Introduction
The West Street Opportunity Area is one of the key
development sites in Maidenhead. It is on the edge of the
historic town centre and is very prominent on key routes.
The Maidenhead Town Centre Area Action Plan, adopted
in 2011, provides an overall vision for the area. The council
has been working with a team of consultants to consider
how development can best be delivered within this vision.
A draft Supplementary Planning Document has been
prepared to set out the plans in greater detail. This
document will be used to guide and control development.

Find out more
The key points from the draft document are presented in
this display and you can review the full document from the
following sources:
Hard copies on display:
Maidenhead Town Hall, St Ives Road, SL6 1RF
York House, Sheet Street, Windsor, Sl4 1DD
8.45am to 5.15pm Monday to Thursday
8.45am to 4.45pm on Fridays.
Maidenhead Library, St Ives Road, SL6 1QU
9.00am to 7pm Monday to Friday
9.00am to 5.00pm Saturday
11.00am to 2.00pm Sunday
You can also download the report from the Council website
and comment online:
www3.rbwm.gov.uk/consultations

Your comments
The Council would welcome your comments on the draft
SPD. You can respond to the consultation by completing
one of the forms available with this exhibition.
Alternatively you can respond online through the website or
write with your comments:
Post: RBWM Development and Regeneration
WSOA Consultation
Town Hall
St Ives Road
Maidenhead
Berkshire
SL6 1RF
Email: Planning.Policy@rbwm.gov.uk
The consultation period will run from
Thursday 3 March to Thursday 14 April 2016
The vision

The West Street Opportunity Area will be an attractive destination with a prime office and residential development, leisure, and food and drink provision that enhances the town’s profile and appearance, with active frontages along the key gateways of Bad Godesberg Way and 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.

The objectives

The redevelopment of this area will:

• Improve the town centre’s appearance and frontage along Bad Godesberg Way (A4 relief road).
• 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.
Place making principles

A series of principles are included in the SPD which can be used to guide development but retain flexibility. The principles are focused on creating an attractive and high quality environment, working with the historic character of Maidenhead town centre.

WORK WITH THE HISTORIC CHARACTER AND BUILDINGS
The work should enhance aspects of the town centre conservation area and the height and character of development should be sensitive to the listed United Reformed Church. Taller buildings on the site need to be carefully considered to limit their impact on the conservation area.

TRANSFORM THE EXISTING BUILDINGS
The telecoms exchange is a significant piece of infrastructure which is likely to be challenging to redevelop, at least in the short term. Re-cladding this building and improving the street frontage would help to improve the surrounding sites.

FRONTAGE ONTO BAD GODESBERG WAY
Development which fronts onto the road establishes a presence and gives prominence to the individual buildings, such as the Point. It also helps to clearly define the edge of the town centre and create a more positive image than the backs of buildings.

FRONTAGE ONTO WEST STREET
Infill development on some of the backland service and parking areas would create active frontage on West Street, improving the character of the space. Shared parking could also improve efficiency and should be managed by walls and gates to screen parking and create a boundary.

ESTABLISH A FLEXIBLE FORM
The form of buildings set out in the town centre should be capable of development either for business use or for residential use to suit Maidenhead’s role as both a commuter town and a business node. Ideally they should be long-life, loosefit structures which are capable of sustainable conversion in future.

ESTABLISH A PHASE-ABLE FORM
The urban framework should allow for early phases to proceed, whilst anticipating the eventual form of development. Early phases need to work on a stand-alone basis rather than relying on adjoining sites.

LANDMARK
The prominence of the West Street site means a building in this location has the potential to be a noticeable landmark without the need to be very tall. High quality design and construction are important and the skyline should have variation and character that will make a positive contribution to the wider townscape.

IMPROVE CONNECTIONS TO THE PARK
The SPD proposed improved pedestrian and cycle connections to Kidwells Park and to the wider residential hinterland. This could involve improvements to the existing underpass, the integration of a new bridge over the road or the introduction of at-grade crossings if the character of the road changes.

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PHASED DELIVERY
The illustrative masterplan has been designed to allow for the various elements of the scheme to be delivered as independent phases of development. The telecoms exchange building is likely to be particularly expensive to redevelop and so may need to remain in place for the short to medium term.

PARKING
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, provided that the street frontage has active uses.

BRIDGE LINK
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.