

Area-Based Policies and Proposals

7. Area-Based Policies and Proposals

~~7.1 MAIDENHEAD TOWN CENTRE~~

~~7.1.1 Maidenhead is a major town centre which in recent years has been under increasing pressure for new business development. In order to ensure its continued prosperity and to retain its role as a thriving retail and service centre it is important to have a clear strategy for its future development and enhancement.~~

~~7.1.2 Key Objectives~~

- ~~(i) To strengthen the role of the retail centre within the regional shopping hierarchy.~~
- ~~(ii) To maintain the vitality and diversity of the town centre through the provision of a mix of commercial, leisure and residential uses.~~
- ~~(iii) To preserve the traditional local character of Maidenhead and to create a more pleasant and stimulating town centre environment.~~
- ~~(iv) To reduce through traffic and give greater priority to pedestrian and cycle movements in order to enhance the attractiveness of the town centre.~~



~~Town centre strategy~~

~~POLICY MTC1~~

~~THE BOROUGH COUNCIL WILL PROMOTE OPPORTUNITIES FOR THE CONSOLIDATION OF THE PRIMARY~~

~~SHOPPING CORE IN ORDER TO IMPROVE THE RANGE AND QUALITY OF SHOPPING PROVISION WITHIN THE TOWN CENTRE.~~

~~7.1.3 Maidenhead is both convenient and accessible to the surrounding population and adjoining parishes. It has three main food stores, Sainsburys, Tesco and Waitrose, and is identified as a 'quality' retail centre with a large number of independent clothing and specialist stores, in addition to the well known High Street names such as Marks & Spencer, Boots and W H Smith.~~

~~7.1.4 In order for Maidenhead town centre to remain competitive and attractive to shoppers, there is a continuing need to improve the range and type of shopping provision within the central shopping area. In particular, a large department store consistent with the 'quality' image of Maidenhead would secure the long term future of the town centre.~~

~~POLICY MTC2~~

~~MAJOR BUSINESS DEVELOPMENT INVOLVING A NET INCREASE IN FLOORSPACE OF GREATER THAN 300 SQ. METRES WILL ONLY BE PERMITTED ON IDENTIFIED SITES WITHIN THE TOWN CENTRE COMMERCIAL AREA.~~

~~DEVELOPMENT INVOLVING A NET FLOORSPACE INCREASE OF LESS THAN 300 SQ METRES WILL BE PERMITTED IN ACCORDANCE WITH POLICY E9. IN ADDITION NEW BUSINESS DEVELOPMENT SHOULD NOT:~~

- ~~1) ADVERSELY AFFECT THE AMENITIES OF ADJOINING RESIDENTIAL PROPERTIES; OR~~
- ~~2) INVOLVE THE LOSS OF RESIDENTIAL UNITS (SUBJECT TO POLICY H7) OR LEISURE/RECREATIONAL FACILITIES WITHIN THE TOWN CENTRE; OR~~
- ~~3) INVOLVE A LOSS IN RETAIL FLOORSPACE OR INTRODUCE A B1 USE INTO A GROUND FLOOR~~

~~FRONTAGE WITHIN THE PRIMARY AND SECONDARY SHOPPING AREAS.~~

~~7.1.5 One of the key objectives of the Local Plan is to maintain the buoyant local economy. The continued success of Maidenhead town centre as a location for new investment is essential to achieve this aim.~~

~~7.1.6 In view of the high level of outstanding office commitments and the considerable amount of vacant office floorspace, the Local Plan puts forward only a limited number of major business development opportunities. These are all considered to provide significant planning benefits in terms of townscape, servicing or infrastructure improvements, or will help to meet other Local Plan objectives. This is in accordance with the strategic policy framework of the Adopted Berkshire Structure Plan 1991-2006. It will also encourage the refurbishment of the existing office stock. Any redevelopment proposals should have regard to the objective of achieving a greater mix of uses within the town centre.~~

~~7.1.7 In appropriate circumstances, the provision of ground floor entrances and reception facilities to serve the upper floors of properties within the Primary and Secondary shopping areas will be acceptable. Small scale business development, however, will normally be acceptable provided that it provides appropriate planning benefits in accordance with the other policies for the town centre. It is important that the pressure for new business development does not undermine the retail, service and leisure roles of the town centre.~~

~~POLICY MTC3~~

~~THE LOCAL PLANNING AUTHORITY WILL RESIST THE LOSS OF EXISTING LEISURE FACILITIES AND WILL ENCOURAGE ADDITIONAL PROVISION WITHIN AND ADJOINING THE TOWN CENTRE IN ORDER TO ENHANCE ITS ROLE AS A FOCUS FOR RECREATIONAL, ENTERTAINMENT, SOCIAL AND CULTURAL ACTIVITIES.~~

~~7.1.8 Town centres should be diverse and exciting, and should provide for a wide range of community needs. Maidenhead town centre is well located in relation to the surrounding urban area and provides an obvious focal point for recreational, entertainment, social and cultural activities as well for the development of additional leisure facilities. The increase in employment within the town centre~~

~~will also generate a significant increase in demand. The areas to the north of Saint Cloud Way and around Bridge Street/High Street (East)/Crown Lane are considered particularly appropriate for the improvement of existing or the provision of new facilities.~~

~~POLICY MTC4~~

~~IN APPROPRIATE REDEVELOPMENT AND REFURBISHMENT SCHEMES, TAKING ACCOUNT OF THE SITE'S SUITABILITY FOR RESIDENTIAL USE, THE BOROUGH COUNCIL WILL REQUIRE THE PROVISION OF ADDITIONAL HOUSING ACCOMMODATION IN ACCORDANCE WITH POLICY H6 IN ORDER TO MAINTAIN THE VITALITY OF THE TOWN CENTRE AND TO MEET LOCAL HOUSING NEEDS. THE USE OF VACANT UPPER FLOORS WITHIN SHOPPING STREETS FOR RESIDENTIAL USE WILL BE ENCOURAGED.~~

~~7.1.9 The provision of small units of accommodation within the town centre helps to meet the needs of people, particularly the young and the elderly, who wish to live in a central location near to their employment or near to town centre facilities. It also adds to the vitality of the area outside normal working or shopping hours. Additional housing accommodation will normally be sought therefore within town centre redevelopment schemes, with a separate access provided, dependant upon the site's suitability for residential use taking account of factors such as location, noise, etc. (See also Policy H6 in Chapter 5).~~

~~7.1.10 The refurbishment and re-use of existing unoccupied accommodation or unused space above shops can provide a valuable source of affordable rented housing. The Borough Council has started an initiative aimed at encouraging owners to bring back into use vacant space in town centre shopping streets with a pilot scheme in Queen Street. In appropriate cases the Borough Council can offer grant assistance.~~

~~POLICY MTC5~~

~~WHERE APPROPRIATE, REDEVELOPMENT SCHEMES SHOULD PROVIDE TOWNSCAPE AND OTHER ENVIRONMENTAL IMPROVEMENTS. WHERE PRACTICABLE AND DIRECTLY~~

~~RELATED TO THE DEVELOPMENT, THE BOROUGH COUNCIL WILL SEEK TO ACHIEVE IMPROVEMENTS EITHER THROUGH SUITABLE CONDITIONS, OR BY ENTERING INTO PLANNING OBLIGATIONS WITH DEVELOPERS.~~

~~7.1.11 New development within the town centre should be of a scale and style in keeping with the traditional townscape, particularly within Maidenhead Town Centre Conservation Area and the adjoining areas of Queen Street and Bridge Street. Redevelopment sites outside of these areas also provide significant opportunities to enhance the general appearance and character of the town centre. Specific policies relating to conservation areas, shopfront design and advertisements, together with general design guidelines for new development, are contained in the Built Environment section.~~

~~POLICY MTC6~~

~~IN REDEVELOPMENT PROPOSALS THE BOROUGH COUNCIL WILL SEEK THE PROVISION OF IMPROVED ARRANGEMENTS FOR REAR SERVICING, PARTICULARLY TO QUEEN STREET PROPERTIES.~~

~~7.1.12 The provision of rear servicing facilities will be a particular benefit in relieving traffic congestion and danger to/conflict with pedestrians in streets adjoining the pedestrianised parts of the shopping centre. Rear servicing provision will be required in order to relieve these problems and to increase the potential of areas such as Queen Street for accommodating increasing levels of pedestrianisation in the future. The Council will also investigate such provision as part of the town centre environmental and traffic management improvement works to Queen Street.~~

~~Development opportunities~~

~~7.1.13 A number of major development opportunities have been identified in and around the town centre which will assist with the implementation of the strategy outlined above. Some of these sites will facilitate redevelopment schemes along the lines of the development guidelines outlined, others provide longer term development opportunities within a framework of the guidelines specified but may also require more~~

~~detailed planning briefs. Where appropriate, the Borough Council will seek to prepare site development briefs in consultation with landowners, occupiers and other interested parties. For some of the major sites identified, alternative development options are specified where appropriate. Many of the sites cannot be considered in isolation but as part of a development strategy for new retail floorspace and car parking provision in the town centre. For some sites a number of development options are put forward for discussion. These development opportunities are set out in the schedule to policy MTC7. For each site in the schedule, preferred uses are identified, the remaining guidelines should be treated as Supplementary Planning Guidance.~~

~~POLICY MTC7~~

~~THE MAJOR DEVELOPMENT SITES IDENTIFIED ON THE TOWN CENTRE INSET MAP SHOULD BE DEVELOPED HAVING REGARD TO THE GUIDELINES CONTAINED IN THE FOLLOWING SCHEDULE.~~

~~7.1.14 The redevelopment of the Broadway multi-storey car park (site no. 1) is considered the most significant opportunity to help shape the future of Maidenhead as a major retail centre. The projected growth in comparison goods expenditure indicates the potential for additional 'quality' retail floorspace in the town centre and the redevelopment of this site will considerably enhance the status and appeal of Maidenhead's primary shopping core. It would also complement the recent development linking the High Street and the eastern end of Nicholson's Walk through the provision of an additional 14 units, and will provide a considerable townscape improvement. Particular emphasis will be given to achieving greater pedestrian priority and the pedestrianisation of King Street will be sought as part of the redevelopment scheme.~~

~~7.1.15 One of the main issues that arises from the proposed redevelopment at Broadway and the extension of the Nicholson's Walk shopping area is the replacement of the existing car park. Broadway multi-storey is currently used for a combination of contract and shoppers car parking during weekdays and for shoppers at weekends when additional spaces are available at the adjoining car park to the rear of the Sienna Court office building.~~

SCHEDULE TO POLICY MTC7

Site	Location	Description	Relevant planning history	Development guidelines
M1	Broadway car park/King Street	<p>Area: 0.5 Ha</p> <p>Land use: Multi-storey car park/retail.</p> <p>Ownership: Public/private</p>		<p>SHOPPING: additional shopping floorspace linking into Nicholson's Walk with retail frontages onto King Street and the Broadway.</p> <p>Other requirements:</p> <ul style="list-style-type: none"> i) Retention of provision of approximately 600 public car parking spaces and link to adjoining car park to the rear of Sienna Court. ii) Height guideline – 3/4 storey. iii) Servicing to be provided from the upper level of Nicholson's Walk. iv) Design to minimise traffic noise. v) Design to reflect prominent corner position and to incorporate resurfacing and appropriate pedestrian priority improvements in King Street.
M2	Grenfell Road/Grenfell Place	<p>Area: 0.33 Ha</p> <p>Land use: Vacant, builders yard.</p> <p>Ownership: Public/private.</p>	<p>Recent planning application:</p> <p>413109: Builders Yard, Grenfell Place.</p> <p>Roof at first floor level to make a single storey building.</p> <p>Approved 23.6.81.</p>	<p>HOUSING – small unit high density scheme (240 hab m/ha). Number of units: 30-40.</p> <p>Alternative use – a mixed scheme comprising:</p> <ul style="list-style-type: none"> i) Offices. ii) A1/A3 uses – to include a mix of restaurant, retail or other service uses. iii) Hotel use. iv) Housing. <p>Other requirements:</p> <ul style="list-style-type: none"> i) Single access point to be taken from the new service road off Grenfell Place. Keys Lane access to be closed onto Grenfell Road. ii) Redevelopment to incorporate circulatory improvements around the site. iii) Height guideline – 3 storey. iv) Due to prominent ring road position scheme should provide an appropriate high quality design for this prominent location and be designed to minimise traffic noise. v) Scheme design to provide an enclosed courtyard/public square within Grenfell Island site.

