

ROYAL BOROUGH OF WINDSOR AND  
MAIDENHEAD

APPENDIX A:  
MAIDENHEAD TOWN  
CENTRE VIEW IMPACT  
TESTING

BUILDING HEIGHT AND TALL BUILDINGS SPD

NOVEMBER 2023





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# 1 INTRODUCTION

## ABOUT THIS REPORT

This report is an Appendix to the Royal Borough of Windsor and Maidenhead Building Height and Tall Building Supplementary Planning Document. It provides view testing undertaken for two specific sites in Maidenhead town centre, Maidenhead Station Quarter and the Nicholson Shopping Centre site, that were identified as having a potential for tall buildings.

The public consultation on the draft SPD (September/October 2022), raised various comments about the proposed height ranges on these sites. In response, further height testing was undertaken to understand in more detail the townscape and visual impact of proposed heights on sensitive locations in and around the town centre. The findings of this testing are set out in this report and the conclusions have informed revisions to the guidance in the draft SPD.

The testing was undertaken by Urban Initiatives Studio on behalf of the Royal Borough of Windsor and Maidenhead in September 2023.

Chapter 2 of this report covers the view testing of the Maidenhead Station Quarter, and Chapter 3 of the Nicholson Shopping Centre site.

## GENERAL APPROACH

The assessment utilises view testing to assess the potential appropriateness of heights at the two sites in respect of their impact on visual and townscape aspects. It should be noted that it does not take full account of other aspects such as heritage impacts, planning considerations, placemaking, viability or deliverability. These will need to be considered as part of the detailed appraisals required as part of a planning application on these sites.

The assessment is not intended to replicate or be at the level of detail of a comprehensive townscape and visual impact assessment, as would be required as part of an EIA and a planning application. It remains at a higher strategic level that is appropriate to the scope of guidance required and proportionate to the purpose of this study.

## SELECTION OF VIEWS

For each site this study undertook a zone of theoretical visibility (ZTV) modelling that identified areas from which a building of the tested maximum height would be visible in the Maidenhead context. This made use of GIS software and utilised topographical lidar based information data (DTM). The ZTV was overlaid over the mapping of heritage and townscape sensitivities established as part of the draft SPD baseline work. Based on this, relevant view points for testing were identified.

In total, 10 sensitive view points were identified for the Maidenhead Station Quarter site, and 17 for the Nicholson site.

## ASSESSMENT OF VIEWS

In the absence of a formal 3D model of the town centre the assessment of views made use of Google Earth (GE) 3D model to understand impacts on view points. Each view point was set up in GE, and a notional cylinder of the maximum height was modelled into the GE environment for each site. Views from each viewpoint were simulated. Whilst these views do not provide a photorealistic representation of each viewpoint, they do provide an accurate understanding of massing and the relationship of buildings with their height to one another, and in the context of the wider view.

Site visits to each view point were undertaken to review and compare visual outputs from GE with the actual situation and to understand and assess the potential impact that development of the maximum height would have on the existing visual and townscape context. For each site a potentially appropriate height was identified at which the impact of development would potentially be acceptable. A photograph of each viewpoint was also captured.

The material and findings from this assessment for each view point are contained in this report. Based on the findings on potentially appropriate heights a recommended maximum height was established for each site, and view outputs of this height scenario are also included for each view point.

Maximum heights provide an indication of the scale and height of development that may be found acceptable on each of the two sites. They do not constitute statements of acceptability in principle.

Detailed design proposals of proposed development on each site will need to be fully tested and appraised against the principles set in the draft SPD and any other applicable planning policy, and will be subject to full Visual, Townscape and Heritage Impact Appraisal if required at planning application stage.



## 2 MAIDENHEAD STATION QUARTER VISUAL IMPACT TESTING

### OVERVIEW

The draft SPD identifies the Station Quarter as potential for a tall building (LM1).

Two height scenarios are included in this testing:

- Scenario A: 32.8m (10 residential storeys); and
- Scenario B: 26.4m (8 residential storeys).

Figure 1 identifies the 10 sensitive viewpoints that were identified by this study. Figure 2 shows the overlay of the ZTV over the heritage context, and Figure 3 the overlay over sensitive townscapes.

### OUTCOMES OF THE TESTING

Scenario A is (obviously) of greater visibility than Scenario B. Consequently the townscape and visual impact of Scenario A is generally greater than of Scenario B. In none of the locations, was the townscape or visual impact of Scenario A found inappropriate or out of scale. In many locations the townscape impact of Scenario B is considered negligible as the development remains largely hidden behind existing buildings or tree cover.

In a number of locations Scenario A was found to have the potential to be a positive landmark to the station (subject to its distinctive design), aiding with legibility and wayfinding, whilst Scenario B was not. Enhancing the legibility of the station is important, given that it currently lacks visual presence, whilst having an important function for sustainable access to Maidenhead and in supporting the vitality of the town centre.

Based on the findings, a building between 8 and 10 residential storeys is considered appropriate on the LM1 site. It will be subject to detailed architectural design to find a solution that responds appropriately to the surrounding townscape context and views, and that manages to enhance the legibility of the station through its approach to height, massing, form and architectural treatment.

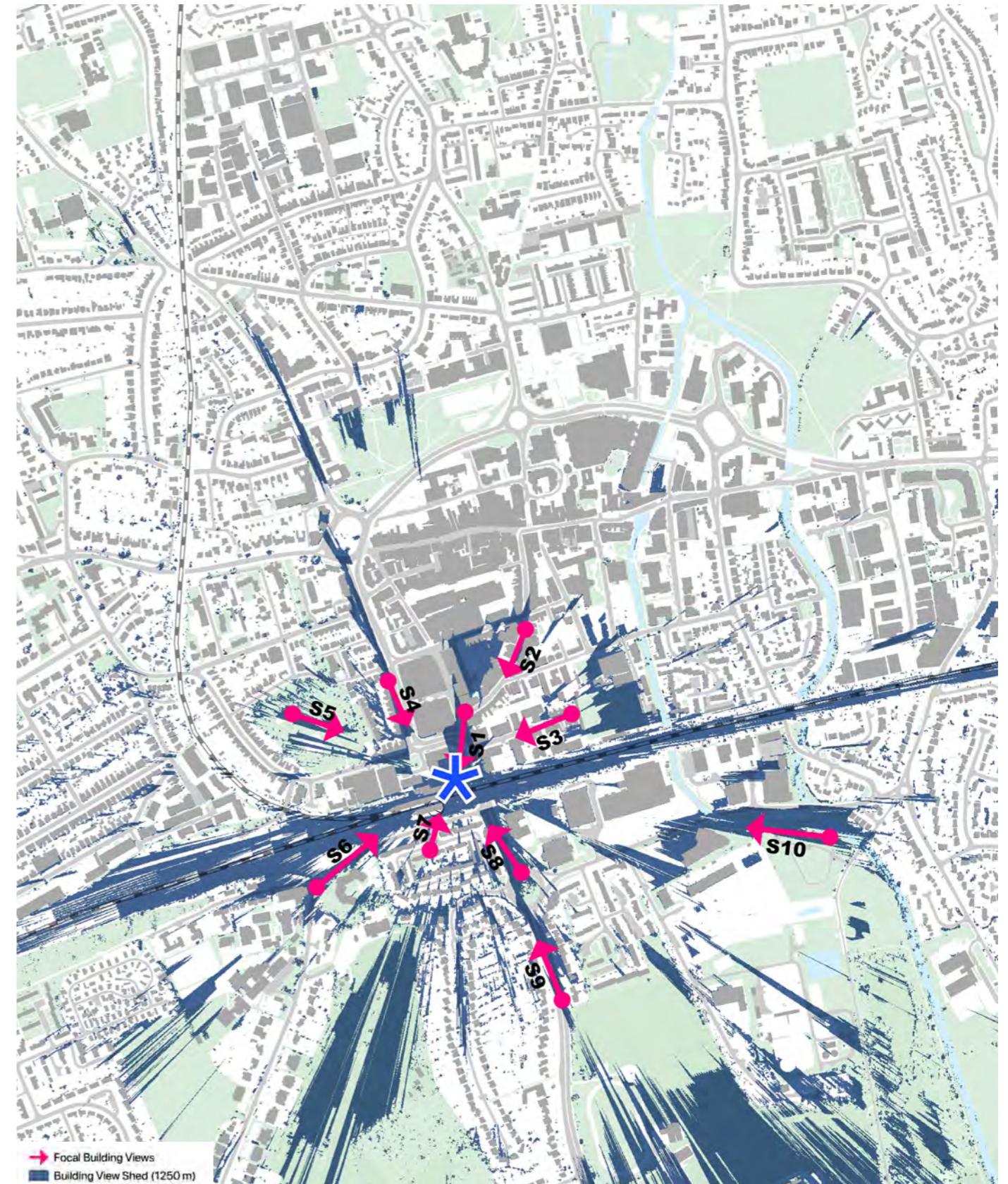


Figure 1. ZTV of Scenario A on site LM1, identifying 10 sensitive viewing locations.

View No.	View Name
S1	Queen Street and King Street Junction
S2	Queen Street
S3	Bell Street
S4	A308 Grenfell Place
S5	Grenfell Park
S6	Ludlow Road and Shoppenhangers Road Junction
S7	Courtlands Street
S8	Roundabout at Braywick Road
S9	A308 Braywick Road
S10	The Cut, Berkshire Canalside



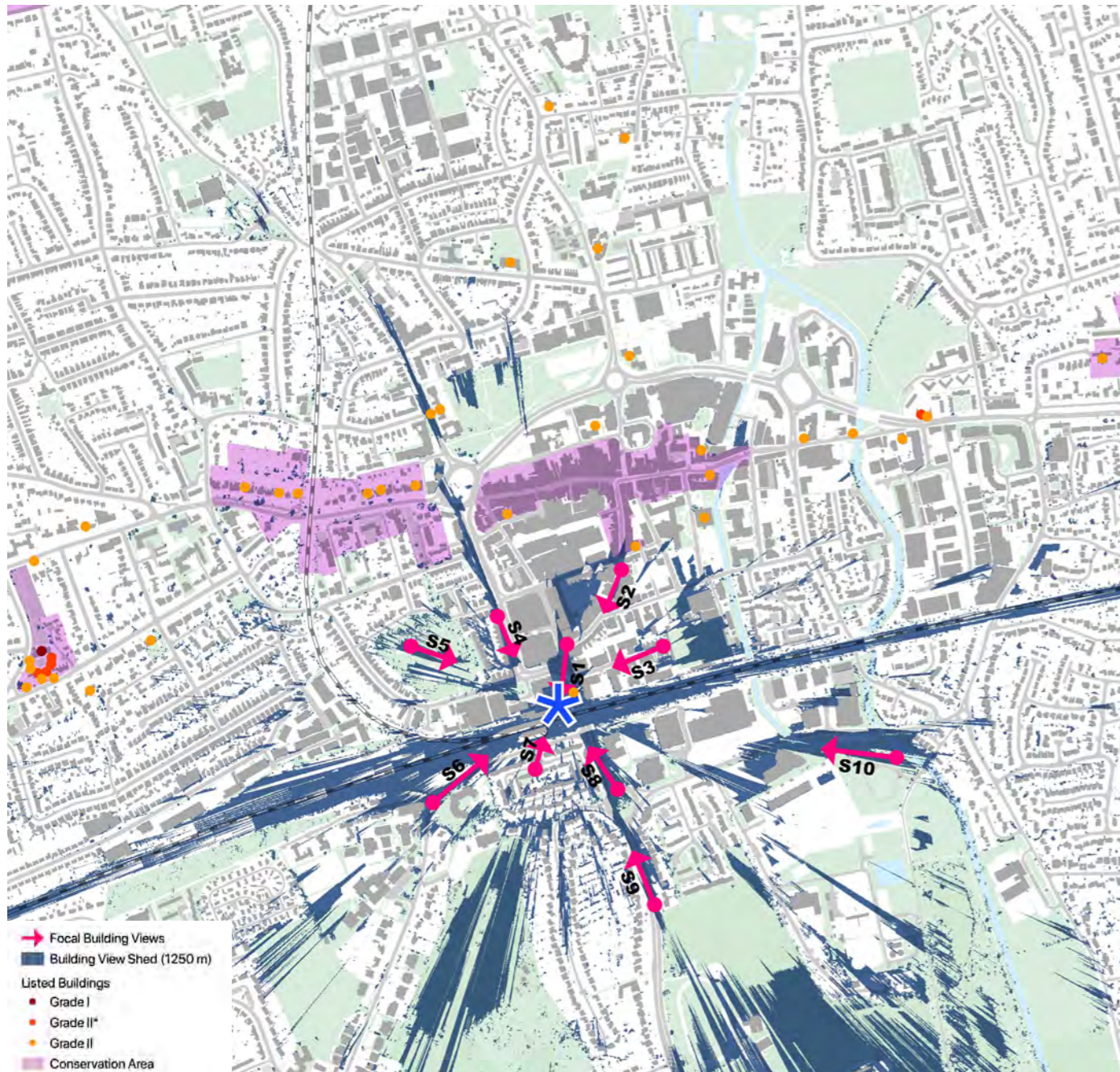


Figure 2. ZTV of Scenario A on site LM1 and viewing locations, overlaid over heritage designation

