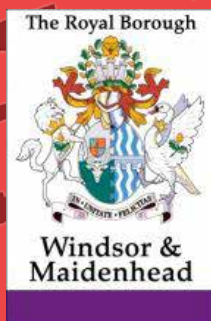


WEST STREET OPPORTUNITY AREA SPD MAIDENHEAD



Draft for adoption
July 2016

Lambert Smith Hampton

Allies and Morrison
Urban Practitioners



Villas

M. 108.7

KIDWELL

North Place Lodges

PARK

B. N. 106.9

Port Villa

Kidwell House

99.8

98.3

School

Hotel

VOYATT STREET

Police Station



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EXECUTIVE SUMMARY

Introduction

The West Street Opportunity Area is one of the key development sites in Maidenhead. It is on the edge of the historic town centre and is very prominent on key routes.

The Maidenhead Town Centre Area Action Plan, adopted in 2011, provides an overall vision for the area. The council has been working with a team of consultants to consider how development can best be delivered within this vision.

A draft Supplementary Planning Document has been prepared to set out the plans in greater detail. This document will be used to guide and control development.

The Vision

The vision for West Street Opportunity Area is an ambitious and innovative scheme of exemplary design that delivers an attractive destination including prime office and residential development along with leisure, food and drink provision. New development will enhance the town's profile, appearance and heritage assets with active frontage along Bad Godesberg Way and an improved quality of environment along West Street.

A redeveloped West Street will enhance the sustainability credentials of the town centre and better integrate Kidwells Park to the town facilitated by improved cycle and pedestrian connections.

Objectives

In achieving this vision, the co-ordinated redevelopment of the WSOA will deliver the following objectives as expressed in the Maidenhead Town Centre AAP policy OA2:

- Improve the town centre's appearance and frontage along Bad Godesberg Way;
 - Significantly improve the town centre's office and residential profile;
 - Create new high quality gateways into the town centre;
 - Enhance the town centre's land use efficiency and sustainability;
 - Significantly improve the town centre's accessibility and permeability;
 - Improve the town centre's green setting through better integration of Kidwells Park with the town centre;
 - Create a more lively and attractive environment along West Street;
- Protect and enhance the listed buildings and conservation area; and
 - Deliver an innovative and imaginative solution to the redevelopment of the area.

New objectives added

Section added and Vision text updated

Illustrative Masterplan



1 INTRODUCTION

1.1 THE PURPOSE OF THIS DOCUMENT

The purpose of this Supplementary Planning Document (SPD) is to provide formal planning guidance that will influence the strategic use of land and the quality of design within the West Street Opportunity Area (“WSOA”).

Vision and objectives text moved to exec summary

The draft SPD sets out the Council’s vision for the WSOA and incorporates a Design Framework which aims to proactively guide and promote the comprehensive redevelopment of this key site within Maidenhead Town Centre.

About the draft SPD

The Opportunity Area (OA) is adjacent to Bad Godesberg Way and is immediately north of the main commercial centre and in close proximity to the mainline railway station, which will become a Crossrail station in 2019.

The Maidenhead Town Centre Area Action Plan (AAP) has identified the West Street OA for a mixed use development, with high quality buildings along the area’s A4 frontage characterised by outstanding architecture, tall buildings, planting, public art and lighting in the gateways, to replace the present views of dated buildings and rear service areas, with improved links into the town centre, in particular the High Street.

It is important for the Council to ensure that the opportunity for delivering a new Opportunity Area is robust, deliverable and market sharp.

Maximising the value and delivery potential of the area is therefore a key objective.



Leisure Centre

Sainsbury's

Kidwells Park

Marlow Road

Cookham Road

Bad Godesberg Way

Kidwells Park Dr

West Street

Market Street

High Street

Castle Hill

Queen Street

Nicholson Centre

Maidenhead Town Hall

Frascati Way

King Street

Grenfell Park

Maidenhead Station



The Status of the Supplementary Planning Document

The WSOA draft SPD has been prepared in the context of National Planning Policy and the Maidenhead Town Centre Area Action Plan (AAP) and 'Saved' policies of the adopted RBWM Local Plan.

Once adopted, this draft SPD sits alongside other planning documents within RBWM's local planning framework. The WSOA draft SPD does not introduce new policy but instead provides supplementary information to support the site specific policy of the Maidenhead Town Centre AAP (Policy OA2). This draft SPD should be read in conjunction with the AAP and other extant planning policies.

The WSOA draft SPD has also been informed by published Council strategies, technical studies and design feasibility. The requirements set out in this draft SPD will be a material consideration in determining all forthcoming planning applications relating to the WSOA.

1.2 SUSTAINABILITY APPRAISAL

The achievement of sustainable development is a key planning requirement. A Sustainability Appraisal (SA) considers the likely significant economic, social and environmental effects of a policy or programme.

This draft SPD has been prepared in accordance with the policies of the Maidenhead Town Centre AAP that has been subjected to a SA. As such the SA that has been undertaken remains relevant and applicable to this draft SPD.

1.3 CONSULTATION

The Draft WSOA SPD was presented to ProM in February 2016. The Draft was approved for issue for public consultation.

We are interested to hear your views on the WSOA draft SPD and you can submit your comments to the council in writing or by completing the consultation questionnaire. At the end of the consultation period the responses will be considered and amendments, where appropriate will be made to the draft SPD. The revised final draft SPD will be presented to Cabinet for adoption for use as a supplementary planning document.

The timetable for the adoption of this SPD is set out below:

Adoption process indicative timetable:

Publish and issue draft SPD
3rd March 2016

Public /Stakeholder Consultation period
3rd March to 14 April 2016

Final draft SPD preparation (by reviewing feedback / include minor revisions)
27th May 2016

PRoM Approval of the alterations to the draft SPD
June 2016

Regeneration Sub Committee / Cabinet
June / July 2016

Adoption of the SPD
Summer 2016

Vision text updated

1.4 THE VISION AND OBJECTIVES

Vision

The vision for West Street Opportunity Area is an ambitious and innovative scheme of exemplary design that delivers an attractive destination including prime office and residential development along with leisure, food and drink provision. New development will enhance the town's profile, appearance and heritage assets with active frontage along Bad Godesberg Way and an improved quality of environment along West Street.

A redeveloped West Street will enhance the sustainability credentials of the town centre and better integrate Kidwells Park to the town facilitated by improved cycle and pedestrian connections.

In achieving this vision, the redevelopment of the WSOA will deliver the following objectives as expressed in the Maidenhead Town Centre AAP.

Objectives

The co-ordinated redevelopment of this area will:

- Improve the town centre's appearance and frontage along Bad Godesberg Way;
- Significantly improve the town centre's office and residential profile;
- Create new high quality gateways into the town centre;
- Enhance the town centre's land use efficiency and sustainability;
- Significantly improve the town centre's accessibility and permeability;
- Improve the town centre's green setting through better integration of Kidwells Park with the town centre;
- Create a more lively and attractive environment along West Street;

- Protect and enhance the listed buildings and conservation area; and
- Deliver an innovative and imaginative solution to the redevelopment of the area.

New objectives added



Illustrative scheme

Three



Mo





2 CONTEXT

2 CONTEXT

2.1 HISTORICAL CONTEXT

Maidenhead is located within the Thames basin, surrounded by Greenbelt. The rising land to the north and west highlights a shift in landscape character from valley floor to more elevated chalk downland character. This landscape is reflected in the occasional use of flint in local buildings.

The location of the town in the valley floor means that it is visible from a number of elevated vantage points on surrounding hills, including prominent views from significant points such as Cliveden.

One of the origins of Maidenhead was its proximity to a crossing point on the Thames. The historic core of the town is located a short distance to the west, just as the land rises sufficiently to raise it out of immediate danger of flooding.

Maidenhead has a strong historic core with good street form which facilitates a good network of pedestrian connections. A number of areas are pedestrianised, including the High Street and the Nicholsons Centre.

Maidenhead has areas which show strong historic character, most particularly around the High Street and Queen's Street which are together covered by a conservation area. This historic side to the town is characterised by a robust building scale and a mix of building types and styles.

Maidenhead's age and its historic centre at its heart has given the town a relatively clear urban form. Whilst the surrounding suburbs are predominantly two storeys in scale the town centre has developed over time with taller buildings along the High Street and other key spaces. This reflects their significance within the town's hierarchy of spaces.

Historical maps of the draft SPD area which pre-date the development of Bad Godesberg Way in the early 1970s show West Street as a secondary lane to the High Street. The rear of the High Street properties face smaller cottages and the pub and chapel on West Street. To the north of West Street some villa blocks face north onto Kidwells Park.

The historic maps demonstrate the cohesiveness of the original routes into the town centre including Marlow Road, Castle Hill and Market Street. The introduction of Bad Godesberg Way has prioritised car movements in the area and isolates Kidwells Park from the town centre.

In the postwar era a series of taller buildings have been developed, firstly through the 1960s and 70s in the form of office towers over the Nicholson Centre and at the top of Queen Street.

More recently, taller buildings have been developed at The Point, towards the top of Market Street within the West Street OA, creating a distinct and strong northern boundary to the town centre. The taller structures are grouped in a relatively limited area.



West Street area - 1931

2.2 NATIONAL PLANNING CONTEXT

The National Planning Policy Framework (NPPF) published on March 27th 2012 consolidates previously issued planning policies statements and guidance into a single policy document. The NPPF sets out the Government's objectives for planning in England. The NPPF makes clear that the central aim of planning is to deliver 'sustainable development'.

The roles which planning is to play in achieving sustainable development is expressed in terms of three key dimensions; economic, social and environmental.

- an economic role – contributing to building a strong, responsive and competitive economy, by ensuring that sufficient land of the right type is available in the right places and at the right time to support growth and innovation; and by identifying and coordinating development requirements, including the provision of infrastructure;
- a social role – supporting strong, vibrant and healthy communities, by providing the supply of housing required to meet the needs of present and future generations; and by creating a high quality built environment, with accessible local services that reflect the community's needs and support its health, social and cultural well-being; and
- an environmental role – contributing to protecting and enhancing our natural, built and historic environment; and, as part of this, helping to improve biodiversity, use natural resources prudently, minimise waste and pollution, and mitigate and adapt to climate change including moving to a low carbon economy.

The NPPF introduces the principle of the 'presumption in favour of sustainable development', for the planning-making this means:

'Local planning authorities should positively seek opportunities to meet the development needs of their area;

Local Plans should meet objectively assessed needs, with sufficient flexibility to adapt to rapid change, unless: – any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole; or – specific policies in this Framework indicate development should be restricted.'

The NPPF makes clear that the statutory development plan takes primacy in determining planning proposals and reinforces planning law that requires that planning permission must be determined in accordance with the development plan unless material considerations indicate otherwise. Development proposals that accord with the development plan are to be approved without delay and in such circumstances 'where the development plan is absent, silent or relevant policies are out-of-date' planning permission is to be granted with exception to:

'– any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole; or

– specific policies in this Framework indicate development should be restricted.'

Core Planning Principles

The NPPF sets out twelve core principles to guide the development proposals that prescribe land use. These principles are outlined below:

NPPF core planning principles should;

- be genuinely plan-led;
- be creative in finding ways to enhance and improve places in which people live their lives;
- proactively drive and support sustainable economic development to deliver homes, business and industrial units and infrastructure;
- secure high quality design and good standard of amenity;
- promote the vitality of urban areas and protect the Green Belts;
- support the transition to a low carbon future in a changing climate;
- contribute to conserving and enhancing the natural environment and reducing pollution;
- encourage the effective use of land by reusing land that has been previously developed (Brownfield land);
- promote mixed use developments including provision of open land to perform a variety of functions (such as for wildlife, recreation, flood risk mitigation, carbon storage or food production);
- manage patterns of growth to facilitate use of public transport, walking and cycling; and
- support local strategies to improve, health, social and cultural wellbeing, including deliver community and cultural facilities to meet local needs.

New objective added

- conserve heritage assets in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of this and future generations

Town Centres

The WSOA lies within Maidenhead town centre and of particular relevance to this draft SPD are the policies that relates to town centres. The NPPF recognises the importance of town centres and advocates that:

‘Planning policies should be positive, promote competitive town centre environments and set out policies for the management and growth of centres over the plan period. In drawing up Local Plans, local planning authorities should:

- *recognise town centres as the heart of their communities and pursue policies to support their viability and vitality;*
- *promote competitive town centres that provide customer choice and a diverse retail offer and which reflect the individuality of town centres;*
- *retain and enhance existing markets and, where appropriate, re-introduce or create new ones, ensuring that markets remain attractive and competitive;*
- *allocate a range of suitable sites to meet the scale and type of retail, leisure, commercial, office, tourism, cultural, community and residential development needed in town centres. It is important that needs for retail, leisure, office and other main town centre uses are met in full and are not compromised by limited site availability’.*

2.3 LOCAL PLANNING CONTEXT

Local Plan (2003)

The Local Plan (incorporating Alterations Adopted June 2003) guides development across the Borough and sets out priorities and policy objectives for requirements such as; housing, infrastructure, health and the environment.

A number of policies within the Local Plan have also been cancelled (to comply with changes to planning legislation) and are no longer applicable. The policies that remain relevant are referred to as 'Saved Policies'. The main policies of relevance in the Local Plan include:

- DG1 Design Guidelines
- CA 1 Development in Conservation Areas
- LB 2 Proposals affecting Listed Buildings or their settings
- R 3 Public Open Space provision in new developments
- R 5 Children's Playspace
- CF 1 Protection of existing facilities
- CF 2 Provision of new facilities
- H 3 Affordable housing (and the Supplementary Planning Guidance)
- H 6 Town Centre housing
- H 8 Meeting a range of housing needs
- H 10 Housing layout and design
- H 11 Housing density
- T 5 New developments and highway design
- T 7 Cycling

- T 8 Pedestrian environment
- P 4 parking within development

The policies within the Local Plan that relate to Central Maidenhead have since been superseded and supplemented within the Maidenhead Town Centre Area Action Plan (2011).

