Assessment of Consistency of Maidenhead Town Centre Area Action Plan against the National Planning Policy Framework (NPPF)

<table>
<thead>
<tr>
<th>Policy</th>
<th>Name</th>
<th>Degree of Consistency</th>
<th>Summary</th>
<th>Key relevant NPPF Paragraphs</th>
</tr>
</thead>
</table>
| MTC1   | Streets and Spaces       | √                     | The NPPF seeks to achieve developments that sustain an appropriate mix of uses and protect and incorporate green, open, private and public spaces that are visually attractive as a result of good architecture and appropriate landscaping. Developments should also be safe (designing out crime) and give priority to pedestrian and cycle movements. The NPPF seeks to achieve the fullest possible use of public transport, walking and cycling. MTC1 seeks to achieve this by:  
  - creating a high quality, pedestrian- friendly and safe town centre environment. Development proposals should contribute to the overall greening of the town centre through, for example, strengthening links to existing open spaces, planting trees and landscaping, providing new green space, new street furniture, lighting & public art.  
  - requiring proposals to be pedestrian friendly and to minimise pedestrian and cycle conflict with traffic. | Para 17, 11th bullet point  
Para 35, 2nd and 3rd bullet point  
Para 57  
Para 58 3rd and 6th bullet point  
Para 69 2nd and 3rd bullet point  
Para 73 |
| MTC2   | Greening                 | √                     | The NPPF requires local authorities:  
  - to plan positively for the creation, protection, enhancement and management of networks of biodiversity and green infrastructure, and  
  - to plan positively for the achievement of high quality design including public and private spaces.  
  - to address climate change in new developments. Policy MTC2 achieves this by:  
  - setting out measures for green space and the wider network of open spaces, including strengthening links between open spaces, the creation of green/landscaped connections, integration and enhancement of waterways into the town centre and soft landscaping in prominent locations including gateways.  
  - by measures to create green and brown roofs and walls. The planting of trees also helps towards achieving this. | Para 57  
Para 58 3rd and 6th bullet point  
Para 73  
Para 99  
Para 114 |
<table>
<thead>
<tr>
<th>MTC3</th>
<th>Waterways</th>
<th>√</th>
<th>The NPPF requires that:</th>
<th>Para 114&lt;br&gt;Para 35&lt;br&gt;Para 35, 2&lt;sup&gt;nd&lt;/sup&gt; and 3&lt;sup&gt;rd&lt;/sup&gt; bullet point&lt;br&gt;Para 58 4&lt;sup&gt;th&lt;/sup&gt; bullet point&lt;br&gt;Para 69</th>
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<tbody>
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<td>Page 20</td>
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<td>- local planning authorities plan positively for the creation, protection, enhancement and management of networks of biodiversity and green infrastructure.</td>
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<td>- plans protect and exploit opportunities for the use of sustainable transport modes for the movement of goods or people and give priority to pedestrian and cycle movements and minimise conflicts between traffic and cyclists and pedestrians. Policies should achieve places that are safe and accessible.</td>
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<td>- developments should respond to local character and history and reflect the identity of local surroundings and materials.</td>
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Policy MTC3 addresses the NPPF requirements by including aims to improve and integrate the waterways to create a safe and green corridor through the town centre. New developments will embrace the waterside setting, enhance biodiversity and improve access. Pedestrian and cycle access will be continuous along the waterside.

<table>
<thead>
<tr>
<th>MTC4</th>
<th>Quality Design</th>
<th>√</th>
<th>The NPPF:</th>
<th>Para 17 bullet points 4 &amp; 6&lt;br&gt;Para 32&lt;br&gt;Para 35&lt;br&gt;Para 56&lt;br&gt;Para 57&lt;br&gt;Para 58&lt;br&gt;Para 59&lt;br&gt;Para 60&lt;br&gt;Para 61&lt;br&gt;Para 63&lt;br&gt;Para 64&lt;br&gt;Para 69, 2nd bullet point&lt;br&gt;Para 93&lt;br&gt;Para 94&lt;br&gt;Para 96&lt;br&gt;Para 97&lt;br&gt;Para 99&lt;br&gt;Para100</th>
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<td></td>
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<td>- attaches great importance to the design of the built environment. Good design is a key aspect of sustainable development, and should contribute positively to making places better for people. Always seeking high quality design and a good standard of amenity is a core principle of the NPPF.</td>
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<td>- requires planning policies to develop visually attractive, safe and accessible environments where crime and disorder, and the fear of crime, do not undermine quality of life. Developments should create comfortable places to live, work and visit with a sustainable mix of uses that function well not just for the short term but over the lifetime of the development. It also requires places to contain clear and legible pedestrian routes, high quality green or public space, which encourage the active use of public areas.</td>
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<td>- seeks planning policies to contribute to protect and enhance our natural, built and historic environment; and, as part of this, use natural resources prudently, minimise waste and pollution, and mitigate and adapt to climate change including moving to a low carbon economy. Development should be directed away from areas at flood risk or where development is necessary, make it safe</td>
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without increasing flood risk elsewhere.

