

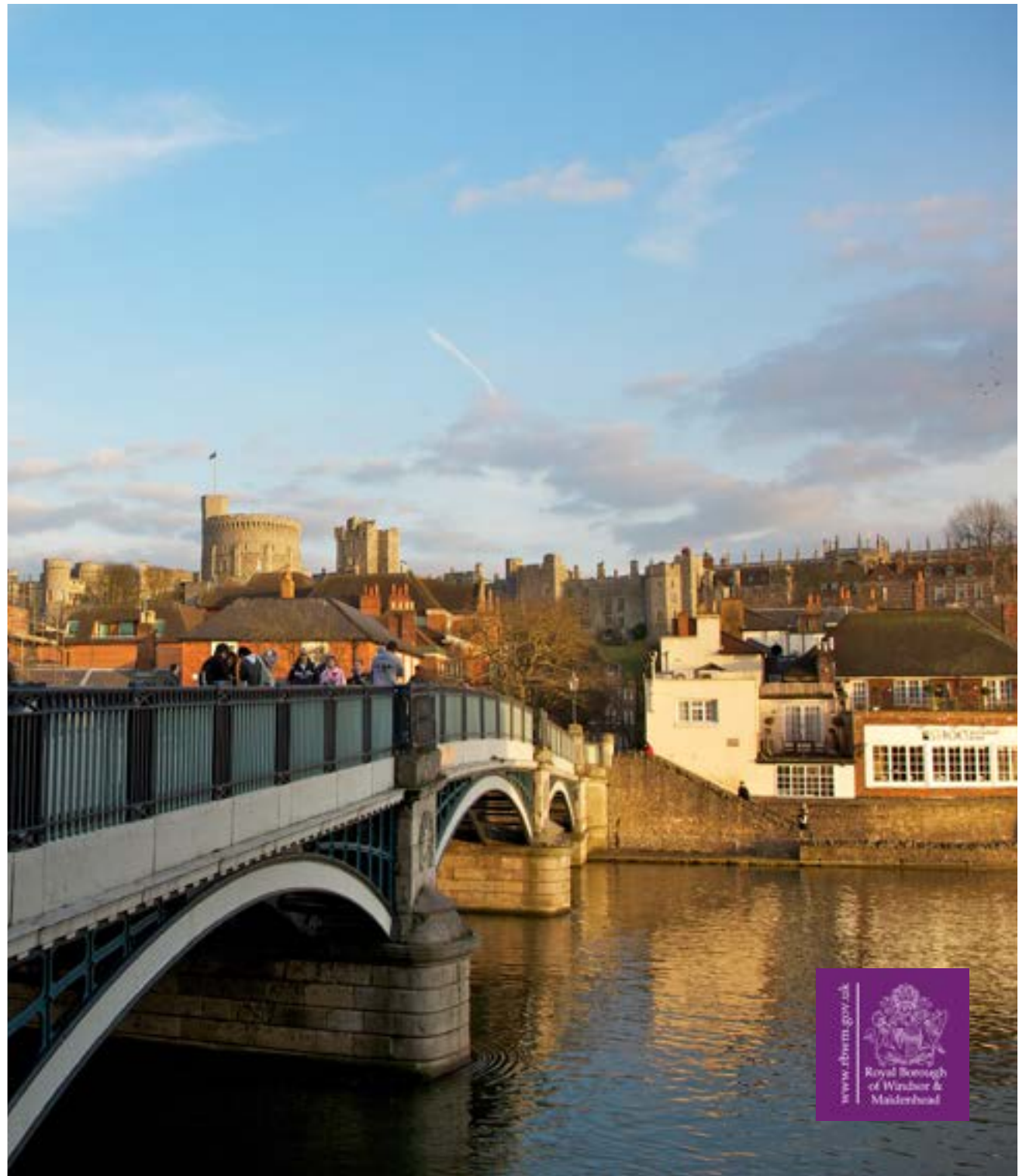
**ROYAL BOROUGH
OF WINDSOR AND
MAIDENHEAD**

**BUILDING
HEIGHT AND
TALL BUILDINGS**

**SUPPLEMENTARY PLANNING
DOCUMENT**

NOVEMBER 2023

FINAL



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CHAPTER 1

INTRODUCTION

Chapter 1 provides an introduction to the Supplementary Planning Document, explaining why it is needed, how it can be used, as well as its purpose, scope and status. This chapter also provides a summary of the relevant policy context.



1 INTRODUCTION

1.1 INTRODUCTION

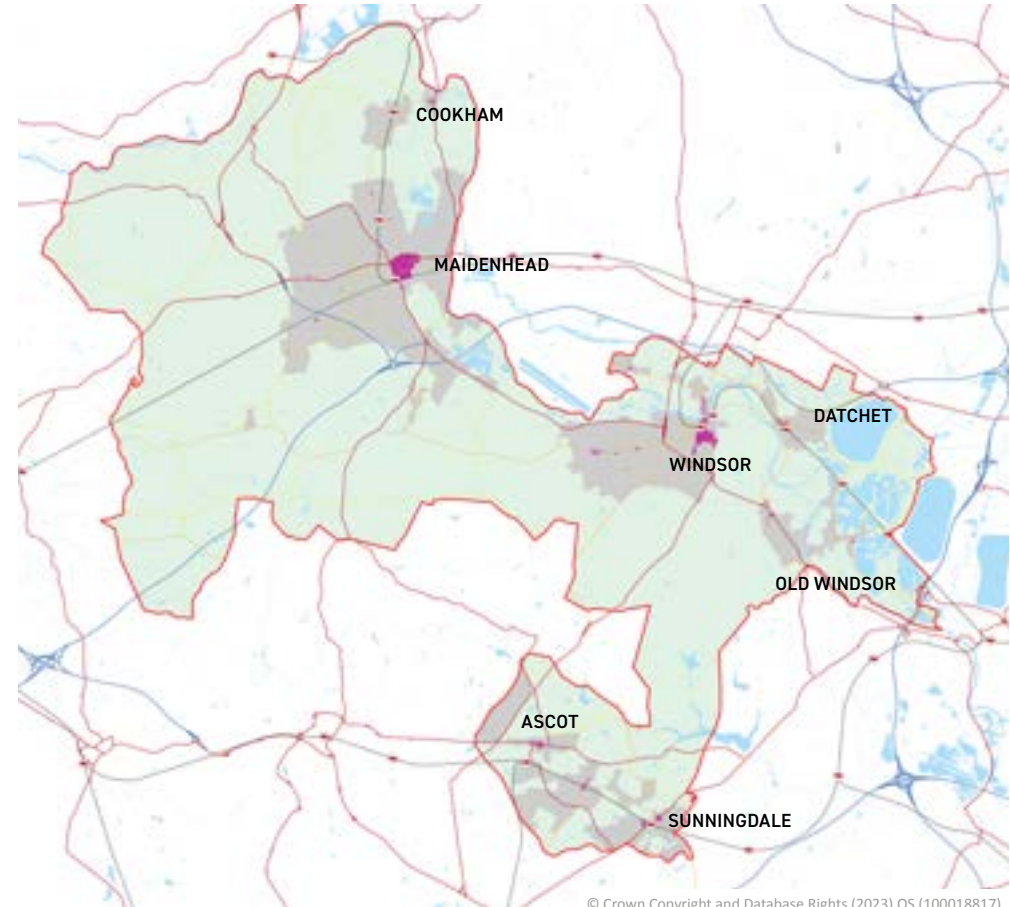
1.1.1 The Royal Borough of Windsor and Maidenhead (“Royal Borough” or “RBWM”) is committed to ensuring that the development of tall buildings is beneficial to the Royal Borough’s towns and villages, that they are located in appropriate locations, and achieve design excellence. Tall buildings, if properly sited and designed can have a role in regenerating central locations, concentrating activity and making efficient use of land. They can also be beautiful landmarks that enhance the Royal Borough’s image.

1.1.2 However, if improperly located and of the wrong height and design, tall buildings can be eye sores for years to come, may become obsolete and in need of redevelopment themselves. Poorly designed tall buildings can negatively affect people’s standard of living, whilst well designed, high quality development can generate wellbeing and local pride.

1.1.3 The preparation of the Tall Buildings Supplementary Planning Document (SPD) has been undertaken to secure the Council’s vision of ‘creating a sustainable borough of opportunity and innovation’ and its priorities of supporting:

- Thriving communities where families and individuals are empowered to achieve their ambitions and fulfil their potential; and
- Inspiring places, supporting the borough’s future prosperity and sustainability.¹

This SPD is not designed to encourage tall buildings, but rather to allow the Council more control over any planning applications for large or tall buildings that come forward in the future.



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Figure 1.1: Royal Borough of Windsor and Maidenhead - Borough Structure



1 Royal Borough of Windsor & Maidenhead, Corporate Plan 2021-2026

1.2 PURPOSE

1.2.1 The Building Heights and Tall Buildings SPD supports Local Plan Policy QP3a by setting out in detail what the Council considers to be appropriate in terms of building height in the Royal Borough. The SPD has the following main purposes:

- To identify what parts of the Royal Borough are inappropriate for tall buildings in principle;
- To guide the appropriate location and height of tall buildings;
- To provide clear objectives and design guidance for tall buildings;
- To highlight the heritage and townscape elements that should be considered in relation to tall building proposals; and
- To identify areas that can accommodate a general increase in context heights thereby intensifying the urban fabric.

1.3 SCOPE

1.3.1 The Building Heights and Tall Buildings SPD is relevant to the entire Royal Borough and tall buildings of any use. It does not cover other tall structures such as wind turbines.

1.3.2 This SPD only covers aspects of tall buildings that are specific to RBWM. It does not provide guidance on matters already addressed by national Building Regulation requirements (e.g. access and fire safety, energy and water efficiency and disabled access).

1.3.3 Sitting alongside this SPD is a range of detailed topic and locally specific design documents including the adopted Borough Wide Design Guide SPD, which sets out the overarching design principles. Also included are the design policies in 'made' neighbourhood plans, detailed design related supplementary planning documents and guidance, and conservation area appraisals. This SPD should be read in conjunction with them.

1.4 STATUS

1.4.1 This document is the final version of the Building Height and Tall Building SPD prepared for adoption by the Council. It includes revisions that have been made in response to public representations received during the public consultation on the draft SPD.

1.4.2 The consultation on the draft document was held from 8 September 2022 to 11 October 2022. 104 responses have been received and have informed the revision of the document. A full account of the comments and responses can be found in the Consultation Statement.

1.4.3 Developers will be expected to take the SPD into account, along with the requirements of any locally specific design policies in adopted, made, or emerging plans and in other SPD's when designing any form of new development in the Royal Borough.

1.4.4 Once adopted, the Building Heights and Tall Buildings SPD will be a material consideration to be taken into account by the Council when considering determining planning applications.

1.5 POLICY CONTEXT

NATIONAL PLANNING POLICY FRAMEWORK

1.5.1 The National Planning Policy Framework (NPPF) sets out the government's objectives for new development. The NPPF does not have any specific policies on tall buildings, however, it sets out a number of more general design and planning principles which are relevant to the development of tall buildings.

1.5.2 The NPPF states that planning should be genuinely plan-led and local authorities should provide clear guidance on the quality of development expected within their area. There is a presumption in favour of sustainable development - a concept that promotes healthy urban environments that facilitate social cohesion, and urban design, character-based approach to development and the efficient use of land through developing at optimal densities, which support sustainable travel.

1.5.3 Furthermore, new development should respect existing character and contribute to improving their local area, particularly where change is desirable. New development should respect and avoid harm to heritage assets.

1.5.4 The Building Heights and Tall Buildings SPD follows the principles of the NPPF, steering tall development towards the most suitable locations and safeguarding the important character and heritage of the Royal Borough.

HISTORIC ENGLAND ADVICE NOTE 4 - TALL BUILDINGS

1.5.5 Advice Note 4, 2nd edition promotes a plan led and positive approach to the location and design of tall buildings. It states that this should be specific to areas and include a local definition for tall buildings that is appropriate to its specific context.

1.5.6 Local authorities are expected to provide clear guidance and policies on where tall buildings should be located, their role in place making and the local community, and how to minimise potential impacts on local character and heritage.

1.5.7 Advice Note 4, 2nd edition states that the scale and form of development should be assessed as part of the formulation of the local plan. It suggests the use of characterisation/building height studies as well as heritage and urban design assessments to designate appropriate locations and policies for tall buildings.

1.5.8 The RBWM Building Heights and Tall Buildings SPD aligns closely to the Historic England advice note to ensure it is based on best practice guidance.

BOROUGH LOCAL PLAN 2013-2033

1.5.9 The Local Plan for the Royal Borough of Windsor and Maidenhead was adopted in February 2022.

1.5.10 The plan includes **Policy QP3a** 'Building Height and Tall Buildings' which "addresses the height of all new development, with specific urban design criteria for tall buildings. The purpose of the policy is to respond to increasing pressure for higher density and taller development in the Royal Borough." It sets out:

- **General approach to heights in the Borough**

- 1 Within established settlements (outside of Maidenhead Town Centre where Clause 2 applies), new development will be generally expected to maintain the existing context heights, to reinforce and reflect the character of the local area. In large developments that can establish their own sense of place the general height of buildings may be increased to support placemaking and an efficient use of land. Proposed general building heights on such sites should not normally constitute an increase to the

typical building height in the surrounding area by more than one storey, subject to responding appropriately to the existing characteristics of the site and wider context in respect of the built form, landscape, landform, heritage and views.

- 2 Maidenhead town centre has the capacity to accommodate buildings of greater height. An increase of the general height by up to 2 storeys above the surrounding context height (up to a maximum of 5 storeys in total) may be acceptable, where it can be demonstrated that this approach is necessary to deliver sustainable development and facilitate intensification, and any adverse impacts on existing townscape, heritage assets and views are avoided or appropriately mitigated.
- 3 Where development is proposed on large greenfield sites that lack a relevant development context, the appropriate future height of buildings should be established through the Placemaking SPD or

Stakeholder Masterplan process (as relevant).

- **Tall Building Definition**

- 4 A building of more than 1.5 times the context height of the surrounding area or a minimum of 4 storeys in a 2 storey area, will be considered a tall building.

- **Tall Buildings Urban Design Principles**

- 5 Tall buildings (as defined in Clause 4 above) are exceptional forms of development and will only be appropriate in a limited number of locations and circumstances as exceptions to Clauses 1 or 2 above. Large parts of the Royal Borough are unsuitable for tall buildings due to heritage, landscape and townscape character sensitivities. Other than in Maidenhead Town Centre, building heights of above 2.5 times the context height will not generally be appropriate.
- 6 On the Nicholsons Centre site (AL1) within Maidenhead Town Centre, a single tall building above 2.5 times the contextual height may be acceptable to mark the centre of the town.

- 7 In general, tall buildings will only be considered appropriate in areas with high public transport accessibility, a mix of uses and an existing or emerging urban character that can successfully assimilate the scale, height and level of activities of the proposed development.
- 8 To be acceptable tall building proposals will need to be part of a comprehensive approach to development and placemaking and have a clear purpose. Proposals should demonstrate how as a landmark building (or cumulatively as part of a cluster of buildings) they will significantly enhance legibility and deliver significant regeneration benefits for the locality.
- 9 Proposals for tall buildings must be of the highest quality of design and demonstrate how they will:
 - a be of a height, scale, mass and volume that are proportionate to the role, function and importance of the location in the wider context of the locality and the Royal Borough.

- b enhance the character and distinctiveness of the area and respond appropriately to the local townscape character.*
- c not adversely affect sensitive townscapes and landscapes, detract from important landmarks, strategic and locally important views or key characteristics of the skyline.*
- d mitigate against and avoid harm to the significance of heritage assets and their settings.*
- e not prejudice future development potential of adjacent/neighbouring buildings or plots.*
- f avoid an overbearing impact or canyon effect on the street space and present a human scale of development at street level with active uses at ground floor level.*
- g maintain adequate distance between buildings to protect the amenity of existing and future residents (including consideration of privacy, day and sun-lighting and outlook).*

- h provide high quality private and communal open space, play areas and public realm for occupants of the building.*
- i ensure the development does not adversely impact on the microclimate of the application site and the surrounding area.*
- j achieve innovative and sustainable building design, including maximising opportunities for biodiversity gain.*

10 the requirement to consult this SPD document for additional guidance

1.5.11 Policy QP3a was informed by the Tall Buildings Study and Strategy, which were originally prepared in 2019 and updated in 2021 and 2022.

1.5.12 Other relevant policies in the Local Plan include, but are not limited to:

- **Policy SP1** ‘Spatial Strategy for the Royal Borough of Windsor and Maidenhead’
- **Policy SP2** ‘Climate Change’
- **Policy QP1** Sustainability and Placemaking’
- **Policy QP1a** ‘Maidenhead Town Centre Strategic Placemaking Area’ (4b, 4c, 4d)
- **Policy QP1b** ‘South West Maidenhead Strategic Placemaking Area’ (5a, 5b, 5d)
- **Policy QP1c** ‘Ascot Strategic Placemaking Area’
- **Policy QP3** ‘Character and Design of New Development’
- **Policy HO1** ‘Housing Development Sites’
- **Policy HO2** ‘Housing Mix and Type
- **Policy HO3** ‘Affordable Housing’
- **Policy ED2** ‘Protected Employment Sites’
- **Policy TR1** ‘Hierarchy of Centres’
- **Policy TR2** ‘Windsor Town Centre’
- **Policy TR3** ‘Maidenhead Town Centre’
- **Policy TR4** ‘District Centres’
- **Policy TR5** ‘Local Centres’
- **Policy TR6** ‘Strengthening the Role of Centres’
- **Policy EP1** ‘Environmental Protection’
- **Policy EP2** ‘Air Pollution’
- **Policy EP3** ‘Artificial Light Pollution’
- **Policy EP4** ‘Noise’
- **Policy EP1** ‘Environmental Protection’
- **Policy IF2** ‘Sustainable Transport’

1.6 HOW TO USE THE SPD

1.6.1 The Building Heights and Tall Buildings SPD provides guidance on the location, height and design of tall building developments in Royal Borough of Windsor and Maidenhead. Developers and designers of tall buildings should use the Building Heights and Tall Buildings SPD as a guide for selecting the optimal locations for tall buildings in the borough and achieving excellence in design.

1.6.2 The SPD should also be used by planning officers and local councillors to assist in determining planning applications.

1.6.3 The SPD is structured as follows:

Chapter 1: Introduction

Chapter 2: Existing Building and Context Heights

1.6.4 This chapter provides a brief overview of the general height characteristics of the Royal Borough and presents the “context height areas”, which are used for defining tall buildings in Chapter 3.

Chapter 3: Tall Buildings Definition

1.6.5 This chapter provides a definition for tall buildings relative to local height characteristics (context heights) and a classification of tall buildings, specific to RBWM.

Chapter 4: Tall Buildings Objectives

1.6.6 The ten objectives presented in this chapter guide the purpose, function and design of tall buildings in the borough. Proposals for tall buildings must meet the relevant objectives to be considered acceptable. The tall building objectives must be read in conjunction with the recommendations in Chapters 5 and 6.

Chapter 5: Locations for Increased Height and Tall Buildings

1.6.7 Chapter 5 is the main element of RBWM’s Tall Buildings Strategy. It shows what locations are more appropriate for tall buildings and/or for a general increase in context height. Each location is accompanied by height and design guidance, as well as heritage and townscape considerations, where relevant.

Chapter 6: Maidenhead Town Centre Strategy

1.6.8 Because of the complexity of Maidenhead Town Centre, it is given its own strategy rather than being included in Chapter 5. Chapter 6 shows what height and location of tall buildings could be appropriate in Maidenhead. The strategy also considers what parts of the town centre could be generally intensified with a higher context height.

Chapter 7: Application Requirements

1.6.9 The final chapter explains what supporting information tall building applications must include in their submission.



CHAPTER 2

GENERAL APPROACH TO BUILDING HEIGHT

Chapter 2 identifies and maps the principal height characteristics of the Royal Borough. It identifies the general approach to building height for new development.



2 GENERAL APPROACH TO BUILDING HEIGHT

2.1 BUILDING HEIGHTS IN THE ROYAL BOROUGH

2.1.1 The Royal Borough of Windsor and Maidenhead is a largely low rise borough of villages and sub-urban settlements nested in the landscape. The towns of Maidenhead, Windsor and Ascot are the only places in Royal Borough where building heights increase.

2.1.2 The majority of residential areas across the Royal Borough are 1 or 2 storeys in height. Greater building heights can only be found in the town centres of Windsor and Maidenhead and in a few other locations. Apart from historic buildings such as churches with their spires, tall buildings are rare in the Royal Borough. Notable exceptions are Berkshire House in Maidenhead, Windsor Castle and the Ascot Racecourse Grandstand building.

2.1.3 The rural context and landscape setting is an important characteristic of the Borough and should be preserved and enhanced. Within established settlements new development will be expected to maintain contextual heights to reinforce and reflect the character of an area.

2.1.4 This SPD has mapped the prevailing broad context height of the Royal Borough using the latest available datasets, which is represented in Figures 2.1-2.6.¹

2.1.5 The context height (CH) is the height that an observer would read as the typical or defining height of a particular area. In places that are consistent in height, the context height may be the most commonly occurring building height. In more varied height environments, the context height may be the average height that buildings fluctuate around.

1 Note, that the methodology for height mapping has been updated in this version of the document to make use of available digital data (Lidar based DTM and DSM data, and OS data), leading to more accurate results. For this reason, results of mapping and height recommendations in this SPD may differ in some parts from previously released documents, including the tall building strategy and technical baseline study.

2.1.6 The analysis of heights in the Royal Borough has identified five common area types in respect to their prevailing context height:

- **Area Type A:** CH=5m (a mix of 1-2 storey buildings) - Low domestic scale housing and villages;
- **Area Type B:** CH=7m (predominantly 2 storey buildings) - Domestic scale housing, village centres, low industrial areas;
- **Area Type C:** CH=10m (3 storeys) - Modest scale high streets, housing estates, commercial areas;
- **Area Type D:** CH=13m (4 storeys) - Urban scale development; and
- **Area Type E:** CH=16m (5 storeys) - Intense urban scale development.

2.1.7 In addition to the area types defined above there are a few areas that have been identified which have a context height that is slightly greater due to a prevalence of large and tall buildings. These are exceptions and do not present common area types.

2.1.8 Note that when the term “storeys” is used, it is referring to a generic residential storey of 3.2m in height. The term is used for the benefit of the reader to put metre values in perspective. For instance a 10m building would typically contain 3 residential storeys. In reality, the exact height of a storey will vary from building to building and will typically be higher than 3.2m in commercial buildings.

2.2 HEIGHT OF NEW DEVELOPMENT

2.2.1 Most new development in the Royal Borough will be within established settlements and should be of contextual height. This means proposed heights should mirror or relate closely to the height of existing buildings (and roof forms in areas with a highly coherent townscape) to protect the borough's scale and character.

2.2.2 However, on large redevelopment sites and appropriate greenfield sites there may be an opportunity to increase the general height beyond the existing context height to deliver sustainable settlements and make efficient use of land. This increase to the existing context height should not normally exceed one storey in suburban areas, or two storeys in Maidenhead towncentre locations, if appropriate.

2.2.3 In many locations even a small increase in height by one storey can have a significant impact on the character and feel of an area or result in unintended visual impacts on landscape characteristics or heritage assets.

2.2.4 Establishing the new context height for a large development area should involve a masterplanning approach and testing undertaken in consultation with the local authority. Developers proposing to increase the context height on their lands will

need to demonstrate how the new height approach will deliver successful place making, responds to the existing townscape character, and transitions appropriately with the existing build fabric. Townscape, Landscape, Heritage and Visual Impact appraisals may be required to support proposals for increased heights.

2.2.5 This SPD identifies a number of development sites where the opportunity for an increased height approach can be explored, subject to comprehensive testing. Details of these opportunities are provided in Chapter 5 (borough-wide) and Chapter 6 (Maidenhead town centre and environs).

PRINCIPLE 2.1 CONTEXTUAL APPROACH TO HEIGHT

Development within established settlements will be generally expected to mirror or relate closely to the local height context, unless otherwise indicated by this SPD.

For reference, broad context height across the Royal Borough can be found in Figures 2.1 to 2.6.

