

'A Vision for Maidenhead Town Centre - Vision and Action Plan (VAP) Consultation Responses'		
	Recommendation	Suggested amended wording to the Vision & Action Plan (VAP)
1.	Clarify the planning status of the VAP, previous documents relating to the VAP and the reference to the site specific proposals.	<p>Add a new heading '<u>Status of the Vision and Action Plan</u>' after paragraph 2.17 and add the following wording:</p> <p><u><i>This Vision is a strategic document developed through partnership with key interests in the future of Maidenhead town centre and was subject to consultation. It sets objectives that will provide a basis for action by the Council and other stakeholders. The Borough Council has adopted the Vision and Action Plan as a strategy for the town centre. The Vision will assist the Council and its partners to develop more detailed strategies across a range of services and the objectives will provide the basis for more formal plans to be brought forward such as the Sustainable Community Strategy and the Local Development Framework. The Vision will be a material consideration in the determination of development proposals and it supersedes previous consultation documents on the future of Maidenhead town centre, in particular 'Maidenhead Town Centre: Towards 2026' issued in 2007.</i></u></p> <p>Throughout the document there are changes to terminology to better reflect the status of the various documents that will support the Vision and Action Plan.</p>
2.	Clarify the importance of the High Street / Nicholson's Walk as the existing retail area within the town centre.	<p>Paragraph 1.10 under the first bullet delete the words 'at the heart of the retail core' and replace with '<u>adjoining the retail core</u>' to read:</p> <ul style="list-style-type: none"> • <i>Triangle site (Broadway, King Street, Queen Street triangle) – Redevelopment of this site <u>adjoining the retail core</u> will allow Maidenhead to claw back...</i> <p>In addition, delete the words 'at the heart of the retail core' and replace with '<u>adjoining the retail core</u>' to read: in the fifth sentence of paragraph 6.5, to read:</p>

		<ul style="list-style-type: none"> • <i>Redevelopment of this site adjoining the retail core will allow Maidenhead to claw back...</i> <p>Amend the 3rd bullet point of Strategic Objective 8 to read:</p> <ul style="list-style-type: none"> • <i><u>The existing High Street and Nicholsons Walk shopping centre will remain the retail core of the town and priority will be given to enhancing the future role of this area in the wider retail circuit. The existing retail core will be 'knitted' together with the redevelopment of the 'Triangle site' and adjacent Nicholsons car park where it is envisaged that this area will be developed for a high quality retail-led mixed use scheme that will recapture Maidenhead's market share and provide a "step change" in the retail offer by providing a range of anchor and smaller retail units that compliment the existing retail core.</u></i> <p>Amend the 1st, 2nd and 4th bullet points under the heading 'Improve the shopping environment' to Strategic Objective 10 to read:</p> <ul style="list-style-type: none"> • <i>New high quality retail development which is properly linked with the rest of the town centre, in particular the existing <u>High Street and Nicholsons Shopping Centre</u>, creating an attractive retail circuit will do much to lift the town centre as a shopping destination...</i> • <i>The redevelopment of the 'Triangle Site' (Broadway, King Street, Queen Street) will be key to creating a more modern shopping environment and improving connections to the <u>High Street and the Nicholsons Shopping Centre</u>...</i> • <i>The relationship between the Nicholsons Shopping Centre and <u></u></i>
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<p>3.</p>	<p>Reference to improved cycle and pedestrian routes between the 5 Strategic Sites, across the town centre in general and from outside of the town centre.</p> <p>Reference to the need to improve accessibility for the less mobile in society.</p>	<p>Add to the list of 'Opportunities' under Strategic Objective 5, the following heading:</p> <p><u><i>'Improve connectivity within the town'</i></u></p> <p>and then add to this bullet point:</p> <ul style="list-style-type: none"> • <u><i>Improving cycle and pedestrian routes between the 5 Strategic Sites and across the town centre itself.</i></u> <p>Amend the last 2 bullet points under the heading 'Improve existing access into the town centre' to read:</p> <ul style="list-style-type: none"> • <i>By addressing barriers to movement into the centre it will be possible to introduce new pedestrian <u>and cycle</u> routes to link the areas at the perimeter into the town centre.</i> • <i>With the introduction of new development in the town centre and greater priority being given to pedestrians and <u>cyclists</u>, it will be important to reconsider access to town centre car parking facilities.</i> <p>Amend the bullet point under the heading 'Weaknesses' at paragraph 3.25 to read:</p> <ul style="list-style-type: none"> • <u><i>Poor accessibility to, and across, the town centre for cyclists.</i></u> <p>Amend the bullet point under the heading 'Opportunities' at paragraph 3.25 to read:</p> <ul style="list-style-type: none"> • <u><i>Improve accessibility for pedestrians, the less mobile in society and cyclists.</i></u> <p><i>Under Strategic Objective 6, amend the heading 'Place greater priority on pedestrian movements, <u>including for the less mobile in society</u>' and add a further bullet point:</i></p>

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		<ul style="list-style-type: none"> • <u>Ensuring there are not barriers for the less mobile in society</u>
4.	Make reference to the importance of existing historic buildings in the town centre.	<p>Add a bullet point to the heading 'Enhance the quality of the existing built form' within Strategic Objective 4.</p> <ul style="list-style-type: none"> • <u>The town centre has a number of historic buildings which give it a sense of place and these should be retained and made a more important feature.</u>
5.	Emphasise that one of the towns' strengths is that it is a viable and attractive office location.	<p>Amend the bullet point under the heading 'Strengths' to read:</p> <ul style="list-style-type: none"> • <u>Maidenhead is a viable and attractive office location.</u>
6.	Make reference to the microclimate effects of developments.	<p>Add a bullet point under the heading 'Ensure highest standards in new development' within Strategic Objective 4.</p> <ul style="list-style-type: none"> • <u>Buildings can affect the experience of pedestrians, cyclists and others at ground level. Buildings should be designed to avoid, for example, significant overshadowing and creating wind tunnels.</u>
7.	Make reference to the importance of the environmental performance of buildings.	<p>Add the heading '<u>Environmental Performance of Buildings</u>' to the opportunities for Strategic Objective 4.</p> <p>To the head add the following bullet point:</p> <ul style="list-style-type: none"> • <u>Buildings should be designed to maximise environmental performance. There is a recognition that the appearance of buildings will change with roofs in particular having, for example, green roofs, solar panels and wind turbines.</u>
8.	Make further reference to reducing the impact of the existing ring road.	<p>In Strategic Objective 6 under the heading 'Reduce the impact of roads and traffic on the town centre' amend the second sentence bullet point 1:</p> <ul style="list-style-type: none"> • <u>Find alternative ways to divert through traffic away from the town, which will help address barriers into the town centre and</u>

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		<p><u>potentially lead to new pedestrian and cyclist routes to link areas at the edges.</u></p>
9.	Clarify that introducing greenery includes open spaces.	<p>In the Strategic Objective 3 under the heading 'Introduce greenery into the town centre to reflect its Thames Valley Setting' add a further bullet point:</p> <ul style="list-style-type: none">• <u>Increase the amount of green, open spaces in the town centre.</u>