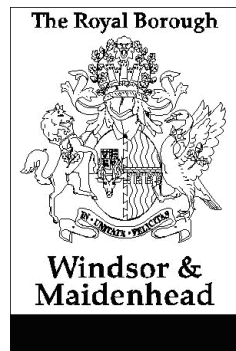


Report for: ACTION



Contains Confidential or Exempt Information	NO - Part I
Title	Draft Conservation Area Appraisal: Maidenhead Town Centre
Responsible Officer(s)	Russell O'Keefe, Strategic Director of Corporate & Community Services.
Contact officer, job title and phone number	Chris Hilton Director of Planning, Development and Regeneration. 01628 683811
Member reporting	Councillor Derek Wilson, Lead Member for Planning.
For Consideration By	Cabinet
Date to be Considered	28 January 2016
Implementation Date if Not Called In	Immediately
Affected Wards	Oldfield

REPORT SUMMARY

1. This report covers the proposed process for a reviewed Conservation Area Appraisal (the 'Appraisal') for Maidenhead Town Centre.
2. It recommends that Cabinet authorises public consultation and following consultation, a report is brought back to cabinet for approval. This recommendation is being made because local authorities have a duty under section 71(1) of the Planning (Listed buildings and Conservation Areas) Act 1990 (the 1990 Act) to formulate and publish proposals for the preservation and enhancement of any parts of their area which are within conservation areas and under s71(2) of the 1990 Act such proposals shall be submitted for consideration to a public meeting in the area which they relate. It is appropriate to consult publicly on the documents prior to formal adoption.
3. No changes are being recommended but the appraisal has been reviewed and updated.
4. If adopted, there would be no foreseeable financial implications arising other than those as set out below.

If recommendations are adopted, how will residents benefit?

Benefits to residents and reasons why they will benefit	Dates by which
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	residents can expect to notice a difference
1. Residents in the conservation area would be able to comment upon the appraisal prior to formal adoption and to engage with the Council during the consultation period on the issues set out in the appraisals.	March/April 2016
2. Residents and stakeholders comments will be reported back to Cabinet through overview and scrutiny to seek agreement to adopt the reviewed appraisal.	May 2016
3. This will benefit residents across the Borough as the appropriate protection of the historic environment will raise the overall quality of the places in which people live, work and play.	June 2016 forward

1. DETAILS OF RECOMMENDATIONS

RECOMMENDATION: That Cabinet:

- (i) **Notes that the appraisal has been reviewed and updated and agrees that that it should go out for public consultation**
- (ii) **Delegates authority to the Strategic Director of Corporate and Community Services to launch the consultation in conjunction with the Lead Member for Planning, and following consultation, to bring the conservation area appraisal back to Cabinet for approval.**

2. REASON FOR RECOMMENDATION(S) AND OPTIONS CONSIDERED

2.1 It is a statutory duty of local planning authorities (LPAs) to formulate and publish proposals for the preservation and enhancement of parts of their area which are conservation areas. In so doing, and in line with the Government's desire to engage with local communities, it is appropriate to consult the public on the proposed revisions to the Holyport conservation area.

Option	Comments
Simply produce and adopt the appraisal with no consultation process.	This would not engage with the community and would miss an opportunity to inform the community of the importance of their historic environment which informs the quality and character of the place in which people live and work. The current policies would be dated and not reflect current thinking on conservation priorities.
Consult on the updated appraisal, and following consultation, bring back to Cabinet for approval.	This engages with the community and ensures proper consideration of the historic and architectural qualities and challenges of the area. This is the recommended option.

3 KEY IMPLICATIONS

Defined Outcomes	Unmet	Met	Exceeded	Significantly Exceeded	Date they should be delivered by
Number of revised conservation area appraisals completed	<1	2	3	>3	1 May 2016

3.1 There is an existing conservation area appraisal for Maidenhead town centre which was prepared in 1995. This is available on the Council website with a map of the conservation area boundary.

3.2 Section 69 (2) of the 1990 Act places a duty on local planning authorities to consider from time to time whether they should designate new conservation areas or extend existing ones. General guidance from Historic England is that appraisals should be reviewed every 5 years. Officers are seeking to ensure that all appraisals are updated. There is a target to do at least two revised appraisals per year. Two were done earlier this financial year for Inner Windsor and Clarence Road/Trinity Place.

3.3 The key changes from the existing appraisal to the revised appraisal on which consultation will be undertaken is that the information and assessment on the character and appearance of the area is updated and the objectives of the management plan have been updated.

4. FINANCIAL DETAILS

Financial impact on the budget

4.1 There is a requirement under section 70(8) of the 1990 Act that notice of any designation, variation or cancellation of a conservation area including information as to the particulars of its effect is placed in the London Gazette and at least one newspaper circulating in the area of the local planning authority which can be met from existing budgets.