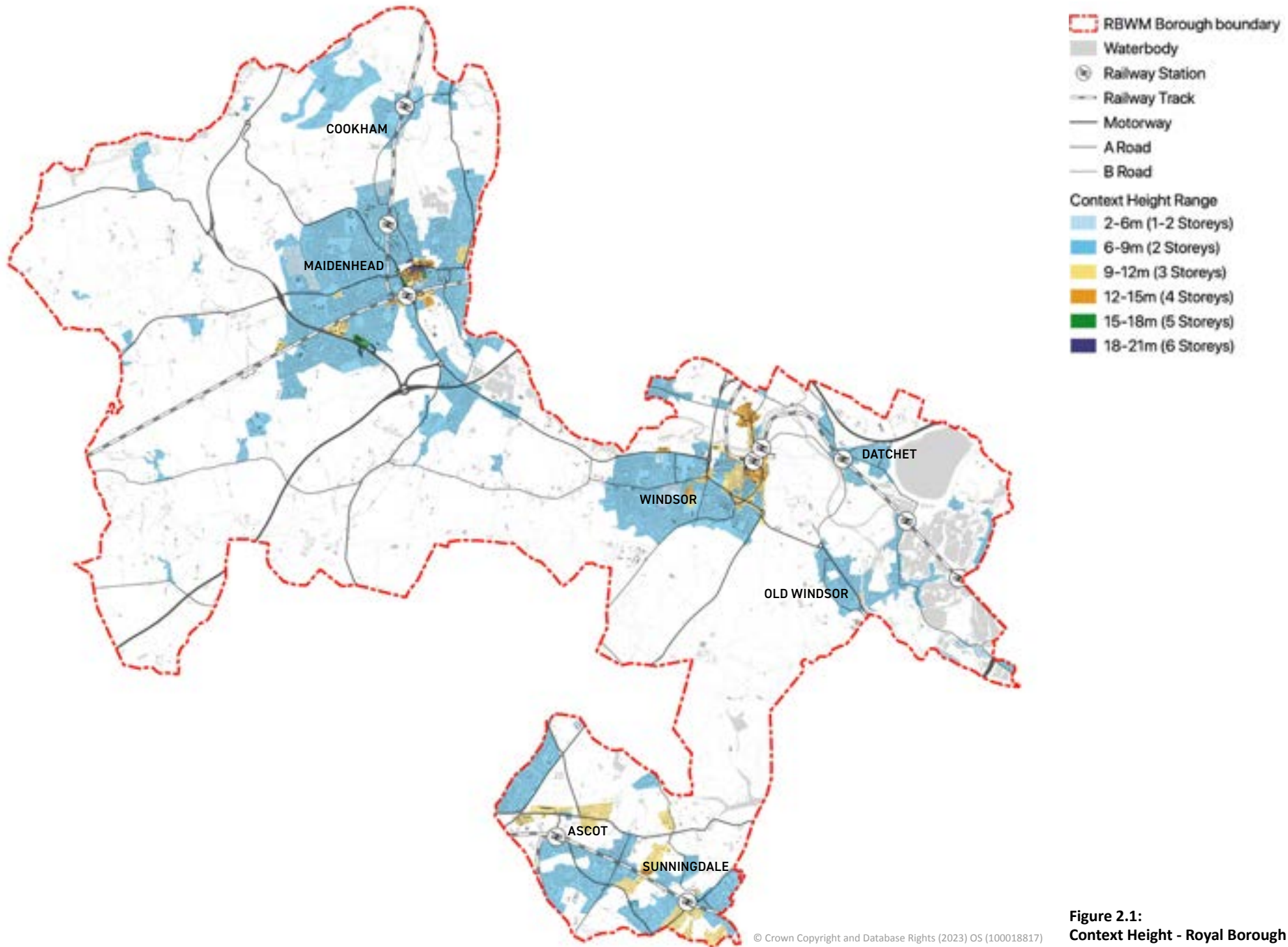
PRINCIPLE 2.2 INCREASED HEIGHT ON LARGE SITES

On large greenfield or regeneration sites, it may be appropriate to increase the general height beyond the existing context height by one storey or up to two storeys in highly urban town centre locations.

Uppermost storeys of buildings should generally be set back from the elevation line below, or form part of a inhabited roof space to create an articulated subservient roofscape.

Proposals for an increased context height require a masterplan approach developed in consultation with the Local Authority and should be supported by a clear place making rationale and demonstrate that it avoids significant adverse impact on the local townscape, heritage and landscape context.

Sites with opportunities for increased context height or tall buildings in the Royal Borough are identified in Chapter 5 (borough-wide) and Chapter 6 (Maidenhead).



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Figure 2.1:
Context Height - Royal Borough

-  RBWM Borough boundary
 -  Waterbody
 -  Railway Station
 -  Railway Track
 -  Motorway
 -  A Road
 -  B Road
- Context Height Range
-  2-6m (1-2 Storeys)
 -  6-9m (2 Storeys)
 -  9-12m (3 Storeys)
 -  12-15m (4 Storeys)
 -  15-18m (5 Storeys)
 -  18-21m (6 Storeys)

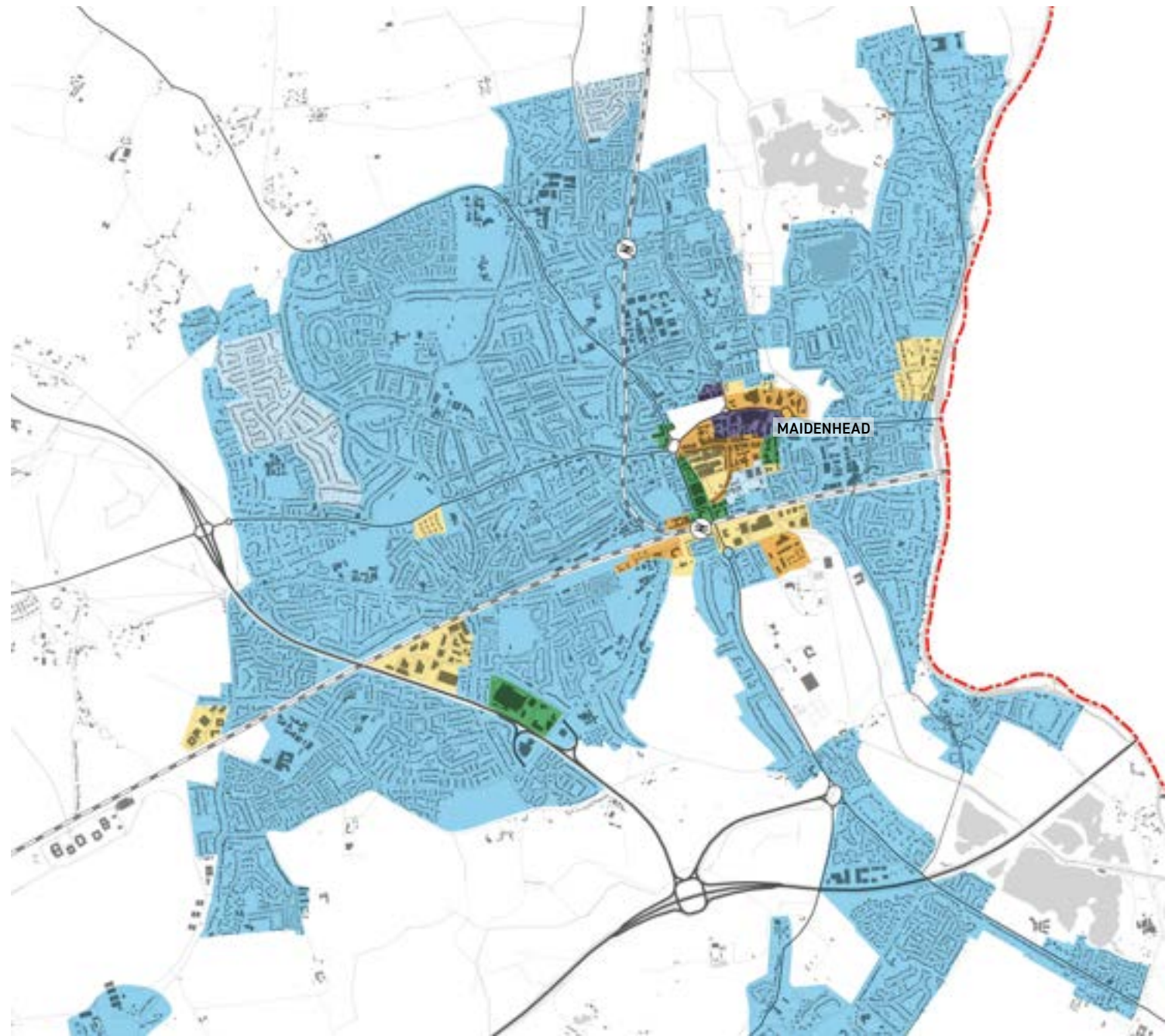


Figure 2.2: Context Height - Maidenhead

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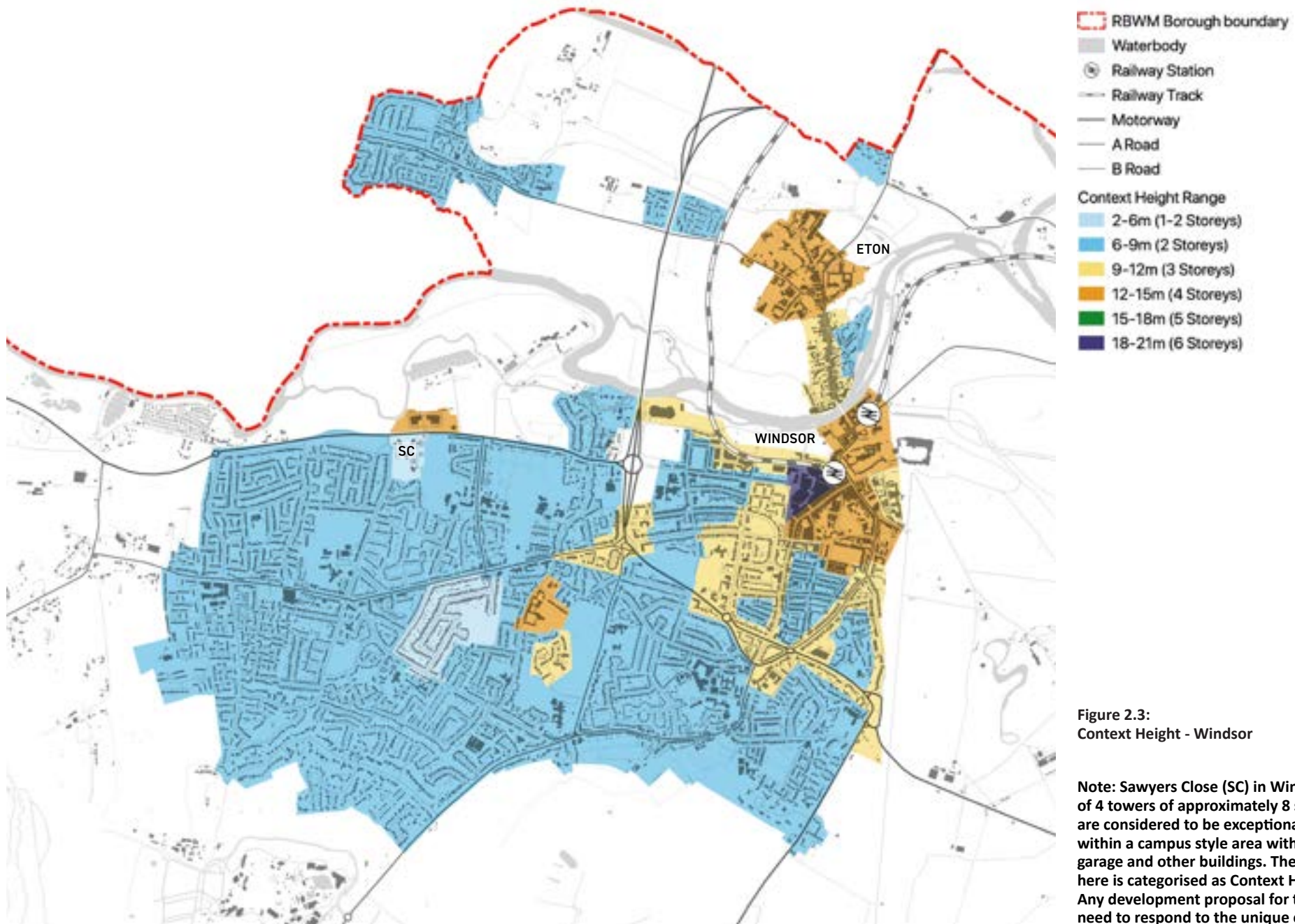


Figure 2.3:
Context Height - Windsor

Note: Sawyers Close (SC) in Windsor comprises of 4 towers of approximately 8 storeys. These are considered to be exceptional buildings within a campus style area with single storey garage and other buildings. The context height here is categorised as Context Height Area A. Any development proposal for this site will need to respond to the unique context of the site through a masterplan led approach that can establish its own context height.

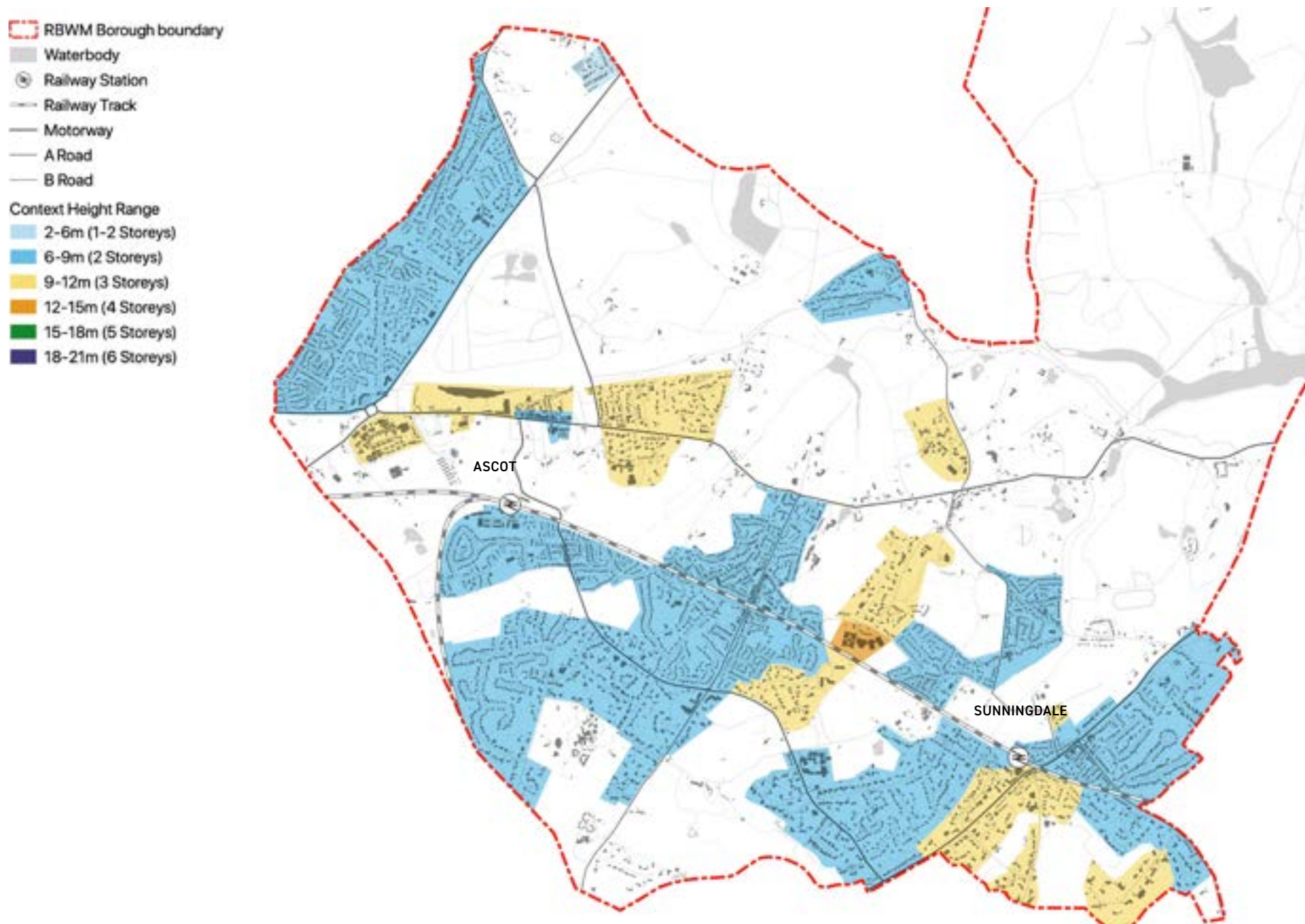
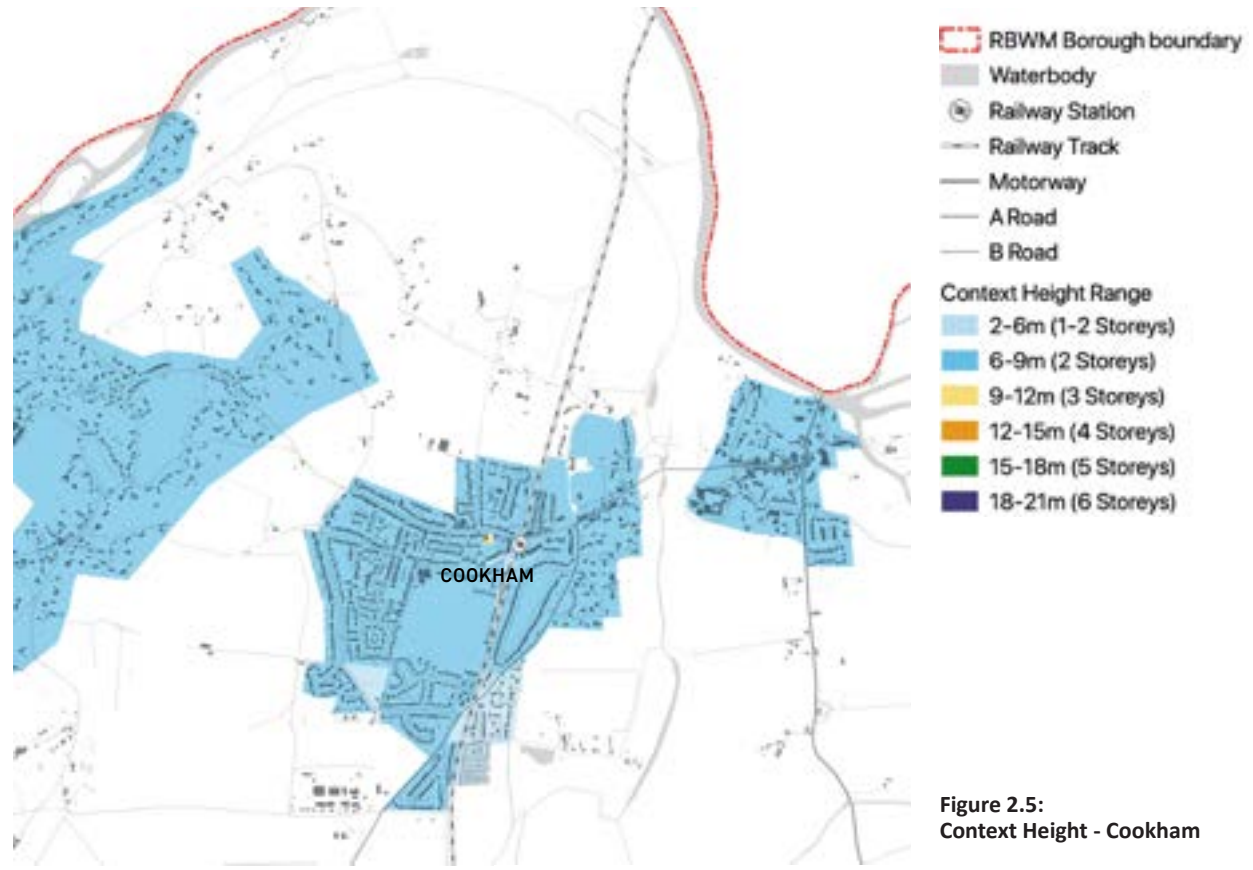


Figure 2.4:
Context Height - Ascot

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- RBWM Borough boundary
 - Waterbody
 - Railway Station
 - Railway Track
 - Motorway
 - A Road
 - B Road
- Context Height Range
- 2-6m (1-2 Storeys)
 - 6-9m (2 Storeys)
 - 9-12m (3 Storeys)
 - 12-15m (4 Storeys)
 - 15-18m (5 Storeys)
 - 18-21m (6 Storeys)

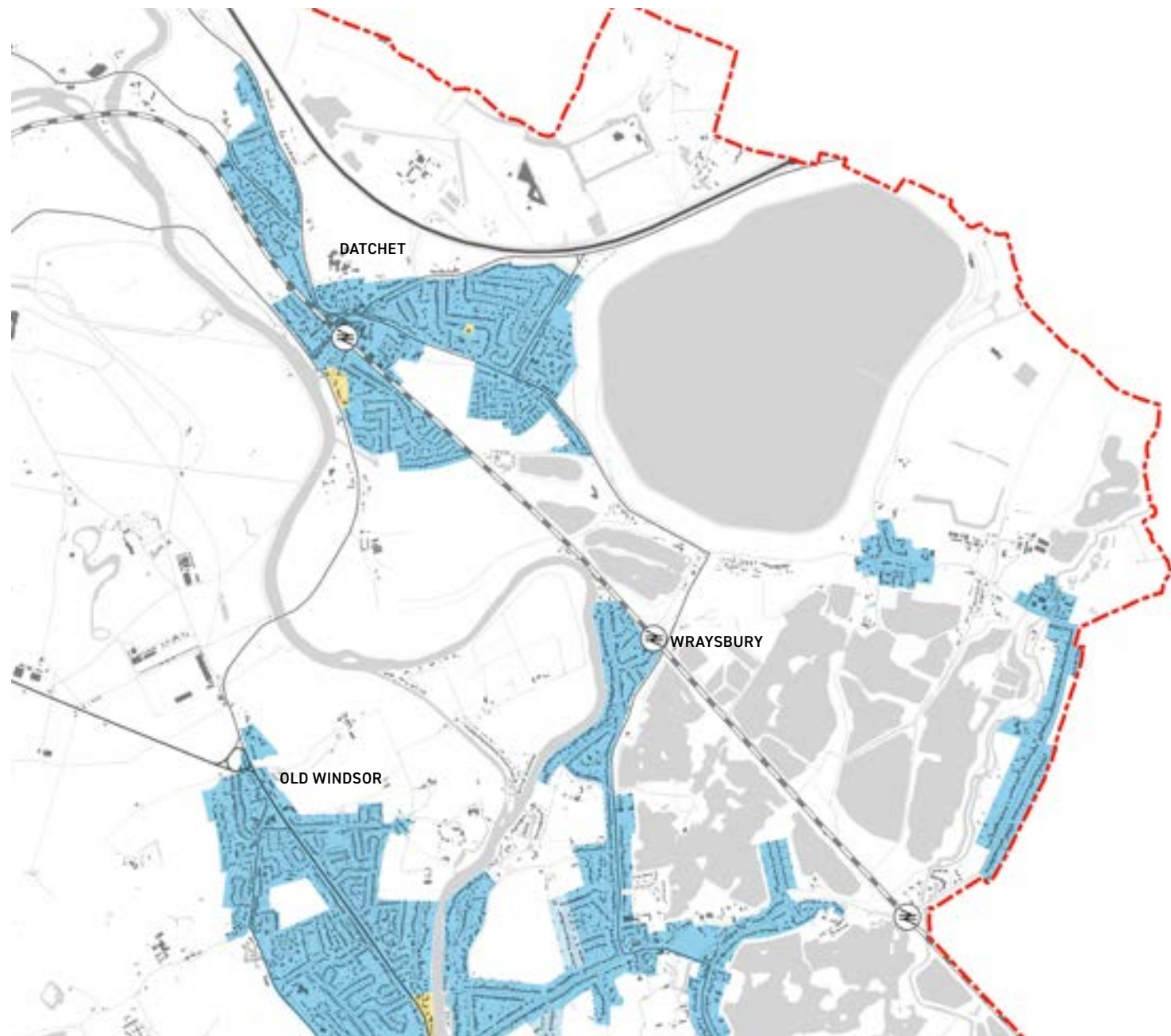


Figure 2.6: Context Height - Datchet, Wraysbury and Old Windsor

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CHAPTER 3

DEFINING

TALL BUILDINGS

Chapter 3 provides a definition for tall buildings in the Royal Borough of Windsor and Maidenhead. It identifies height ranges that allow the classification of tall buildings in respect of the context height of the place where they are situated in.



3 DEFINING TALL BUILDINGS

3.1 TALL BUILDING DEFINITION

3.1.1 A tall building is defined as an exceptional development that is significantly higher than the buildings in its surrounding context and that notably breaks the skyline.

3.1.2 In many of the one and two storey low rise housing areas of the Royal Borough a four storey building would be considered a tall building. Instead, in the centre of Maidenhead where building heights are generally greater only a building above six or eight stories is considered tall. As such a tall building is a relative and contextual concept.

3.1.3 Tall buildings are defined relative to the context height in which they are situated (see Chapter 2). The height relationship of a tall building with its context can be expressed as a factor of the prevailing context height. This is called the Context Height Ratio (CHR). The CHR expresses the degree of ‘tallness’ of a building in relation to its context.

3.1.4 A building of more than 1.5 times the contextual height or a minimum of 2 additional storeys above the contextual height (whichever is the greater) will be considered a tall building in the Royal Borough.

*The lower threshold for a Local Landmark is 1.5x Context Height or a minimum of two additional storeys (6m)

3.2 TALL BUILDINGS CLASSIFICATION

3.2.1 As the height of a tall building increases so will its visibility and its impact onto the surrounding area. Based on the Context Height Ratio (CHR) tall buildings can be classified into local, district and metropolitan landmarks.

LOCAL LANDMARKS

3.2.2 Tall buildings with a CHR of 1.5 to 2.5 are classified as Local Landmarks*. Tall buildings in this class will be prominent and outstanding exceptions in an area but usually retain a proportional relationship with their context and are perceived as constituent parts of the local townscape. Their visual impact and reach is considered as of local significance.

3.2.3 Figure 3.1 illustrates the relationship of a Local Landmark with its context, depicting the minimum and maximum case of a Local Landmark in different height contexts. Table 3.1 identifies Local Landmark heights with reference to the Context Height Area Types in the Royal Borough (see Chapter 2 for Context Height Mapping).

