



Appendix C

West Street Supplementary Planning Document

Consultation Statement Report July 2016

Planning and Property Service

Royal Borough of Windsor and Maidenhead

Town Hall St Ives Road

Maidenhead

SL6 1RF

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1.0 **Introduction & Background**

Introduction

- 1.1. This report sets out the outcome of the consultation on the West Street Opportunity Area Supplementary Planning Document (SPD) undertaken by Lambert Smith Hampton and Allies and Morrison Urban Practitioners on behalf of the Royal Borough of Windsor and Maidenhead in Maidenhead.
- 1.2. The aim of the consultation was to ensure that all those who live, work, visit and have an interest in Maidenhead town centre had an opportunity to make their views known on the Draft SPD.
- 1.3. The West Street Opportunity Area (“WSOA”) represents a key part of the town centre. There are a number of major land ownerships and several significant opportunities for wider strategic benefits. This study has been prepared to promote a proactive and co-ordinated approach to the redevelopment of the area. The WSOA Supplementary Planning Document (SPD) will be a material consideration for future planning applications.
- 1.4. This statement has been prepared in accordance with Regulation 12 of the Town and Country Planning (Local Planning) (England) Regulations 2012 which requires the preparation of a statement setting out the persons that have been consulted in the preparation of a Supplementary Planning Document, a summary of the main issues raised and how those issues have been addressed in the Supplementary Planning Document. The WSOA SPD has also been consulted upon in accordance with the Borough Council’s adopted Statement of Community Involvement (SCI).

Background

- 1.5. The WSOA SPD provides formal planning guidance that will influence the strategic use of land and the quality of design within the WSOA. The draft SPD sets out the Council’s vision for the WSOA and incorporates a masterplan which aims to proactively guide and promote the comprehensive redevelopment of this key site within Maidenhead town centre.
- 1.6. The masterplan provides a greater level of detail to support the site specific policy of the Maidenhead Town Centre AAP (Policy OA2). The AAP was adopted by the Council on the 27th September 2011.

2.0 The Consultation Process

2.1 The Draft SPD was prepared in consultation with PRoM and issued for a six-week formal consultation period which ran from the 3rd March to 14th April 2016. The public was notified of the consultation by the following methods:

- **A Press release** was issued to the Maidenhead Advertiser.
- **Statutory Notices** displayed at the site.
- **Email/ letter notification** to landowners neighbouring the site.
- **Notification of statutory consultees** and other parties/individuals registered to receive planning consultations.
- **Online consultation** the Draft SPD was uploaded on the Council's website including the questionnaire, with a choice to submit the completed questionnaire or representations to the Planning.Policy@rbwm.gov.uk or by post or hand into the Council's offices at St Ives Road.
- **A public exhibition** held at the Nicholsons Centre on March 23rd between the hours of 11.00am to 4.00pm. The exhibition stand was subsequently made available to view at the Town Hall for the remainder of the consultation period.
- **Copies of the SPD deposited** at the Town Hall alongside and Maidenhead Library, both located at St Ives Road.

Compliance with the Statement of Community Involvement (SCI)

2.2 The consultation on the WSOA SPD complied with the Borough Council's SCI, adopted June 2006. The SCI can be downloaded from the Borough Council's website. The table below summarises the SCI requirements and the actions which were undertaken.

SCI Requirement	Compliance
Make documents available in principal council offices	Yes
Display documents on the internet	Yes
Send documents to specific and general consultation bodies	Yes
Place a public notice	Yes

Make documents available in borough libraries	Yes
Issue a press release	Yes
Place site notices	Yes
Send neighbour notification letters	Yes
Distribute a leaflet	Optional

SA and SEA

- 2.3 The requirement for the preparation of SPD to be supported by Sustainability Appraisal (SA) was removed by the Town and Country Planning (Local Development (England) (Amendment) Regulations 2009.2.
- 2.4 The explanatory memorandum to the 2009 Regulations advises that Local Planning Authorities are required to “*screen their SPDs to ensure that legal requirements for SA are met where there are impacts that have not been covered in the appraisal of the parent Development Plan Document or where an assessment is required by the SEA Directive.*”
- 2.3 This 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 SPD.

3.0 Consultation Outcome

- 3.1 During the public consultation, 42 representations were receivedⁱ in the form of responses to the questionnaire and general comments. Comments were received from local residents, organisations including Specific and General Consultation bodies. These comments have been considered by the Borough Council in conjunction with PRoM.
- 3.2 The matters raised in the representations have been fully considered and where appropriate changes were made to address issues. Having reviewed the representations, the WSOA SPD is appropriate to be adopted as a Supplementary Planning Document.
- 3.3 The comments/representations received and the questionnaire results data are set out in the body of this report.
- 3.4 The main modifications proposed to the SPD are set out in the table below.

Table 1: Main modifications

Topic area/Issue	Proposed main modifications
The vision/objectives	<p>59 % of respondents agreed with the vision. Proposed amendment to the vision/objectives to:</p> <ul style="list-style-type: none"> • encourage an ambitious and innovative scheme of exemplary design • promote imaginative solution to the development area. • acknowledge the opportunity to enhance heritage assets and improvement to the environmental quality along West Street.
Parking	<p>56% of respondents agreed with the proposed replacement of the West Street car park into a multi-storey format. Amendment made on page 61 to include disabled parking bays on street.</p>
Highways	<p>New paragraph inserted on page 39 regarding highways constraints.</p>
Connections	<p>59% of respondents would prefer the connection to be in a form of a new footbridge, this option was the most frequently selected.</p> <p>Text has been added in Connections section on page 56 to include desire for innovative solutions such as green / living bridge with buildings on bridges.</p>
Building heights	<p>71 % of respondents thought building heights should be limited to 12 storeys. As this reflects the over-arching AAP parameters and the content of the SPD no changes are required.</p>
Heritage	<p>Updates have been made on page 42 to heritage and conservation to strengthen the section in response to comments received from Historic England. In addition to page 60 to reference possible retention of Quakers Building in response to comment received from Maidenhead Quakers.</p>
Place Making Principles	<p>“Innovative Urban Solutions” has been added to the section on “Place Making Principles” on pages 46 and 48 to highlight its importance as a key principle for development delivery.</p>
Water infrastructure	<p>New section added to page 70 to take account of requirement for ensuring water Supply and management of wastewater and Sewerage Infrastructure. And new section added on page 39 to take account of the classification of the site falling within groundwater Source Protection Zone 1 (SPZ1) in response to comments from Thames Water and the Environment Agency.</p>
Natural Environment	<p>New sentence that refers to the enhancement of biodiversity in the WSOA is inserted under the ‘Green</p>

4.0 **Conclusion**

- 4.1 The matters raised in representations have been fully considered and where appropriate changes were made to address issues. Having reviewed the representations, the West Street Opportunity Area SPD is appropriate to be adopted as formal planning guidance.
- 4.2 On adoption, the West Street Opportunity Area SPD will be a material consideration in determining planning application submitted in relation to development on the site.

¹ It should be noted that two respondents submitted two sets of comments/representations

5.0 Consultation Bodies

Consultation Bodies (Specific and General)

The following organisations are defined in the Town and Country Planning (Local Planning) (England) Regulations 2012 as specific consultation bodies:

- the Coal Authority
- the Environment Agency
- the Historic Buildings and Monuments Commission for England (known as English Heritage)
- the Marine Management Organisation
- Natural England
- Network Rail Infrastructure Limited (company number 2904587)
- the Highways Agency
- a relevant authority any part of whose area is in or adjoins the local planning authority's area
- any person:
 - to whom the electronic communications code applies by virtue of a direction given under section 106(3)(a) of the Communications Act 2003, and
 - who owns or controls electronic communications apparatus situated in any part of the local planning authority's area
 - if it exercises functions in any part of the local planning authority's area:
 - a Primary Care Trust established under section 18 of the National Health Service Act 2006 or continued in existence by virtue of that section
 - a person to whom a licence has been granted under section 6(1)(b) or (c) of the Electricity Act 1989
 - a person to whom a licence has been granted under section 7(2) of the Gas Act 1986
 - a sewerage undertaker
 - a water undertaker
- the Homes and Communities Agency
- where the local planning authority are a London borough council, the Mayor of London

The following organisations are defined in the Town and Country Planning (Local Planning) (England) Regulations 2012 as general consultation bodies:

- voluntary bodies some or all of whose activities benefit any part of the local planning authority's area
- bodies which represent the interests of different racial, ethnic or national groups in the local planning authority's area
- bodies which represent the interests of different religious groups in the local planning authority's area
- bodies which represent the interests of disabled persons in the local planning authority's area

- bodies which represent the interests of persons carrying on business in the local planning authority's area

6.0 Consultation Responses

CONSULTATION BODIES TABLE OF RESPONSES/REPRESENTATIONS

County Highways

In several part of the document, the A4 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.

The proposals to improve pedestrian and cycle access to the area and permeability through the area are welcomed. Bad Godesburg Way is referred to as the A4 Relief Road. It was built in the late 1970's and now provides the main east-west route for traffic around the town centre. It's probably best just to refer to it as the A4.

Highways England (Ms Zoe Johnson)

Thank you for inviting Highways England to comment on the Royal Borough of Windsor and Maidenhead: West Street Consultation. Highways England has been appointed by the Secretary of State for Transport as strategic highway company under the provisions of the Infrastructure Act 2015 and is the highway authority, traffic authority and street authority for the strategic road network (SRN). The SRN is a critical national asset and as such Highways England works to ensure that it operates and is managed in the public interest, both in respect of current activities and needs as well as in providing effective stewardship of its long-term operation and integrity. We will therefore be concerned with proposals that have the potential to impact the safe and efficient operation of the SRN, in this case the A308 (M), A404 (M) and M4. You will be aware of the Highways England proposal to deliver a Smart Motorway Scheme between M4 Junctions 3 to 12. The detailed programme of works and detailed design for the M4 Smart Motorway scheme is currently being developed. You can find out more and keep up to date with the scheme on the following link: <http://www.highways.gov.uk/roads/road-projects/m4-junctions-3-12/>

We have reviewed the consultation and have no comments.