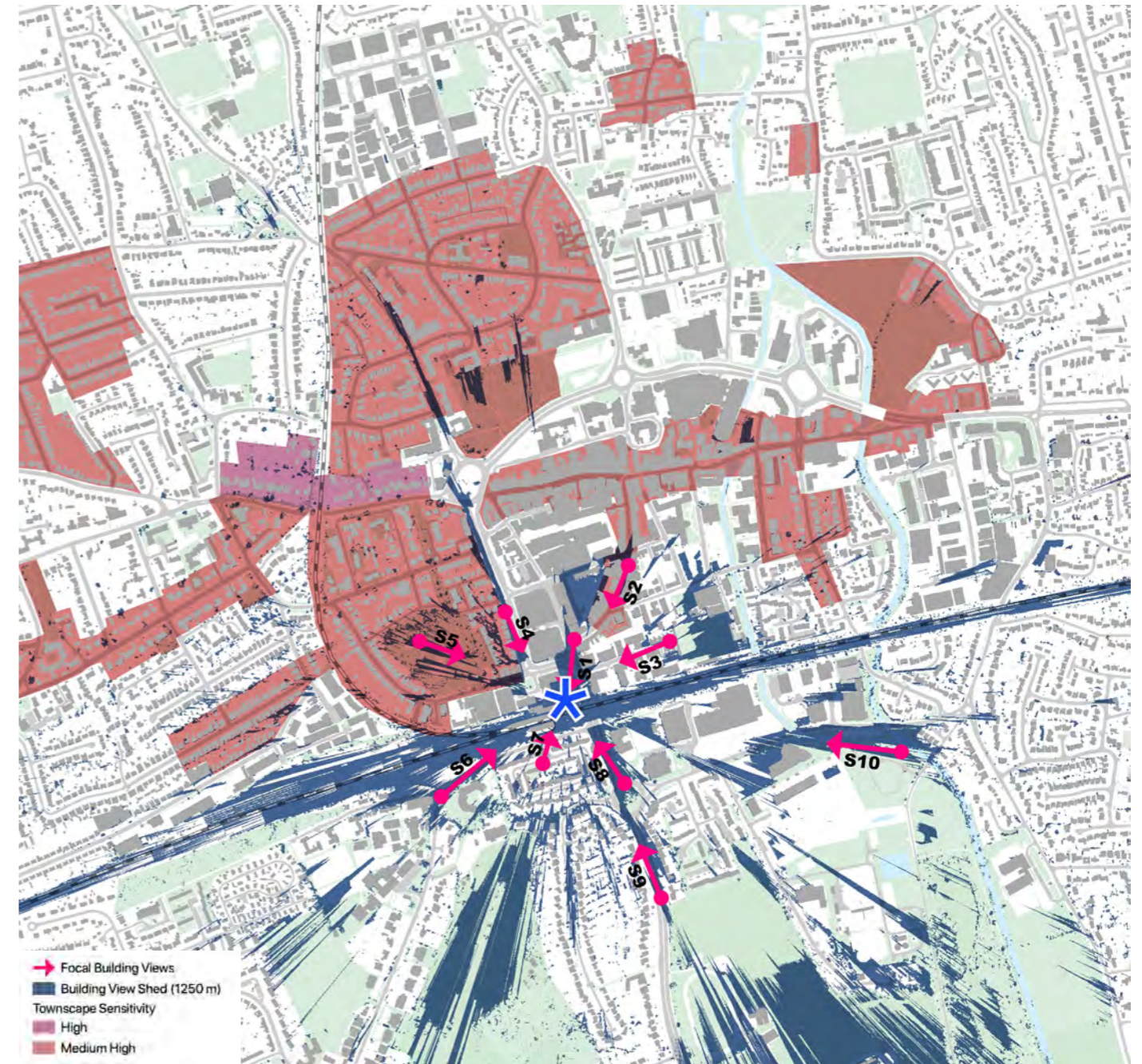


Figure 3. ZTV of Scenario A on site LM1 and viewing locations, overlaid over high and medium high townscape sensitivity areas



## VIEW S1 - VIEW FROM QUEEN STREET & KING STREET JUNCTION



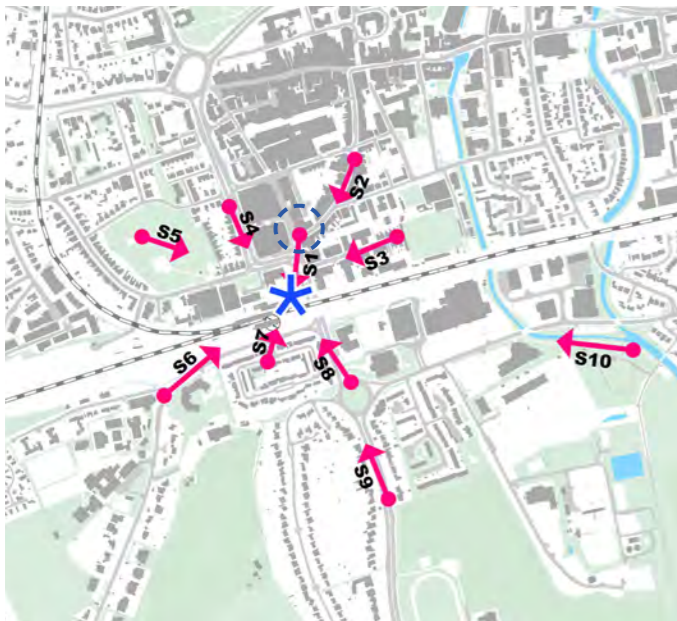
View S1 - Existing View

### ABOUT THE VIEW

#### THE VIEW POINT

The view is from the Queen Street and King Street junction

**DIRECTION:** South

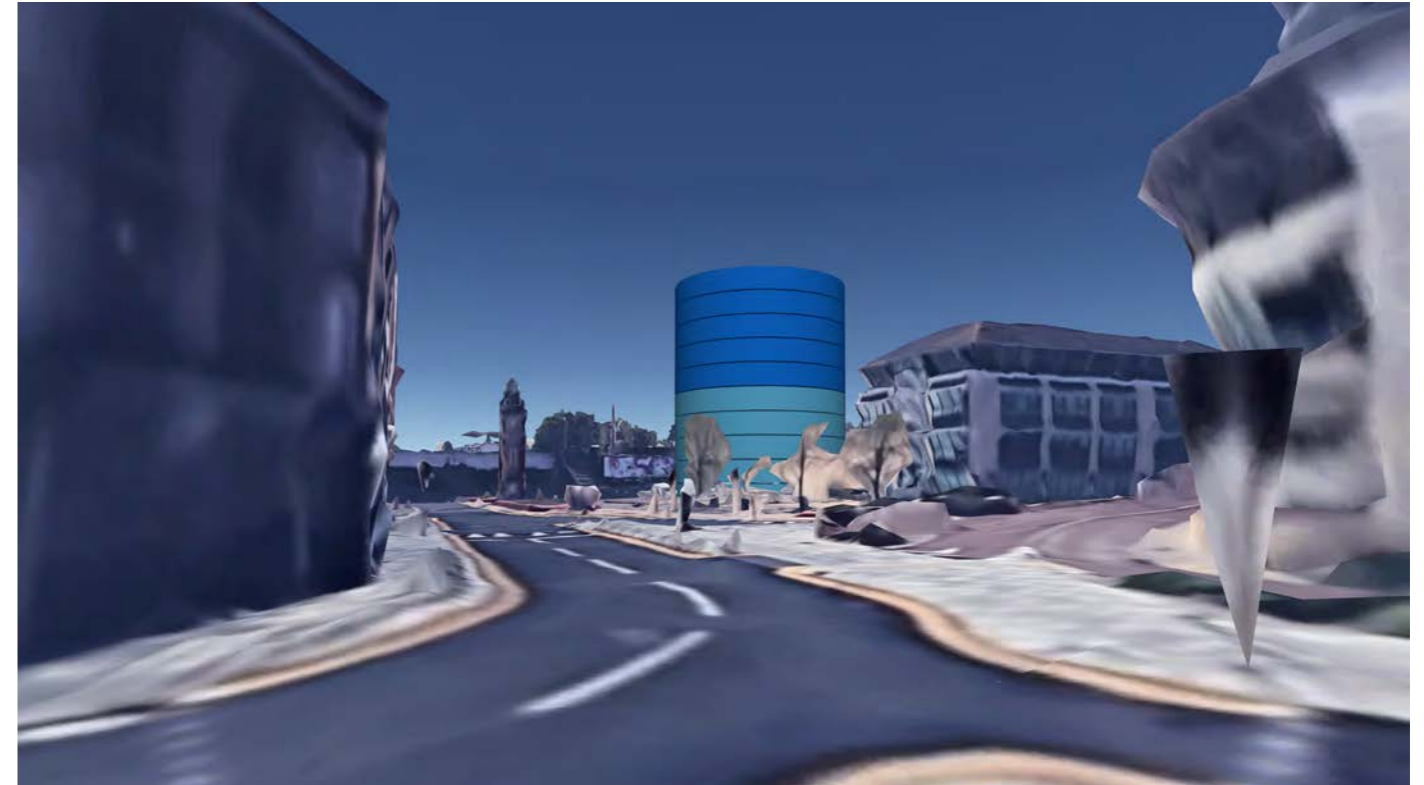


#### ASSESSMENT SCENARIO A

- Building provides prominent marker of station and can help to enhance legibility.
- Height not out of scale with general heights around the station.
- Subject the location, massing and form, development may impact on setting of clock tower - requires testing.
- Townscape and visual impact may be appropriate subject to design.

#### ASSESSMENT SCENARIO B

- Development is less prominent and landmark function of station less pronounced, lesser impact on enhancing legibility.
- Modestly higher than existing buildings, appropriate scale.
- Appropriate impact on the local townscape and setting of clock tower.



View S1 - Scenario A



View S1 - Scenario B



## VIEW S2 - VIEW FROM QUEEN STREET



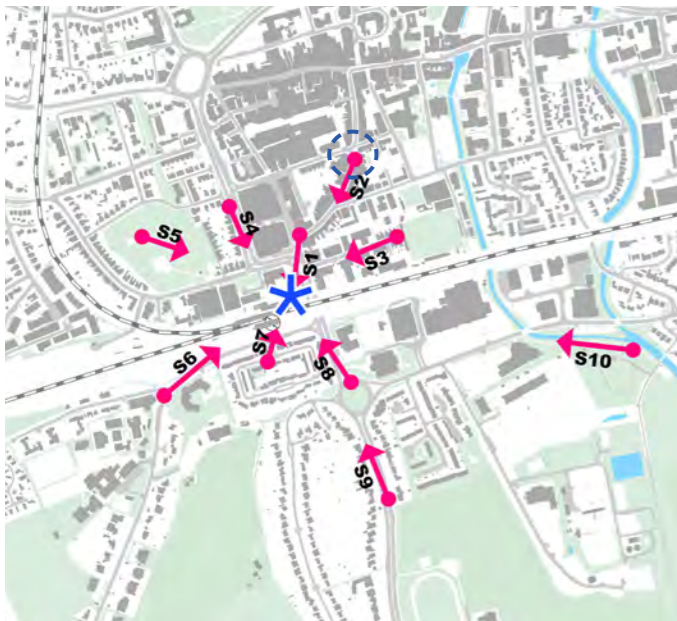
View S2 - Existing View

### ABOUT THE VIEW

#### THE VIEW POINT

The view is from the Queen Street towards Maidenhead Station.

**DIRECTION:** South-west

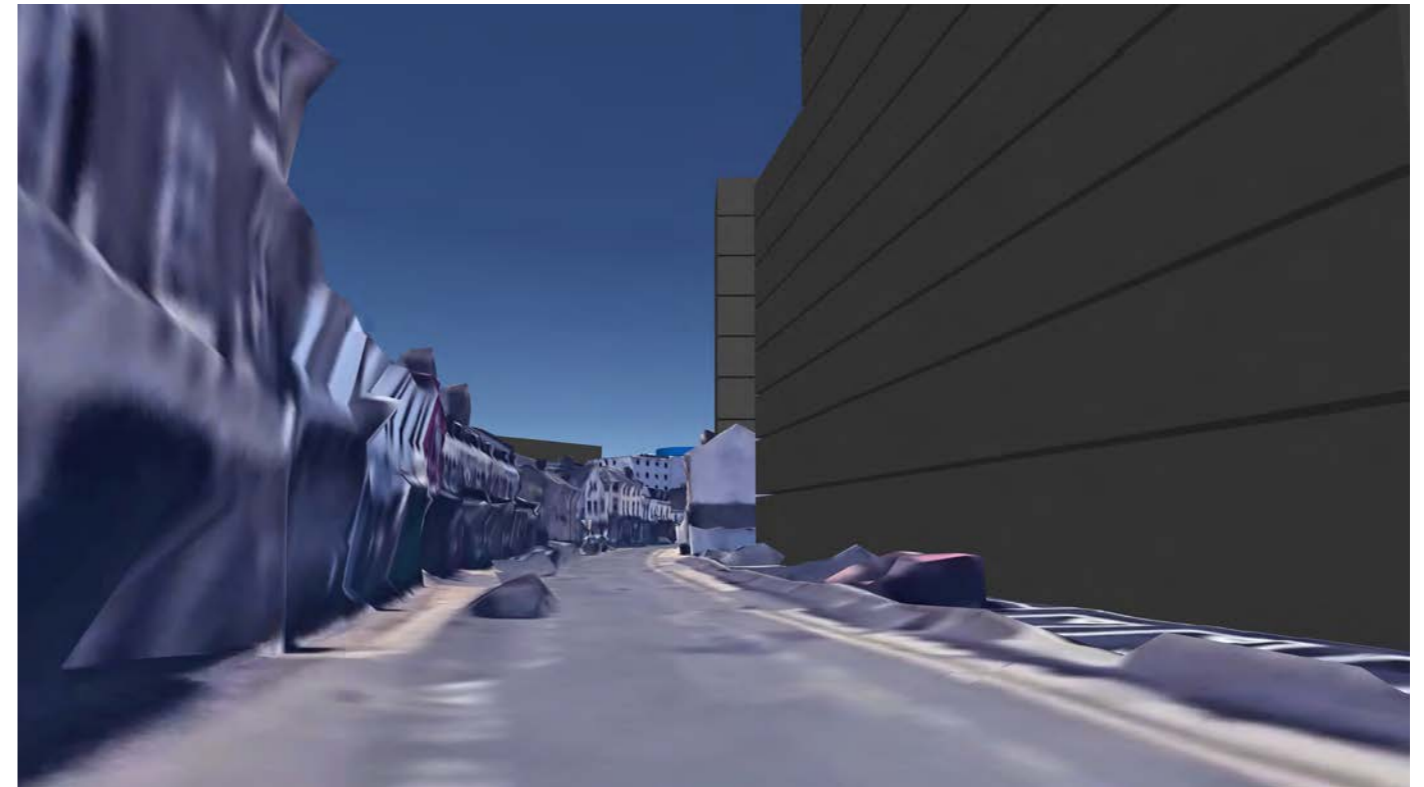


#### ASSESSMENT SCENARIO A

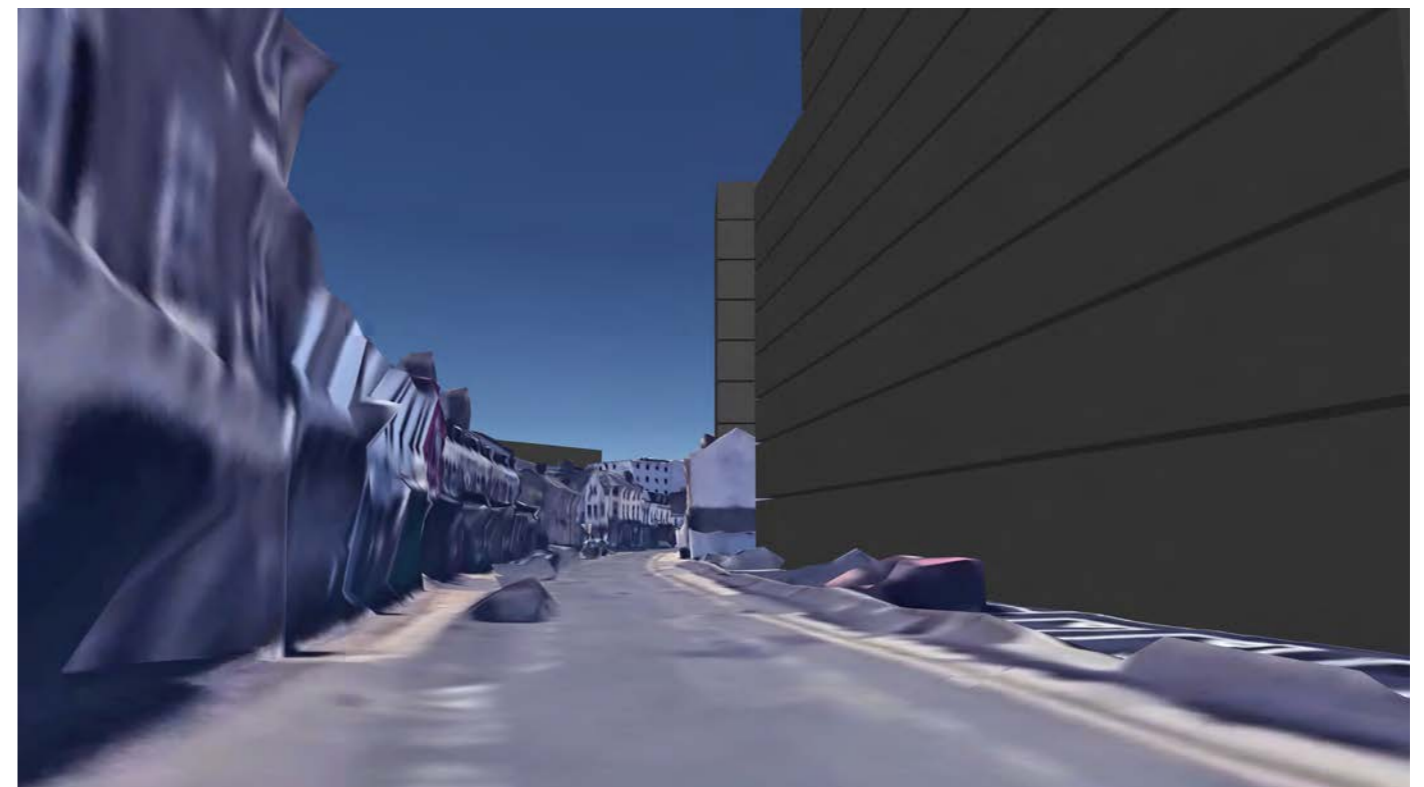
- Top floor of building may be visible and subject to distinctive design may provide a modest landmark to assist with wayfinding to the station.
- Townscape and visual impact appropriate.