3.2.4 Given their greater prominence local landmarks will be expected to signify points of townscape interest or functional importance. Successful Local Landmark buildings can support way finding and orientation, help attract people into

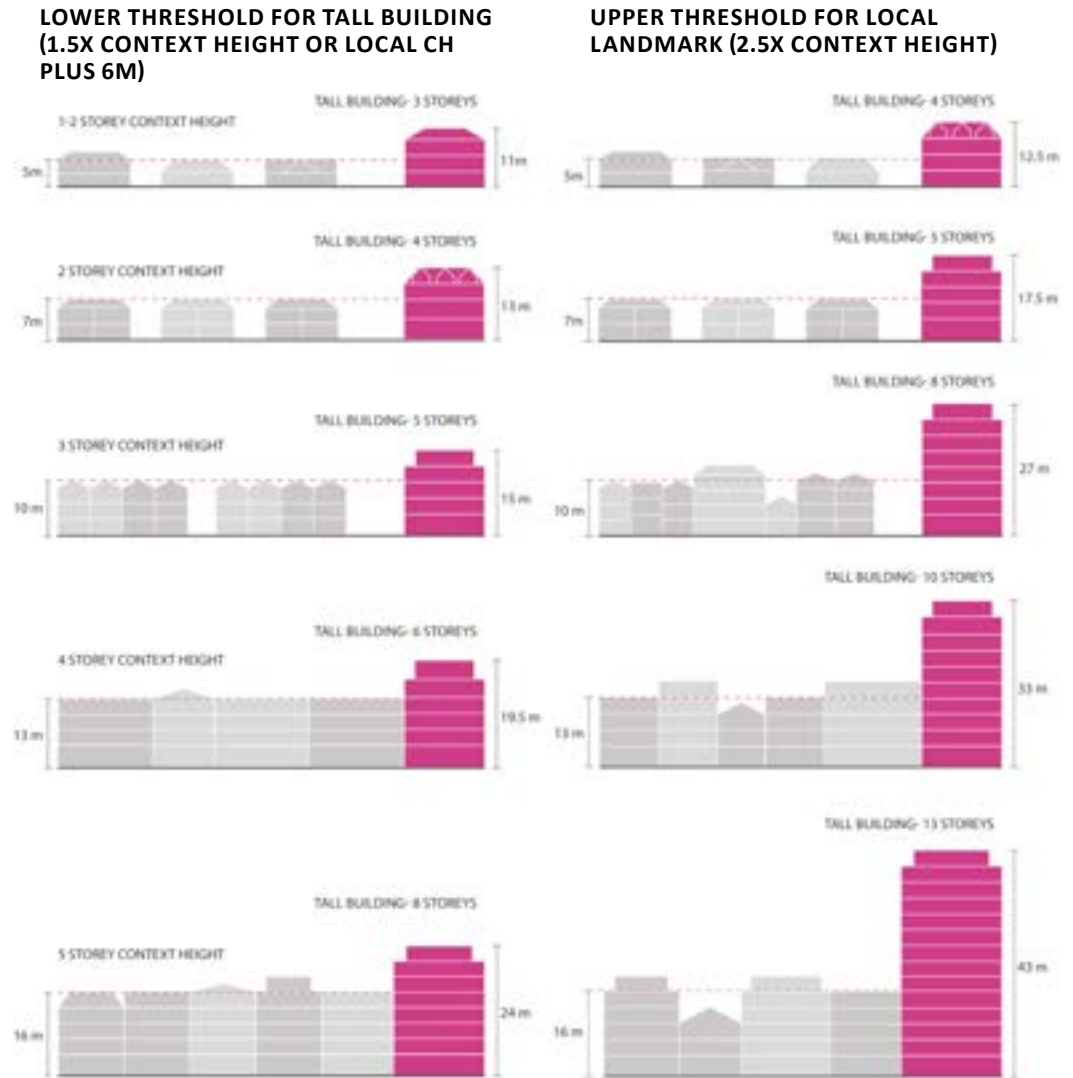


Figure 3.1: Diagram illustrating local landmarks relative to their context height (1.5x and 2.5x context height)

Table 3.1: Context height area types and corresponding threshold heights for tall buildings

| | Code | Area Type | Height Characteristics | Context Height | Local landmark (lower and upper threshold heights*) |
|-----------------------|------|--|---|---------------------|---|
| Modest Height Context | A | Low domestic scale and villages | Prevailing 1 and 2 storeys (2-6m) | 5m (1-2 storeys) | 11m - 12.5m (3 - 4 storeys) |
| | B | Domestic scale, village centres, low industrial areas | Predominantly 2 storeys (6-9m) Range 1 - 3 storeys (2-12m) | 7m (2 storeys) | 13m - 17.5m (4 - 5 storeys) |
| | C | Modest scale high streets / housing estates / commercial areas | Predominantly 3 storeys (9-12m) Range 2 - 4 storeys (6-15m) | 10m (3 storeys) | 15m - 27m (5 - 8 storeys) |
| Urban Height Context | D | Urban scale | Predominantly 4 storeys (12-15m) Range 3 - 5 storeys (9 - 18m) | 13m (4 storeys) | 19.5m - 33m (6 - 10 storeys) |
| | E | Intense urban scale | Predominantly 5 storeys (15-18m) Range 3 - 7 storeys (9-24m) | 16m (5 storeys) | 24m - 43m (8 - 13 storeys) |

* The lower height threshold for a Local Landmark is 1.5x Context Height or a minimum of two additional storeys (6m), the upper threshold is 2.5x Context Height

central locations and contribute to local identity and place making.

3.2.5 A well-designed local landmark can be a positive feature within a place if it enhances legibility and distinctiveness, integrates well with its townscape character and responds appropriately to the setting of heritage assets and landscape character.

3.2.6 Tall Buildings in the Royal Borough outside of Maidenhead should generally be no higher than Local Landmarks. Potential locations for Local Landmarks are identified in Chapter 5 (borough-wide) and Chapter 6 (Maidenhead town centre).

3.2.7 Tall buildings in the Royal Borough must be of the highest quality and should comply with the tall building principles set out in Chapter 4 of this SPD.

DISTRICT AND METROPOLITAN LANDMARKS

3.2.8 District landmarks are between 2.5 and 5 times the context height (CHR: 2.5 - 5) and Metropolitan Landmarks are above 5 times the context height (CHR>5).

3.2.9 District landmarks are markedly outstanding and typically result in a conspicuous contrast with their surrounding fabric. Due to their height they will have a district wide visibility and impact. As such they should only be considered in places that are of district wide significance and with a townscape character that can assimilate a building of this scale.

3.2.10 Given the townscape characteristics and heritage and landscape sensitivities, the only place in the Royal Borough where a tall building of district landmark scale can be considered

is in the town centre of Maidenhead. Chapter 6 provides further detail on the appropriateness for District Landmarks in Maidenhead.

3.2.11 There is no scope for buildings of Metropolitan scale (CHR>5) in the Royal Borough.

LARGE BUILDINGS

3.2.12 Buildings up to 1.5x context height (or below the minimum threshold of two additional storeys) are not tall buildings but are considered to be “large buildings”. A large building is a contextual building that provides a local height accent, for example with a slightly taller corner element, and by this contributes to a varied urban fabric.

3.2.13 Large buildings usually require less stringent testing compared to tall buildings but should still be carefully located and designed.

PRINCIPLE 3.1 TALL BUILDINGS DEFINITION AND CLASSIFICATION

A building of more than 1.5 times the contextual height or a 4-storey building in a 2-storey area will be considered a tall building in the Royal Borough.

Only local landmarks may be considered appropriate in the Royal Borough. The scale of local landmarks should follow the height ranges set out in Table 3.1.

As an exception to the above, one District Landmark may be appropriate in Maidenhead town centre, subject to guidance contained in Chapter 6. The Royal Borough is not appropriate for buildings above 5x the Context Height (Metropolitan Scale Buildings).

Tall buildings should only be considered in locations identified in Chapters 5 (borough wide) and 6 (Maidenhead) of this SPD.

All tall buildings will need to be of the highest quality and should fully comply with the tall buildings principles set out in Chapter 4.

Buildings up to 1.5x context height are considered Large Buildings. While they usually require less stringent testing compared to tall buildings they should still be carefully located and designed.



CHAPTER 4

TALL BUILDING

PRINCIPLES

Chapter 4 provides tall building principles that all tall buildings in the Royal Borough should follow.



Photo by Tomas Pugh-Cook

4 TALL BUILDINGS PRINCIPLES

4.1 INTRODUCTION

4.1.1 Ten key principles have been identified to guide the approach and design of tall buildings in the Royal Borough.

4.1.2 Developers and designers should use the principles and contained guidelines to inform their approach to the location, layout and design of a tall building.

4.1.3 Tall Buildings in the Royal Borough should meet all relevant key principles to be considered appropriate. Local authority planners will use these principles when assessing the suitability of a tall building proposal in a planning application.

4.1.4 The key principles are explained in more detail on the following pages.

KEY PRINCIPLES:



BE PART OF A PLAN-LED, PLACE MAKING APPROACH

Tall buildings should be part of a comprehensive, plan-led place making approach, be integrated into larger developments and street blocks.



SUPPORT INTENSIFICATION AND A MIX OF USES

Tall buildings should contribute to a mix of uses and the intensification of accessible, central areas.



PRESERVE AND INTEGRATE WITH THE LOCAL TOWNSCAPE

Tall buildings should respond sensitively to local townscape and character.



DELIVER HIGH QUALITY PLACES TO LIVE

Tall buildings must create an appropriate microclimate, and good indoor and outdoor amenity levels.



BE OF THE HIGHEST QUALITY ARCHITECTURAL DESIGN AND APPEARANCE

Tall buildings must be attractive and clearly articulate the base, shaft and top of the building.



HAVE A CLEAR PURPOSE

Tall buildings should have a clear role and purpose to act as a landmark, as part of a cluster or deliver vital infrastructure.



PROTECT AND ENHANCE HERITAGE ASSETS, PROTECTED LANDSCAPES AND THEIR SETTINGS

Tall buildings must demonstrate that they minimise or avoid harm to heritage assets and landscapes.



PROTECT AND ENHANCE KEY VIEWS AND THE SKYLINE

Tall buildings should generally minimise their impact on the skyline and views, and tall building clusters should be limited and confined.



A POSITIVE RESPONSE TO THE STREET SPACE

Tall buildings should enhance permeability, provide appropriate enclosure, active frontage and quality public realm.



BE SUSTAINABLE AND INNOVATIVE DEVELOPMENTS

Tall buildings should be designed to minimise emissions, adapt to climate change and incorporate blue and green infrastructure.



4.2 BE PART OF A COMPREHENSIVE, PLAN-LED AND PLACE MAKING APPROACH

4.2.1 Tall buildings should only be considered where they are part of a plan-led strategy for change and regeneration led by a comprehensive and widely supported vision, and where the proposed tall building has a clear purpose in delivering this vision. A place making approach should always be followed; a tall building must relate and contribute to the wider area and improve the sense of place, or have a clear role in the creation of a new place.

4.2.2 Speculative proposals for tall buildings on smaller sites that do not fit in with an agreed wider vision for a place can lead to a fragmented townscape, an illegible skyline, weaken the distinctiveness and image of place, and undermine regeneration. Therefore, tall buildings should only be promoted in identified tall building areas (see Chapters 5 and 6).

4.2.3 Generally a tall building proposal should form part of the comprehensive development of a large site where it can contribute to the regeneration and enhancement of a wider urban area. By delivering a tall building as part of a comprehensive development that includes mid-rise elements such as courtyard blocks, many problems associated with standalone tall buildings can be mitigated through design (Figure 4.1).

4.2.4 A comprehensive, masterplanned scheme should provide active frontages and good street enclosure with a mix of uses, including a wide range of housing types. Development of a large site can provide opportunities for public open space and an appropriate setting for the tall building, which can also be

set back from the street or integrated within an urban block. Tall building developments should appropriately address the connectivity of the site and the permeability of the wider area, and seek opportunities to create new connections, thereby improving the wider area.

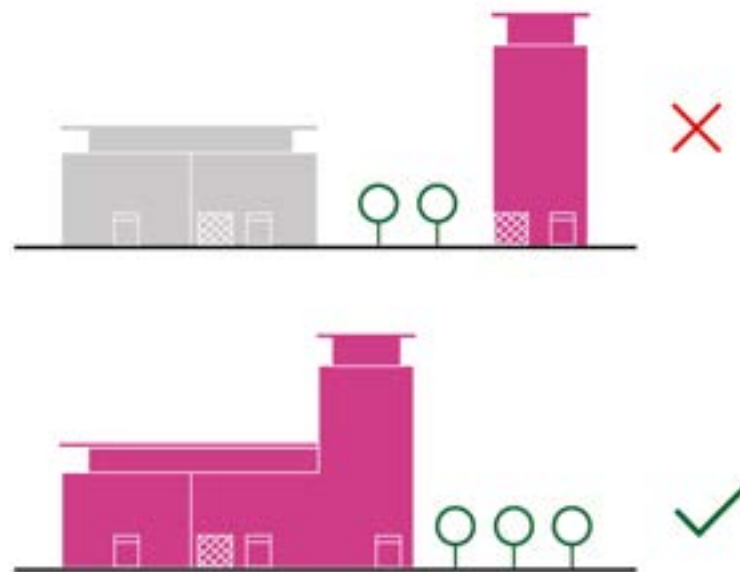


Figure 4.1: Integrating a tall building within a street block or larger development

PRINCIPLE 4.1 - COMPREHENSIVELY PLANNED

Tall buildings should be part of a comprehensive, plan-led place making approach, rather than being singular, speculative developments.

Tall buildings should be integrated into larger developments as part of a wider vision and masterplan for an area. Tall buildings should be well justified and perform a clear place making role.

A tall building should generally not be a stand-alone building but be part of a larger street block and integrate effectively with the built form, streets space and the public realm.



4.3 HAVE A CLEAR PURPOSE

4.3.1 Tall buildings should have a clearly defined and justified purpose. From a positive planning and place making perspective there are three principle purposes for tall buildings in Royal Borough:

1 Landmarks to enhance legibility:

- Individual tall buildings can be landmarks that help to bring distinctiveness and legibility to the urban fabric by being exceptional markers.
- The height and design of landmark buildings should be proportionate to the respective role or function of a location in the hierarchy of places.
- Landmarks should be located in highly prominent and visible locations, provide a high quality and distinctive design and should be 'singular' in having an aspect that is unique and memorable in the context.
- Tall buildings with a landmark role should be prominently located in the urban environment such as at a street corner or overlooking a public space and be visible from approaching routes in short and medium range views (Figure 4.2).

2 Clustering to increase densities and support vitality of town centres:

- In exceptional circumstances a cluster of tall buildings could be part of a new urban character that delivers significant town centre intensification and regeneration benefits.
- This applies principally to Maidenhead town centre where higher concentrations of apartments especially for young urban professionals are desirable to support the vitality of the centre.

3 Functional necessity

- A tall building could be a functional necessity to deliver vital social, cultural or civic infrastructure (such as a hospital or a stadium) or another critical planning objective in a certain location; and it can be demonstrated that reasonable alternatives have been tested and this is the only feasible or viable solution.

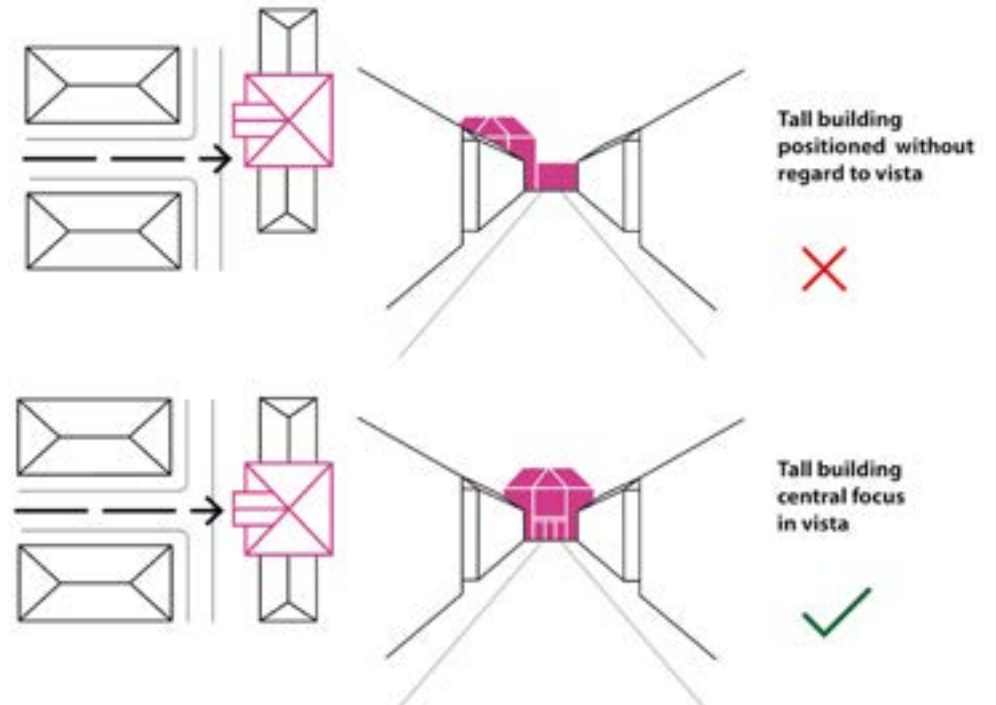


Figure 4.2: Landmark tall buildings should be located in vistas from approaching routes

PRINCIPLE 4.2 - JUSTIFIED ROLE

Tall buildings in RBWM should have a clear role and purpose to:

- Act as a landmark, which marks a prominent place in the urban fabric, enhances the skyline and aides legibility; or
- Be part of a cluster to increase density and support the vitality of Maidenhead town centre; or
- Deliver vital social, cultural or civic infrastructure or another critical planning objective and it can be demonstrated that this is the only feasible and viable solution to achieve this end.



4.4 SUPPORT INTENSIFICATION AND MIX OF USES

4.4.1 Where tall buildings are promoted they should deliver a mix of uses to help animate areas and support the vitality of town, district and local centres.

4.4.2 Tall buildings should only be proposed in areas that benefit from good public transport accessibility and are well connected with a network of walking and cycling routes.

4.4.3 Tall buildings can contribute to the intensification of urban areas more widely. However, they are not the only means to increase density and in many areas will not be an appropriate development form for this purpose. In the majority of areas in the Royal Borough, intensification will better be achieved through the delivery of compact development on larger development sites and perhaps by locally increasing heights on infill developments by one (or in urban town centres up to two) storeys, rather than by promoting tall buildings.

4.4.4 Tall building should generally be mixed use buildings with active ground floors and offer a meaningful facility for the wider public, unless it can be demonstrated that active ground floor uses such as retail, leisure, cultural, community, health, employment are not viable in a location and the landmark is purely justified from a legibility point of view.

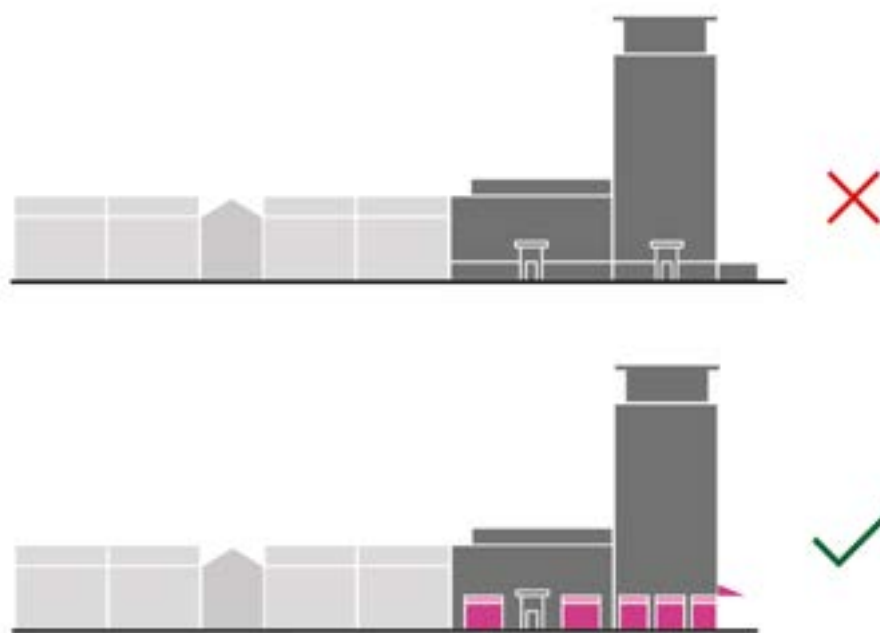


Figure 4.3: Landmark buildings should be mixed use

PRINCIPLE 4.3 - INTENSIFICATION AND MIX OF USE

Tall buildings generally should provide a mix of uses and support the intensification of central areas that are well served by public transport and offer good connections for walking and cycling.

They should help to animate areas and support the vitality of town, district and local centres.

Whilst tall buildings can help to intensify urban areas more widely, in many places it will be more appropriate to achieve this with compact mid-rise development rather than tall buildings.

Tall buildings should be mixed use in nature and support a diverse range of uses in the local area, offering a meaningful benefit to the local community.



4.5 PROTECT AND ENHANCE HERITAGE ASSETS, PROTECTED LANDSCAPES AND THEIR SETTING

4.5.1 A tall building in the wrong place can cause significant and irrevocable damage to the significance of heritage assets, for example by intruding into their setting, being overbearing and detracting from the appreciation of a heritage asset and its values.

4.5.2 Harm to the significance of heritage assets should generally be minimised or avoided. Potential harm may be obvious when a tall building is located in close proximity to a heritage asset. However, even when located some distance away, tall buildings may adversely impact the setting of heritage assets by appearing in views of the asset or in its backdrop. Great care in testing and mitigating the impact of tall buildings is required, especially related to assets whose setting contributes importantly to their significance.

4.5.3 Harm to protected landscape areas must also be mitigated against, especially where the significance of the landscape is related to its visual and scenic value, such as Areas of Special Landscape and the River Thames Corridor. The intrusion of a tall building or structure could lead to a significant impact on protected landscape characteristics.



Figure 4.4: The Gherkin in the City of London negatively impacts the setting of surrounding historic buildings



Figure 4.5: Tall building in Eastbourne visually impacting on the South Downs National Park

PRINCIPLE 4.4 - HERITAGE AND LANDSCAPE IMPACT

Tall buildings must demonstrate that they will minimise or avoid harm to designated heritage assets and their settings. Proposals must comprehensively review and test their impact on heritage assets, even where they are located further away.

Similarly, proposals for a tall building will need to demonstrate that it minimises or avoids adverse impacts to protected and valued landscapes and their characteristics.



4.6 PRESERVE AND INTEGRATE WITH THE LOCAL TOWNSCAPE

4.6.1 A tall building can have a negative impact on the townscape of an area, if it breaks or detracts from prevailing characteristics especially in term of the grain, scale and height. Townscapes will be particular sensitive to tall buildings if they are very coherent and intricate, or comprise of heritage significance such as a Conservation Area, or have a strong domestic character.

4.6.2 In some of these areas a tall building would be totally out of place and inappropriate, whilst in others, the impact of a tall building on the

prevailing characteristic can effectively be mitigated through design or is offset by significant and positive planning gain that outweighs the harm.

4.6.3 Tall buildings proposals should always aim to respond sensitively to the local townscape, and integrate well with its prevailing characteristics.

4.6.4 Within an area of a coherent townscape, a tall building should take cues from the existing built form and emphasise the elements that make the area successful.

4.6.5 In areas that are incoherent or in need of improvement, a tall building development may offer an opportunity to reinstate an urban block structure, open up new routes and stitch together the urban fabric.

4.6.6 Tall buildings must, through careful design, integrate with the pattern of development rather than appearing as separate. This can be achieved by integrating tall buildings within urban blocks and responding to the grain and scale of the surrounding area.

4.6.7 Tall buildings should not create a stark contrast with the lower height context. This can be done by locating the tallest point away from lower neighbours, stepping development down to visually mediate the height difference or establishing buffers between radically different townscapes. (Figure 4.6)

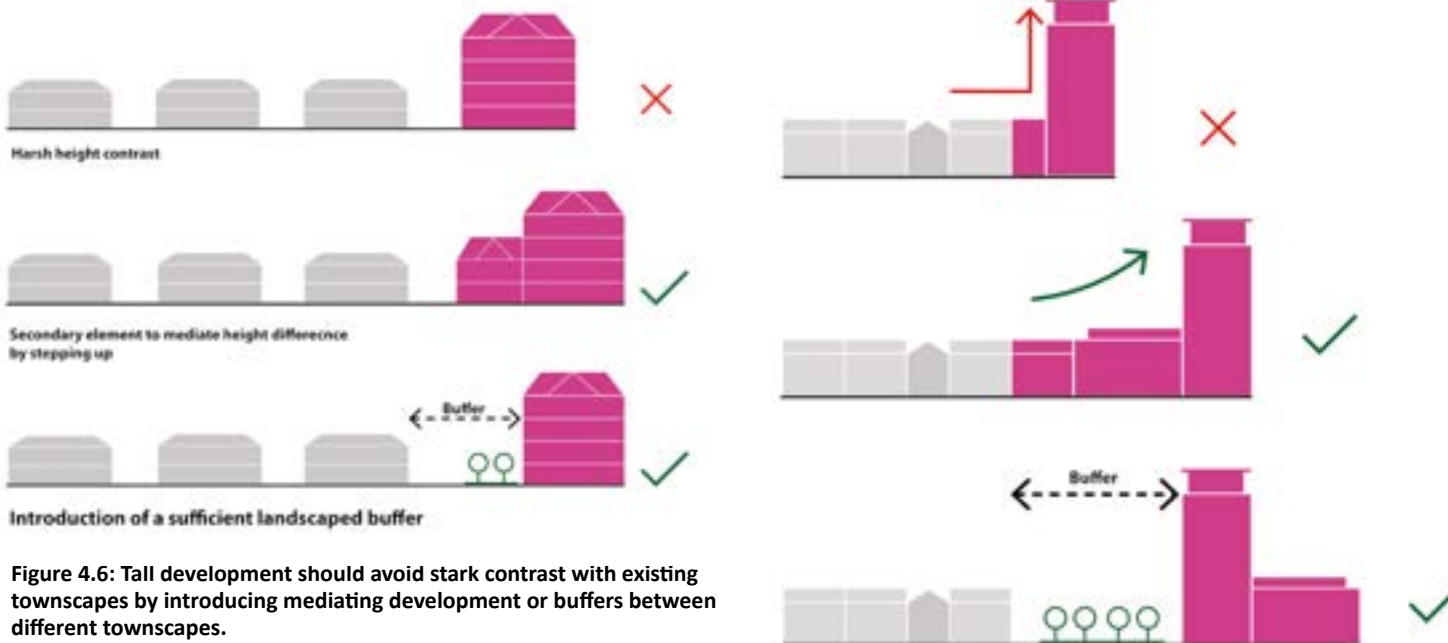


Figure 4.6: Tall development should avoid stark contrast with existing townscapes by introducing mediating development or buffers between different townscapes.