- also requires plans to protect and exploit opportunities for the use of sustainable transport modes for the movement of goods or people. Developments should give priority to pedestrian and cycle movements and local authorities should seek to improve the quality of parking in town centres, including provision for motorcycles, and set appropriate charges that do not undermine the vitality of town centres.

Policy MTC4 achieves the above by requiring:

- proposals to be of high quality in terms of urban design and architecture with a specific focus on creating a mixed use town centre environment that is welcoming, safe, accessible, durable and stimulating.
- proposals to distinguish between public and private space. The buildings, and layout of streets and spaces should have a clear image and be easy to understand, and the use of landmarks will enable people to find their way around with ease. Buildings should include fibre optic technology.
- sustainable developments in design, construction and operation. Developments should not increase flood risk and be seen to reduce flood risk where possible.
- proposals in the town centre to satisfactorily address traffic, movement, servicing and parking impacts.

| MTC5  | Gateways | √ | Gateways are not specifically mentioned in the NPPF. Design principles mentioned in the Design section (Section 7) of the NPPF apply. In particular the NPPF:
|       |          |   |   - requires that developments should respond to local character and history, and reflect the identity of local surroundings and materials.
|       |          |   | - states that planning policies should address the connections between people and places and the integration of new development into the natural, built and historic environment.|
|       |          |   | Policy MTC5 sets out requirements for gateways in addition to design quality requirements set out in Policy MTC4. For the gateways it follows |
|       |          |   | Para 56 |
|       |          |   | Para 57 |
|       |          |   | Para 58 |
|       |          |   | Para 59 |
|       |          |   | Para 60 |
|       |          |   | Para 61 |
|       |          |   | Para 63 |
|       |          |   | Para 64 |
|       |          |   | Para 68 6th bullet point |
| MTC6  | Tall Buildings | ✓ | The NPPF:  

- requires Local Planning Authorities to develop policies that set out the quality of development that will be expected for the area. Developments should be visually attractive and of high quality, function well, not just for the short term but over the lifetime of the development.  
- states that great weight should be given to outstanding or innovative designs which help raise the standard of design more generally in the area.  
- states that planning should be a creative exercise in finding ways to enhance and improve the places in which people live their lives.  
- requires that developments should respond to local character and history, and reflect the identity of local surroundings and materials.  
- states that planning policies should address the connections between people and places and the integration of new development into the natural, built and historic environment.  
- requires local planning authorities to avoid or minimise conflict between heritage asset’s conservation and development proposals.  

Policy MTC6 sets out requirements for tall buildings in addition to design quality requirements set out in Policy MTC4. Policy MTC6 follows the NPPF approach that new developments should fit into the local context. The areas for tall buildings in the AAP have been particularly chosen outside of conservation areas. An urban design analysis has been undertaken to identify the most locationally appropriate areas for such development and to establish the approach towards the existing tall buildings. A maintenance strategy for the interior and exterior of the building is also included. | Para 17, 2nd 4th bullet point  
Para 58  
Para 59  
Para 96 2nd bullet point  
Para 63  
Para 129 |
| MTC7  | Retail | ✓ | The NPPF requires local planning authorities to define a network and hierarchy of centres that is resilient to future economic changes. It also requires local planning authorities to define primary and secondary frontages and set policies what will be permitted. A diverse retail offer should be available in town centres and local planning authorities | Para 23 |
Policy MTC7 and Area Opportunity Policies:
- protect and enhance the primary shopping area (indicated on map).
- focus new retail development within the primary shopping area and the area of major retail led development.
- the highest priority for major new retail-led development in the town centre is the Broadway Opportunity Area which will be comprehensively developed to link into, complement and become part of the primary shopping area.
- ensure effective integration between the primary shopping area, the area for major retail led development and frontages elsewhere.
- maintain and enhance the retail character of the primary shopping area and only allow the loss of shops (Class A1) in specific circumstances.
- in the secondary shopping streets and areas (indicated on the map) there will be opportunities for greater diversity of retail and non-retail uses, including promoting a café culture. They should not adversely impact on the existing character, function and vitality of the street or surrounding environment.

