Transportation and Movement
### 6.2 HIGHWAY PROPOSALS

- Major Highway Improvements
- Windsor Western By-Pass
- Minor Transport Improvements
- Traffic Calming
- New Developments and Highway Design
- Funding of Improvements

### 6.3 CYCLING

- Cycling

### 6.4 PEDESTRIANS AND DISABLED ACCESS

- Pedestrian environment
- Disabled access

### 6.5 PUBLIC TRANSPORT

- Public transport
- Rail services

### 6.6 CAR PARKING

- Town Centres
- Park and Ride
- On Street Parking
- Parking within Development
- Commuted parking
6. Transportation and Movement

6.1 INTRODUCTION

6.1.1 The Borough has experienced significant growth in traffic and car ownership and forecasts of further growth will place further pressure on the highway network throughout the Borough and in town centres. The consideration of issues related to highway improvements, traffic management, car parking and accessibility of centres for pedestrians, cyclists and people with disabilities, form an important part in shaping the land use strategy within the Local Plan.

6.1.2 Detailed transportation studies for the urban areas of Windsor and Maidenhead have been undertaken. These studies, based on the forecast levels of traffic growth to 1996, have put forward a range of recommendations for road schemes, highway improvements and traffic management measures, together with proposals relating to the control of on and off-street parking, public transport provision and cycle routes. Many of these proposals will be applicable to the period beyond 1996.

6.1.3 The Borough Council is also responsible for highway maintenance and traffic management together with the provision of off-street car parking. The Borough Council continues to place high priority on measures designed to reduce the environmental impact of traffic and to achieve particular improvements to conditions within town and village centres. This will include the encouragement of alternative forms of transport including buses and cycling. Detailed proposals for the town centres of Maidenhead and Windsor, and local improvements in the various smaller settlements, are contained in Chapter 7. This chapter provides the overall policy framework for transportation issues.

Policy Context

6.1.4 The transport strategy for the Borough is set out in the Berkshire Structure Plan 1991-2006, adopted in November 1995. Proposals~ programmes and priorities are also set out in the annual Transport Policy and Programme (TPP) statement. This Local Plan makes provision for appropriate highway improvements included in the TPP.

6.1.5 Central to the Structure Plan's approach towards transport issues is the development of an Integrated Transport Strategy. Faced with continued high rates of car ownership and forecasts of car traffic growth of between 29 % and 49 % by the year 2000 and between 82 % and 134 % by 2025 compared with 1988, the Structure Plan promotes a balanced approach towards the provision of different transport needs with restraint on car usage within some urban areas. The Integrated Transport Strategy has four main aims:

- **Efficient use of Resources** - to ensure that all transport resources are employed in the most efficient combination.
- **Accessibility** - to maintain and improve standards of accessibility.
- **Safety** - to improve safety for transport users and those exposed to traffic.
- **Quality of Environment** - to minimise the environmental impact of roads and traffic.

6.1.6 To achieve the various elements of the strategy, the Structure Plan, through its policies, and also the Borough Council through particular Local Plan proposals, has to address the problems and requirements of transport users, and develop an approach which takes account of both the need for improvements, and the need for selective management measures to control the distribution and impact of traffic.

6.1.7 The Structure Plan proposals emphasise the need for comprehensive transport packages for the urban areas to include attractive public transport facilities and selective parking controls, as well as highway improvements. There is an increasing awareness that unrestrained use of the private car in the urban areas cannot continue and that traffic management schemes should be used to make the best use of the existing highway network to promote public transport, cycling and pedestrian priority. Planning Policy Guidance Note 13

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(Transport) provides advice and guidance on how local authorities should integrate such transport issues with land use planning. This advice is reflected in the following key objectives and policies.

6.8 Key Objectives

(i) As a priority to promote improvements to public transport provision and facilities, in both urban and rural areas.

(ii) To ensure the safe and convenient movement of pedestrians including people with disabilities.

(iii) To promote opportunities for improved facilities for cycling.

(iv) To lessen the environmental impact of traffic in residential areas and town and village centres through appropriate traffic management measures.

(v) To facilitate and improve access to all types of development and public buildings.

(vi) To maintain an adequate level of parking provision within town centres to cater for future demand, consistent with an integrated transport strategy.

(vii) To ensure that all new development makes suitable provision for the parking requirements generated.

(viii) To ensure that new development makes provision for necessary new road construction and other transport improvements and infrastructure.

(ix) To maintain a balanced approach towards road transport which at the local level should provide for improvements to the highway network whilst reducing the environmental impact of road building and recognising the need for traffic restraint in town centres.