PRINCIPLE 4.5 - TOWNSCAPE IMPACT

Tall buildings should avoid breaking or detracting from particular sensitive townscapes, such as those with a very coherent and intricate character, a heritage significance or a strong domestic character.

Tall building proposals should always aim to respond sensitively to the local townscape, and integrate well with its prevailing characteristics. This could include:

- Integrating tall buildings within urban blocks;
- Responding to the grain and scale of the existing built form;
- Making use of a stepping form to mediate height from the surrounding context to the highest element; or introducing a buffer with existing townscapes.



4.7 PROTECT AND ENHANCE KEY VIEWS AND THE SKYLINE

VIEWS

4.7.1 Townscape views and views of the skyline are important aspects of the Royal Borough's villages and towns, forming an integral part of its image and aiding the understanding of its defining characteristics.

4.7.2 Tall buildings can have an irrevocable and damaging impact on townscape and skyline views. The taller the building, the greater its potential impact.

4.7.3 Panoramic and prospect views that allow the appreciation of distinctive and valued characteristics of the skyline and townscape are particularly sensitive, especially where they are popular and from frequented viewing points.

4.7.4 Tall buildings should avoid any harmful impact onto townscape or skyline views, and avoid detracting from valued townscape ensembles, landmarks or distinctive skyline features.

4.7.5 The impact of a tall building proposal on relevant views should be considered early on during the design phase, and photo-realistic and accurate visual impact work should demonstrate at application stage how harmful impact on views has been avoided.

INTEGRATING WITH THE SKYLINE

4.7.6 Integrating a tall building in the skyline can include measures such as limiting their height or altering their form so as to avoid detracting from the prominence of existing landmarks on the skyline. Tall buildings could also be required to aesthetically complement or reinforce specific existing or proposed new skyline characteristics, for example by limiting taller buildings to confined cluster locations.

4.7.7 Where appropriate a tall building could establish a distinct new skyline feature. A new accent on the skyline is meaningful and enhances legibility where it can be clearly associated with an important central location or civic function, and where its height is proportional in respect of the height of other landmarks and the role of places they amplify.

4.7.8 The siting of tall buildings on higher land should generally be avoided unless the intention is to create a highly visible landmark and the negative effects of this on the skyline and wider area have been fully considered and are acceptable (Figure 4.7). Tall building proposals should be understood both in terms of their height above ground and their height above ordnance datum (AOD).

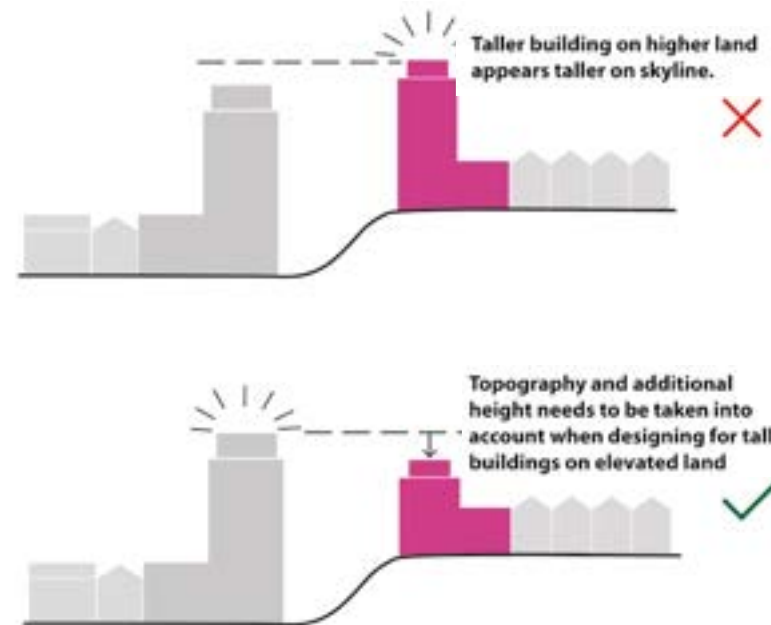


Figure 4.7: Topography affects the prominence of tall buildings

TALL BUILDING CLUSTERS

4.7.9 A defining characteristic of a landmark is its singularity and uniqueness in context. The role of an individual tall building in contributing to local legibility will be greatly diminished if it must compete with other tall buildings on the skyline. In places where more than one tall building is appropriate the cumulative impact and resultant skyline characteristics of a proposal should be given particular attention.

4.7.10 Generally groups of taller buildings should be clustered in confined locations to prevent a scattering of taller buildings over a larger area and to ensure a distinctive, legible and coherent skyline. The only place where the clustering of tall buildings is found appropriate in the Royal Borough is the town centre of Maidenhead.

4.7.11 Clustering of tall buildings should follow a coordinated and planned approach to the height and location of buildings. This should aim to deliver distinct skyline groupings that are recognisable from all sides and express the function and character of a place on the skyline. The tallest building in a cluster will usually be located in the centre of a cluster with other buildings stepping down in height towards the edges (Figure 4.8).

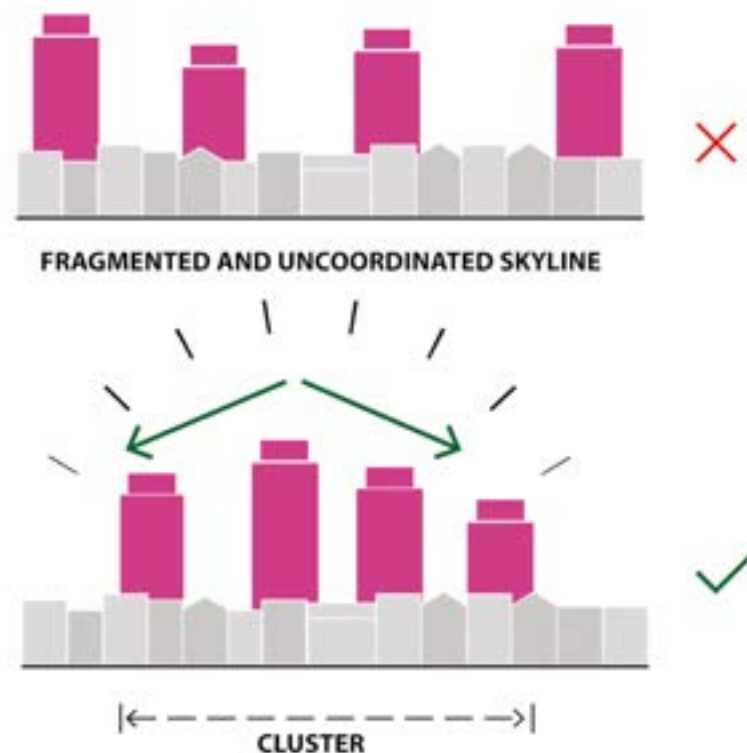


Figure 4.8: Tall building clusters

4.7.12 A cluster should be confined to a limited area to prevent a spread of tall buildings, therefore harming legibility. Within clusters the height of taller buildings will need to vary to achieve a varied skyline and to avoid a monotonous mass of buildings at the maximum height.

PRINCIPLE 4.6 - VIEWS AND CLUSTERING

Tall buildings must protect and enhance the existing skyline and important views of RBWM's towns and villages. Tall buildings should generally seek to minimise their impact on views and the skyline by:

- Taking account of their underlying topography;
- Limiting their height so as to maintain the prominence of existing landmarks; and
- Implementing design measures such as stepping down or utilising an appropriate architectural form.

In exceptional circumstances, a tall building could become a new prominent skyline feature and positively establish itself in views. In this instance, the tall building must be of the highest architectural quality and mark a place of special significance.

In the town centre of Maidenhead the clustering of tall buildings may be appropriate. Tall building clusters should be confined to a limited area and have a clear central focus with heights dropping away from the central building. Chapter 6 of the Building Heights and Tall Buildings SPD presents the appropriate locations for clusters in Maidenhead town centre.



4.8 DELIVER HIGH QUALITY PLACES TO LIVE

4.8.1 Tall buildings are very compact urban forms of development that concentrate accommodation in a small area. They need to be designed carefully to ensure they contribute to rather than detract from the amenity of existing and future residents.

MICROCLIMATE

4.8.2 Tall buildings should be designed to minimise negative microclimatic effects. The design process should involve wind testing to ensure there is not excessive windiness or wind noise affecting the quality, amenity and safety of spaces around the building (Figure 4.9).

4.8.3 The location, height and design of tall buildings should test and ensure its impact on overshadowing of surrounding open spaces, buildings, private and communal outdoor spaces is minimised.

4.8.4 Design should minimise adverse impacts from solar glare, limit light pollution and minimise the risk of bird strike

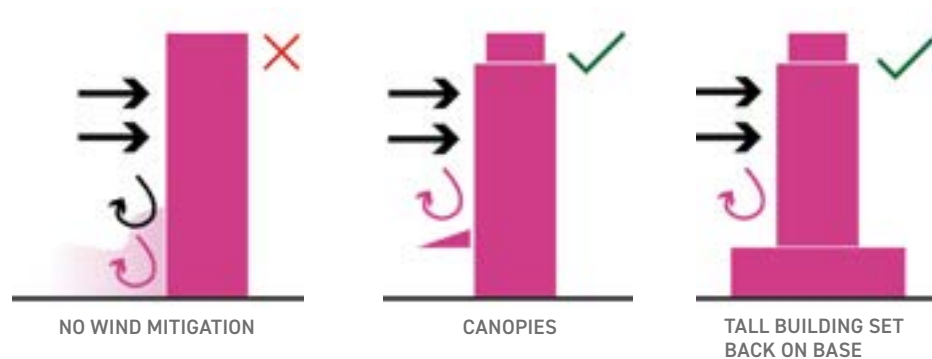


Figure 4.9: Good design of tall buildings should mitigate excessive wind at ground level

RESIDENT AMENITY

4.8.5 Tall buildings can cause overlooking of dwellings and lack of privacy for both existing and new residents in an area (Figure 4.10). The layout of buildings should ensure adequate separation distances or other effective screening measures to avoid overlooking in-between habitable rooms of dwellings, or infringement of privacy rooms to communal spaces or the public realm.

4.8.6 Building design should ensure that all dwellings, especially on lower floors and single aspect units, have an adequate outlook and sky view that is not over-dominated by other buildings. The interior of dwellings should receive adequate daylight and sunlight and comply with BRE's good practice guidance on daylight and sunlight.

4.8.7 Consideration should be given to the orientation of units, generally avoiding north facing single aspect units, and the impact of balcony overhangs on the daylight and sunlight conditions of homes.



Figure 4.10: Tall buildings should mitigate adverse effects on residential amenity and avoid overdominating existing homes and gardens

4.8.8 Units must be designed to avoid overheating from the sun by incorporating appropriate fenestration and adequate external shading especially on south-facing facades. Throughout the building, adequate natural ventilation must be ensured, particularly for single aspect units.

PRIVATE AND COMMUNAL AMENITY SPACE

4.8.9 Proposals for tall residential buildings must demonstrate how they will deliver adequate private and communal amenity spaces that are well accessible, serve the needs of residents, are sheltered from wind and noise, and maximise on day and sun lighting. These may be in the form of communal courtyards and gardens, private gardens at ground floor level, balconies, terraces or communal rooftop open spaces. Each apartment should have its own private outdoor space.

4.8.10 Where a development is unable to provide sufficient outdoor resident amenity space, additional internal amenity spaces should be provided. Where family housing units are provided this should include outdoor play space for children based on an assessment of estimated child occupancy. Play spaces should be situated in well lit parts of communal spaces and offer protection from direct sunlight in summer, ideally designed so that family units overlook the play area.

PRINCIPLE 4.7 - AMENITY

Tall buildings must result in high quality places where people want to live and spend their time, by providing the following:

- Appropriate microclimate around the building, without excessive wind or overshadowing;
- High levels of amenity for residents through adequate building separation distances, attractive outlook, sufficient daylight and sunlight and good natural ventilation; and
- High quality outdoor amenity space for every residential unit, with additional indoor and outdoor communal amenity spaces, including children's play areas.



4.9 A POSITIVE RESPONSE TO THE STREET SPACE

CONNECTIVITY AND PERMEABILITY

4.9.1 As part of a comprehensive approach, tall buildings must support existing movement routes and, if possible, create new routes to centres, facilities and open spaces, and increase the permeability of the area.

STREET ENCLOSURE

4.9.2 Tall buildings should respond to the scale of surrounding streets and spaces, their sense of enclosure and the quality of the ground floor experience. Tall buildings should not feel overbearing on surrounding streets, or neighbouring developments. Excessive enclosure or the creation of a 'canyon' effect should be avoided, for example by applying set-backs to effectively limit the visual impact of greater height on the street space (Figure 4.11).

ACTIVE STREET FRONTAGES

4.9.3 Tall buildings should provide a positive interface with the public realm around the building, and the design and distribution of uses especially at ground floor levels should provide overlooking and animation to the street space. Blank frontages and exposed servicing or car parking areas should be avoided.

4.9.4 Cycle parking areas, storage and plant space, and other inactive uses should be internalised within the building envelope and wrapped by other active uses. Servicing yards should be integrated in the building, located away from primary pedestrian areas and be appropriately screened from public view. The building entrance should be at the principal street frontage.

A HIGH QUALITY PUBLIC REALM

4.9.5 The public realm around a tall building should be of high quality, consider the provision of tree planting, soft landscaping, seating, lighting and public art, and deliver a design that reflects the prominence of the building in the area. The footway at the base of a tall building should be generous and proportionate, and cater for increased pedestrian activity outside its entrance. Drop-offs, service bays and car park entrances should be located away from the entrance of the building and principal routes to avoid conflicts with pedestrian activity.

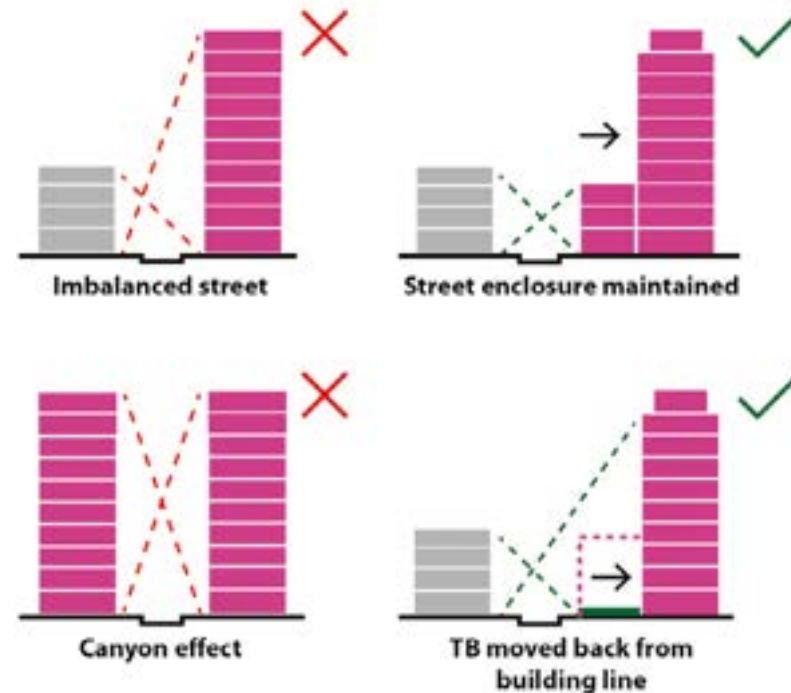


Figure 4.11: Tall buildings must provide good street enclosure without becoming overbearing

PUBLIC SPACE PROVISION

4.9.6 With their higher density, tall buildings intensify the pressure on urban environments and should contribute to the provision of quality spaces in their vicinity. Public open space design should reflect the needs of residents and the wider public and where appropriate provide a setting for the tall building, and be orientated to maximise sun exposure.

4.9.7 Overshadowing by a tall building located to the south or west of a public space may undermine its attractiveness and amenity and should be avoided (Figure 4.12).

PARKING DESIGN

4.9.8 Tall buildings can generate a high demand for parking due to high residential density. Parking provision should be integrated within the building envelop as part of a structured solution and wrapped with other uses to minimise its visual impact on the street scene. Alternatively underground parking could be considered.

4.9.9 Surface car parking around the building or structured parking exposed to the public realm should not be permitted as it detracts from the quality of the urban environment. Refer to the RBWM Parking Strategy 2020-2025.

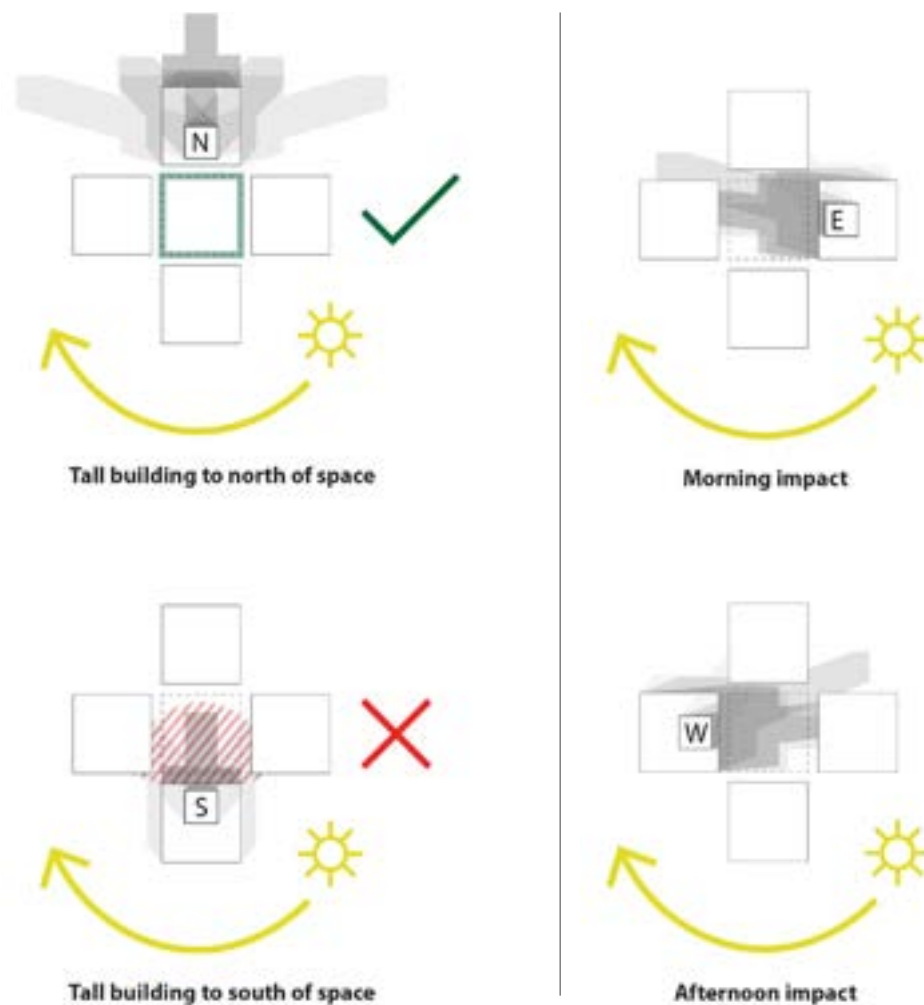


Figure 4.12: Tall buildings should avoid overshadowing open spaces. Proposals must consider the impact of shadow pattern on the amenity and usability of the public space.

PRINCIPLE 4.8 - POSITIVE RESPONSE TO STREET

Tall building should provide a positive response to the street space:

- Respect existing movement routes and create new routes, enhancing local permeability, where possible;
- Provide appropriate street enclosure, without creating an overbearing or canyon effect;
- Provide active street frontages, a positive interface with the public realm and avoid blank frontages and exposed servicing or car parking areas;
- Deliver a quality public realm around the building with generous and proportionate footways that cater for increased pedestrian activity outside the entrance;
- Contribute to the provision of quality public open space in the area; and
- Avoid surface parking and provide for parking needs within the development and located away from public view.



4.10 HIGHEST QUALITY OF ARCHITECTURAL DESIGN AND APPEARANCE

4.10.1 Tall buildings are highly visible and, depending on their stature, are a key part of the skyline and image of a place. Therefore they must be of exceptional architectural design and integrity.

4.10.2 Tall building design should respond to local townscape characteristics without resorting to pastiche solutions. The design attention should be on the careful articulation of the overall form and design, drawing on local characteristics in terms of rhythm of facades, plot width, materials, details and building articulation.

4.10.3 Tall buildings in urban locations (above 8 storeys) can be considered in three parts; the base, the shaft and the top of the building. The architecture of tall buildings should articulate these three parts effectively rather than presenting a simple extrusion:

- The base comprises the lower storeys of the building and its role is to frame the street or public space, clearly present the entrance to the building and provide active frontages.
- The shaft of a tall building is the main tower element and largely determines the prominence of the

building, it's effect on neighbouring amenity and microclimate.

- The top of the building includes the uppermost storeys, roof and roof equipment. The top should be a distinctive "crown" to a tall building through articulation, massing and/or materiality.

4.10.4 Tall buildings should be designed to express elegance, proportionality and verticality in a form that is consistent from every angle. To that end, generally slab blocks and bulky forms should be avoided.

4.10.5 Through careful detailing and choice of materials, tall buildings should age well and be designed for longevity, while relating to the character of their location.



Figure 4.13: Example of a tall building with high quality materials and detailing

PRINCIPLE 4.9 - FORM AND APPEARANCE

Due to their visual prominence, tall buildings must be attractive and of exceptional architectural design and integrity. Tall building design should:

- Respond to the characteristics of the local townscape without resorting to pastiche solutions;
- Articulate the building's constitute three parts - a base, shaft and top. Each part must be carefully considered and designed appropriately;
- Express elegance, proportionality and verticality; and
- Provide careful detailing and choice of materials that are robust, age well and respond to the character of the context.



4.11 BE SUSTAINABLE AND INNOVATIVE DEVELOPMENTS

4.11.1 Tall buildings may be used to optimise density on a site, thereby making sustainable use of land. The construction and operation of tall buildings must be designed to high sustainability standards to minimise their impact on the environment. Tall buildings must respond to the climate emergency by ensuring they are designed to adapt to and mitigate climate change.

4.11.2 Tall buildings must be sustainable, innovative and efficient buildings that minimise use of resources, are adaptable to change and are long lasting. Tall building proposals should demonstrate how they have minimised the carbon footprint of the building and benchmark the proposal against comparable best practice schemes, and contribute to the Royal Borough's goal of achieving net zero carbon emissions by 2050. Renewable energy generation and the installation or future proofing for Photo Voltaics (PVs) should also be considered. Tall buildings are encouraged to be innovative with regards to sustainability.

4.11.3 Tall buildings must take into account how the local climate is expected to change as a result of climate change and be designed to mitigate the effects of extreme weather

such as heat waves and flooding. Tall building developments should significantly contribute to green and blue infrastructure provision both within the development as well as the wider area. Tall buildings should not be located in areas of flood risk unless it can be demonstrated that the development can remain safe from flooding and will not increase the risk of flooding elsewhere.

4.11.4 Tall building developments should seek to encourage the use of public transport, walking and cycling, support car sharing and minimise

parking provision. Electric car charging points should be provided. To facilitate cycling as a sustainable transport mode, a secure cycle storage for residents should be provided with easy access from the public realm. This should provide 1 cycle space per studio, 1.5 spaces per 1 bedroom unit, 2 spaces per all other dwellings.



Figure 4.14: Example of “vertical greening” (Bosco Verticale, Milan)

PRINCIPLE 4.10 - SUSTAINABILITY

Tall buildings should be sustainable developments, which promote innovative approaches to sustainability. Tall buildings should be:

- Highly energy efficient;
- Have low embodied carbon;
- Durable and adaptable to future needs;
- Explore the possibility of integrating renewable energy production in the building, such as solar panels;
- Designed to mitigate and adapt to changes in local weather as a result of climate change, such as heat waves and flooding;
- Incorporate green and blue infrastructure;
- Be located in areas of high public transport accessibility, provide cycling facilities and be easily accessible by walking.



CHAPTER 5 POTENTIAL LOCATIONS FOR INCREASED HEIGHT, LARGE AND TALL BUILDINGS

Chapter 5 provides borough-wide recommendations on where development of increased height and tall buildings could be located.

It also defines areas in the Royal Borough that are inappropriate for tall buildings, and areas that are sensitive to tall buildings.

Note that the guidance in this chapter have been reconsidered following advice from the Local Plan Examination Inspector. In some instances the heights of potential tall buildings have been reduced.



5 POTENTIAL LOCATIONS FOR INCREASED HEIGHT, LARGE AND TALL BUILDINGS

5.1 INAPPROPRIATE AND SENSITIVE AREAS

5.1.1 Based on a thorough assessment of heritage and townscape sensitivities and an understanding of the borough's green belt and flood risk areas, two types of areas have been distinguished:

- Areas that by their nature are inappropriate for tall buildings; and
- Areas that are sensitive to tall buildings.

5.1.2 Figure 5.1 shows a composite map of inappropriate and sensitive areas in the Royal Borough. For further detail on sensitivities of heritage assets and townscape character, refer to the Tall Buildings Study - Technical and Baseline Study.

5.1.3 This chapter refers to heritage assets, which are defined by the NPPF as, 'A building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. Heritage asset includes designated heritage assets and assets identified by the local planning authority (including local listing).'¹

1 National Planning Policy Framework Annex 2: Glossary, MHCLG, 2021

INAPPROPRIATE AREAS

5.1.4 Inappropriate areas are those areas where tall buildings would not be acceptable as they would have a significant harmful impact on the significance of a highly sensitive heritage asset.

