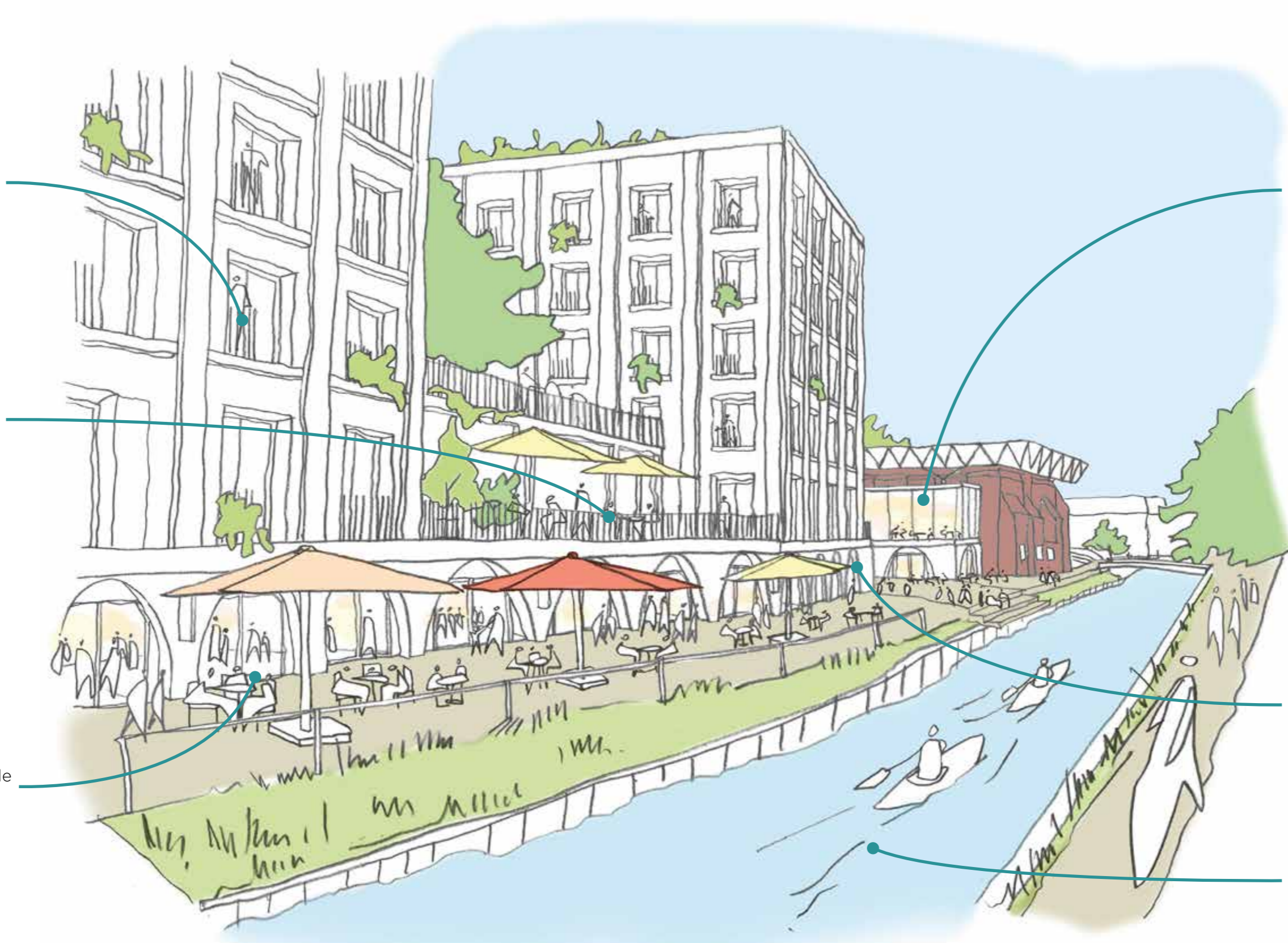
- commercial
- 1 Bed
- 2 Bed
- 3 Bed

VIEW NORTH ALONG YORK STREAM

Balconies above York Stream allow for views up and down stream, along with natural surveillance and animation