6.2 Highway Proposals

Major Highway Improvements

6.2.1 There are two areas of major highway improvements. Firstly, there are those affecting the trunk network including the Department of the Environment, Transport and Region's (DETR) schemes. Secondly, there are those schemes identified by the Council and included in the Transport Policy and Programme (TPP).

6.2.2 On the trunk road network, DETR has recently improved the A404(T) between Maidenhead Thicket and Burchetts Green roundabout. The schemes to widen the M4 between Junctions 8/9 and 10 and between 10 & 12 were withdrawn from the national road programme in November 1996 and therefore cancelled. The scheme to provide collector/distributor roads alongside the M4 between the M25 and junction 8/9, which was taken to public consultation in 1993, has also been withdrawn although a scheme to improve this section of motorway remains in the programme. This scheme together with the scheme to improve the M25 between junctions 12 and 14 are currently subject to the strategic roads review announced by the Government in June 1997.

Proposals for significant widening of the motorways will not be supported by the Borough Council due to their community and environmental impact.

6.2.3 The highway programme includes schemes identified in transportation studies for Maidenhead and Windsor.

POLICY T1

The Borough Council will continue to safeguard land from development in order to achieve the following major highway improvements:

A. A308 to B3028 Stafferton Way Link;

B. A4/Forlease Road/Blackamoor Lane Link, Maidenhead;

C. Windsor and Eton Relief Road - Bridge Widening;

D. Windsor and Eton Relief Road - Widening from Bridge to A355/A332 Junction.

A308 to B3028 Stafferton Way Link

6.2.4 The completion of the southern link to Maidenhead's Relief Road system has long been regarded by the Borough Council as essential to the
achievement of its town centre strategy and the removal of non-essential cross town traffic. The completion of the Stafferton Way link with Forlease Road/Oldfield Road will therefore provide significant benefits both in terms of easing congestion in town centre roads and enabling better cross town movements, and also providing access to the town's main car parks. There will also be a need to carry out improvements to Oldfield Road/A4 Junction in conjunction with the completion of Stafferton Way Link Road.

A4/Forlease Road - Blackamoor Lane Link

6.2.5 The Blackamoor Lane - A4 link has been endorsed as a result of the Maidenhead Transportation Study recommendations. This scheme will provide direct access to the A4 from the residential areas to the north of Maidenhead town centre. This will have the benefit of providing an alternative to the present unsatisfactory junctions with the A4 and improved road safety with better access available for public transport.

A4 Bridge Road Improvements

6.2.6 The A4 Bridge Road improvements, also identified as a result of the Maidenhead Transportation Study, are currently under review as part of the transport strategy for Maidenhead. Revised traffic forecasts have resulted in an amended scheme including an improved signal controlled junction with Oldfield Road but retaining the existing roundabout at the Ray Mead Road junction. Widening of the A4 is not now proposed following local concern including that of the Borough Council.

6.2.7 As a package of measures for Maidenhead, these highway improvements combined produce significant benefits and more efficient use of the existing highway network to cater for increased traffic flows in the period to 1996 and beyond. New development both in the town centre and outside may be expected to add to the volume of traffic on the road network and therefore should make a financial contribution towards these schemes. The Borough Council intends to investigate the feasibility of establishing an Infrastructure Fund which will enable developments to contribute towards a programme of highway measures in relation to the size and impact of the proposed development.

Windsor and Eton Relief Road

6.2.8 The proposals for the Windsor and Eton Relief Road widening have been included as a result of the findings of the Windsor Transportation Study. The widening of the Thames Bridge will enable the provision of a standard slip road from the A308 Maidenhead Road junction, thereby improving road safety and accommodating the forecast traffic flows at this junction. In the longer term, further growth in traffic will require a widening of the Relief Road to three lanes from the Thames Bridge to the A355/A332 junction. As with the highways 'package' in Maidenhead, development schemes will be expected to contribute towards the financing of highway schemes in Windsor in relation to the increased burden on the network. All highway improvements should be designed to minimise the loss of nature conservation value and maximise habitat creation and management. However, no further action will be taken on improvements to the Windsor and Eton Relief Road until the feasibility of a western by-pass has been investigated.

POLICY T2

THE BOROUGH COUNCIL WILL UNDERTAKE AN EARLY STUDY OF THE FEASIBILITY OF A WESTERN BY-PASS TO WINDSOR.

