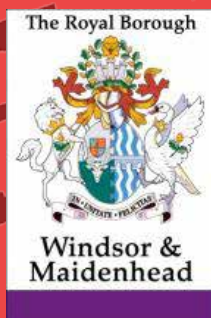


WEST STREET OPPORTUNITY AREA SPD MAIDENHEAD



Adopted
August 2016

Lambert Smith Hampton

Allies and Morrison
Urban Practitioners



Villas

M. 108.7

KIDWELL

PARK

North
Place
Lodge

B. N. 106.9

British
Villa

Kidwell
House

99.8

98.3

School

WOLF

LOOT STREET

Police Station

G H S



CONTENTS

1	Introduction	4
2	The Context	12
3	Vision Statement	40
4	Design Framework	44
5	Development Guidance	62
6	Delivery	78
7	Glossary	84

EXECUTIVE SUMMARY

Introduction

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

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

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

The Vision

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

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

Objectives

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

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

Illustrative Masterplan



1 INTRODUCTION

1.1 THE PURPOSE OF THIS DOCUMENT

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

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

About the SPD

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

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

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

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



Leisure Centre

Sainsbury's

Kidwells Park

Marlow Road

Cookham Road

Bad Godesberg Way

Kidwells Park Dr

West Street

Market Street

High Street

Castle Hill

Queen Street

Nicholson Centre

Maidenhead Town Hall

Frascati Way

King Street

Grenfell Park

Maidenhead Station



The Status of the Supplementary Planning Document

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

This document was adopted by the Council as a SPD in August 2016 and sits alongside other planning documents within RBWM's local planning framework. The WSOA SPD does not introduce new policy but instead provides supplementary information to support the site specific policy of the Maidenhead Town Centre AAP (Policy OA2). This SPD should be read in conjunction with the AAP and other extant planning policies.

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

1.2 SUSTAINABILITY APPRAISAL

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

This 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.

1.3 CONSULTATION

The draft West Street SPD was published for a 6-week period of statutory Public Consultation from 3rd March to 14th April 2016. Representations / comments received from residents and various stakeholders including PRoM members were fully considered by the Council in conjunction with PRoM. To reflect these representations and add clarity to the document amendments where appropriate were made to the final SPD. On 28th July 2016, the Council's Cabinet agreed to adopt the revised document for use as a Supplementary Planning Document. A summary of the consultation process, including the representations made and how they have been addressed in the adopted SPD is set out in a separate consultation statement report.

1.4 THE VISION AND OBJECTIVES

Vision

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

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

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

Objectives

The co-ordinated redevelopment of this area will:

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



Illustrative scheme

Three



Mo





2 CONTEXT

2 CONTEXT

2.1 HISTORICAL CONTEXT

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

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

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

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

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

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

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

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

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

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



West Street area - 1931

2.2 NATIONAL PLANNING CONTEXT

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

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

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

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

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

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

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

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

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

Core Planning Principles

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

NPPF core planning principles should;

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

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

Town Centres

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

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

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

2.3 LOCAL PLANNING CONTEXT

Local Plan (2003)

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

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

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

- T 8 Pedestrian environment
- P 4 parking within development

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

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

The Maidenhead Town Centre Area Action Plan (2011)

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

Places

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

Economy

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

People

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

Movement

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

These themes are expressed as specific planning policies outlined below:

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

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

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

Policy OA 2

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

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

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

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

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

2.4 SUPPLEMENTARY PLANNING GUIDANCE

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

Car Parking Strategy

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

Planning Obligations and Developer Contributions SPD

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

Community Infrastructure Levy (September 2016)

The Council has now implemented the Community Infrastructure Levy (CIL) mechanism by which developer payments contribute towards the infrastructure, such as schools, and transport schemes needed to support the development of the area. The

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

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

Sustainable Design and Construction SPD

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

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

2.5 LOCAL BOROUGH STRATEGIES

Relevant local strategies are set out below:

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

Sustainable Community Strategy

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

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

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

PRoM – the Partnership for the Rejuvenation of Maidenhead

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

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

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

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

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

RBWM Technical Studies

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

Employment Land Review (2009)

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

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

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

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

Functional Economic Market Area (FEMA)