National Grid (Mr Robert Deanwood)

We have reviewed the above consultation document and can confirm that National Grid has no comments to make in response to this consultation.

Thames Water

ThamesWater Utilities Ltd (Thames Water) Property Services function is now being delivered by Savills (UK) Limited as Thames Water's appointed supplier. Savills are therefore pleased to respond to the above consultation on behalf of Thames Water. As you will be aware, Thames Water

Utilities Ltd (Thames Water) are the statutory water and sewerage undertaker for the Borough and are hence a “specific consultation body” in accordance with the Town & Country Planning (Local Planning) Regulations 2012. We have the following comments on the consultation document on behalf of Thames Water in relation to their statutory undertakings:

Key Issue – Water Supply and Sewerage/Wastewater Infrastructure

A key sustainability objective for the preparation of the Local Plan should be for new development to be co-ordinated with the infrastructure it demands and to take into account the capacity of existing infrastructure. Paragraph 156 of the National Planning Policy Framework (NPPF), March 2012, states:

“Local planning authorities should set out strategic policies for the area in the Local Plan. This should include strategic policies to deliver:.....the provision of infrastructure for water supply and wastewater....” Paragraph 162 of the NPPF relates to infrastructure and states: “ Local planning authorities should work with other authorities to: assess the quality and capacity of infrastructure for water supply and wastewater and its treatment.....take account of the need for strategic infrastructure including nationally significant infrastructure within their areas.”

The NPPG includes a section on ‘water supply, wastewater and water quality’ and sets out that Local Plans should be the focus for ensuring that investment plans of water and sewerage/wastewater companies align with development needs. The introduction to this section also sets out that

“Adequate water and wastewater infrastructure is needed to support sustainable development” (Paragraph: 001, Reference ID: 34-001-20140306).

Thames Water consider it important that the SPD considers the net increase in water and wastewater demand to serve the development and also any impact that developments may have off site, further down the network. It is unclear at this stage what the net increase in demand on Thames Water’s infrastructure will be as a result of the SPD proposals. It is therefore important that developers demonstrate that adequate water supply and wastewater infrastructure capacity exists both on and off the site to serve the development and that it would not lead to problems for existing users. In some circumstances this may make it necessary for developers to carry out appropriate reports and appraisals to ascertain whether the proposed development will lead to overloading of existing water and sewerage infrastructure.

Where there is a capacity problem and no improvements are programmed by the water company, then the developer needs to contact the water company to agree what improvements are required and how they will be delivered prior to any occupation of the development. Thames Water recommends that developers engage with them at the earliest opportunity to establish the following:

- 1 The developments demand for water supply and network infrastructure both on and off site and can it be met;**
- 2 The developments demand for Sewage Treatment and network infrastructure both on and off site and can it be met; and**
- 3 The surface water drainage requirements and flood risk of the development both on and off site and can it be met**

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, at what phases of the development they will be constructed, by what means and establishing the delivery route for that infrastructure. It is Thames Water's preference that this is produced well before any planning application is submitted. When carrying out the necessary early consultations with Thames Water regarding the capacity of water and wastewater infrastructure, in respect of development proposals, adequate time should be allowed so that an informed response can be formulated. It is not always possible to provide detailed responses within a matter of days. For example, the modelling of water and wastewater infrastructure will be important to many consultation responses and the time requires for responses must not be underestimated. For example, the modelling of sewerage systems can be dependent on waiting for storm periods when the sewers are at peak flows. Therefore, consultation should be undertaken as early as possible with Thames Water regarding the capacity of water and wastewater infrastructure to serve development proposals. 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. It can take approximately 3 months to complete modelling work from the point funding has been secured. Thames Water consider that text along the lines of the following should be added to the SPD:

"Water Supply, Wastewater & Sewerage Infrastructure Developers will be required to demonstrate that there is adequate water supply, waste water capacity and surface water drainage both on and off the site to serve the development and that it would not lead to problems for existing or new users. In some circumstances it may be necessary for developers to fund studies to ascertain whether the proposed development will lead to overloading of existing water and/or waste water infrastructure. Drainage on the site must maintain separation of foul and surface flows. Where there is an infrastructure capacity constraint the Council will require the developer to set out what appropriate improvements are required and how they will be delivered. Further information for Developers on water supply and sewerage infrastructure can be found on Thames Water's website at: <http://www.thameswater.co.uk/home/11425.htm> Or contact can be made with Thames Water Developer Services By post at: Thames Water Developer Services, Clearwater Court, Vastern Road, Reading RG1 8DB; By telephone on: 0800 009 3921; Or by email: developer.services@thameswater.co.uk"

It may be possible for public sewers or water mains to be moved at a developer's request so as to accommodate development in accordance with Section 185 of the Water Act 1989. The developer would be required to pay for any mains diversions. Thames Water must also be consulted regarding proposals involving building over or close to a public sewer. If building over or close to a public sewer is agreed by Thames Water it will need to be regulated by an Agreement in order to protect the public sewer and/or apparatus in question. It may be possible for public sewers or water mains to be moved at a developer's request so as to accommodate development in accordance with Section 185 of the Water Act 1989.

Flood Risk

The NPPF states at paragraph 100 that a sequential approach should be used by local planning authorities to avoid inappropriate development in areas at risk of flooding. The NPPG sets out that this applies in areas to be at risk from forms of flooding other than from river and sea including from 'overwhelmed sewers and drainage systems' .

Any flood risk policy should therefore include reference to sewer flooding and an acceptance that flooding could occur away from the flood plain as a result of development where off site infrastructure is not in place ahead of development.

Sustainable Drainage

Limiting the opportunity for surface water entering the foul and combined sewer networks is of critical importance to Thames Water. 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.**

Conserving Water

Water conservation and climate change is a vitally important issue to the water industry. Not only is it expected to have an impact on the availability of raw water for treatment but also the demand from customers for potable (drinking) water. Therefore, Thames Water support the mains water consumption target of 110 litres per head per day as set out in the NPPG (Paragraph: 015 Reference ID: 56-015-20150327). Thames Water promote water efficiency and have a number of water efficiency campaigns which aim to encourage their customers to save water at local levels.

We trust the above is satisfactory, but please do not hesitate to contact me if you have any queries.

Environment Agency

We are pleased to see that the new proposed development will be located within flood zone 1. However, we are concerned that the SPD is lacking of policy and guidance in relation to the protection of groundwater quality.

Groundwater Protection

The West Street Opportunity Area 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 if development was not managed appropriately then there could be a significant impact on the environment. In line with paragraph 109 of the National Planning Policy Framework (NPPF) and to reflect the Water Framework Directive (WFD) objectives, the SPD should ensure that new developments do not result in deterioration in water quality and the risks of contamination to controlled waters are understood and adequate mitigation measures are put in place. Therefore, we recommend that specific reference is made in the SPD document to the above constraints; to the requirement of studies/investigations assessing the risks posed by any new development in relation to contamination, infiltration and piling and to the provision and implementation of adequate remedial or mitigation measures. We also advice that you contact Thames Water to check the capacity of the foul sewage infrastructure.

Surrey County Council

Thank you for consulting Surrey County Council on the above SPD. We do not have any comments.
Runnymede Borough Council (Richard Ford)

Thank you for consulting this Council on the matter of the West Street Opportunity Area SPD. I am pleased to advise that the Council has no comment to make on the document.

Met Office (Ms Sarah Fotheringham)

Thank you for consulting this Council on the matter of the West Street Opportunity Area SPD. I am pleased to advise that the Council has no comment to make on the document.

Historic England

Thank you for your e-mail of 3rd March advising Historic England of the consultation on the West Street Opportunity Area Supplementary Planning Document. We are pleased to make the following comments:

Though the SPD recognises, later in the document, that the southern part of the Area is partially included within the Maidenhead Town Centre Conservation Area and that the Area includes the grade II listed United Reformed Church; there is no mention of conserving or enhancing either in the Vision for the Area or the objectives on page 8 of the document (and repeated on page 40). We accept that the main focus of the Conservation Area is High Street and Queen Street, but we would like to see the Vision and objectives recognise and promote the opportunities for enhancing the character and appearance of the Conservation Area and the enhancement of the setting of the United

Reformed Church, the latter in accordance with Policy OA2 of the Maidenhead Town Centre Area Action Plan. This would then set the context for the first of the place-making principles in section 4.1. We welcome the sections on Historical Context page 12 and on Heritage on page 30. However, we feel that if the former is focused on the development of West Street in the wider context of the historical development of Maidenhead and the latter is intended to focus on the heritage of West Street itself, then what can be learnt from historical maps of West Street might perhaps sit more logically in the later Heritage section. We also feel that the Heritage section should focus more on West Street and include a reference to the former Portland Arms public house and any other evidence of its past. On page 15, the draft document notes that the National Planning Policy Framework sets out twelve core principles, but only summarises eleven, omitting “*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*”. It would also be more accurate to say that “Planning should;” rather than “NPPF core planning principles must;”

We welcome the references to the former Portland Arms public house on page 26 and to the United Reformed Church on page 27. We would welcome the former's retention and incorporation into any redevelopment proposals, and will expect the retention of the Church and due regard to be had to its significance in any redevelopment proposals. We hope that redevelopment will provide the opportunity to enhance its setting in accordance with, as indicated previously in our comments, one of the requirements of Policy OA2 of the Maidenhead Town Centre Area Action Plan. In section 2.5, whilst we agree that development will need to be sensitive to the setting of historic assets, we suggest that heritage should not only be seen as a constraint but also as an opportunity to celebrate West Street's (and thus Maidenhead's) history and sense of place. We would like to see section 4.2 on Opportunities recognise and promote the opportunities for enhancing the character and appearance of the Conservation Area and the enhancement of the setting of the United Reformed Church. We welcome the first of the place-making principles in section 4.1, particularly the recognition of the sensitivity of the heights of development on West Street in relation to the buildings on the north side of the High Street (and we welcome the further reference to this sensitivity in the final paragraph on page 67).