6.2.9 The Borough Council is concerned at the potential for further traffic growth in the Windsor ‘corridor’ and the environmental impact of additional traffic volumes channelled towards the Windsor and Eton Relief Road on the existing highway network. It is considered that the future solution of traffic problems in the Windsor area and the need to avoid further significant growth on the A308 Maidenhead Road and A332 Winkfield Road approaches must lie in a western by-pass to Windsor.

Minor Transport Improvements

POLICY T3

WHERE ENVIRONMENTALLY ACCEPTABLE THE BOROUGH COUNCIL WILL PROMOTE AND SUPPORT APPROPRIATE TRANSPORT IMPROVEMENT SCHEMES AND TRAFFIC MANAGEMENT MEASURES WHICH SEEK TO REDUCE THE IMPACT OF CONGESTION AND THE EFFECTS OF INCREASED TRAFFIC GROWTH, AND
6.2.10 Over the Plan period other minor transport improvements may be identified. Area traffic management studies are proposed in the former County Council’s Transport Policy and Programme for 1993/94. These include studies for Cookham/Bray, and Sunninghill/Sunningdale and Ascot. A consultation exercise was carried out in 1992 regarding traffic management proposals for Burebetts Green to address the problem of through traffic.

Traffic Calming

POLICY T4

THE BOROUGH COUNCIL WILL INVESTIGATE AND PROMOTE OPPORTUNITIES FOR APPROPRIATE TRAFFIC CALMING MEASURES WHICH WILL ENHANCE THE LOCAL ENVIRONMENT AND IMPROVE ROAD SAFETY.

6.2.11 Traffic calming measures aimed at reducing the speed and penetration of traffic, particularly in residential areas, and in the vicinity of schools, combined with environmental improvements can improve road safety for all road users, including cyclists and make the streets a more pleasant place to live. Examples may include footway widening, width restrictions and surface treatments. The Borough Council will seek to identify areas where such improvements can be achieved and implement these through the programme of works.

New Developments and Highway Design

POLICY T5

ALL DEVELOPMENT PROPOSALS WILL BE EXPECTED TO COMPLY WITH THE COUNCIL’S ADOPTED HIGHWAY DESIGN STANDARDS.

6.2.12 The Borough Council will seek to ensure that new development does not place an undue burden, or create problems of congestion on the highway network. In many parts of the Borough existing roads have reached their environmental capacity and the Borough Council is concerned that new development does not adversely affect the living conditions of residents. It is important that where new development occurs, there should be appropriate provision either through improvements to existing infrastructure or new works to accommodate increased traffic generation, and that such measures be funded by the developer. All development will be expected to comply with the supplementary guidance contained in the Berkshire Design Guide.

6.2.13 Standards of highway design are reviewed periodically. In cases where off-site highway works are required as a consequence of development it will be normal practice for a legal agreement to be made between the developer and the highway authority so that these works are provided in conjunction with the development.

6.2.14 Within the Green Belt and conservation areas, areas containing listed buildings and areas of traditional local character, particular care needs to be taken in highway design such as kerbing, sight lines and materials used. Many such areas were built prior to the age of mass car ownership and often modern highway requirements are incompatible with their character. To retain these areas’ integrity and character, it may be necessary to compromise normal highway standards for new
development without compromising safety. In such areas the Borough Council will have particular regard to the following:

1. the need for new development to enhance the visual character of the area through provision for access and the design of off-street parking areas;

2. the possible relaxation of parking requirements where this is compatible with safety in order to protect the character of an area;

3. the number and size of signs should be minimised and lighting schemes and street furniture designed to be sympathetic with and enhance the character of the area.

**Funding of Improvements**

**POLICY T6**

THE BOROUGH COUNCIL WILL SEEK FINANCIAL CONTRIBUTIONS FROM DEVELOPERS TOWARDS THE COST OF IMPROVEMENTS TO THE EXTENT THAT THEY ARE DIRECTLY RELATED TO A DEVELOPMENT AND ARE NEEDED TO ENABLE IT TO BE CARRIED OUT.

6.2.15 In accordance with national guidance (PPG13), no contributions will be sought under Policy T6 towards improvements to deal with existing deficiencies which would not be made worse by the development, or which are programmed to be carried out by the highway authority within the same timescale.

**6.3 CYCLING**

6.3.1 The Council sees an important role for cycling as part of the Integrated Transport Strategy. Cycling is especially important for journeys of up to 2 km (1.24 miles) into town centres and also for longer journeys of up to 10 km. The Borough Council therefore supports the Structure Plan's objective to encourage cycling and maximising choice for cyclists by improved accessibility, safety and environment.