The Council is currently in the process of preparing a Borough Local Plan that will set out the long-term vision and place shaping strategy for the Borough up to 2032. It will provide the policy basis for delivering sustainable development, with specific policy objectives to ensure that new development, such as homes, jobs and supporting infrastructure is delivered in appropriate locations at the right time and in the right way. The emerging Borough Local Plan has been subjected to a series of public consultation events that has led to the preparation of the Preferred Options Consultation Document.

The Maidenhead Town Centre Area Action Plan (2011)

The West Street site is identified as one of six Opportunity Areas in the Maidenhead Town Centre Area Action Plan. The Maidenhead Town Centre AAP was adopted on September 27th 2011. The strategic aim of the plan is to rejuvenate Maidenhead town centre and surrounding area by promoting active attractive streets and places, new shops, homes and business and leisure opportunities. To achieve this aim, the Maidenhead Town centre AAP sets out overarching objectives relating to four main themes:

Places

- Improve the quality of and provision of public space.
- Introduce greenery into the town centre to reflect its Thames Valley setting. Enhance and introduce the use of water.
- Promote high quality built form.

Economy

- Quicken the pace of urban development and promote economic growth.
- Promote mixed use development.

People

- Foster greater civic pride
- Improve the identity and image of the town centre.

Movement

- Optimise town centre accessibility.
- Reduce pedestrian and vehicular conflicts, and promote a people-friendly town.

These themes are expressed as specific planning policies outlined below:

- Policy MTC 1 Streets & Spaces
- Policy MTC 2 Greening
- Policy MTC 3 Waterways
- Policy MTC 4 Quality Design
- Policy MTC 5 Gateways
- Policy MTC 6 Tall Buildings
- Policy MTC 7 Retail

- Policy MTC 8 Food & Drink
- Policy MTC 9 Markets & Events
- Policy MTC 10 Offices
- Policy MTC 11 Visitor Accommodation
- Policy MTC 12 Housing
- Policy MTC 13 Community, Culture & Leisure
- Policy MTC 14 Accessibility
- Policy MTC 15 Transport Infrastructure

The site specific policy relating to the West Street Opportunity Area (Policy OA 2) is also detailed within the Maidenhead Town Centre AAP.

Policy OA 2

The West Street Opportunity Area is allocated for a residential and office led mixed-use regeneration scheme. Proposals for this area should comprise in the order of:

- 21,000 m² of office floorspace (gross);
- 310 residential dwellings (gross);
- Complementary leisure provision, hotel, food and drink uses.

Development and design principles of particular relevance and importance to the redevelopment of this area include:

- Effective integration with the existing retail network through the creation of a new pedestrian access way linking to the High Street.
- Creation of a new pedestrian and cycle link to Kidwells Park.

- High quality architecture with active frontages to West Street and Bad Godesberg Way.
- Buildings to provide enhanced skyline and positive contribution to wider views with particular attention to neighbouring development including heritage assets, roof design and variation of building heights.
- Public realm improvements including those to existing pedestrian underpasses.
- Development of taller buildings up to 12 storeys (40m), with a landmark building at the western end of the site.
- Retention of the listed United Reformed Church, and enhancing its setting.
- Consolidation of existing telecommunications infrastructure unless alternative arrangements are in place.
- Retention of community facilities (the public house, Friends' meeting house and United Reformed Church's community hall) unless acceptable provision is to be made elsewhere.
- Vehicular access from West Street or Kidwells Park Drive.
- Replacement of existing public car parking.
- Not increase flood risk and use sustainable drainage systems to reduce surface water flood risk where possible.

2.4 SUPPLEMENTARY PLANNING GUIDANCE

The Council has published a range of supplementary planning guidance that provides further details in relation to principal policies set out in the Statutory Development Plan. Supplementary planning guidance relevant to the West Street Opportunity Area is set out below:

Car Parking Strategy

The Council's published Car Parking Strategy provides guidance on acceptable parking ratios that will be sought for all new developments in the Borough.

Planning Obligations and Developer Contributions SPD

The Planning Obligations and Developer Contributions SPD sets out the circumstances where developer contributions will be sought. Under the Town and Country Planning Act 1990, Developer Contributions also known as 'section 106 agreements' or 'planning obligations' can be sought to mitigate the impact of a proposed new development on local infrastructure and services, thereby making development acceptable.

Community Infrastructure Levy (November 2015)

The Council is in the process of moving towards the implementation of the Community Infrastructure Levy (CIL). CIL is a mechanism by which developer payments contribute towards the infrastructure, such as schools, and transport schemes needed to support the development of the area. The CIL Charging

Schedule sets out the chargeable rate that applies to various development types.

CIL will apply in conjunction with Section 106 (s106) agreements. However the scope under which s106 obligations is limited to site specific infrastructure, such as affordable housing and local highway and junction improvements in accordance with national planning legislation. The Draft CIL Charging schedule specifies that CIL will not be chargeable on sites within the Maidenhead Town Centre AAP.

Sustainable Design and Construction SPD

The purpose of the sustainable Design and Construction SPD is to encourage the sustainable approaches to the construction of buildings, and their performance in use and minimise impact on the environment.

The SPD sets out measures that would satisfy the Council's requirements, accordingly these measures, where practicable in the preparation of all planning applications relating to the West Street Opportunity Area.

2.5 LOCAL BOROUGH STRATEGIES

Relevant local strategies are set out below:

In preparing this draft SPD consideration has been given to relevant strategies and studies published by the Council and its stakeholders.

Sustainable Community Strategy

The long-term vision for the future economic, social and environmental wellbeing of the RBWM is set out in the Sustainable Community Strategy. The Strategy was prepared by the Community Partnership; a collective of public, private and voluntary sector organisations established to ensure the Royal Borough continues to be a place where everyone can thrive in a safe and healthy environment.

The strategy sets out the vision for the Royal Borough and includes seven key priorities for the achievement of the long-term vision. The key priorities are set out as follows:

- Improving community safety
- Strengthening local communities
- Reducing health inequalities
- Safeguarding the vulnerable
- Raising education and skills attainment
- Promoting sustainable economic growth
- Tackling climate change

PRoM – the Partnership for the Rejuvenation of Maidenhead

The Partnership for the rejuvenation of Maidenhead was formed in 2008 in response to a growing desire to see the town centre improve. PRoM led on the development and adoption of the Maidenhead Town Centre Area Action Plan (AAP). PRoM has set out its vision for Maidenhead:

“We want Maidenhead town centre to become the distinctive heart of the community, a place that celebrates its green Thames Valley setting. A town which is both accessible and welcoming, with a vibrant economy providing an appealing home to people and commerce. This is our vision and what we set out to achieve.”

This vision translates into a set of clear outcomes, it is envisaged that the regeneration of Maidenhead town centre will result in:

- Up to 1,000 residential units in the town centre
- Nearly 100,000 sqm of new office space identified in the AAP
- An enhanced retail offer in the town
- Additional town centre and commuter parking, improved station public realm and bus, rail and taxi interchange
- Quality public realm including a town square, community and cultural facilities
- Improved leisure offer for town including cafes and restaurants
- Regenerated town centre waterway - bringing the Thames to the town
- Improved links to London with Crossrail, making Canary Wharf just 55 mins away.

Creating opportunities to promote the centre as a welcoming, attractive and accessible location is identified as a priority action. Both the Maidenhead Town Centre AAP and the Sustainable Community Strategy are expressed spatially within the (Emerging) Borough Local Plan.

RBWM Technical Studies

A range of studies have informed the preparation of the new Borough Local Plan and this draft SPD. The relevant studies are examined further in the following subsection.

Employment Land Review (2009)

The Employment Land Review study (2009) examines the local economy and the economic potential of Borough and incorporates an assessment of potential development sites for employment use and identifies the employment floorspace requirements up to the year 2026.

The Employment Land Review identified that the West Street car park element of the site has the potential to accommodate 4,500 m² of office floorspace. The study concluded overall that West Street ‘is a good quality employment site with the potential to accommodate a significant quantum of office floorspace’.

Similarly the Review highlighted that the Telephone Exchange, (the former BT office complex) within the West Street highlighted that ‘the continued office use of the site would present no conflicts with surrounding uses and redevelopment could yield a net increase in office floorspace of circa. 3,400 m²’.

The Employment Land Review provides the evidence to support that the provision of new office developments within the West Street Opportunity Area which will contribute to meeting the future floorspace requirements in the Borough.

Functional Economic Market Area (FEMA)

Evidence on employment land is currently being updated. A county-wide study to define the Functional Economic Market Areas of Berkshire has been undertaken and is to be published in March 2016. Further studies looking at the demand for and supply of employment land are in progress.

Housing & Economic and Land Availability Assessment

Government policy requires that local authorities plan for the provision of new homes and jobs by preparing a Housing and Economic Land Availability Assessment (HELAA) for their housing market area. The RBWM has undertaken a 'Call for Sites' exercise (summer 2015) as part of the process to identify potential housing and employment site allocations. The Council will consider those sites put forward as part of the process alongside known sites with extant permissions. The HELAA will ensure that sufficient housing and employment land has been identified to meet the Borough's future needs.

Strategic Housing Market Assessment

The Council's Strategic Housing Market Assessment published in 2014 reviews the current housing market and the underlying socio-economic demographics analyses the future housing requirement of the Borough. The Council has commissioned an update to the 2014 Assessment, in the form of a joint county wide Strategic Housing Market Assessment.

The Draft Berkshire Strategic Housing Market Assessment which is due to be published in March 2016 calculates the net housing need in the County, broken down by Borough between years; 2013-2036. The Assessment identifies that there is an overall annual requirement for 712 homes and an annual need

for 434 affordable homes. The West Street Opportunity Area will make a significant contribution to meeting the Borough's identified housing requirement over the plan period.

Strategic Flood Risk Assessment (SFRA) 2014

The Strategic Flood Risk Assessment (SFRA) for the Royal Borough involves the assimilation of flooding data from all sources; including river, surface water (local drainage), sewers and groundwater. The flood risk data is considered alongside the topography and watercourses in order to build a profile of the Borough's propensity to flood according to low, medium and high probability.

The SFRA makes recommendations for appropriate land uses in accordance with NPPF and directs development, particularly residential development to areas at the lowest risk of flooding (i.e. sequential test) in order to avoid risk of flooding to people or property.

Where flood risk has been identified as a potential constraint to future development, a recommendation is given regarding possible flood mitigation solutions that may be integrated into the design (by the developer) to minimise the risk to property and life should a flood occur.

A further study to the SFRA the 'Increased Scope SFRA and Sequential Testing of Sites' considers potential development allocation sites in more and includes a Sequential Test of these sites.

The Increased Scope SFRA that the West Street Opportunity Area is categorised as Flood Zone 1 (low probability of flooding).

The policies, strategies and studies outlined in this section, provide the context in which this Development Framework has been developed.

2.6 THE SITE

Introduction

The West Street Opportunity Area site is at the north westerly point of the historic town centre. The adjacent context is the urban town centre to the south and east, but contrastingly there is the open space of Kidwells Park to the north of the A4 dual carriageway, Bad Godesberg Way, which bounds the site.

The Opportunity Area is adjacent to Bad Godesberg Way, which provides the main access and it is immediately north of the main commercial centre which makes it a suitable location for continuing mixed use development.

Furthermore, the site is close proximity to the mainline railway station, which will become a Crossrail station in 2019. This additional transport connection is a positive asset for the site.

The existing site has a large surface car park adjacent to the post-war telecoms exchange building.

Recent development at the eastern end of the area has significantly increased the prevailing scale of the area and has started to address the absent frontage onto Bad Godesberg Way.

This is a back-land site relative to the High Street and historic town centre but has significant potential to improve access to the town centre and to enhance a very visible area.

A detailed description of the individual parcels of land is provided in the following section of the document.