Planted communal green space and a restaurant terrace allows for elevated views of the waterfront and creates activity

Retail spaces adjacent to waterfront provide places for people to sit and relax, activating the waterway edge



Pavilion building addresses both civic square on upper level and York Stream on lower level - bringing further activity which the 'back' of the Library lacks

Restaurant and terrace on corner of block B North has views of York Stream and civic square

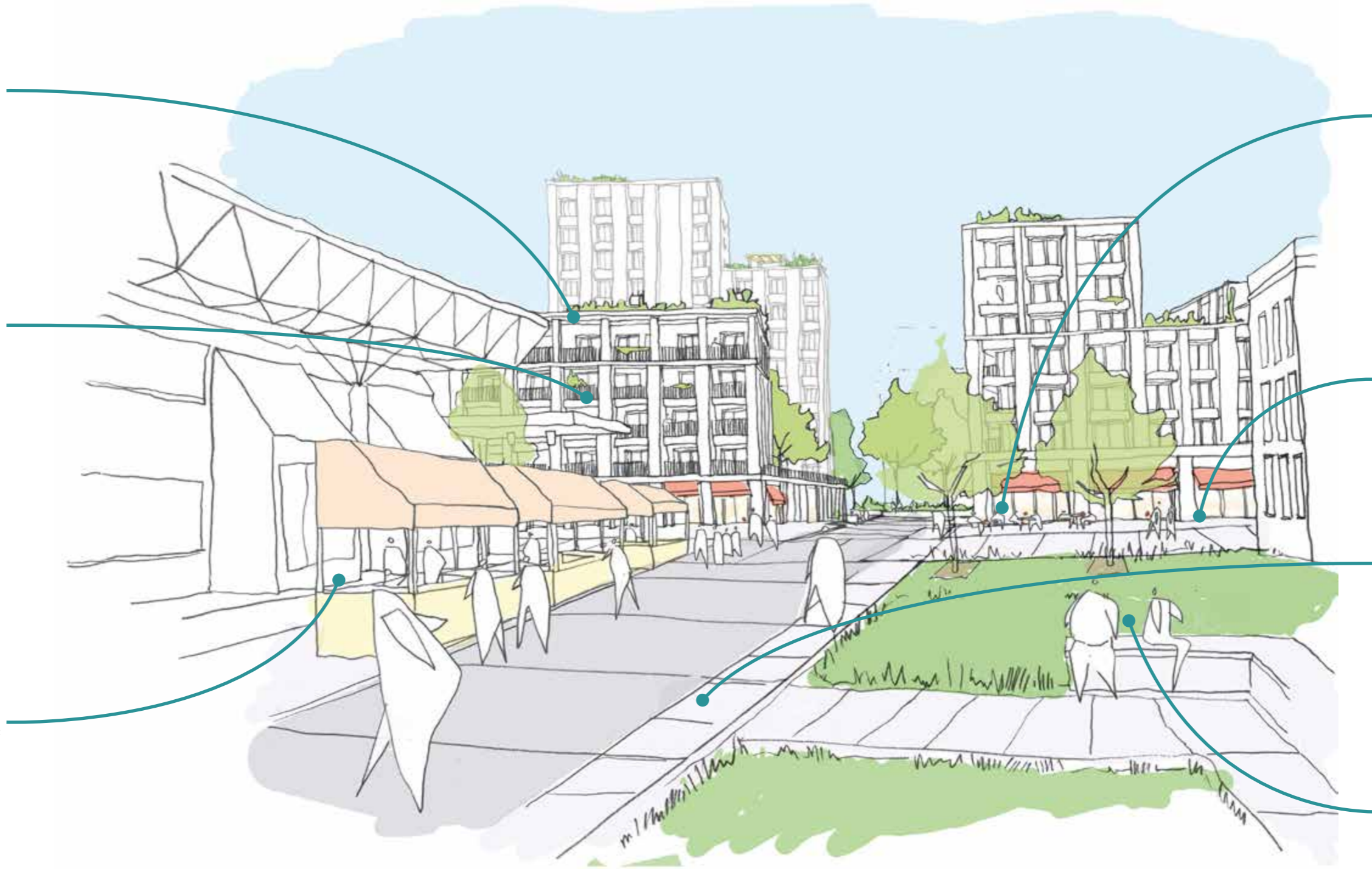
York Stream used for recreational activities like kayaking/canoeing/paddle boating etc.