Site	Location	Description	Relevant planning history	Development guidelines
M3	Land at corner of Broadway/Frascati Way	Area: 0.08 Ha Land use: RBWM contract car park Ownership: Public		<p>HOUSING – small unit, high density scheme (240 hab m/ha). Number of units: 6-8.</p> <p>Other requirements:</p> <ul style="list-style-type: none"> i) To be retained in the short term for public car parking. ii) Height guideline: 3 storeys. iii) Development to be integrated with existing open area adjacent to Frascati Way to provide a high quality landscaped setting. iv) Design to minimise traffic noise. v) To provide affordable housing possibly in partnership with a housing association.
M4	West Street	Area: 0.18 Ha Land use: RBWM public car park Ownership: Public		<p>Mixed use comprising:</p> <ul style="list-style-type: none"> 1. OFFICES – floorspace up to 1,750 sq. metres. 2. HOUSING – small unit, high density scheme (240 hab m/ha). Number of units: 20-25 depending on office floorspace provision. <p>Other requirements:</p> <ul style="list-style-type: none"> i) To be retained as public car park in short term. Provision for dual use parking enabling public use of business parking provision in evenings and at weekends. This should include the possibility of a shop mobility scheme. ii) Access from West Street. iii) Height guideline – 3/4 storeys. iv) Design to reflect the site's visibility from the ring road and roundabout and to incorporate environmental improvements around the subway to enhance the setting of the site. v) Provision of cycle parking facilities.

Site	Location	Description	Relevant planning history	Development guidelines
M5	Grove Road and 23-33 York Road	Area: 0.35 Ha. Land use: RBWM car park/public house/residential/office Ownership: Public/private.	Recent planning applications: 426669:31 York Road. Change of use to offices. Appeal approved Oct 93 (temporary consent). 427455:29 York Road. Change of use to offices (temporary?). Non-determined.	HOUSING—small unit, high density scheme (240 hab m/ha). Number of units: 35-40. Alternative use—mixed scheme comprising 1. OFFICES—additional floorspace not to exceed 1,000m ² . 2. HOUSING—small units of accommodation. Other requirements: i) To be retained in the short term for public car parking. ii) Service road to be provided to properties fronting onto Queen Street. iii) Improved access from Broadway preferred. Grove Road access onto York Road to be closed when alternative access provided. iv) Height guideline: 3 storeys. v) Courtyard type development appropriate; design to reflect traditional local character of this area. vi) To provide affordable town centre housing, possibly in partnership with a housing association.

Site	Location	Description	Relevant planning history	Development guidelines
M6	Football Ground and Bowling Club, York Road	Area: 1.8 Ha Land use: Maidenhead United Football Club and Desborough Bowling Club Ownership: Private		MIXED HOUSING, BUSINESS Dependent upon the possible relocation of the Football Club and Bowling Club to an appropriate site which would not prejudice residential amenity or transportation objectives. Other requirements: i) Principal access from York Road, Pedestrian or limited access only to Bell Street ii) Height guideline: 2/3 storeys. iii) Scheme design to reflect scale, massing and traditional local character of the Grove Road/York Road area. Possible opportunity to create a town square in conjunction with the Town Hall car park. iv) Housing scheme to minimise disturbance from the railway and provide amenity space in accordance with Policies H10 and R5. v) A comprehensive redevelopment scheme could include the adjoining elderly person's club, St John's Ambulance Headquarters and church, subject to their replacement elsewhere within the site. vi) Provision of cycle paths to link with cycle route network.
M7	2-18 Forlease Road and Builders Yard	Area: 0.22 Ha Land use: Former builders yard, light industry, residential. Ownership: Private	Recent planning applications: 420901: 18 Forlease Road and Builders Yard. Redevelopment for 3000 m² offices. Approved 9/12/88 423434: 2-12 Forlease Road and Builders Yard. Redevelopment for 1,734 m² offices. Refused 22.3.91. 425638: 2-12 Forlease Road and Builders Yard. Redevelopment for flats, 8 x 2bed, 9 x 1bed. Approved 4.3.92.	HOUSING - Small unit, high density scheme. Number of units: 17 Other requirements: i) Comprehensive scheme desirable with single access from Forlease Road in accordance with County Highway standards. ii) Height guideline: 2/3 storey. iii) Design to reflect prominent site and to incorporate environmental improvements at the Forlease Road/Bridge Street junction.

Site	Location	Description	Relevant planning history	Development guidelines
M8	76-100 Moorbridge Road	Area: 0.55 Ha Land use: Light industrial/retail/vacant. Ownership: Public/private	Recent planning applications: 422221: 72-100 Moorbridge Road. Redevelopment for B-1 (outline). Withdrawn Aug-1990 422222: 86-100 Moorbridge Rd. Redevelopment for B-1 (outline). Withdrawn Aug-1990.	SMALL BUSINESS UNITS Other requirements: i) Access to be taken from Waldeck Road. ii) Improved turning lane required into Waldeck Road from Bridge Road. iii) Height guidelines of 273 storeys. iv) Design to reflect prominent location and to incorporate environmental improvements and improved pedestrian access into the town centre and through the Moorbridge Road subway. v) The listed public house to be remind.
M9	Former Fire Station, Lower Cookham Road	Area: 2 Ha Land use: Social Services. Ownership: Public/Private	Recent planning applications: 426347: Ten-pin bowling centre and change of use of ground floor of St Cloud Gate to offices with formation of new access (full). Approved 2.5.1.93	LEISURE/RECREATION: Suitable for a ten-pin bowling centre and associated facilities, linked to magnet Leisure Centre. Other requirements: i) Height guideline: 3 storey
M10	24 York Road	Area: 0.14 Ha Land use: Offices, retail, church. Ownership: Private	APPLICATION PERMITTED & SCHEME COMPLETED	Mixed use scheme comprising: 1. OFFICES – floorspace not to exceed 750m ² 2. REPLACEMENT CHURCH BUILDINGS Alternative use: HOUSING – small unit, high density scheme (240 hab m/ha). No of units: 16. Other requirements: i) Access from new rear service mad linked to Bell Street or shared with Aston House, York Road. ii) Height guideline: 3 storeys.
M11	Cedars House, Cedars Road	Area: 0.1 Ha Land use: Derelict house Ownership: Private	APPLICATION PERMITTED & SCHEME COMPLETED	Relevant planning applications: 425550: redevelopment for offices 3001112 Approved 16.3.92 OFFICES – floorspace not to exceed 300m²

Site	Location	Description	Relevant planning history	Development guidelines
M12	Land at Stafferton Way/Depot Road	<p>Area: 3.4 Ha</p> <p>Land use: Mixed uses including Council depot, Post Office sorting office, ambulance station, car showroom and servicing, haulage contractors, coach garage and small industrial units.</p> <p>0.25 Ha vacant site to rear of Council depot.</p> <p>Ownership: RBWM 2.54 Ha (of which 1.73 Ha leased out); Post Office 0.49 Ha</p>	<p>Recent planning applications: 418794: Council depot and land to rear.</p> <p>Redevelopment for 3,360m² light industrial units (outline) withdrawn.</p> <p>422510: Land to rear of Council depot.</p> <p>Development of 6 light industrial units [B1(e)] with total floorspace 750m² (outline). Approved 20.9.90.</p>	<p>Mixed use scheme comprising:</p> <ol style="list-style-type: none"> 1. INDUSTRY 2. CAR SERVICE/SALES 3. RETAIL WAREHOUSING <p>Other requirements:</p> <p>i) Redevelopment dependant upon completion of or contributions (in accordance with Policies T2 and LMP1) towards the completion of Maidenhead Southern Relief Road linking Stafferton Way and Oldfield Road.</p> <p>ii) Light industrial units (comprising 750m²) of floorspace to be provided at an alternative location within Maidenhead if a retail warehousing use is proposed for land to rear of Council depot.</p> <p>iii) Provision to be made for new cycle/pedestrian route through the site linking existing pedestrian path to multi-storey car park with Greenway Path alongside York Stream.</p>

Site	Location	Description	Relevant planning history	Development guidelines
M13	Land at Grenfell Road/Station Approach	Area: 0.22 Ha. Land use: vacant/A2 use	Recent planning applications: 419284: 3-11 and 13-15 Grenfell Road. Redevelopment for offices and retail. Appeal approved 28.05.88. 422986: 1-3 Station Approach - Redevelopment for offices and retail (outline). Withdrawn Jan 1990. 423474: 2-3D Station Approach and 3, 5, 9, 11, 13-35 Grenfell Road. Redevelopment for B1 and retail. Appeal withdrawn Aug 91. 425516: 11-33 Grenfell Road. Redevelopment for offices with parking (outline). Appeal withdrawn March 93. 426885: 3-11 and 13-15 Grenfell Road. Renewal of 419284 - redevelopment for offices and retail (to include 1-3d Station Approach). Withdrawn. 32660: Grenfell Island, Grenfell Place Broadway, King Street Grenfell Place, Maidenhead. Demolition and site clearance and construction of offices, cinema, pubs covering A3, B1 and D2 uses including ancillary car parking and highway improvements.	OFFICES - Floorspace not to exceed 3,700m². Other requirements: i) Service access to be gained via existing access road to west of site. ii) Service road to provide link with Station Approach to enable transport interchange with Station; incorporating bus setting down/pick-up point. iii) Parking to be provided in adjoining multi-storey car park. iv) Height guideline: 3/4 storeys. v) Design to reflect prominent corner position of site; scheme to incorporate peripheral landscaped areas.

~~7.1.16 The present Broadway multi-storey currently provides 735 spaces during weekdays. Surveys undertaken during 1991 showed a peak weekday occupancy of 90% (661 cars) in June. In August 1991 peak occupancy had fallen to 79% (584 cars) on weekdays. Surveys of weekend usage showed a constant occupancy throughout the year with a peak Saturday usage of 62% (454 cars).~~

~~7.1.17 The fall in weekday occupancy has been due to a number of factors including the effects of the economic recession. The town centre car parking strategy is aimed at encouraging the use of the central car park for short stay shoppers use whilst providing more competitively priced long stay parking for employees within the car parks at the edge of the town centre. The provision of additional space at the two new multi-storey car parks at Stafferton Way and Hines Meadow/Arena Court is aimed specifically at long stay parking needs.~~

~~7.1.18 With the reduction of long stay usage at the Broadway and the potential for the replacement of further contract parking at the outer car parks, the need for replacement spaces within a redevelopment scheme needs to be reassessed. The prime need is for convenient shopper's parking to cater for those using the town centre and Nicholson's Walk in particular. At the same time it is desirable to reduce the amount of traffic using the town centre road network. A replacement car park of approximately 600 spaces would therefore meet the present peak shopping demand with some scope for growth to cater for the potential attraction of the extended shopping centre. Overall it is estimated that the net loss of spaces is more than compensated by the additional provision in the Borough's two new multi-storey car parks.~~

~~7.1.19 Overall, the redevelopment of the Broadway multi-storey and adjoining properties in King Street offers significant planning benefits for the future enhancement and development of the town centre shopping area. These include:~~

- ~~1. The enhancement and pedestrianisation of King Street through the introduction of a new shopping frontage and entrance to the town's main covered shopping centre;~~
- ~~2. The expansion of the Nicholson's Walk shopping area and the provision of a major retail store to cater for the need for additional retail space over the Plan period;~~
- ~~3. The enhancement of the Broadway and the removal of the present unsightly car park;~~
- ~~4. The provision of a replacement car park~~

~~more conveniently connected to the expanded shopping area to reduce the present lengthy 'trolley run' with a possible replacement food store;~~

- ~~5. The overall improvement to the 'townscape' of the centre through a prestigious and well designed building with a positive identity to the town's shopping centre.~~

~~The potential therefore exists for a major opportunity to improve and extend the town centre shopping area. This will consolidate and enhance the existing centre in the face of competing demands for out of town retail developments which would be likely to have a detrimental effect on the attraction of the town centre as a whole.~~

~~Non-retail uses in the central shopping area~~

~~7.1.20 Of equal importance to proposals aimed at improving shopping facilities is the need to protect the retail function of the existing streets in the central shopping area. Whilst many uses, such as banks, building societies, estate agents etc, have a legitimate role within the town centre, there is a level of concentration beyond which the retail character of a street is adversely affected and its attraction reduced.~~