Leisure Centre

Sainsbury's

Maidenhead Town Hall

Maidenhead Station

Kidwells Park

Grenfell Park

Castle Hill

Marlow Road

Cookham Road

Bad Godesberg Way

West Street

High Street

Market Street

Frascati Way

King Street

Queen Street

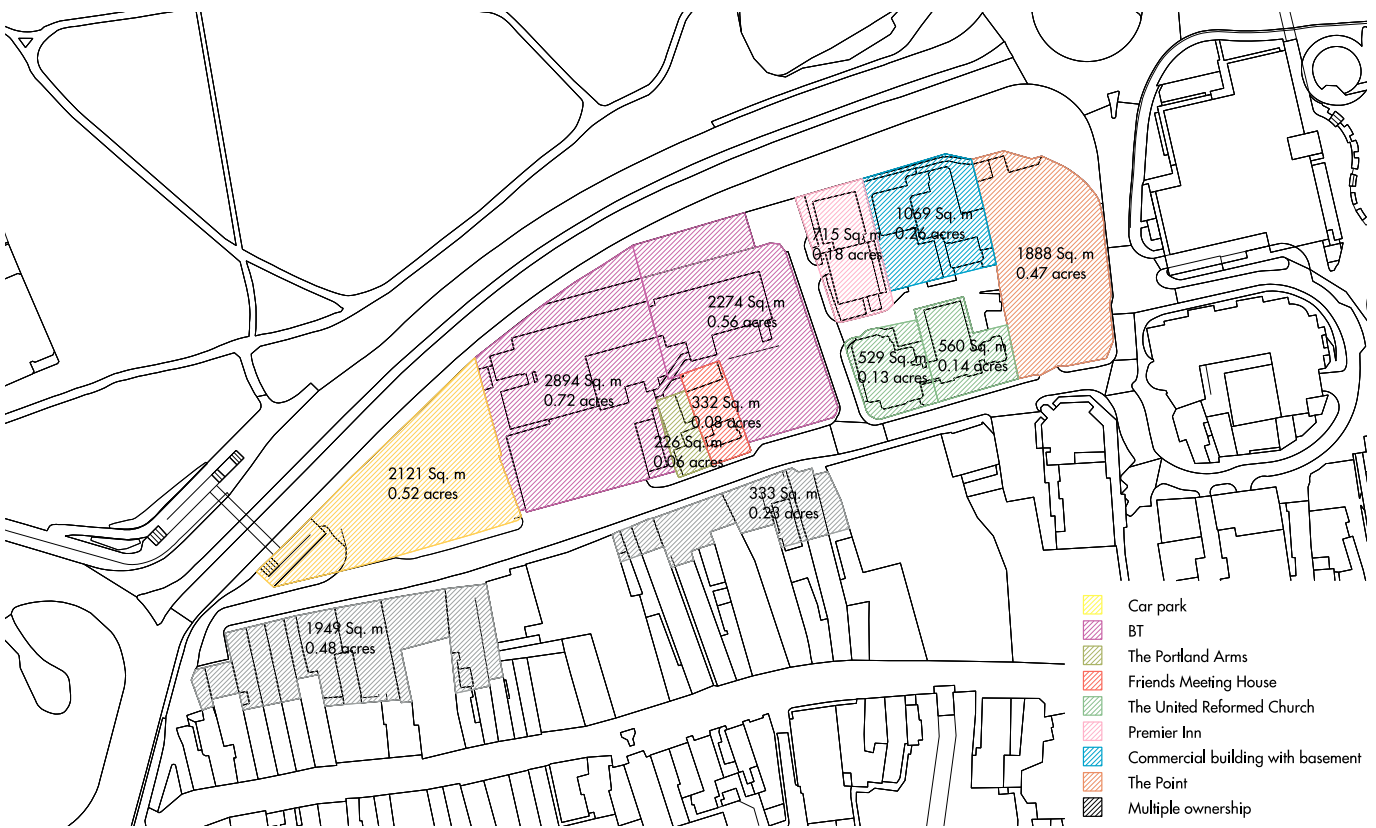
Nicholson Centre

Kidwells Park Dr

Site parcels

The site is divided into a series of sites according to land ownership and character. These are detailed in the following section and broadly fall into three categories:

- Land at the western end, dominated by the telecoms exchange, parking and servicing;
- The older buildings of the former pub, Quakers meeting house and Baptist Church; and
- The modern hotel and office developments at the eastern end of the area.



Land ownership plan

Car park

The car park is the most westerly point of the site and is therefore most exposed to Bad Godesberg Way.

It is a popular car park as it is one of the few remaining surface car parks in close proximity to the High Street, and it benefits from an easy access into Iceland and Marks and Spencer. Vehicle access is limited, as West Street is only has a single access point at the eastern end.



BT building

The BT building is a post-war structure in several parts. The taller element houses telecom exchange infrastructure which is likely to be costly to relocate. However, it has been identified that there are elements of the site and certain elements of building which could be released for development. This would allow for either phased or partial development of the site.



Former public house

The former Portland Arms public house is a robust late Victorian building with a good proportion of external historical fabric retained. Along with the United Reformed Church to the east it forms one of the last historic remnants on the north side of West Street and is a clear indicator of the historic building line.

It is not listed or recorded as a building of local significance, but it could be successfully retained and incorporated into a proposed redevelopment.



High Street service areas

The rear of the High Street blocks face onto West Street. This area is dominated by lack of frontage, parking, servicing and bin stores and is in multiple ownerships.

The opportunity exists to rationalise parking and servicing, potentially with shared access ways to reduce vehicle cross-overs on the pavement. This could either release land for infill development, or at least allow for screen walls to better hide the parking.



Quaker meeting house

The Quaker meeting house adjacent to the former pub is a modest building with a single storey frontage set back from the road behind a garden. The frontage is modern and it is not known if any earlier fabric is incorporated in the building.



Grade II listed Church

The United Reformed Church sits in the eastern part of the site with a strong gabled frontage onto the street. The building's status as a listed building means that it should be conserved and new development should be sensitive to it in both scale and design.

The more modern church rooms provides some potential for redevelopment with business or residential space above re-provided facilities.



The Point

There are three new developments at the east end of the site. The Point is a recently completed development of 78,000 sqft of Grade A offices set out in 9 storeys and a 2 level basement.

It provides good active frontage onto Market Street with an entrance at the northern end, facing onto the junction with Bad Godesberg Way.

At 9 storeys it provides a strong landmark onto the roundabout, particularly in views from the north.



Pearce Building

A recently completed commercial building with basement car park. The building extends the active frontage character established by the Point to improve the elevation along Bad Godesberg Way.



Premier Inn

A recently opened Premier Inn development with 124 bedrooms and on site restaurant and bar facilities.

This development provides frontage onto Kidwells Park Drive, creating the context for development on the telecoms exchange site to establish a reciprocal frontage.



Heritage

The southern part of the site is partially included within the Maidenhead Town Centre Conservation area, which primarily covers the High Street and Queen Street.

Despite the conservation area designation there are relatively few listed buildings or buildings of local significance along the High Street. The designation also covers a significant number of buildings from the post war period which could be improved.

The Post Office is a particularly strong contribution to the street, as are a number of public houses and banks. The scale and character of the buildings varies significantly, as can be seen on the street elevations on the following pages.

The scale and width of the High Street is such that the existing taller building on the telecoms site is masked from view at street level. This is due to the relative distance from the High Street and is despite the low scale of some of the High Street premises.

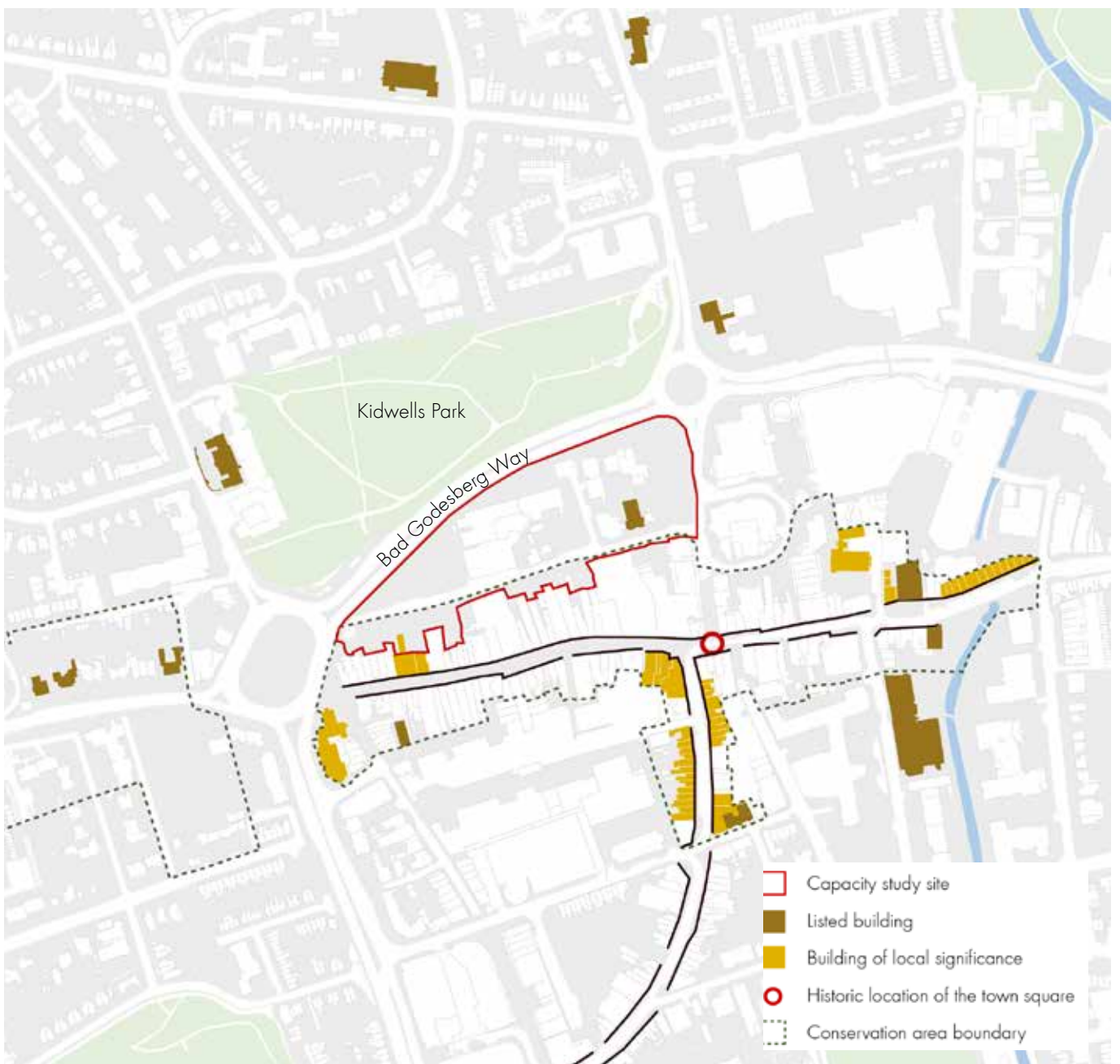
Within the West Street area a particular listed building to note is The United Reformed Church in the eastern part of the site. A number of new office and hotel buildings have been developed around this, leaving a remaining potential component through the redevelopment of the church's own ancillary site to the west.



The United Reformed Church (listed)



The Post Office (building of local significance)



Conservation area plan

High Street elevations



The south-facing elevation of the High Street includes a number of strong buildings such as the Edwardian Post Office and a number of impressive three storey Victorian buildings. There is a weaker two storey run of buildings east of the Post Office which provide some potential for positive development. There are also a number of post-war infill developments including the

Marks & Spencer and Boots buildings which could make a more positive contribution to the character of the Conservation Area through re-cladding or redevelopment.



As with the opposite side of the street, the North-facing elevation of the High Street contains several impressive Victorian buildings with scale and presence. Among these are one or two more modest but no less attractive buildings such as the White Horse public house at the western end.

The south side of the street also contains a similar mix of lower rise development and post-war development where sensitive remodelling or redevelopment could serve to enhance the character of the conservation area.



Scale and massing

The predominant scale of Maidenhead Town Centre has been between two and four storeys until the post-war period. The High Street and Queens Street which connects south towards the station both display a impressive groups of buildings with strong scale and allowing for ground floor uses with other accommodation above.

In the latter part of the twentieth century there were a number of taller buildings constructed, including Berkshire House at the northern end of Queen Street and the telecoms exchange which is located within the West Street area.

These buildings are visible in the wider townscape views and act as local landmarks at various points around the town. The town centre AAP identifies the opportunity for taller buildings on the West Street site, and there is the opportunity to create a more clearly defined edge to the town centre against the context of Bad Godesberg Way and Kidwells Park



The view from Long Lane on the north side of Maidenhead

- 1 to 2 storeys
- 3 to 4 storeys
- 5 to 6 storeys
- 7+ storeys



2.7 CONSTRAINTS

Heritage

Parts of the site lie within the conservation area and there are also listed buildings and buildings of local significance within and around the area. Development will need to be sensitive to the setting of historic assets.

Bad Godesberg Way

This is a major road which acts as a major barrier to pedestrians and cyclists and which cuts off Kidwells Park from the town centre. The character of the road as a free flowing highway also means that much of the development has turned its back on the road. This means that imaginative development and connections will need to be envisaged to rehabilitate this part of the town centre.

BT exchange

The telecoms exchange is an operational facility with several facets.

- The site houses operational switchgear although this does not account for all the buildings;
- The presence of the exchange means that the site acts as a node for the area's fibre optic and copper cabling. Even if the building were to move the function of the exchange might be difficult to relocate at least in the short term; and
- There is operation space given over to yards for vehicle storage, primarily used for overnight parking of service vans.

Initial discussions with the freeholder of the site indicate that a phased development of the site may be possible, subject to the retention of the core tower

which contains the switchgear.

West Street










The environment of the street itself is poor and dominated by service areas and parking

Pedestrian connections

The High Street buildings act as a significant barrier between West Street and the High Street with the exception of one very narrow alley and some opportunities to walk through shops which have an entrance onto both streets.

Parking

The surface car park on West Street is a popular car park, probably due to its proximity to the High Street and the fact that it is one of the few remaining areas of at-grade open parking in the core town centre.

