



4 FRAMEWORK

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4.1 PLACE MAKING PRINCIPLES

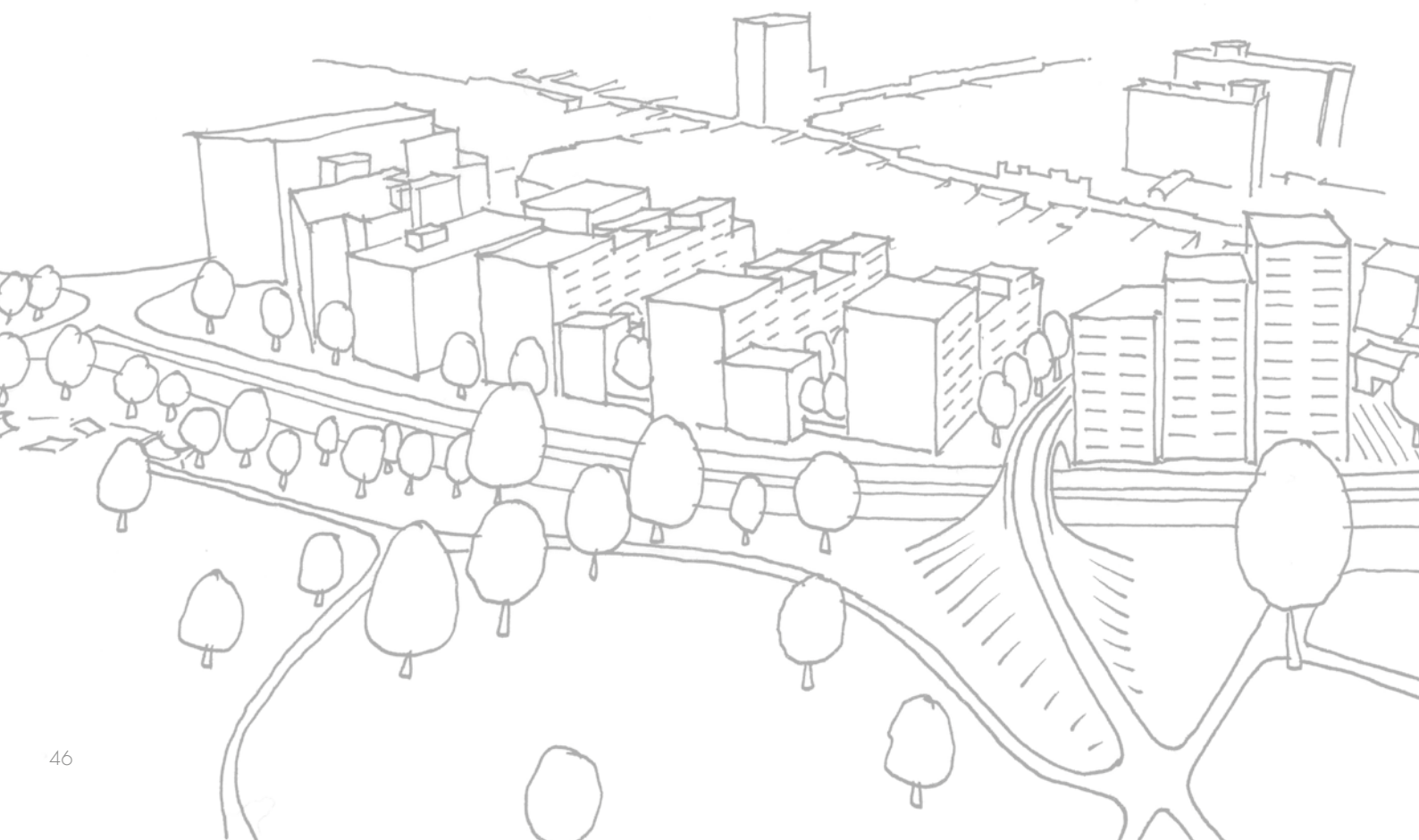
The following section of the report provides the key principles for the delivery of development within the West Street area. These can be summarised as follows:

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

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

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

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



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

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

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

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



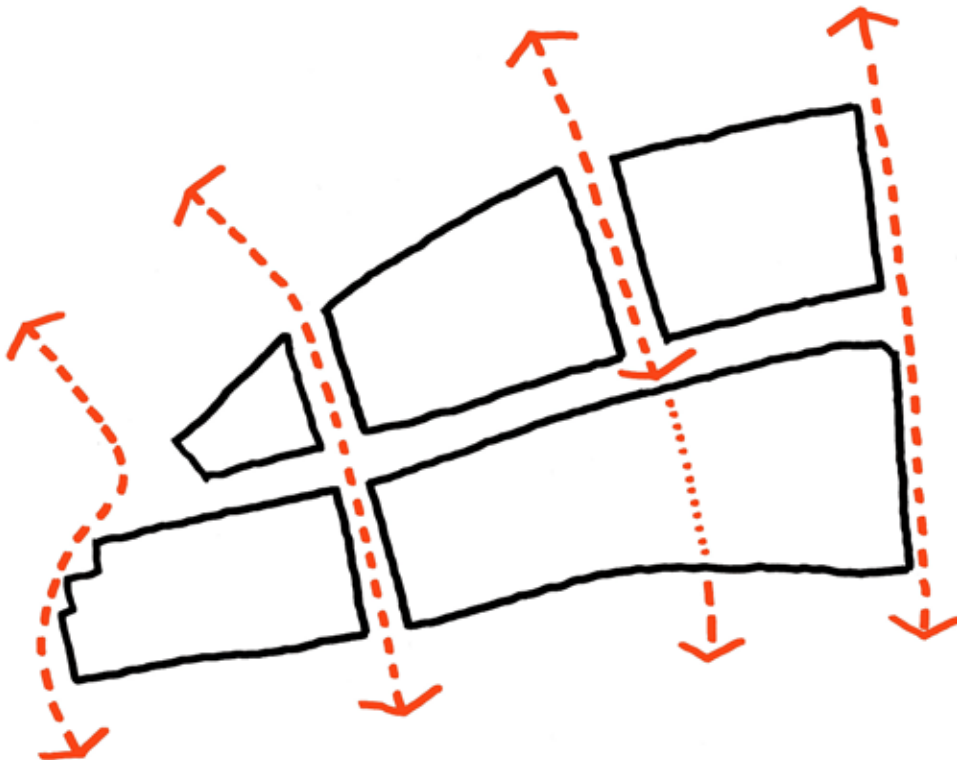
Deliver innovative urban solutions

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

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

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

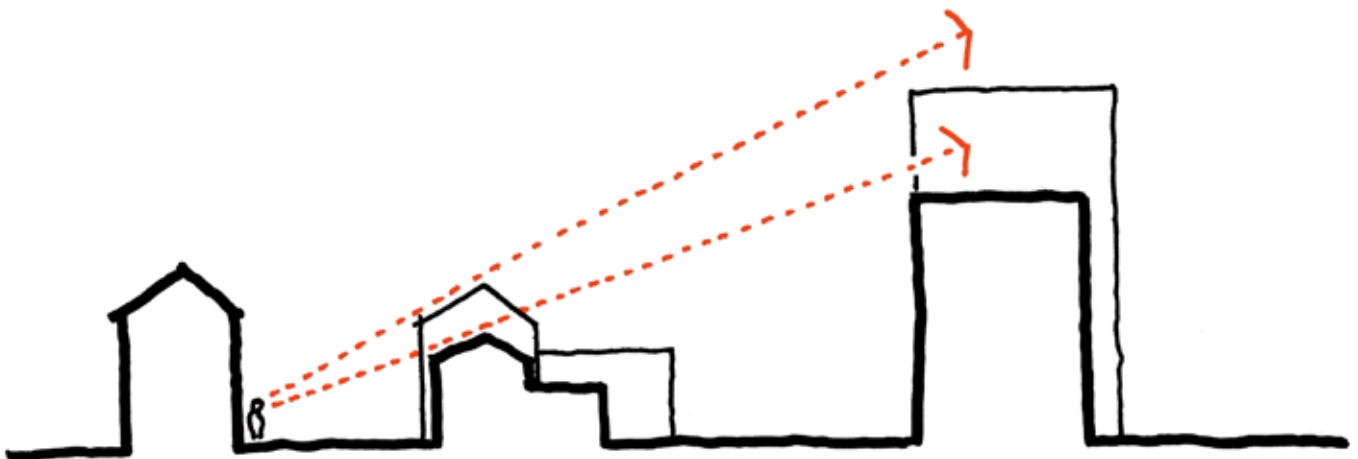
Connections across Bad Godesberg Way will be complemented by improvements to the links from West Street to the High Street, including options to create a cut through less sensitive built fabric.