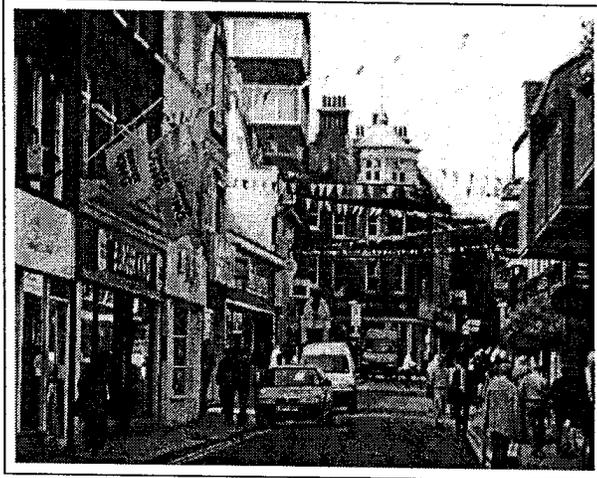
~~Primary Shopping Core~~

~~POLICY MTC8~~

~~**WITHIN THE 'PRIMARY SHOPPING CORE' OF NICHOLSON'S WALK AND HIGH STREET, WEST OF ITS JUNCTION WITH QUEEN STREET, AS DEFINED ON THE MAIDENHEAD TOWN CENTRE INSET MAP, PLANNING PERMISSION WILL NOT BE GRANTED FOR THE CHANGE OF USE OF EXISTING RETAIL PREMISES, OR THE OCCUPATION OF NEW PREMISES FOR NON-RETAIL PURPOSES AT GROUND FLOOR LEVEL.**~~

~~7.1.21 The primary shopping core contains most of the major retail multiples and variety stores, and is the focus for retailing activity in the town centre. Of the 107 ground floor units within the core area at May 1991, 96 were in the A1 retail use class. It is important the vitality of this area is retained and any increase in the number of non-retail units will be strongly resisted.~~

~~7.1.22 Following the refurbishment of Nicholson's Walk, shopping patterns within the town centre have shifted towards the indoor centre and its entrance to the High Street. Numbers 101-105 and 116-128 High Street are therefore no longer considered part of the primary shopping core. They will now be considered as a secondary shopping area, under Policy MTC9. The extent of the primary shopping core will be further reviewed following the completion of the major shopping proposals put forward in the Local Plan.~~



~~Secondary Shopping Areas~~

~~POLICY MTC9~~

~~WITHIN THE SECONDARY SHOPPING AREAS, AS LISTED BELOW AND SHOWN ON THE MAIDENHEAD TOWN CENTRE INSET MAP, THE CHANGE OF USE AT GROUND FLOOR LEVEL FROM THE A1 SHOPS CLASS TO NON-RETAIL ACTIVITIES FALLING WITHIN THE A2 FINANCIAL AND PROFESSIONAL SERVICES CLASS AND A3 THE FOOD AND DRINK CLASS WILL NOT BE PERMITTED WHERE THIS WOULD RESULT IN:~~

- ~~1) SUCH USES OCCUPYING MORE THAN ONE THIRD OF THE UNITS WITHIN THE FOLLOWING AREAS:~~

~~A, KING STREET (NORTH OF BROADWAY)/HIGH STREET (WEST OF POST OFFICE)~~

- ~~B. QUEEN STREET (NORTH OF BROADWAY)~~
- ~~C. HIGH STREET (EAST OF QUEEN STREET)~~
- ~~D. MARKET STREET/ST MARY'S WALK~~

- ~~2) SUCH USES OCCUPYING MORE THAN HALF OF THE UNITS WITHIN THE FOLLOWING AREAS:~~

- ~~A. KING STREET (SOUTH OF BROADWAY)~~
- ~~B. QUEEN STREET (SOUTH OF BROADWAY)~~
- ~~C. THE COLONNADE/BRIDGE STREET;~~

- ~~3) THREE OR MORE NON-RETAIL USES FORMING A CONTINUOUS FRONTAGE.~~

~~7.1.23 The secondary shopping areas fulfil a valuable role within the town centre and provide a diverse range of shopping and other service facilities. 218 units are located within these areas, of which 60% were in retail use at May 1991.~~

~~7.1.24 In order that the retail viability of these areas is not threatened, the proportion of non-retail uses will normally be restricted as detailed in the Policy. The Local Planning Authority will, however, consider additional uses within the food and drink class A3 where this will add to the vitality of the secondary shopping areas, subject to any future change of use being restricted to a retail use (class A1) only.~~

~~POLICY MTC10~~

~~WHERE NON-RETAIL USES ARE PERMITTED IN THE PRIMARY AND SECONDARY SHOPPING AREA, THE BOROUGH COUNCIL WILL REQUIRE THAT A WINDOW DISPLAY IS MAINTAINED CONSISTENT WITH A SHOPPING AREA.~~

~~7.1.25 Conditions to this effect will be attached to appropriate planning permissions.~~

Traffic management and highway improvements

POLICY MTC11

THE BOROUGH COUNCIL WILL SUPPORT APPROPRIATE COMPREHENSIVE TRAFFIC MANAGEMENT SCHEMES AND OTHER HIGHWAY IMPROVEMENTS FOR THE TOWN CENTRE.

7.1.26 The traffic management proposals for the town centre are shown on the Maidenhead Town Centre Inset Map. Together with the pedestrianisation proposals, these measures will considerably reduce through traffic and traffic flows generally in and around the central shopping area. Further traffic management studies are to be undertaken by the Council.

7.1.27 Car parking provision within the Maidenhead Town Centre is set out in Section 6.6 in the Chapter on Transportation and Movement. This includes discussion of the longer term option for dealing with car parking provision under an Integrated Transport Strategy.

Pedestrianisation and pedestrian routes

POLICY MTC12

THE BOROUGH COUNCIL WILL INVESTIGATE AND PROMOTE OPPORTUNITIES FOR FURTHER PEDESTRIANISATION AND TRAFFIC CALMING MEASURES WITHIN MAIDENHEAD TOWN CENTRE.

7.1.28 Pedestrianised areas of these streets will improve pedestrian safety and greatly increase the attractiveness of the secondary shopping areas within the town centre. Subject to adequate alternative arrangements being made, on street parking will be removed from these areas and access will be restricted to service vehicles, (including vehicles attending funerals and weddings), buses, disabled drivers and those transporting the disabled only. The possible redevelopment of the Broadway multi storey car park, together with rear servicing improvements associated with the redevelopment of the Grove Road (site no. 5) and Frascati Way (site no. 3) sites will help to facilitate these proposals.

POLICY MTC13

THE BOROUGH COUNCIL WILL PROMOTE AND INVESTIGATE OPPORTUNITIES TO IMPROVE THE ATTRACTIVENESS OF THE

TOWN CENTRE SUBWAYS THROUGH THE FOLLOWING MEASURES:

- 1) IMPROVED SIGNPOSTING TO AND FROM THE TOWN CENTRE; AND**
- 2) UPGRADING THE ACCESS AND INCREASING PUBLIC SURVEILLANCE THROUGH ADJACENT REDEVELOPMENT PROPOSALS; AND**
- 3) INTRODUCING APPROPRIATE MEASURES TO SEGREGATE CYCLISTS AND PEDESTRIANS; AND**
- 4) PROVISION OF LIGHTING AND APPROPRIATE VISUAL IMPROVEMENTS.**

7.1.29 The four ring road subways provide the principal means of pedestrian access to the town centre. They are, however, poorly signposted and lack surveillance from adjacent buildings which diminishes their attractiveness and discourages their use. In order to improve the accessibility of the town centre to pedestrians it is important that the subways are better integrated into the street pattern and their safety improved. Improvements will be sought through the identified major redevelopment schemes in Policy MTC7, and other opportunities as they arise.

7.2 WINDSOR TOWN CENTRE

7.2.1 Windsor is one of the most popular tourist centres outside London and as a result can support a much wider range of shopping floorspace than would normally be expected in a town of its size. It has three department stores, several variety stores, including Marks & Spencer and Woolworth, and a large number of specialist retail outlets catering principally for the tourist trade. It also retains a local function as a convenience centre for the surrounding urban area and nearby villages and has a Waitrose store. Regional Planning Guidance Note 9 (March 1994) includes Windsor as an Historic Town whose character needs to be protected from the effects of traffic and excessive urban development. The guidance indicates that the planning, environmental and traffic management of

these towns should be approached with particular care.

7.2.2 Windsor also has a strong commercial centre and is under continuing pressure for additional office development.

7.2.3 The objective of the Local Plan is to balance the various demands and pressures in the town centre and to channel them towards protecting its historic character and enhancing its role as an important and attractive retail centre.

7.2.4 Key objectives

- (i) To protect and enhance the historic character of the town centre.
- (ii) To strengthen the role of Windsor town centre within the regional shopping hierarchy.
- (iii) To provide a balanced land use strategy for the town centre which caters for the needs of the local community, commerce and tourism.
- (iv) To reduce progressively the level of traffic movements within the historic core and central shopping areas of the town centre and give greater priority to pedestrian movement.

Town centre strategy

POLICY WTC1

THE BOROUGH COUNCIL WILL PROMOTE OPPORTUNITIES FOR THE CONSOLIDATION OF THE PRIMARY SHOPPING CORE IN ORDER TO IMPROVE THE RANGE AND QUALITY OF THE SHOPPING PROVISION WITHIN THE TOWN CENTRE.

~~POLICY WTC2~~

~~MAJOR BUSINESS DEVELOPMENT INVOLVING A NET INCREASE IN FLOORSPACE OF GREATER THAN 300 SQ METRES WILL ONLY BE PERMITTED ON IDENTIFIED SITES WITHIN THE TOWN CENTRE COMMERCIAL AREA. DEVELOPMENT INVOLVING A NET FLOORSPACE INCREASE OF LESS THAN 300 SQ METRES WILL BE PERMITTED IN ACCORDANCE WITH POLICY E9. IN~~

~~ADDITION NEW BUSINESS DEVELOPMENT SHOULD NOT:~~

- ~~1) ADVERSELY AFFECT THE AMENITIES OF ADJOINING RESIDENTIAL PROPERTIES; OR~~
- ~~2) INVOLVE THE LOSS OF RESIDENTIAL UNITS (SUBJECT TO POLICY H7) OR LEISURE/RECREATIONAL FACILITIES WITHIN THE TOWN CENTRE; OR~~
- ~~3) INVOLVE A LOSS IN RETAIL FLOORSPACE OR INTRODUCE A B1 USE INTO A GROUND FLOOR FRONTAGE WITHIN THE PRIMARY AND SECONDARY SHOPPING AREAS.~~

~~7.2.5 Where such business development is permitted on identified sites within the town centre commercial area, ground floor entrances and reception areas serving upper floors within shopping areas will be acceptable.~~

POLICY WTC3

IN APPROPRIATE REDEVELOPMENT AND REFURBISHMENT SCHEMES TAKING ACCOUNT OF THE SITE'S SUITABILITY FOR RESIDENTIAL USE THE BOROUGH COUNCIL WILL REQUIRE THE PROVISION OF ADDITIONAL HOUSING ACCOMMODATION IN ACCORDANCE WITH POLICY H6 IN ORDER TO MAINTAIN THE VITALITY OF THE TOWN CENTRE AND TO MEET LOCAL HOUSING NEEDS. THE USE OF VACANT UPPER FLOORS WITHIN SHOPPING STREETS FOR RESIDENTIAL USE WILL BE ENCOURAGED, AND PLANNING PERMISSION GRANTED, IF REQUIRED.

POLICY WTC4

NEW DEVELOPMENT WILL BE REQUIRED TO CONTRIBUTE TOWARDS THE HISTORIC AND ARCHITECTURAL CHARACTER OF WINDSOR TOWN CENTRE. WITHIN THE HISTORIC CORE AREA BASED ON THAMES STREET, HIGH STREET, GUILDHALL ISLAND, PARK STREET AND SHEET STREET EAST OF VICTORIA STREET, ANY PROPOSALS FOR ALTERATIONS, EXTENSIONS OR

CHANGES OF USE OF BUILDINGS WILL BE REQUIRED TO BE SYMPATHETIC TO THE CHARACTER OF BOTH THE AREA AND INDIVIDUAL PROPERTIES.

POLICY WTC5

IN REDEVELOPMENT PROPOSALS, THE BOROUGH COUNCIL WILL SEEK THE PROVISION OF IMPROVED ARRANGEMENTS FOR REAR SERVICING, PARTICULARLY FOR DEVELOPMENTS TO THE SOUTH OF PEASCOD STREET.

Development opportunities

7.2.6 A small number of major development opportunities have been identified in the town center. These will contribute significantly to the future character and role of the town centre, upgrading the primary and specialist shopping areas and providing additional community and tourist facilities. These development opportunities are set out in the Schedule to Policy WTC6. For each site in this schedule, preferred uses are identified, the remaining guidelines should be treated as Supplementary Planning Guidance.

