

**Proposal for TVB LEP Strategic Infrastructure Submissions Pro Forma –Draft Paper**

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1. This pro forma should be read alongside the Strategic Infrastructure headlines and notes from 20 June
2. Comments are welcome on or before 25 July.
3. Draft pro forma follows

<b>LA: Number</b>	<b>Summary Details</b>	
<b>Infrastructure to support:</b>	<b>SDL   Town Centre   Transport Corridor   Airport   Employment Site   Other</b>	
<b>Name of Top Level objective(s) enabled/supported</b>	<b>Regeneration of Maidenhead Town Centre</b>	
<b>Your Name for this Scheme</b>	<b>Maidenhead Station Interchange &amp; Stafferton Way Car Park</b>	
<b>Description</b>	<p>The scheme involves:</p> <ul style="list-style-type: none"> <li>i) The construction of a multi-modal transport interchange at Maidenhead Station to improve connections between journeys made on foot, bicycle, bus, train, taxi and car.</li> <li>ii) Construction of a new 1,000 space multi-storey car park to the south of Maidenhead town centre, providing up to 1,000 additional car parking spaces for rail commuters, shoppers visitors and employees.</li> <li>iii) Improved linkages between the rail station and the town centre, with environmental enhancements for the station forecourt that will transform the area and create a proper gateway to the town centre.</li> </ul>	
<b>Capital Cost of this Scheme</b>	<b>Gross Cost of the Scheme</b>	£8 million
	<b>Already Funded</b>	£1.25 million
	<b>Contribution sought</b>	£6.75 million
	<b>Funding Gap as percentage of Gross Cost</b>	75%
	<b>Description</b>	<b>Score</b>
<b>Strategic Infrastructure will be a key element of a deliverable “Strategic Plan”;</b>	<p>Maidenhead Railway Station is a major gateway into the town centre with nearly 4 million people passing through it each year, putting it in the top 50 UK stations outside London, and significantly higher if interchanges are taken into account.</p> <p>With the planned upgrades to the Great Western Main Line, including electrification, new rolling stock and implementation of Crossrail, passenger footfall and the importance of Maidenhead station will increase.</p>	

	<p>Official figures from Crossrail suggest at least a 24% increase in peak hour passengers by 2026 compared to current levels.</p> <p>Maidenhead Town Centre Area Action Plan (AAP) has identified the station and surrounding area as an Opportunity Site for development. Discussions are already underway with Network Rail and other land owners.</p> <p>Access to the station by non-car modes is currently poor. Buses call at a number of different stops scattered over a wide area. In a recent passenger survey access by bus was the second most identified area for improvement.</p> <p>The station forecourt is congested with parked cars, taxis and vehicles involved in dropping off / picking up passengers, while walking and cycling routes to the station are narrow and congested, with cycle parking facilities are operating over 30% above capacity.</p> <p>A scheme has been developed jointly with Crossrail to incorporate the provision of a transport interchange at Maidenhead Station to improve connections between rail and other forms of transport. Vehicles will largely be removed from the station forecourt to enable creation of interchange facilities and a high quality public space commensurate with its importance as a gateway to the town centre and western terminus to Crossrail.</p> <p>There are nearly 400 parking spaces in the station car park, with nearly 80 in the station forecourt. Removal of the parked cars on the station forecourt means that parking will need to be reprovided elsewhere. A recent passenger survey showed that only half of interviewed passengers who arrived by car used the station car parks, with a quarter parking on street. This suggests that there is suppressed demand for parking at the station. The additional trips associated with Crossrail, will only increase the demand for parking in the vicinity of the rail station, so it is proposed to provide a new multi-storey car park nearby.</p> <p>The AAP identifies a site for a new / expanded car park within the Stafferton Way Opportunity area, which could also serve the new development within this Opportunity Area and the other Opportunity Areas across the town centre area. This will enable reduced levels of car parking to be provided elsewhere, thus</p>	
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	maximising development opportunities and reducing traffic entering the retail core.	
<b>long-term, sustainable economic growth</b>	<p>The Railway Station Opportunity Area is allocated for office led mixed use development. Proposals for this area should comprise in the order of:</p> <ul style="list-style-type: none"> <li>• 15,750 m<sup>2</sup> of office floor space (gross);</li> <li>• 50 residential dwellings (gross);</li> <li>• Train/bus/taxi interchange;</li> <li>• Passenger drop-off facilities;</li> <li>• Improved cycle parking facilities;</li> <li>• Enhanced railway station and concourse;</li> <li>• Small scale station-related retail, cafés and kiosk uses.</li> </ul> <p>Development and design principles of particular relevance to the redevelopment of this Opportunity Area include:</p> <ul style="list-style-type: none"> <li>• Creation of a multi-modal interchange, improving facilities for buses, taxis, passenger pick up / drop-off and cyclists, including a cycle hub.</li> <li>• Enhanced linkages between the station and the core retail area, improving the junction of King Street and Grenfell Road to give greater priority to pedestrians and cyclists.</li> <li>• Creation of a high quality public realm within the station forecourt area.</li> <li>• Replacement of existing car parking, and improved access to existing and future parking facilities.</li> </ul>	
<b>tangible benefit to the sub-region</b>	<p>The proposal is necessary in order to:</p> <ul style="list-style-type: none"> <li>• Support the station's role as western terminus for Crossrail, accommodating the anticipated uplift in passenger numbers in a sustainable manner.</li> <li>• Enhancing Maidenhead's role as a major centre of employment, ensuring that it continues to attract and maintain international businesses.</li> <li>• Encouraging increased use of the rail network for commuting, business and leisure trips, thus helping to relieve congestion on local and strategic road networks.</li> </ul>	
<b>respect the best of our natural environment</b>	<p><u>Air Quality:</u> The station lies within the current Air Quality Management Area (AQMA), which covers the majority of Maidenhead Town Centre.</p> <p>The Stafferton Way Link Road is designed to remove through traffic from the A308 in front of the station, which experiences significant peak hour congestion. This will allow remodelling of the King's Road / Grenfell Road junction to provide improved crossings for pedestrians and cyclists, helping to better integrate the station with the town centre.</p>	