<table>
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<tr>
<th>MTC8</th>
<th>Food and Drink</th>
<th>√</th>
<th>The NPPF:</th>
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<tr>
<td></td>
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<td>- supports policies that recognise town centres as the heart of their communities and pursue policies to support their viability and vitality.</td>
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<td>- supports policies that promote competitive town centres that provide customer choice.</td>
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<td>- food and drink establishments in town centres as it requires local authorities to allocate a range of suitable sites to meet the scale and type of retail, leisure, commercial, office, tourism, cultural, community and residential development needed in town centres.</td>
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<td>- also seeks to ensure that developments are safe.</td>
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Policy MTC8 supports restaurants, cafes and public houses in the town centre which increases vibrancy. The facilities attract people into the town centre.
centre, contributing to the town centre’s economy and invites them to stay longer. Activity is also extended in the evening which can create a safer feel to the centre.

<table>
<thead>
<tr>
<th>MTC9</th>
<th>Markets &amp; Events</th>
<th>√</th>
<th>Markets are encouraged in the NPPF. Existing markets should be retained and enhanced and where appropriate, new ones should be created. Policy MTC9 reflects the intention of the NPPF in that markets are seen to support the retail economy and help ensure the High Street’s continued vitality and viability.</th>
<th>Para 23, 5th bullet point</th>
</tr>
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| MTC10     | Offices          | √ | The NPPF:  
|           |                  |   | • supports office development in town centres as it requires local authorities to allocate a range of suitable sites to meet the scale and type of retail, leisure, commercial, office, tourism, cultural, community and residential development needed in town centres.  
|           |                  |   | Sustainable economic development should be supported to deliver homes, business and industrial units, infrastructure and thriving local places.  
|           |                  |   | • allows the loss of commercial buildings to residential provided there are not strong economic reasons why such development would be inappropriate.  
|           |                  |   | Policy MTC10 directs proposals for office development to the Opportunity Areas. Office development elsewhere in the Town Centre Commercial Boundary is also acceptable. Proposals resulting in a loss of office space will only be acceptable in certain circumstances.  
|           |                  |   | Through policy MTC10 a flexible supply of floorspace will be delivered, capable of responding to local employment needs and market requirements. | Para 17, 3rd bullet point  
|           |                  |   | Para 23, 6th bullet point  
|           |                  |   | Para 51 |

| MTC11     | Visitor Accommodation | √ | The NPPF requires local authorities to allocate a range of suitable sites to meet the scale and type of various town centre uses needed in town centres. Tourism and leisure are two of these uses.  
|           |                  |   | Policy MTC11 supports proposals for hotels where they would improve the quality or diversify the range of accommodation on offer. | Para 23, 6th bullet point |

| MTC12     | Housing           | √ | The NPPF requires local planning authorities to:  
|           |                  |   | • allocate a range of suitable sites to meet the scale and type of | Para 17, 3rd bullet point  
|           |                  |   | Para 23 |
Sustainable economic development should be supported to deliver homes, business and industrial units, infrastructure and thriving local places.

- deliver a wide choice of high quality homes. To boost significantly the supply of housing, local planning authorities should identifying key sites which are critical to the delivery of the housing strategy over the plan period.

The AAP achieves this by supporting new housing development 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 in certain circumstances.

| MTC13 | Community, Culture & Leisure | √ | The NPPF requires local planning authorities to:
|       |                             |   | - deliver sufficient community, recreational and leisure facilities and services to meet local needs.
|       |                             |   | - guard against the loss of community facilities.
|       |                             |   | - allocate a range of suitable sites to meet the scale and type of leisure, cultural, community and other town centre uses needed in town centres.
|       |                             |   | - prepare planning policies that take account of and support local strategies to improve health, social and cultural wellbeing for all, and deliver sufficient community and cultural facilities and services to meet local needs.
|       |                             |   | Policy MTC13 seeks to achieve this by supporting new or improved community, cultural and leisure facilities within the town centre which meet the needs or aspirations of residents and visitors. Policy MTC13 also protects existing facilities by resisting their loss unless there is no need anymore or the facility is provided elsewhere. |

| MTC14 | Accessibility | √ | The NPPF:
|       |               |   | - states that planning policies should aim to achieve places which promote safe and accessible developments.
|       |               |   | - requires safe and suitable access to sites for all people and that developments should be located and designed with the needs |

Para 47
Para 17 12th bullet point
Para 70
Para 23
Para 17 11th bullet point
Para 32
Para 35
Para 40
Para 69
of people with disabilities by all modes of transport in mind.
- seeks to achieve the fullest possible use of public transport, walking and cycling and minimise conflicts between traffic and cyclists and pedestrians.
- requires local authorities to seek to improve the quality of parking in town centres so that it is convenient, safe and secure, including appropriate provision for motorcycles.