POLICY WTC6

THE MAJOR DEVELOPMENT SITES IDENTIFIED ON THE TOWN CENTRE INSET MAP SHOULD BE DEVELOPED HAVING REGARD TO THE GUIDELINES CONTAINED IN THE FOLLOWING SCHEDULE.

7.2.7 The principal development opportunities are in the Peascod Street/Bachelors Acre and Thames Street/River Street areas.

7.2.8 Jennings Yard, River Street, currently has permission for a mixed development of offices, hotel and museum but now appears unlikely to proceed. This perhaps provides an opportunity to promote an alternative development arrangement between the Thames Avenue taking account of the Council owned River Street car park.

7.2.9 This area provides an important link between the river and the castle and its tourism potential is not utilized to the area's full advantage as a result of being dominated by traffic movements. Subject to alternative car parking facilities being provided, a wider redevelopment area is identified in the Plan with an alternative road layout linking Barry Avenue and Thames Avenue between the Thames Hotel and The Gosells. This would:

1. allow for a larger hotel scheme, in what is the prime hotel location in the town center;
2. aim to improve pedestrian access between the river and the castle. The historic River Street link should be retained.
3. provide an opportunity for other riverside facilities, eg restaurants, and improve access to the river cruisers:
4. provide an increased frontage for additional specialist retail units.

7.2.10 Additional office floorspace over and above the existing planning consent is not considered appropriate as this area does not function as part of the commercial center of Windsor and its tourism role should be strongly promoted. An element of housing accommodation, however, will add the vitality of the area.

The control of land uses in Windsor's central shopping area.

Primary Shopping Core

POLICY WTC7

WITHIN THE PRIMARY SHOPPING CORE OF PEASCOD STREET NORTH, KING EDWARD COURT AND HIGH STREET AS DEFINED ON THE TOWN CENTRE INSET MAP, PLANNING PERMISSIONS WILL NOT BE GRANTED FOR THE CHANGE OF USE OF EXISTING RETAIL PREMISES, OR THE

OCCUPATION OF NEW PREMISES FOR NON-RETAIL PURPOSES AT GROUND FLOOR LEVEL. THE CHANGE OF USE OF OTHER NON-RETAIL USES TO USES FALLING WITHIN CLASS A2 FINANCIAL AND PROFESSIONAL SERVICES AT GROUND FLOOR LEVEL WILL NOT BE PERMITTED.

7.2.11 The primary shopping core provides the main concentration of retailing activity in the town centre and contains most of the major multiple traders. In order to ensure the continued vitality of retailing in the town centre, the primary shopping core should be protected from any further loss of A1 uses. There are only limited opportunities to increase the level of retail floorspace within the Plan area. It is therefore important that existing

floorspace, particularly in the heart of the shopping area, is retained for retail use. However the Local Planning Authority will consider some additional uses within class A3 where this will add to the vitality of the primary shopping. Any future change of use will be restricted to changes to retail use (A1) only.

SCHEDULE TO POLICY WTC6

Site number	Location	Description	Relevant planning history and development constraints	Development guidelines
W 1	59-63 Peascod Street and land to rear.	Area: 0. 11 Ha Land use: Pyles w.hse/retail storage. Shop units front Peascod St. Ownership: Private	Recent planning application: 465664: Land at rear and 26-32 Victoria Street. 798m ² office building and two flats. Appeal dismissed September 89. 467045: Land at rear and 26-32 Victoria Street. 828m ² office building and two flats. Appeal dismissed September 89. 469240: Land rear of 5948 Peascod Street. 600m ² office building in 2 phases. Withdrawn October 90. 469445: Land rear of 59-68 Peascod Street. Demolition of warehouse, 3-storey office development (534m ²) and provision of rear servicing. Appeal dismissed May 91.	OFFICES - Floorspace not to exceed 350 square metres Other requirements: i) Improvements to rear servicing of Peascod Street properties required, together with a new turning head. ii) Height guideline; 2 storey. iii) Pedestrian access to Peascod Street. iv) Within Windsor Town Centre Conservation Area. v) Retention of ground floor retail frontage to Peascod Street.
W2	38/39 Peascod Street and land to rear	Area: 0.24 Ha Land use: Royal Mail sorting office and Post Office Counters Ltd. Ownership: Private.		Mixed use scheme comprising: 1. RETAIL 2. OFFICES 3. HOUSING small units of accommodation. Other requirements: i) Redevelopment dependent upon the relocation of the Post Office Letters Operation within Windsor . ii) Access preferred from Bachelor Acre (if feasible) as part of the comprehensive redevelopment of this area. Alternative access from William Street . iii) Height guideline: 3 storey. iv) Retail frontage to Peascod Street to be retained . v) Design to reflect conservation area location and to be compatible with the character and use of the adjacent listed buildings in Bachelors Acre and Sun Passage.

Site number	Location	Description	Relevant planning history and development constraints	Development guidelines
W3	Royal Free School, Bachelors Acre APPLICATION PERMITTED & SCHEME COMPLETED	Area: 0.28 Ha Land use: Vacant former school. Ownership: Private	Recent planning applications: 466986: Alterations to existing to form offices and erection of new block containing sheltered homing units. Approved 22.12.89. 468842: Substitution of 19 sheltered flats by 8 retirement homes. Approved 25.7.90. 470736: Change of use and extensions to form offices and conversion of 1 church house to 2 x 1-bed houses. Withdrawn 28.6.93. 471787: Alterations and conservation to create 6 x 1-bed flats and 3 x 2-bed flats. Approved 1.9.93. 471846: Erection of a new public library at rear of school buildings. No objection 29.9.93.	Change of use of existing building and~erection of extension to provide a mixed: use development comprising: 1. PUBLIC LIBRARY. 2. COMMUNITY USES. 3. HOUSING small units of accommodation. Other requirements: i) Provision of adequate car parking. ii) Provision of new accesses. iii) Provision for rear servicing. ~iv) Scheme to preserve and enhance listed building and compatible with conservation area location.
W4	Land to the rear of 131-133 Peascod Street	Area: 0.05 Ha Land use: Service yard to retail units. Ownership: Private		SHOPPING Other requirements: i) New Retail frontage to be provided to Goswell Hill. ii) Redevelopment to incorporate rear servicing for the Peascod Street properties. iii) Height guideline: 3 storey. iv) Financial contributions will be sought towards Goswell Hill environmental improvements.

Site number	Location	Description	Relevant planning history and development constraints	Development guidelines
W5	Thames Avenue/River Street	<p>Area: 0.83 Ha</p> <p>Land use: Car park, Hotel, retail.</p> <p>Ownership: RBWM and private car parks.</p>	<p>Recent planning applications:</p> <p>413216: Office development, residential, conference centre. Approved 19.2.82.</p> <p>464545: Hotel office building, basement car parking. Approved 5.5.87.</p> <p>466301: Hotel, exhibition centre, office building, car parking. Approved 2.3.89.</p> <p>471669: Renewal of consent</p> <p>466301 for hotel, exhibition centre, office building, car parking. Non-determined.</p>	<p>1. HOTEL/CONFERENCE CENTRE - approx 150 bedrooms.</p> <p>2. OFFICES - floorspace not to exceed 2,0291112.</p> <p>3. MUSEUM/HERITAGE CENTRE</p> <p>4. SHOPPING - specialist retail and A3 uses.</p> <p>5. HOUSING - small units.</p> <p>Other requirements:</p> <p>i) The River Street and Jennings Yard sites to be considered comprehensively should the" relocation of the River Street car park take place.</p> <p>ii) Retail floorspace to be provided on the River Street frontage.</p> <p>iii) Shared car parking arrangements to be agreed in order to make provision for the Theatre Royal.</p> <p>iv) Riverside to be retained as a pedestrian walkway and the historical street pattern in this area to be retained.</p> <p>vi) Design to reflect Conservation Area location.</p> <p>viii) Contributions required to highway improvements additional pedestrian priority measures in the River Street/Thames Avenue/ Thames Street area</p> <p>.</p> <p>x) The replacement of the existing public conveniences.</p> <p>x) English Heritage to be consulted regarding provision of appropriate archaeological preservation.</p> <p>xi) Appropriate evaluation of archaeological interest should be carried out in liaison with the Council 's archaeological consultant with measures for protection to be incorporated as part of any development proposals. Some further excavation works may be necessary on the Jennings Yard part of the site.</p>

Site number	Location	Description	Relevant planning history and development constraints	Development guidelines
W6	Windsor and Eton Central Railway Station, Thames Street	Area: 1.3ha Land use: Railway Station, Leisure Exhibition, small amount of retail use. Ownership: Private.	Recent planning applications: 471734: Alterations to existing station complex to provide enclosed shopping concourse including retail and catering. Agreed in principle February 94.	Mixed use development comprising: 1 RETAIL 2. LEISURE Development to be as an addition to main use as a railway station. Other requirements: 1. Retention of station/public transport facility. 2. Appropriate uses for all listed buildings on the site. 3. Adequate provision for servicing of all uses on the site. 4. Proper provision for pedestrian access and links to other parts of Windsor Town Centre with particular emphasis on providing access for the disabled. 5. Creation of improved links to King Edward Court and Goswell Hill. 6. Enhancement of area in front of ~ Station Arch. 7. Appropriate provision for car parking requirements preferably through contributions of arrangements for provision off site to avoid generation of traffic in town centre area. 8. Retention of facilities, i.e. public conveniences, etc., for public use 9. Design to respect historical importance of building and location within the historically important core of Windsor.
	APPLICATION PERMITTED & SCHEME COMPLETED			

Specialist Shopping Areas

POLICY WTC8

IN ACKNOWLEDGING THE RANGE OF SPECIALIST RETAILING AND CATERING ACTIVITIES ASSOCIATED WITH TOURISM AND THE NEED TO PROVIDE DETAILED CONTROL IN PROMINENT LOCATIONS AND AREAS OF HISTORIC IMPORTANCE THE FOLLOWING STREETS AS SHOWN ON THE TOWN CENTRE INSET MAP WILL BE DESIGNATED SPECIALIST SHOPPING AREAS:

- A. THAMES STREET**
- B. LOWER THAMES STREET**
- C. GUILDHALL ISLAND**
- D. RIVER STREET**

WITHIN THESE AREAS THE CHANGE OF USE AT GROUND FLOOR LEVEL FROM THE A1 SHOPS CLASS TO USES FALLING WITHIN THE A3 FOOD AND DRINK CLASS WILL GENERALLY BE ACCEPTABLE, SUBJECT TO POLICY WTC9. PROPOSALS TO ESTABLISH USES FALLING WITHIN CLASS A2 FINANCIAL AND PROFESSIONAL SERVICES AT GROUND FLOOR LEVEL WILL NOT BE PERMITTED IN THESE AREAS.

POLICY WTC9

IN ORDER TO PROTECT THE HISTORIC CENTRE, PLANNING PERMISSION WILL NOT BE GRANTED FOR ADDITIONAL HOT FOOD TAKE AWAYS IN THE SPECIALIST SHOPPING AREAS AND OTHER STREETS OF THE HISTORIC CORE.

7.2.12 The specialist shopping areas provide a mixture of retail and catering facilities reflecting their position on the main tourist routes and location within, or in close proximity, to the historic core of the town. The historic core of Windsor immediately surrounds the Castle and consists of Guildhall Island, Park Street, the northern end of Sheet Street, High Street, the northern end of Peascod Street, Castle Hill, Thames Avenue and Thames Street as far as Thames Side. It is considered that the level of A1 and A3 uses within these areas should not be subject to specific controls but that proposals will be expected to be sympathetic to individual properties and the overall character of the historic core.

7.2.13 Planning permission will not be granted for uses falling within the A2 Financial and Professional services class within the specialist shopping areas where new A3 uses are given consent, changes of use to A2 will be prevented through planning conditions. Such uses would detract from the primary role of these areas in providing retail and catering facilities for both the resident population and tourists.

7.2.14 Due to the environmental problems associated with hot food takeaways including litter, pedestrian congestion, parking and traffic movement, planning permission will not be granted for proposals which seek to increase the level of this type of use within the specialist shopping areas and other streets of the historic core. It is considered that these prominent and environmentally sensitive areas should be protected from inappropriate uses.