We are disappointed to see that the illustrative masterplan does not specifically identify the retention of the former Portland Arms or the enhancement of the setting of the United Reformed Church or the enhancement of the Conservation Area, despite references to the retention of the former public house and the enhancement of the Conservation Area in the document and to the enhancement of the setting of the Church in Policy OA2 of the Maidenhead Town Centre Area Action Plan. This, the omissions from the Vision and objectives of references to heritage and the consideration of heritage only as a constraint, seems to us to be at odds with the other, positive, references to heritage in the document, including the sub-section on Conservation on page 65 and the preferred policy approach of Preferred Policy Option HE 1 – Historic Environment which we welcome. We suggest that the Council make its intentions for the historic environment in the Opportunity Area more explicit. We hope these comments are helpful. Please contact me if you have any queries. Thank you again for consulting Historic England.

Berkshire Archaeology (Fiona Macdonald)

Many thanks for consulting us on this draft SPD. As archaeological advisors to RBWM, Berkshire Archaeology has the following comments to make:

We are pleased to see progress on the SPD, with the aim of securing the sustainable redevelopment of this important area of Maidenhead. We note the inclusion of heritage as a potential constraint to development, as well as an opportunity to be maximised – however within the document this includes only built heritage and no mention is made of archaeology. The Opportunity Area 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 resource that, in line with national and other RBWM policy, should be a material consideration in the planning process. As a constraint to individual development proposals, when identified early archaeology is dealt with relatively straightforwardly and in a cost-effective manner, following a process of assessment/evaluation (usually carried out pre-determination to inform a planning decision) and appropriate mitigation. This is a well-established process that results in preservation by record or in situ, in accordance with the significance of the various heritage assets. We would recommend therefore that the sections relating to heritage and the historic environment are

expanded to include brief mention of the archaeology of the area, and that, if appropriate to outline next steps, the need for early assessment of archaeological impacts is highlighted. Berkshire Archaeology is always happy to advise on specific schemes or more generalised proposals at any stage. We hope this is of help and look forward to the adoption of the SPD in due course. If we can be of assistance in this process then please do contact us direct

Natural England (Rebecca Micklem)

While we welcome this opportunity to give our views, the topic this Supplementary Planning Document covers is unlikely to have major impacts on the natural environment, We therefore do not wish to provide specific comments, but advise the you to consider the following issues:

Biodiversity enhancement

This SPD could consider incorporating features which are beneficial to wildlife within development, in line with paragraph 118 of the National Planning Policy Framework. You may wish to consider providing guidance on, for example, the level of bat roost or bird box provision within the built structure, or other measures to enhance biodiversity in the urban environment. An example of good practice includes the Exeter Residential Design Guide SPD, which advises (amongst other matters) a ratio of one nest/roost box per residential unit.

Landscape enhancement

The SPD may provide opportunities to enhance the character and local distinctiveness of the surrounding natural and built environment; use natural resources more sustainably; and bring benefits for the local community, for example through green infrastructure provision and access to and contact with nature. Landscape characterisation and townscape assessments, and associated sensitivity and capacity assessments provide tools for planners and developers to consider how new development might makes a positive contribution to the character and functions of the landscape through sensitive siting and good design and avoid unacceptable impacts.

Protected species

Natural England has produced Standing Advice to help local planning authorities assess the impact of particular developments on protected or priority species.

Strategic Environmental Assessment/Habitats Regulations Assessment

A SPD requires a Strategic Environmental Assessment only in exceptional circumstances as set out in the Planning Practice Guidance here. While SPDs are unlikely to give rise to likely significant effects on European Sites, they should be considered as a plan under the Habitats Regulations in the same way as any other plan or project. If your SPD requires a Strategic Environmental Assessment or Habitats Regulation Assessment, you are required to consult us at certain stages as set out in the Planning Practice Guidance.

Should the plan be amended in a way which significantly affects its impact on the natural environment, then, please consult Natural England again.

TABLE OF GENERAL PUBLIC RESPONSES/REPRESENTATIONS

Question	Topic	Comment	Response
Q1 Vision		<p>The phrase '... active frontages along the key gateways of ... West Street.' is flawed. West Street is not a key gateway to Maidenhead, rather it provides access to a 'back-land' site (SPD report page 22 para 6) which is 'poor and dominated by service areas' (SPD report page 36 West Street statement of constraint). The vision should be amended to read '... with active frontages along the key gateway of Bad Godesberg Way and concealed servicing off West Street.</p> <p>As described later in this response, the SPD should require West Street to remain open at the existing street level from its eastern end at Market Street along to the north side road of St Kidwells Park Drive, including the listed landmark of the United Reformed Church. From St Kidwells Park Drive to its western end, West Street should be what it is, a service road to existing and new activities. Consequently, developers and their designs should be free (and probably encouraged) to raise the developable deck to the west of St Kidwells park Drive and north of West Street and extend it over West Street, at a sufficient height for service vehicle access and substantial parking access and provision beneath. This expands the developable {plate} for buildings and urban realm, retains access to and obscures most of the service areas behind the High Street premises, raises the urban realm around the new development to offer same level access across to Kidwells Park and enables a gradient from the High Street with retail frontage, as is popular in many market towns. This provides developers with a more desirable site which may not need excessive height to be viable. It also retains the flexibility of phased development of the wider plot, including the ownerships of BT/Telereal.</p> <p>[Cllr M J Saunders]</p>	<p>The West Street site is a very visible aspect of the town centre on key approaches to the town centre, hence the recommendation.</p> <p>The aim of the SPD is to improve the quality of West Street so that it is elevated above its existing status as a service road and starts to play a more active role in the town centre. It will have a substantial new component of development which requires more a than a service area setting, as well as several existing buildings, including a Listed Building where we are seeking to improve the context.</p>
		<p>The vision as a whole is compromised by the BT building. Without addressing this aspect the regeneration is at best piece meal.</p>	<p>Noted. Hence proposed phased redevelopment.</p>

	[Adam Hunter]	
	Blocks too high. More offices!!!! [Ms Iris Brown]	Noted. The approach taken conforms to the existing policy approach set out in the Maidenhead Area Action Plan (AAP).
	<p>The developers should be challenged to use the development to increase car parking availability for the town, perhaps using underground car parks. There should be more than just a replacement for the parking spaces that are lost. This would enable shoppers, residents and employees to park conveniently for the development and also from the high street. There is a high risk that the future town centre Development around the Queen street area will draw shoppers away from the top end of the high street - it needs to be as convenient as possible to visit that area still. Additionally, there needs to be parking for people visiting the Kidwells Park facilities so that parking does not become a problem in the streets to the north of the Park.</p> <p>[Littlewick Green Society [Mr Paul Martin]]</p>	<p>All developers are being asked to consider making parking available to residents and the general public in the evenings and at weekends. Any additional parking available should be for public use.</p>
	<p>More officesthere are still plenty empty. The best thing that could have been done in W. Street would have been to widen the junction with Market Street. Have Council Members never seen the congestion when large lorries are trying to deliver?</p> <p>[Barber family]</p>	<p>Outside the scope of the SPD to deliver. Potential to be reviewed as part of wider transport interventions planned across the town centre.</p>

	<p>This is an exciting opportunity for the town. The plans link the town centre much better with Kidwells Park via the proposed bridge and creates more opportunity for offices and housing in the town. However my optimism is tempered by this paragraph in the document with concern. It appears that delivering this plan will be rather complex and piecemeal due to the different land owners involved. Crucially - who will pay for the bridge without one big developer overseeing the whole project? "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."</p> <p>[Mr Dominic Hurst]</p>	<p>We envisage by means of developer contributions plus public funding.</p>
	<p>It is about time that we stopped building yet more office space in the Town Centre.</p> <p>[Mr Graham King]</p>	<p>Noted. Hence the flexible approach to land uses proposed in the SPD.</p>
	<p>I particularly like the effort to link in Kidwells Park which feels really cut off from the town centre by the soulless.</p> <p>[Mr Paul Baker]</p>	<p>Noted</p>
	<p>[No] Since the visuals of what it is going to look like resemble the scribbles of a five year old with a box of crayons, it is difficult to visualise what it will actually look like.</p> <p>I'd be better able to form an opinion about this development if the 'visuals' of it didn't look like the scribbles of a five year old with a box of crayons. How is anybody expected to extrapolate what then finished development will look like from these?</p> <p>[Mrs Sarah Dixon]</p>	<p>The style of drawing shown is consistent with the practice found in the professional urban design/architectural discipline.</p>
	<p>Maidenhead is a characterless town. People see it from the A4 and it looks rubbish. The High st is full of awful chain shops - mainly £ shops, phone shops, charity shops and opticians. What it needs is character. Putting in a "statement" building which is just another tall building will make the situation worse. In addition parking is a problem. I agree that car parks are ugly - but cars need somewhere easy to park - so making twisty skinny underground car parks will not necessarily help. Please ensure that car parks are easy to</p>	<p>Noted.</p>

<p>drive into and get out of and that their parking bays are wide enough to avoid scratches and bashes from big cars.</p> <p>[Mrs M Bevan].</p>	
<p>The town needs (even more), quick to access / exit car parking for quick trips - in / out to service the existing shop et etc. Please do not remove the existing open ground level car parking - it is the only place to use for quick "pop in" shopping trips. Without it I would go to Windsor, Slough retail parks etc.</p> <p>[Mr S J North]</p>	<p>Surface parking on this scale is not a viable approach in this part of the town centre.</p>
<p>Depends if there are high storey buildings in the plan. If there are, what heights they would be. [Unknown]</p>	<p>The SPD defines building heights in line with the AAP.</p>
<p>The redevelopment of the West St area is most welcome providing that the design of the buildings and facilities improve the appearance sustainability of the town centre as a whole.</p> <p>[CAMRA (Mr Stephen Goodall)]</p>	<p>Noted.</p>
<p>The redevelopment will see the loss of a community asset in the form of a leisure meeting place for workers and residents. I feel that within the plan there should be provision for a pub/bar with coffee/food provision to replace the Portland Arms.</p> <p>[CAMRA [Mr Alan Molloy]</p>	<p>Noted. Potentially a lack of demand for these facilities in this location. I.e. a back street. Such uses are more appropriately located along the primary high street frontage of the town centre.</p>
<p>No more offices or luxury flats. More affordable housing.</p> <p>[Ms Irene Swayne]</p>	<p>Any planning application for residential development submitted will be required to provide a proportion of affordable homes in line with Local Plan.</p>