6.3.2 The transportation studies for Windsor and Maidenhead have identified a network of cycle routes for the urban areas and the Borough Council will seek to implement these through an approved programme and in association with development schemes. The development of Maidenhead's cycleway network has continued with the introduction of the Moorbridge Road and Altwood Road cycle routes and the addition of a shared crossing at the A4/Grenfell Road junction, and the Furze Platt School Route. The major road proposals for Maidenhead now all include cycle facilities.

6.3.3 In Windsor, cycle routes have been implemented with the completion of the Windsor to Slough route and the installation of ramps at the River bridge on the Windsor and Eton Relief Road. A new length of cycleway has also been introduced at Winkfield Road/Imperial Road. Further elements of the cycle network will be pursued through traffic management schemes and the cycleway programme. A route from Maidenhead to Windsor linking the shared cyclepath from Maidenhead to Bray with the Windsor network at Barry Avenue, via the A308, is included in the programme.

**POLICY T7**

THE BOROUGH COUNCIL WILL MAKE SPECIAL PROVISION FOR CYCLISTS THROUGHOUT THE BOROUGH IN ORDER TO:

1) PROVIDE SAFE CYCLE ROUTES, LANES AND SHARED CYCLE PATHS AS APPROPRIATE;

2) ACHIEVE THE NETWORK OF DESIRABLE CYCLE ROUTES IDENTIFIED FOR MAIDENHEAD AND WINDSOR;
3) PROVIDE CONVENIENT AND SECURE CYCLE PARKING FACILITIES PARTICULARLY IN TOWN CENTRES ADJACENT TO PEDESTRIANISED AREAS;

4) IMPROVE CYCLING LINKS TO PUBLIC TRANSPORT FACILITIES AND PROVIDE CYCLE PARKING AT THESE FACILITIES;

5) ENSURE THAT, WHERE APPROPRIATE, NEW DEVELOPMENT MAKES APPROPRIATE PROVISION FOR CYCLISTS;

6) TAKE ACCOUNT OF THE NEEDS OF CYCLISTS IN THE DESIGN OF ALL NEW ROADS, HIGHWAY IMPROVEMENTS AND TRAFFIC MANAGEMENT MEASURES;

7) PROMOTE AND DEVELOP LINKS WITH THE THAMES VALLEY LONG DISTANCE CYCLE ROUTE.

6.3.4 The provision of safe cycle routes is important for both local journeys and recreational cycling. The network of cycle routes for Maidenhead and Windsor are indicated on the Proposals Map. It is intended that programmed routes will be carried out through TPP funding whilst others will be sought in conjunction with new development schemes.

6.3.5 The proposed Thames Valley cycle route passes through the Borough and in places coincides with the designated Thames Path long distance route. Wherever possible the Borough Council will seek to extend local routes to link with the proposed Thames Valley cycle route in order to widen the scope for recreational cycling within the Borough.

6.3.6 Design for cycling facilities is an important consideration in achieving a co-ordinated approach towards the provision of new facilities. A guide called 'Cycling in Berkshire' (1992) has been produced which provides guidance notes for planning, designing, constructing and maintaining cycle facilities and highlights the desirability of segregated cycle paths.

6.4 PEDESTRIANS AND DISABLED ACCESS

POLICY T8

THE BOROUGH COUNCIL WILL IMPROVE CONDITIONS FOR PEDESTRIANS THROUGH TRAFFIC REGULATION AND NEW HIGHWAY SCHEMES. THE BOROUGH COUNCIL WILL ALSO IDENTIFY OPPORTUNITIES FOR ENHANCING PEDESTRIAN ACCESS TO TOWN AND OTHER CENTRES THROUGH THE PROVISION OF NEW AND IMPROVED FOOTWAYS. NEW DEVELOPMENT SCHEMES WILL BE EXPECTED TO INCLUDE APPROPRIATE PROVISION FOR PEDESTRIAN ACCESS AND ROUTES.

6.4.1 Convenience and safety of pedestrian movement is a vital part of planning and providing for new transportation needs. The need to improve the pedestrian environment within town and village centres will form a key element in the detailed measures put forward in other sections of the Plan. The Borough Council places particular emphasis on measures to segregate vehicles and pedestrians through particular pedestrianisation schemes in order to improve pedestrian safety.

6.4.2 Also important is pedestrian access to centres along well defined pedestrian routes. Improvements to footways and the incorporation of new pedestrian routes in new development schemes, can help to improve accessibility of centres by foot and discourage the use of cars for short journeys.