Work with the historic character and buildings

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

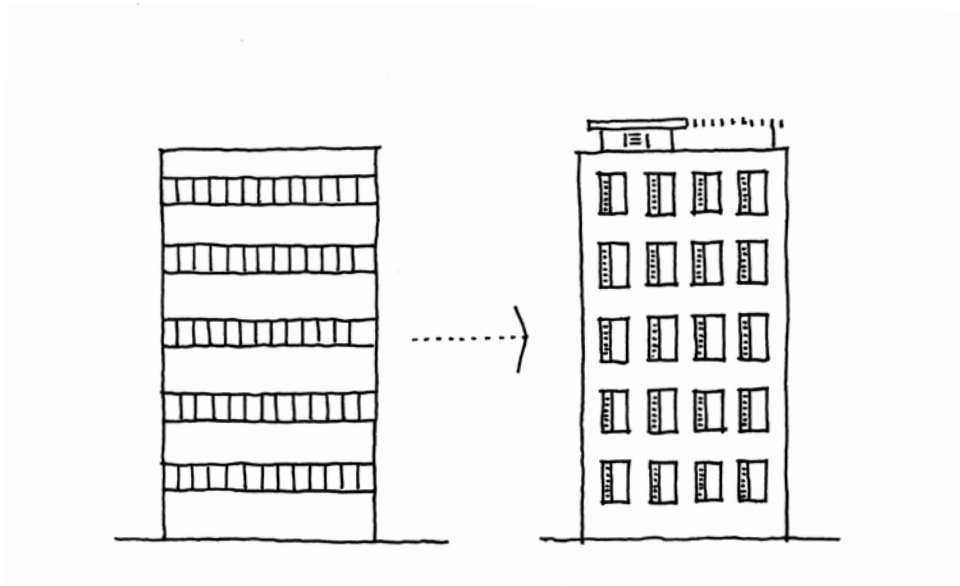
In the wider context, the improvements to the West Street area stand to enhance aspects of the conservation area through improvements along West Street. The height and character of development on West Street should have regard to the setting of the conservation area buildings, particularly the north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