#### ASSESSMENT SCENARIO B

- Development not visible.
- No townscape or visual impact.



View S2 - Scenario A



View S2 - Scenario B



## VIEW S3 - VIEW FROM BELL STREET



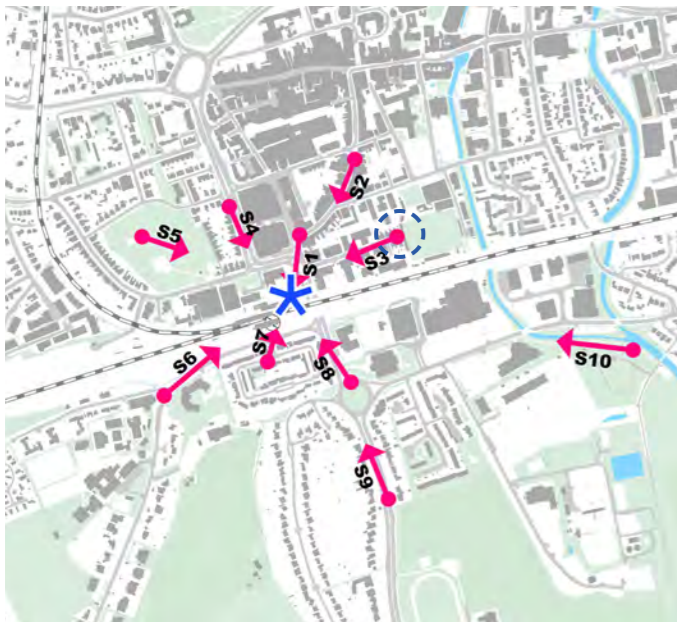
View S3 - Existing View

### ABOUT THE VIEW

#### THE VIEW POINT

The view is from Bell Street next to Maidenhead United football stadium.

**DIRECTION:** West



#### ASSESSMENT SCENARIO A

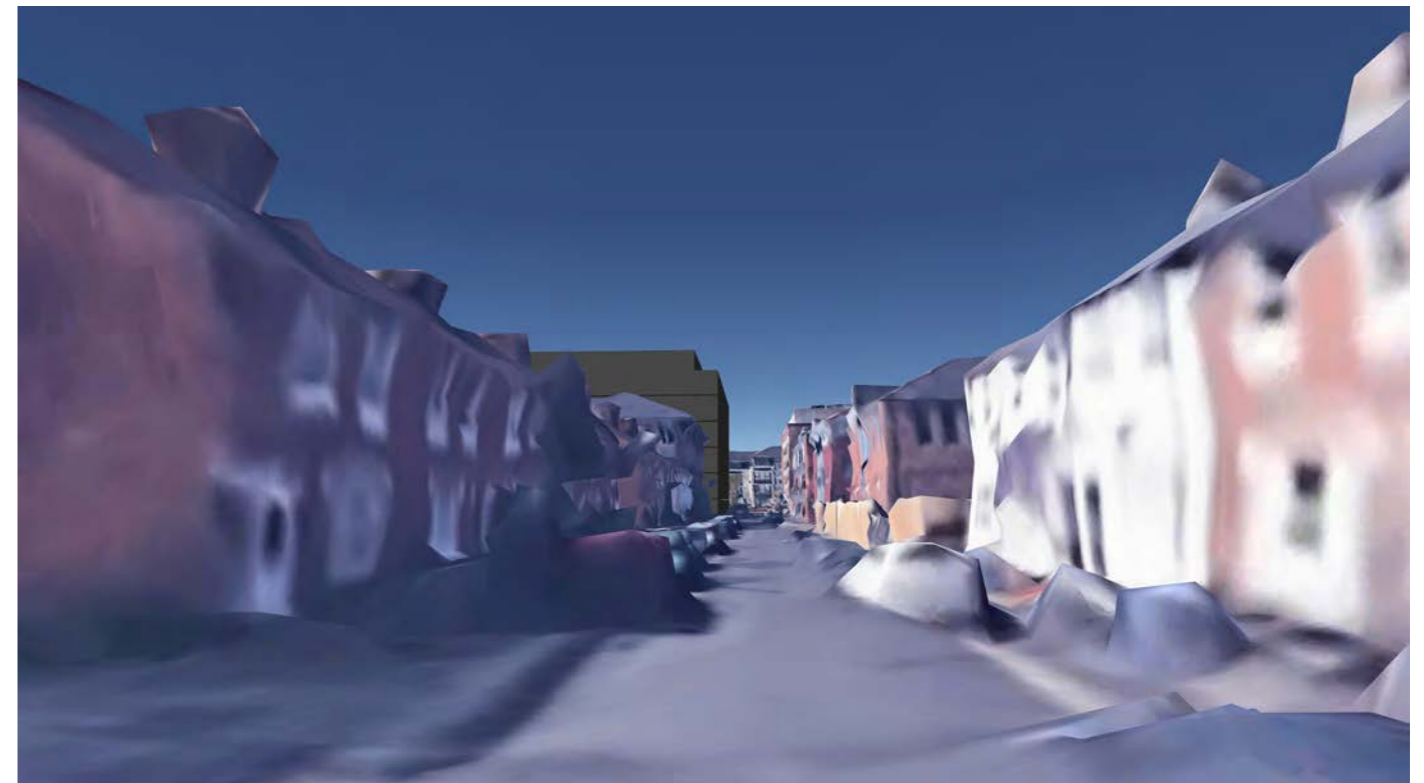
- Development not visible due to development permitted at the street corner (as shown by the grey building visualisation).
- No townscape or visual impact.

#### ASSESSMENT SCENARIO B

- Development not visible due to permitted development at street corner.
- No townscape or visual impact.



View S3 - Scenario A





## VIEW S4 - VIEW FROM A308 GRENFELL PLACE



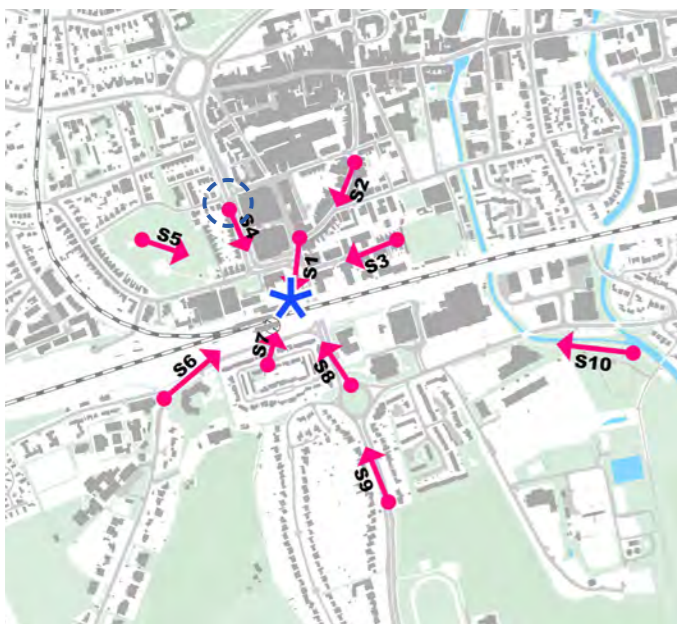
View S4 - Existing View

### ABOUT THE VIEW

#### THE VIEW POINT

The view is from the footway at A308 Grenfell Place.

**DIRECTION:** South

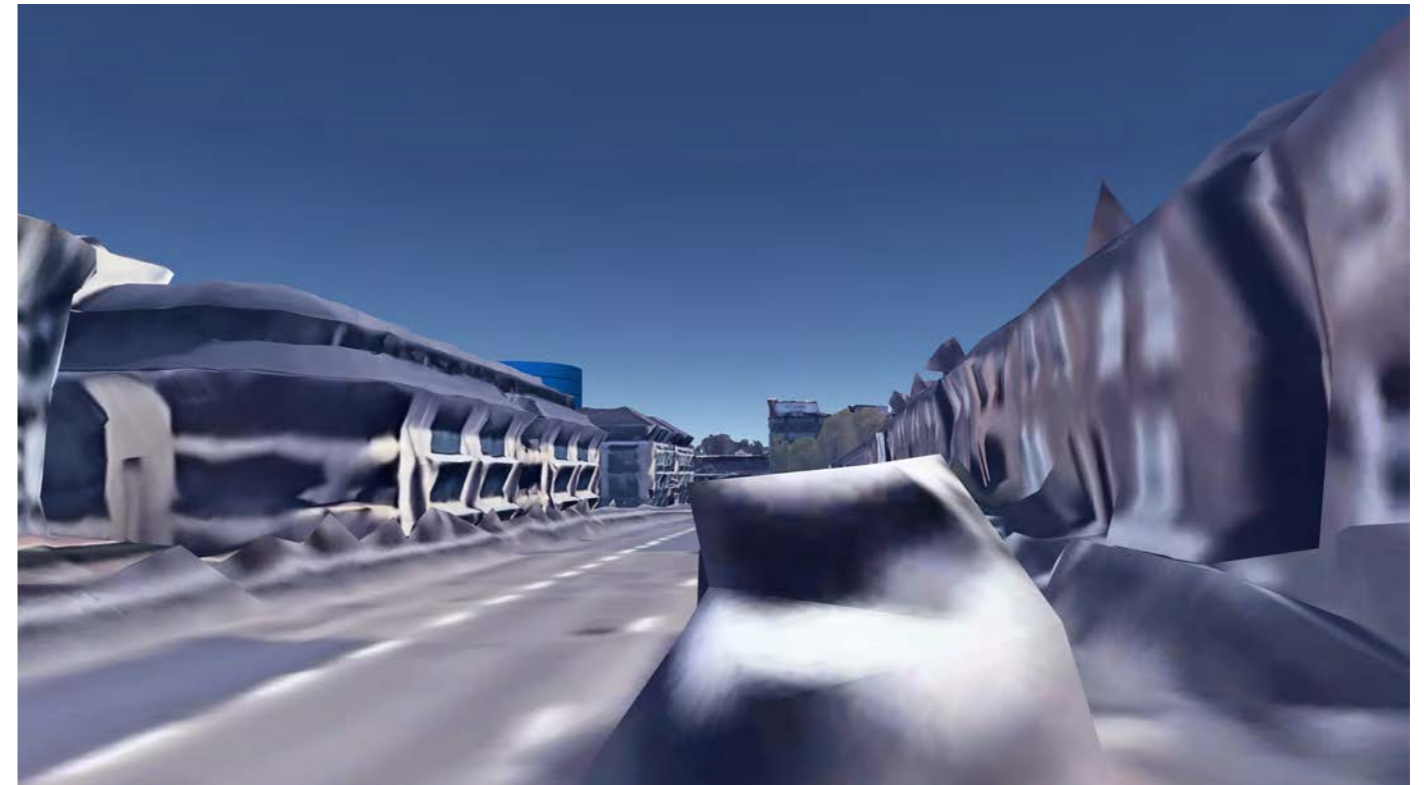


#### ASSESSMENT SCENARIO A

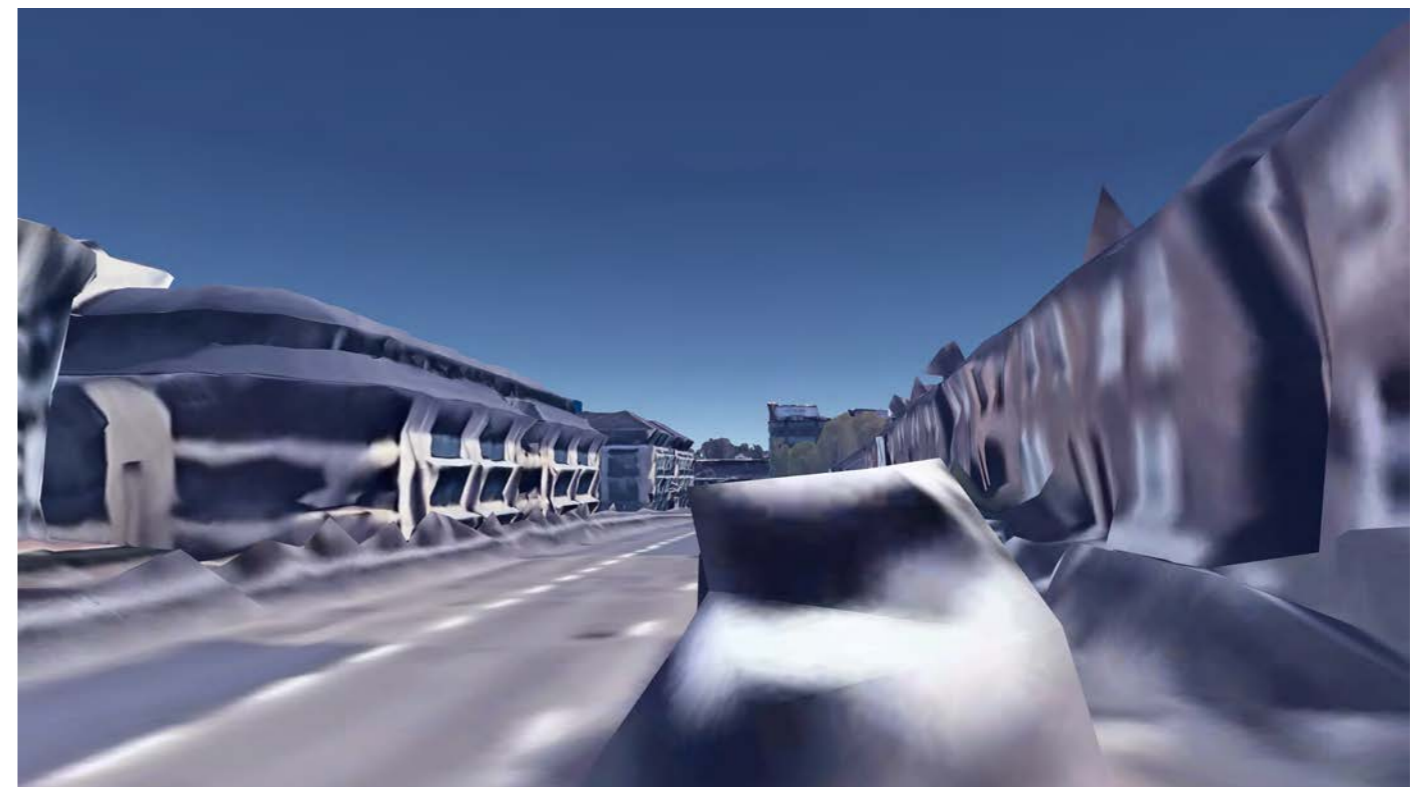
- Development rises modestly over the roof scape of buildings to the left of the view, but visually integrates with their greater massing and height.
- Development is set away and of proportionate height in respect of the lower rise housing to the right of the view.
- With distinctive design building could provide a station landmark and assist with way finding.
- Townscape and visual impact considered appropriate.