5.1.5 This includes the following highly sensitive Conservation Areas:

- Maidenhead Riverside
- Furze Platt Triangle, Maidenhead
- All Saints, Boyne Hill, Maidenhead
- Cookham Village
- Altwood Road, Maidenhead
- Pinkneys Green, Maidenhead
- Mill Lane, Clewer Village, Windsor
- Trinity Place, Clarence Crescent, Windsor
- Windsor Town Centre
- Inner Windsor
- Eton
- Datchet
- Sunningdale.

5.1.6 The inappropriate areas include the Green Belt as it is likely that a tall building would be considered inappropriate development in the Green Belt. Any development proposal within the Green Belt would need to be assessed against BLP policy QP5 and the relevant policies within the NPPF.

SENSITIVE AREAS

5.1.7 Sensitive areas are areas where a tall building may negatively impact on sensitive heritage assets or townscapes.

5.1.8 The following areas are sensitive to tall buildings:

- Designated heritage assets including Conservation Areas, Registered Parks and Gardens, Listed Buildings and their settings (highly sensitive assets may also be identified as Inappropriate Areas);
- The following Townscape Character Area Types:
 - Historic Town Cores;
 - Historic Village Cores;
 - Georgian Suburbs;
 - Victorian Villages;
 - Victorian and Edwardian Suburbs;
 - Victorian/Edwardian and Riverside Villa Suburbs; and
 - Collegiate.
- Areas in Flood Zone 2 & 3.

5.1.9 A tall building in a sensitive area should only be permitted if:

- it is located in an identified potential tall building location (see Figure 5.2);
- there are strong justifications and public benefits that outweigh any harm to heritage significance; and
- the impact on views (especially when located on high ground) and landscape character have been fully understood and mitigated; and
- it can be demonstrated that it delivers clear place making benefits and enhancements to views, the skyline characteristic and image of a place.

5.1.10 Additional testing and evidence is required to determine the appropriateness of tall building proposals in these areas. Tall building proposals should also consider their potential impact on heritage assets located in the Green Belt.

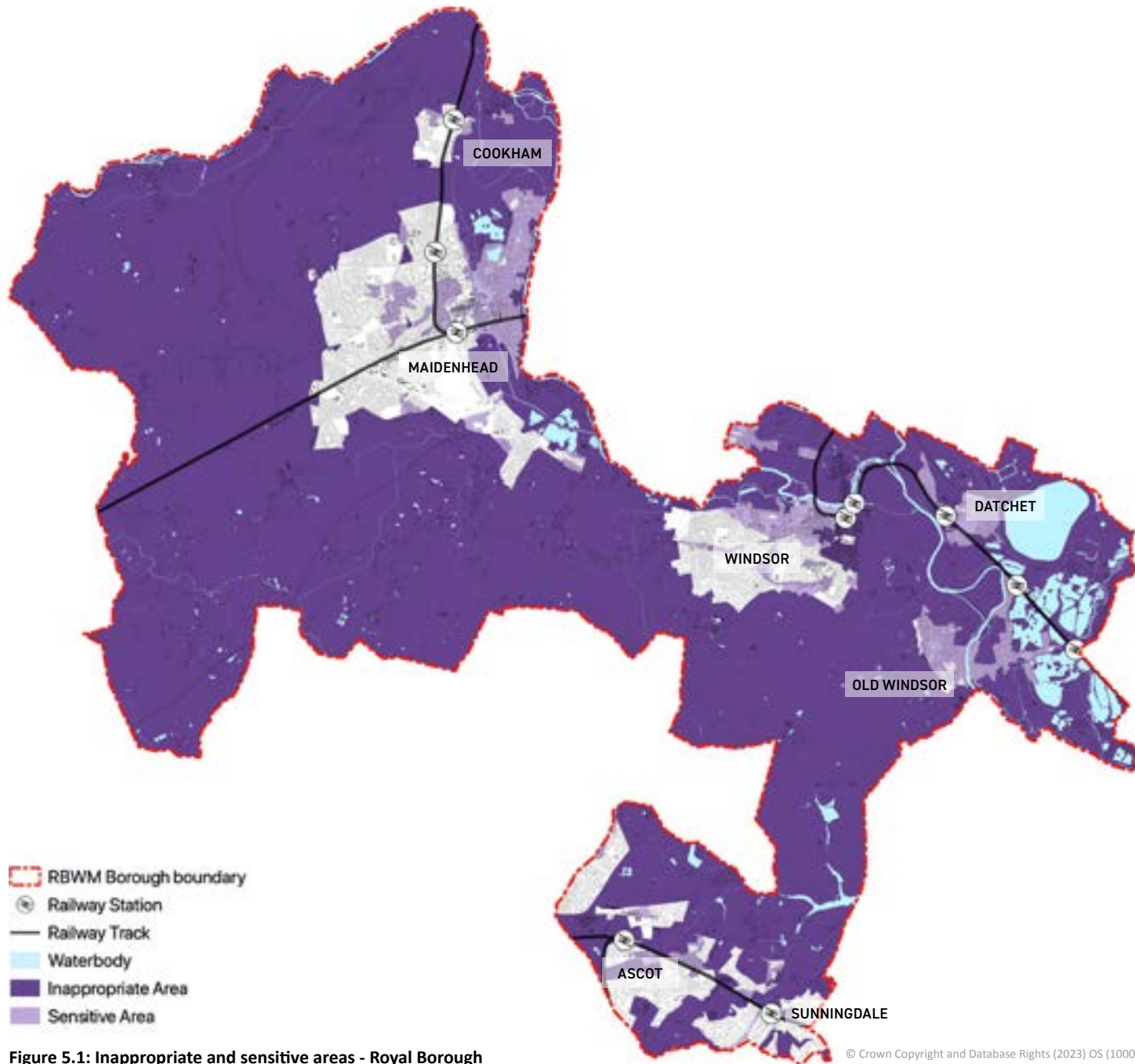


Figure 5.1: Inappropriate and sensitive areas - Royal Borough

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PRINCIPLE 5.1 INAPPROPRIATE AREAS

Tall buildings must not be located in areas considered inappropriate for them, which are:

- Highly Sensitive Conservation Areas; and
- Green Belt land.

PRINCIPLE 5.2 SENSITIVE AREAS

A tall building in a sensitive area should only be permitted if it is located in an identified potential tall building location (refer to Chapter 5 and 6) and all relevant sensitivities have been considered, and it can be demonstrated that any harm is mitigated and justified because of overwhelming public benefit. Sensitive areas are:

- Designated heritage assets;
- Highly sensitive townscape character areas (as identified under 5.1.7); and
- Areas in Flood Zone 2 and 3.

5.2 LOCATION GUIDANCE ON INCREASED HEIGHT, LARGE AND TALL BUILDINGS


5.2.1 This SPD has looked at site allocations established by the Local Plan and has identified potential areas where tall buildings may be appropriate. It also identifies the potential for a general increase in context height and the potential for larger buildings.


5.2.2 Potential development areas are identified in Figure 5.2 - Figure 5.7 on the following pages. These will need to be read together with the detailed recommendation for each site contained in Table 5.1 on page 53 to page 61.


5.2.3 Maidenhead town centre has been identified in Local Plan Policy QP1a “as the key focus in the Borough for accommodating future development and the town centre area will play a major role in delivering the scale and mix of development types that the Borough requires. 12 of the Plan’s 40 allocated development sites lie in the town centre area delivering retail, employment, housing, leisure and community uses.”


5.2.4 Taking a comprehensive approach, the SPD has looked at the whole Maidenhead Town Centre (inclusive of allocated sites) to ensure that “future development of the town centre is considered holistically.” This is set out in greater detail in Chapter 6.

5.2.5 The colour codes used by the Figures on the following pages are explained below:

 **Potential for tall building:** These areas have potential for a local landmark tall building (1.5-2.5x context height) due to their significant location and/or potential for comprehensive development with its own character, subject to meeting all criteria set out in Chapter 6;

 **Potential for large building:** These areas have potential to accommodate a large building (up to 1.5x context height) subject to being well located and designed;

 **Potential future context height:** These areas can accommodate a general increase in height from the existing context height in order to intensify and make good use of land; and

 **Maidenhead town centre:** Chapter 6 provides detailed recommendations for Maidenhead Town Centre.

5.2.6 Where a recommendation is for an increase in height as well as a tall or a larger building, both the relevant fill and stroke colour are applied to the area boundary.

5.2.7 Maidenhead town centre offers an opportunity for tall buildings in several of its character areas and therefore has been looked at in detail in Chapter 6 of this report.

PRINCIPLE 5.3 OPPORTUNITY FOR INCREASED HEIGHT, LARGE AND TALL BUILDINGS

Development for generally increased context height, large buildings and tall buildings in the Royal Borough of Windsor and Maidenhead should only be promoted on sites indicated in Figures 5.2 -5.7.

Development should fully satisfy site specific guidance and undertake relevant tests as set for respective areas in Table 5.1., in addition to all other guidance contained in this SPD.

Identification of a site identifies the potential for any of these three changes subject to test and conditions. It does not constitute a statement of acceptability in principle.

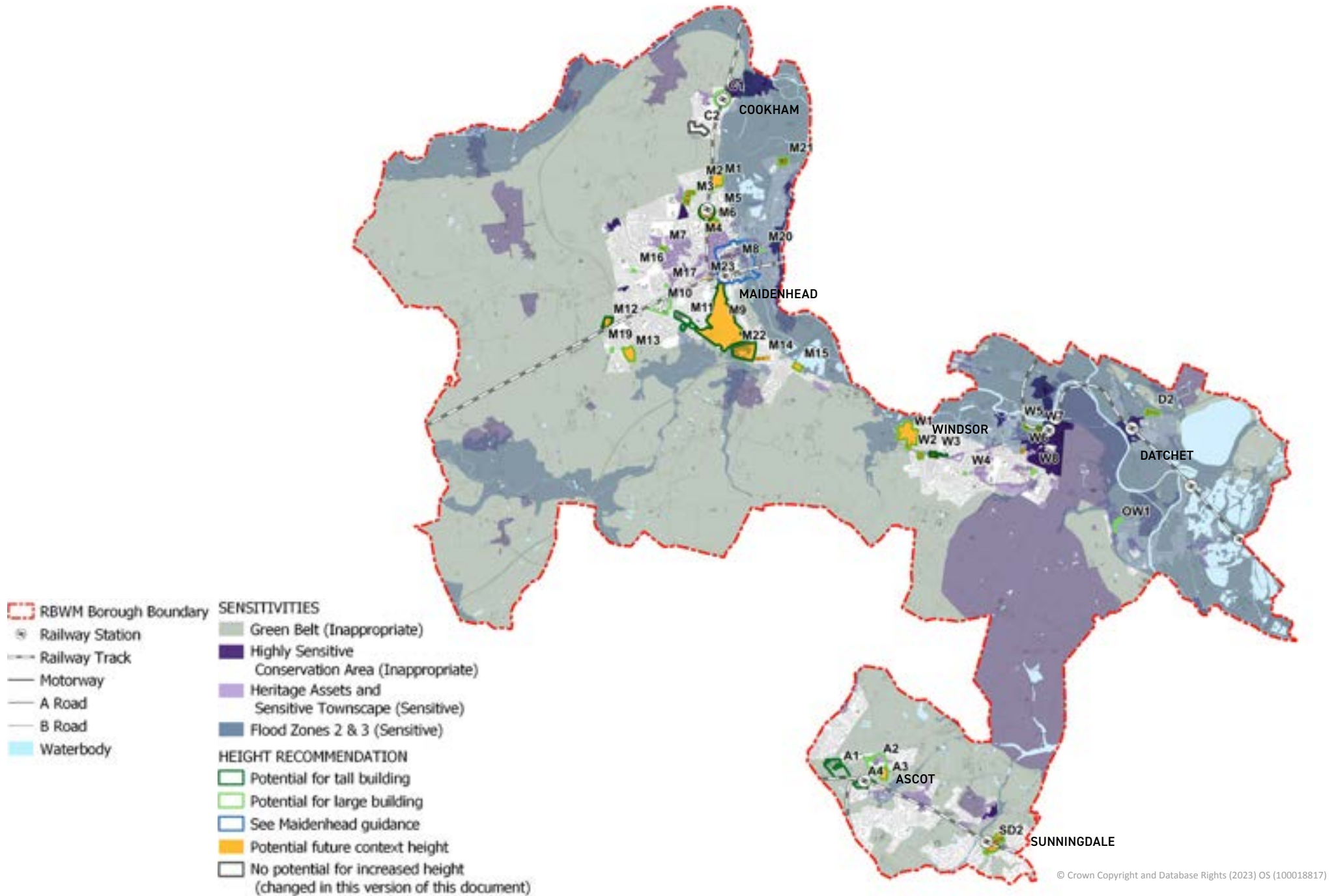


Figure 5.2: Height recommendations for development areas / inappropriate and sensitive areas

-  RBWM Borough Boundary
-  Railway Station
-  Railway Track
-  Motorway
-  A Road
-  B Road
-  Waterbody
- SENSITIVITIES**
-  Green Belt (Inappropriate)
-  Highly Sensitive Conservation Area (Inappropriate)
-  Heritage Assets and Sensitive Townscape (Sensitive)
-  Flood Zones 2 & 3 (Sensitive)
- HEIGHT RECOMMENDATION**
-  Potential for tall building
-  Potential for large building
-  See Maidenhead guidance
-  Potential future context height
-  No potential for increased height (changed in this version of this document)

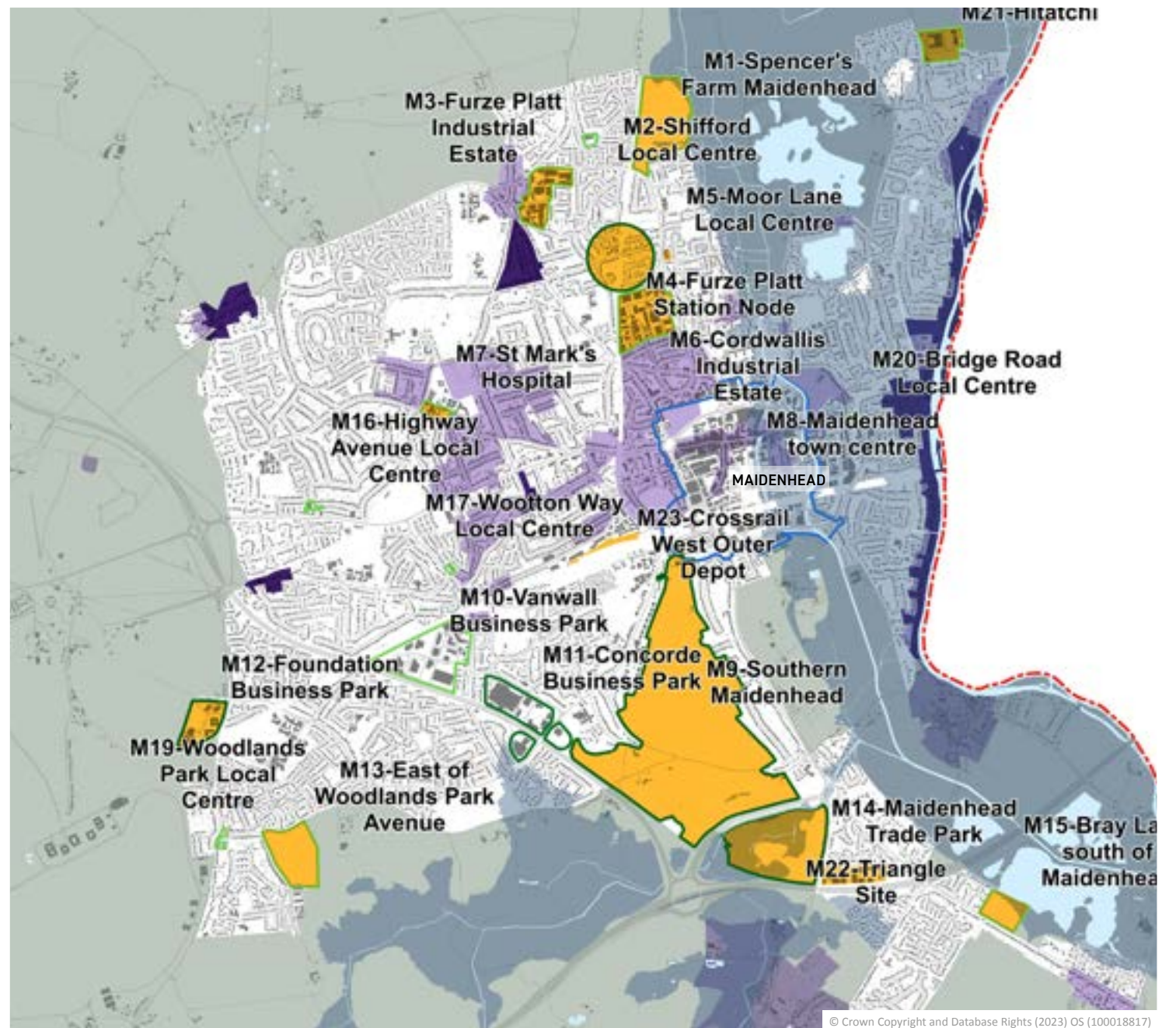

















Figure 5.3: Height recommendations for development areas / inappropriate and sensitive areas (Maidenhead)

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-  RBWM Borough Boundary
 -  Railway Station
 -  Railway Track
 -  Motorway
 -  A Road
 -  B Road
 -  Waterbody
- SENSITIVITIES**
-  Green Belt (Inappropriate)
 -  Highly Sensitive Conservation Area (Inappropriate)
 -  Heritage Assets and Sensitive Townscape (Sensitive)
 -  Flood Zones 2 & 3 (Sensitive)
- HEIGHT RECOMMENDATION**
-  Potential for tall building
 -  Potential for large building
 -  Potential future context height
 -  No potential for increased height (changed in this version of this document)

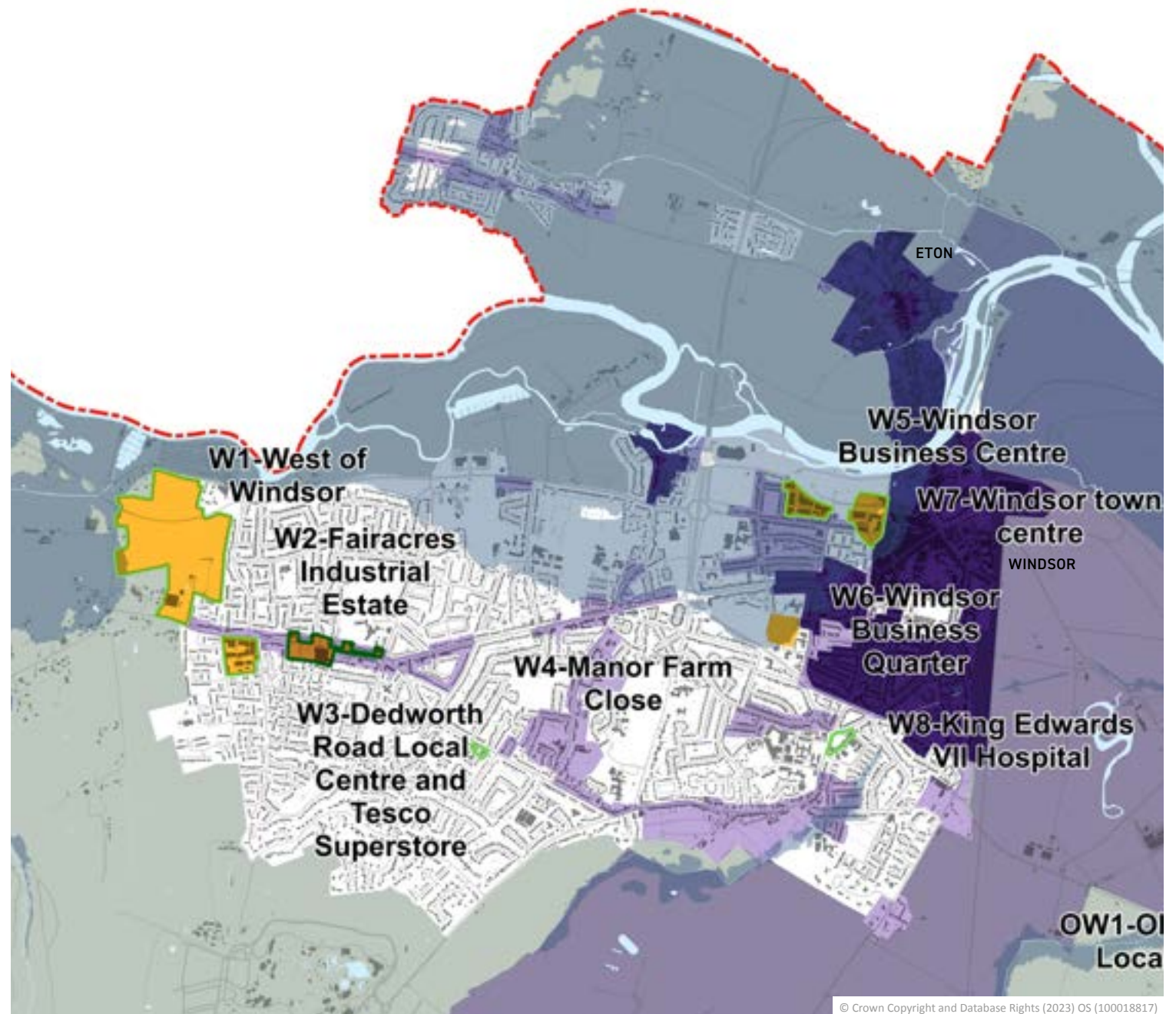



Figure 5.4: Height recommendations for development areas / inappropriate and sensitive areas (Windsor)

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-  RBWM Borough Boundary
-  Railway Station
-  Railway Track
-  Motorway
-  A Road
-  B Road
-  Waterbody
- SENSITIVITIES**
-  Green Belt (Inappropriate)
-  Highly Sensitive Conservation Area (Inappropriate)
-  Heritage Assets and Sensitive Townscape (Sensitive)
-  Flood Zones 2 & 3 (Sensitive)
- HEIGHT RECOMMENDATION**
-  Potential for tall building
-  Potential for large building
-  Potential future context height
-  No potential for increased height (changed in this version of this document)

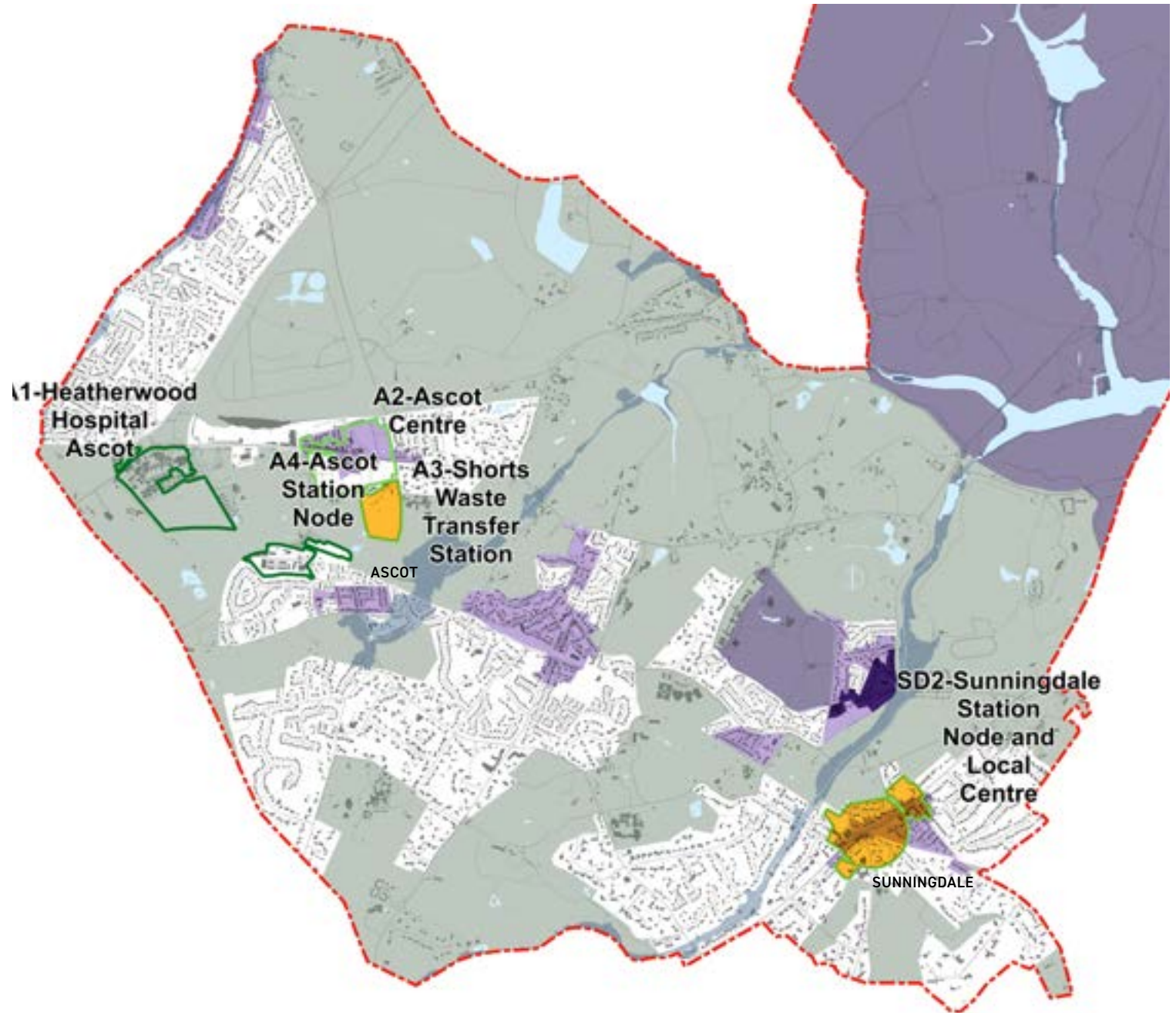













Figure 5.5: Height recommendations for development areas / inappropriate and sensitive areas (Ascot)