Policy MTC14 addresses this by optimising the town centre’s accessibility for all methods of travel. In particular it seeks to improve pedestrian and cyclist connections, enhance accessibility by bus, facilitate better integration between train, bus and taxi, optimise traffic flows and provide adequate parking.

<table>
<thead>
<tr>
<th>MTC15</th>
<th>Transport Infrastructure</th>
<th>✓</th>
<th>The NPPF:</th>
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<tbody>
<tr>
<td></td>
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<td>- considers that transport policies are important for facilitating sustainable development. The transport system needs to be balanced in favour of sustainable transport modes and make the fullest possible use of public transport, walking and cycling and focus significant development in locations which are sustainable.</td>
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<td>- states that planning policies should aim to achieve places which promote safe and accessible developments.</td>
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<td>- requires safe and suitable access to sites for all people and that developments should be located and designed with the needs of people with disabilities by all modes of transport in mind.</td>
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<td></td>
<td>- seeks to achieve priority to pedestrian and cycle movements, minimise conflicts between traffic and cyclists and pedestrians.</td>
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<tr>
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<td></td>
<td></td>
<td>- requires local authorities to seek to improve the quality of parking in town centres so that it is convenient, safe and secure, including appropriate provision for motorcycles.</td>
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Policy MTC15 achieves this by identifying the infrastructure that will be needed to support the growth and improvement of the town centre. It includes improvements to a number of junctions and the creation of a train/bus/taxi/cycle interchange.

The needs of cyclists should be included in the design of highway improvement schemes as well as secure and convenient cycle parking facilities at all key destinations within the town centre.
The NPPF requires local authorities to allocate a range of retail, commercial, office, tourism, cultural, community and residential needed in town centres. It also requires proposals to promote mixed use developments, focus significant development in locations which are sustainable and reuse previously developed land. Sustainable economic development should be supported to deliver homes, business and industrial units, infrastructure and thriving local places. Planning should be a creative exercise in finding ways to enhance and improve the places in which people live their lives.

The AAP addresses this requirement in the following way:

- The Broadway Opportunity Area is allocated for major retail led mixed-use regeneration development combined with residential uses, office floorspace, leisure provision, particularly cafés and restaurants and a replacement multi-storey car park.
- The West Street Opportunity Area is allocated for a residential and office led mixed-use regeneration scheme combined with leisure provision, hotel and food and drink uses.
- The York Road Opportunity Area is allocated for a residential and office led mixed-use regeneration scheme combined with a public square, green space, café and restaurant uses, community facilities and a multi-use community, cultural and leisure facility.
- The Railway Station Opportunity Area is allocated for a residential and office led mixed-use regeneration scheme combined with provision of a new transport interchange, enhanced railway station and forecourt with improved pedestrian/cycle access and station-related retail, café and kiosk uses.
- The High Street East / York Stream Opportunity Area is allocated for a residential and office led mixed-use development combined with food and drink uses.
- Stafferton Way Opportunity Area is allocated for office and non-office employment floorspace combined with a new multi storey car park. The car park will replace the expected loss of car parking at the railway station when it will be upgraded for Crossrail.
| IMP1  | Compulsory Purchase Powers | ✓ | The NPPF states that local planning authorities should identify and bring back into residential use empty housing and buildings in line with local housing and empty homes strategies and, where appropriate, acquire properties under compulsory purchase powers. 

Policy IMP1 states that the Council will work with landowners and developers to assist the process of rejuvenating the town centre and the delivery of the AAP. Where there is a compelling case in the public interest, the Council will use its powers of compulsory acquisition, to bring forward rejuvenation of Maidenhead town centre. | Para 51 |
| IMP2  | Infrastructure & Planning Obligations | ✓ | The NPPF requires:
- local planning authorities to take account of and support local strategies to improve health, social and cultural wellbeing for all, and deliver sufficient community and cultural facilities and services to meet local needs.
- that planning policies recognise and address potential barriers to investment, including a poor environment or any lack of infrastructure, services or housing. Priority areas for economic regeneration, infrastructure provision and environmental enhancement should be identified.
- local planning authorities to ensure viability of developments. The costs of any requirements likely to be applied to development, such as requirements for affordable housing, standards, infrastructure contributions or other requirements should, when taking account of the normal cost of development and mitigation, provide competitive returns to a willing land owner and willing developer to enable the development to be deliverable.

The AAP achieves this through policy IMP2. All charges imposed on new proposals within the town centre will be reasonable and proportionate to the scale of development. In preparing the AAP, the Council has assessed the likely viability of the proposals under a range of scenarios in order to evaluate the potential for development to fund infrastructure costs over the plan period. | Para 17 (last bullet point)
Para 21
Para 173 |