#### ASSESSMENT SCENARIO B

- Development is hidden behind existing buildings and barely visible.
- Negligible townscape and visual impact.



View S4 - Scenario A



View S4 - Scenario B



## VIEW S5 - VIEW FROM GRENFELL PARK



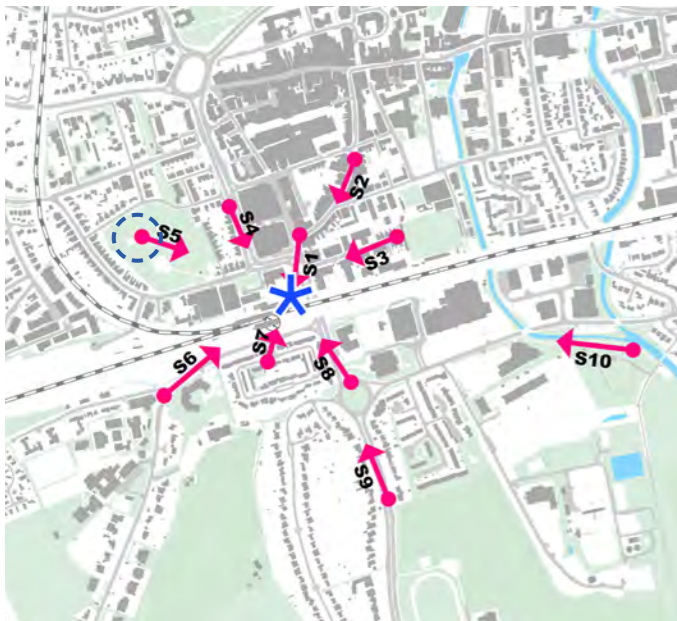
View S5 - Existing View

### ABOUT THE VIEW

#### THE VIEW POINT

The view is from Grenfell Park.

**DIRECTION:** South-east



#### ASSESSMENT SCENARIO A

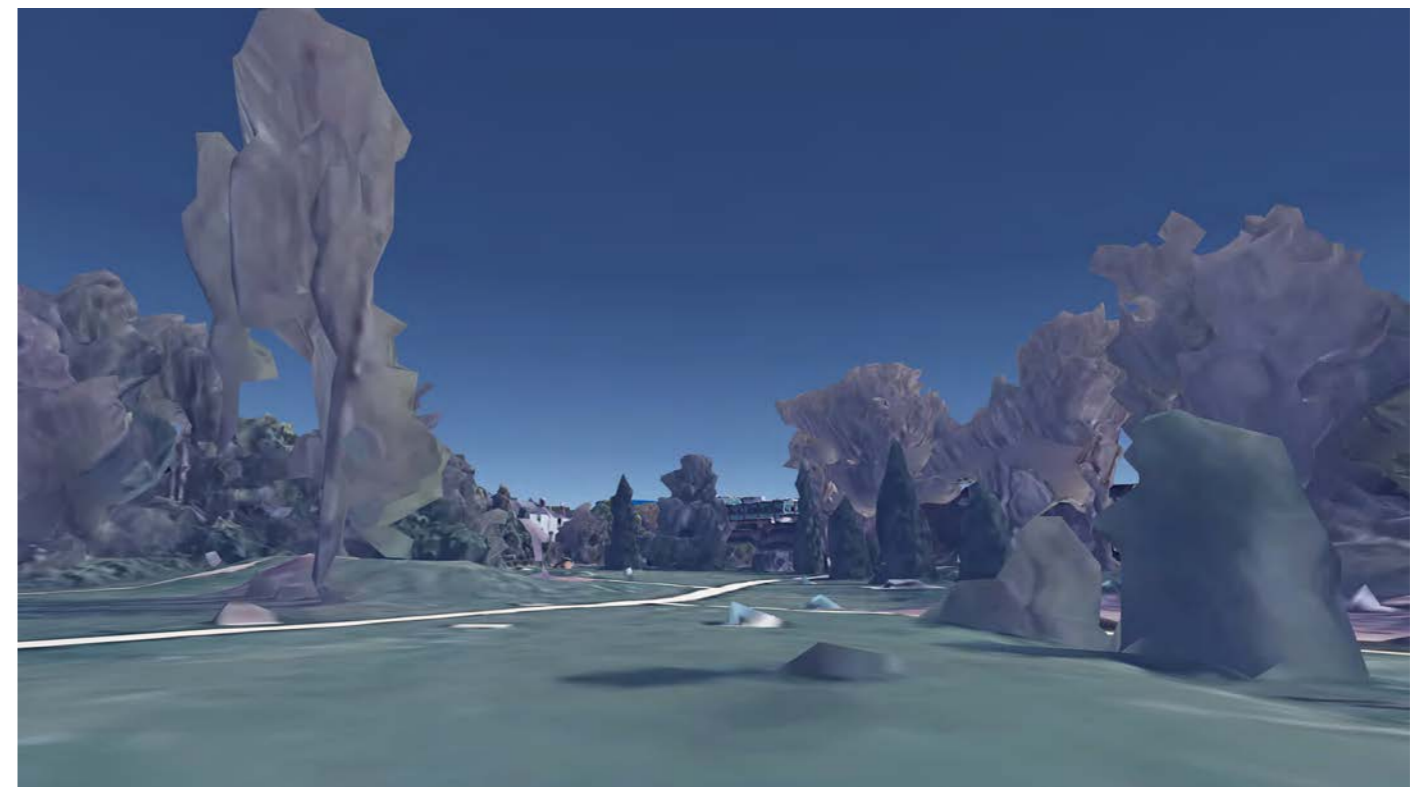
- Development rises modestly over the tree line / existing development.
- Would be prominent in the park but not domineering.
- Could provide a landmark and orientation role to the station.
- Integrates with other development that is visually present.
- Some degree of townscape and visual impact.

#### ASSESSMENT SCENARIO B

- Development largely hidden behind existing buildings and barely visible.
- Negligible townscape and visual impact.



View S5 - Scenario A



View S5 - Scenario B



## VIEW S6 - VIEW FROM LUDLOW ROAD & SHOPPENHANGERS ROAD JUNCTION



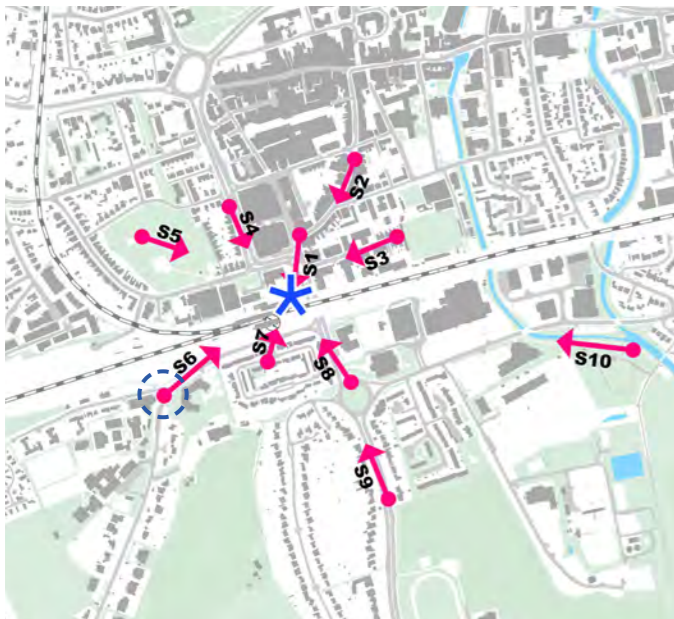
View S6 - Existing View

### ABOUT THE VIEW

#### THE VIEW POINT

The view is from the footway at Ludlow Road and Shoppenhangers Road junction.

**DIRECTION:** North-east



#### ASSESSMENT SCENARIO A

- Development is visible in-between and above trees, but remains below taller trees.
- Height is proportionate in its townscape context.
- As a landmark it marks the station and enhances legibility.
- Townscape and visual impact considered acceptable.

#### ASSESSMENT SCENARIO B

- Development will be largely hidden behind existing trees.
- Of similar height as the permitted building on King Street to the rear.
- Does not stand out and makes no contribution to enhancing legibility to the station.
- Negligible townscape and visual impact.



View S6 - Scenario A



View S6 - Scenario B



## VIEW S7 - VIEW FROM COURTLANDS STREET



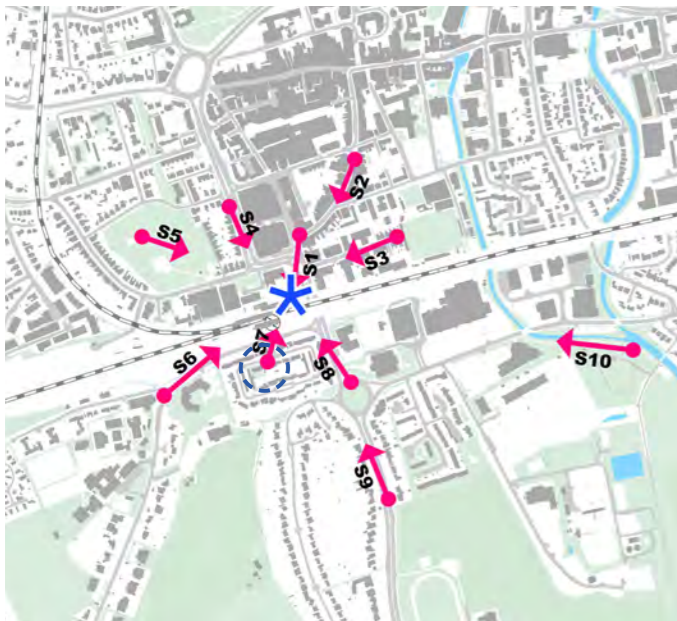
View S7 - Existing View

### ABOUT THE VIEW

#### THE VIEW POINT

The view is from Courtlands Street.

**DIRECTION:** North-east



#### ASSESSMENT SCENARIO A

- Development largely hidden behind tree cover with limited visibility above tree line.
- Despite close proximity development avoids having a dominating impact.
- Some visibility could help provide greater legibility to station.
- Little townscape and visual impact.

#### ASSESSMENT SCENARIO B

- Development largely hidden behind existing trees and barely visible.
- Negligible townscape and visual impact.



View S7 - Scenario A



View S7 - Scenario B



## VIEW S8 - VIEW FROM ROUNDABOUT AT BRAYWICK ROAD



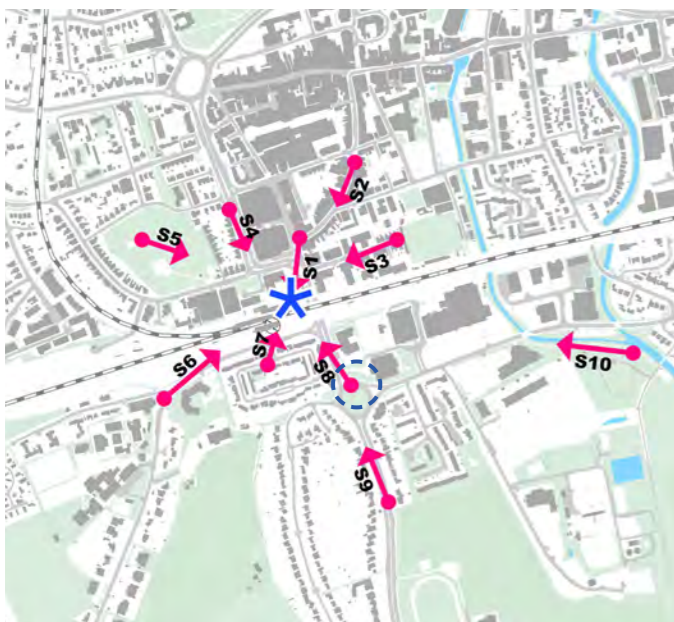
View S8 - Existing View

### ABOUT THE VIEW

#### THE VIEW POINT

The view is from the roundabout at Braywick Road.

**DIRECTION:** North-west



#### ASSESSMENT SCENARIO A

- Development is clearly in the vista of the town centre approach.
- Massing is prominent but avoids being over-dominant.
- Proportional to other surrounding (medium to larger scale) development.
- Subject to its distinctive design development can act as landmark to the station and help with orientation and way finding.
- Townscape and visual impact considered acceptable.

#### ASSESSMENT SCENARIO B

- Development is less outstanding and blends into the surrounding context.
- Its height is comparably to the permitted building on Kings Street on the right hand side of the image.
- Given that it is less outstanding it does not contribute significantly to an enhancement of legibility to the station.
- Townscape and visual impact is considered acceptable.