Secondary Shopping Areas

POLICY WTC10

WITHIN THE SECONDARY SHOPPING AREAS LISTED BELOW AND DEFINED ON THE TOWN CENTRE INSET MAP, PLANNING PERMISSION WILL NOT BE GRANTED FOR THE CHANGE OF USE AT GROUND FLOOR LEVEL FROM RETAIL TO NON-RETAIL ACTIVITIES FALLING WITHIN THE A2 FINANCIAL AND PROFESSIONAL SERVICE CLASS AND A3 FOOD AND DRINK CLASS WHERE THIS WOULD RESULT IN:

- 1) SUCH USES OCCUPYING MORE THAN ONE THIRD OF THE UNITS IN THE FOLLOWING STREETS:**
 - A. HIGH STREET EAST**
 - B. OXFORD ROAD EAST**
 - C. WILLIAM STREET**
 - D. ST LEONARDS ROAD**
 - E. PEASCOD STREET SOUTH**
- 2) THREE OR MORE NON-RETAIL USES FORMING A CONTINUOUS FRONTAGE.**

7.2.15 The identification of a new financial and professional services class recognises that activities such as banks and building society offices have become part of the established street scene. There has also been a growth in services such as estate agents which are now, to an extent, expected to be

found in shopping areas. The A2 class, although enabling free interchange within a wide range of service uses, specifically excludes office uses not directly involving the public visiting the premises.

7.2.16 The precise definition of these shopping areas will be reviewed as appropriate following the completion of any major shopping proposals within the town centre. Where non-retail uses are permitted in the town's central shopping area, the Borough Council will require that a window display is maintained consistent with a shopping area. Conditions to this effect will be attached to appropriate planning permissions.

Traffic management

POLICY WTC11

~~THE BOROUGH COUNCIL, WILL IMPLEMENT A COMPREHENSIVE TRAFFIC MANAGEMENT SCHEME WITHIN THE CENTRAL CORE OF WINDSOR AS SHOWN ON THE INSET MAP. THIS WILL COVER HIGH STREET/PEASCOD STREET/THAMES STREET (TO ITS JUNCTION WITH RIVER STREET). THE PRINCIPLES OF A TRAFFIC MANAGEMENT SCHEME FOR THIS AREA WILL INCORPORATE:~~

- ~~1) RESTRICTED ACCESS TO BUSES, TAXIS AND CYCLES ONLY SOUTHBOUND BEYOND THAMES STREET/RIVER STREET JUNCTION;~~
- ~~2) THE REMOVAL OF ON-STREET WAITING AREAS, EXCEPT FROM 6.00 pm TO 6.00 am IN HIGH STREET/THAMES STREET;~~
- ~~3) TIME-LIMITED SERVICING TO PREMISES IN HIGH STREET/THAMES STREET/PEASCOD STREET;~~
- ~~4) PEDESTRIAN PRIORITY AREA TO INCLUDE PEASCOD STREET (NORTH OF WILLIAM STREET), PART OF HIGH STREET, AND PART OF THAMES STREET;~~
- ~~5) PARKING AREAS FOR DISABLED DRIVERS.~~

POLICY WTC12

~~WITHIN THE WINDSOR TOWN CENTRE COMMERCIAL AREA THE BOROUGH COUNCIL WILL SEEK THE FOLLOWING:~~

- ~~1) THE REMOVAL OF GENERAL ON-STREET WAITING AREAS;~~
- ~~2) ONLY ON-SITE OPERATIONAL PARKING WILL BE PERMITTED FOR COMMERCIAL DEVELOPMENTS;~~
- ~~3) SPECIFIC PARKING PROVISION FOR THE NEEDS OF DISABLED DRIVERS;~~
- ~~4) IN APPROPRIATE CASES, PROVISION FOR PUBLIC USE OF PRIVATE PARKING AREAS OUTSIDE NORMAL WORKING HOURS.~~

~~7.2.17 The designation of an "area of parking restraint" is consistent with other traffic objectives for the central area of Windsor which seek to reduce the level of traffic requiring access within the central "core". The removal of general on-street waiting areas should have an especially significant effect on the amount of traffic circulating within central streets.~~

Cycle facilities

POLICY WTC13

~~THE BOROUGH COUNCIL WILL IMPROVE OR PROVIDE CYCLE PARKING FACILITIES WITHIN THE TOWN CENTRE INCLUDING THE FOLLOWING LOCATIONS:~~

- ~~A. CHARLES STREET/CLARENCE ROAD JUNCTION~~
- ~~B. SUN PASSAGE~~
- ~~C. ACRE PASSAGE~~
- ~~D. RIVER STREET~~
- ~~E. VICTORIA STREET, ADJACENT TO MULTI-STOREY CAR PARK~~
- ~~F. ST LEONARD'S ROAD SECONDARY SHOPPING AREA~~

~~THE LOCAL PLANNING AUTHORITY WILL SEEK THE PROVISION OR IMPROVEMENT OF CYCLE TRACKS AND CYCLE PARKING~~

FACILITIES AS PART OF ALL DEVELOPMENT PROPOSALS.

Pedestrianisation proposals

POLICY WTC14

THE BOROUGH COUNCIL WILL IMPLEMENT A SCHEME TO PEDESTRIANISE THE LENGTH OF PEASCOD STREET FROM HIGH STREET TO THE JUNCTION WITH WILLIAM STREET. THE SCHEME WILL PROVIDE:

- 1) COMPLETE RESURFACING TO ENABLE WIDENED PEDESTRIAN FOOTWAYS;**
- 2) RESTRICTED ACCESS TO SERVICE VEHICLES, AND CERTAIN DISABLED DRIVERS ONLY;**
- 3) APPROPRIATE SURFACING TO ENABLE REDUCED WIDTH VEHICLE CARRIAGEWAY AND DEMARCATION OF LAY-BYS FOR SERVICE VEHICLES AND CERTAIN DISABLED DRIVERS' PARKING;**
- 4) THE CO-ORDINATION OF WORKS TO WILLIAM STREET, OXFORD ROAD EAST AND HIGH STREET TO ENABLE REVISED TOWN CENTRE ACCESS ARRANGEMENTS.**

7.2.18 The detailed traffic management measures now incorporated in the Windsor Transportation Study will assist in reducing the amount of traffic in the centre of Windsor. These, together with appropriate signposting, will discourage through traffic movements along the High Street/Thames Street 'spine'. The removal of all non-essential traffic is a pre-requisite to the implementation of a pedestrian improvement scheme for Upper Peasecod Street and parts of High Street/Thames Street.

7.2.19 The completion of the King Edward Court shopping centre and the Charles Street Inner Distribution Road have now facilitated revised access routes for traffic and servicing within the centre of Windsor. This, in turn, has enabled the Borough Council, to implement a programme for pedestrianisation and traffic management in Peasecod Street.

7.2.20 Construction of the proposals to establish pedestrian priority for the main part of Peasecod Street, together with a scheme for resurfacing have now been completed. The implementation of works

to Upper Peasecod Street will be co-ordinated with traffic management measures and the parking strategy for the town centre. Service vehicle access to Upper Peasecod Street is retained. However, the amount of activity and disturbance to the environment will be kept to a minimum by means of time-limited servicing and the designation of specific areas for service vehicles. The primary aim is to provide an enhanced pedestrian area by replacing the former narrow footways to give increased pavement area and to keep vehicle access to a minimum.

POLICY WTC15

THE BOROUGH COUNCIL WILL EXAMINE THE FEASIBILITY OF GIVING GREATER PRIORITY TO PEDESTRIAN MOVEMENTS AND PROVIDING APPROPRIATE SURFACE TREATMENTS AND LANDSCAPING WITHIN THE FOLLOWING AREAS:

- A. HIGH STREET/THAMES STREET**
- B. ST LEONARDS ROAD (BETWEEN VICTORIA STREET AND TRINITY PLACE)**
- C. RIVER STREET (BETWEEN THAMES STREET AND THAMES AVENUE)**

7.2.21 The Guildhall 'Island' area of Market Street, Church Street and Church Lane was given pedestrian priority status in 1978 by means of a road closure Order. The concept of extending the principle of pedestrian priority within the historic core of Windsor to include part of High Street and Thames Street and other areas, is consistent with the proposed traffic management strategy. The reduction of through traffic movements should enable consideration to be given to traffic measures to create an enhanced pedestrian area.

POLICY WTC16

THE EXISTING FOOTWAY NETWORK AS SHOWN ON THE TOWN CENTRE INSET MAP SHOULD BE PROTECTED FROM ENCROACHMENT BY DEVELOPMENT AND WHERE POSSIBLE ADDITIONAL PEDESTRIAN ROUTES SHOULD BE PROVIDED WITH APPROPRIATE SIGNAGE TO IMPROVE AND EXTEND THE TOWN CENTRE NETWORK.

~~POLICY WTC17~~

~~THE BOROUGH COUNCIL WILL INVESTIGATE OPPORTUNITIES TO IMPROVE THE ATTRACTIVENESS OF GOSWELL HILL AS A PEDESTRIAN LINK INTO PEASCOD STREET AND WILL ENCOURAGE REDEVELOPMENT SCHEMES FOR RETAIL/TOURISM, LEISURE USES WHICH WILL HELP TO INTEGRATE THIS AREA INTO THE PRIMARY SHOPPING CORE.~~

~~7.2.22 Goswell Hill is an important pedestrian link between Goswell Road and Peascod Street. Its use will be further increased following the development of the Gas Works site. Enhancement of this area together with small retail or tourist developments linking into Thames Street and Peascod Street will be encouraged.~~

7.3 ASCOT

7.3.1 Ascot is a district shopping centre serving the surrounding residential areas and providing a range of shops and services. Ascot is dominated in character and land use by the racecourse which historically has dictated the pattern of development along the High Street. This has resulted in more specialist shops than is normally expected in a small town. The Racecourse Authority, together with Heatherwood Hospital, and a number of longstanding boarding schools are the main employers in the area.

7.3.2 Ascot is a settlement excluded from the Green Belt and is tightly constrained by the Green Belt boundary. A commercial centre has been identified as shown on the Inset Map. This commercial area comprises the High Street from the Station Hill Roundabout to the Royal Ascot Garage. Along the main road frontage are a mix of mainly retail (A1) and financial and professional service (A2) units while to the rear exists a mixture of parking, light industrial and office uses closely abutting the high density residential area to the north. In 1991, of the 49 commercial units identified along the main shopping frontage, 27 (55%) were in A1 use. This includes a 851 sq metre Budgens store opened in 1987 which has considerably expanded Ascot's convenience goods floorspace and reinforced its role within the shopping hierarchy.

Main issues

7.3.3 The main issues facing Ascot are:

- 1 the percentage of non-retail uses within the High Street. It is considered that any further increase will undermine Ascot's retail

function and reduce its attractiveness as a district shopping centre;

- 2 traffic management problems arising from extensive on-street parking and the need to enhance the urban environment.

7.3.4 Key Objectives

- (i) To create a more attractive, safe and convenient shopping environment.
- (ii) To protect and maintain the existing range of retail units to enable Ascot to maintain its position within the shopping hierarchy.

Protection and enhancement of the retail role

POLICY ASC1

THE BOROUGH COUNCIL WILL NOT PERMIT PROPOSALS WHICH WOULD RESULT IN FURTHER LOSS OF RETAIL (CLASS A1) FRONTAGE EITHER THROUGH CHANGE OF USE OR REDEVELOPMENT WITHIN THE COMMERCIAL CENTRE OF ASCOT AS DEFINED ON THE ASCOT INSET MAP UNLESS IT CAN BE SHOWN THAT THE VITALITY AND VIABILITY OF THE CENTRE WILL NOT BE HARMED.

7.3.5 The role of Ascot as a district centre in providing a range of convenience and specialist goods is recognised. There is already a high percentage of non-retail frontage within the main shopping area and it is considered that any increase in non-retail frontage, other than that arising from the introduction of a community facility for example a library could fragment and detract from the overall character and quality of the shopping area.

Restraint on business development

POLICY ASC2

PROPOSALS FOR B1 DEVELOPMENT INVOLVING A NET INCREASE IN FLOORSPACE OF LESS THAN 300 SQ METRES WILL BE ACCEPTABLE WITHIN THE COMMERCIAL CENTRE OF ASCOT DEFINED ON THE ASCOT INSET MAP WHERE THIS DOES NOT INVOLVE:

- 1) **THE LOSS OF RETAIL FLOORSPACE OR THE CHANGE OF USE OF THE GROUND FLOOR OF PREMISES WITH A HIGH STREET SHOPPING FRONTAGE; OR**
- 2) **THE LOSS OF A RESIDENTIAL UNIT; OR**
- 3) **THE LOSS OF A COMMUNITY USE (USE CLASS D1 - NON-RESIDENTIAL INSTITUTIONS).**

7.3.6 The Boroughwide theme of restraint on employment growth is reflected in policies which seek to direct commercial development to the main towns of Maidenhead and Windsor and to the recognised employment areas. The importance of Ascot as a district centre is recognised, and Policy ASC2 makes provision for limited business development directed towards particular local businesses.