	<p>Innovative low-cost housing is the top priority with nursery provision being part of this. Perhaps a garden project centred around a green that can also serve as a safe and secure play area for young children.</p> <p>[Ms Lynne Snow]</p>	<p>RBMW to provide guidance on strategic approach to the site</p>
	<p>Whilst in broad agreement with the proposals to develop West Street, there are sufficient reservations for the overall response to be "no". It is hard to envisage an active frontage to the south side of West Street, which will continue to be dominated by the service yards and parking spaces for High Street retailers. This could be remedied by retaining the current street level arrangements and developing the area to the north of West Street (and west of Kidwells Park Drive) on a raised deck level (with adequate height clearance for HGVs). The ground level below this deck could be used for service deliveries and undercroft parking for flat dwellers and shoppers who will be losing the facility of West Street Car Park. The active frontage on Bad Godesberg Way presumably refers to windowed elevations - as there will be no pedestrian access from Bad Godesberg Way (as with Premier Inn). The integration of Kidwells Park is welcomed. [Maidenhead Civic Society (Mr Martin McNamee)]</p>	<p>This approach would not create good active frontage on to West Street.</p>
	<p>We support the defined vision for the area. We agree that the proposed mix of uses and development form are all appropriate for this area.</p> <p>[United Reformed Church (Wsx) (The) (Unknown)]</p>	<p>Noted.</p>
	<p>The company supports the defined vision for the area. The company agrees that the proposed mix of uses and development form are all appropriate for this area. The Council's earlier proposals for enhancing the area, plus the anticipated arrival of Crossrail services were all important factors in the company's acquisition of the sites.</p> <p>[Henderson UK Property OEIC fund]</p>	<p>Noted.</p>
	<p>Will it be linked to the new shopping area (Kings?)</p> <p>[K Firman]</p>	<p>No. However WSOA and Kings both form an integral part of town centre.</p>

	<p>Not sure what "sustainability credentials" are, hopefully not an excuse for low cost, poor quality, design and materials - like the Sainsbury glass coated tower for instance.</p> <p>[M W J Collins]</p>	Noted.
Q2 Objectives	<p>"It is unlikely to be practical, deliverable and viable to create a more lively and attractive environment along West Street west of St Kidwells Drive".</p> <p>As described in my response to 1 above, it is unlikely to be practical, deliverable and viable to create a more lively and attractive environment along West Street west of St Kidwells Drive. [Cllr M J Saunders]</p>	Noted.
	<p>Objectives good but what is planned is not so good.</p> <p>[Miss Iris Brown]</p>	Noted
	<p>Create new high quality gateways into the town centre - agree - as long as this does not mean more tall buildings - we have plenty (too many) already</p> <p>[Ms Genevieve Hug].</p>	Noted. See- response regarding AAP on page 1-2
	<p>Important to use this development opportunity to solve the problem with the look of the rear of the properties fronting the top of the High Street.</p> <p>[Littlewick Green Society [Mr Paul Martin)].</p>	Agreed- this point is addressed in the SPD

	<p>To create a vibrant town we need to work on evening and weekend social attractions. No more offices please.</p> <p>[Mr Graham King].</p>	<p>Office provision forms an important part of town centre uses and hence an mix of uses important part supports town centre businesses</p>
	<p>We've got a ring road separating the park from the town. How do you access the town at street level? A crossing? Not feasible. It's either under or over.</p> <p>High rise buildings crammed into a small space? Attractive environment? I don't think so.</p> <p>[Mrs Sarah Dixon].</p>	<p>Noted. See AAP response on page 1-2</p>
	<p>There is enough unused office space in Maidenhead. It is faceless and characterless. I don't necessarily understand the use of the jargon "permeability". I don't understand your use of the term permeability. If the objective is " <i>Enhance the town centre's land use efficiency and sustainability.</i> " Then I cannot comment because that is not even a sentence and makes no sense. If you mean that the objective is to increase the efficient and sustainable use of the land in the town centre - then I agree with it as an objective. However I am not sure the plans, as presented, meet that objective in the best way. Further, if you really want to engage with real folk then the whole consultation questionnaire and process needs to be a lot clearer and less jargon filled.</p> <p>[Mrs M Bevan]</p>	<p>The wording is taken from the adopted AAP Policy (OA2).</p>
	<p>Residential accommodation is important for key workers in the Maidenhead Area. The community facilities are also very important particularly the provision of facilities for meeting and social activities, such as retaining a public house or bar in the West Street area Opening up access to Kidwells Park public space is desirable and possibly increasing the green spaces available.</p> <p>[CAMRA (Mr Stephen Goodall)]</p>	<p>Noted.</p>
	<p>Because other OAs are to be developed in parallel with WSOA I am not convinced that it will " Significantly improve the town centre's office and residential profile" and because of challenges of multiple ownership of premises fronting High Street I need persuading that " a more lively and attractive environment" will be created in West Street, and that the southern frontage will readily be improved.</p>	<p>Noted. This approach is set out in the SPD.</p>

	[Mr David Snelgar]	
	<p><i>Create new high quality gateways into the town centre - HOW?</i> Not offices. As long as you do not take any parkland away again.</p> <p>[Ms Irene Swayne]</p>	No proposals to lose park.
	<p>We do not need more offices. Housing is the real need.</p> <p>[Ms Lynne Snow]</p>	A mix of uses is promoted in the WSOA, in accordance with the AAP.
	<p>The Cookham Road roundabout gateway has already been improved by the construction of The Point. However, Castle Hill / Marlow Road roundabout does not have the same open vista as you approach from the west or north. The proposed development on the site of West Street Car Park may be a landmark structure, but it won't provide a physical gateway. Because of the need to retain the service areas and rear of shop parking, the opportunity to create a lively and attractive West Street will need some creative thinking. However, the new cut through from the High Street (west) to Kidwells Park could feature retail/cafe activity.</p> <p>[Maidenhead Civic Society (Mr Martin McNamee)]</p>	Noted.
	<p>We support all of the defined objectives that have been set for the opportunity area. We agree that a comprehensive framework as set out in the SPD will assist in the development of smaller parcels of land such as the URC site.</p> <p>[United Reformed Church (Wsx) (The) (Unknown)].</p>	Noted.
	<p>The company supports all of the defined objectives that have been set for the opportunity area. The company agrees that a comprehensive approach as set out in the SPD will be required to provide the leadership necessary to promote further investment and redevelopment by others.</p> <p>[Henderson UK Property OEIC fund]</p>	Noted.

	<p>A largely pedestrianised space with traffic limited to deliveries and maintenance only.</p> <p>[M W J Collins]</p>	<p>Noted. However access to a number of properties will need to be maintained.</p>
	<p>Residential accommodation is more needed than offices – especially affordable housing for key workers otherwise prevented by high rental costs from settling in Maidenhead. Opening up access to Kidwells Park public space is desirable. For the greening of West St itself, the retention of the significant green space of the Quaker burial ground and garden of remembrance as a ‘green’ community amenity is also important, not least for the residents/workers of the overlooking buildings, as well as its owners and users.</p> <p>[Maidenhead Quakers (Mr Alasdair Donaldson)]</p>	<p>Noted. New option included as part of a comprehensive scheme to retain the the Quakers building and burial ground</p>
	<p>A 'footbridge' restricts the design options. As described in my response to 1 above, the desired option is the urban realm level of the West Street development to cross over the carriageways of Bad Godesberg Way and descend to Kidwell Park.</p> <p>[Cllr M J Saunders]</p>	<p>Noted. However, this is considered to be a very expensive option and therefore unlikely to be delivered without substantial public funding.</p>
	<p>A footbridge would be difficult to accommodate in the space. The ramps required to facilitate wheelchair access are significant. Look at Knowl Hill at the primary school or the new pedestrian crossing of the Thames in Reading.</p> <p>[Mr Adam Hunter]</p>	<p>Agreed</p>
	<p>It is a very good idea to create connections between the High Street and the A4 / Kidwells Park by having several connecting lanes as planned, perpendicular buildings and possibly two connection points between centre and park rather than just one.</p> <p>[Ms Genevieve Hug]</p>	<p>Noted.</p>

	<p>A footbridge would be good but only if done well. They can look unsightly and clutter the visual environment. Don't put a street level crossing as the interruption to traffic on Bad Godesberg Way would cause problems with flow. I think underpasses can be fabulous is done with courage and vision. Wide, bright areas (natural light through open sections) that serve as opportunities for busking and art displays - even aquariums. They don't need to be the haunts of skateboarders and vagrants.</p> <p>[Littlewick Green Society [Mr Paul Martin)].</p>	Noted.
	<p>Footbridge too high and would take up too much space. Underpass from Sainsbury direct to park?</p> <p>[Barber Family]</p>	Noted. However Sainsbury's is not part the SPD area.
	<p>The proposed bridge to Kidwells Park is a very exciting and welcome idea. I regularly cycle into Maidenhead town centre from the west. It is very inconvenient having to get off and push my bike via the underpass. The roundabout is very dangerous for cyclists. So a bridge would be very welcome. It would also link Kidwells Park more conveniently to the town centre.</p> <p>[Mr Dominic Hurst].</p>	Noted. New or improved crossing should feature cycle facilities.
	<p>Make it attractive, open and bright.</p> <p>[Mr Graham King]</p>	Noted
	<p>Except that C is unfeasible. Maidenhead town is separated from the park by the ring road. You can't put a street level crossing on it without snarling up the through traffic, and it will be dangerous. So we're left with dingy, dangerous underpasses or a footbridge.</p> <p>[Mrs Sarah Dixon]</p>	Noted. Environmental improvements could be made to underpass.
	<p>A GREEN footbridge would be best. Underpasses are dangerous. Road crossings are dangerous on that road particularly.</p> <p>[Mrs M Bevan].</p>	Noted.