Transform the existing buildings

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

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



Frontage onto West Street

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

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

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



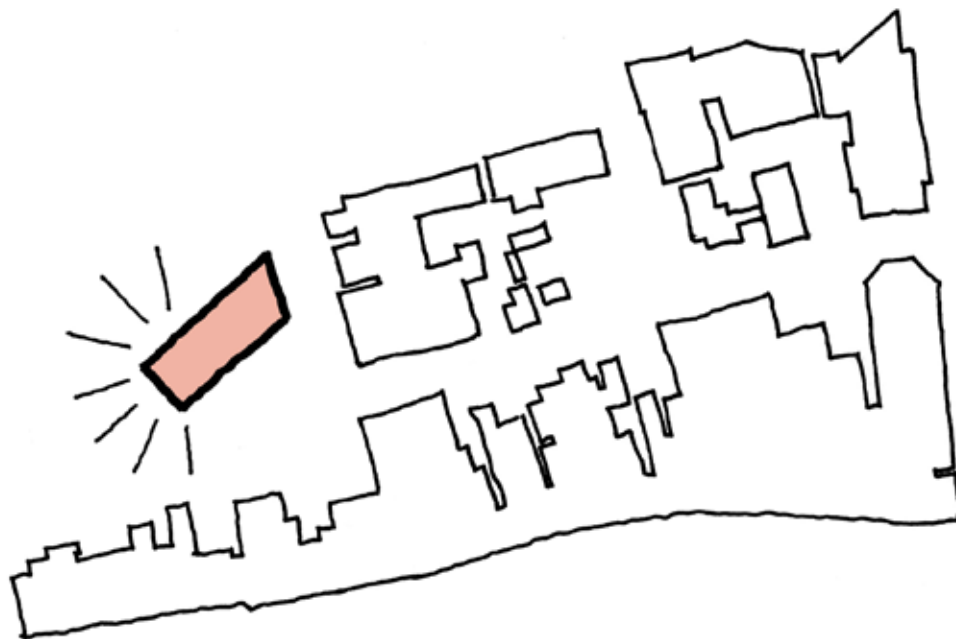
Frontage onto Bad Godesberg Way

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



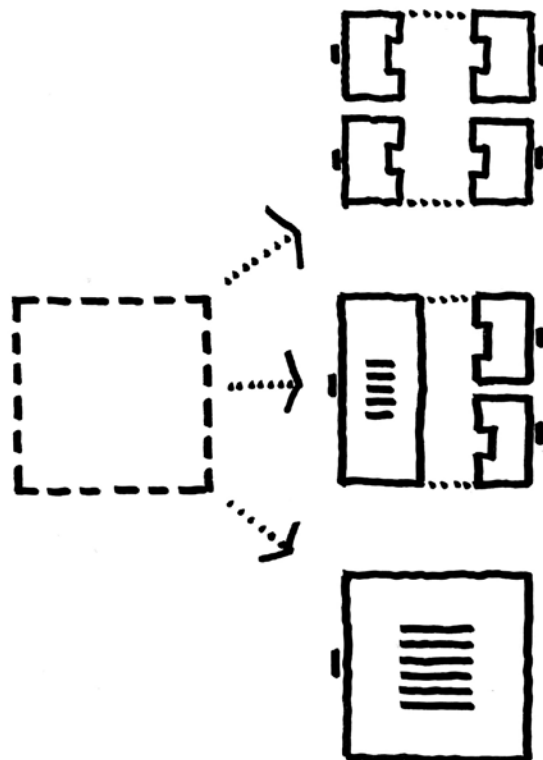
Landmark

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



Establish a flexible form

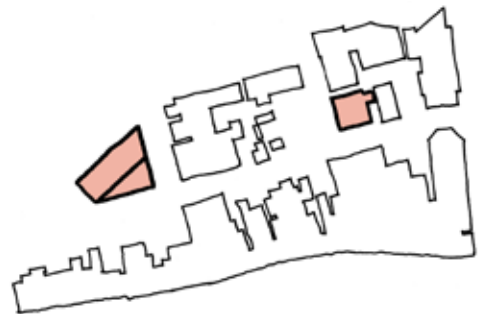
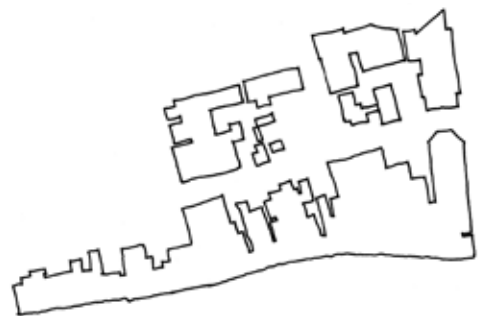
There is a positive tension in the town centre between the demands for residential space and office space. Both are important given Maidenhead's role as both a commuter town and a business node. The form of buildings which are set out should be capable of development either for business use or for residential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