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-  RBWM Borough Boundary
-  Railway Station
-  Railway Track
-  Motorway
-  A Road
-  B Road
-  Waterbody

- SENSITIVITIES**
-  Green Belt (Inappropriate)
 -  Highly Sensitive Conservation Area (Inappropriate)
 -  Heritage Assets and Sensitive Townscape (Sensitive)
 -  Flood Zones 2 & 3 (Sensitive)

- HEIGHT RECOMMENDATION**
-  Potential for tall building
 -  Potential for large building
 -  Potential future context height
 -  No potential for increased height (changed in this version of this doc)

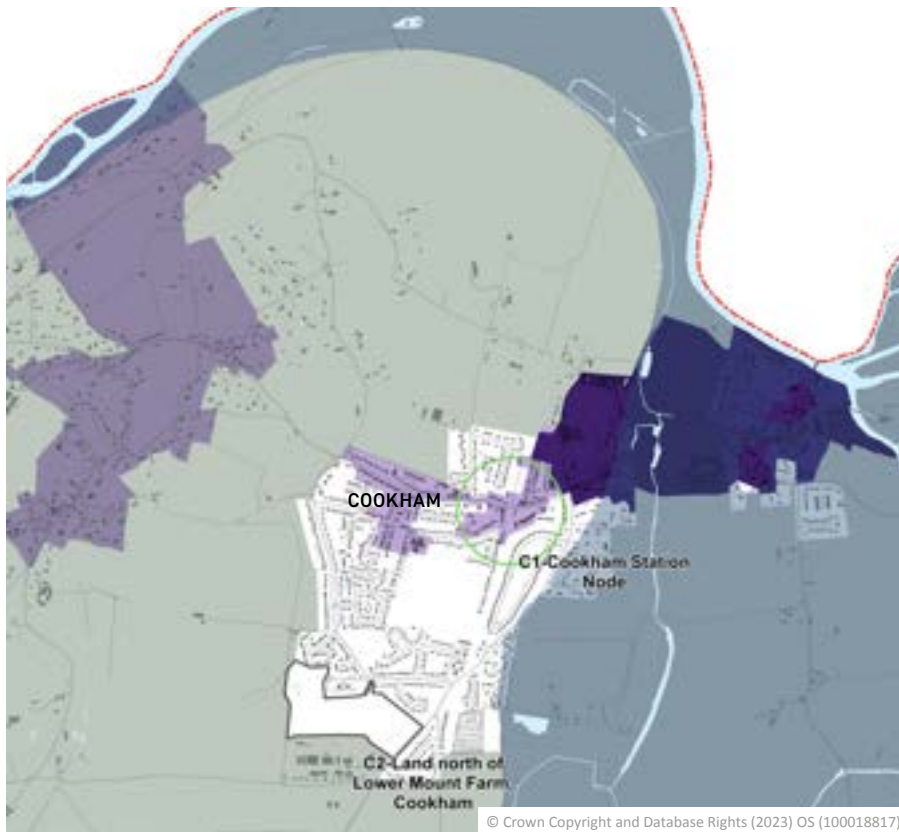


Figure 5.6: Height recommendations for development areas / inappropriate and sensitive areas (Cookham)

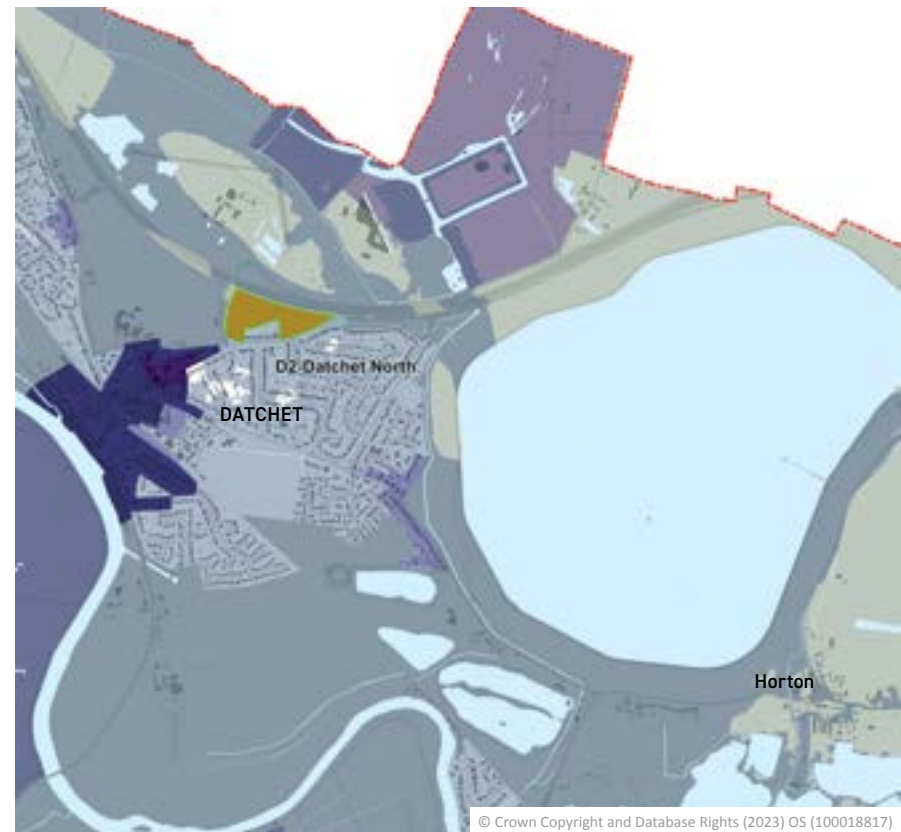


Figure 5.7: Height recommendations for development areas / inappropriate and sensitive areas (Datchet)

KEY TO READING THE SITE SPECIFIC DETAILED GUIDANCE TABLE

5.2.8 Table 5.1 on page 53 and following pages provides site specific detailed guidance for each site with potential for increased height and/or large or tall buildings.

5.2.9 The table has the following headings and colour coding:

- **Code** - Unique reference code.
- **Name** - Name of site (both the code and name are used to identify sites in Figures 5.2-5.7).
- **Potential for tall / large building**
 - Identifies if there is potential for a large building, a tall building or neither, and provides additional explanation.
 - Cells are colour-coded to highlight:

Potential for tall building

Potential for large building

No potential for tall or large building

- **Potential tall / large overall building height** - States the maximum height in residential storeys (or meters for commercial development) for a potential large building or tall building, if applicable.

- **Potential future overall context height**
 - In case there is an opportunity to increase the context height this column states the potentially acceptable context height, together with additional recommendations if applicable.
 - Cells are colour-coded to indicate:

Potential for increase in context height

No potential for increase in context height

- **Townscape and Heritage Assessment Criteria**

- This column identifies tests, criteria and key heritage assets and townscape characters that need to be considered by proposals for a tall building in this area.

- This information is only provided for sites that offer opportunity for a tall building, but not for large buildings or the general increase in height, which may also require a detailed consideration of heritage and townscape impacts.

- Cells are colour-coded to indicate:

Potential tall building assessment criteria

Not applicable

5.2.10 Note the following footnotes that are relevant to the site guidance principles:

- 1) Potential tall building subject to satisfying all principles and impact testing.
- 2) Mixed use building to provide active ground floors and street animation, support regeneration and intensification of activities at local centre, subject to adhering to other TB principles and Impact testing.
- 3) Potential tall building height subject to satisfying all principles and impact testing.
- 4) Increased context height is encouraged as part of a comprehensive masterplan led approach on large sites to support the intensification and higher densities in areas well served by public transport. Note that the increased context height does not affect the existing context height used to establish appropriateness for tall buildings and is subject to impact testing.
- 5) Proposal for large buildings to comply with all relevant design and development management policies and undertake townscape, heritage, visual and landscape impact testing as required.

Note that when the term “storeys” is used, it is referring to a generic residential storey of 3.2m in height. Height in residential storeys is used because it is the most prevailing type throughout the Royal Borough and this will ensure consistency throughout the strategy. Proposals for commercial buildings must adapt their height to be equivalent to the height of the recommended number of residential storeys stated. For instance a site with potential for a 4 storey residential building could likely only accommodate a 3 storey commercial building as these have roughly equivalent total heights.

Table 5.1: Site specific increased height, large building and tall building detailed guidance

| Code | Name | Potential for tall / large building (see footnote 1) | Potential tall / large overall building height (see footnote 3) | Potential future overall context height (see footnote 4) | Townscape and Heritage Assessment Criteria for Tall Buildings (see footnote 5) |
|------|--|--|---|--|--|
| C1 | Cookham Station Node | No opportunity for a tall building as this would overwhelm the existing context. However, there may be potential for a building of up to 3 storeys to mark the rail station, subject to responding sensitively to existing townscape and heritage assets. As a mixed use building this should contribute to local activities and reinforce the station node. | Maximum 3 storeys | None | N/A |
| C2 | Land north of Lower Mount Farm, Cookham | None | None | None | N/A |
| M1 | Spencer's Farm, Maidenhead | No opportunity for tall building. Potential for single larger building <ul style="list-style-type: none"> to emphasise site entrance on Cookham Road | Maximum 3 storeys | 3 storeys | N/A |
| M2 | Shifford Local Centre | No opportunity for tall building. Potential for single larger building <ul style="list-style-type: none"> mixed use building (see footnote 2) to emphasise local centre | Maximum 3 storeys | None | N/A |
| M3 | Furze Platt Industrial Estate | No opportunity for tall building. Potential for larger building(s) <ul style="list-style-type: none"> to emphasise important entrance or node within the site as part of comprehensive development. | Maximum 13m | 10m or 3 residential storeys (if comprehensively redeveloped with height concentrated in centre of site) | N/A |

| Code | Name | Potential for tall / large building (see footnote 1) | Potential tall / large overall building height (see footnote 3) | Potential future overall context height (see footnote 4) | Townscape and Heritage Assessment Criteria for Tall Buildings (see footnote 5) |
|------|-------------------------------------|--|---|---|---|
| M4 | Furze Platt Station Node | Potential for single tall building <ul style="list-style-type: none"> local landmark to mark the station node on Harrow Lane, as mixed use building (see footnote 2) | Maximum 4 storeys | 3 storeys around the station | Proposals for any taller building in this location should be discussed at the earliest opportunity with RBWM and Historic England. This will aid discussion and agreement of an appropriate scope for and approach to the necessary heritage impact assessment. A comprehensive LVIA will also be required. (It should be noted that these assessments must be conducted separately to avoid confusion and potential double-counting of effects.) |
| M5 | Moor Lane Local Centre | None, as local centre already emphasised by 3 storey mixed use development | None | 3 storeys within centre | N/A |
| M6 | Cordwallis Industrial Estate | No opportunity for tall building. Potential for larger building(s) <ul style="list-style-type: none"> to emphasise important entrance or node within the site as part of comprehensive development. | Maximum 13m | 10m or 3 residential storeys (if comprehensively redeveloped and where impact on local housing is mitigated with height concentrated in centre of site) | N/A |
| M7 | St Mark's Hospital | No opportunity for tall building. Potential for single larger building <ul style="list-style-type: none"> to emphasise street corner of Courthouse Road and St Mark's Crescent | Maximum 3 storeys | 3 storeys | N/A |

| Code | Name | Potential for tall / large building (see footnote 1) | Potential tall / large overall building height (see footnote 3) | Potential future overall context height (see footnote 4) | Townscape and Heritage Assessment Criteria for Tall Buildings (see footnote 5) |
|------|------------------------|---|---|--|--|
| M8 | Maidenhead town centre | See area specific guidance in Chapter 6. | See area specific guidance in chapter 6. | See area specific guidance in chapter 6. | Proposals for any taller buildings in this location should be discussed at the earliest opportunity with RBWM and Historic England. This will aid discussion and agreement of an appropriate scope for and approach to the necessary heritage impact assessment. This must be conducted separately from any townscape/ landscape and visual impact assessment to avoid confusion and potential double-counting of effects. Given the maximum height recommendations within this search area (up to 33m for LM1, 52m for LM2, 33m for LM4, and 27m for LM7), extensive testing of intervisibility with heritage assets - in line with Historic England HEAN4 - will be required to understand the likely interaction with their setting and significance. |
| M9 | Southwest Maidenhead | <p>Potential for tall building(s)</p> <ul style="list-style-type: none"> to mark the gateway into Southwest Maidenhead from the town centre to provide a landmark to the local centre in a visual and functional significant location or other strategic node as part of comprehensive plan. | <p>Maximum 8 storeys (27m) at northern site access (see guidance on LM7 in Chapter 6)</p> <p>Maximum 6 storeys (20m) for internal landmark building in centre of southern neighbourhood</p> <p>Heights are subject to appropriate landscape, visual and townscape impact, including impact on the skyline and on long-distance views due to elevated nature of site</p> | <p>Site is large enough to set its own context height subject to comprehensive development and appropriate landscape and visual impact.</p> <p>Northern Neighbourhood: 5 storeys (range 2-6 storeys)</p> <p>Southern Neighbourhood (central area): 4 storeys (range 3-5 storeys)</p> <p>Peripheral areas: 2 - 3 storeys</p> <p>The Southwest Maidenhead urban extension is identified by the Local Plan as a major housing opportunity that could include approximately 2,600 new homes in two neighbourhoods. Site allocation AL13 requires building heights, densities and typologies of the northern neighbourhood to reflect those in the town centre. The southern neighbourhood is focused around a new local centre where heights of 4-6 storeys are promoted surrounded by more suburban character.</p> | <p>Test impact of tall building on the following:</p> <ul style="list-style-type: none"> The landscape, including woodland and remnant parkland trees; and Visual impact, skyline impact and impact on long-distance views due to elevated nature of site <p>Proposals for any taller buildings in this location should be discussed at the earliest opportunity with RBWM and Historic England. This will aid discussion and agreement of an appropriate scope for and approach to the necessary heritage impact assessment. Key assets are likely to include:</p> <ul style="list-style-type: none"> The Scheduled Mesolithic site at Moor Farm, ensuring that proposals conserve the heritage interest of the scheduled monument including any setting issues; and The Grade I listed Ockwells Manor and adjacent buildings ensuring that proposals conserve the heritage interest of the scheduled buildings including any setting issues; The Grade II* listed Braywick House, ensuring that proposals conserve the special historical or architectural importance of the building including any setting issues. |

| Code | Name | Potential for tall / large building (see footnote 1) | Potential tall / large overall building height (see footnote 3) | Potential future overall context height (see footnote 4) | Townscape and Heritage Assessment Criteria for Tall Buildings (see footnote 5) |
|------|--------------------------------|---|---|--|--|
| M10 | Vanwall Business Park | No opportunity for tall building. Potential for single larger building <ul style="list-style-type: none"> to emphasise a central node within the business park. | Maximum 15m subject to appropriate visual and landscape impact | None | N/A |
| M11 | Concorde Business Park | Potential for single tall building <ul style="list-style-type: none"> Local landmark to mark gateway into Maidenhead and to be visible from A404 as part of comprehensive development, and avoid over-dominating its suburban context. | Maximum 24m subject to appropriate visual and landscape impact | None | Test impact of tall building on the following: The Grade I listed Ockwells Manor and adjacent buildings ensuring that proposals conserve the heritage interest of the scheduled buildings including any setting issues; |
| M12 | Foundation Business Park | No opportunity for tall building. Potential for larger building(s) <ul style="list-style-type: none"> to emphasise important entrance or node within the site. | Maximum 15m subject to appropriate visual and landscape impact | 13m or 4 residential storeys, subject to appropriate visual and landscape impact | N/A |
| M13 | East of Woodlands Park Avenue | No opportunity for tall building. Potential for single larger building <ul style="list-style-type: none"> to emphasise site entrance on Woodlands Park Road | Maximum 3 storeys | 3 storeys | N/A |
| M14 | Maidenhead Trade Park | None, as peripheral industrial site with little significance for the wider locality that would justify a local landmark. | None | 10m or 3 residential storeys if comprehensively redeveloped | N/A |
| M15 | Bray Lake, south of Maidenhead | No opportunity for tall building. Potential for single larger building <ul style="list-style-type: none"> to emphasise site entrance on Windsor Road | Maximum 3 storeys | 3 storeys | N/A |

| Code | Name | Potential for tall / large building (see footnote 1) | Potential tall / large overall building height (see footnote 3) | Potential future overall context height (see footnote 4) | Townscape and Heritage Assessment Criteria for Tall Buildings (see footnote 5) |
|------|-----------------------------|--|---|--|--|
| M16 | Highway Avenue Local Centre | No opportunity for tall building. Potential for single larger building <ul style="list-style-type: none"> to emphasise local centre with mixed use building** | Maximum 3 storeys | None | N/A |
| M17 | Wootton Way Local Centre | No opportunity for tall building. Potential for single larger building <ul style="list-style-type: none"> to emphasise local centre with mixed use building** | Maximum 3 storeys | None | N/A |
| M19 | Woodlands Park Local Centre | No opportunity for tall building. Potential for single larger building <ul style="list-style-type: none"> to emphasise local centre with mixed use building** | Maximum 3 storeys | None | N/A |
| M20 | Bridge Road Local Centre | No opportunity for tall building. Potential for single larger building <ul style="list-style-type: none"> to emphasise local centre with mixed use building** | Maximum 3 storeys | None | N/A |
| M21 | Hitatchi | No opportunity for tall building. Potential for larger building(s) <ul style="list-style-type: none"> to emphasise important entrance or node within the site. | 13m subject to appropriate visual and landscape impact | 10m subject to appropriate visual and landscape impact | N/A |

| Code | Name | Potential for tall / large building (see footnote 1) | Potential tall / large overall building height (see footnote 3) | Potential future overall context height (see footnote 4) | Townscape and Heritage Assessment Criteria for Tall Buildings (see footnote 5) |
|------|----------------------------|---|---|---|--|
| M22 | Triangle Site | <p>Potential for tall building(s)</p> <ul style="list-style-type: none"> to mark the gateway into Southwest Maidenhead, potential to provide a landmark to a local centre or other strategic node to meet the operational needs of operators of industrial and / or warehousing premises as part of comprehensive plan. | Maximum 24m subject to appropriate visual and landscape impact | 13m as this site is large enough to create its own character, subject to appropriate landscape and visual impact | <p>Test impact of tall building on the following:</p> <ul style="list-style-type: none"> The landscape, including The Cut historic stream, woodland and remnant parkland trees (all proposals on greenfield sites should assess impact on the landscape); and visual impact, including long views across the borough <p>Proposals for any taller buildings in this location should be discussed at the earliest opportunity with RBWM and Historic England. This will aid discussion and agreement of an appropriate scope for and approach to the necessary heritage impact assessment. Key assets are likely to include:</p> <ul style="list-style-type: none"> The Scheduled Mesolithic site at Moor Farm, ensuring that proposals conserve the heritage interest of the scheduled monument including any setting issues; The Holyport Conservation Area, ensuring that proposals conserve the special architectural and historic interest and do not adversely affect views noted as important in the conservation area appraisal; and The Grade II* listed Braywick House, ensuring that proposals conserve the special historical or architectural importance of the building including any setting issues. |
| M23 | Crossrail West Outer Depot | None, as backland site not situated on an important route and lacking the significance for the wider locality to justify a landmark building. | None | 10m | N/A |
| W1 | West of Windsor | <p>No opportunity for tall building. Potential for larger building(s)</p> <ul style="list-style-type: none"> to emphasise site entrance or central node within the site. | Maximum 3 storeys | 3 storeys | N/A |

| Code | Name | Potential for tall / large building (see footnote 1) | Potential tall / large overall building height (see footnote 3) | Potential future overall context height (see footnote 4) | Townscape and Heritage Assessment Criteria for Tall Buildings (see footnote 5) |
|------|--|--|---|---|--|
| W2 | Fairacres Industrial Estate | No opportunity for tall building. Potential for larger building(s) <ul style="list-style-type: none"> to emphasise site entrance or central node within the site. | Maximum 13m | 10m or 3 residential storeys | N/A |
| W3 | Dedworth Road Local Centre and Tesco Superstore | Potential for single tall building <ul style="list-style-type: none"> Local landmark to mark local centre and supermarket location as a mixed use building (see footnote 2) as part of comprehensive development. | Maximum 4 storeys | 3 storeys | Test impact of tall building on the following: <ul style="list-style-type: none"> The urban form, ensuring that proposals do not result in adverse impacts on the Victorian Village character and do not alter or overwhelm the narrow buildings plots and terraces that are typical of the settlement; and The legibility of the townscape, ensuring that proposals provide positive new focal points and do not detract from existing positive focal points such as churches, schools and public houses. |
| W4 | Manor Farm Close | No opportunity for tall building. Potential for single larger building <ul style="list-style-type: none"> to emphasise local centre with mixed use building (see footnote 2) | Maximum 3 storeys | None | N/A |
| W5 | Windsor Business Centre | No opportunity for tall building. Potential for single larger building <ul style="list-style-type: none"> to emphasise site entrance or central node as part of a comprehensive (residential or mixed use) redevelopment. | Maximum 13m subject to appropriate visual and landscape impact (or 4-5 residential storeys if comprehensive residential or mixed use redevelopment) | 10m or 3 residential storeys (or 4 residential storeys if comprehensively redeveloped for residential or mixed use, with heights dropping down towards lower rise buildings to the south) | Development should not exceed the AOD height of the Windsor and Eton Central Station building and avoid adverse impacts on incidental and longer views towards Windsor Castle. |
| W6 | Windsor Business Quarter | None, as back land site not situated on an important route and lacking the significance for the wider locality to justify a landmark building. | None | 13m or 4 residential storeys | N/A |

| Code | Name | Potential for tall / large building (see footnote 1) | Potential tall / large overall building height (see footnote 3) | Potential future overall context height (see footnote 4) | Townscape and Heritage Assessment Criteria for Tall Buildings (see footnote 5) |
|------|--------------------------|--|--|--|--|
| W7 | Windsor town centre | No opportunity for tall buildings as Windsor town centre comprises and is situated within multiple highly sensitive heritage contexts, including Windsor Castle, whose settings would be significantly harmed by a tall building. Potential for larger building(s) subject to appropriate heritage, visual and townscape impact, including impact on the skyline and on long-distance views to Windsor Castle | Maximum 5 storeys (18m) subject to townscape, heritage, and visual impact assessment | 4 storeys as part of comprehensive development, with heights dropping down towards lower rise buildings, the river front and heritage assets | Development should not exceed the AOD height of the Windsor and Eton Central Station building and avoid adverse impacts on incidental and longer views towards Windsor Castle. |
| W8 | King Edward VII Hospital | No opportunity for tall building. Potential for single larger building <ul style="list-style-type: none"> to emphasise junction of St. Leonard's Road with Frances Road subject to integrating with the Grade II listed hospital and satisfying Heritage Impact Assessment | Maximum 4 storeys | None | Development to ensure an appropriate and sensitive response, and appear clearly subordinate, to the Grade II Listed King Edward VII Hospital. |
| D2 | Datchet North | No opportunity for tall building. Potential for larger building(s) <ul style="list-style-type: none"> to emphasise site entrance or central node within the site. | Maximum 3 storeys | 3 storeys | N/A |

| Code | Name | Potential for tall / large building (see footnote 1) | Potential tall / large overall building height (see footnote 3) | Potential future overall context height (see footnote 4) | Townscape and Heritage Assessment Criteria for Tall Buildings (see footnote 5) |
|------|----------------------------|---|--|--|---|
| OW1 | Old Windsor Local Centre | <p>No opportunity for tall building. Potential for single larger building</p> <ul style="list-style-type: none"> to emphasise local centre with mixed use building (see footnote 2) | Maximum 3 storeys | None | N/A |
| A1 | Heatherwood Hospital Ascot | <p>Potential for single tall building</p> <ul style="list-style-type: none"> Local landmark to mark the gateway into Ascot at the roundabout junction of Kings Ride with the High Street as part of comprehensive development. <p>Potential for larger building(s)</p> <ul style="list-style-type: none"> to emphasise site entrances or nodal places. | <p>Tall building maximum of 5 storeys (18m) subject to appropriate visual and landscape impact</p> <p>Large building maximum 4 storeys (15m)</p> | None | <p>Test impact of tall building on the following:</p> <ul style="list-style-type: none"> The character of the landscape corridor between Ascot and Sunningdale, in particular on the pastureland, woodland, and dispersed character of settlement; <p>Proposals for any taller buildings in this location should be discussed at the earliest opportunity with RBWM and Historic England. This will aid discussion and agreement of an appropriate scope for and approach to the necessary heritage impact assessment. Key assets are likely to include:</p> <ul style="list-style-type: none"> The Grade II listed Ascot War Memorial, ensuring that proposals conserve the special historic or architectural importance of the memorial and consider any setting issues; and The Scheduled Bell Barrow on Bowledge Hill, ensuring that proposals conserve the heritage interest of the scheduled monument and consider any setting issues. |

| Code | Name | Potential for tall / large building (see footnote 1) | Potential tall / large overall building height (see footnote 3) | Potential future overall context height (see footnote 4) | Townscape and Heritage Assessment Criteria for Tall Buildings (see footnote 5) |
|------|-------------------------------|---|--|--|---|
| A2 | Ascot Centre | No opportunity for tall building. Potential for larger building(s) to enhance the legibility of the town centre, such as marking a focal point on the High Street. | Maximum 4 storeys | None | <p>Test impact of large building on the following:</p> <ul style="list-style-type: none"> The character of the landscape corridor between Ascot and Sunningdale, in particular on the pastureland, woodland, and dispersed character of settlement; The urban form, ensuring that proposals do not adversely affect the typical narrow buildings plots and Victorian village character associated with this part of Ascot; The legibility of the townscape, ensuring that proposals contribute a positive focal point and do not detract from existing positive focal points in the settlement; -The Grade II listed former Tote building to Ascot Racecourse, ensuring that proposals conserve the special historical or architectural importance of the building and respect its setting. |
| A3 | Shorts Waste Transfer Station | No opportunity for tall building. Potential for larger building(s) <ul style="list-style-type: none"> to emphasise site entrance or central node within the site. | Maximum 3 storeys | 3 storeys | N/A |
| A4 | Ascot Station Node | <p>Potential for single tall building</p> <ul style="list-style-type: none"> local landmark to mark the station node as part of comprehensive development. <p>Potential for larger building(s)</p> <ul style="list-style-type: none"> to emphasise site entrances or nodal places. | <p>Tall building maximum of 4 storeys (14m) subject to appropriate visual and landscape impact</p> <p>Large building maximum 3 storeys</p> | None | <p>Test impact of tall buildings on the following:</p> <p>The character of the landscape corridor between Ascot and Sunningdale, ensuring that proposals do not result in the physical or perceived loss of pastureland, woodland, dispersed settlement and educational institutions with associated playing fields.</p> |

| Code | Name | Potential for tall / large building (see footnote 1) | Potential tall / large overall building height (see footnote 3) | Potential future overall context height (see footnote 4) | Townscape and Heritage Assessment Criteria for Tall Buildings (see footnote 5) |
|------|---|---|---|--|---|
| SD2 | Sunningdale Station Node and Local Centre | No opportunity for tall building. Potential for larger building(s) <ul style="list-style-type: none"> to emphasise site entrances or nodal places. | Large building maximum 3 storeys | 3 storeys | Test impact of large buildings on the following: <ul style="list-style-type: none"> The urban form, ensuring that proposals do not adversely affect the typical narrow buildings plots and Victorian village character associated with the village centre; The legibility of the townscape, ensuring that proposals contribute a positive focal point and do not detract from existing positive focal points in the settlement. |

Footnotes (repeat from page 52)

- 1) Potential tall building subject to satisfying all principles and impact testing.
- 2) Mixed use building to provide active ground floors and street animation, support regeneration and intensification of activities at local centre, subject to adhering to other tall building principles and impact testing.
- 3) Potential tall building height subject to satisfying all principles and impact testing.
- 4) Increased context height is encouraged as part of a comprehensive masterplan led approach on large sites to support the intensification and higher densities in areas well served by public transport. Note that the increased context height does not affect the existing context height used to establish appropriateness for tall buildings and is subject to impact testing.
- 5) Proposal for large buildings to comply with all relevant design and development management policies and undertake townscape, heritage, visual and landscape impact testing as required.