	Building recently completed/ under construction
	Building likely to be retained
	Heritage asset
	Grade II Listed building
	Building under application for ACV
	Dual carriageway
	Impenetrable edge
	Existing trees
	Access to be maintained

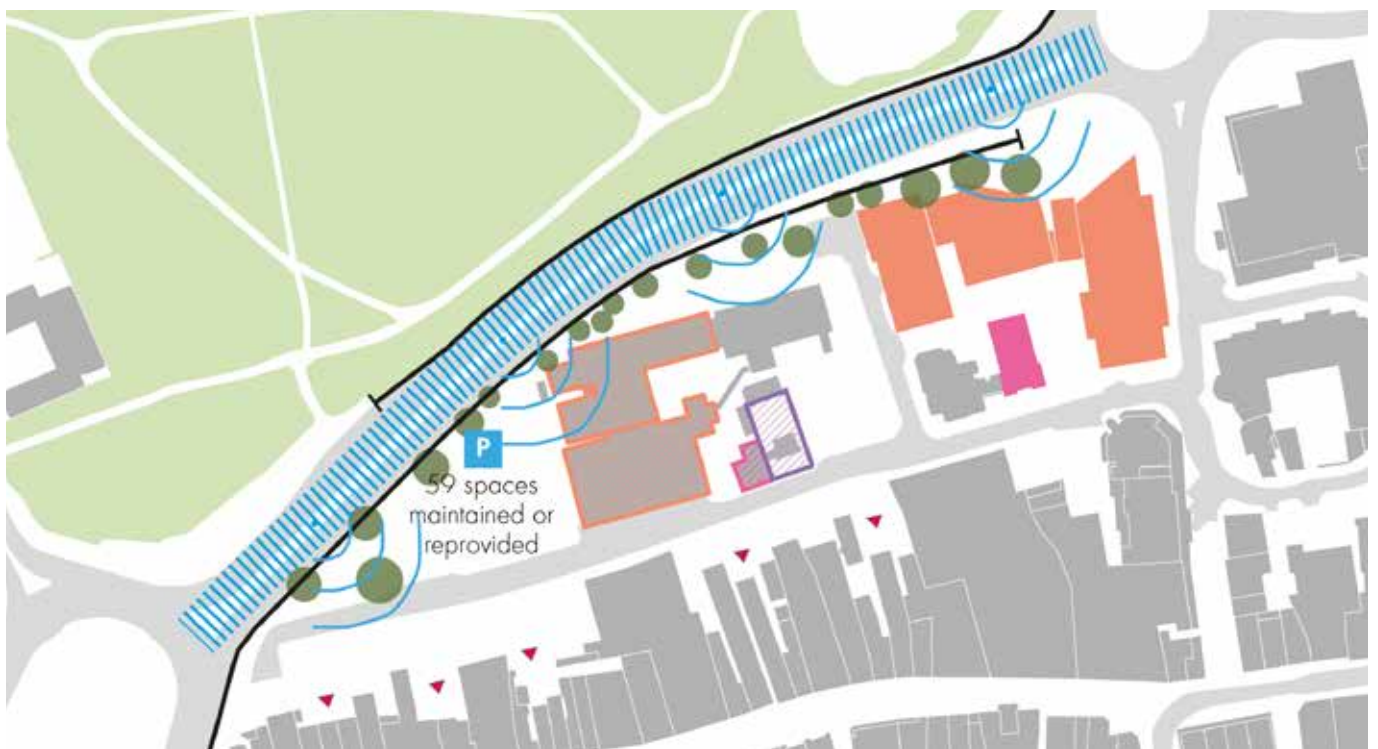
Sections added

Vehicle access

Vehicular access to all the various sites being considered is significantly constrained by the narrow width of West Street. This is compounded by a very tight turn at the junction with Market Street, on-street parking at various locations along the road and deliveries on West Street that frequently block the road. Whilst it is appreciated that this is a town centre location, unless these access issues could be overcome it is suggested that this would constrain the amount of new development that could be considered in the area. These issues should be clearly identified in the SPD.

Groundwater protection

The WSOA is located within the groundwater Source Protection Zone 1 (SPZ1) and is underlain by a principle aquifer. This means that the area is a high sensitive location with regard to the protection of water quality. SPZ1 and principle aquifer identify the catchment areas of sources of potable water and show where they may be at particular risk from polluting activities on or below the land surface. Due to the above constraints development has the potential to have a significant impact on the environment if not managed appropriately.



Constraints plan





3 VISION

3 VISION

Vision text updated

3.1 THE VISION AND OBJECTIVES

Vision

The vision for West Street Opportunity Area is an ambitious and innovative scheme of exemplary design that delivers an attractive destination including prime office and residential development along with leisure, food and drink provision. New development will enhance the town's profile, appearance and heritage assets with active frontage along Bad Godesberg Way and an improved quality of environment along West Street.

A redeveloped West Street will enhance the sustainability credentials of the town centre and better integrate Kidwells Park to the town facilitated by improved cycle and pedestrian connections.

In achieving this vision, the redevelopment of the WSOA will deliver the following objectives as expressed in the Maidenhead Town Centre AAP.

Objectives

The co-ordinated redevelopment of this area will:

- Improve the town centre's appearance and frontage along Bad Godesberg Way;
- Significantly improve the town centre's office and residential profile;
- Create new high quality gateways into the town centre;
- Enhance the town centre's land use efficiency and sustainability;
- Significantly improve the town centre's accessibility and permeability;
- Improve the town centre's green setting through better integration of Kidwells Park with the town centre;
- Create a more lively and attractive environment along West Street;

- Protect and enhance the listed buildings and conservation area; and
- Deliver an innovative and imaginative solution to the redevelopment of the area.

New objectives added



Illustrative scheme



PORTLAND ARMS



4 FRAMEWORK

4 FRAMEWORK

4.1 PLACE MAKING PRINCIPLES

The following section of the report provides the key principles for the delivery of development within the West Street area. These can be summarised as follows:

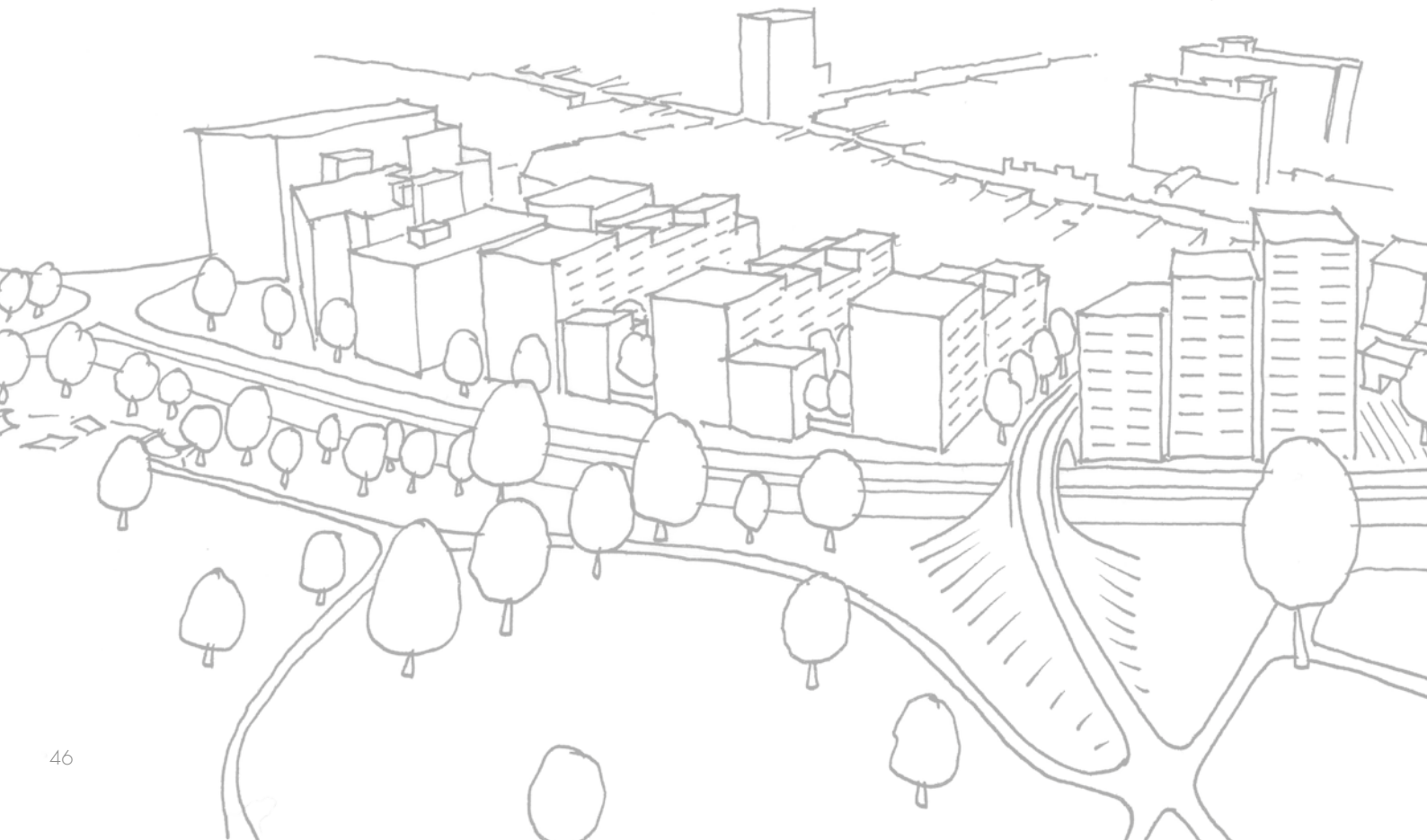
Deliver innovative urban solutions tackling the severance caused by Bad Godesberg Way through options such as a living bridge or green bridge.

New text

Work with the historic character and buildings to establish development which complements the historic character of the town centre and reinforces the conservation area.

Transform the existing buildings recognising the constraints of working with existing fabric, and the potential need to retain the telecoms exchange in the medium term.

Create frontage onto West Street re-establishing the street as a pleasant place to be and once which is a suitable street environment to support a wide range of uses, including residential and office space.

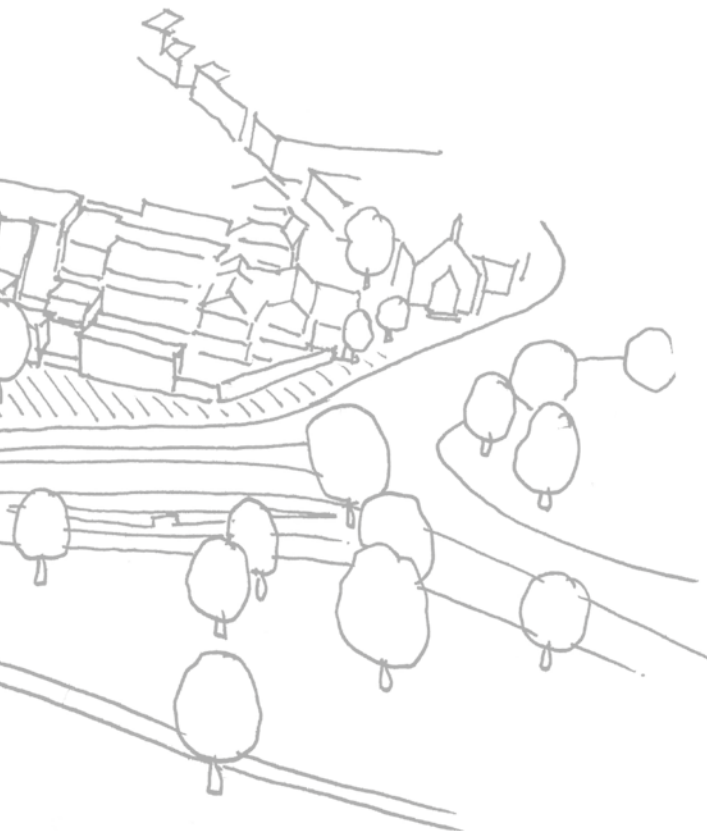


Create a strong frontage onto Bad Godesberg Way creating a clear edge to the town centre and a high quality built form which underlines Maidenhead's attractive character .

Exploit the potential for a landmark using the prominent western part of the site to deliver a strong building of sufficient scale and high quality design.

Establish a flexible form suitable for development which can accommodate a mix of uses either across the site or through being re-purposed over time.

Establish a phase-able form recognising and working with the complex land ownerships to establish a development framework which can be delivered either partially or in phases.



Revised text which replaces the original section on improving connections to the park

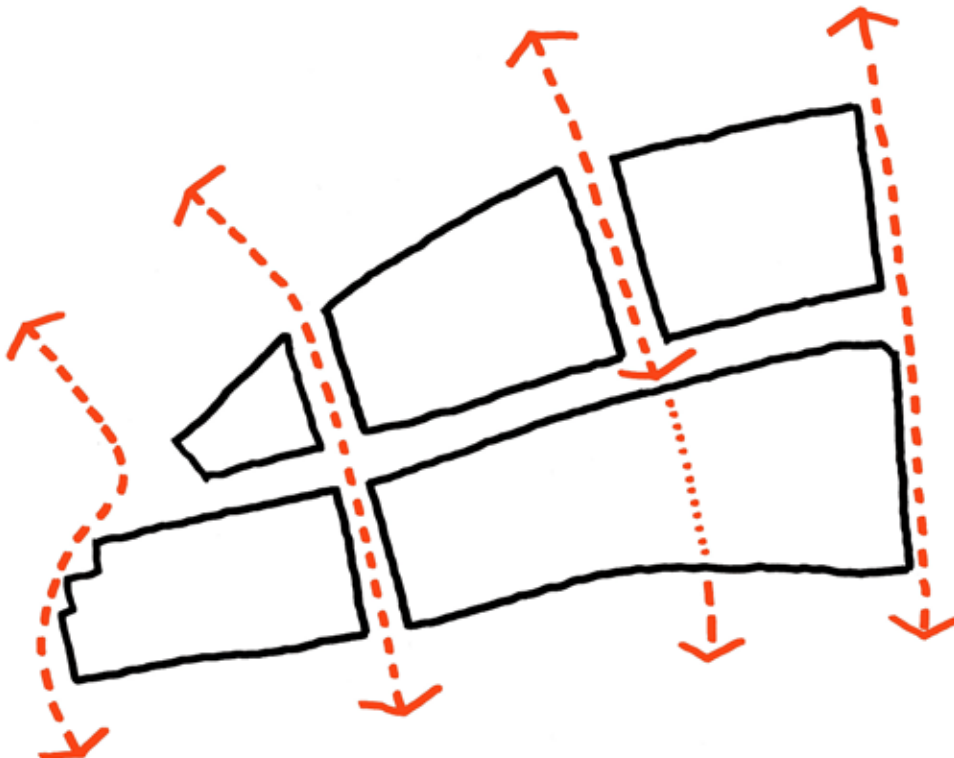
Deliver innovative urban solutions

The townscape around West Street is very poor and fragmented and does little to complement the conservation area or provide links to Kidwells Park and the wider town.