View S8 - Scenario A



View S8 - Scenario B



## VIEW S9 - VIEW FROM A308 BRAYWICK ROAD



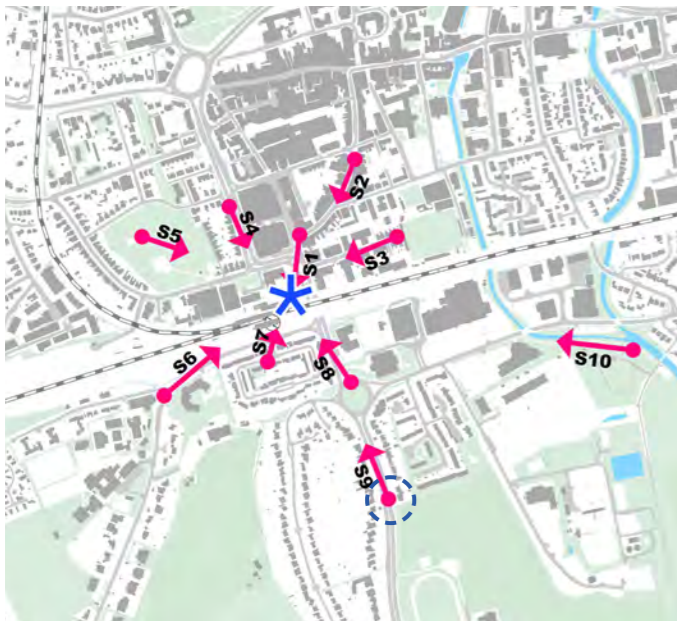
View S9 - Existing View

### ABOUT THE VIEW

#### THE VIEW POINT

The view is from the footway at A308 Braywick Road.

**DIRECTION:** North-west



#### ASSESSMENT SCENARIO A

- Development can be seen in the vista along Braywick Road in the context of the taller Landings development.
- Visibility can help to provide greater legibility to station.
- Little townscape and visual impact.

#### ASSESSMENT SCENARIO B

- A small part of the development can be seen in the vista.
- Townscape and visual impact is considered acceptable.



View S9 - Scenario A



View S9 - Scenario B



## VIEW S1 - VIEW FROM THE CUT, BERKSHIRE CANALSIDE



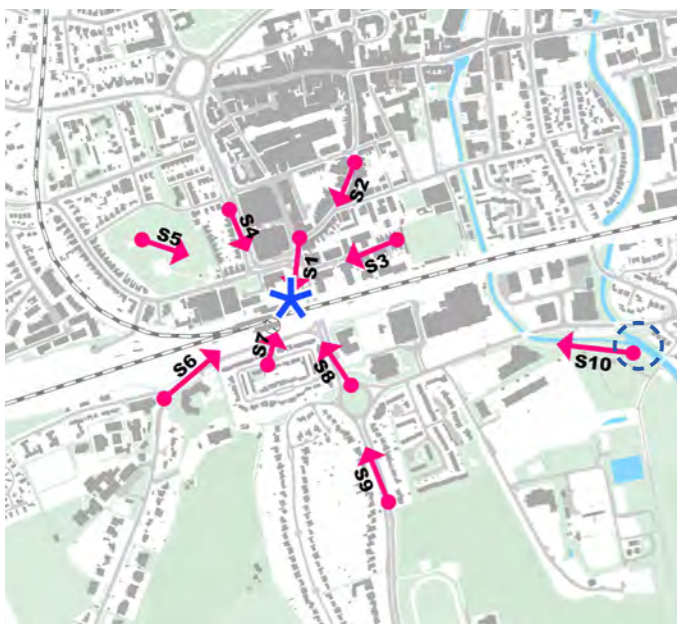
View S8 - Existing View

### ABOUT THE VIEW

#### THE VIEW POINT

The view is from the walkway along the Cut, Berkshire Canalside.

**DIRECTION:** West



#### ASSESSMENT SCENARIO A

- Development can be seen as modest high point above the tree line, in the context of and comparable to the permitted scheme on Kings Street, and of significant lesser massing and height than the Landings scheme.
- High point with distinctive design could become a modest landmark to the station, helping with way finding.
- Townscape and visual impact considered acceptable.

#### ASSESSMENT SCENARIO B

- Development is of little visibility only marginally visible above the tree line and of lesser impact than the permitted scheme on Kings Street and the Landings' towers.
- Negligible townscape and visual impact.



View S8 - Scenario A



View S8 - Scenario B



# 3 NICHOLSONS SHOPPING CENTRE VISUAL IMPACT TESTING

## OVERVIEW

The draft SPD identifies the Nicholson Shopping Centre site as having the potential for a tall building (LM2 in the draft SPD).

Two height scenarios are included in this testing:

- Scenario A: 84m (26 residential storeys); and
- Scenario B: 52m (16 residential storeys).

Figure 4 identifies the 17 sensitive viewpoints that were identified by this study. Figure 5 shows the overlay of the ZTV over the heritage context, and Figure 6 the overlay over sensitive townscapes.

## OUTCOMES OF THE TESTING

Scenario A is of significantly greater height than Scenario B, and the townscape and visual impacts between the two scenarios area massively different. In most locations Scenario A is considered out of scale and has a significantly adverse impact on the prevailing townscape character or the wider place character.

Conversely, the impact on the local townscape of Scenario B in the majority of locations was found to be generally appropriate. In some locations Scenario B is barely visible or not at all, whilst in others it is visible, but with its height it is likely to have a more sympathetic and proportional relationship with its surrounding context. In some locations, the height of Scenario B is considered borderline in having an increased adverse impact (T3 and T4). The actual impact will obviously depend on the precise location and the massing, form and design of the proposal.

Based on the findings, a building at this location should not be above the height of 52m (16 residential storeys), and be subject to detailed testing from identified and other views during the development management process to ensure a respectful, sensitive and proportionate response to Maidenheads townscape and place character.

View No.	View Name
T1	High Street and Queen Street junction
T2	High Street
T3	High Street and King Street junction
T4	Roadabout at Castle Hill Road
T5	Castle Hill Road
T6	High Town Road
T7	Grenfell Park
T8	Station Approach on A308 Braywick Road
T9	St Ives Road

View No.	View Name
T10	High Street at Waterside
T11	Kidwells park
T12	A308 Craufurd Rise
T13	Clare Road
T14	A308 Braywick Road
T15	Braywick Athletic Track
T16	A4 Bridge Road
T17	The Moor

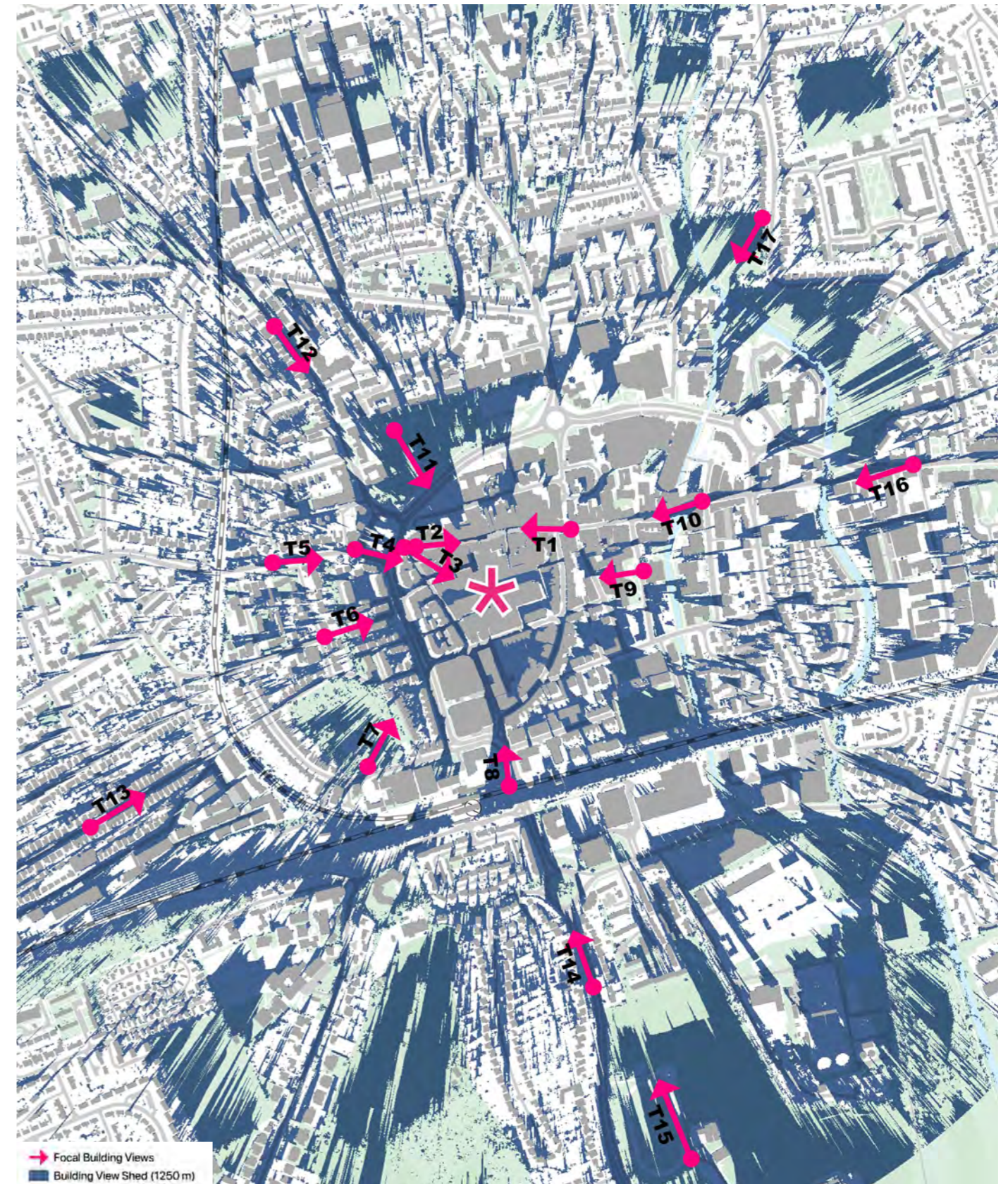


Figure 4. ZTV of Scenario A on site LM2, identifying 17 sensitive viewing locations.



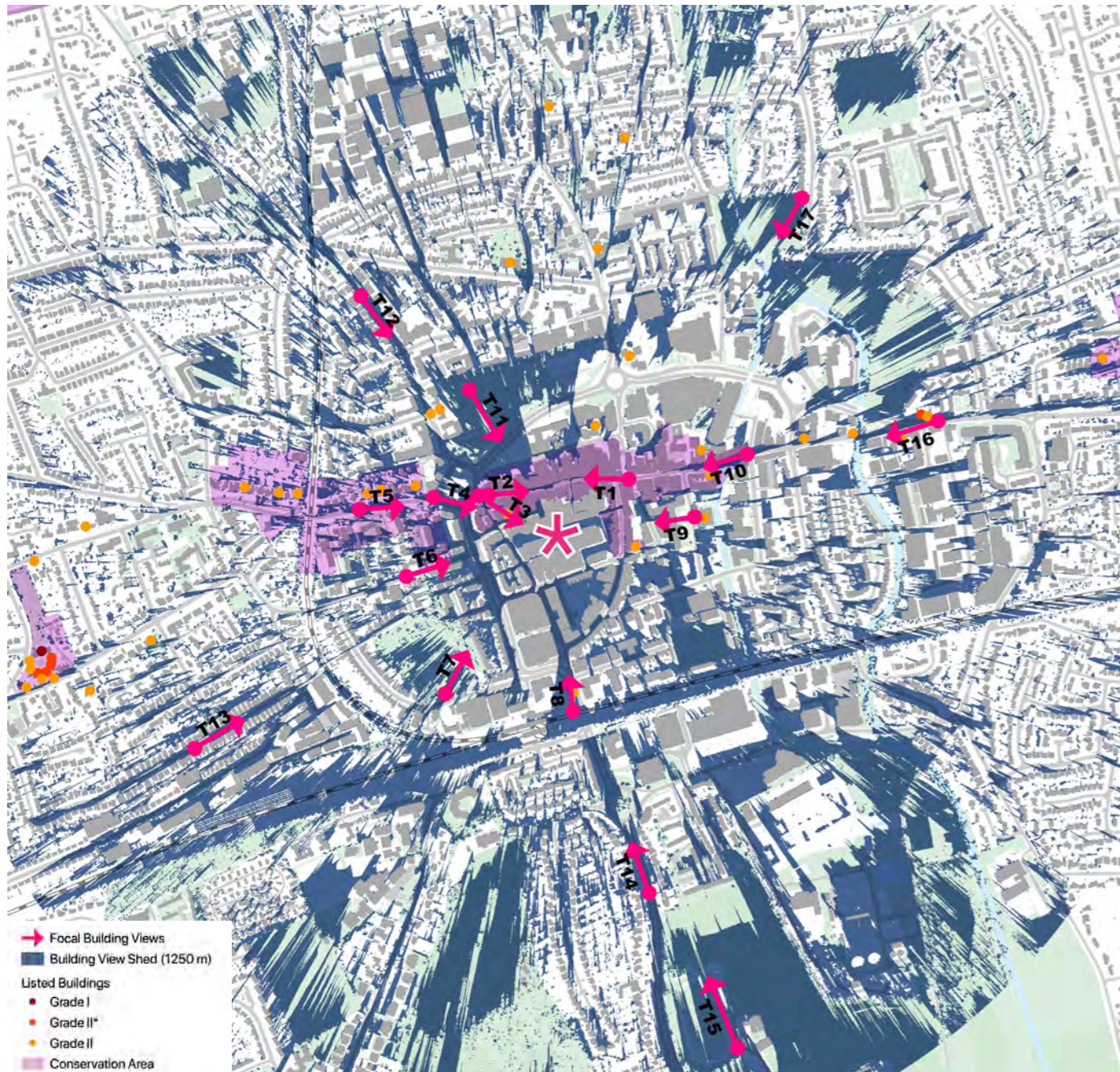


Figure 5. ZTV of Scenario A on site LM2 and viewing locations, overlaid over heritage designation