CHAPTER 6

MAIDENHEAD TOWN CENTRE HEIGHTS AND TALL BUILDINGS STRATEGY

Maidenhead town centre has been identified in Local Plan Policy QP1a “as the key focus in the Borough for accommodating future development and the town centre area will play a major role in delivering the scale and mix of development types that the Borough requires. 12 of the Plan’s 40 allocated development sites lie in the town centre area delivering retail, employment, housing, leisure and community uses.” The complexity of the town centre warrants a more specific approach to planning for tall buildings.

Chapter 6 presents a proactive strategy for tall buildings and intensification in Maidenhead town centre.

Section 6.1 describes each character area and summarise their opportunity for change.

Section 6.2 identifies potential changes to the context height areas in the town centre to accommodate intensification.

Section 6.3 identifies potential locations for tall buildings in Maidenhead and establishes specific recommendations for each character area.



6 MAIDENHEAD HEIGHTS AND TALL BUILDING STRATEGY

6.1 CHARACTER AREAS

6.1.1 Maidenhead Town Centre can be divided into nine distinct character areas, each with their own urban form, function and identity. They are as follows:

- **Historic High Street** - Historic heart of Maidenhead, with the fine grain high street and attractive townscape. Recently the eastern end of the high street has seen modern development of greater height, that manages successfully to integrate with the smaller scale context through stepping down heights towards the street frontage.
- **Town Centre Core** - Post-war shopping district displaying a mixture of heights. In recent years this area has seen significant development interests. A major mixed use development scheme at the Landings with heights up to 16 storeys is currently being implemented. Furthermore, a planning permission has been granted for another major development at the Nicholsons Shopping Centre, which proposes heights of up to 25 storeys. The Landings scheme, and, if implemented, the Nicholson Scheme, will significantly transform the character of this central part of Maidenhead.
- **Town Centre North** - Highly fragmented area with a mixture of standalone post-war and contemporary development. The area offers a number of development opportunities. Recently a 7 storey office building was granted permission at St Cloud Gate at the junction with Cookham Road and Saint Cloud Way. On the adjacent Magnet site, a large residential development is coming forward with proposals of heights up to 11 storeys. On the junction of Moorbridge Road and Forlease Road, at the eastern end of the Town Centre North area, a residential scheme with heights of up to 10 storeys is currently being constructed.
- **Town Centre East** - Fragmented area characterised by a mix of smaller scale housing and institutional buildings. This area has recently seen the completion of a new residential led mixed use development with heights of up to 8 storeys that provide an attractive setting for the town hall and library.
- **Station Quarter** - Rail station with a station drop-off forecourt and large office buildings. Recent public realm improvements have enhanced the arrival experience into Maidenhead by removing excess car parking, and providing more space for people and cycle storage.
- **Town Centre South** - Large scale office buildings and retail park, with associated parking. Given its use, built form and proximity to the station, this area may offer opportunities for intensification in the future.
- **South West Maidenhead** - South-western periphery of the town centre, including Maidenhead golf course, identified by the Local Plan as the site for a major urban expansion.
- **Suburban Residential** - Primarily small scale, semi-detached and short terraced housing with suburban character. This area is largely sensitive to change and offers little opportunity for larger scale development.
- **Industrial Area** - Industrial estate with large units, open storage areas and a working environment. This area may offer some opportunity for intensification.

Figure 6.1 presents the locations and extents of the Maidenhead Town Centre character areas.



Fine grain historic High Street with Berkshire House to the back and Landings to the right



The Landings Development introduces a new scale into Maidenhead town centre



New development steps down and integrates well with the smaller scale on the High Street



-  Railway line/station
-  Gateway
-  Historic High Street
-  Town Centre Core
-  Town Centre East
-  Station Quarter
-  Town Centre North
-  Town Centre South
-  Industrial
-  Southwest Maidenhead
-  Suburban Residential
-  Green open space

Figure 6.1: Maidenhead town centre character areas

6.2 OPPORTUNITIES FOR INCREASED CONTEXT HEIGHTS

6.2.1 Maidenhead town centre, in line with national policy on sustainable development, is the most appropriate location in the Royal Borough for intensification. It is served by a national rail station and the Elizabeth Line, and already has a strong retail and leisure offering. Therefore, the town could offer more space to live and work by increasing densities.

6.2.2 Tall buildings are not the only way of delivering high density. Increasing the context height of a wider area can result in high densities in liveable urban quarters that respect the scale of the historic town centre.

6.2.3 Figure 6.2 illustrates the recommendations for increased new context heights. The areas that have capacity to increase their context height (outlined in red) are those that are of lower sensitivity, have already a varied character and offer greater potential for development and intensification. However, development must respond appropriately to sensitivities, which could include stepping down to heritage assets or lower buildings.

6.2.4 No change to the context height is envisioned for the historic town core around the High Street and Queen Street as this is a sensitive historical environment that should be preserved.



Figure 6.2: Maidenhead town centre opportunities for increased context heights



PRINCIPLE 6.1 INCREASED CONTEXT HEIGHTS IN MAIDENHEAD TOWN CENTRE

Character areas of Maidenhead town centre that can accommodate increased context heights (in brackets) are:

- Industrial Area (4 storeys);
- Town Centre North (5 storeys)
- Town Centre core (4-5 storeys)
- Southern part of Town Centre East (5 storeys)
- Station Quarter (4-5 storeys)
- Town Centre South (5 storeys)
- Northern section of Southwest Maidenhead (5 storeys (range 2 - 6 storeys))

Minimal variation of actual building height (context height plus minus one storey) may be permissible subject to meeting principle 2.2.

Accurate boundaries of areas appropriate for increased context heights are indicated in Figure 6.2.

Developments need to respond appropriately to the site context, townscape features, listed buildings, conservation areas and lower rise residential buildings, and where necessary step down in height.

6.3 TALL BUILDINGS RECOMMENDATIONS

6.3.1 The recommendations for potential tall buildings and clusters of tall buildings in Maidenhead town centre are shown in Figure 6.3.

6.3.2 The strategy identifies seven specific locations where landmark buildings could be appropriate. Each landmark will have a special role in the townscape, such as:

- to assist orientation and wayfinding,
- to be a welcoming marker at an arrival point, or
- to contribute to the character and identity of the area.

6.3.3 Landmarks will need to be buildings of the highest quality and distinctiveness, and fully satisfy the tall buildings principles in Chapter 4. The plan distinguishes between Higher and Lower Local Landmarks. This denotes if a tall building is supposed to be at the upper or lower end of the respective height range for local landmark buildings.

6.3.4 Two areas could be appropriate for clusters of tall buildings. Each cluster is anchored by one or more landmark building that marks its centre, and can accommodate other subordinate taller buildings.

6.3.5 Clusters help to intensify and animate the town centre. They establish compact groupings of taller buildings that emphasise the town centre core and the northern gateway office quarter on the skyline.

6.3.6 Detailed guidance on location, height, design and sensitivities of each tall building is provided in Principle 6.2 on the following pages.

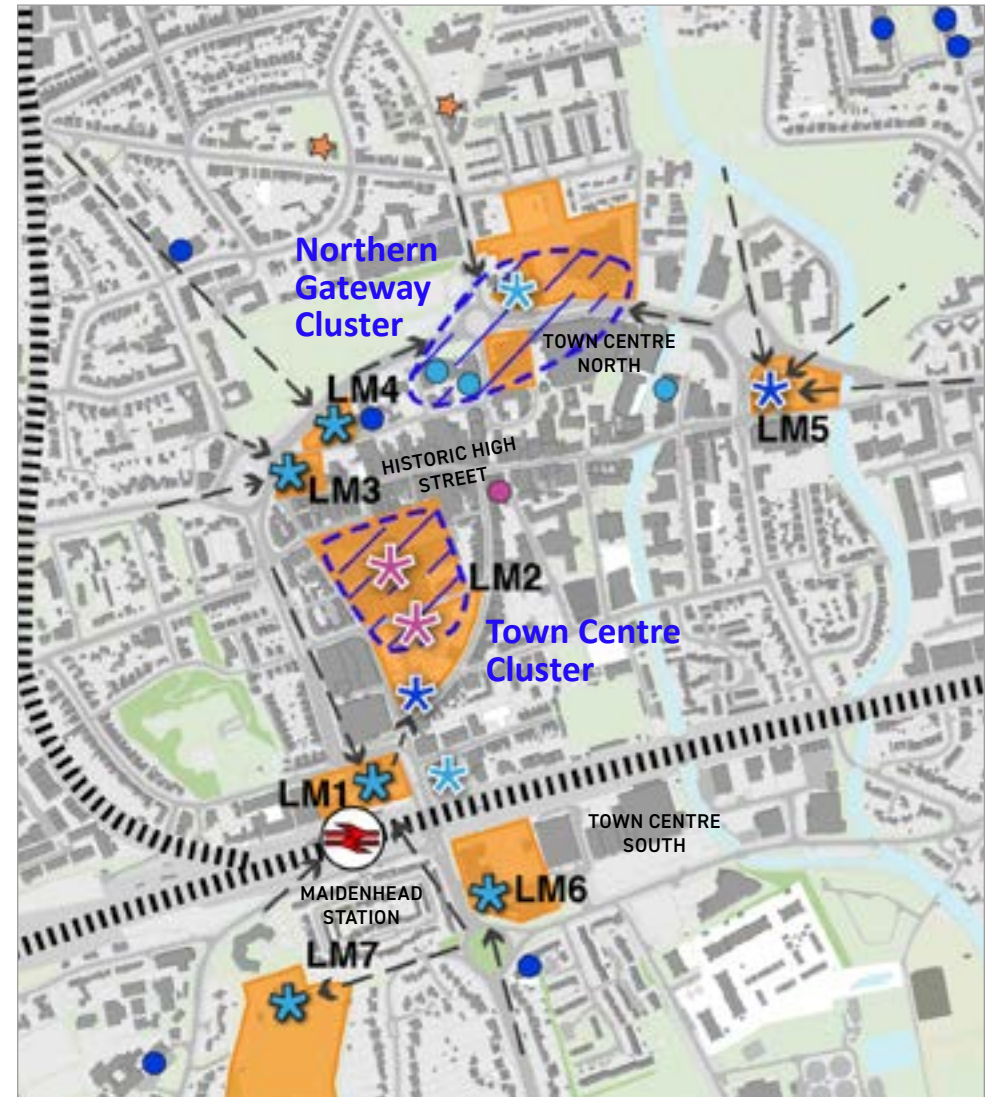


Figure 6.3: Maidenhead town centre tall buildings recommendations

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PRINCIPLE 6.2 TALL BUILDING PRINCIPLES MAIDENHEAD TOWN CENTRE

A) HISTORIC HIGH STREET

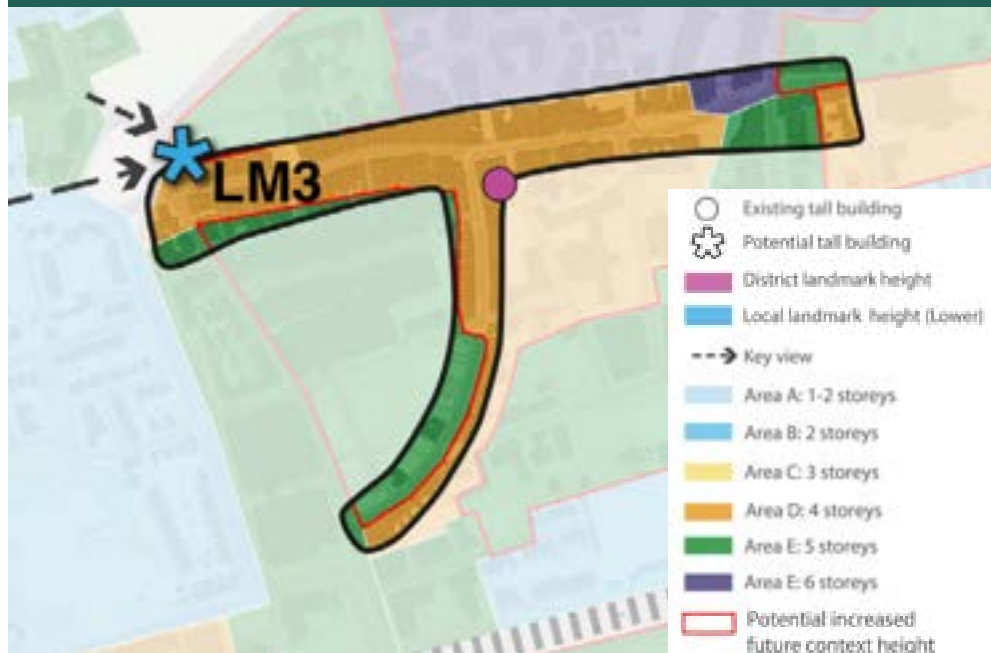


Figure 6.4: Historic High Street recommendations

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OPPORTUNITY FOR CHANGE:

Development in the Historic High Street Character should reinforce the existing character to strengthen its sense of place and identity. This may involve sensitive refurbishment and infill development that retains the fine grain and scale of streets.

POTENTIAL CONTEXT HEIGHT:

Generally no change in context height.

TALL BUILDING POTENTIAL:

There is opportunity to develop a local landmark building (LM3) at the western entrance into the High

Street to mark this gateway into the town centre. The development should bring comprehensive change and a significant enhancement to the northern side of the High Street in this area and define an active frontage onto the roundabout.

The design will need to appropriately respond to the historic townscape, step down and reflect the fine grain High Street frontage and avoid over-dominating the area.

No other site within this character area is suitable for a tall building due to its historic townscape character and heritage significance.

TALL BUILDING HEIGHT AND DESIGN PRINCIPLES:

LM3 - Local Landmark

- No more than 20m (6 residential storeys), subject to appropriate heritage impact and landscape and visual impact assessments; and
- The height and design to respond sensitively to views along the High Street from the east to avoid over-dominating or detracting from the character of the Conservation Area.

HERITAGE AND TOWNSCAPE ASSESSMENT CRITERIA:

Need for testing of the impact of tall buildings on the following:

- The medieval street pattern, ensuring that proposals do not result in adverse impacts on the fine grain and human scale that characterises the High Street - the way that the building lands at ground level and its interaction with adjacent buildings on the High Street will be critical;
- The legibility of the townscape, ensuring that proposals do not detract from existing historic landmarks;
- The Maidenhead Town Centre and Castle Hill Conservation Areas,

ensuring that proposals conserve the special architectural and historic interest and any specified views relating to these areas - and particularly views up and down the High Street;

- The Grade II listed Stables, east of King Street, ensuring that proposals conserve the special historical or architectural importance of the building, and respect its setting;
- The Grade II listed 25 & 27 Broadway, ensuring that proposals conserve the special historical or architectural importance of the building, and respect its setting;
- The Grade II listed Bear Hotel, ensuring that proposals conserve the special historical or architectural importance of the building, and respect its setting;
- The Grade II listed Wilton Mead and Company Estate Agents, ensuring that proposals conserve the special historical or architectural importance of the building, and respect its setting; and
- The Cliveden Registered Park & Garden, ensuring that proposals conserve the special historic interest and respect views from the RPG.

B) TOWN CENTRE CORE

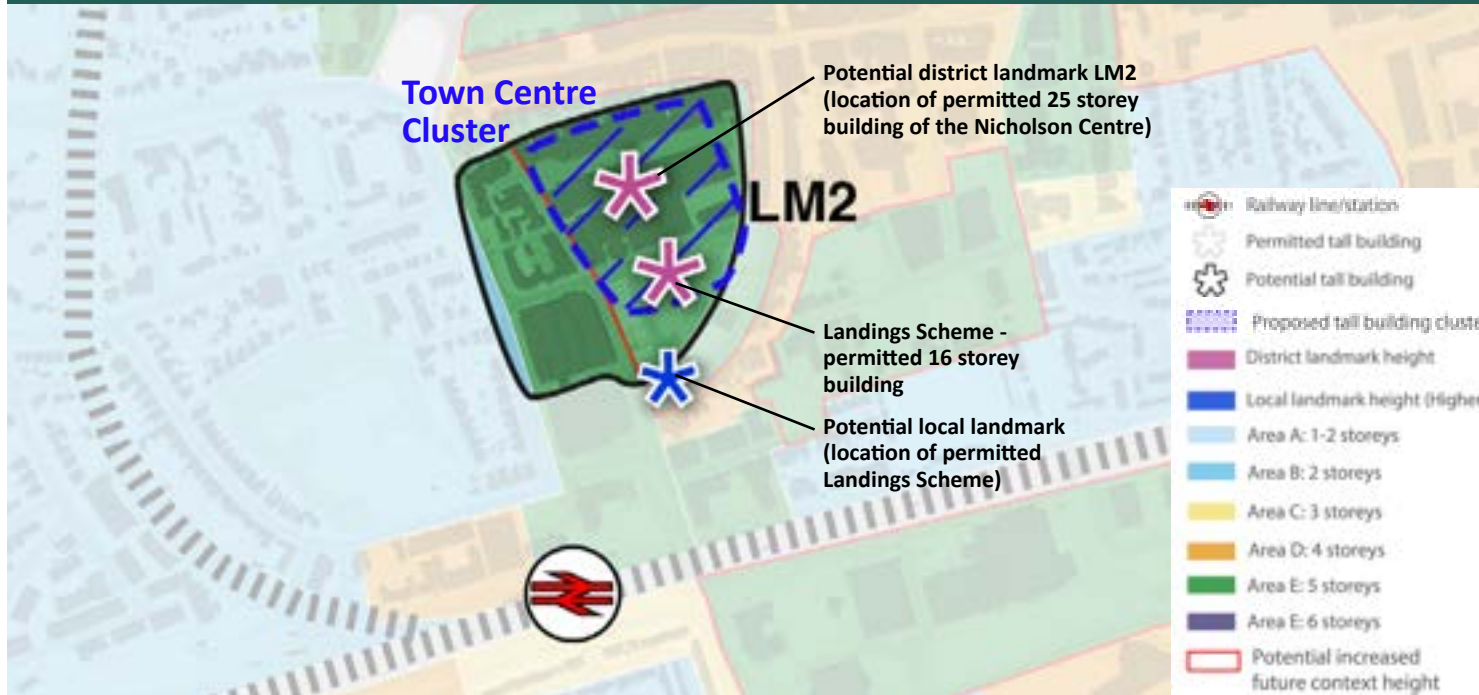


Figure 6.5: Town Centre Core recommendations

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OPPORTUNITY FOR CHANGE:

The opportunity in this area is to modernise the shopping centre and to regenerate the heart of the town centre. This should renew the focus in the town centre, deliver a high quality public realm and introduce a greater mix of uses including apartments and offices that support the vitality and vibrancy of the town centre.

Tall buildings could form part of a comprehensive approach to development to support increased densities and to help deliver regeneration. The area is currently seeing the development of a major

town centre scheme at the Landings, with building heights up to 16 storeys (purple star as annotated in Figure 6.5). A planning permission has been granted for the Nicholson Centre that could see the development of a 25 storey building, if implemented (purple star as annotated in Figure 6.5). The Landings and (potentially) the Nicholson development will significantly transform this area.

POTENTIAL CONTEXT HEIGHT:

There is potential to increase the context height in this area to 5 storeys to support the intensification of the town centre. Along Frascati Way development should step down to 4 storeys to respond appropriately to low rise housing on the opposite side of the road.

TALL BUILDING POTENTIAL:

There is opportunity to develop a cluster of tall buildings in this area that will help to intensify the town centre and attract a cohort of young urban professionals with greater spending power into the centre. New residents will animate the town centre and support local businesses. Tall buildings in the cluster can also assist in the viability and deliverability of development and support wider regeneration. The extent of the cluster area is indicated in Figure 6.5.

Central to the cluster there may be an opportunity for a district landmark (LM2) that complements the taller buildings on the Landings site and helps to consolidate this cluster as marking the town centre and retail core of Maidenhead on the skyline. The Nicholson Centre planning permission, if implemented, would assume the district landmark in this area.

There is potential for a local landmark marking the corner of Queens Street and Kings Street to signal the entry point into the town centre when arriving from the station and the south. The Landing planning permission provides a tall building in this location that satisfies this role (blue star as annotated in Figure 6.5). The recent permission and major developments coming forward are in broad conformity with this guidance.

B) TOWN CENTRE CORE (CONTINUED)

TALL BUILDING HEIGHT AND DESIGN PRINCIPLES:

LM2 - District Landmark

- Opportunity for a district landmark of between 2.5x and 3x the context height (up to maximum 16 storeys)* subject to appropriate heritage impact and landscape and visual impact assessments; and
- Distinctly designed exceptional building located central to the site.

Town Centre Cluster

- Tall buildings of up to 43m (13 residential storeys);
- Tall building heights must reduce heights from the centre towards the edge of the cluster and provide variation to avoid a uniform skyline; and
- Cluster principles apply (Principle 4.6)

HERITAGE AND TOWNSCAPE ASSESSMENT CRITERIA:

Test impact of tall buildings on the following:

- The medieval street pattern, ensuring that proposals do not result in adverse impacts on the fine grain and human scale that characterises the High Street;
- The legibility of the townscape, ensuring that proposals do not detract from existing historic landmarks;
- The Maidenhead Town Centre Conservation Area, ensuring that proposals conserve the special architectural and historic interest and any specified views relating to this area;
- The Grade II listed Stables, east of King Street, ensuring that proposals conserve the special historical or architectural importance of the building;

- The Cliveden Registered Park & Garden, ensuring that proposals conserve the special historic interest and any specified views relating to this area; and
- The Taplow Court Registered Park & Garden, ensuring that proposals conserve the special historic interest and any specified views relating to this area.

OTHER CONSIDERATIONS:

Peregrines have been observed roosting in parts of the town centre. Development of tall buildings should consider the habitat of these birds and include measures that support continued roosting and nesting in this area in the future.

* The testing of the impact of height scenarios on the Nicholson Site (Appendix A, Height Testing on key sites in Maidenhead Town Centre) concluded that a building above 16 storeys on this site would be considered out of scale and have a detrimental impact on Maidenhead's townscape and heritage context. It is acknowledged that a planning permission is granted on the Nicholson Site for 25 storeys, that could lawfully be implemented. However, any new planning application for the Nicholson site will need to be in accord with this guidance.