Imaginative solutions are required to repair the urban form of this part of the town centre and tackle the severance caused by Bad Godesberg Way. The Council would support the delivery of imaginative solutions such as a living bridge which provides a strong sense of urban continuity. This could be complemented by

significant improvements to the existing underpass, or potentially the introduction of at-grade crossings if the character of the road changes.

Connections across Bad Godesberg Way will be complemented by improvements to the links from West Street to the High Street, including options to create a cut through less sensitive built fabric.

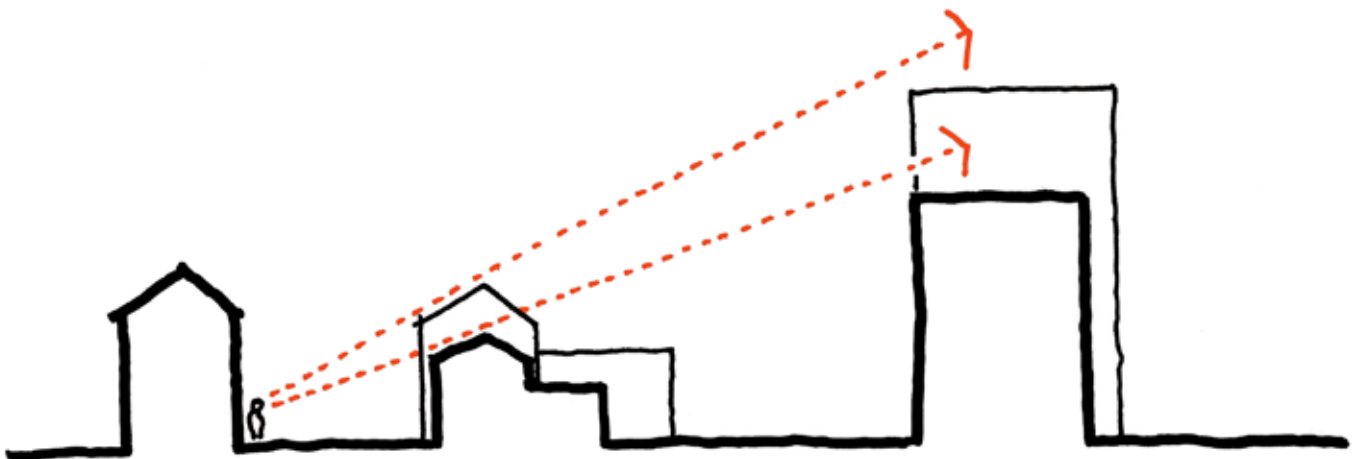


Work with the historic character and buildings

The area overlaps the town centre conservation area and contains the listed United Reformed Church as well as other heritage assets including the former Pertland Arms public house and the Quaker meeting house. These buildings can contribute significantly to retaining the sense of place. The church in particular is an important building and development around it needs to have due regard to its setting and character.

Updated text

In the wider context, the improvements to the West Street area stand to enhance aspects of the conservation area through improvements along West Street. The height and character of development on West Street should have regard to the setting of the conservation area buildings, particularly the north side of the High Street. The existing telephone exchange building demonstrates that taller buildings can be accommodated on the site without impinging on the views within the conservation area. However, anything significantly taller may have a noticeable impact.

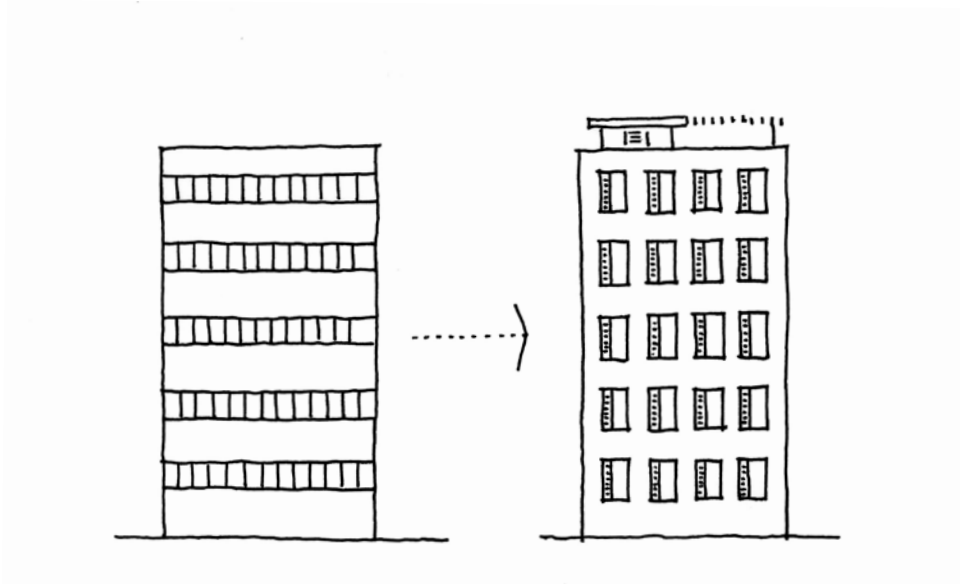


Transform the existing buildings

The existing telecoms exchange is a significant piece of infrastructure for Maidenhead. The Council will support redevelopment of this facility which respects and retains this significant role.

In the shorter term the building itself has the potential to be transformed via a number of imaginative re-design techniques and the improvement of the environment and frontage at street level so that it makes a more positive contribution to the area. This would be a useful catalyst to other elements of investment and could help to improve the values achieved on neighbouring development projects.

Updated text



Frontage onto West Street

West Street will always have a significant role to play as a service access to the High Street blocks. However, development along the street can significantly improve the character of the space. New development on the northern side of the street should create active frontage, echoing the historic line of development facing onto the street.

On the south side there are opportunities for a more gradual approach to elements of infill development on some of the back-land service and parking areas. A stronger boundary defined by walls and gates would also help to screen and manage parking. An increase in shared parking areas could improve efficiency and would help to reduce the frequency of gates required.

It is expected that work on the southern side of the road will take place over time through collaboration between land owners, occupiers and the council.



Frontage onto Bad Godesberg Way

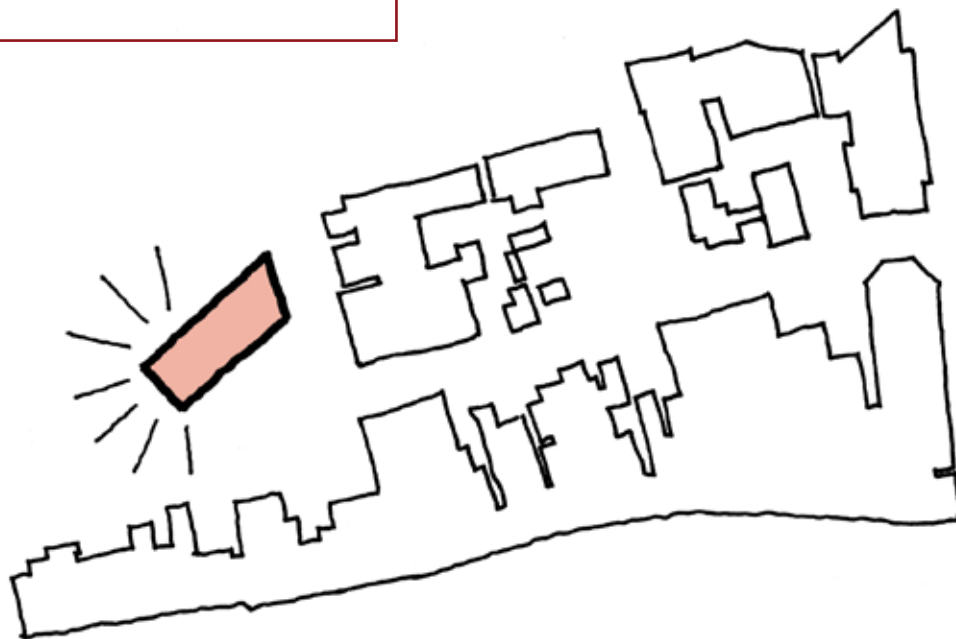
When it was constructed in 1973 Bad Godesberg Way cut through the previous urban form, leaving a road without any development fronting onto it. More recent development at the eastern end of the site has begun to re-establish a presence onto the road. This gives prominence to the individual buildings such as the Point, but is also welcome at a more strategic level, as it helps to define more clearly the edge of the town centre and create a more positive image than the backs of older buildings. Given the prominence of the sites between Bad Godesberg Way and West Street they can play an important part in defining and improved character in the area.



Landmark

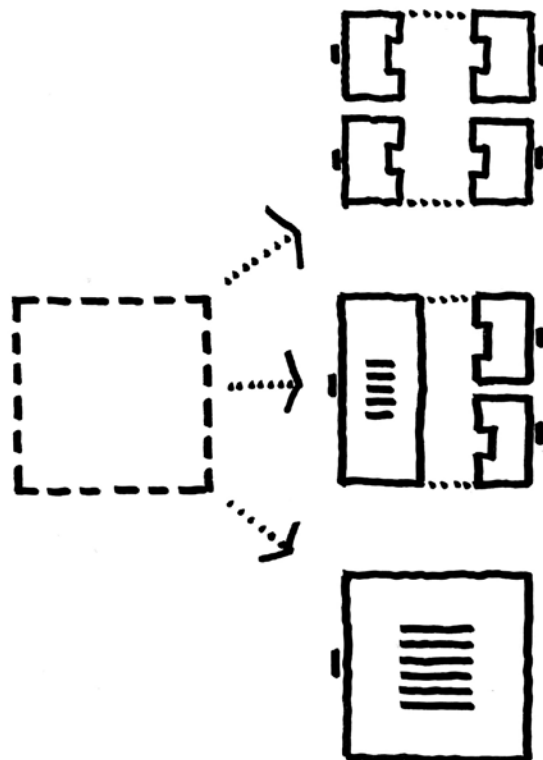
The Maidenhead Town Centre AAP has previously identified the site as having potential for taller buildings and the western end of the site as a strong opportunity for a landmark building. Also noted is the desire for a skyline and roof form which has sufficient variation and character to make a positive contribution to the wider townscape. The prominence of the West Street site means that any building in this location has the potential be a noticeable landmark without the need to be tall, meaning that the scale of the development can remain within the AAP recommendations for the area. High quality design and construction will be paramount given the prominent location.

Updated text



Establish a flexible form

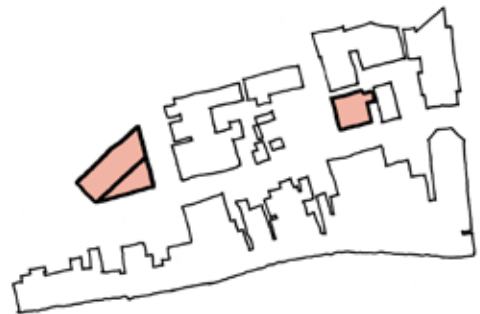
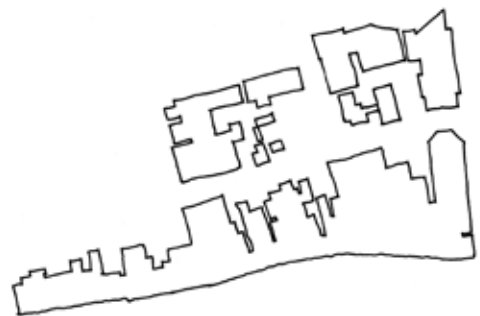
There is a positive tension in the town centre between the demands for residential space and office space. Both are important given Maidenhead's role as both a commuter town and a business node. The form of buildings which are set out should be capable of development either for business use or for residential use. Ideally they should be long-life-loose-fit structures which are capable of sustainable conversion in the longer term.



Establish a phase-able form

Due to the ongoing operational requirements of the telecoms exchange building a co-ordinated approach to redevelopment is essential and a comprehensive scheme is desirable.

The urban framework which is established for the area should therefore allow for early phases to proceed whilst anticipating the eventual likely form of development. The early phases will need to work on a stand-alone basis without precluding the eventual delivery of comprehensive change.



4.2 OPPORTUNITIES

New frontage

There are significant areas where development can establish new frontage that will improve the urban environment. On West Street there are opportunities to create active frontage where there are open services areas or parking. On Bad Godesberg Way there is the opportunity establish a built presence which improves perceptions of the town centre and which maximises the potential for views across Kidwells Park.