	<p>Relocating the car park from the station forecourt to Stafferton Way will also offer air quality benefits, in that it offers an alternative location for drivers, reducing their need to enter the AQMA. The car park will be linked to a variable message signing system showing car park occupancy, reducing unnecessary vehicle mileage when looking for parking spaces.</p> <p>The transport interchange will deliver additional air quality benefits by improving connections with local bus networks and improving facilities for pedestrians and cyclists, making these options more attractive for travel to / from the station.</p> <p><u>Noise:</u> Dwellings in the vicinity of the A308 between Stafferton Way and the A4 have been identified by DEFRA modelling as being potentially adversely affected by traffic noise. Closure of the station forecourt car park and construction of the Stafferton Way multi-storey would help to reduce the volume of traffic using this route and thus reduce noise impacts.</p> <p><u>Natural Environment:</u> The interchange would be constructed within Brownfield sites that have been previously developed, and so impacts on the natural environment (including ecology, flooding, and the natural landscape) would be negligible. Similarly there are no heritage assets that would be affected by the proposal.</p> <p><u>Streetscape &amp; Urban Environment:</u> The reduction of vehicles is also a key driver to the policies set out in the AAP, which seek to: create a pedestrianised area within the town; develop bus-only links; improve connectivity between the town centre and the railway station; and create new public realm areas across the town. In particular, this proposal would enable the station forecourt to be redeveloped to deliver a more pleasant public space, with seating, landscaping and water features, thus creating a greatly improved gateway to the town centre.</p>	
<p><b>enhance access to all that Thames Valley Berkshire has to offer its people, visitors, businesses and investors</b></p>	<p>The station interchange and environmental enhancements would offer benefits to commuters, shoppers, visitors and residents.</p> <p>It will enhance Maidenhead’s status as the western terminus for Crossrail and will make it easier for rail users to get to and from the station.</p>	

	<p>It will directly serve the retail, employment and residential development within the Station Opportunity area and the rest of the town centre.</p> <p>Relocating the car parking from the station forecourt will help to take traffic out of the streets within the retail core, enabling greater priority to be pedestrians, cyclists and public transport, encouraging active travel and improving the attractiveness of the town centre environment.</p> <p>It will be located within walking distance of the Maidenhead Waterways scheme, which will be a key attraction for Maidenhead in terms of land and water based recreation activities.</p> <p>In the last 3 years, the A308 between the rail bridge and Grenfell Road has seen 11 crashes resulting in 15 casualties, including 2 pedestrians 4 cyclists. Reducing the volume of motor traffic passing through this link together with improvements to the junction and crossing should help to reduce casualty numbers by at least 33%.</p> <p>Removing traffic from in front of the station and improving the crossing facilities linking the station to the town centre will help to reduce the severance effect of the A308. The road currently carries around 37,000 vehicles per day.</p>	
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