~~Enhancement of retail environment~~

~~POLICY ASC3~~

~~THE BOROUGH COUNCIL AS THE HIGHWAY AUTHORITY WILL INVESTIGATE AND ENCOURAGE OPPORTUNITIES TO IMPROVE HIGHWAY SAFETY AND TO ENHANCE THE ATTRACTIVENESS OF ASCOT AS A SHOPPING CENTRE THROUGH THE FOLLOWING ENVIRONMENTAL AND TRAFFIC MANAGEMENT MEASURES:~~

- 1) **~~THE PROVISION OF APPROPRIATE NEW AND IMPROVED STREET FURNITURE, NEW BUS SHELTERS, LANDSCAPING AND TREE PLANTING;~~**
- 2) **~~NEW OR UPGRADED PEDESTRIAN CROSSING FACILITIES;~~**
- 3) **~~IMPROVEMENTS TO THE JUNCTION OF WINKFIELD ROAD AND LONDON ROAD.~~**

7.3.7 ~~Ascot suffers from a poor shopping environment largely caused by the conflicting needs of pedestrians and motorists. The car dominates the visual scene, particularly through the high incidence of on-street parking. Ascot would benefit from imaginative investment in new and upgraded street~~

~~furniture and landscaping in order to improve the environment.~~

7.3.8 ~~As a commercial and retail centre this relatively small area generates significant pedestrian and vehicular movement. The situation is intensified by the network of narrow commercial service roads and residential access between the High Street and the racecourse. The area generally suffers from poor visibility and difficult manoeuvring. Policy ASC3 aims to improve the interaction and consequent safety of both pedestrians and vehicles whilst providing easier traffic flow and manoeuvring. The Borough Council will carry out a full traffic management study of the Ascot area at the earliest practical opportunity.~~

7.3.9 ~~The functioning of the Station Hill roundabout is made difficult by vehicles being parked along Station Hill and the High Street. No provision is made for pedestrians to cross. To the south west of the roundabout is a block of public conveniences and to the west a bus shelter, both of which are facilities which should be safely accessible from the High Street.~~

Parking

~~POLICY ASC4~~

~~THE BOROUGH COUNCIL WILL INVESTIGATE OPPORTUNITIES TO IMPROVE CAR PARKING FACILITIES FOR SHOPPERS AND VISITORS THROUGH THE FOLLOWING MEASURES:~~

- 1) **~~AN EXTENSION TO THE GRANGE CAR PARK OR THE PROVISION OF ALTERNATIVE LONG TERM PARKING FACILITIES;~~**
- 2) **~~THE CREATION OF A MORE CONVENIENT PEDESTRIAN ACCESS TO THE GRANGE CAR PARK TO REDUCE WALKING DISTANCE TO THE MAIN SHOPPING AREA;~~**
- 3) **~~THE PROVISION OF ADDITIONAL PUBLIC CONVENIENCES WITHIN EXISTING CAR PARKS;~~**
- 4) **~~IMPROVED SIGNPOSTING OF CAR PARKS~~**

7.3.10 The Grange has a capacity of 107 vehicles. A survey showed this car park had a high rate of occupation particularly between 09.00 and 16.00. At midday approximately 90% of spaces were occupied. The survey also showed that it was largely the same cars which stayed in the car park throughout the day suggesting use by staff of nearby shops and offices.

7.3.11 The present car park is perceived as being inconvenient and unattractive to shoppers which has resulted in on street parking on both sides of the High Street, and a use of the car park by long stay office or shop employees. It is considered important to increase the attractiveness of this car park for shoppers whilst also catering for the needs of the long stay parkers presently using the car park.

Transport

POLICY ASC5

THE BOROUGH COUNCIL IN CONJUNCTION WITH PUBLIC TRANSPORT OPERATORS AND THE ASCOT AUTHORITY WILL INVESTIGATE:

- 1) THE FEASIBILITY OF A SHARED FOOTWAY/CYCLEWAY ALONG THE PRESENT RACECOURSE FOOTPATH BETWEEN THE RAILWAY STATION AND ASCOT HIGH STREET;**
- 2) IMPROVEMENTS TO THE SUBWAY UNDER ASCOT STATION TO PROVIDE A MORE PLEASANT PEDESTRIAN ROUTE AND A NEW CYCLE ROUTE LINKING INTO THAT PROPOSED IN MEASURE (1);**
- 3) THE PROVISION OF A DIRECT CYCLE ROUTE LINKING THE RECENT RESIDENTIAL DEVELOPMENTS IN NORTH ASCOT WITH THE TOWN CENTRE AVOIDING THE HEATHERWOOD ROUNDABOUT;**
- 4) THE PROVISION OF CYCLE PARKING FACILITIES IN ASCOT TOWN CENTRE, AND AT ASCOT STATION;**
- 5) OTHER FOOTWAYS/CYCLEWAYS**

~~AS APPROPRIATE;~~

6) IMPROVEMENTS TO PUBLIC TRANSPORT.

7.3.12 ~~The Berkshire Structure Plan 1991 2006 encourages District Councils to consider transport proposals as part of an Integrated Transport Strategy involving all types of transport modes. The above policy recognises this strategic objective, and identifies particular examples where improvements to the pedestrian and cycle networks and facilities are required. The Borough Council will examine the feasibility of improvements to, and the expansion and co-ordination of, bus services serving the commercial centre and residential areas of Ascot, North Ascot and South Ascot. In particular the co-ordination of services with rail services at Ascot Station will be encouraged.~~

7.4 SUNNINGHILL

7.4.1 Sunninghill village is primarily a residential settlement, containing a wide variety of housing types. The main commercial area is centred on the High Street and is identified on the Sunninghill Inset Map. Sunninghill functions as a local shopping centre, providing a range of shops and services to the immediately surrounding area. There are also a number of specialist outlets which serve a wider catchment area. There are no major convenience stores in the village, however the wide range of small convenience and specialist shops contribute to the lively and congested character of the village. In addition to the 40 retail (A1) shops the High Street frontage contains 7 Financial/Professional Services (A2) outlets, 4 small restaurants (A3), a garage, village hall and theatre and 8 residential properties. Of the total 55 commercial units approximately 73 % are in retail use.

Main issues

7.4.2 The main issues identified in Sunninghill are:

1. the need for environmental enhancement measures;
2. the threat to its viability and vitality as a local shopping centre;
3. the conflict between pedestrians and cars;
4. the inadequacy of car parking provision.

7.4.3 Sunninghill is not a centre which is identified as having potential for retail or business expansion as this would only serve to exacerbate the problems identified. However, the existing retail role of the centre should be maintained through the retention of existing shops, particularly as the opening of new superstores in Bracknell and Sunningdale have placed considerable pressure on the small shops in Sunninghill resulting in pressure being created for alternative uses, in particular for A3 (food and drink) uses.

(image missing here)

7.4.4 Traffic congestion and associated dangers are a serious problem due to the considerable amount of on-street parking in the narrow, busy High Street, combined with lorries loading and unloading, and traffic associated with St Michael's School. The traffic congestion in the High Street reduces the attractiveness of the shopping centre, creating a need for environmental enhancement measures. Off-street parking facilities are inadequate due to:

1. too few spaces overall;
2. poor signposting;
3. cramped and unattractive layouts;
4. the three car parks are very small and scattered throughout the village resulting in motorists having to tour around looking for spaces;
5. use of car parks for long stay parkers, restricting the availability of spaces for shoppers.

7.4.5 Improvements are suggested by proposals for car parking, enhancement measures along the High Street, and the redevelopment of the former Council depot site in Queens Road to provide additional public car parking and small business units.

7.4.6 Key Objectives

- (i) To improve access to adequate off-street car parking facilities.
- (ii) To enhance the attractiveness of the village

centre.

- (iii) To protect the existing range of retail and community facilities.

Protection of the retail role

POLICY SNH1

THE BOROUGH COUNCIL WILL NOT PERMIT PROPOSALS WHICH WOULD RESULT IN A LOSS OF EXISTING RETAIL (CLASS A1) UNITS EITHER THROUGH CHANGE OF USE OR REDEVELOPMENT WITHIN THE COMMERCIAL CENTRE OF SUNNINGHILL AS DEFINED ON THE SUNNINGHILL INSET MAP.

7.4.7 Sunninghill owes much of its traditional local character to the mix of small shops and residential properties along the High Street. Traditional traders, facing competition from large supermarkets and out-of-town retail developments, are increasingly seeking alternative uses for their premises.

7.4.8 The Borough Council are concerned to retain the viability of Sunninghill as a local shopping centre and to maintain the level and quality of local provision in the village. Changes of use which result in the loss of retail units will therefore be resisted as cumulatively they would harm the character of the village, further erode its viability as a shopping centre and reduce the range of local goods and services.

Restraint on business development

POLICY SNH2

PROPOSALS FOR B1 DEVELOPMENT INVOLVING A NET INCREASE IN FLOORSPACE OF LESS THAN 300 SQ METRES WILL BE ACCEPTABLE WITHIN THE COMMERCIAL CENTRE OF SUNNINGHILL DEFINED ON THE SUNNINGHILL INSET MAP WHERE THIS DOES NOT INVOLVE:

- 1) **THE LOSS OF RETAIL FLOORSPACE OR THE CHANGE OF USE OF THE**

**GROUND FLOOR OF PREMISES
WITHIN A HIGH STREET
SHOPPING FRONTAGE; OR**

- 2) **THE LOSS OF A RESIDENTIAL UNIT; OR**
- 3) **THE LOSS OF A COMMUNITY USE (USE CLASS D1 - NON-RESIDENTIAL INSTITUTIONS).**

7.4.9 It is considered that the intensification of commercial uses in Sunninghill would increase the existing problems of traffic congestion and pedestrian/vehicle conflict to the detriment of the character of the village. Policy SNH1, while restricting major business growth, provides flexibility for small scale developments meeting the needs of local businesses.

Environmental enhancement

POLICY SNH3

~~THE BOROUGH COUNCIL WILL INVESTIGATE OPPORTUNITIES TO IMPROVE HIGHWAY SAFETY AND TO ENHANCE THE ATTRACTIVENESS OF SUNNINGHILL AS A LOCAL SHOPPING AND COMMUNITY CENTRE THROUGH THE FOLLOWING MEASURES:~~

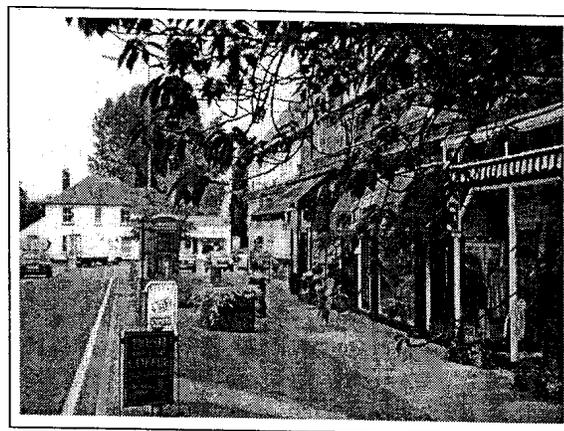
- 1) **~~TWO ZEBRA CROSSINGS ON SUNNINGHILL HIGH STREET;~~**
- 2) **~~ROAD SAFETY IMPROVEMENTS TO KINGS ROAD;~~**
- 3) **~~THE PROVISION OF IMPROVED ACCESS TO THE RETAIL CENTRE FOR CYCLISTS;~~**
- 4) **~~THE PROVISION OF CYCLE PARKING FACILITIES.~~**

7.4.10 ~~The former County Environment Committee approved an area wide traffic and safety study of Sunninghill, Sunningdale and South Ascot in 1993. Public consultation leaflets were distributed to all households in the study area in August 1993 inviting residents to comment on any traffic or safety matters causing them particular concern. The responses received showed there was particular concern about traffic speeds and volumes, pedestrian crossing facilities, HGV movements and dangerous junctions. Sites of particular concern in Sunninghill included Sunninghill High Street and the A329/B3020 junction.~~

7.4.11 ~~A package of short and long term measures arising from this study was agreed by the Area~~

~~Highway Section (Windsor and Maidenhead) on 16 December 1993. A more detailed report on Sunninghill High Street was considered on 5 May 1994. Within the Sunninghill Inset Area improvements were agreed to Kings Road and it was agreed that two zebra pedestrian crossings be introduced in the High Street. In addition to these traffic management measures the Council will seek environmental enhancements and improved facilities for cyclists where appropriate.~~

7.5 SUNNINGDALE



7.5.1 Until April 1991 the settlement of Sunningdale was administered by three separate local authorities in two counties. These were Runnymede District Council (Surrey); Surrey Heath District Council (Surrey) and the Royal Borough of Windsor and Maidenhead (Berkshire). Since that date the whole of Sunningdale has been brought under the control of the Royal Borough of Windsor and Maidenhead, enabling it to be planned consistently as one village.