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

Housing & Economic and Land Availability Assessment

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

Strategic Housing Market Assessment

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

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

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

Strategic Flood Risk Assessment (SFRA) 2014

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

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

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

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

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

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

2.6 THE SITE

Introduction

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

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

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

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

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

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

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





Leisure Centre

Sainsbury's

Kidwells Park

Marlow Road

Cookham Road

Bad Godesberg Way

Kidwells Park Dr

West Street

Market Street

High Street

Castle Hill

Queen Street

Nicholson Centre

Maidenhead Town Hall

Frascati Way

King Street

Grenfell Park

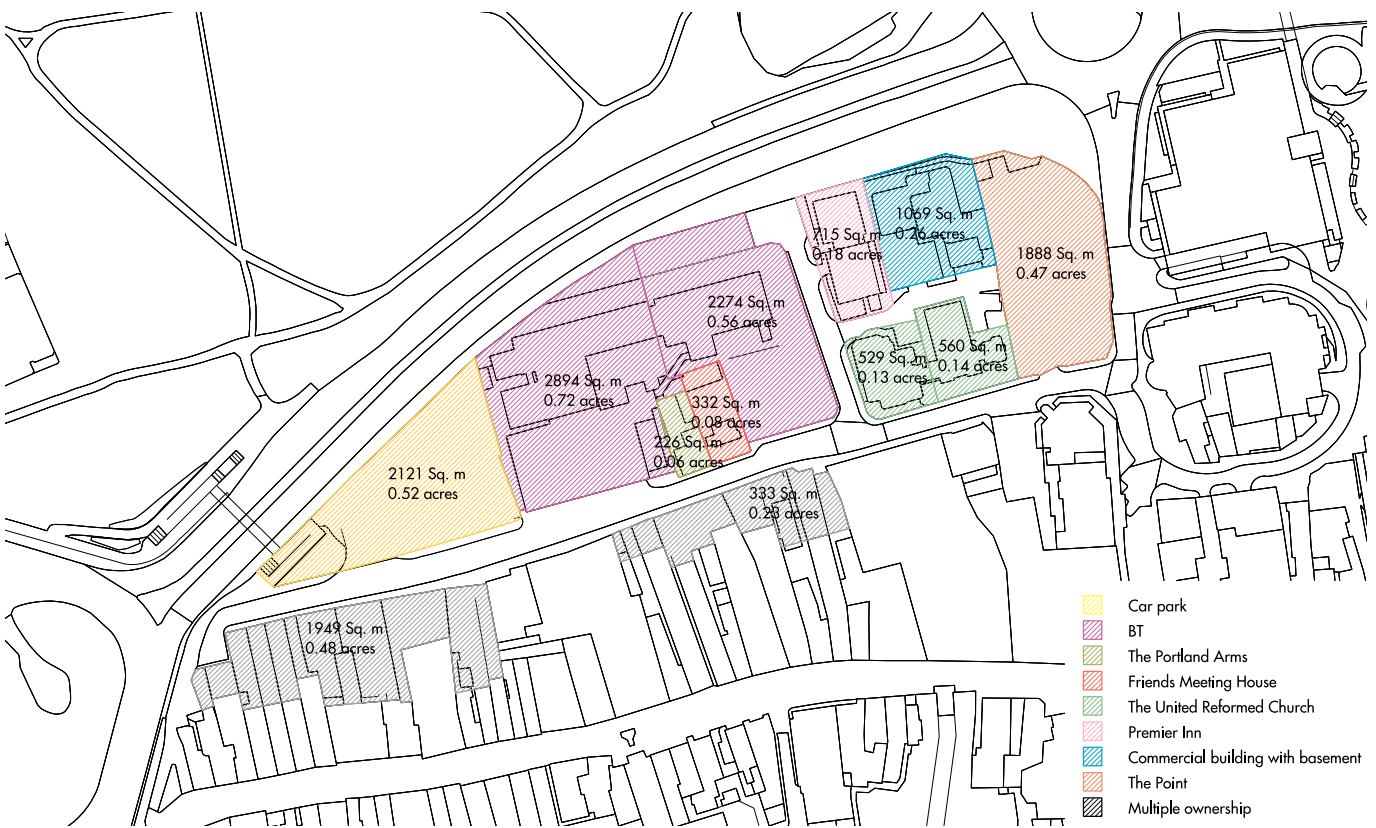
Maidenhead Station



Site parcels

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

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



Land ownership plan

Car park

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

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



BT building

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



Former public house

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

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



High Street service areas

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

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



Quaker meeting house