	<p>Street level would disrupt traffic.</p> <p>[Unknown]</p>	<p>Noted.</p>
	<p>c) A level crossing would be too disruptive of traffic flow on the key artery of Bad Godesburg Way (A4. A bridge or underpass, provided it is attractively designed, would be much preferable. If possible, both should be constructed, to cater for different personal preferences.</p> <p>[CAMRA (Mr Stephen Goodall)]</p>	<p>Noted.</p>
	<p>I cannot envisage circumstances in which a street level crossing would be viable. I fear that improving the present underpass would be selected as a budget option. A footbridge is the imaginative solution and could create an iconic feature.</p> <p>[Mr David Snelgar]</p>	<p>Noted.</p>
	<p>None of the above! Lower road and bring park over top at same level as present Kidwells</p> <p>[P Sands]</p>	<p>Not considered an affordable solution.</p>
	<p>A footbridge looks ugly and the street crossing will interrupt traffic on a very busy road.</p> <p>[CAMRA (Mr Alan Molloy)]</p>	<p>Noted.</p>
	<p>Do you remember Sainsbury's traffic lights. Chaos.</p> <p>[Ms Irene Swayne]</p>	<p>Noted.</p>

	<p>A canopied footbridge is the best option. The underpass is often seen as a less safe route to cross a road, especially for women and particularly after dark.</p> <p>[Ms Lynne Snow].</p>	Noted.
	<p>We are in favour an elevated crossing, dropping down into Kidwells from a deck at first floor level (or higher). A ramp in the new access route from the High Street would give Pedestrian access. There would also be a ramp down to Kidwells Park as illustrated. Street level crossing/s would be too disruptive to traffic. The existing subways should be upgraded and made more secure.</p> <p>[Maidenhead Civic Society (Mr Martin McNamee)]</p>	Noted.
	<p>We have no specific preferences – but would support the option which has the greatest chance of being implemented. [United Reformed Church (Wsx) (The) (Unknown)].</p>	Noted.
	<p>The company supports the proposed new connections with the open space in Kidwells Park. If it had a preference it would be for a footbridge as this could strike the right balance between ease-of-use and a safe environment. However we recognise the practical and financial realities in trying to achieve a crossing over this busy road. As such we would not wish the pursuit of the "best" solution get in the way of delivering an earlier 'at grade' solution if that was able to be achieved in a quicker timeframe.</p> <p>[Henderson UK Property OEIC fund]</p>	Noted.
	<p>Possibly - a new footbridge. No - to underpass. Footbridge ok if not too much of an eyesore with zig zag ramp access etc.</p> <p>[K Firman]</p>	Noted.
	<p>No to the at grade crossing. It will be possible to "green" some parts of the High Street property rear elevations and plots on West Street - to link the Kidwells Bridge to trees and planted areas at the periphery of the West Street.</p> <p>[M W J Collins]</p>	Noted.

	<p>c) A level crossing would be too disruptive of traffic flow on the key artery of Bad Godesburg Way (A4), and would be a wasted opportunity. A bridge or underpass, provided it is attractively designed, would be much preferable. If possible, both should be constructed, to cater for different personal preferences.</p> <p>[Maidenhead Quakers (Mr Alasdair Donaldson)]</p>	Noted.
<p>Q4 Building Heights</p>	<p>"The building height needs to enable recognition of the height necessary to design a viable development which includes all of the quality features and materials the site requires. Note that extending the developable plate as identified in my response to 1 above, will reduce the likelihood that unacceptable height is required to achieve viability." [Cllr M J Saunders]</p>	Noted. The scale of development proposed works within the AAP parameters, but avoids the inclusion of a taller building on the site. The proposals noted elsewhere to extend a development plate over Bad Godesberg Way are considered to be technically and financially challenging to deliver.
	<p>Too high - landscape obliterated.[Miss Iris Brown]</p>	Noted. See AAP response on page 1-2
	<p>I totally disagree with having a 12 storey building in this area. I cannot see how "tall buildings will improve the elevation", "enhance the skyline" or make a contribution to wider views" quite the opposite. When looking at the current elevation from Kidwells Park we already have a row of tall buildings starting in the East with the ghastly Sainsbury. Preserving the feeling of space and light at the West End of the park is the best "landmark" Maidenhead could have (also when arriving from Castle Street) not a 12 floor building which would block the light and obliterate that pleasant feeling. [Ms Genevieve Hug]</p>	As above.
	<p>I am not keen on the landmark building although understand the need to attract developers. The risk is that it will be out of balance with the main tall section of the town further south east. Definitely no more than 12 storeys. [Littlewick Green Society [Mr Paul Martin)].</p>	As above.

Keep all future development to 2-3 floors to keep a more human scale town landscape [Mr S J North].	As above.
The street would become a wind tunnel. Far too high. It would cut out any sunlight. [Barber Family].	Any planning application on the site would be required to be accompanied by a daylight/sunlight assessment to assess the potential impact.
Much too tall, maximum 3-4 storeys. Please let us not turn Maidenhead into a soul-less high rise area. [Mr Graham King]	Noted. See AAP response on page 1-2
I believe this height should be fully used as has the height on the Berkshire house and the proposed landing scheme to make the site stand out. [Mr Joshua Reynolds]	Noted.
I don't actually know what this means. A restriction on buildings higher than 12 storeys? That's high enough to be overbearing. Overbearing. I've no idea what this means either, in practice. [Mrs Sarah Dixon]?	Noted. See AAP response on page 1-2
It should be far lower [Mrs M Bevan]	Ditto
Avoid all high storey buildings [Unknown]	Ditto

	<p>The AAP also favours diverse heights of buildings, which appears to argue for retaining single storey Friends meeting house and two storey public house amidst residential and office buildings of varied heights to maximum of 12 storeys. Design is crucial to ensure that the buildings constructed are done so to the highest possible standards of appearance and that the buildings will fit in with the rest of the town.</p> <p>[CAMRA (Mr Stephen Goodall)]</p>	Noted.
	<p>Whilst 12 storeys may not be particularly appealing, the community constantly demands that the greenbelt remains undisturbed. So higher-rise town centre buildings provide a viable means to meeting growing demand for housing in what we hope will be an increasingly vibrant town.</p> <p>[Mr David Snelgar].</p>	Noted
	<p>No 8 levels is enough. Buildings cast large shadows. Are you aware of this.</p> <p>[Ms Irene Swayne]</p>	Noted.
	<p>Why 12 storeys. Less would be much more in keeping with a town the size of Maidenhead.</p> <p>[Ms Lynne Snow].</p>	Noted. See AAP response on page 1-2
	<p>Currently the highest building is the Point at 9 storeys. The landmark building to the west could go to 12 storeys - although if the development is set on a deck of 1.5 storeys this may be excessive. Every decision is driven by viability.</p> <p>[Maidenhead Civic Society (Mr Martin McNamee)]</p>	Ditto
	<p>We agree that the only way to facilitate the delivery of the suggested development mix and community facilities would be by recognising that a relatively dense form of development is required. There are high buildings both on and adjoining the site which are precedents that demonstrate that 'going upwards' is not visually harmful – as long as the architecture is handled sensitively. [United Reformed Church (Wsx) (The) (Unknown)].</p>	Ditto

	<p>The freehold sites owned by the company have already been developed. Our principal interest now is ensuring that the 'setting' of our buildings and the sunlight and daylight they receive is not adversely affected. As such we would expect the Council to be looking critically at the protection of these matters during the processing of any subsequent planning applications for developments on adjoining land.</p> <p>[Henderson UK Property OEIC fund]</p>	Ditto
	<p>12 storeys is too much. Landmark buildings can all too easily become eyesores.</p> <p>[Mr Mike Bisacre]</p>	Ditto
	<p>12 storeys would be an absolute maximum.</p> <p>[Mrs Jill Powell]</p>	Ditto
	<p>The AAP also favours diverse heights of buildings, which appears to argue for retaining single storey Friends meeting house and two storey public house amidst residential and office buildings of varied heights to maximum of 12 storeys. Design is crucial. Work needs to be done to minimise impact of sun reflection or shielding and strong wind in combination with tall buildings, on neighbouring low buildings and on West Street - in a town centre which is already sometimes a wind tunnel in places.</p> <p>[Maidenhead Quakers (Mr Alasdair Donaldson)]</p>	Noted. See earlier comment. Proposed modification to masterplan to retain the Quaker building.
<p>Q5 Priority to cyclists and pedestrians</p>	<p>"But the removal of service, Resident, visitor and shopper vehicles is unrealistic. As described in my response to 1 above these necessities need to be obscured beneath a raised and extended deck."</p> <p>[Cllr M J Saunders]</p>	The SPD does not propose to remove all vehicles, and would retain access to premises and existing servicing requirements.