7.5.2 Sunningdale has two very different elements. The old village (previously the "Berkshire village") is clustered around the listed Parish Church. Its retail role has declined and it is now predominantly a residential area.

7.5.3 Separated from the old village by fields the Broomhall district is focused around the railway station on the main Waterloo to Reading line. This part of the village contains the main commercial area which is adjacent to low density, high quality residential districts to the south and east.

7.5.4 Sunningdale is a thriving district centre whose main function is to provide a range of shops and services to the immediately surrounding area. Waitrose have recently located a large 2,500 sq metre supermarket here, which has considerably strengthened Sunningdale's retail role, although some local shops have suffered from a fall in trade, creating pressure for a change of use to A2 and A3 uses.

7.5.5 The commercial centre comprises two quite distinct areas separated by a residential area. Firstly, the area around the railway station which is dominated by the Waitrose supermarket. The shopping parades opposite and adjacent to this have experienced considerable intrusion of non-retail uses to the extent that now half of the units are in non-retail use. Those uses include banks, estate agents, restaurants and a car showroom.

7.5.6 The second centre is at the junction of Chobham Road with London Road (A30). There is a wide variety of small shops here serving local needs and also providing a specialist function with antique and fashion shops. In this centre a higher proportion of units are in retail use (63%). This figure rises to 70% if the units on the north-west side of London Road are excluded.

7.5.7 Key Objectives

- (i) To create a safer and more attractive shopping environment.
- (ii) To maintain the existing range of retail units to enable Sunningdale to retain its position within the shopping hierarchy.

Protection of the retail role

POLICY SND1

THE BOROUGH COUNCIL WILL NOT PERMIT PROPOSALS WHICH WOULD RESULT IN FURTHER LOSS OF RETAIL (CLASS A1) FRONTAGE EITHER THROUGH CHANGE OF USE OR REDEVELOPMENT WITHIN THE SHOPPING FRONTAGE OF SUNNINGDALE AS DEFINED ON THE SUNNINGDALE INSET MAP UNLESS IT CAN BE SHOWN THAT THE VITALITY AND VIABILITY OF THE CENTRE WILL NOT BE HARMED.

7.5.8 The role of Sunningdale as a district centre in providing a range of convenience and specialist goods is recognised. There is already a high percentage of non-retail uses within the main shopping areas, especially those south of the railway. Any further loss within the shopping frontage would fragment and detract from the

overall character and quality of the shopping area. However the Council will consider non retail uses where it can be shown that the vitality and viability of the centre will not be harmed.

Restraint on business development

POLICY SND2

PROPOSALS FOR B1 DEVELOPMENT INVOLVING A NET INCREASE IN FLOORSPACE OF LESS THAN 300 SQ METRES WILL BE ACCEPTABLE WITHIN THE COMMERCIAL CENTRE OF SUNNINGDALE DEFINED ON THE SUNNINGDALE INSET MAP WHERE THIS DOES NOT INVOLVE:

- 1) THE LOSS OF RETAIL FLOORSPACE OR CHANGE OF USE ON THE GROUND FLOOR OF PREMISES WITH A SHOPPING FRONTAGE; OR**
- 2) THE LOSS OF A RESIDENTIAL UNIT; OR**
- 3) THE LOSS OF A COMMUNITY USE (USE CLASS D1-NON-RESIDENTIAL INSTITUTIONS).**

7.5.9 The Boroughwide theme of restraint on employment growth is reflected in policies which seek to direct business development to the main towns of Maidenhead and Windsor and to the recognised employment areas. The importance of Sunningdale as a local commercial centre is recognised, and Policy SND2 makes provision for business development meeting the needs of local firms.

~~**Environmental enhancement and traffic management measures**~~

~~**POLICY SND3**~~

~~**THE BOROUGH COUNCIL WILL INVESTIGATE OPPORTUNITIES TO ENHANCE THE ATTRACTIVENESS OF SUNNINGDALE AS A SHOPPING CENTRE THROUGH THE FOLLOWING MEASURES:**~~

- 1) ~~THE PROVISION OF NEW AND IMPROVED STREET FURNITURE, SHELTERS, SEATS AND LANDSCAPING, INCLUDING ENVIRONMENTAL IMPROVEMENTS ADJACENT TO THE JUNCTION OF CHOBHAM ROAD WITH LONDON ROAD;~~
- 2) ~~THE PROVISION OF BETTER ACCESS TO THE RETAIL CENTRE FOR CYCLISTS INCLUDING CYCLE ROUTES AT THE MAIN ROAD JUNCTIONS AND CYCLE PARKING FACILITIES;~~
- 3) ~~IMPROVEMENTS AT THE JUNCTIONS OF CHOBHAM ROAD AND LONDON ROAD;~~
- 4) ~~ROAD SAFETY IMPROVEMENTS ON LONDON ROAD BETWEEN A330 AND BEDFORD LANE;~~
- 5) ~~IMPROVEMENTS TO THE LONDON ROAD CAR PARK TO INCLUDE IMPROVED SIGNPOSTING FOR PEDESTRIANS AND VEHICLES; UPGRADING THE PEDESTRIAN LINK TO THE MAIN SHOPPING AREA INCLUDING THE REMOVAL OF THE STEPS; THE PROVISION OF PUBLIC CONVENIENCES; AND THE PROVISION OF LIGHTING.~~

~~7.5.10 In the past Sunningdale has evolved as three separate centres, under the administration of three authorities. In particular the main commercial area around Broomhall lacks any focal point, and generally suffers from a poor shopping environment resulting from the conflicting needs of pedestrian, cyclists and motorists. Policy SND3 proposes various environmental enhancements and suggests an improvement to the central "square" which is presently used as a car park for clients of adjacent shops. This results in vehicle manoeuvres onto a busy road junction, and creates a car dominated visual scene.~~

~~7.5.11 The former County Environment Committee approved an area wide traffic and safety study of Sunninghill, Sunningdale and South Ascot in 1993. Public Consultation leaflets were distributed to all households in the study area in August 1993 inviting residents to comment on any traffic or safety matters causing them particular concern. The responses received showed there was particular concern about traffic speeds and volumes, pedestrian crossing facilities, HGV movements and dangerous junctions. Sites of particular concern in~~

~~Sunningdale included the A30 through Sunningdale and the A30/Chobham Road junction.~~

~~7.5.12 A package of short and long term measures arising from this study was agreed by the Area Highway Section (Windsor and Maidenhead) on 16 December 1993. Within the Sunningdale Inset Area improvements were agreed to the A30 to include traffic signals at the Chobham Road junction, gateways, signs, road marking, traffic islands and speed enforcement cameras.~~

~~Sunningdale Recreation Ground~~

~~POLICY SND4~~

~~THE BOROUGH COUNCIL IN CONJUNCTION WITH THE PARISH COUNCIL WILL SEEK TO IMPROVE ACCESS TO THE SUNNINGDALE RECREATION GROUND FOR PEDESTRIANS AND CYCLISTS BY:~~

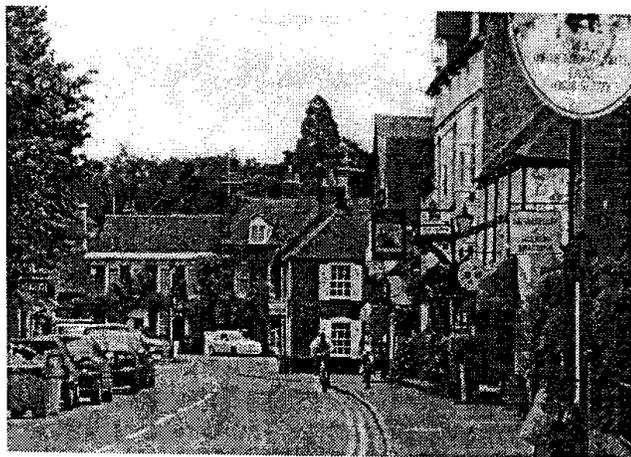
- 1) ~~INVESTIGATING THE POSSIBILITY OF UPGRADING THE FOOTPATH LINKS TO DRY ARCH ROAD AND LONDON ROAD BY THE CREATION OF A SHARED FOOTPATH/CYCLEPATH WITH REDUCED GRADIENTS INTO THE RECREATION GROUND.~~
- 2) ~~INVESTIGATING THE FEASIBILITY OF EXTENDING THE RECREATION GROUND TO PROVIDE AN INFORMAL WOODLAND AREA ON LAND EAST OF THE STREAM TO PROVIDE A PUBLIC OPEN SPACE EXTENDING TO CEDAR DRIVE.~~

~~7.5.13 Sunningdale Recreation Ground provides a well-equipped public recreational facility for the settlement of Sunningdale, managed by the Parish Council. There are 11 items of children's play equipment with seats and shelters, 3 tennis courts, a large grass area for informal play, a car park and a pavilion. The main problem is its remote location, midway between old Sunningdale village, The Rise and Sunningdale Broomhall. All these residential areas form the catchment area for the Recreation Ground from which there is a good access by car and bus (there is a bus stop adjacent to the entrance). However, access by foot or cycle involves either travel along narrow, busy roads~~

~~without continuous pavements on one side (to Broom hall) or travel along the narrow footpath running between London Road (Sunningdale Station) and Dry Arch Road which necessitates a steep scramble to gain access to the recreation ground. Policy SND4 reflects the Borough Council's policies encouraging improved accessibility by foot and cycle. It will seek to enhance the existing facilities by using the potential of the stream and woods, both as an access route and as an enhancement to the Public Open Space.~~

7.6 COOKHAM

7.6.1 Cookham comprises three separate and very different villages. These are Cookham Dean, Cookham Rise and Cookham village. Cookham Dean is a widely dispersed rural settlement set on the steep chalk slopes above the Thames Valley. Its main focus is around the church where a couple of village shops, a garage, primary school and village hall are located. Cookham Dean is set entirely within the Green Belt and is covered by the Green Belt policies of Chapter 2.



7.6.2 Cookham Rise, the largest, is a settlement excluded from the Green Belt. It is mainly residential in character, with a local shopping area adjacent to the railway station and a secondary parade along Lower Road. There are 18 commercial units in the Station Parade/Station Hill area of which two thirds are in retail (A1) use. The majority of these shops are convenience stores serving the local community. There are a number of other community and educational facilities also located in Cookham Rise including a library, primary and nursery schools, medical centre, day centre, village hall and large recreation ground.

7.6.3 The third settlement, also excluded from the Green Belt is the historic Cookham village centred around Holy Trinity Church and the High Street. Nearly all of Cookham village falls within a Conservation Area, and many of its buildings are

listed. Its main function is that of a tourist centre focused on the Thames and the historical core of the village. This has resulted in a number of specialist shops, restaurants and public houses locating in the High Street, interspersed between properties that remain in residential use. This variety of uses contributes to the character of the Conservation Area, and it is considered important to retain this. The most recent survey showed that out of a total of 50 properties in the High Street, 38 (76%) were in commercial use. Of these commercial premises 28 (74%) were in retail (A1) use.

The main issues

7.6.4 The main issue in Cookham is the conflict between vehicles, pedestrians and the built environment of the Conservation Area. This conflict is exacerbated by the pressures of tourism on the Thames, National Trust Commons and Cookham village during the summer months.

7.6.5 The main points of vehicle/pedestrian conflict in Cookham are:

1. Cookham Bridge where no footway exists on either side.
2. Sutton Road between Churchgate and High Street where no pedestrian crossing facility exists, the road is very narrow, busy and has blind corners. Footways only exist on the east of Sutton Road to the north of Churchgate and on the west side to the south, forcing pedestrians to cross over. Crossing movements also occur through people using the car parking spaces in Odney Lane, or walking from Odney Common to the High Street.
3. The Pound where the road is again narrow and busy. Pedestrians using the Causeway have to cross over The Pound to the pavement on the north side which is extremely narrow in places, and often not wide enough for a pram to negotiate, or for two people to pass.

7.6.6 In addition to the vehicle/pedestrian conflicts the effect of traffic congestion and inappropriate parking has a harmful effect on the Conservation Area with the most serious problems occurring in The Pound which acts as a local bottleneck due to its narrowness, and Cookham High Street where on-street parking creates

congestion. The volume of traffic along these streets is considered to be well above that acceptable in environmental terms, and in particular it is considered seriously detrimental to the character of the Conservation Area.