C) TOWN CENTRE NORTH

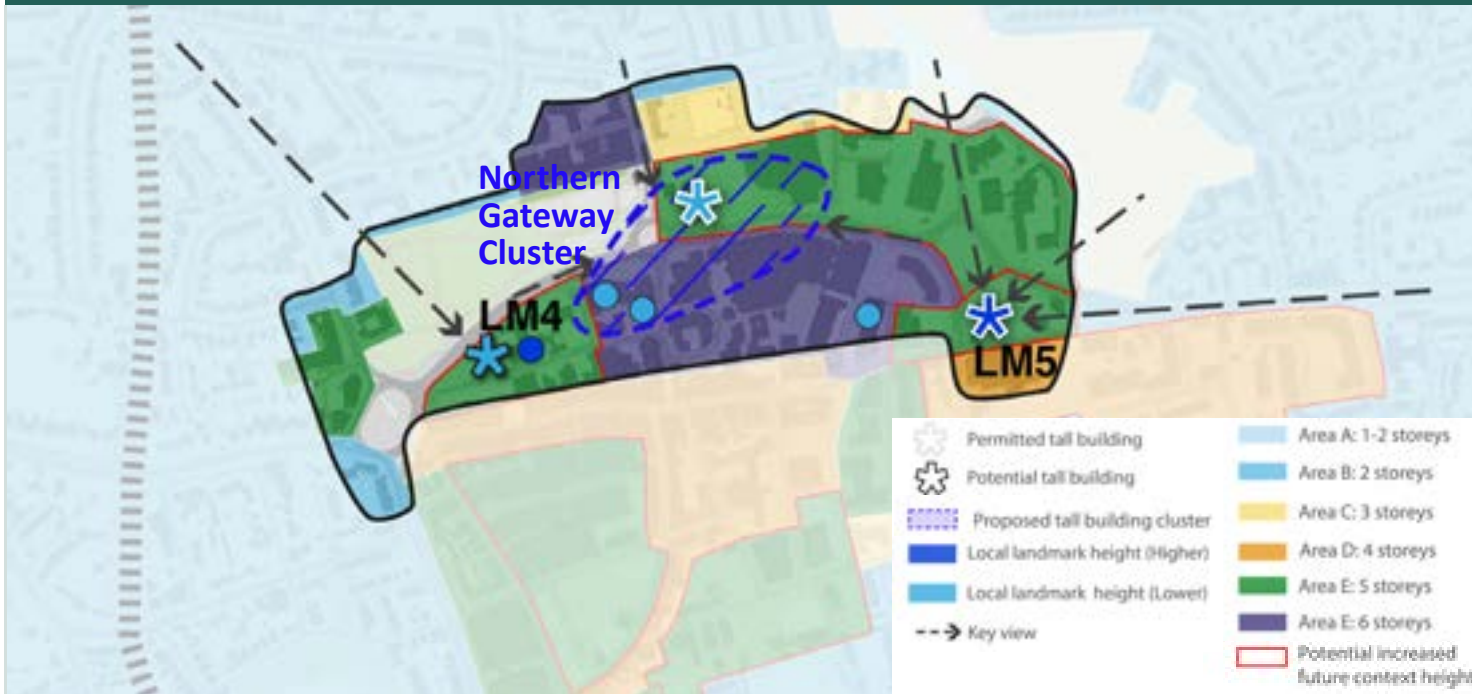


Figure 6.6: Town Centre North recommendations

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OPPORTUNITY FOR CHANGE:

This area offers an opportunity for intensification with higher density housing that help repair the fragmented urban fabric and can support the vitality of the centre. Along the ring road, there is also an opportunity to expand the office quarter.

A number of taller development schemes have been permitted in this area. This includes the St Cloud Gate scheme of up to 7 commercial storeys, and the Moorbridge Court and Liberty House scheme of up to 10 residential storeys at the junction of

Moorbridge Road and Forlease Road (under construction). On the Magnet site, a large residential development is coming forward with proposals of heights up to 11 storeys.

POTENTIAL CONTEXT HEIGHT:

Some areas within the Town Centre North area have already an existing 5-6 storey context height due to the concentration of large and tall buildings. In these areas the context height will not be increased further. In a number of other sub-areas the context height can be increased to 5 storeys to support the intensification of the town centre. At the northern edge and interface with low rise development height should step down to 3 storeys. Equally heights should mitigate with the lower rise development to the south and avoid visibility from the High Street.

TALL BUILDING POTENTIAL:

There is an opportunity for a local landmark (LM4) at West Street (north side) to mark the Western Gateway and to enhance overlooking to Kidwells Park. Development here should also facilitate a direct and quality pedestrian connection from the High Street to the park.

In the triangular site between Bridge Road and Moorbridge Road is another opportunity for a local landmark (LM5), that would act as the focus of the view along Bridge Road and mark the eastern town centre gateway. This tall building location accords with the permitted Moorbridge Court and Liberty House scheme that brings forward heights of 10 residential storeys and is currently under construction.

Around the intersection of Market Street and Saint-Cloud Way exists an opportunity for the establishment of a cluster of taller buildings. The Northern Gateway Cluster expands from the existing and permitted taller buildings in this location. It will support the intensification of the town centre, mark this important regeneration area, and provide a visual focus in views from Cookham Road, along Saint-Cloud Way and Bad Godesberg Way.

TALL BUILDING HEIGHT AND DESIGN PRINCIPLES:

LM4 - Local Landmark

- up to 33m (10 residential storeys) subject to appropriate heritage impact and landscape and visual impact assessments.

LM5 - Local Landmark

- up to 33m (10 residential storeys) (the permission of the Moorbridge Court and Liberty House scheme with 10 residential storeys accords with this guidance for LM5) subject to appropriate heritage impact and landscape and visual impact assessments.

Northern Gateway Cluster

- Comprises existing and permitted tall buildings (Maersk office building, hotel and recent office permission at St Cloud Gate);
- Any additional tall building will need to be carefully considered to establish a coherent cluster and respond sensitively to its immediate surroundings. It should not exceed the height of the Maersk Office Building and avoid undermining the visual prominence of this building in the cluster.

HERITAGE AND TOWNSCAPE ASSESSMENT CRITERIA:

Test impact of tall buildings on the following:

- The character of the High Street, ensuring that proposals do not result in adverse impacts on the fine grain and human scale that characterises the High Street;
- The legibility of the townscape, ensuring that proposals do not detract from existing historic landmarks;
- The Maidenhead Town Centre Conservation Area, ensuring that proposals conserve the special architectural and historic interest and respect views relating to this area;
- The Grade II listed Berkshire College of Art with forecourt walls, railings and gate piers, ensuring that proposals conserve the special historical or architectural importance of the building and respect its setting;
- The Grade II listed Wilderness, ensuring that proposals conserve the special historical or architectural importance of the building and respect its setting;

- The Grade II listed Gardeners Arms Public House, ensuring that proposals conserve the special historical or architectural importance of the building and respect its setting;
- The Grade II listed Milestone, Moorbridge Road, ensuring that proposals conserve the special historical or architectural importance of the structure and respect its setting; and
- The Cliveden Registered Park & Garden, considering the impact on views from this RPG.

OTHER CONSIDERATIONS:

Peregrines have been observed roosting in parts of the town centre. Development of tall buildings should consider the habitat of these birds and include measures that support continued roosting and nesting in this area in the future.

D) TOWN CENTRE EAST

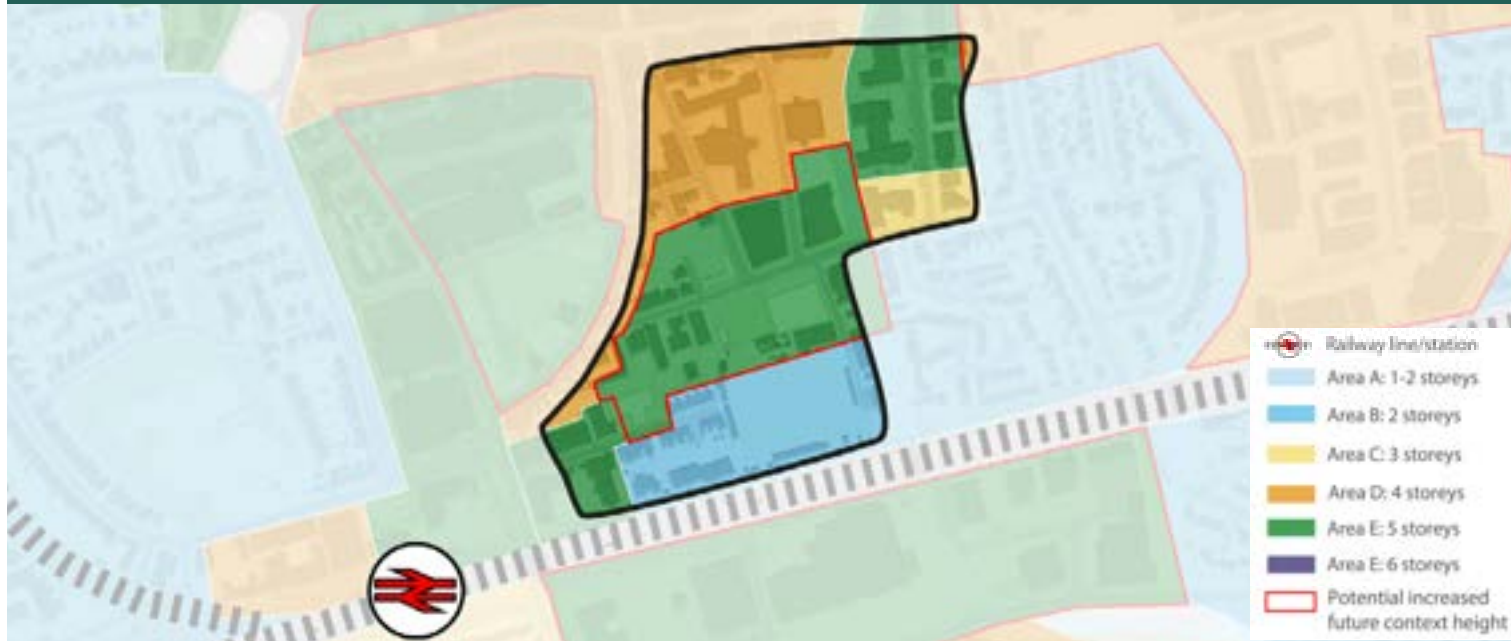


Figure 6.7: Town Centre East recommendations

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OPPORTUNITY FOR CHANGE:

This area offers opportunity for residential intensification and mixed use and residential development to support the vitality of the town centre.

Infill and redevelopment may be promoted to repair the fragmented urban fabric and to establish well designed urban quarter that integrates civic institutions and provide a strong sense of place.

The recently completed development on St. Ives Road with a broad range of 4 to 7 storeys sets the context for the anticipated quality and the potential scale and massing of new development in this area.

POTENTIAL CONTEXT HEIGHT:

There is potential to increase the context height in the centre of the character area (as indicated in Figure 6.7) to 5 storeys to support the intensification of the town centre. Heights need to step down at the edges and where the area interfaces with lower scale development.

TALL BUILDING POTENTIAL:

The area is peripheral in the town centre and lacks functions, connections or approaches of a wider significance. As such there is no townscape rationale for the provision of tall buildings here.

In areas with a proposed context height of 5 storeys, there may be the potential for a few large buildings of up to 7 residential storeys as part of a range of heights (3-7 storeys) to provide interest to the skyline, enhance open space and residential amenities, and support local legibility and place making, subject to avoiding harm on existing heritage, townscape and residential amenities.

E) STATION QUARTER



Figure 6.8: Station Quarter recommendations

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OPPORTUNITY FOR CHANGE:

Opportunity for infill or comprehensive (re)development of the station area to provide a better arrival experience, enhance the legibility of the station and better connect the station with the town centre.

Site allocation AL7 identifies opportunity for a modest tall building adjacent to the train station entrance, which must respect and be compatible with the adjacent residential uses in terms of both character and amenity.

POTENTIAL CONTEXT HEIGHT:

The current context height of the site is equivalent of 5 residential storeys (15-18m), which should be respected by new development.

Heights need to step down the equivalent of 4 residential storeys or lower on Frascati Way and Grenfell Road where the area interfaces with two storey buildings.

TALL BUILDING POTENTIAL:

There is an opportunity for a local landmark (LM1) to mark the station in views from approaching routes.

The role this tall building is to provide legibility of the station and to promote higher density residential and mixed use development in a highly sustainable location.

The site may offer opportunity for another large building of up to 7 residential storeys to visually mediate the height of LM1 with its context.

TALL BUILDING HEIGHT AND DESIGN PRINCIPLES:

LM1 - Local Landmark

- up to 27 to 33m (8-10 residential storeys)* subject to appropriate heritage impact and landscape and visual impact assessments; and
- tall building situated adjacent to the railway line and marking the station entrance.

* The testing of the impact of height scenarios on the Station Quarter site (Appendix A, Height Testing on key sites in Maidenhead Town Centre) concluded that a building of 8 to 10 storeys on this site could be considered appropriate in respect of its impact on Maidenhead's townscape and heritage context, subject to more detailed testing at application stage.

HERITAGE AND TOWNSCAPE ASSESSMENT CRITERIA:

Test impact of tall buildings on the following:

- The Maidenhead Town Centre and Castle Hill Conservation Areas, ensuring that proposals conserve the special architectural and historic interest of these areas, and the transition to them;
- The Grade II listed Clock Tower, ensuring that proposals conserve the special historical or architectural importance of the tower and aiming to enhance its setting;
- The Cliveden Registered Park & Garden, considering the impact of any tall building on views from this RPG; and
- The two storey housing to the north of Grenfell Road and modest apartment buildings to the south of the railway line, ensuring that tall buildings avoid having an overbearing relationship with this housing or detracting from the residential amenity.

F) TOWN CENTRE SOUTH



Figure 6.9: Town Centre South recommendations

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OPPORTUNITY FOR CHANGE:

This area offers a longer term opportunity for intensification with mixed use town centre uses in close proximity to the station and the town centre. It lends itself for the establishment of a new urban quarter with town centre scale street blocks.

POTENTIAL CONTEXT HEIGHT:

Height can increase to 5 storeys to support the intensification of the town centre. To the south of Staferton Way heights should step down to 4 storeys.

TALL BUILDING POTENTIAL:

There is an opportunity for a local landmark (LM6) to mark the southern gateway into the town centre on Braywick Road. The role of this landmark is to enhance legibility of the gateway, to mark this potential urban expansion area of the town and increase density in a highly sustainable location near the station.

TALL BUILDING HEIGHT AND DESIGN PRINCIPLES:

LM6 - Local Landmark

- up to 27m (equivalent of 8 residential storeys) subject to appropriate heritage impact and landscape and visual impact assessments; and
- Tall building to address gateway.

HERITAGE AND TOWNSCAPE ASSESSMENT CRITERIA:

Test impact of tall building on the following:

- The Maidenhead Town Centre and Castle Hill Conservation Areas, ensuring that proposals conserve the special architectural and historic interest of these areas, and the transition to them; and
- The Cliveden Registered Park & Garden, considering the impact of any tall building on views from this RPG.

G) SOUTHERN MAIDENHEAD NORTHERN NEIGHBOURHOOD



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Figure 6.10: Southwest Maidenhead recommendations

OPPORTUNITY FOR CHANGE:

The Southwest Maidenhead urban extension is identified by the Local Plan as a major housing opportunity that will accommodate approximately 2,600 new homes in two neighbourhoods. Site allocation AL13 requires building heights, densities and typologies of the northern neighbourhood to reflect those in the town centre.

POTENTIAL CONTEXT HEIGHT:

The Southwest Maidenhead site is sufficiently large to develop a context height approach that is independent from its surrounding context, provided that heights towards the edges of the site mediate with the lower surrounding development. There is a potential to develop heights of 4-6 storeys (CH of 5 storeys) in the northern neighbourhood. Areas towards the edges of the site should be 2-3 storeys.

TALL BUILDING POTENTIAL:

The northern part of the site offers an opportunity for a Local Landmark (LM7) to mark the entrance into this strategic expansion area of Maidenhead.

TALL BUILDING HEIGHT AND DESIGN PRINCIPLES:

LM7 - Local Landmark

- up to 27m (8 residential storeys) subject to appropriate heritage impact and landscape and visual impact assessments;
- tall building should be tested in long views to avoid dominating (and appearing taller on the skyline) than the proposed other landmarks in the town centre; and
- avoid overlooking or overbearing relationship with existing neighbouring housing and their amenity spaces.

HERITAGE AND TOWNSCAPE ASSESSMENT CRITERIA:

Test impact of tall buildings on the following:

- The Maidenhead Town Centre and Castle Hill Conservation Areas, ensuring that proposals conserve the special architectural and historic interest of these areas, and the transition to them; and
- The Cliveden Registered Park & Garden, considering the impact of any tall building on views from this RPG.

H) SUBURBAN RESIDENTIAL



Figure 6.11: Suburban Residential recommendations

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OPPORTUNITY FOR CHANGE:

The established domestic scale of this area means there is little development opportunities apart from individual house extensions.

POTENTIAL CONTEXT HEIGHT:

Current contextual height should remain.

TALL BUILDING POTENTIAL:

The area does not offer potential for tall buildings due to its peripheral location, domestic scale and absence of significant location or function that would justify a landmark.

I) INDUSTRIAL AREA



Figure 6.12: Industrial Area recommendations

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OPPORTUNITY FOR CHANGE

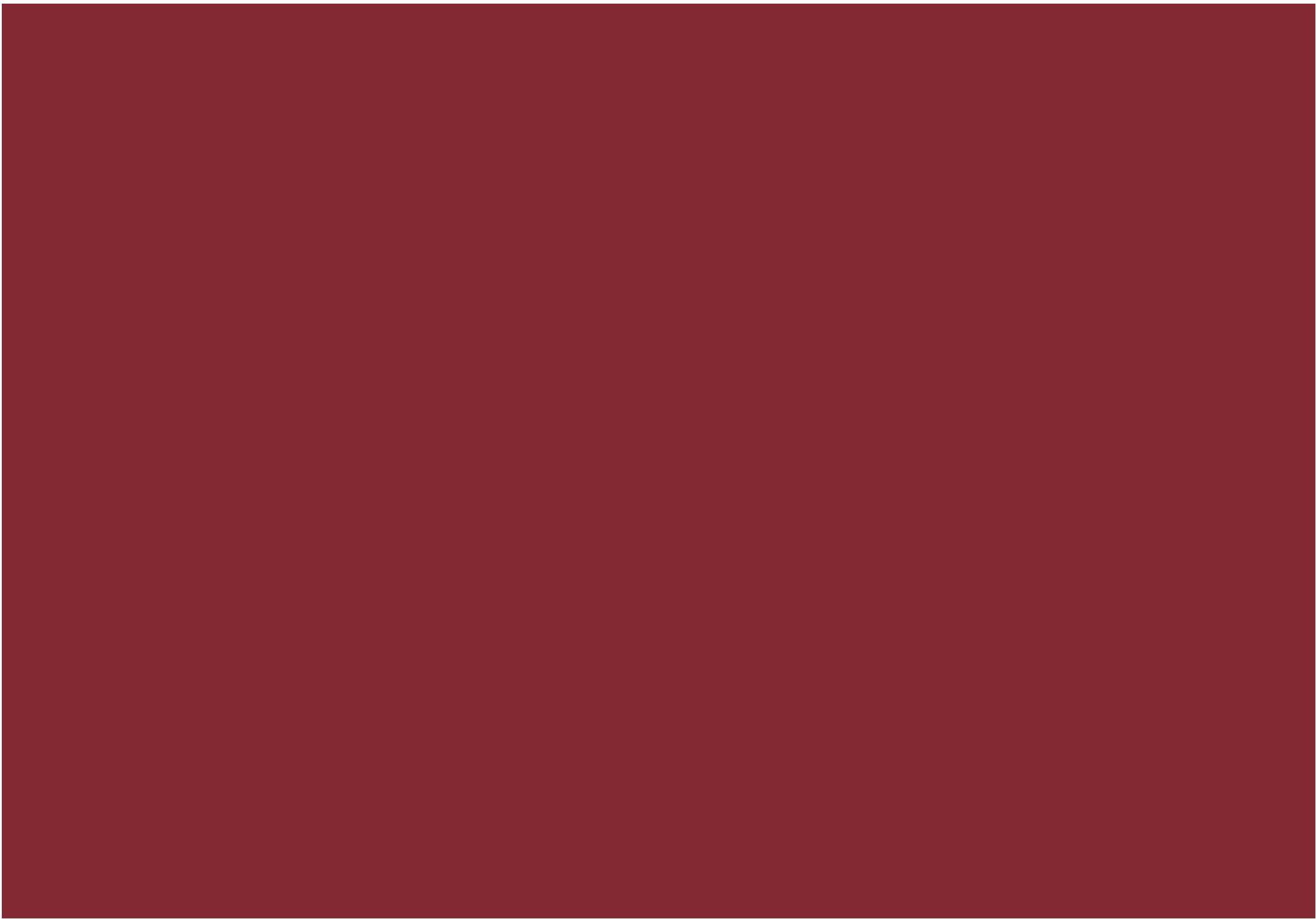
This area offers the opportunity to intensify the industrial estate with buildings of increased height to make better use of available land. This could be achieved through incremental intensification or comprehensive development.

POTENTIAL CONTEXT HEIGHT

The context height of the area could be increased to 4 storeys to support the intensification with employment use. Development will need to step down towards neighbouring lower rise areas.

TALL BUILDING POTENTIAL

There are no opportunities for tall buildings in this area due to its peripheral location and absence of a significant location or function that would justify a landmark.



CHAPTER 7

APPLICATION REQUIREMENTS

Chapter 7 sets out the specific requirements for developers intending to submit a planning application for a tall building.



7 APPLICATION REQUIREMENTS

7.1 PRE-APPLICATION PROCESS

7.1.1 Applicants should discuss any proposals for tall buildings with planning and design officers at pre-application stage, with discussions beginning as early as the concept stage. Draft plans and initial design statement and impact studies are important to these discussions and should be made available to the officers at the earliest opportunity.

7.1.2 A computer generated zone of theoretical visibility analysis of the proposed of the proposed tall building should be provided in early discussions with the Planning Authority (and its design and conservation officers) to assist the scoping of the visual impact work and heritage impact statement.

7.1.3 Tall buildings proposals should be subject to a minimum of two design reviews, utilising the Design Review Mechanism available to the Local Authority. The first review should be during the concept and masterplanning stage and the second at draft submission stage. The purpose of the reviews is to ensure design excellence of tall building proposals, the successful integration in their context and maximising the opportunity for place making and an enhanced environment.

PRINCIPLE 7.1 PRE-APPLICATION PROCESS

Applicants should engage with the council through the pre-application process and at least two design reviews of the proposed tall building.

Proposals for tall buildings should consider their potential cumulative impact with other existing and proposed tall buildings and make use of zone of visual influence analysis to understand potential visual impacts, to inform the visual impact assessment.

7.2 SUPPORTING INFORMATION

7.2.1 Tall buildings are a specific and unique form of development and as such require a specific approach in the planning process. The following recommendations for the local authority and applicants are made to ensure that tall buildings proposals are appropriately tested.

7.2.2 Furthermore, applications for tall buildings will need to provide the following additional supporting information to enable a thorough assessment of the proposals and design:

- **Survey plan** and calculations that illustrate the heights of the proposed building in its surrounding context to determine the context height ratio and if the buildings has a proportional relationship with its surrounding;
- **Design and access statement** that sets out the architectural and urban design rationale for the proposal and addresses among other factors the development context, development objectives, relationship with the street and neighbouring buildings, relationship to open space (including waterways) scale and massing, alignment, density, materials, detailing, lighting (day and night time), existing and proposed land and building uses, ground floor uses, treatment of rooftop/ crown, ground floor treatment, landscaping and public realm strategy.
- **Tall building statement** that evaluates the benefits and justifications for a tall building on the proposed site in terms of the principles and the design criteria (in response to to this SPD and design other policies) used to assess tall building proposals;
- **Evidence** to demonstrate that the viability and appropriateness of other (lower rise) forms of high density development have been explored;
- **Visual impact assessment (VIA)** to illustrate the impact on the context, especially on heritage assets and significant views. This should include a computer-generated zone of visual influence and the impact on local, medium and long distant views which should be done through accurate visual modelling of proposals (buildings fully rendered) – from relevant assessment points defined by the Council. Proposals should be shown in daylight and night conditions and in different seasons.

- **Heritage impact statement** that identifies the heritage assets that the proposal has taken into account, including the potential for archaeological findings. This should demonstrate how the tall building proposal has responded to these heritage assets and their respective significance, and how the proposal has mitigated its potential adverse impact to avoid or minimise harm to the heritage asset and its setting. This should cross reference to the VIA as necessary.
- **Physical impact assessment** to illustrate the impact on micro climatic conditions (wind tunnel studies, sun path studies, overshadowing, heat island and glare studies), privacy and overlooking, telecommunications, and subterranean service infrastructure.
- **Movement statement** that provides a traffic impact assessment, including car parking, pedestrian movement and public transport needs, and a servicing strategy.
- **Building services strategy**, including building systems and enclosure, energy consumption and efficiency,

lighting (day and night time), waste storage and disposal, and maintenance.

- **Sustainability statement** outlining how the building will apply best sustainable practices, including energy management and production, resource conservation, materials specification and waste management. A recognised method of sustainability assessment should be used (e.g., BREEAM, Home Quality Mark).
- **Telecommunications** - Studies have concluded that tall buildings and structures can disrupt wireless services¹. To mitigate these impacts, developers should assess any consequential impact that their development may have on wireless services at the planning application stage, for example through a desktop assessment that examines the potential of the development on reception, including existing CCTV services. A Section 106 agreement may be necessary in order to address these issues.

¹ Tall structures and their impact on broadcast and other wireless services, Ofcom, 2009

7.2.3 The greater the scale, impact and complexity of the proposals, the more detailed and comprehensive the statements should be. Applications submitted without the above supporting information may lead to a planning refusal on the grounds of insufficient information to allow the application to be fully and effectively assessed.

7.2.4 The potential clustering and cumulative effects of tall buildings must be addressed in the submission. Applications must include adequate information on relevant existing tall buildings, extant permissions or concurrent proposals for tall buildings that have a bearing on the proposal's consideration.

PRINCIPLE 7.2 APPLICATION SUPPORTING INFORMATION

Planning applications for tall buildings must include the following supporting documents:

- Survey plan clearly showing height of tall building;
- Tall building statement;
- Viability evidence demonstrating need for a tall building;
- Design and access statement;
- Visual impact assessment;
- Heritage impact assessment;
- Physical impact assessment;
- Movement statement;
- Building services strategy; and
- Sustainability statement.