POLICY T9

THE BOROUGH COUNCIL WILL IMPROVE ACCESS FOR ALL THROUGH THE FOLLOWING:

1) THE PROVISION OF DISABLED ACCESS THROUGH THE IMPLEMENTATION OF TRAFFIC MANAGEMENT MEASURES AND PEDESTRIANISATION SCHEMES;

2) IMPROVEMENTS TO EXISTING INFRASTRUCTURE TO INCLUDE FOOTWAY REPAIRS RAMPED CROSSINGS AND INSTALLATION OF TACTILE PAVING;
3) THE REQUIREMENT FOR NEW DEVELOPMENT TO PAY PARTICULAR REGARD TO THE NEEDS OF PEOPLE WITH DISABILITIES.

6.4.3 The Borough Council also recognises that people with disabilities have special requirements which need to be taken into account in the design of streets and buildings. Access both to and within buildings to which the public are admitted is particularly important. The statutory requirements for planning authorities with regard to the provisions for access for people with disabilities are embodied in the Chronically Sick and Disabled Persons Act 1970 and the Town and Country Planning Act 1990. Section 76 of the 1990 Act requires that planning authorities draw the attention of developers to the provisions of the 1970 Act to take account of the needs of people with disabilities and the British Standards Code of Practice. Department of the Environment Circular 10/82 also confirms that arrangements for disabled access can raise issues of public amenity which can be material to a planning application and appropriate conditions may be attached to planning permissions.

6.4.4 The Borough Council has a designated "Access Officer" to provide a point of contact on questions of access for people with disabilities. This applies not only to individual buildings but also to the design of streets and spaces. The Council promotes improved access to buildings of all types and liaises with building owners and tenants on the Disabilities Discrimination Act 1996. Continued liaison with special needs groups through the established "Access Forum" also ensures that the needs of the whole community are met. The Council also promotes disabled access requirements through contact with local business and commerce. The Council's Access Panel is committed to the development of an environment accessible to all. This applies particularly to the need to provide convenient disabled parking areas close to main shopping areas and the need to provide for access within pedestrianised areas. Other improvements can also help to achieve an environment more adjusted to the needs of the disabled. This will include measures such as providing tactile paving and dropped kerbs at all crossing points, footway ramps at road junctions, and improved pavements and when necessary, the enforcement of the provisions of the Highway Acts to secure the removal of highway obstructions such as "A" boards on pavements and other safety hazards. The Council will support the initiation and operation of mobility schemes designed to improve access to public buildings, including shops, within Windsor and Maidenhead town centres. Such schemes should include the provision of suitably located disabled parking spaces and, for shop mobility schemes, the provision of electric wheelchairs and buggies for hire. The Council will support other transport schemes for people with disabilities.

6.4.5 The provision of public transport facilities requiring planning permission will be required to provide suitable access and facilities for people with disabilities. Where appropriate, new development will be expected to contribute towards the provision of improved access to public transport, including the adaptation of vehicles, for people with disabilities.

6.5 PUBLIC TRANSPORT

POLICY T10

THE BOROUGH COUNCIL WILL PROVIDE CONVENIENT ACCESS TO BUS SERVICES WITHIN TOWN CENTRES, AND ENCOURAGE IMPROVED LINKS BETWEEN TRANSPORT. IN PARTICULAR, IT WILL PROMOTE A BUS/RAIL INTERCHANGE AT MAIDENHEAD RAIL STATION.

POLICY T11

6.5.1 The development of efficient and convenient public transport services will be a vital part of an integrated transport strategy designed to provide a viable alternative to the private car for journeys, particularly into town centres. The Council supports selective bus services through its contract system, but most services are commercially provided.

6.5.2 Measures designed to improve the accessibility and penetration of public transport services can assist in promoting the use of these services. The transportation studies for Windsor and Maidenhead have identified the need to keep the centres as accessible as possible for public transport. Traffic management measures will assist in aiding bus movement and access. The management plan for Windsor town centre maintains bus access within the centre along specified routes whilst discouraging non-essential traffic.

6.5.3 In Maidenhead, public access to transport will be pursued. Bridge Avenue provides the main terminus for bus services. Improved links between bus and rail services should, however, be achieved by locating bus stops within the Station Forecourt and providing an alternative routing as part of development associated with the Station Approach and site fronting Grenfell Road. The possibility also exists for re-routing bus services via St. Ives Road, and to relocate the stops from Bridge Avenue. This would provide closer access to the town centre.