Establish a phase-able form

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

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



4.2 OPPORTUNITIES

New frontage

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

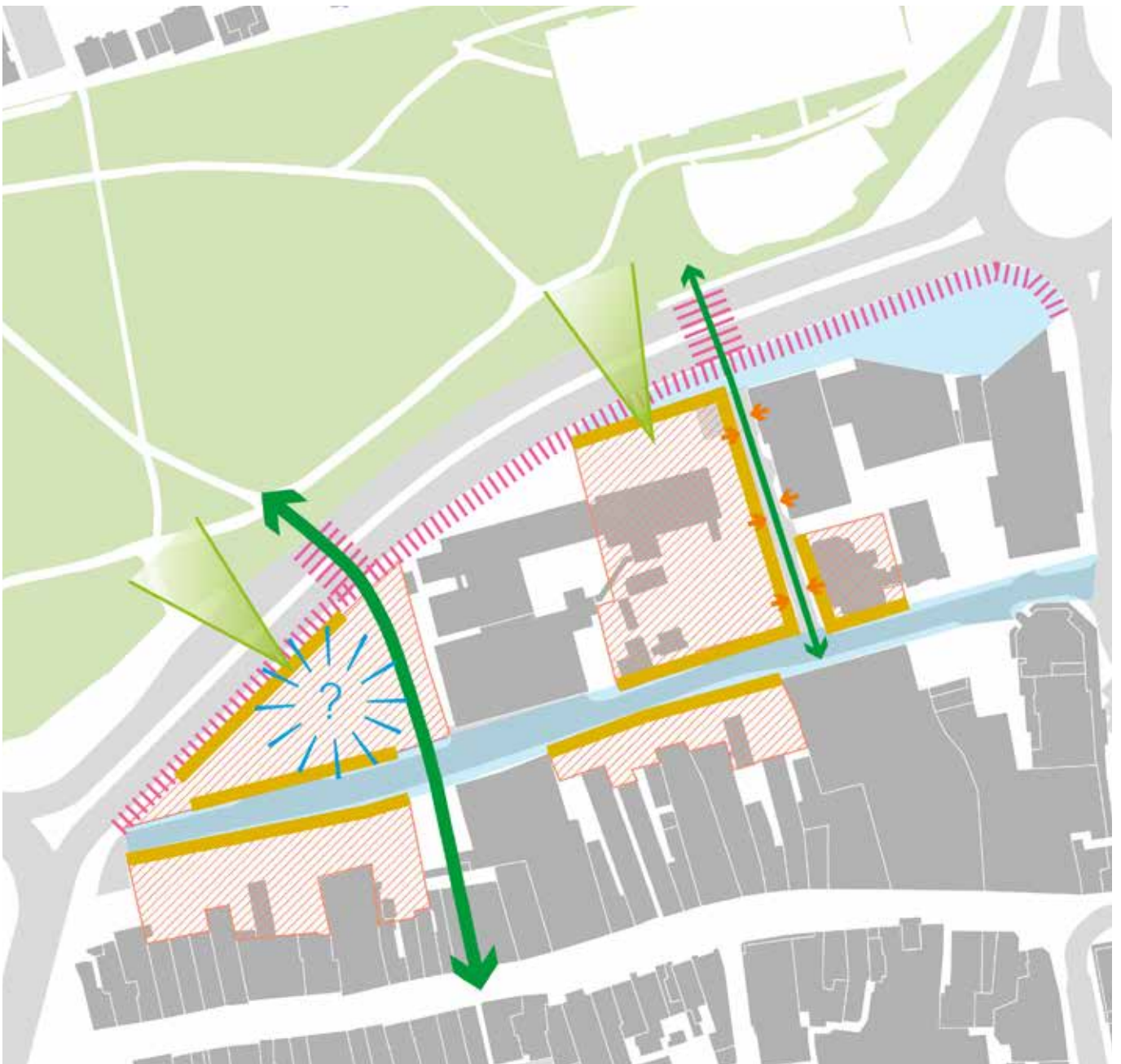
Connections

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

Phased development

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

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



Opportunities plan

4.3 ILLUSTRATIVE MASTERPLAN

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

Residential blocks

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

Landmark building

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

Building heights

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

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

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

Potential further link to Kidwells Park

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

New development, expected to be predominantly residential

New development, providing frontage to Kidwells Park Drive



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

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

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

Illustrative masterplan

Phased or partial development

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



Partial approach retaining the BT exchange and Quakers



Partial approach retaining the Quakers

Parking

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

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

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

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



Bridge link

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





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5 DEVELOPMENT GUIDANCE

5.1 INTRODUCTION

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

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

- Places
- Economy
- People
- Movement

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

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

5.2 PLACE

Places objective 1

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

Places objective 2

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

Places objective 4

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

5.3 PUBLIC REALM

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

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

Policy MTC 1

Streets & Spaces

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

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

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

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

Green infrastructure

Policy MTC 2

Greening

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

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

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

5.4 DESIGN

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

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

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

Policy MTC 4

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

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

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

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

Sustainable design

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

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

Conservation

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

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

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

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

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

Preferred Policy Option HE 1- Historic Environment

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

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

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

Gateways

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

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

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

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

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

Policy MTC 5

Gateways

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

5.5 TALL BUILDINGS

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

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

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

Policy MTC 6

Tall Buildings

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

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

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

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

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

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

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

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

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

Water Supply, Wastewater & Sewerage Infrastructure

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

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

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

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

Paragraph 162 of the NPPF states that:

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

5.6 ECONOMY

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

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

ECONOMY OBJECTIVE 1

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

ECONOMY OBJECTIVE 2

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

Retail

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

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

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