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



Grade II listed Church

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

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



The Point

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

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

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



Pearce Building

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



Premier Inn

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

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



Heritage

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

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

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

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

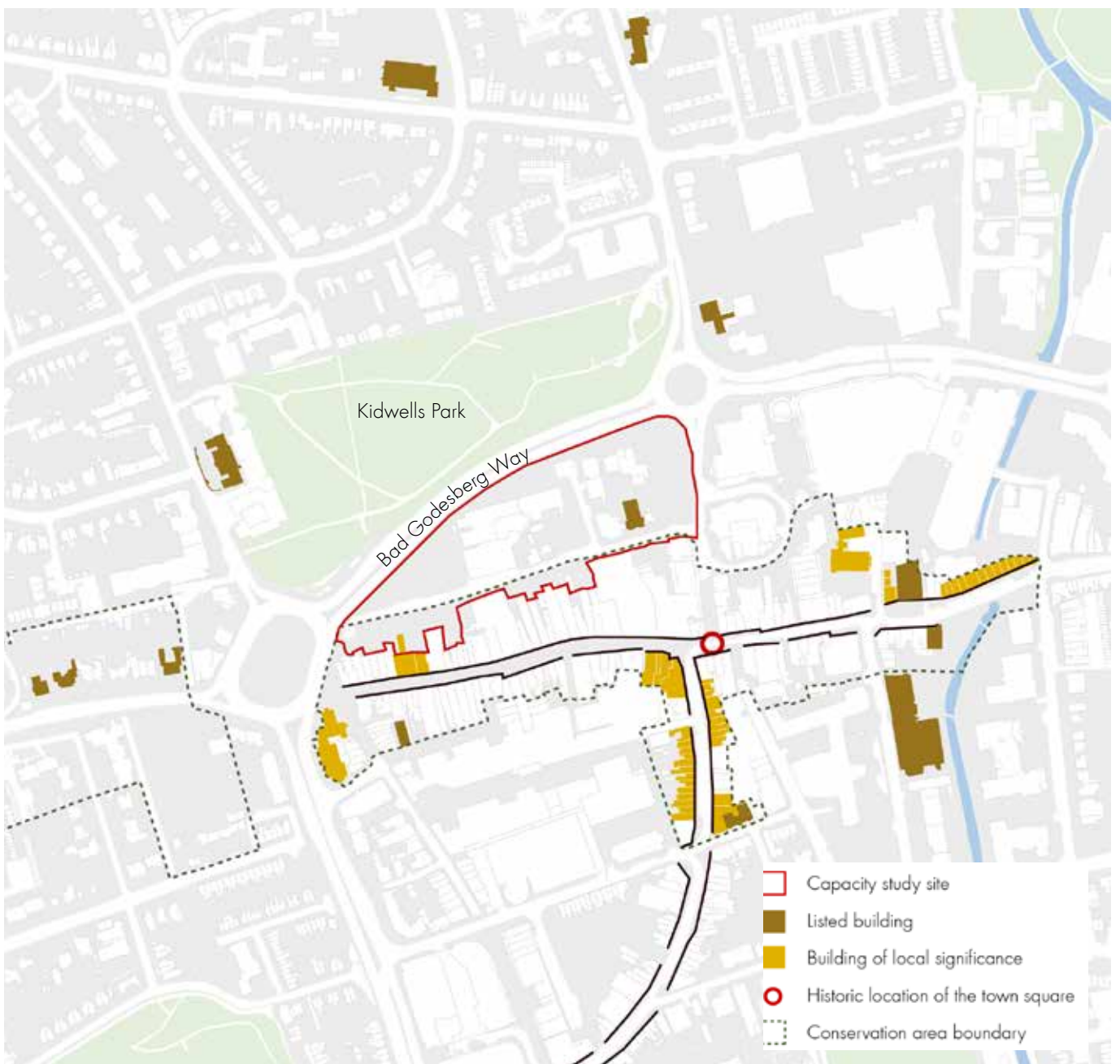
Within the West Street area a particular listed building to note is The United Reformed Church in the eastern part of the site. A number of new office and hotel buildings have been developed around this, leaving a remaining potential component through the redevelopment of the church's own ancillary site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



The United Reformed Church (listed)



The Post Office (building of local significance)



Conservation area plan

High Street elevations



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

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



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

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



Scale and massing

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

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

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



The view from Long Lane on the north side of Maidenhead

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



2.7 CONSTRAINTS

Heritage

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

Bad Godesberg Way

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

BT exchange

The telecoms exchange is an operational facility with several facets.