	2015/16	2016/17	2017/18
	Revenue £'000	Revenue £'000	Revenue £'000
Addition	£0	£0	£0

	2015/16	2016/17	2017/18
Reduction	£0	£0	£0

	2015/16	2016/17	2017/18
	Capital £'000	Capital £'000	Capital £'000
Addition	£0	£0	£0
Reduction	£0	£0	£0

4.2 There are no financial implications.

5. LEGAL IMPLICATIONS

5.1 Under the 1990 Act the Council has a duty to formulate and publish proposals for the preservation and enhancement of conservation areas. Such proposals are known as conservation area appraisals and, as a reasonable part of this process, it is expected that the Council will consult when the proposals are at a draft stage in line with the 'Conservation principles. Policies and Guidance' as published by English Heritage 2008.

6. VALUE FOR MONEY

6.1 By producing informed documents that set out the special character and significance of places the Council is providing important guidance to those seeking to make changes as well as to inform residents, owners and businesses as to the value of these special places in the most economic, efficient and effective manner.

7. SUSTAINABILITY IMPACT APPRAISAL

7.1 None.

8. RISK MANAGEMENT

8.1

Risks	Uncontrolled Risk	Controls	Controlled Risk
That conservation areas are ill defined and insufficiently protected.	High	Completion of detailed appraisals, with consultation on these and then adoption by the Council	Low

9. LINKS TO STRATEGIC OBJECTIVES

9.1 Residents First: Improve the Environment, Economy and Transport
Value for Money: Invest in the future

10. EQUALITIES, HUMAN RIGHTS AND COMMUNITY COHESION

10.1 EQIA is not considered to be necessary.

11. STAFFING/WORKFORCE AND ACCOMMODATION IMPLICATIONS

11.1 None.

12. PROPERTY AND ASSETS

12.1 None.

13. ANY OTHER IMPLICATIONS

13.1 There may be public enquiries relating to the consultation that will involve frontline staff. Conservation Areas are registered as a local land charge.

14. CONSULTATION

14.1 Draft appraisals have been shared with members of Maidenhead Civic Society and Borough ward councillors. Drafts have also been shared with team leaders in planning policy.

14.2 The public consultation will include large printed boards of information on the appraisals key findings and the management plan objectives being displayed in Maidenhead Library throughout the 6 week consultation period. Printed copies of the appraisals will also be available in Windsor and Maidenhead libraries. Response forms will also be available in the library and will be either deposited in a box or can be posted/ dropped off at Town Hall, Maidenhead.

14.3 The appraisals will also be available online at www.rbwm.gov.uk for members of the public and interested groups to read through. Online response forms will be available.

14.4 Response forms will ask about the:

- accuracy of the appraisal
- the information and assessment about the character and appearance of the area; and
- the objectives in the management plan.

14.5 The report will be considered by Planning and Housing Overview and Scrutiny Panel on 26 January 2016'

15. TIMETABLE FOR IMPLEMENTATION

15.1

Date	Action
29/01/2016	Development of consultation packs

12/02/2016	Approval of consultation packs
29/02/2016	Consultation 'live'
11/04/2016	Consultation closes
22/04/2016	Results considered by officers/ Lead member etc
26/05/2016	Appropriate decisions to be taken by Cabinet regarding adoption or further consultation

16. APPENDICES

16.1 None.

17. BACKGROUND INFORMATION

17.1 The published Conservation Area Appraisal for Maidenhead Town Centre which is available on the Council website.

18. CONSULTATION (MANDATORY)

Name of consultee	Post held and Department	Date sent	Date received	See comments in paragraph:
Cllr Burbage	Leader of the Council	4/1/16		
Cllr Wilson	Lead Member for Planning	23/12/15	2/1/15	Recommendation
Alison Alexander	Managing Director	7/1/16	8/1/16	Recommendation
Sean O'Connor	Head of Shared Legal Services	7/1/16	8/1/16	
Russell O'Keefe	Strategic Director Corporate & Community Services	4/1/16	7/1/16	Recommendation 4a
Andrew Brooker	Head of Financial Services	7/1/16	8/1/16	
Karen Reader	Finance partner	7/1/16		
Chris Hilton	Director of Development and Regeneration	21/12/15		
Michaela Rizou	Cabinet Policy Assistant	31/12/15	4/1/16	Recommendation Financial implications

REPORT HISTORY

Decision type:	Urgency item
Non-key	No

decision	
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Full name of report author	Job title	Full contact no:
Brian O'Callaghan	Conservation Officer	01628 685949