Connections

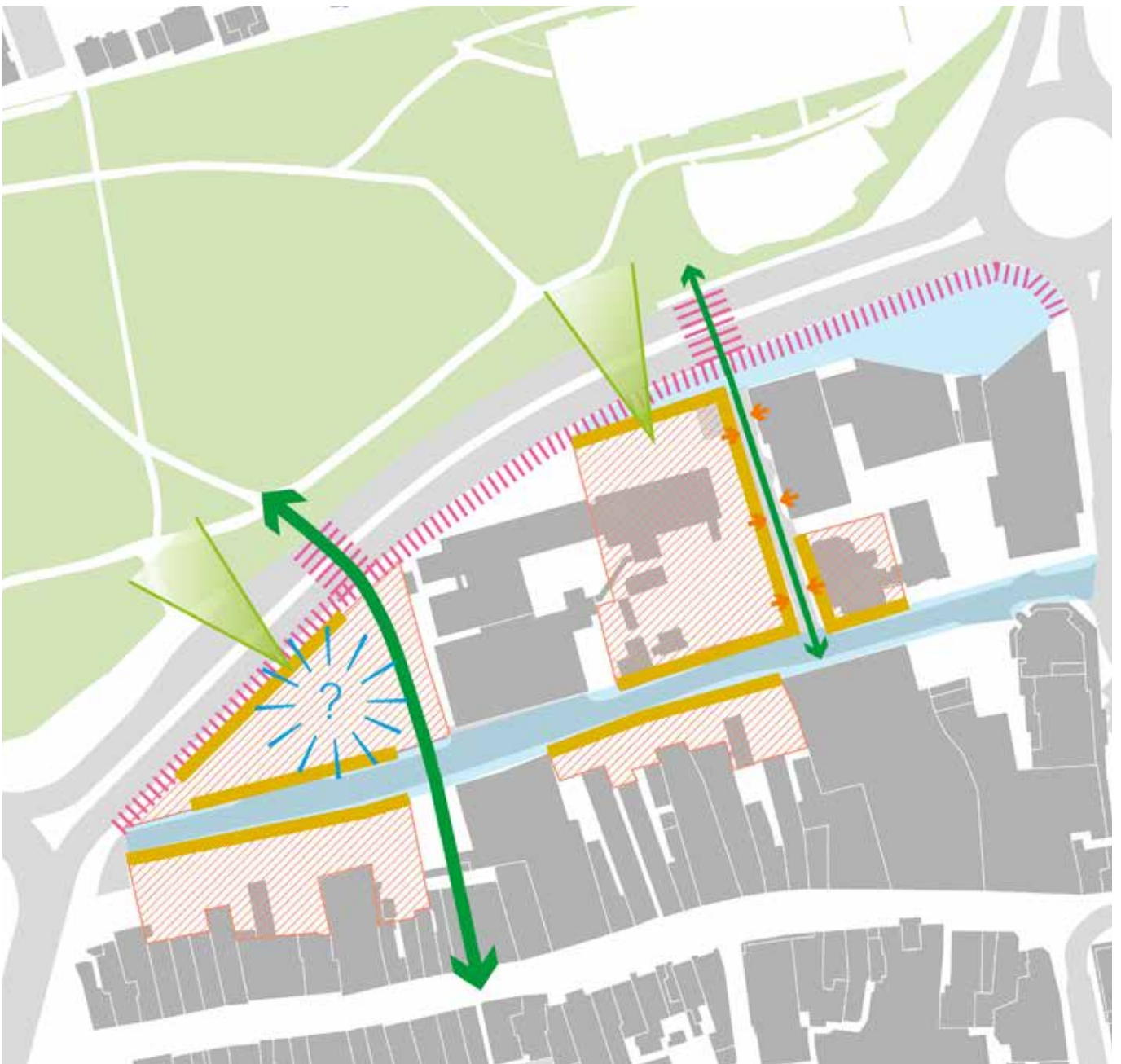
There are good opportunities to open up connections from the High Street, across the site and onwards to Kidwells Park. This will create an important walking and cycling route into the town centre and improve links to the surrounding residential neighbourhoods. Connections across Bad Godesberg Way may take the form of a new bridge crossing, integrated with the new buildings; an at grade crossing, subject to further traffic study; or an enhanced subway crossing to improve the existing facilities. The Council would support the exploration of innovative solutions such as a living bridge or inhabited bridge to reinforce the continuity of the route.

Updated text

Phased development

It is likely that constraints of ownership and delivery will limit the potential for comprehensive development in this area. However, there are options to deliver development on a phased basis, always providing that this takes place within the framework of a coordinated plan.

-  Potential development site
-  Important frontage
-  Opportunity to improve public realm
-  Opportunity to improve pedestrian environment
-  Potential link to the park
-  Park views
-  Possible location for tall building
-  Active frontage



Opportunities plan

4.3 ILLUSTRATIVE MASTERPLAN

The plan on the facing page provides an illustrative approach to the delivery of the principles which have been outlined for the site. It shows a new taller building on the existing car park site with phase-able development across the telecoms exchange and adjoining parcels.

Residential blocks

The principle blocks have been orientated north-south to allow good daylight penetration and amenity for residents. Lower scale blocks along the West Street frontage provide activation to the street and retain a human scale.

Landmark building

The taller building at the western end of the site needs to be arranged so as to preserve the existing rights to light of the telecoms building, meaning that the main mass of the building should be arranged parallel to Bad Godesberg Way. However, a podium block which extends out to provide frontage to West Street and to the new north-south route will be important in activating the streets.

Building heights

The town centre AAP identifies this site as an area suitable for taller buildings, working up to 12 stories. Given the sensitivity of the High Street conservation area to the south, it is expected that buildings will work up to this threshold but not exceed it. Development should peak with the landmark building in the west, with taller elements arranged along the Bad Godesberg frontage. The building heights through the group should be varied to create a dynamic skyline form the park and buildings should step down towards West Street so establish a human scale along the street.

Text on phasing moved to the following page

Opportunity for the remodelling of West Street as a shared space environment to reflect the changing nature of the development and the re-prioritisation of the space towards pedestrians and cyclists

New park connection, either taking the form of a raised bridge or an at-grade crossing

Potential further link to Kidwells Park

New landmark building on the existing car parking site establishing frontage onto West Street and Bad Godesberg Way

New development, expected to be predominantly residential

New development, providing frontage to Kidwells Park Drive



Potential for infill development and/or boundary wall treatment to improve the West Street frontages

Potential new lane linking West Street to the High Street to improve pedestrian connections

New building including re-provided church hall facilities and new residential development

Illustrative masterplan

Phased or partial development

The illustrative masterplan demonstrates how partial development can be achieved whilst retaining the core of the existing telecoms site as well as the Quakers and the former public house. This illustrates the potential for phased or partial development within the area, whilst ensuring that each parcel acts as a deliverable stand-alone piece. It also reflects the fact that whilst the Quakers may chose to relocate from their existing building they have a long-standing presence on the site and may wish to remain.



Partial approach retaining the BT exchange and Quakers



Partial approach retaining the Quakers

Section expanded to include reference to the retention of the Quaker building

Updated to include reference to the retention of on-street disabled parking

Parking

The provision of parking to serve the development should not be allowed to dominate the streetscape or public realm.

Parking for the central blocks can be incorporated as a podium deck, screened by development at ground level on the street frontages.

Parking for the new taller building on the western end of the site can be provided as a combination of basement and undercroft parking, with the proviso that the frontages to the key routes must be activated by uses within the building rather than blank car park screening walls.

Parking for disabled users would continue to be retained on street to ensure easy access to the town centre



Updated text

Bridge link

Innovative ideas are invited to bring the park closer to the town centre, including the potential for a 'living bridge' to improve pedestrian and cycle linkages. The potential bridge link to the park would require integration with the adjoining buildings to work successfully. The aim is to establish a continuous route with minimal need for ramps to fold back on themselves which would lengthen the walking distances. On the park side, the ramp should blend into the landscape; the proposed location for the bridge would avoid the loss of any mature trees to deliver this.





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5 DEVELOPMENT GUIDANCE

5.1 INTRODUCTION

This section sets out the relevant planning policies that planning applications for developments in the WSOA will be expected to meet and will be assessed against. This will ensure that new developments meet the aspirations and the objectives of this draft SPD and the site specific policy of the Maidenhead Town Centre Area Action Plan.

The relevant policies that will apply to development proposals for the WSOA are set out in the context of achieving the identified spatial planning objectives which underpin the four key themes of:

- Places
- Economy
- People
- Movement

The redevelopment of the WSOA is instrumental to achieving the overall vision for Maidenhead town centre. As such, place-making is key requisite to transforming the Opportunity Area to create a centre where people will want to live, work, leisure and shop.

The Council is keen to see transformative change and so innovative and imaginative solutions to the redevelopment of the area which deliver outstanding architecture and stronger north-south links will be encouraged. A redeveloped West Street, will contribute to meeting the following objectives of the 'places' theme. These objectives are set out below as follows:

Updated text

5.2 PLACE

Places objective 1

“Improve the quality and provision of public space” by introducing new town centre spaces through the redevelopment of Opportunity Areas (see Section 7), improving the quality of existing public spaces with a specific focus on the train station, High Street, King Street, and Queen Street; and ensuring that existing and new public spaces are safe both throughout the day and evening.”

Places objective 2

“Introduce greenery into the town centre to reflect its Thames Valley setting” by enhancing existing green spaces, introducing new green space through the redevelopment of Opportunity Areas, and improving accessibility and links between the town centre’s green spaces, particularly Kidwells Park”.

Places objective 4

“Promote higher quality built form” by ensuring new development achieves high standards of design and sustainability, promoting landmark buildings at key strategic and gateway locations, protecting buildings of heritage value, and enhancing existing buildings in areas that positively contribute to the character and identity of the town centre such as High Street and Queen Street”.

5.3 PUBLIC REALM

In accordance with the Maidenhead Town centre AAP, 'all development proposals will be expected to provide for the improvement of streets and spaces through the town centre by incorporating measures into redevelopment schemes and/or making contributions to wider town centre improvements, including public art'.

Development proposals throughout the town centre will be expected to meet the requirements of Policy MTC 1.

Policy MTC 1

Streets & Spaces

The town centre's streets and spaces will be improved with specific focus on creating a high quality, pedestrian friendly and safe town centre environment. Throughout the town centre, development proposals will be expected to provide for the improvement of streets and spaces through a variety of measures, including:

- New street furniture, lighting, signage, public art and hard landscaping.
- Planting of trees and use of other soft landscaping.
- Protecting and enhancing existing open spaces.
- New public spaces in Opportunity Areas or where other opportunities arise.
- Crime prevention measures, such as those within Secure by Design.
- Reducing pedestrian, cycle and vehicular conflicts. Development that does not achieve this will be resisted.

Policy MTC 1, in particular should be read in conjunction with Policy MTC 2, MTC 4 and MTC 5.

In addition to these policies regard should be given to the Council's published Public Realm Strategy, and the Sustainable Design and Construction SPD.

Green infrastructure

Policy MTC 2

Greening

Throughout the town centre, development proposals will be expected to contribute to overall greening through a variety of measures including:

- Protecting and enhancing the existing network of open spaces and connections.
- Strengthening links between open spaces, particularly through the creation of green / landscaped connections.
- The planting of trees and use of other soft landscaping in gateway and other prominent locations.
- The integration and enhancement of the waterways into the town centre.
- Providing new public spaces where appropriate, particularly in Opportunity Areas.
- Use of trees and other landscaping, and/or creating green and brown roofs and walls.

Development proposals that incorporate green infrastructure should also have regard to the Council's published Open Space Study alongside the Public Realm Strategy. The Council will encourage and support development proposals that enhance the biodiversity of the WSOA.

New text added

5.4 DESIGN

Design quality is pivotal to creation of successful places. The focus of the Maidenhead Town Centre AAP is to rejuvenate the town centre; central to this overarching aim is Policy MTC 4 'Design Quality' which seeks to contribute to the improvement of the urban fabric and architectural quality of the town centre. The Maidenhead Town Centre AAP specifies that:

"all proposals will need to demonstrate through design and access statements that they are of high quality. Whilst a significant emphasis shall be placed on achieving the highest standards of architectural appearance, consideration should also be given to other design aspects of development ensuring that it: functions properly in terms of access and linkages; is designed and laid out to integrate with the surrounding area and facilitate ease of movement for a diverse population; has a clear image and is easy to understand; contributes towards providing a safe and secure environment; employs sustainable design and construction techniques".

Accordingly, all development proposals will be expected to meet the requirements of Policy MTC 4 set out below:

Policy MTC 4

Quality Design Proposals will be required to be of high quality, contributing to an overall improvement in terms of urban design and architecture. A specific focus should be the creation of a mixed use town centre environment that is welcoming, safe and secure, durable and stimulating and which is also highly accessible and easy to move around. Buildings, streets and spaces should have a clear image and be

easy to understand. The town centre should also be able to adapt in light of any change in future needs. Development proposals will be expected to:

- Be appropriate in terms of site coverage, urban grain, layout, access, scale, proportion, mass and bulk, height, roofscape and landscape.
- Use an appropriate choice of materials and colour.
- Be visually attractive from all angles.
- Enhance streets and spaces through quality design and architecture.
- Provide a high quality environment for future users.
- Be suitable in terms of crime prevention and community safety and security.
- Incorporate fibre optic technology up to and within the premises.
- Clearly distinguish between public and private space.
- Where appropriate, provide their primary access directly from the street and have active ground floor uses.
- Be accessible, usable, legible and permeable to all, embodying the principles of inclusive design.
- Contribute to the creation of a mixed use town centre environment.
- Be resilient to air pollution.
- Be sustainable in their design, construction and operation.
- Not increase flood risk and be seen to reduce flood risk where possible.

- Respect the environment, heritage and the function of existing landmarks, and
- Satisfactorily address traffic, movement, servicing and parking impacts.

Sustainable design

A key part of the council's wider corporate and planning strategy is to ensure that new development contributes to the achievement of sustainable development; to be achieved through the design and the construction of new buildings and their performance whilst in use.

In addition, reducing water use, and energy consumption through water and efficiency measures, and employing renewable and/or low-carbon technologies, is significant aspect of sustainable measures, of which the approach can be summarised as; re-use, reduce & recycle.

Conservation

The southern part of the WSOA site lies within the Maidenhead Town Centre Conservation Area which encompasses the main shopping area in the town centre, running mainly to the north and south of the High Street.

There are 4 listed buildings within the Conservation Area; of which, within the WSOA is located the Grade II listed United Reform Church. There are also a number of other buildings that are considered historically important in the Conservation Area, particularly those that define the tight street pattern and low rise nature of the older part of the high

street. The Conservation Area designation recognises the importance of this area as a historical trading thoroughfare, with some shops retaining their timber fronts.

The Council's published Conservation Area Statement provides further guidance on the heritage assets within Maidenhead Town Centre and appropriate development. Accordingly all development proposals for this location should have regard to the Conservation Area Statement.

The requirement to protect and enhance the heritage assets of the town centre is also reflected within the policies of the Maidenhead AAP and the emerging Borough Local Plan, preferred Policy Option HE 1- Historic Environment, as set out below:

Preferred Policy Option HE 1- Historic Environment

The preferred policy approach is to ensure that development respects the significance of the borough's historic environments and their settings. Development will be required to conserve and enhance the features, character, appearance and function of heritage assets and their settings.