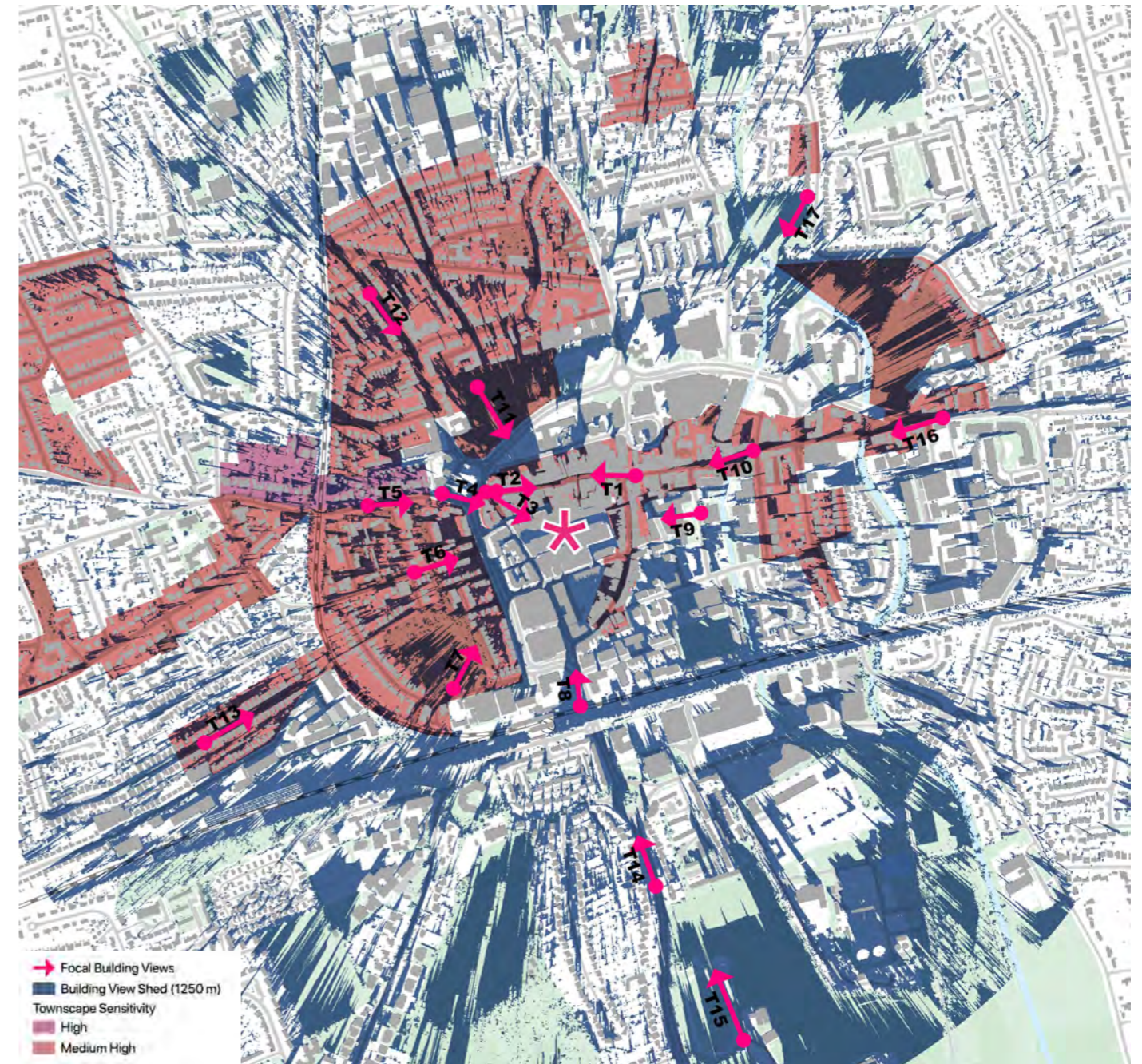


Figure 6. ZTV of Scenario A on site LM2 and viewing locations, overlaid over high and medium high townscape sensitivity areas



## VIEW T1 - VIEW FROM HIGH STREET & QUEEN STREET JUNCTION



View T1 - Existing View

### ABOUT THE VIEW

#### THE VIEW POINT

The view is from the footway at High Street and Queen Street junction

**DIRECTION:** West



#### ASSESSMENT SCENARIO A

- Scenario A has a notable impact on local townscape character with the building looming over the smaller scale and finer grain high street and detracting from its townscape character

#### ASSESSMENT SCENARIO B

- No townscape or visual impact from this location.
- A building up to a height of 19 storeys would not be visible from this view point, but it may come into view when stepping further back.



View T1 - Scenario A



View T1 - Scenario B



## VIEW T2 - VIEW FROM HIGH STREET



View T2 - Existing View

### ABOUT THE VIEW

#### THE VIEW POINT

The view is from Maidenhead High street.

**DIRECTION:** East



#### ASSESSMENT SCENARIO A

- Scenario A rises starkly over the small scale, fine grain frontage of the high street, and looms over the street space
- With its height the building is intrusive, totally out of scale and would significantly undermine the local townscape character of the High Street and detract from the significance of the Conservation Area.

#### ASSESSMENT SCENARIO B

- Limited visibility of the upper floors of Scenario B above the roof scape.
- Scenario B is more proportionate to the existing grain and height of the street frontage and less intrusive to the character of the street.
- The townscape or visual impact from this location will depend on the precise location, massing and design of the proposed building, but Scenario B is more likely to have an acceptable townscape and visual impact.



View T2 - Scenario A



View T2 - Scenario B



## VIEW T3 - VIEW FROM HIGH STREET & KING STREET JUNCTION



View T3 - Existing View

### ABOUT THE VIEW

#### THE VIEW POINT

The view is from the footway at High Street and King Street junction next to High Street Methodist Church.

**DIRECTION:** South-east



#### ASSESSMENT SCENARIO A

- Scenario A rises starkly over the historic building at the end of the High Street, and looms over the street space.
- The building is totally out of scale and would significantly undermine the townscape character of the High Street and detract from the significance of the Conservation Area.

#### ASSESSMENT SCENARIO B

- Scenario B would remain visible above the roof scope of the historic building at the end of the High Street and affect its setting.
- However, Scenario B is less intrusive to the overall townscape character, and subject to the design may be perceived as a disassociated background to the high street environment, similar to Berkshire House or the Landings towers.
- Scenario B height is considered borderline to an acceptable impact, and further reduction in height or a location further away may be desirable to further decrease the impact of the building on this character.



View T3 - Scenario A



View T3 - Scenario B



## VIEW T4 - VIEW FROM THE ROUNDABOUT AT CASTLE HILL ROAD



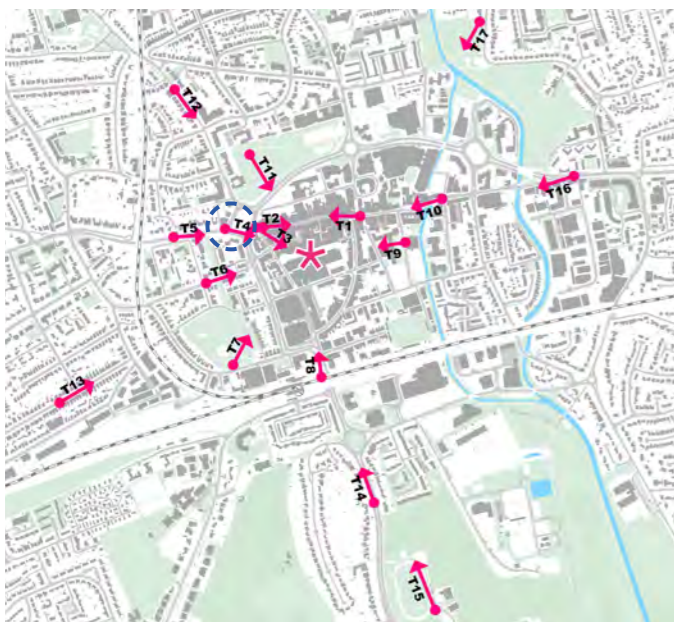
View T4 - Existing View

### ABOUT THE VIEW

#### THE VIEW POINT

The view is from the roundabout at Castle Hill Road.

**DIRECTION:** East



#### ASSESSMENT SCENARIO A

- Scenario A rises unmitigated sky-high to the back of the Methodist Church on Frascati Way. The impact on the local townscape is overwhelming, domineering and out of place with the surrounding context and scale of development in Maidenhead more widely. The height feels unjustified even in the context of the Landings development (as shown by the grey building visualisations).

#### ASSESSMENT SCENARIO B

- Scenario B would create a prominent new high point in this view. Its height is more proportionate to its context and does not over-domineer its foreground. The building would shift the skyline emphasis towards the shopping centre, balancing somewhat the impact of the Landings on the skyline. Other surrounding development of slightly greater height in the town centre cluster (not modelled) could create a mitigating context to this building and through layering help to mediate its contrast with the lower development in the foreground.
- Overall Scenario B height is considered borderline to an acceptable townscape impact and ideally should be reduced further. The actual townscape impact will also depend on the precise location, massing and design of Scenario B and associated development.



View T4 - Scenario A



View T4 - Scenario B



## VIEW T5 - VIEW FROM CASTLE HILL ROAD



View T5 - Existing View

### ABOUT THE VIEW

#### THE VIEW POINT

The view is from the footway at Castle Hill Road.

**DIRECTION:** East



#### ASSESSMENT SCENARIO A

- Scenario A rises starkly over the treeline and intrudes into the character of this street.
- The building is out of scale and alien to this townscape character of the High Street and detract from the significance of the Conservation Area.

#### ASSESSMENT SCENARIO B

- Scenario B would potentially be inbetween and through the tree cover, but the building would remain below the ridge line of the historic building in the middle of the view.
- As such a building of this height is likely to be less intrusive and have a limited impact on the townscape character present in this view. The actual townscape impact will depend on the precise location, massing and design of the proposed building.



View T5 - Scenario A



View T5 - Scenario B



## VIEW T6 - VIEW FROM HIGH TOWN ROAD



View T6 - Existing View

### ABOUT THE VIEW

#### THE VIEW POINT

The view is from the High Town Road.

**DIRECTION:** East



#### ASSESSMENT SCENARIO A

- Scenario A appears central to this view, rising above the treeline. The building appears totally out of place in this view and would detract from this sensitive townscape character.

#### ASSESSMENT SCENARIO B

- Scenario B would remain below the tree line and also below the ridge line of but the building would remain below the ridge line of the historic building to right of the view.
- As such a building of this height is likely to be less intrusive and have a limited impact on the townscape character present in this view. The actual townscape impact will depend on the precise location, massing and design of the proposed building.



View T6 - Scenario A



View T6 - Scenario B



## VIEW T7 - VIEW FROM GRENFELL PARK



View T7 - Existing View

### ABOUT THE VIEW

#### THE VIEW POINT

The view is from Grenfell Park.

**DIRECTION:** North-east



#### ASSESSMENT SCENARIO A

- Scenario A rises above the treeline and intrudes dominantly into the character of this open space.
- It has an urbanising impact that further compounds the impact of the Landings scheme, and takes away from the seclusion and tranquility of the open space at present.

#### ASSESSMENT SCENARIO B

- Scenario B is likely to remain largely below the tree line.
- As such a building of this height is less intrusive and has a limited impact on the character of this open space. The actual townscape impact will depend on the precise location, massing and design of the proposed building.



View T7 - Scenario A



View T7 - Scenario B



## VIEW T8 - VIEW FROM A308 MAIDENHEAD STATION APPROACH



View T8 - Existing View

### ABOUT THE VIEW

#### THE VIEW POINT

The view is from the Maidenhead Station approach on A308 Braywick Road.

**DIRECTION:** North



#### ASSESSMENT SCENARIO A

- Scenario A is situated to the back of the Landings development and will be seen rising above their roofscape. It will compound the impact of the Landings and cumulatively create a concentration of height and a highly urban appearance that appears out of character with the wider scale and massing of development in the town centre and Maidenhead as a whole.
- The height of the Landings, whilst tall and unprecedented appears somewhat proportionate to the wider scale and height of development in this view. It sets a benchmark that should not be crossed in this view, and possibly in Maidenhead town centre more widely.

#### ASSESSMENT SCENARIO B

- Scenario B would remain hidden behind the Landings scheme, that sets the new height scape for the town centre.
- As such a building of this height will not have an impact on the local townscape in this location.



View T8 - Scenario A



View T8 - Scenario B



## VIEW T9 - VIEW FROM ST IVES ROAD



View T9 - Existing View

### ABOUT THE VIEW

#### THE VIEW POINT

The view is from the footway at St Ives Road in front of Maidenhead Library .

**DIRECTION:** West



#### ASSESSMENT SCENARIO A

- A sliver of the top floors of Scenario A may be seen over the roofscape of the town hall, interfering with the clarity of the roofline, and potentially competing with Berkshire House. Whilst not having a significant impact on the townscape character, it would be improved if the building was not visible at all.

#### ASSESSMENT SCENARIO B

- Scenario B will not be visible from this view point and the impact on the local townscape character is nil.



View T7 - Scenario A



View T7 - Scenario B



## VIEW T10 - VIEW FROM HIGH STREET AT WATERSIDE



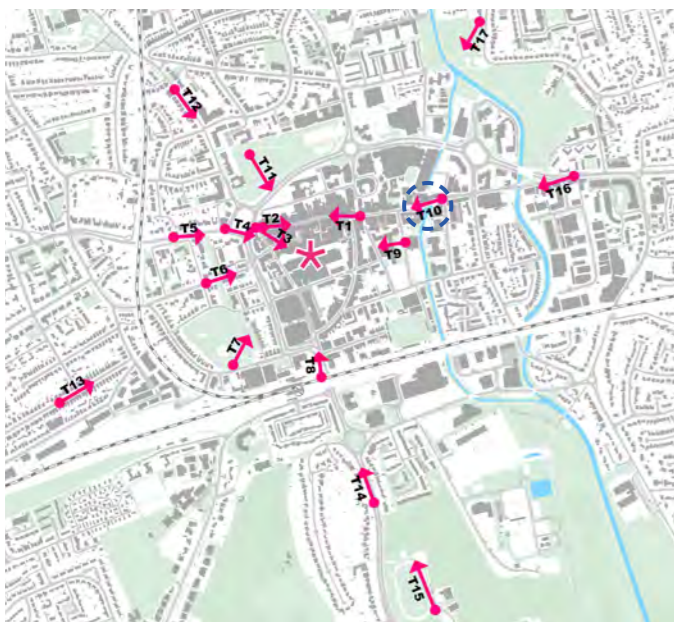
View T10 - Existing View

### ABOUT THE VIEW

#### THE VIEW POINT

The view is from the footway at High Street next to the Waterside Quarter in front of the Picturehouse building.

**DIRECTION:** West



#### ASSESSMENT SCENARIO A

- Scenario A is situated to the back of Berkshire House, yet rises to the same height in this view. Subject to the view point and the building's location and massing both buildings may visually coalesce into a single large shape on the skyline. This will undermine the prominence and legibility of Berkshire House in this view, create a cluttered and domineering skyline and significantly detract from the character and distinctive ensemble of the High Street in the fore and middle ground of this view.

#### ASSESSMENT SCENARIO B

- Scenario B is significantly lower and remains in the backdrop of the view. It is clearly subordinate to Berkshire House, avoids direct competition, and if anything, helps to mediate the contrast of Berkshire House with the lower scale development in the foreground.
- As such the impact of this height would be considered appropriate in the context of the local townscape in this location.