VIEW SOUTH PAST THE LIBRARY INTO THE NEW SQUARE

Buildings at the edge of the square are not too high - this allows lots of sunlight into the square

An attractive and active North elevation to block B has civic presence on public square, and defines the 'edge' of the space

Market stalls populate public square on particular days of the week



The ground floor of buildings surrounding the square are lined with restaurants and bars which enliven the space and help to create a 'destination'

Planted pedestrian-only link between block block D and the Town Hall

'Pedestrian Priority' street allows pedestrians and vehicles to move freely and helps give a pedestrian emphasis to the civic square

New planting gives people a nice place to sit, and to gather in

VIEW EAST TOWARDS THE NEW SQUARE

The new square is suitable for a range of flexible activities throughout the year - attracting a diverse range of people

New areas of planting give people a place to sit and to gather. Unique pieces of public art are installed, rooted in Maidenhead's unique identity



Calm, simple brick architecture will mean that the development looks good over time

The ground floor of buildings surrounding the square are lined with restaurants and bars which enliven the space and help to create a 'destination'

A new pedestrian street links Park Street and St. Ives Road to the south of the Town Hall, encouraging people towards the York Stream

VIEW NORTH ALONG GROVE ROAD

Articulation to the roof of the buildings along Grove Road lends rhythm - akin to the former setting's terraced townhouses

Simple surfaces, geometry and repetition makes these buildings feel like houses - they are proposed to be a mix of maisonettes and apartments



The height of buildings along this street are low-rise - fitting in with the adjacent context