The WSOA lies partly within the historic core of the Medieval town, and as such there is potential for archaeological features reflecting Medieval and later settlement, commerce and light industry, as the town grew and developed, to survive below ground. In addition the presence of a possible Roman road running through the site means the potential for associated Roman remains is raised. Archaeological assets of this nature are of great interest to local people and form an important historical resource.

New text added

New text added

Development proposals must have regard to their impacts upon the historic environment, protecting and where possible enhancing archaeological remains and their settings. A desk-based assessment and field evaluation and archaeological preservation with programme of works to mitigate impact may be required to be undertaken and submitted as part of an application.

Gateways

Bad Godesberg Way is identified within the Maidenhead Town Centre AAP as one of the principal entrance points into the town centre which carries significant levels of traffic around the town centre.

Townscape analysis reveals that the area along Bad Godesberg is characterised by a mix of poor quality buildings, some of which turn their backs to the road frontage. The Development Framework set out in this draft SPD seeks to address these issues:

It is envisaged that proposals for new buildings in this location will exhibit a high quality of design and architectural distinctiveness and improve the appearance of the town centre creating a sense of arrival. A mix of uses at ground floor level will encourage visitors and activity at street level, helping to create a vibrant town centre.

The Development Framework within this draft SPD, includes a key landmark building, and improved landscaping abutting Bad Godesberg Way. It is envisaged that a form of public art will frame this key Gateway which will serve to create an attractive frontage and welcoming arrival to the town centre. To achieve the preferred design approach set out in

the Development Framework, development proposals, where applicable will be expected to meet the requirements of Policy MTC 5 set out below:

Policy MTC 5

Gateways

Within the gateways there will be an emphasis on creating high quality entrances that will enhance the town centre's image and identity. In addition to principles set out in Policy MTC4, proposals within these gateway locations will be expected to demonstrate outstanding and distinctive architecture, supported by a high quality public realm (in particular landscaping, lighting and public art). Development proposals that detract from the role, function and appearance of gateways will be resisted.

5.5 TALL BUILDINGS

The Maidenhead Town Centre AAP identifies the WSOA as an appropriate location for tall buildings. Tall buildings in this location would assist with orientation and way-finding on arriving into the town centre from the north, east and west.

The prevailing building heights in the town centre range from three to six storeys (10-20m). New development at the eastern end of the WSOA site exceeds this range; notably the Point office development which comprises 9 storeys. In the context of the AAP, 'Tall Buildings' are defined as those that are noticeably higher than 20m.

Development proposals in this location, that comprise buildings that are higher than the prevailing building heights of the town or maximum height of twelve storeys (40m), as set out in the site specific policy OA2, will be required to meet the requirements of Policy MTC 6 'Tall Buildings'. The Policy is set out below:

Policy MTC 6

Tall Buildings

Tall Buildings Areas are focused around the railway station and south of Bad Godesberg Way as illustrated in the proposals map. Across these areas taller buildings will need to vary in height to achieve a dynamic skyline and to avoid a monotonous mass of buildings at the maximum height.

In addition to the principles set out in Policy MTC4, proposals for tall buildings will be expected to:

- Demonstrate that they are particularly distinctive and of exceptional high quality design that is visually attractive from all angles and distances.
- Enhance the skyline, create legibility and make a positive contribution to wider views with particular attention also paid to roof design and variation of building heights.
- Be suited to their context in terms of height, scale, massing, form, facing materials, topography and their relationship to neighbouring development.
- Avoid unacceptable negative micro-climate effects in terms of wind, sun, reflection and overshadowing.
- Have a lighting strategy for the building and wider site.
- Have a maintenance strategy for the interior and exterior of the building. Outside Tall Building Areas proposals for the replacement of an existing tall building by another tall building will be assessed against the criteria set out above. New tall buildings on sites outside the Tall Buildings Areas, which do not currently accommodate a tall building, will be resisted.

Development proposals which incorporate buildings that exceed the maximum height restriction of the town may be supported in certain circumstances; where it can be demonstrated that a more intensive form of development is required to support the viability of the scheme and rejuvenate the area, and in doing so meets the policy objectives set out in OA2.

In circumstances where a development proposal comprising tall buildings is likely to cause harm to amenity and townscape that is deemed to be significant, which outweighs the benefits of the proposal, the development proposal will be resisted.

The Maidenhead Town Centre AAP provides further guidance on the submission of planning proposals that comprise tall buildings and is detailed as follows:

“Proposals for tall buildings will need to demonstrate, through the submission of fully justified and worked up proposals that they are of exceptional high quality design and vanguards of sustainability and construction techniques. The council will expect applicants to follow guidance on tall buildings issued by CABI and English Heritage. These expect proposals to be supported by: An urban design study which includes an assessment of any concurrent proposals for other tall buildings or where others are likely to follow.

A verifiable 360 degree view analysis, including a model, which allows for an accurate and realistic representation of the proposal from all significant views including near, middle and distant, public realm and streets around the base of the building. Where permission is granted, the council will secure the detailed design, materials and finishes, maintenance of the building, and treatment of the public realm through the use of planning conditions and/or planning obligations to ensure against inferior details and materials being substituted at a later date”.

As part of the WSOA lies within the Maidenhead Conservation Area, it will be necessary to pay particular attention to the exact location and impact of any tall buildings. Policy MTC 6 should be read in conjunction with the Maidenhead Town Centre Conservation Area Statement.

Water Supply, Wastewater & Sewerage Infrastructure

Whilst the WSOA is situated within Flood Zone 1, consideration will need to be given to sewer flooding that can occur away from the flood plain areas as a result of development where off site infrastructure is not in place ahead of development.

Sustainable Urban Drainage (SuDS)- Thames Water have advocated an approach to SuDS that limits as far as possible the volume of and rate at which surface water enters the public sewer system. By doing this, SuDS have the potential to play an important role in helping to ensure the sewerage network has the capacity to cater for population growth and the effects of climate change.

SuDS not only help to mitigate flooding, they can also help to:

- 1 improve water quality
- 2 provide opportunities for water efficiency
- 3 provide enhanced landscape and visual features
- 4 support wildlife
- 5 and provide amenity and recreational benefits.

Paragraph 162 of the NPPF states that:

‘Local planning authorities should work with other authorities and providers to:

New text added

5.6 ECONOMY

- assess the quality and capacity of infrastructure for transport, water supply, wastewater and its treatment, energy (including heat), telecommunications, utilities, waste, health, social care, education, flood risk and coastal change management, and its ability to meet forecast demands; and
- take account of the need for strategic infrastructure including nationally significant infrastructure within their areas’.

Given the size of the existing sewers in the locality, Thames Water recommend that a detailed drainage strategy should be prepared early on in the development planning process to identify any on and or off site drainage infrastructure impacts, how these will be resolved. Adequate time must be allowed for a high level risk assessment to be undertaken. Should more comprehensive responses be required, it is likely that more detailed modelling work will need to be undertaken. The necessary funding for this work will need to be identified and secured through Developers and/or partnership working.

New text added

ECONOMY OBJECTIVE 1

“Quicken the pace of urban development and promote economic growth” by providing additional retail that supports and enhances the town centre’s existing retail offer; promoting office development that reinforces Maidenhead’s role as an attractive business centre; encouraging high quality tourism and hotel facilities; and creating an evening economy through improved restaurant, café and night time uses along High Street, Queen Street and King Street, as well as in the Opportunity Areas.”

ECONOMY OBJECTIVE 2

“Promote mixed use development” by ensuring Opportunity Areas are developed as comprehensive mixed use schemes; and by promoting town centre land uses that effectively complement and integrate to create a vibrant, stimulating and sustainable town centre environment.”

Retail

National planning policy recognises that town centres are at the heart of communities and that they perform an important role in contributing to the economic growth and prosperity of towns and cities. As such, policies should be pursued that support the viability and vitality of town centres.

The Council's vision seeks to bring about the rejuvenation of Maidenhead town centre, it is envisaged that Maidenhead town centre will be a vibrant place to live, work, shop and leisure. The WSOA forms a major element of the town centre, and presents an opportunity to contribute to achieving the vision through the provision of appropriate mixed use development.

Policy OA2 within the Maidenhead Town Centre Area Action Plan (AAP) designates the WSOA for mixed use development that primarily comprises office and residential uses and complementary uses such as leisure, hotel and food and drink provision. The eastern end of the site has contributed to the provision of complementary uses in the form of the Premier Inn development. Market analysis indicates the demand for ancillary food and drink provision has been met for the foreseeable future in this location. Equally, in this location there is limited demand for leisure uses.

Policy MTC 8 promotes the provision of food and drink establishments within Opportunity Areas and retail frontages. Development proposals, which include retail, specifically food and drink, such as restaurants, cafes, or public house (A3 and A4) should have regard to the requirements set out Policy MTC 8.

Policy MTC 8

Food & Drink

Proposals for food and drink establishments will be supported in Opportunity Areas and retail frontages where they will not lead to an unacceptable concentration, harm the town centre's retail function, or have an adverse impact on the amenity or character of the area.

Proposals for the retention of the town's existing restaurants and pubs will be supported. Development proposals that would result in the loss of existing restaurants and pubs will only be acceptable where the loss:

- Would not result in a reduction in the choice and range of restaurants and pubs available; or
- Would be outweighed by the achievement of other Area Action Plan objectives through the proposed development.

Development proposals should not harm the vitality of the Primary Shopping Area and frontages of the town centre.

Offices

The Council's published Employment Land Review study (2009) forecasts a future office floors space requirement ranging from 75,000 and 104,000m² in the Borough up to year 2026. The site specific policy, for the WSOA envisages 21,000 m² of this requirement come forward on the WSOA.

In recent years new office developments have come forward on the eastern part of site, notably the;

- Pearce building- 4,614 sq m (49,665 sq ft)
- The Point- 7015 sq m (76,000 sq ft)

Recent developments that have been built demonstrate that over half of the site's office allocation has now been delivered. New development proposals in this location will be expected to contribute to meeting the residual forecast floorspace demand.

Policy MTC 10 promotes new office development within Opportunity Areas and Town Centre Commercial Boundary. The Policy also seeks to protect office floorspace within the town centre, so as to ensure future employment needs can be met. The Policy is set out as follows:

Policy MTC 10

Offices

Proposals for new office development will be focused within Opportunity Areas. Proposals for office development elsewhere within the Town Centre Commercial Boundary will be acceptable.

Development proposals resulting in a net reduction of office space will only be acceptable where this loss:

- Would not unduly reduce the quality and/or quantity of office floorspace; or
- Would be outweighed by the achievement of other Area Action Plan objectives through the proposed development.

To date, commercial and office accommodation has been developed on the eastern part of the WSOA. Policy OA2 sets out the expectation that new residential development will also come forward in this location. The western end of the site provides the scope to meet this policy expectation.

5.7 PEOPLE

People objective 1

“Foster greater civic pride” through the creation of the town centre as a sustainable urban living environment characterised by a range of new high quality dwellings; the provision of community, cultural and leisure facilities that support a vibrant, active and healthy community; and the provision of high quality attractive and usable spaces that enable the local staging of public events such as local markets and festivals”.

People objective 2

“Improve the identity and image of the town centre” by making it more of a shopping and leisure destination; ensuring that new development is attractive and achieves high quality building design, providing public realm improvements that promote lively, animated and safe streets and spaces; and enhancing the town centre’s arts and cultural offer”.

Housing

Strategic Housing Land Availability Assessment (2014)

Government Guidance directs new development towards brownfield land to meet development needs. The Council’s published Strategic Housing Land Availability Assessment indicates that the WSOA has the capacity to accommodate 309 new homes.

The Draft Berkshire Strategic Housing Market Assessment (SHMA) 2015

Redevelopment of this key site in the town centre provides the opportunity to provide much need housing. New housing is required to meet population growth and the formation of new households in the Borough.

The Draft Berkshire SHMA study (2015) assesses the net housing need in the County from 2013-2036. The study identifies that within the Royal Borough, there is overall annual requirement for 712 homes and a need for 434 affordable homes. Policy MTC 12 supports the provision of new housing in this location and is detailed below:

Policy MTC 12

Housing

New housing development will be supported throughout the town centre, with Opportunity Areas expected to make a significant contribution to housing. All proposals will be expected to contribute to a sustainable mix and choice of housing; higher density housing will be appropriate in suitable locations.

Development proposals resulting in a net reduction in housing accommodation or loss of residential land will only be acceptable where:

- Retention would be undesirable due to environmental, physical or servicing constraints; or
- This would be outweighed by the achievement of other Area Action Plan objectives through the proposed development; or
- Alternative housing is provided within the Area Action Plan Area.

Tenure and dwelling mix

The Housing on the site is expected to contribute towards the “creation of a vibrant urban living environment”, and meet a range of housing needs. The housing demand in Borough is for a mix of dwelling sizes to meet a range of household types. It is considered that one and two bedroom sized dwellings would be suitable in this location to reflect a town centre living environment. New development will be expected to meet the Council’s Borough wide 30% affordable housing target. The Housing on the site is expected to contribute towards the “creation of a vibrant urban living environment”, and meet a range of housing needs.

Policy MTC 12 supports the provision of new housing development within the Opportunity Areas. Given the accessibility of WSOA, within the Town Centre and the proximity to transport interchange of Maidenhead Train station, development at higher densities will be appropriate in this location. Development at higher densities supporting the efficient use of land will be encouraged; however this approach should be achieved without sacrificing design quality.

Architects Design Study- Capacity Assessment (2013)

The Council has commissioned an Architects Design Study Capacity Assessment which sets out recommended densities and development assumptions for various residential housing typologies. Development proposals should have regard to the recommended development densities set out in the Study and design requirements of Policy MTC 4.