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

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

which contains the switchgear.

West Street










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

Pedestrian connections

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

Parking

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

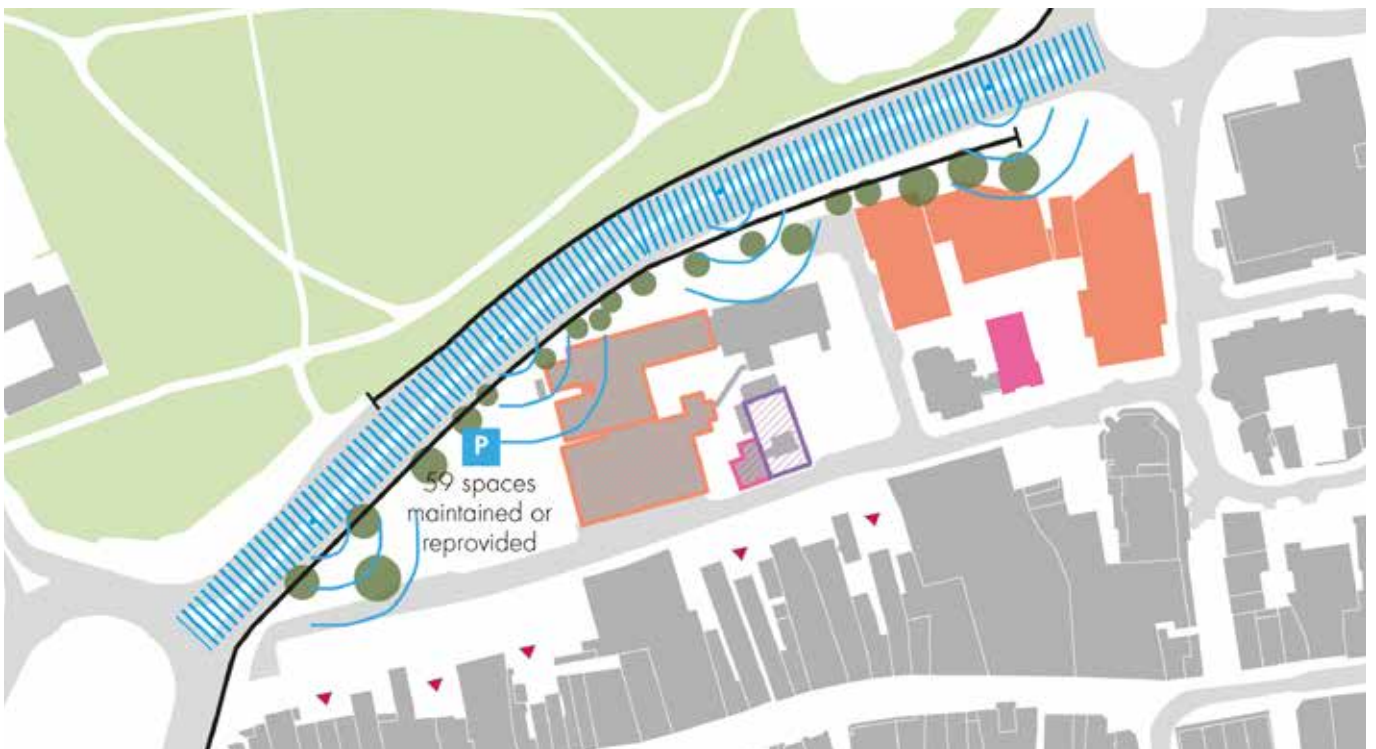
	Building recently completed/ under construction
	Building likely to be retained
	Heritage asset
	Grade II Listed building
	Building under application for ACV
	Dual carriageway
	Impenetrable edge
	Existing trees
	Access to be maintained

Vehicle access

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

Groundwater protection

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



Constraints plan





3 VISION

3 VISION

3.1 THE VISION AND OBJECTIVES

Vision

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

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

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

Objectives

The co-ordinated redevelopment of this area will:

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



Illustrative scheme



PORTLAND ARMS