6.5.4 The provision of additional services within residential areas can also assist in the development of the integrated approach to transport. Areas for additional services have been identified following the transportation studies for Maidenhead and Windsor.

Rail Services

POLICY T12

THE BOROUGH COUNCIL WILL INVESTIGATE WITH BRITISH RAIL THE FEASIBILITY OF SITES FOR NEW STATIONS IN THE BOROUGH.

6.5.5 As part of the integrated approach toward the planning of transport infrastructure, it will be necessary to take account of the potential in the existing network for improvements to rail access and the passenger facilities. The enhancement of local services and facilities can help to reduce road congestion in town centres while opportunities for park and ride can also produce environmental and traffic benefits. The Borough Council will pursue improved provision with relevant rail operators.

6.5.6 Following the transportation study for Maidenhead, the possibility of a new station at Cox Green has been raised. With the recent growth in both housing and commercial development in the area, this proposal could produce substantial benefits, but will of course require further discussion with British Rail. There is a chance that a new station at Cox Green could become a real possibility within the Crossrail Project.

6.5.7 The opportunity for improving access to rail services in the southern part of the Borough should also be investigated, in particular the possibility of a new railway station at Sunninghill. Although a station here is not likely to prove feasible with present rolling stock, it is anticipated that British Rail will have introduced new ‘Sprinter’ style trains with rapid acceleration and braking within the Plan period. This would enable stations to be located closer together, and hence improve the feasibility of a new station at Sunninghill.

6.6 CAR PARKING

6.6.1 The need to provide adequate parking in town centres and other smaller centres to cater for the needs of all users including shoppers, employees, tourists and other casual needs has provided the basis for the Borough Council's approach towards providing suitable facilities. The provision of sufficient and conveniently located off-street spaces helps to reduce the amount of parking in residential streets and to prevent illegal parking. This has obvious environmental benefits and within centres helps to reduce pedestrian/vehicle conflict and provides scope for pedestrianisation schemes.

6.6.2 However, the demands on car parking through increasing car ownership, traffic growth and commercial development in the main centres has adverse effects through traffic congestion, pollution and intrusion within residential areas; With the promotion of an integrated transport strategy it is questionable how far we should now seek to accommodate the needs or forecast demand for future parking at the expense of other objectives to promote other means of transport to town centres.
6.6.3 Car parking issues within the smaller settlements of the Borough are covered in the settlement studies considered elsewhere in the Local Plan. The strategies for the main centres of Windsor and Maidenhead, however, need to be considered in conjunction with other transport objectives, the principles of traffic management within the town centres and the options for town centre development sites which will influence the overall provision, location and function of car parks. The Borough Council will also address the need to consider improved security and lighting within its parking strategy.

Town Centres

POLICY P1

THE BOROUGH COUNCIL WILL CONTINUE TO ENSURE THE PROVISION OF A SUFFICIENT LEVEL OF PARKING RESOURCES WITHIN THE BOROUGH.

Maidenhead

6.6.4 The current parking strategy for Maidenhead town centre has stemmed from the proposals in the Maidenhead and District Local Plan 1985. This involves the construction of two major multi-storey car parks located at Stafferton Way and St Cloud Way replacing the former Braywick and Hines Meadow surface car parks. The principle of the development of these car parks was based on the following objectives:

1. Additional parking located on the town centre 'ring' to avoid traffic penetrating the town centre road network;

2. To accommodate long-stay parking requirements thereby making available increased spaces within the town centre short-stay shoppers' car parks;

3. To provide adequate capacity to meet parking needs up to 1996.

A total of 1264 spaces have been provided in these two car parks providing a net increase of 759 spaces.

6.6.5 The overall parking provision in Maidenhead is, however, subject to short-term fluctuations as development sites proceed and other temporary car parks come into operation. The Maidenhead Transportation Study forecasts a requirement of some 3,730 spaces (including 10% turnover capacity) by 1996. Appendix 6 shows the comparative parking stock at 1991 and 1996 with a total of 3,867 available in 1996.