Community, culture and leisure

The aspiration for the WSOA is to provide complementary uses that will add to vitality of the town centre. Policy MTC 13 promotes the provision of improved community, cultural and leisure facilities within the town centre and safeguards existing facilities. The Policy is set out as follows:

Policy MTC 13

Community, Culture & Leisure

Proposals for new or improved community, cultural and leisure facilities within the town centre which meet the needs or aspirations of residents and visitors will be supported.

Proposals that result in the loss of land or buildings in community, cultural and leisure use will only be permitted where it can be demonstrated that either:

- There is no longer a need for the building or land to be retained in community, cultural or leisure use; or
- Acceptable alternative provision is made.

5.8 ACCESSIBILITY & MOVEMENT

Movement objective 1

“Optimise town centre accessibility” by enhancing the quality and functionality of key gateways; ensuring that all transport infrastructure is well designed, safe and accessible; and promoting better integration of public transport facilities with a particular focus on utilising the train station as an integrated transport hub with strong connections to the town centre.”

Movement objective 2

“Reduce pedestrian and vehicular conflicts, and promote a people friendly town” by establishing a clear and legible hierarchy of movement and access across the town centre; prioritising pedestrian and cyclist accessibility; eliminating unnecessary vehicular movements; strengthening existing links to and within the town centre and creating new links where necessary.”

The accessibility of the town centre is an important requisite for economic growth and prosperity.

The A4/308 is a major highway that is conducive for vehicular movement within the town. Currently the highway poses a significant barrier to north-south pedestrian movement between the town centre and the wider area. A new footbridge and cycle route is proposed that will link West Street and Kidwells Park and importantly it will improve accessibility and enliven the town centre by facilitating more visitors to the area. The improved link will also reinforce the use and enjoyment of a key open space within an urban setting.

Maidenhead town centre benefits from relatively good transport links, with frequent rail and bus services. New developments provide the opportunity to contribute to the creation of a safe and comfortable environment for pedestrians and cyclists and access by public transport. New Developments proposals in this location, where appropriate will be expected to comply with Policy MTC 14 & MTC15 set out below:

Policy MTC 14

Accessibility

Accessibility to the town centre will be optimised for all modes of travel, with a specific focus on creating a safe and comfortable environment for pedestrians and cyclists and improving access by public transport.

- Development should where appropriate:
- Provide improved pedestrian and cyclist connections to and through the town centre;
- Enhance accessibility by bus;
- Facilitate better integration between transport modes, particularly train, bus and taxi;
- Optimise traffic flows and circulation, including the use of signage, to minimise congestion.
- Provide adequate parking facilities, including disabled parking spaces, motorcycle parking and cycle parking, and provision of electric vehicle charging points.

Transport

The provision of a new pedestrian and cycle path that links WSOA with Kidwells Park forms part of a number of measures identified that will improve the transport infrastructure of the town centre.

All development proposals in the town centre will be expected to take account of the needs of cyclists in the design of highway improvement schemes and provide secure and convenient cycle parking facilities at all key destinations within the town centre.

Policy MTC 15

Transport Infrastructure

The following infrastructure is required to support the growth and improvement of the town centre (see Figure 7 'Transport Improvement Areas'):

- Areas 1 and 2 - Creation of a train/bus/taxi/cycle interchange adjacent to the railway station; improved crossing facilities; and, junction improvements to Broadway/Frascati Way (A308).
- Area 3 - Improvements to the roundabout.
- Area 4 - Improvements to the roundabout; and, North-South link improvements.
- Area 5 - Alterations to the A4 including junction improvements.
- Area 6 - East-West link improvements (the Stafferton Way link); and, improvements along Oldfield Road and Forlease Road.

Development should take account of the needs of cyclists in the design of highway improvement schemes and provide secure and convenient cycle

parking facilities at all key destinations within the town centre.

Land required to safeguard future provision of identified projects will be safeguarded from development.

Parking

The WSOA is regarded as an 'Area of Good Accessibility' which in accordance with the supplementary planning – the Car Parking Strategy, (2004) permits lower parking requirements and supports the Council's aim to improve sustainable modes of travel.

As a commitment to reducing transport emissions and traffic congestion in the town centre, in this highly accessible location, the Council will encourage and support development proposals that result in a reduction below the required standards (for the 'Areas of Good Accessibility') for new developments set out in the Car Parking Strategy. Regard should also be given to the Council's published Access and Parking Study (2015). Applicants will be expected to justify parking requirements proposed as part of new developments, by submission of a transport assessment to assess parking demand and capacity.





6 DELIVERY

6 DELIVERY

Comprehensive Development

Piecemeal development should be avoided, this approach would jeopardize the delivery of a comprehensive form of development that is sought by the Council and will delay the potential economic and social benefits that can be derived from the scheme. Piecemeal development of the remaining undeveloped part of the WSOA will not be supported unless it can be demonstrated through individual planning applications that the overall objectives for the WSOA will be deliverable.

However, where phasing of a scheme is such that specific elements of a scheme need to come forward for reasons related to scheme viability, this approach will be supported provided it does not risk abandonment of later phases at the expense of achieving the overall objectives set out in this draft SPD.

Northern Section

The northern section of the area consists of five principal land ownerships within the WSOA.

The Council owns the car park, and four other land owners hold the remaining areas of site between them. The total site area for this northern part is 2.07 acres.

For the northern part of the WSOA the above options provide a route to delivery and are achievable within the timescale proposed. Most of the landowners are aware of the development aspirations for this part of the Town Centre and accept development is likely to come forward.

Southern Section

The Southern section of West Street is mainly designated for servicing of shops/buildings on the pedestrianised High Street; therefore this is the only access available to these occupiers. The southern part is in over twenty individual ownerships and in total has an area of circa 0.71 acres.

The delivery strategy of the Development Framework must in part be driven by the ability to assemble these sites into a single ownership or under the control of the developer to implement the preferred scheme solution.

There are a range of options that could facilitate the assembly of land within the WSOA, these include the following:

- Acquiring by way of a Compulsory Purchase Order (CPO) under S.226 of the Town and Country Planning Act 1990;
- The Council entering into negotiations with all the landowners and acquiring by way of private treaty;
- Landowners work together to pool their interest and bring forward a joint development by way of a Joint Venture (JV)
- Or a mixture of the above options.

Short to Medium Term (up to 5 years)

Land to be assembled for redevelopment includes:

- West Street Car Park;
- Surplus Telereal Trillium Land (to the east of the BT Exchange);
- Land consisting of the extension on the United Reformed Church.

However, it is envisaged that the southern part of the WSOA is unlikely to be delivered within the short to medium term and requires a strong policy impetus to create an improved frontage along this part of West Street. The principal reason for this is because the land to the rear of these buildings is affected by easements and rights which have been put in place to secure access, co-operation between neighbours and runs for services. Many of these rights are very historic and highly likely to be relevant today.

To acquire the sites that form part of fragmented ownership south of West Street and bring forward a contiguous development on this part of West Street will be very complicated and challenging as small parcels of land and interests will have to be acquired and "stitched" together in order to create a plot which can be developed. All rights affecting the land and neighbouring properties will have to be resolved and services will have to be diverted.

The cost and timescales to do this may create very little return to a conventional developer in the short term, therefore it is unlikely this can be delivered within the proposed timeframe. A preferred solution for creating opportunities for development and improvement on this part of West Street is to introduce a Design Code which over time can be delivered

by the landowners themselves when remodelling or redeveloping their land. This is a long-term option.

For the northern part of the WSOA there are a range of delivery options available to deliver the Development Framework WSOA such as the following.

- A Lead Developer comes forward and assembles the site and delivers a policy compliant scheme on the site.
- The Council assembles the land (either using compulsory purchase or by negotiation or through a combination of the two) and procures a development partner to deliver a scheme compliant with the Development Framework.
- Individual landowners deliver part of the Development Framework on their individual sites or they pool their interests into a single Special Purpose Vehicle and bring forward a policy compliant scheme on the combined site.

The presence of the BT Telephone Exchange will limit the delivery of a comprehensive development solution across the whole of the northern part of WSOA. Therefore, a partial development solution is deemed acceptable provided the BT Exchange remains in-situ. Development will therefore be concentrated on the eastern part of the BT site, as well the Council's public car park and the land adjacent to the United Reformed Church. Phasing of delivery will be driven principally by viability and site's being made available for development – it is likely development will commence on the Council's public car park in the first instance with other land parcels forming part of consecutive phases. This is a short to medium term solution to deliver the Delivery Framework.

Long-term (over 10 - 20 years)

Land to be assembled and included for redevelopment:

- Telereal Trillium (TT)
- Quakers Friendship meeting House
- Portland Arms

In the long term it is likely that as technology changes and Telereal Trillium rationalize their asset base the BT Exchange could either be consolidated into a smaller building footprint or relocated off-site. Should this happen then the remainder of the BT site and those interests immediately adjacent to the Telereal Trillium landholding (The Quakers Friendship Meeting House and the Portland Arms) could be unlocked for development over a single phase.

This is a long-term solution and dependent on BT being able to consolidate or relocate the exchange. It is highly unlikely a viable solution can be identified whereby comprehensive development can be brought forward across all land ownerships without a solution being found for the current BT Exchange.

IMPLEMENTATION

Primary Land Use Mix	<ul style="list-style-type: none"> • Residential • Office
Secondary Land Use Mix	<ul style="list-style-type: none"> • Hotel • Food and Beverage • Community uses
Land Ownership	<ul style="list-style-type: none"> • Limited number of large private ownerships. • The council has land holdings within the area.
Phasing	<p>Given the constraints associated with land assembly in relation to the BT telephone exchange site a phased solution will be necessary</p> <p>Phase 1 could comprise:</p> <ul style="list-style-type: none"> • West Street Car Park; • Surplus Telereal Trillium Land (to the east of the BT Exchange); • Land consisting of the extension on the United Reformed Church. <p>Phase 2 could comprise:</p> <ul style="list-style-type: none"> • the remainder of the Telereal Trillium (TT) BT exchange site • Quakers Friendship meeting House • Portland Arms
Delivery Method	<p>Combination of:</p> <ul style="list-style-type: none"> • Private sector led through standard planning and development channels • Private sector led in partnership with the council
Risks To Delivery	<ul style="list-style-type: none"> • Land assembly • Consolidation/relocation of telecommunications infrastructure • Existing leaseholds • Re-provision of car parking
Contingencies	<ul style="list-style-type: none"> • Compulsory purchase powers • Phased delivery • Planning conditions and S106 planning obligations





7 GLOSSARY

7 GLOSSARY

Active frontage

Buildings facing onto streets and spaces so that the activity in the buildings overlooks the street. This creates interest and provides passive surveillance.

Amenity

Attributes that contribute to the character and sense of enjoyment and well-being of an area; for example, open space, trees, historic buildings, air quality and outlook.

Area Action Plan (AAP)

A Development Plan Document (DPD) within the council's Local Development Framework (LDF) which sets out policies for the use of land for a specified area.

Code for Sustainable Homes

An assessment tool which measures the sustainability of new homes against categories of sustainable design and construction.

Development

The carrying out of building, engineering, mining or other operations, in, on, over or under land, or the making of any material change in the use of a building or other land.

Development Plan

Consists of the Regional Spatial Strategy and Development Plan Documents contained within the Council's Local Development Framework. Until the LDF is fully in place it will also include 'saved' policies from the Council's Local Plan.

Development Plan Document (DPD)

A spatial planning document within the Council's Local Development Framework which set out policies for development and the use of land. Together with the Regional Spatial Strategy they form the development plan for the area. They are subject to independent examination.

Listed building

A building or structure of special architectural or historic interest. Listed building consent is required for any modifications to a listed building and due regard needs to be given to its setting.

Local Development Framework (LDF) (now termed Local Plan)

Consists of a number of documents which together form the spatial strategy for development and the use of land.

Local Plan

A Borough-wide planning document setting out policies for development and the use of land.

Permeability

The principle of creating a network of multiple streets and spaces which offers choice and easy access to pedestrians to promote walking.

ProM

A cross-party group with an independent chairman and representatives from a number of civic and community organisations.

Primary Shopping Area

Area where retail development is concentrated (generally comprising the primary and those secondary frontages which are contiguous and closely related to the primary shopping frontage).

RBWM

The Royal Borough of Windsor and Maidenhead Council.

Royal Borough

The Royal Borough of Windsor and Maidenhead.

Renewable Energy

Energy which is generated from resources that are unlimited, rapidly replenished or naturally renewable, and not from a combination of fossil fuels.

Royal Borough

The Royal Borough of Windsor and Maidenhead.

Sequential

A planning approach that seeks to identify, allocate or develop land preferably before alternative land. For example, land at lower risk of flooding before high risk, or brownfield land before greenfield sites or town centre retail sites before out-of-centre sites.

South East Plan

The Regional Spatial Strategy for the South East.

Supplementary Planning Document (SPD)

A spatial planning document within the Council's Local Development Framework which provides supplementary guidance to policies and proposals contained within Development Plan Documents. They do not form part of the development plan, nor are they subject to independent examination.

Sustainability Appraisal

Appraisal of plans, strategies and proposals to test them against broad sustainability objectives.

Sustainable Development

"Development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (The World Commission on Environment and Development, 1987).

Sustainable Drainage Systems (SUDS)

A range of measures which can be taken to effectively manage surface water drainage.



Cottage Hospital

Craufu
Villas

Lod

97

Lod

Technical
Institute

Pavilion

KIDWELLS

PARK

Stand

Drill Hall

104:71

WEST STREET

Post Office

HIGH STREET

School

County
School

MOFFATT STREET

TOWN ROAD

Sydenham

ALBERT STREET

VICTORIA STREET

BROAD STREET



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The Royal Borough



Windsor &
Maidenhead