View T10 - Scenario A



View T10 - Scenario B



## VIEW T11 - VIEW FROM KIDWELLS PARK



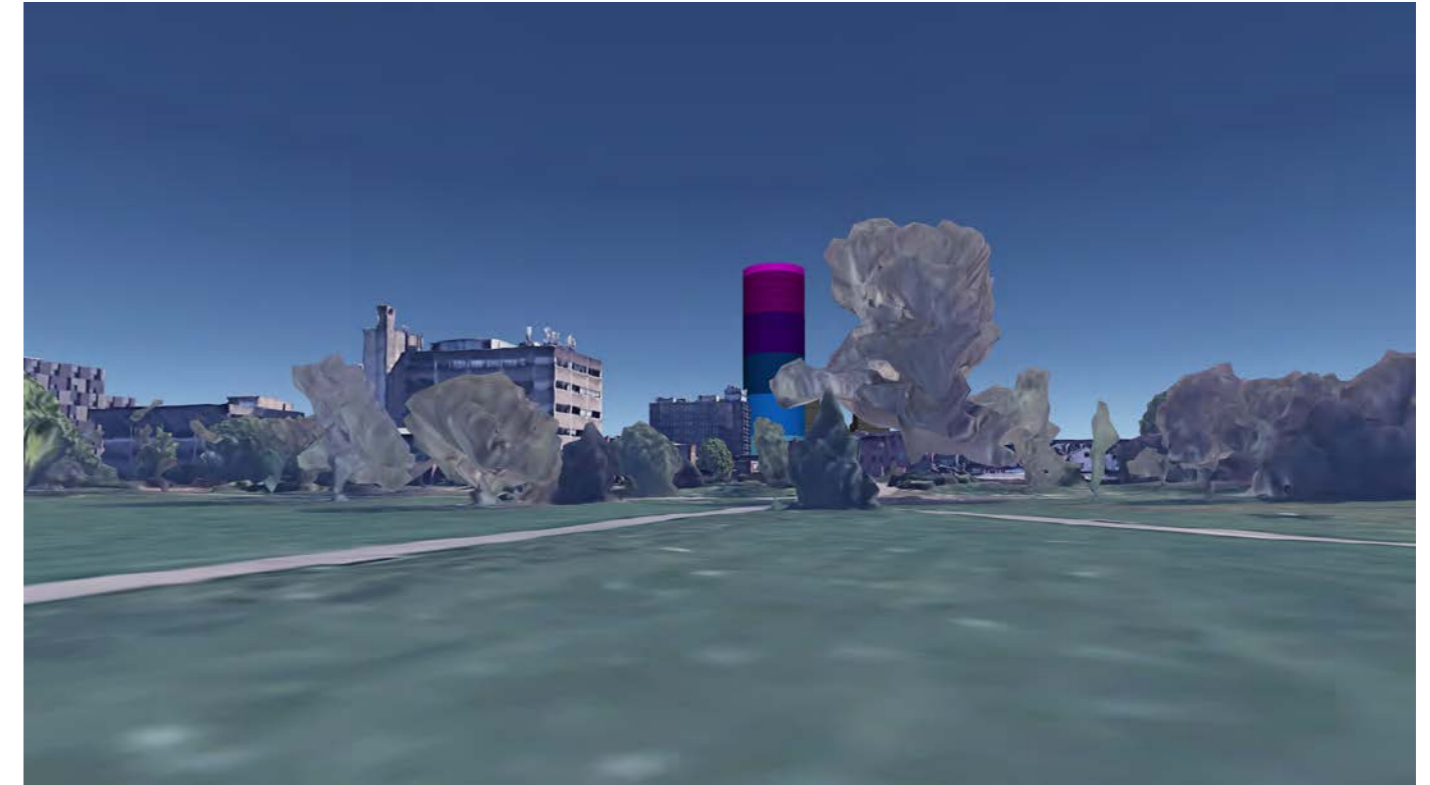
View T11 - Existing View

### ABOUT THE VIEW

#### THE VIEW POINT

The view is from the World War One Memorial Garden at Kidwells Park.

**DIRECTION:** South-east



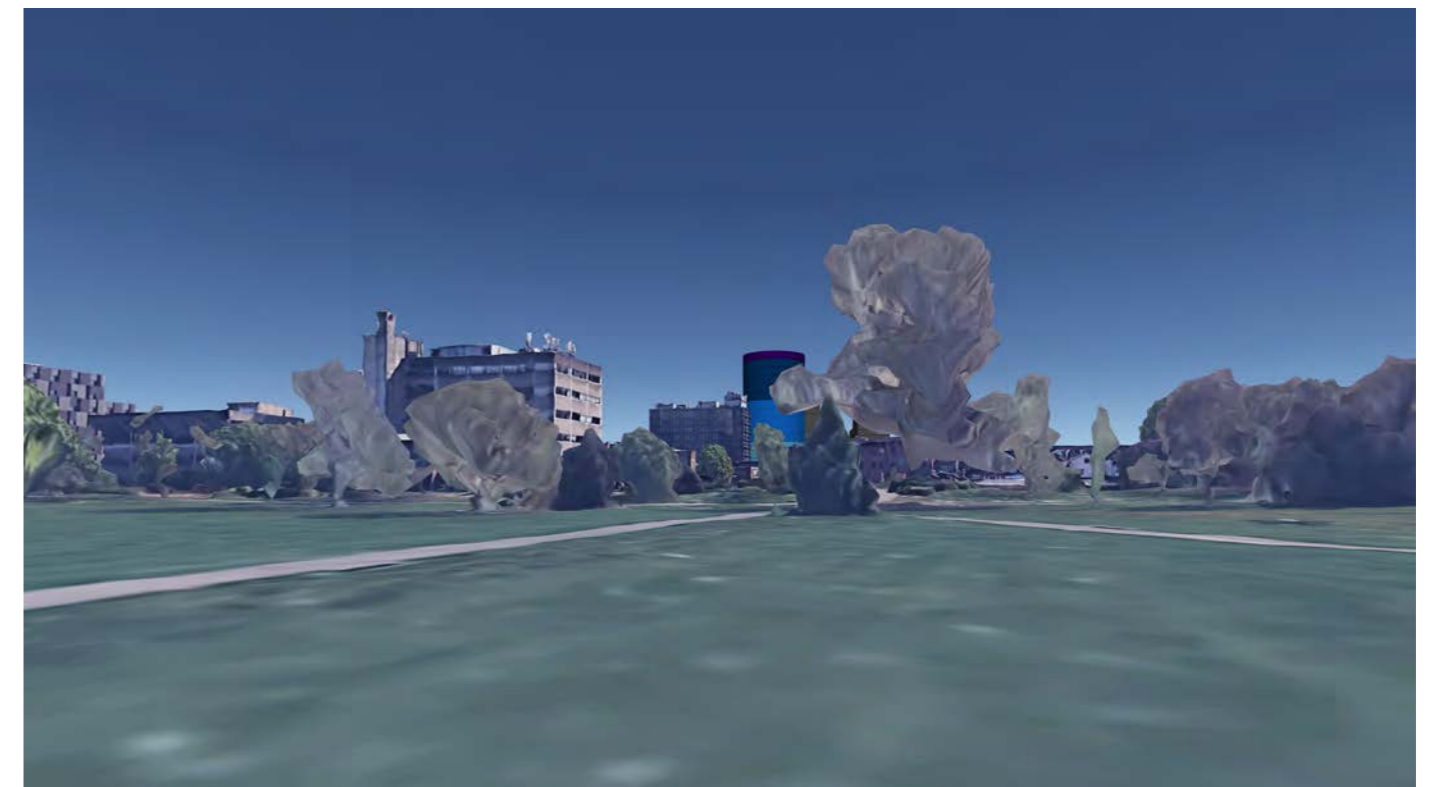
View T11 - Scenario A

#### ASSESSMENT SCENARIO A

- Scenario A rises dominantly over the existing development and will tower over the open space. Whilst the southern edge of Kidwells Park is poorly defined and include buildings of large scale and diverse form, the building will not positively contribute to enhancing its setting and further erode its qualities, by creating intrusive overlooking and a principal focus outside of the open space.

#### ASSESSMENT SCENARIO B

- Scenario B will not be visible from this view point and the impact on the local townscape character is nil.



View T11 - Scenario B



## VIEW T12 - VIEW FROM A308 CRAUFURD RISE



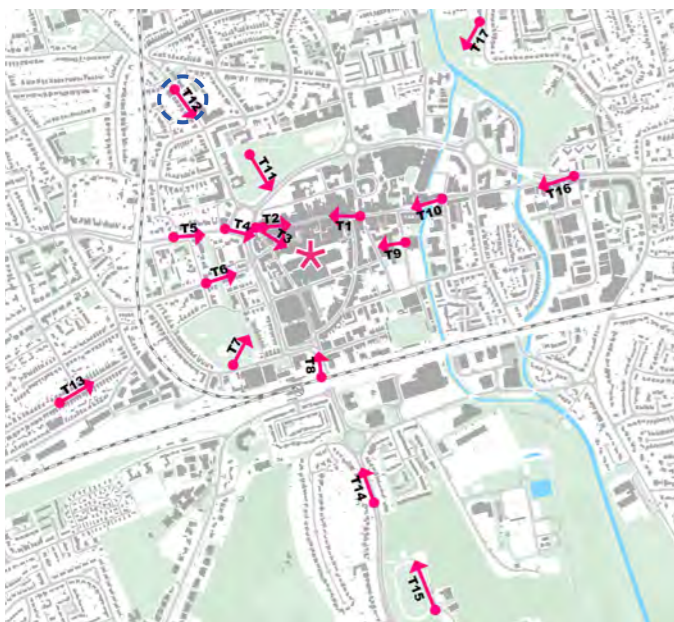
View T12 - Existing View

### ABOUT THE VIEW

#### THE VIEW POINT

The view is from the footway at A308 Craufurd Rise.

**DIRECTION:** South-east



### ASSESSMENT SCENARIO A

- Scenario A will become prominently visible in the visual focus of this town centre approach. Its height is significantly taller than the Landings development that can also be seen in this view. It appears completely out of place in the context of the scale, grain and height of development along this street, but also in respect of the Landings in the town centre.
- Whilst a visual marking of the town centre can enhance legibility in this view, this is already sufficiently achieved with the visibility of the Landings development, and Scenario A, with its greater height is unnecessary, specifically as it detracts from the townscape character.

### ASSESSMENT SCENARIO B

- Scenario B is significantly lower and remains in the backdrop of the view, only modestly rising above development in the middle ground (subject from where seen). Its height is proportionate to its context, and its impact on the townscape character is similarly moderate to that of the Landings. As such the impact of this height is likely to be considered appropriate in the context of the local townscape in this location.



View T12 - Scenario A



View T12 - Scenario B



## VIEW T13 - VIEW FROM CLARE ROAD



View T13 - Existing View

### ABOUT THE VIEW

#### THE VIEW POINT

The view is from the Clare Road.

**DIRECTION:** South-east



View T13 - Scenario A

#### ASSESSMENT SCENARIO A

- Scenario A rises dominantly over the tree line in the vista of this view and intrudes into the domestic scale historic townscape. It is out of scale and has a domineering presence that will detract from the local townscape character.

#### ASSESSMENT SCENARIO B

- Scenario B may still be visible, but it will be significantly less outstanding and conspicuous than Scenario A. It remains in the background and does not detract from the townscape character of the street scene itself. As such the impact of this height would be considered appropriate in the context of the local townscape in this location.



View T13 - Scenario B



## VIEW T14 - VIEW FROM A308 BRAYWICK ROAD



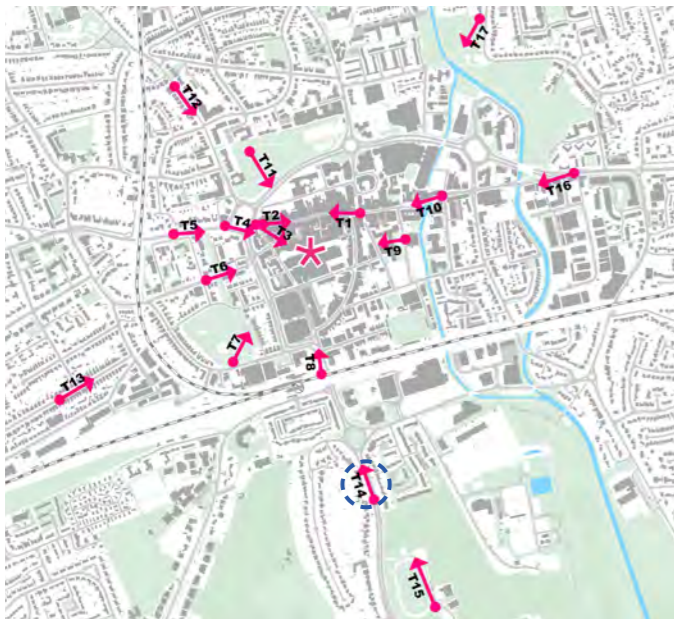
View T14 - Existing View

### ABOUT THE VIEW

#### THE VIEW POINT

The view is from the footway at A308 Braywick Road and Bellworthy Close junction.

**DIRECTION:** North



#### ASSESSMENT SCENARIO A

- Scenario A will rise significantly above the Landings development in this view, establishing a dominant focal high point. With its height this appears completely out of place in the context of the Landings but also the wider character of the Maidenhead as a place.

#### ASSESSMENT SCENARIO B

- Scenario B remains below the height of the Landings development and visually integrates with it as part of a cluster of taller buildings in the town centre.
- As such the impact of this height would be considered appropriate in the context of the local townscape in this location.



View T14 - Scenario A



View T14 - Scenario B



## VIEW T15 - VIEW FROM BRAYWICK ATHLETIC TRACK



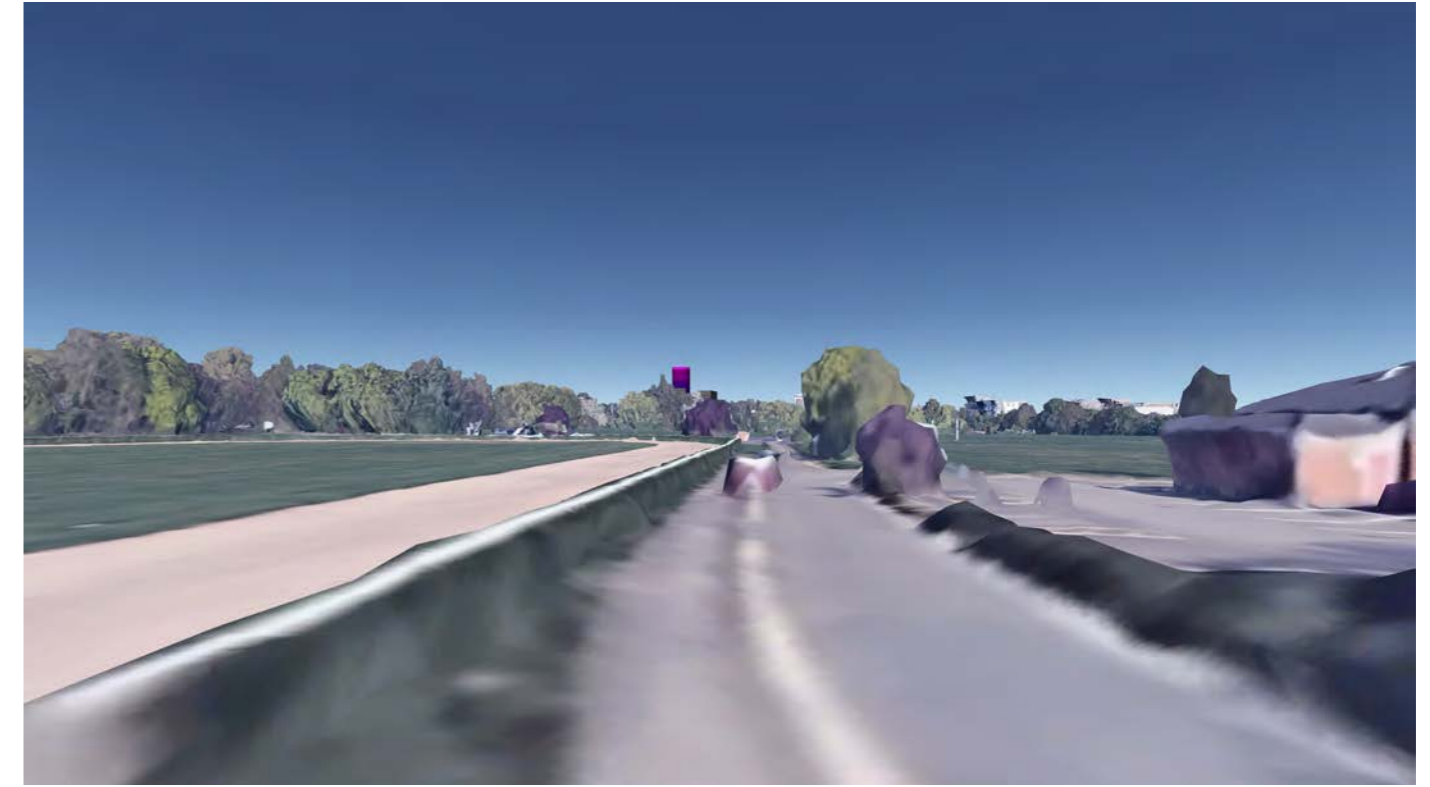
View T15 - Existing View

### ABOUT THE VIEW

#### THE VIEW POINT

The view is from the footway next to Braywick Athletic Track.

