

Introduction and Objectives

2 Introduction and Objectives

2.1 The purpose of this document is to provide a planning and development framework for any future development of the site. It updates the provision made in the adopted Local Plan under Policy MTC7 which highlights this site as the most significant opportunity to improve and increase Maidenhead town centre's retail offer.

2.2 Interested parties should be aware at the outset that this Planning Brief has been prepared in the context of key national, regional and local planning policy and urban design guidance. Key documents that will require more detailed consideration in preparing development proposals for the site include the following:

- Berkshire Structure Plan 2001 – 2016 (Adopted 2005)
- RBWM Local Plan. Incorporating Alterations Adopted June 2003
- Draft Maidenhead Town Centre: Towards 2026. A Plan for Partnership Action January 2007
- RBWM Retail and Leisure Assessment April 2006
- RBWM Employment Land Review April 2006
- Housing Needs Survey 2005
- Local Transport Plan 2006 – 2011
- Community Strategy 2003-2013
- Strategic Flood Risk Assessment November 2007

2.3 The Brief interprets and amplifies existing policy and guidance, and places this in the context of the Council's main objectives for this town centre site. It will provide site information and planning and broad design guidance. Later sections of the Brief will set out the specific development and land use requirements, as well as identify issues relevant to the delivery and implementation of development proposals and future planning applications.

2.4 Widespread consultation has been undertaken in the last 4 years on development within Maidenhead town centre, essentially through the preparation of the Local Development Framework (LDF) but also through the preparation of the Maidenhead Town Centre Towards 2026 ⁽¹⁾ document, which aims to feed into the LDF.

2.5 The structure of the Brief is as follows:

- **Section 2** provides an introduction and overview of the site.
- **Section 3** sets out the national, regional, sub-regional and local planning policies that need to be taken into account as part of any future development proposal.
- **Section 4** sets out key urban design principles and examines examples of best practice in other developments
- **Section 5** addresses movement and accessibility issues. It sets out a series of issues relating to preferred future land uses and development types.
- **Section 6** addresses a number of other important issues relating to the delivery and the implementation of the scheme.
- **Section 7** addresses the future implementation of the brief's objectives.

Town Centre Strategy

2.6 To be completed.

Objectives and Principles for the Town Centre and the Site

2.7 Building upon this vision, objectives for the town centre have been identified, based upon the consultation and baseline research carried out in early 2007. The objectives are as follows;

1. to encourage and facilitate the revitalisation of Maidenhead Town Centre by consolidating and enhancing retail growth in the High Street, King Street and Queen Street core;
2. to enhance and strengthen accessibility into and within the town centre by all means of transport;
3. to create a high quality network of streets and spaces in order to provide a more attractive town centre environment;

¹ This is currently being updated. A revised document will be available at the end of 2008.

Introduction and Objectives

4. to promote the town centre as a shopping and leisure destination through redevelopment that will enhance the perception of Maidenhead as a whole; and
5. to create a high quality town centre environment which is lively, vibrant and safe.