6.6.6 The following table shows the parking supply and demand for weekday occupancy based on surveys carried out in 1987, 1990 and 1991 and forecast demand to 1996:

<table>
<thead>
<tr>
<th>Year</th>
<th>Parking stock</th>
<th>Peak demand</th>
<th>% occupancy</th>
</tr>
</thead>
<tbody>
<tr>
<td>1987</td>
<td>2,694</td>
<td>2,390</td>
<td>88.8</td>
</tr>
<tr>
<td>1990</td>
<td>2,967</td>
<td>2,178</td>
<td>73.4</td>
</tr>
<tr>
<td>1991</td>
<td>2,834</td>
<td>2,214</td>
<td>78.0</td>
</tr>
<tr>
<td>1996</td>
<td>3,867</td>
<td>3,400*</td>
<td>87.9</td>
</tr>
</tbody>
</table>

* Figure based on Maidenhead Transportation Study

The planned provision to 1996 will allow scope to reallocate long-stay parking within the peripheral car parks thereby making available increased capacity for short-stay shoppers' parking within the central car parks by up to 460 spaces.

6.6.7 The accommodation of long-stay parking for season ticket holders within the new car parks at Stafferton Way and St Cloud Way will also enable the redevelopment of sites within the town centre area. This principally applies to sites at Grove Road and King Street which currently provide a total of 122 spaces for season ticket holders.

6.6.8 Beyond 1996 the development options will have implications for car parking requirements. With the emphasis now upon an integrated approach to transport planning it may be undesirable to continue to cater for forecast peak demand. There are factors which may contribute towards a lower growth in parking demand than anticipated. A new station at Cox Green, for example, and the introduction of the Crossrail service towards the end of the 1990s could divert significant numbers from parking in Maidenhead.

6.6.9 Furthermore, the capacity of the town centre to accept continual increases in public car parking to meet long-term increases in traffic growth must be limited. Increased congestion and the need for restraint on car usage will require...
other options to be pursued. Longer term this may involve park and ride based on edge of town car parks.

6.6.10 It would therefore seem reasonable at this stage to plan for anticipated levels of parking at 1996 to cater for Maidenhead’s medium to long-term parking requirements. Within this figure there could continue to be some further reallocation of spaces to provide for some expected increase in long-stay parking at locations on the periphery of the town centre and to provide short-stay parking close to the shopping centre. The Borough Council will continue to monitor car park usage in order to take account of changed patterns of car parking and other development options.

Windsor

6.6.11 Parking provision in Windsor has continued to show an adequate supply of spaces overall up to 1991. Surveys carried out in 1991 showed a peak occupancy of 76% for weekday parking demand increasing to 86.2% at weekends. In the short-term, however, availability of spaces has decreased significantly with the closure of the Gas Board car park.

6.6.12 The main problem with the loss of the Gas Board car park falls at weekends when there is little spare capacity within the inner-zone short-stay car parks to replace the displaced parking, with the exception of the William Street car park.

6.6.13 Past and forecast parking supply and demand is shown below for weekdays with figures for Saturdays in brackets:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Parking stock</td>
<td>(2895)</td>
<td>(3105)</td>
<td>(2766)</td>
<td>(3173)</td>
</tr>
<tr>
<td>Peak demand</td>
<td>(2182)</td>
<td>(2442)</td>
<td>(2384)*</td>
<td>(2464)*</td>
</tr>
<tr>
<td>% occupancy</td>
<td>(75.3)</td>
<td>(78.7)</td>
<td>(86.2)</td>
<td>(75.2)</td>
</tr>
</tbody>
</table>

*Figures based on Windsor Transportation Study

The position at 1996 is based on current planning commitments for the development of the Gas Board site which provides 196 public spaces within a replacement multi-storey car park increasing by a further 211 spaces at weekends. Forecast demand is based on a prospective increase during the peak summer season of 13% from 1987 as included in the Windsor Transportation Study.

6.6.14 Based upon forecast demand, the 1996 position shows little spare capacity in off-street parking on weekdays. Hence, even with continued management making full use of outer car parks through pricing policy and the shuttle bus service, this leaves little room for manoeuvre. The potential loss of 121 spaces at Jennings Yard through redevelopment and a further approximately 80 on-street spaces through traffic management proposals could leave a potential shortfall. This of course applies to the summer peak during July/August. At other times more potential spare capacity exists.

6.6.15 There are limits to the amount of additional parking that can be provided within the centre of Windsor. Traffic management measures and restraint on traffic within the historic core mean that a complementary parking strategy has to be adopted which relies increasingly on shifting the parking burden to outer car parks like King Edward VII Avenue, Romney Lock Road, Alma Road and Stovell Road, particularly for the long stay parking element.

6.6.16 In view of the uncertainty of recent forecasts of traffic growth and parking demand, the Borough Council need to continue to monitor the pattern of car park usage and the possible impact of development proposals on the parking stock.