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

Policy MTC 8

Food & Drink

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

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

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

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

Offices

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

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

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

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

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

Policy MTC 10

Offices

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

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

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

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

5.7 PEOPLE

People objective 1

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

People objective 2

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

Housing

Strategic Housing Land Availability Assessment (2014)

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

The Draft Berkshire Strategic Housing Market Assessment (SHMA) 2015

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

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

Policy MTC 12
Housing

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

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

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

Tenure and dwelling mix

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

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

Architects Design Study- Capacity Assessment (2013)

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

Community, culture and leisure

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

Policy MTC 13

Community, Culture & Leisure

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

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

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

5.8 ACCESSIBILITY & MOVEMENT

Movement objective 1

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

Movement objective 2

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

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

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

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

Policy MTC 14

Accessibility

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

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

Transport

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

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

Policy MTC 15

Transport Infrastructure

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

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

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

parking facilities at all key destinations within the town centre.

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

Parking

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

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





6 DELIVERY

6 DELIVERY

Comprehensive Development

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

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

Northern Section

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

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

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

Southern Section

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

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

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

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

Short to Medium Term (up to 5 years)

Land to be assembled for redevelopment includes:

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

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

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

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

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

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

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

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

Long-term (over 10 - 20 years)

Land to be assembled and included for redevelopment:

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

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

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

IMPLEMENTATION

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





7 GLOSSARY

7 GLOSSARY

Active frontage

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

Amenity

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

Area Action Plan (AAP)

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

Code for Sustainable Homes

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

Development

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

Development Plan

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

Development Plan Document (DPD)

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

Listed building

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

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

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

Local Plan

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

Permeability

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

ProM

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

Primary Shopping Area

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

RBWM

The Royal Borough of Windsor and Maidenhead Council.

Royal Borough

The Royal Borough of Windsor and Maidenhead.

Renewable Energy

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

Royal Borough

The Royal Borough of Windsor and Maidenhead.

Sequential

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

South East Plan

The Regional Spatial Strategy for the South East.