	<p>It should retain access to car parking for shoppers and employees in the High Street to ensure that the High Street does not die.</p> <p>[Littlewick Green Society -Mr Paul Martin]</p>	<p>All developers are being asked to consider making parking available to residents and the general public in the evenings and at weekends. Any additional parking available should be for public use.</p>
	<p>What will happen to the churches and the pub? Is history not important? Will space be left for funeral cars etc. Keep some flat parking for church goers.</p> <p>[Barber Family]</p>	<p>See response on page 16 regarding proposed modifications.</p>
	<p>With the lack of car parking and the cost which will only get worse with crossrail - cycle parking and buses will soon be the only way to get to the town centre.</p> <p>[Maidenhead Cyclists Action Group (Mr David Layzell)]</p>	<p>Cycling and public transport should form part of a range of options to access the town centre.</p>
	<p>It is very difficult to cycle into the town centre as the A4 is very busy and dangerous. Cycling should be actively encouraged by the Borough. Instead we see campaigns against cycling on pavements. Instead the borough should create more safe cycleways and cycle routes. The proposed bridge to Kidwells Park would be an important opportunity for cyclists to link the town centre to its western side.</p> <p>[Mr Dominic Hurst].</p>	<p>Noted.</p>
	<p>Green space, open and bright [Mr Graham King]</p>	<p>Noted.</p>
	<p>Keep it as a parking street to service shopping.</p> <p>[Mr S J North].</p>	<p>Some parking would be retained for disabled users.</p>

	<p>Reducing traffic movement would be environmentally desirable. It's not clear how it would work in practice. How would pedestrians have priority over traffic? Given that traffic will be allowed access for delivery, clearly there will be traffic. How would cyclists be accommodated? Without more detail on how the space would be shared, it's not possible to give a yes or no to this question.</p> <p>[CAMRA (Mr Stephen Goodall)].</p>	<p>The principle of shared spaces is well established in modern highway design. This would retain all movements but use improved public realm design and layout to reduce speeds and improve awareness of other road users.</p> <p>In many cases a fully shared surface is not desirable, and a clear distinction between pavement and carriageway is important for safety.</p>
	<p>As long as not too high. [Ms Irene Swayne]</p>	<p>See AAP response on page 1-2</p>
	<p>We believe a shared space environment would be virtually unworkable with an at-grade scheme. There will be much increased vehicular activity related to deliveries / shopping / residential access. The prime pedestrian area would be the cut through from High Street to Kidwells Park. A decked solution could provide useful separation of vehicular and pedestrian traffic.</p> <p>[Maidenhead Civic Society (Mr Martin McNamee)]</p>	<p>The principle of shared spaces is well established in modern highway design. This would retain all movements but use improved public realm design and layout to reduce speeds and improve awareness of other road users.</p> <p>In many cases a fully shared surface is not desirable, and a clear distinction between pavement and carriageway is important for safety.</p> <p>A decked solution which covers over West Street is not considered a feasible option. This is a route which is expected to function as a working street, with a number of existing buildings including a listed church.</p>

	<p>We agree with this principle as long as access for regular and convenient servicing of premises in the area is still possible.</p> <p>[United Reformed Church (Wsx) (The) (Unknown)].</p>	<p>Noted.</p>
	<p>The company understand and generally accept the principles behind this proposal. We recognise that many of the visitors and staff within our buildings will be parking elsewhere and walking into our sites. As such, an attractive and safe pedestrian environment in the surrounding streets will be important. That being said, we would not wish access into our on-site parking facilities to be unduly restricted and we would need to ensure that the regular and convenient servicing of our premises is still possible – potentially by heavy goods vehicles. We understand that much of the devil could be in the detail of these arrangements and so would ask that we or our lessees are fully involved and informed about future traffic orders in this respect.</p> <p>[Henderson UK Property OEIC fund]</p>	<p>Noted. Servicing will be retained.</p>
	<p>Very important to look after pedestrians and cyclists.</p> <p>[Mrs Jill Powell]</p>	<p>Noted.</p>
	<p>Some tree planting and garden space will soften the rear parts of the High St properties - a pity we can't remove one or two of them to open West Street more effectively onto High ST!</p> <p>[M W J Collins]</p>	<p>Noted.</p>
	<p>Yes, in principle</p> <p>Reducing traffic movement would be environmentally desirable. It's not clear how it would work in practice. How would pedestrians have priority over traffic? Given that traffic will be allowed access for delivery, clearly there will be traffic. How would cyclists be accommodated? Without more detail on how the space would be shared, it's not possible to give a yes or no to this question.</p> <p>Maidenhead Quakers (Mr Alasdair Donaldson)</p>	<p>Noted. The principle of shared spaces is well established in modern highway design. This would retain all movements but use improved public realm design and layout to reduce speeds and improve awareness of other road users.</p> <p>In many cases a fully shared surface is not desirable, and a clear</p>

		distinction between pavement and carriageway is important for safety.
Q6 Multi-storey parking	<p>“In two or more very large plate levels, as described in my response to 1 above, put the service and parking provision beneath a raised and extended deck”.</p> <p>[Cllr M J Saunders]</p>	A decked solution which covers over West Street is not considered a feasible option. This is a route which is expected to function as a working street, with a number of existing buildings including a listed church. The introduction of a new mega-structure into the town centre is not considered a desirable approach when we are trying to restore an urban grain consistent with the historic town centre.
	<p>Multi-storey car parks seem to cause nothing but problems. They are far more time consuming to access and leave.</p> <p>[Miss Iris Brown]</p>	Noted.
	<p>Go underground, go down a long way and give the town the parking that it needs for the future.</p> <p>[Littlewick Green Society [Mr Paul Martin]]</p>	
	<p>Parking is always a problem. Perhaps a "Park and Ride" at the four main entrances to the town would help solve the problem.</p> <p>[Barber Family]</p>	Beyond the scope of the SPD but potential for this approach to be assessed as part of a long-term strategy for parking in the town centre.
	<p>It is a waste of space having a surface car park in West Street. This space should be used for building and parking spaces should be under the building or underground.</p> <p>[Mr Dominic Hurst].</p>	Noted.

	<p>Not car-parking please.</p> <p>[Mr Graham King]</p>	<p>Noted</p>
	<p>West St car park has only 59 spaces, tiny compared to enormous Hines Meadow about 3 minutes walk away which is 21 times as big. Don't worry about replacing these spaces.</p> <p>[Mr Paul Baker]</p>	<p>Noted.</p>
	<p>They take so long to get into and out of. The present car park is pleasant, open, ground level and usable</p> <p>[Mr S J North].</p>	<p>Noted</p>
	<p>Street level, open-air parking is an attractive option but it is uneconomic use of scare town centre land. Sadly the West Street car park must go.</p> <p>[Mr David Snelgar]</p>	<p>Noted.</p>
	<p>There must also be parking for the disabled. Also provision of Sunday morning parking, both in the final development and during construction.</p> <p>[Ms Lynne Snow].</p>	<p>Disabled parking should be provided.</p>
	<p>Whilst overall parking capacity in Maidenhead must increase to enable the town to compete successfully, this is not a location for a multi storey car park. The access from Market Street is narrow. All residential flats should have at least the minimum parking provision (although town Centre) and the existing capacity of West Street car park and on street parking should be replaced with a similar number of short term parking spaces. These would be provided in the undercroft.</p> <p>[Maidenhead Civic Society (Mr Martin McNamee)]</p>	<p>Noted.</p>

	<p>We would welcome the provision of public parking spaces on or close to the area to meet the demand that may not be able to be provided on-site. Financial contributions could be generated from new developments to assist in the delivery of central public parking provision. [United Reformed Church (Wsx) (The) (Unknown)].</p>	<p>RBMW to advise on car parking.</p>
	<p>The company recognises that achieving the right balance between on-site and off-site parking will be critical to the future success of the redevelopment of this area. The provision of safe and convenient car parking is critical to us and other investors being able to attract tenants to the area in the 1st place. Secondly the careful ongoing management of public parking provision will be critical to future accessibility. Thirdly positive enforcement of agreed parking and servicing regimes both on-street and off-street will be required to ensure the equitable use of the valuable shared space within the public realm. It would be in nobody's interest to have a 'free for all' as often exists in town centre locations.</p> <p>[Henderson UK Property OEIC fund]</p>	<p>Noted.</p>
	<p>Prefer parking to be underground.</p> <p>[Mrs Jill Powell]</p>	<p>Noted.</p>
	<p>The West St surface car park is convenient for 30 min and 60 min "Quick" visits to the town. Any new multi-storey needs to accommodate this on its lower floors - better than Broadway currently does!</p>	<p>Noted.</p>
	<p>In principle, it seems right. It's unclear from the plans how the parking areas are disguised. West would need to provide parking in lieu of the existing council car park, as it's a popular one, and some prefer surface level. Wheel chair users are ill served by current arrangements in West St., e.g. exit from car park and north side lack of pavement past telephone exchange parking spaces. The number of disabled spaces should be increased and access improved. Improvement should also be made to Hines Meadow, for example to enable, even encourage pedestrians to exit via the rear of Sainsbury's to Paradise Place, rather than to the east end of High St via Crown Yard. Better signage is needed here,</p>	<p>Parking would need to be in the base of the buildings as undercroft space, as basement parking, or as a combination of the two. This is noted in the SPD. The key decision will be the extent of public parking on the site, as replacement of the existing small surface car park would</p>

	<p>possibly more parking spaces too. Nicholson Centre car park also affords room for improvement. It would be more realistic to use if the path from High St to West St were widened to allow for more than single file movements. (To say nothing about payment arrangements).</p> <p>[Maidenhead Quakers (Mr Alasdair Donaldson)]</p>	<p>need to be included within a basement and would therefore be very expensive for the relatively small number of spaces provided.</p> <p>Disabled parking will be provided on site.</p>
	<p>“Give the developers and their architects and urban designers the opportunity to come up with creative comprehensive solutions and DON'T shackle them with predetermined planning criteria - instead restrict them with clear guidance which allows the priority objectives and aesthetics achieved to be weighted above fixed boundaries”.</p> <p>[Cllr M J Saunders]</p>	<p>Noted. This is the intention of the SPD.</p>
	<p>The presence of the BT switchgear tower compromises the regeneration plan. Greater engagement with BT should take place to advance options for its relocation preferably into a basement type context. Otherwise the regeneration will stall after completion of yet another office block which remains empty and loss of the West St car park.</p> <p>[Adam Hunter]</p>	<p>Noted. Hence the SPD allows for a phased approach to meet long term aspirations.</p>
	<p>I feel that no matter what we say this will go ahead regardless. Yes we do need `housing but we need a thriving shopping centre that we do not have. Homes are no good if we cannot shop in Maidenhead.</p> <p>[Iris Brown]</p>	<p>Town centre housing is an important to support a vibrant town centre.</p>
	<p>It cannot be beyond the wit of man to deal with the telephone exchange building sooner rather than later. Even if the equipment is still in operation, it must surely be possible to move it. It is certainly desirable. I would imagine that the site would be more attractive to a developer if they could remove the BT building as well rather than having to work around it.</p> <p>[Littlewick Green Society]</p> <p>[Mr Paul Martin]</p>	<p>This has been explored thoroughly and a proposal to resolve the BT building would be supported. However, it is noted as an extremely expensive project, hence the phased approach and long-term aspiration to relocate the BT building.</p>