Park and Ride

POLICY P2

THE BOROUGH COUNCIL WILL AS A MATTER OF URGENCY INVESTIGATE OPPORTUNITIES TO IMPLEMENT A PARK AND RIDE SCHEME FOR WINDSOR IN ORDER TO REMOVE COACH TRAFFIC AND OTHER LONG STAY PARKING FROM THE INNER URBAN AREAS.

6.6.17 As part of a longer term strategy to meet Windsor’s parking problems further consideration needs to be given to possible park-and-ride options based upon a peripheral site.

6.6.18 Parking strategy for the longer term needs to be considered as part of the overall transport
strategy for the town. The influx of coach traffic and cars, particular in the summer months leads to congestion and environmental disturbance within the residential areas of inner Windsor. A prime objective of traffic management in the town centre is to remove all non-essential traffic to provide a safer and more pleasant environment. At present most traffic entering Windsor does so via Arthur Road, Clarence Road or Alma Road from the Windsor and Eton Relief Road. In terms of environmental capacity, all these routes are reaching saturation. In order to relieve these roads and also the central area from long-stay traffic an alternative to parking provision within the town needs to be considered.

6.6.19 The Windsor Transportation Study refers to the possibility of a link road from the Windsor and Eton Relief Road to access the car and coach parks at Stovell Road and Alma Road. There are, however, a number of practical difficulties in providing such a link and the alternative of a new peripheral site for car and coach parking would provide a more practical solution to relieving town centre roads. Such a site would need to provide a convenient link with the town centre via either bus or rail. The location with greatest potential lies between Slough and Windsor adjacent to the railway viaduct, and could be linked to the town centre by a special rail service. The alternatives will require further assessment in the light of potential growth in visitor traffic and the potential for placing restrictions on traffic and parking in the centre of Windsor.

**On Street Parking**

**POLICY P3**

The Borough Council will introduce residents’ parking schemes and other on street parking measures in areas subject to excessive non-resident on-street parking.

6.6.20 In some areas, particularly in the inner Windsor area and parts of Maidenhead, on-street parking continues to conflict with the need for local residents to park close to their homes. The Borough Council, in conjunction with the highway authority, intends to review the residents’ parking scheme to include the introduction of charging for on-street parking with special arrangements for residents. Other areas may also benefit from the introduction of residents only parking schemes and these will be kept under review by the Borough Council.

**Parking within Development**

**POLICY P4**

The Borough Council will require all development proposals to provide car parking in accordance with the adopted standards as set out in Appendix 7. In the case of development for business and industrial use the Borough Council will apply its own standards as set out above.

**POLICY P5**

The Borough Council will only consider requests for commutation of car parking requirements on town centre sites where there would be a consequent traffic or planning benefit. In all cases on site operational parking will be required.
6.6.21 The Borough Council operates the parking standards included in the Berkshire Design Guide. These standards are included in Appendix 7, and are kept under review. The standards proposed in Policy P4 vary from the Design Guide standards through a separate standard for industrial development where the use falls within Class Bl(c) of the 1994 Use Classes Order. The lower car parking requirements associated with a Bl(c) use will only be applied where any future change of use to an unrestricted Bl permission is restricted by legal agreement.

6.6.22 Table 1 of the Berkshire Design Guide (reproduced in Appendix 7) sets out details of parking standards to be applied to developments providing sheltered housing for the elderly, but requires some further clarification. In the case of the category for sheltered housing (for the mobile elderly) the standard of 0.75 parking spaces per unit and 2 spaces for warden accommodation/each residential unit will be applied. In the case of category II sheltered housing (for the flail elderly), the standard of 0.25 parking spaces per unit plus 1 space for each permanent staff member plus 2 spaces for warden accommodation/each residential unit, subject to occupancy restrictions.

6.6.23 In some cases of town centre development it is neither practical nor desirable to provide full parking on site to meet the development requirements. In suitable cases, the Borough Council will be prepared to enter into voluntary agreements within public car parks or to contribute to measures to assist public transport or walking or cycling. The appropriate level of parking to be commuted will be assessed according to the approved parking standards and the ability to provide some on-site operational parking. In cases of redevelopment or extensions, new building will be expected to meet the relevant parking standards.

6.6.24 The commutation of parking provision will only be appropriate where there are consequent traffic management or other planning benefits, in comparison will full provision on-site. In some instances, the commutation of parking assists in reducing the levels of traffic requiring access to the town centres. This particularly applies to the Area of Parking Restraint for Windsor. In addition, there may be important design benefits from the commutation of parking provision, particularly on prominent town centre sites.