**DIRECTION:** North



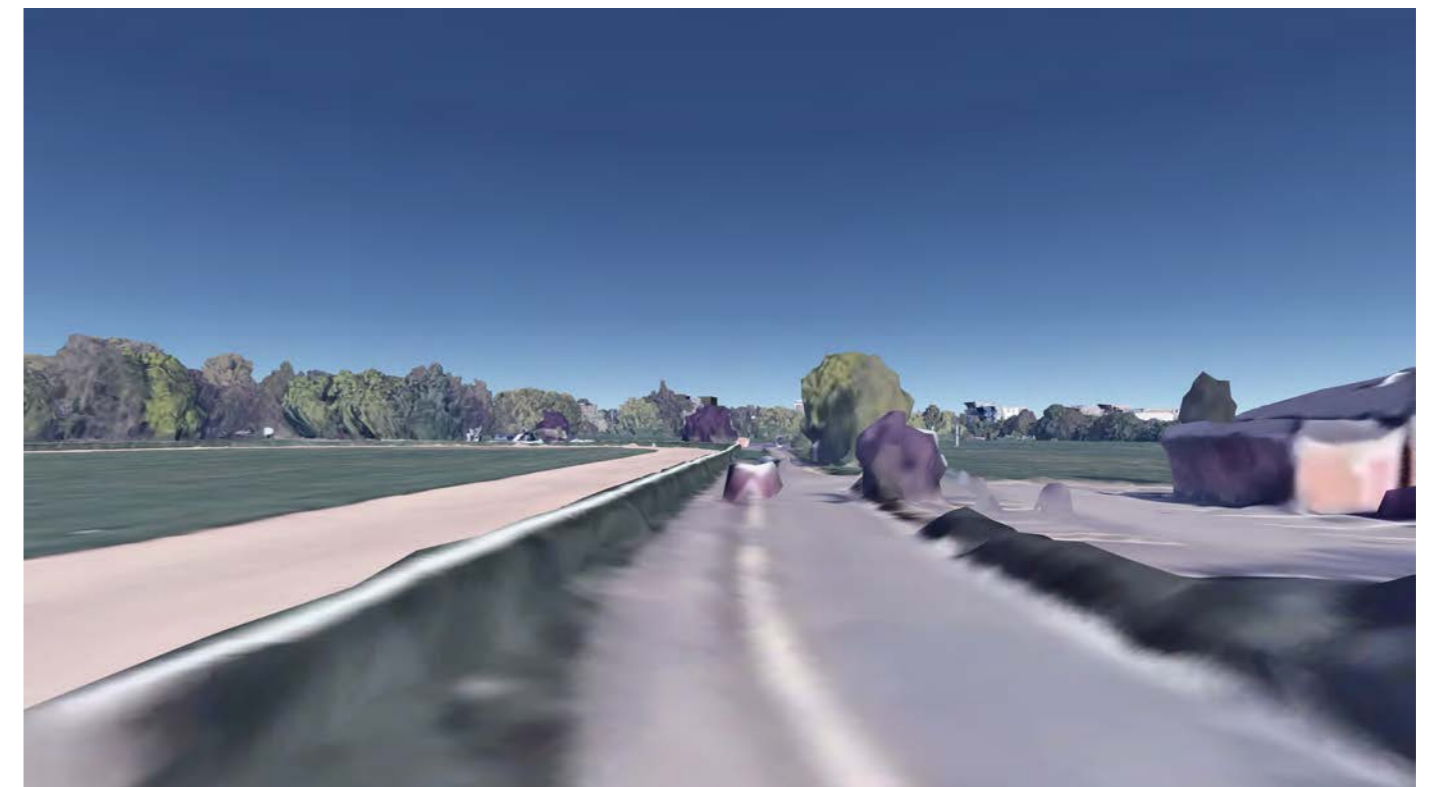
View T15 - Scenario A

#### ASSESSMENT SCENARIO A

- Scenario A rises vertically as a dominant beacon over the tree line and intrudes in the open natural character of Braywick Open Space. It is of unprecedented height, clearly out of scale and provides a sense of 'urbanness' that is out of place with Maidenhead as a place.

#### ASSESSMENT SCENARIO B

- Scenario B is of similar height to the tallest tower of the Landings that may be visible just at the top of the treeline. It will blend into the background and avoid any significant impact on the local landscape character. As such the impact of its height is considered appropriate in this location.



View T15 - Scenario B



## VIEW T16 - VIEW FROM A4 BRIDGE ROAD



View T16 - Existing View

### ABOUT THE VIEW

#### THE VIEW POINT

The view is from the footway at A4 Bridge Road.

**DIRECTION:** West



#### ASSESSMENT SCENARIO A

- Scenario A will rise as a dominant vertical beacon in this view. The townscape character of this location is rather poor and the area feels fragmented. Nevertheless, the building will appear as out of scale to the typical development along this approach and the town centre more widely. As such it is considered as detracting from the wider place character.
- It also stands significantly taller than Berkshire House (partially hidden behind a tree) and competes with and overwhelms this central Maidenhead landmark.

#### ASSESSMENT SCENARIO B

- Only a small part of Scenario B is visible in this view above the roofscape. It remains below the height of Berkshire House and avoids significant competition with this landmark.
- Overall the impact of its height would be considered appropriate in the context of the local townscape in this location and the wider place character.



View T16 - Scenario A



View T16 - Scenario B



## VIEW T17 - VIEW FROM THE MOOR



View T17 - Existing View

### ABOUT THE VIEW

#### THE VIEW POINT

The view is from the footway at the Moor next to Blackamoor Lane.

**DIRECTION:** South-west

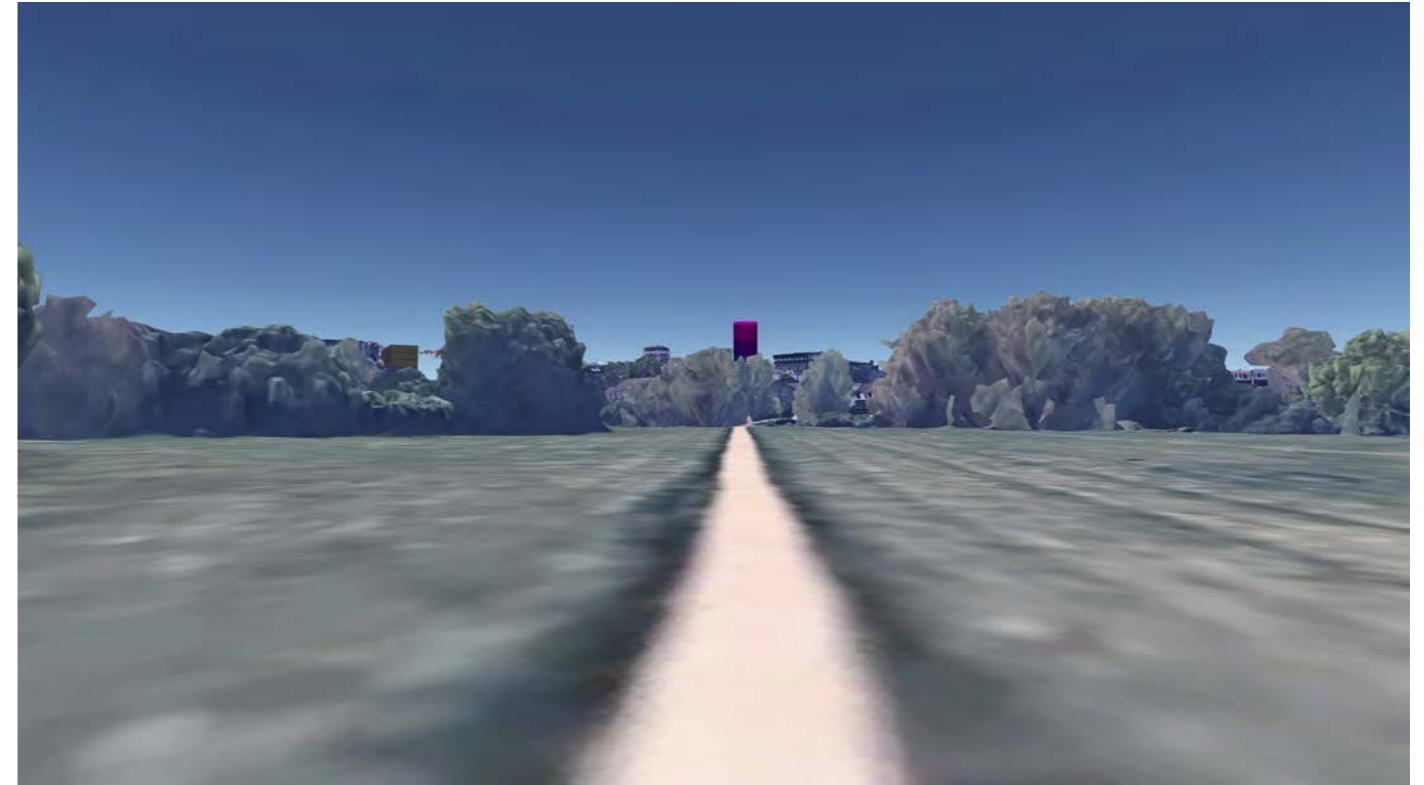


#### ASSESSMENT SCENARIO A

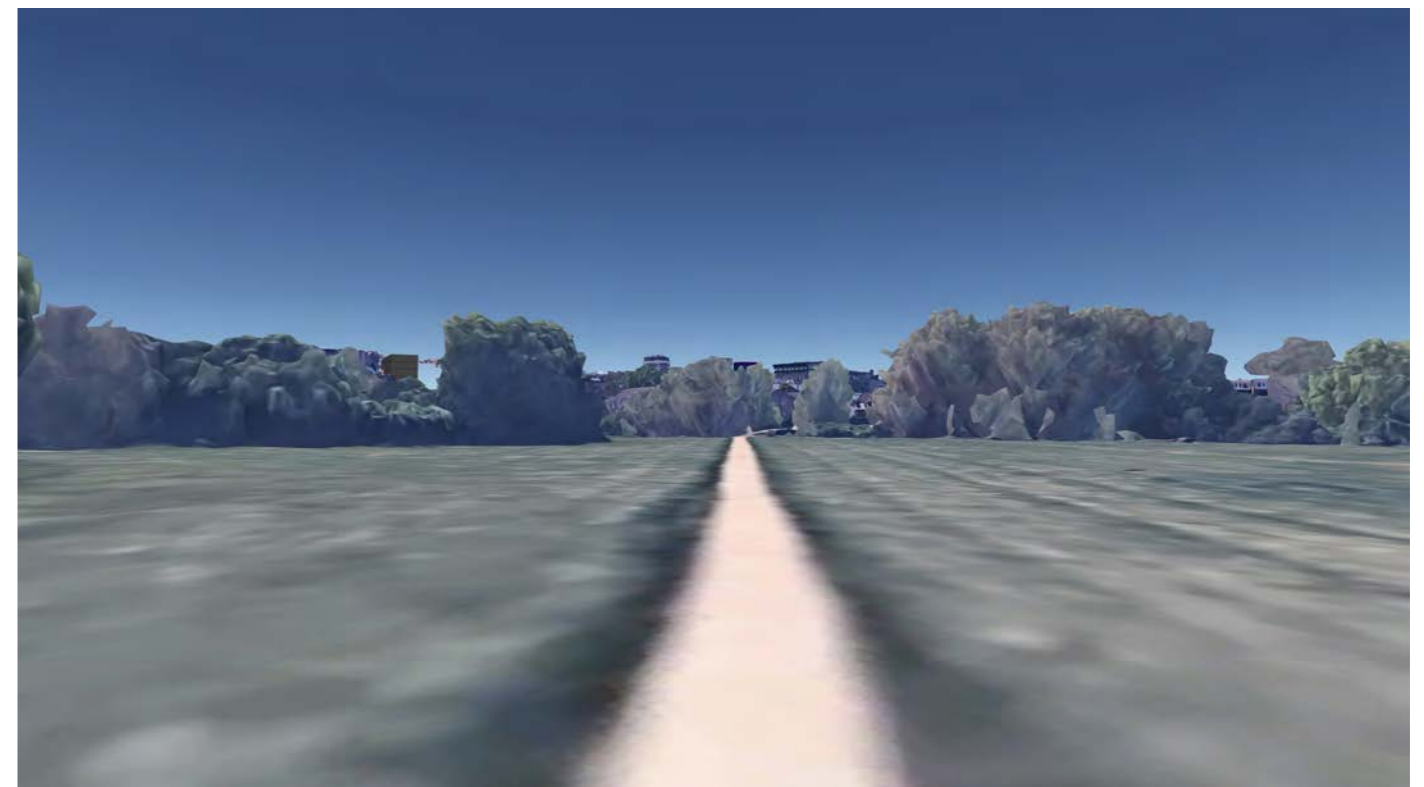
- Scenario A rises as a dominant beacon over the tree line in the focus of this view. Whilst it will be seen in the context of other taller development visible above the tree line, it would create a dominant vertical high point and a level of overlooking that is uncharacteristic and strongly urbanising to this open space. The building is of unprecedented height, appears out of scale, and detracts from the wider place character of Maidenhead.

#### ASSESSMENT SCENARIO B

- Scenario B is barely visible and blends in with other development in the background of this view. As such the impact of its height is considered appropriate in this location.



View T17 - Scenario A



View T17 - Scenario B