Natural surveillance is provided by terraces and balconies

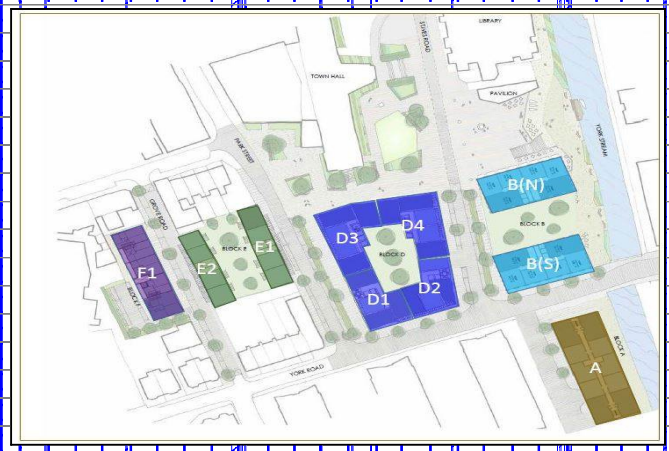
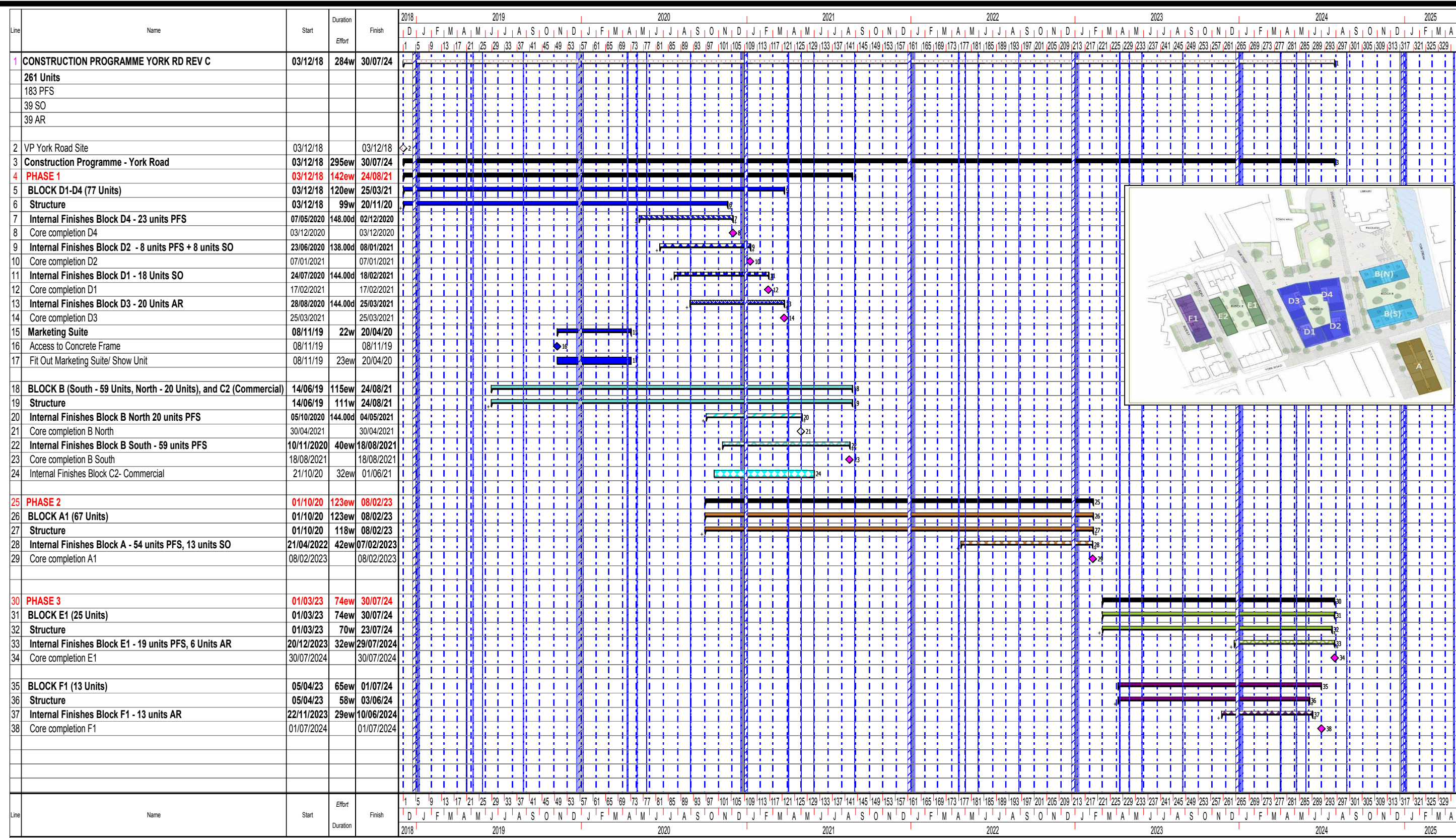
Communal, domestic feeling along the street - lots of front doors, and traffic calming measures make this a nice place to walk through

Thank you

Maidenhead



Construction Programme York Rd Rev C



<p>Programme Ref: MDH-Y/PH1-3/261U/ConstP/005 Rev C</p>	<p>Programme Issue Date: 11/01/2018</p> <p>Programme Revised: 11/01/2018</p>	<p>Revision Notes: VP changed to 3 December 2018</p>	<p>Prepared By: MG</p> <p>Approved By:</p>
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