	<p>Homes are important including a green area close by. Sudden ideas seem to take precedence over long consideration of all aspects of the area. How will this affect the development of the King Street, Queen Street, Broadway triangle?</p> <p>[Barber family]</p>	<p>The WSOA is in a different location of the town centre and therefore will not have a direct impact on these projects. These projects and the redevelopment of WSOA will contribute to the overall rejuvenation of the town centre.</p>
	<p>I support these plans, particularly the bridge to Kidwells Park. However, I am still not clear who will pay for the bridge to Kidwells Park and how many different developers will be involved to make this vision happen. Can I suggest for residents like me who take an interest in the regeneration of Maidenhead Town Centre in future the borough adds an executive summary at the start of the document, as takes a lot of time to wade through all the detail to get an overview of the proposal.</p> <p>[Mr Dominic Hurst].</p>	<p>The bridge will be funded from a mix of developer contributions and public funding.</p> <p>An executive summary will be included in the final version.</p>
	<p>Please stop this headlong rush into comprehensive redevelopment. Let us have human scale, evolutionary development, attractive for social use, building upon what we have already. And please no more planning disasters like the Sainsbury's frontage and car park. It must be one of the worst architectural blunders in the Thames Valley.</p> <p>[Mr Graham King]</p>	<p>The SPD adopts a phased approach.</p>
	<p>Another high rise development to go alongside Berkshire House, the landing and the 'Picture House.' All crammed in to a small space. If you're going to build high, the buildings need space around them. You will see how this works if you look at the three tall buildings in Potsdammer Platz in Berlin.</p> <p>[Sarah Dixon].</p>	<p>The SPD proposes medium rise buildings forming urban blocks and promotes active street frontage which is appropriate to town centre location.</p>
	<p>As a member of the Campaign for Real Ale the inclusion of a public house or a bar are very important as there is a limited selection of such facilities in the centre of Maidenhead with the loss of the Portland Arms public house. It would be good to see this building put to some good use while the plans for the regeneration of the West Street area are being finalised.</p> <p>[CAMRA (Mr Stephen Goodall)]</p>	<p>Noted. In the event that the BT building is to be relocated. BT will provide continuous service provision.</p>

	<p>I approve of the intent to 'prioritise high quality design' (p14 et seq) but fear planning applications may not match that aspiration. Give the Development Control Panel sufficient teeth. A solution to the eyesore that is the BT building would be splendid; however few of us would welcome a major interruption to our landline and broadband service (p 36). This could take some time!</p> <p>[Mr David Snelgar]</p>	<p>Any project to redevelop or remodel the BT building would require continuous service of telecoms in the area.</p>
	<p>Allow some development over Dual carriageway at Western end (near roundabout) at 1st floor and above (on stilts) to help pay to drop road further east and bring park over top towards West Street. [P Sands]</p>	<p>Development over a road on a deck as suggested is extremely expensive. This is considered to be unlikely to be self-funding, and therefore unlikely to improve the viability of the scheme.</p>
	<p>As I said in Q2. I feel that within the plan there should be provision for a pub/bar with coffee/food provision to replace the Portland Arms.</p> <p>[CAMRA (Mr Alan Molloy)]</p>	<p>Noted. The SPD allows flexibility for a mix of uses in accordance with AAP policy (OA2).</p>
	<p>There appears to be a clear predisposition towards residential development for the site. This reflects the move to increase residential capacity in the Town Centre, and the consequent risk of overprovision of flats within Maidenhead. Parking capacity for the new residents must be adequate. If as anticipated the telecoms "core" has to remain in situ, then the elevations will require a facelift as suggested. Although a staged approach is to be adopted to accommodate the BT building, it does restrict the potential for the site. If the concept of a raised plate is adopted it will create challenges in terms of access, but would provide opportunities for open space landscaping with views to Kidwells Park on the raised level and parking and access to the apartments at ground level.</p> <p>[Maidenhead Civic Society (Mr Martin McNamee)]</p>	<p>Noted.</p>
<p>Q7 General comments</p>	<p>Please find below responses to the Council's West Street Opportunity Area draft SPD. These comments are made on behalf of Mr M Fitzgerald [development consultant] and Mr M Little on behalf of the Trustees of the United Reform Church [URC] and their Synod. The URC are keen to improve the existing community facilities which are related to the Church's activities. The current facilities are proving outmoded and the URC would like to construct more flexible modern facilities which suit their emerging requirements. They would</p>	<p>Noted.</p>

	<p>require 2 storeys of accommodation on the current footprint that is available. The only way this can be funded is through enabling development. The minimum enabling development that would be required to make the complete scheme viable is an additional 8 storeys of residential – with approximately 3no. 2 bedroom units per floor. Due to the constraints of the site, it would not be possible to provide car parking on site. We support the proposal in the illustrative master plan [extract below] for ‘re-provided church facilities and new residential development’ on the land adjoining the URC church. We wish to emphasise the fact that the delivery of this proposal can only be justified if a viable scheme is possible [as stated earlier in this representation].</p> <p>[These comments have been prepared by Steve Thwaites of Cogito Consulting Ltd on behalf of Mr M FitzGerald and Mr M Liddle. April 2016]</p>	
	<p>1 Given that the residential buildings are likely to be high rise (which is preferable to building on the Green Belt), it is imperative that the development is well designed. Unfortunately recent new buildings around the town centre have a mixed record in this respect.</p> <p>2 To improve the link to Kidwells Park, my first preference is for an improved underpass and my second is for a bridge. For elderly people, the gradient of the slope is crucial and a bridge would have to be higher to get over the traffic than an underpass would need to be low to get under the road so that a bridge would be more of a climb. It is good that seating is provided on either side for those who need a rest after walking up the slope. Whilst some feel that a bridge would feel safer than an underpass, probably the major determinant of safety is how well it is used and I note that the bridge from the Magnet to Sainsbury’s is not well used. It may be that given a choice people prefer to use an underpass. On the other hand, the idea of constructing a raised deck above the whole area (including over West Street itself) with the service road and parking underneath and residential / office / other buildings on top, fits in much better with a bridge from Kidwells Park.</p> <p>3 Improving the pedestrian link from West Street to the High Street is good and overall in the more detailed plan there needs to be genuine consideration from the perspective of pedestrians and cyclists. This has sometimes been sadly lacking in past developments.</p> <p>4 question whether residential car parking for town centre flats is appropriate.</p> <p>5 As a user of the Friends Meeting House, I look forward to Maidenhead Quakers being fully involved in more detailed plans for the development of the central area that includes the</p>	<p>Noted.</p>

	<p>Meeting House.</p> <p>6 The rear of the shops on the south side of West Street is generally unsightly. Whilst I appreciate that because of the multiple ownership there is no easy solution, the benefit of doing something about this aspect means that effort should be made in the short term rather than putting it off into the future.</p> <p>7 The need for disabled parking in West Street, both for the shops and for the churches / community facilities, is important and should not be overlooked.</p> <p>8 Taking the residential development in the town centre as a whole, I would like to know if any nursery provision is being planned?</p> <p>9 Affordable housing, including for key workers, is important in enabling Maidenhead to function and I would like to know how much of the development will be genuinely affordable housing?</p> <p>[Mr Simon Bond]</p>	
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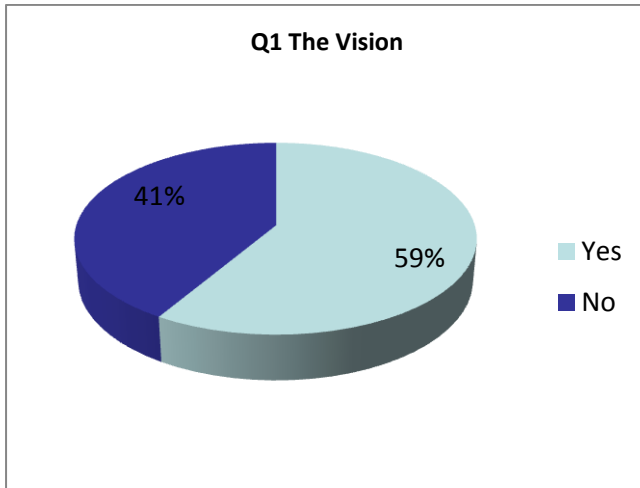
	<p>Preamble Please find below responses to the Council’s West Street Opportunity Area draft SPD. These comments are made on behalf of Henderson UK Property OEIC which is the freehold owner of the Premier Inn site and the Pearce Building site. The comments should not necessarily be taken as representing the views of any lessees on these sites – in particular Whitbread on behalf of Premier Inn. The company owns the freeholds as part of their investment funds. As such they are interested in the medium to long-term performance not only of their sites but also of the commercial future of the surrounding area inasmuch that will contribute to the attractiveness of their assets. The company supports the preparation and general thrust of the SPD. In so doing, it does recognise that the Council will have a particular challenge in delivering the redevelopment of the telephone exchange and getting landowner agreement and motivation to tackle the improved rear servicing and parking provision on the south side of West Street. We recognise that the Council does have a number of powers at its disposal which could be used to drive progress if normal commercial negotiations failed to achieve the desired result. This will be for the Council to consider at the appropriate time.</p> <p>As we have already indicated, the company is keen to see the delivery of these aims and objectives, because it believes it is in the best interest of its own investors. Whilst not wishing to make any promises that we are unable to keep in the future, the company would just signal its general interest in supporting the Council in the future delivery of these proposals, potentially through private development funding that may be available from our investors. Clearly any decisions on these matters would be dependent on the circumstances of the project and the overall economic climate at the time. These comments have been prepared on behalf of Mr Andrew Booth representing Henderson UK Property OEIC.</p> <p>Steve Thwaites BSc Hons Dip EP MRTPI Cogito Consulting</p> <p>[Henderson UK Property OEIC fund]</p>	Noted.
	<p>Hope it proves possible to demolish ugly BT buildings.</p> <p>[Mrs Jill Powell]</p>	Noted.