Supplementary Planning Document (SPD)

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

Sustainability Appraisal

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

Sustainable Development

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

Sustainable Drainage Systems (SUDS)

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



Cottage Hospital

Craufu
Villas

Lod

97

Lod

Technical
Institute

Pavilion

KIDWELLS

PARK

Stand

Drill Hall

104:71

WEST STREET

Post Office

HIGH STREET

County
School

School

MUFFATT STREET

TOWN ROAD

SYDENHAM

ALBERT STREET

GROBIA STREET

BROAD STREET

PRINCE STREET

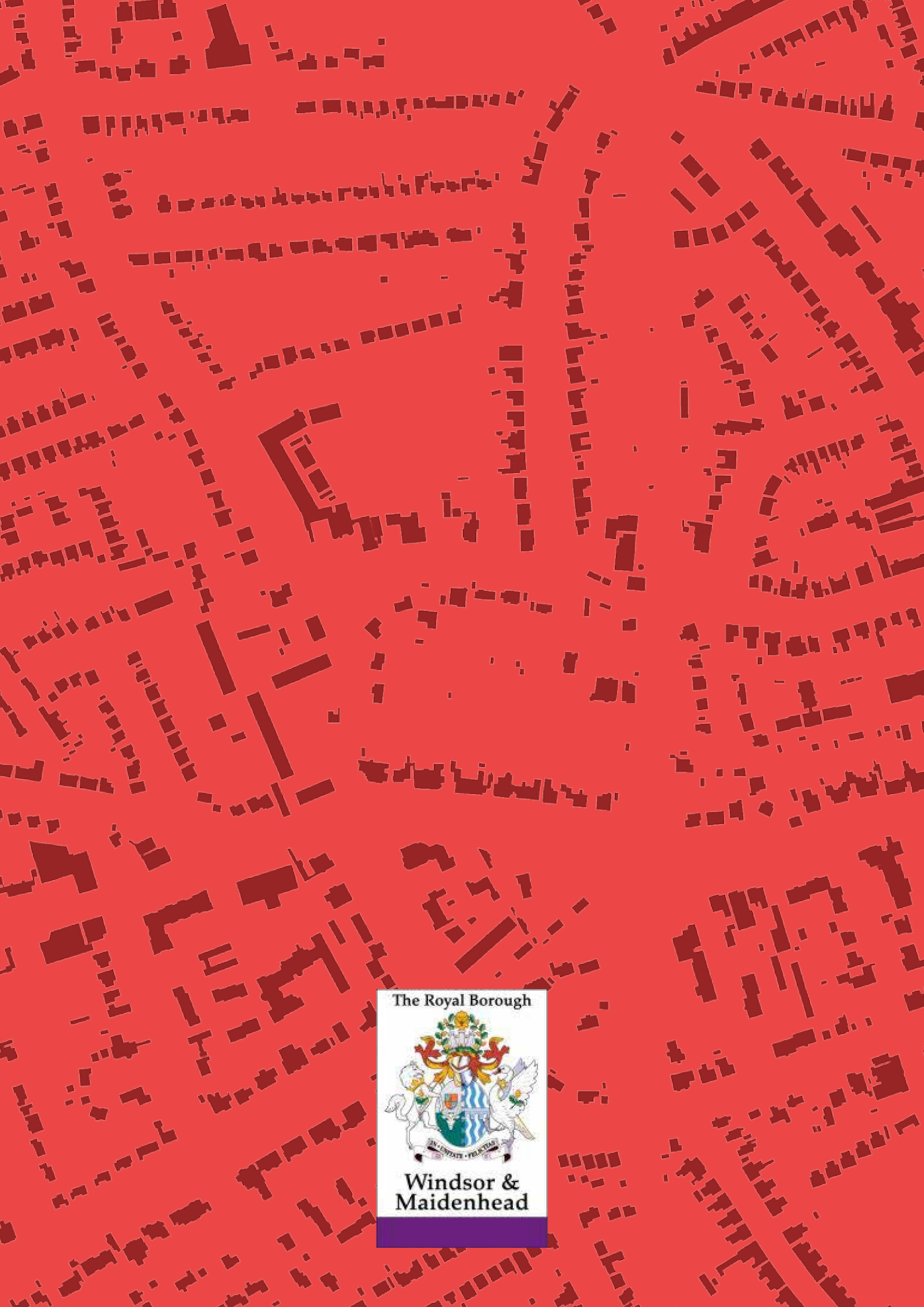
WEST STREET

WHITE HART RD.

BROCK STREET



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The Royal Borough



Windsor &
Maidenhead