	<p>To bring urban beauty to West Street is almost beyond the wit of man. The telephone exchange and back access to the High Street properties are seemingly insurmountable hurdles to this aspiration! And yet it is essential if we are to recover Maidenhead to its former status and stop the blight of its slow decay. I wish you every success in this worthy effort - make it more than words!!</p>	<p>Noted.</p>
	<p>1 As people who use both one of the community facilities in West Street and the town centre generally, we very much welcome the positives in this draft planning document: the improved links from Kidwells Park to West Street and then to the High Street, making a relatively unattractive corner of the town centre more attractive, improvements for pedestrians and cyclists, and the provision of much needed housing.</p> <p>2 We note that there are good reasons for putting off less straightforward aspects into the future: what to do about the BT building and its important equipment, the untidy rear of the shops in multiple ownership along the south side of West Street, and the Quaker Meeting House next to the Portland Arms. There has been a Quaker Meeting House on the site since at least 1803 [1]. It provides a place of public worship and a valuable community facility for a wide range of charities and groups. The garden provides a rare oasis of greenery and a home for wildlife in the area and includes a historic graveyard in which the ashes of recently deceased Quakers have been interred. It will therefore be easily understood that our first preference is to remain where we are and we are relieved to be excluded from the initial phase of development. Alternative provision [2] for the Quaker Meeting House does not seem to be envisaged as part of the first phase of development, and we look forward to being involved from outset in the second phase. Given that Quakers have been in Maidenhead for about three centuries, possibly longer than anyone except the Borough Church of St Andrew & St Mary Magdalene, we should be viewed as very long term residents.</p> <p>3 We are concerned about the provision of Sunday morning parking, both in the final development and during construction, particularly disabled parking for those with limited mobility. During the recent construction work at the east end of West Street, we noted that the disabled parking provision was simply removed rather than being provided elsewhere on a temporary basis.</p> <p>Provision for the disabled should be central and not something that is nice to have if convenient. We would also be concerned if there were a high level of noise on Sunday mornings during construction. We therefore propose regular liaison with the construction company during development, including provision for escalation to independent arbitration should problems arise.</p>	<p>Noted.</p> <p>This is noted and the SPD has been updated to reflect the possibility that the Friends Meeting House could be retained in a more extensive scheme.</p> <p>It is envisaged that some disabled parking will remain on street.</p> <p>Noted.</p>

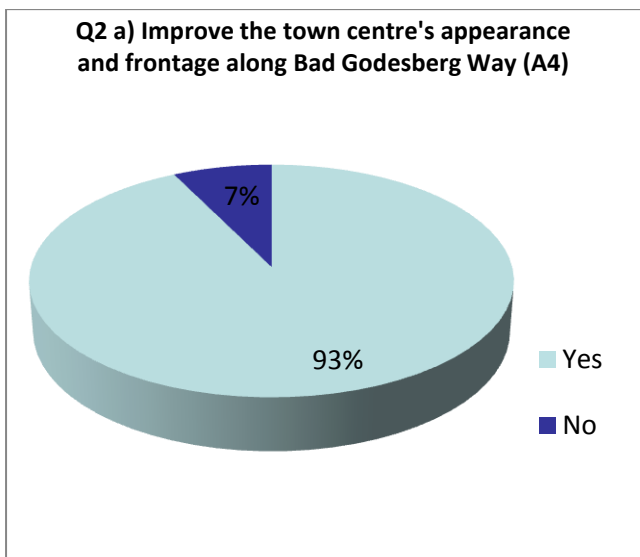
	<p>4 Regarding the link to Kidwells Park, we think that either a bridge or underpass is preferable to a street level crossing that would interrupt traffic flow along Bad Godesberg Way. We also suggest that the vision for West Street should include 'provision of community facilities' as this is a significant part of its current function.</p> <p>5 One possible drawback in planning for each opportunity area in the town centre separately is that common issues may be missed. One question that we would like to raise is that with all the additional housing envisaged for the town centre, is any nursery provision planned?</p> <p>1 We wonder also, in view of the high rents in Maidenhead, how much of the proposed housing will be at affordable rent, especially for key workers.</p> <p>[1] Possibly earlier: records show that Quakers have met in the town centre since the early 1720s, and the first purpose built meeting house, licensed in 1743, was also north of High St, perhaps on the same site.</p> <p>[2] It seems this would have to be on the same site, since the terms of our remaining leasehold (788 years to 2804) requires that the land remain in use by Quakers.</p> <p>I think it is fair to say that Quakers are relieved that the Friends Meeting House is spared for 10-20 years, until a second phase, after the BT telephone exchange's future is established. We would like to retain the present site, but remain open to discussion on integration with building(s) that might be planned for it. In particular, it seems desirable to preserve the existing garden of remembrance and burial ground as a green haven for wildlife and a visual amenity for neighbouring buildings' occupants. Arrangement for access might be negotiable in the future. Public access is currently restricted to the Sunday morning meeting for worship.</p> <p>[Maidenhead Quakers (Mr Alasdair Donaldson)]</p>	<p>Noted. The SPD allows flexibility for a mix of uses in accordance with AAP policy (OA2). However currently there are no definite proposals to include a nursery within the development.</p> <p>Noted</p>
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SUMMARY QUESTIONNAIRE DATA RESPONSES

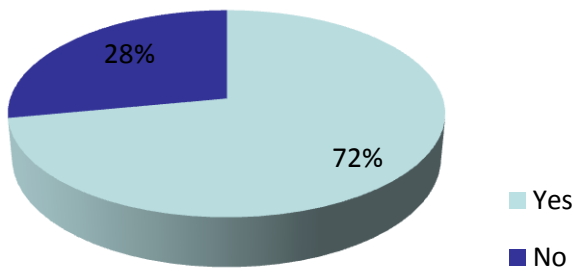
Topic 1: Support for the vision



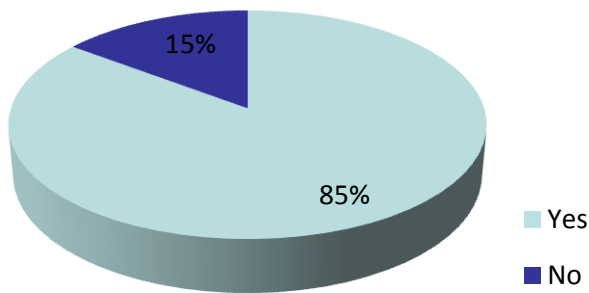
Topic 2: Town centre appearance & accessibility



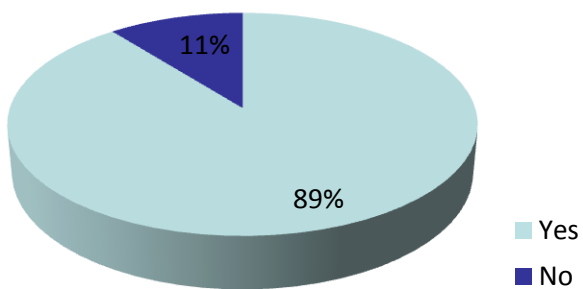
Q2 b) Significantly improve the town centre's office and residential profile



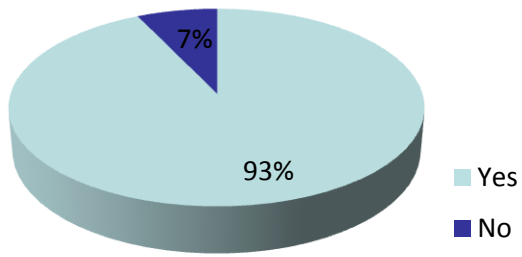
Q2c) Create new high quality gateways into the town centre



Q2 d) Significantly improve the town centre's accessibility and permeability



Q2 e) Improve the town centre's green setting through better integration of Kidwells Park with the town centre



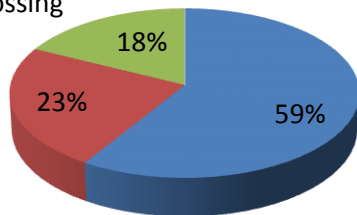
Topic 3: High street connection

Q3 New high street connection

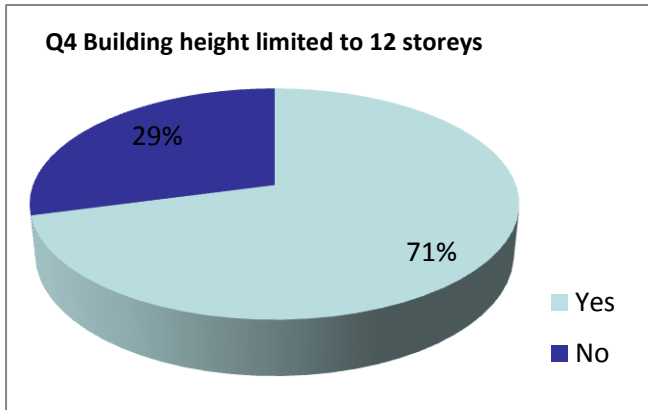
■ a) A new footbridge

■ b) The underpass

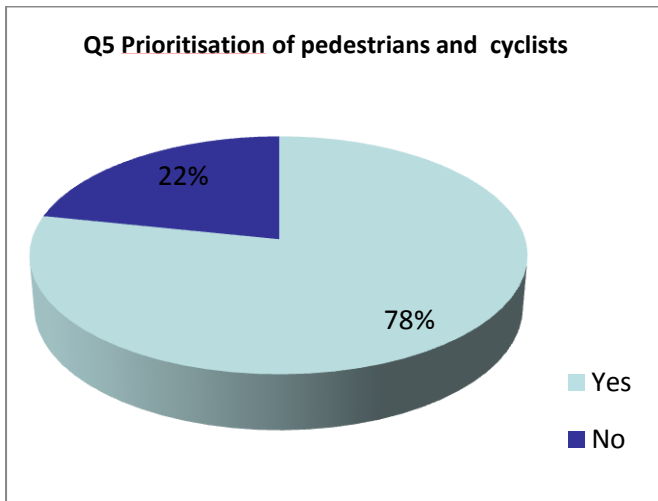
■ c) At grade (street level) crossing



Topic 4: Building heights



Topic 5: Prioritisation of pedestrians and cyclists



Topic 6: Parking