7.6.7 A major cause of these traffic generated problems is the inadequacy of public off-street parking spaces, especially seasonal spaces for car borne tourists. The continuing problem of car parking in and around Cookham village has been recognised for many years and suggestions for additional parking were included in the Cookham District Plan (1972) but were never implemented. Proposal REC11 of the Maidenhead and District Local Plan proposed an investigation into the parking problems in Cookham Village.

7.6.8 Key Objectives

- (i) To minimise the impact of tourist related activities on the local community.
- (ii) To enhance the character of the Conservation Area and to improve pedestrian safety.
- (iii) To improve and secure the best use of local car parking facilities.
- (iv) To maintain Cookham Rise's role as a local shopping centre.

Protection of the retail role

Cookham Village

POLICY CKM1

THE BOROUGH COUNCIL WILL NOT APPROVE PROPOSALS WHICH WOULD DETRACT FROM THE CHARACTER OF THE COOKHAM HIGH STREET CONSERVATION AREA BY:

- 1) MATERIALLY ALTERING THE EXISTING MIX OF RESIDENTIAL AND COMMERCIAL USES; OR**
- 2) ATTRACTING ADDITIONAL TRAFFIC; OR**
- 3) INCREASED NOISE AND DISTURBANCE.**

7.6.9 Cookham village tends to function more as a tourist centre than a local shopping centre, and the type of shops reflect this. It is important that the existing mix of residential and commercial uses be

retained in order to protect the character of the High Street Conservation Area. Proposals which are likely to exacerbate the existing congestion and parking problems in the High Street, or result in increased noise and disturbance to residential properties will not be considered acceptable under this policy. Proposals for community facilities such as libraries will normally be considered appropriate within the Cookham High Street Conservation Area.

Cookham Rise

POLICY CKM2

THE BOROUGH COUNCIL WILL NOT APPROVE PROPOSALS WHICH WOULD RESULT IN A LOSS OF EXISTING RETAIL,- (CLASS A1) UNITS EITHER THROUGH CHANGE OF USE OR REDEVELOPMENT WITHIN THE COMMERCIAL CENTRE OF COOKHAM RISE AS DEFINED ON THE COOKHAM RISE INSET MAP, UNLESS IT CAN BE SHOWN THAT THE VITALITY AND VIABILITY OF THE CENTRE WILL NOT BE HARMED.

7.6.10 The Cookham Rise shopping area fulfils the very important function of providing a range of convenience goods close to residential areas. The retention of retailing activities within this local shopping area is seen as important given the significant impact that changes of use would have on the level and quality of local provision and on the viability and vitality of the centre itself. The introduction of community facilities such as libraries within this local shopping area is considered appropriate and could assist in retaining its vitality.

Restraint on commercial development

Cookham Village

POLICY CKM3

THE COUNCIL WILL NOT PERMIT THE CHANGE OF USE TO, OR DEVELOPMENT FOR, ADDITIONAL COMMERCIAL FLOORSPACE WITHIN COOKHAM VILLAGE CENTRE. THIS INCLUDES USES IN CLASS A1, A2, A3 AND B1 OF THE 1987 USE CLASSES ORDER AS WELL AS OTHER COMMERCIAL USES OUTSIDE THOSE CLASSES.

POLICY CKM4

THE REDEVELOPMENT OF EXISTING COMMERCIAL PREMISES IN COOKHAM VILLAGE WILL ONLY BE ACCEPTABLE IF:

IT CONSISTS OF A SCHEME PROVIDING A MIX OF USES; AND

- 1. IT DOES NOT RESULT IN A BUSINESS USE (B1) ON THE GROUND FLOOR IN A SHOPPING FRONTAGE; AND**
- 2. IT INCLUDES A RESIDENTIAL ELEMENT WHERE APPROPRIATE, AND IN ANY CASE DOES NOT INVOLVE THE LOSS OF A RESIDENTIAL UNIT; AND**
- 3. THE DESIGN, MATERIALS AND LANDSCAPING CONTRIBUTE TO AN ENHANCEMENT OF THE CONSERVATION AREA; AND**
- 4. THERE IS NO INTENSIFICATION OF COMMERCIAL USES ON THE SITE; AND**
- 5. ADEQUATE CAR PARKING IS PROVIDED IN ACCORDANCE WITH THE COUNCIL'S ADOPTED STANDARDS AS SET OUT IN APPENDIX 7.**

7.6.11 Within Cookham village there is very little scope for additional retail or business development. If an existing site in commercial use were to come forward any proposal will be expected to conform with all six of the requirements listed in policy CKM4.

Cookham Rise

POLICY CKM5

PROPOSALS FOR B1 DEVELOPMENT INVOLVING A NET INCREASE IN FLOORSPACE OF LESS THAN 300 SQ METRES WILL BE ACCEPTABLE WITHIN THE COMMERCIAL CENTRE OF COOKHAM RISE AS DEFINED ON THE INSET MAP, WHERE THIS DOES NOT INVOLVE

- 1) THE LOSS OF RETAIL FLOORSPACE OR CHANGE OF USE ON THE GROUND FLOOR OF PREMISES WITH A SHOPPING FRONTAGE; OR**

- 2. THE LOSS OF A RESIDENTIAL UNIT; OR**
- 3. THE LOSS OF A COMMUNITY USE (USE CLASS D1 - NON-RESIDENTIAL INSTITUTIONS).**

7.6.12 Within Cookham Rise, the only area appropriate for small scale business development is within the Station Hill/Station Parade commercial centre. The scope for additional commercial activity is, very limited.

~~Highway and traffic management proposals~~

~~POLICY CKM6~~

~~THE BOROUGH COUNCIL WILL INVESTIGATE MEANS OF ENHANCING THE COOKHAM VILLAGE CONSERVATION AREA AND IMPROVING THE SAFETY OF PEDESTRIANS AND CYCLISTS POSSIBLE MEASURES MAY INCLUDE:~~

- ~~1. TRAFFIC CALMING MEASURES IN THE POUND WITH ASSOCIATED PAVEMENT WIDENING;~~
- ~~2. THE PROVISION OF IMPROVED FACILITIES FOR PEDESTRIAN SAFETY IN COOKHAM VILLAGE, INCLUDING COOKHAM BRIDGE;~~
- ~~3. ENVIRONMENTAL ENHANCEMENT MEASURES IN THE HIGH STREET AND AROUND THE WAR MEMORIAL, INCLUDING A REVIEW OF ON-STREET PARKING PROVISION.~~

~~7.6.13~~ Outside of the main towns of Maidenhead and Windsor the most serious traffic related problems in the Borough are found in Cookham which attracts a considerable volume of tourist traffic in addition to locally generated demand. The problems are related to environmental and road safety concerns, with the existing very narrow road system being dangerous for motorists as well as pedestrians and cyclists. The volume of through traffic combined with pressures from visitors seeking a place to park cause serious harm to the appearance and enjoyment of the conservation area and its many listed buildings.

~~7.6.14 The former County Environment Committee approved an area wide traffic/safety study of Cookham in 1993. Public consultation leaflets were distributed to local residents and groups seeking views on problems and possible solutions. 96 responses were received of which over 40% requested some kind of traffic calming measure in The Pound and at its junction with Maidenhead Road.~~

~~7.6.15 A package of short and long term measures arising from this study was agreed by the Area Highway Section (Windsor and Maidenhead) on 24 February 1994. Within the Cookham Inset Area improvements were agreed to a traffic calming scheme for The Pound. Further discussions will take place with local groups about the remaining traffic problems of Cookham including off street parking provision.~~

~~7.6.16 The present parking facilities in Cookham village are seriously inadequate to meet the demands from short stay shoppers or visiting tourists. The only existing off street parking for shoppers is in Sutton Road. This is free and has a capacity of only 14 spaces. The Borough Council will investigate the possibility of restricting this car park to short stays only in conjunction with the dual use of private car parks for longer stay parking. In accordance with Policy R16, these will include the investigation of a suitable site for a new car park which would provide improved access to the River Thames.~~

Built environment

7.6.17 To ensure the quality of the environment in the High Street is maintained and if possible improved, there is a need for the Local Planning Authority to exercise strict control over advertisements on commercial properties, particularly the use of illuminated advertisements. Policy ADV2 sets out criteria for controlling the display of advertisements in conservation areas.

7.7 DATCHET

7.7.1 Datchet is a Thames-side village located at the bridging point to the river, opposite the Home Park of Windsor Castle. The settlement has been excluded from the Green Belt and mostly falls within the Thames flood plain. It is served by the Windsor to Waterloo railway line. Datchet parish had an estimated population of 4,947 in 1991.

7.7.2 Datchet has an attractive village centre with groups of largely Edwardian and Victorian buildings clustered around The Green and the two roads leading to the river. These areas fall within the Datchet Conservation Area which was

designated in 1981. The village centre plays an important role as a local shopping centre, primarily for convenience goods. It has a small number of commercial uses and provides a range of community facilities. The boundary of the village centre is identified on the Datchet Inset Map.

7.7.3 The proximity of Windsor, Slough and the M4 motorway mean that the village centre experiences a high level of 'through traffic'. This generates traffic congestion to the detriment of the village; the two railway level crossings add to the congestion.

7.7.4 Datchet's population expansion over the last 15 years and the growth in car ownership has left the village centre with a car dominated visual scene. In particular, car parking around The Green strongly detracts from its amenity value.

7.7.5 Clearly it is important that the retail function of the village centre is retained. However, any expansion of the village's commercial role would add to the existing congestion problems. The traffic management measures included in this Local Plan aim to alleviate those problems.

7.7.6 Key Objectives

- (i) To create a safer and more pleasant shopping environment.
- (ii) To protect the existing range of retail and community facilities.
- (iii) To preserve and enhance the character of the Conservation Area
- (iv) To reduce the physical and visual impact of vehicles in Datchet.

Protection of the retail role

POLICY DAT1

THE BOROUGH COUNCIL WILL NOT PERMIT PROPOSALS WHICH WOULD RESULT IN FURTHER LOSS OF RETAIL (CLASS A1) FRONTAGE EITHER THROUGH CHANGE OF USE OR REDEVELOPMENT WITHIN THE COMMERCIAL CENTRE OF DATCHET AS DEFINED ON THE DATCHET INSET MAP UNLESS IT CAN BE SHOWN THAT THE VITALITY AND VIABILITY OF THE CENTRE WILL NOT BE HARMED.

7.7.7 Datchet plays a vital local role in its provision of convenience goods but it also has a number of specialist shops. The centre has 30 retail shops, comprising 68 % of all units along the main shopping frontages. These frontages have witnessed a loss of retail uses over recent years, particularly along Slough Road. Any further loss of retail activities could lead to a deterioration of the character and quality of the shopping area. Redevelopment of existing retail premises will be expected to provide retail use on the ground floor and residential use on the upper floor.

Restraint on business development

POLICY DAT2

PROPOSALS FOR B1 DEVELOPMENT INVOLVING A NET INCREASE IN FLOORSPACE OF LESS THAN 100 SQUARE METRES WILL BE ACCEPTABLE WITHIN THE COMMERCIAL CENTRE OF DATCHET AS DEFINED ON THE DATCHET INSET MAP WHERE THIS DOES NOT INVOLVE:

- 1) THE LOSS OF RETAIL FLOORSPACE OR A CHANGE OF USE ON THE GROUND FLOOR; OR
- 2) THE LOSS OF A RESIDENTIAL UNIT; OR
- 3) THE LOSS OF A COMMUNITY USE (USE CLASS D1- NON-RESIDENTIAL INSTITUTIONS).

REDEVELOPMENT SCHEMES WILL BE REQUIRED TO CONTRIBUTE TO THE ENHANCEMENT OF THE CONSERVATION AREA.

7.7.8 The completion of the Portland Business Centre has led to a significant increase in business activity in Datchet. Any further intensification of business uses in Datchet would add to the existing problems of traffic congestion and car parking, and will therefore not be acceptable. This approach conforms with Policy E1 which seeks to restrict new commercial development.

7.7.9 It is essential that all new office schemes in Datchet respect the existing 'mix' of land uses. In particular, the combination of retail and residential uses around The Green is an important factor in the character of the Datchet Conservation Area. Clearly all schemes will be required to contribute to the character and appearance of the conservation area.



~~Environmental enhancement and traffic management measures~~

~~POLICY DAT3~~

~~THE BOROUGH COUNCIL WILL INVESTIGATE MEANS OF ENHANCING THE ATTRACTIVENESS OF DATCHET AS A LOCAL SHOPPING AND COMMUNITY CENTRE AND IMPROVING THE SAFETY OF PEDESTRIANS AND CYCLISTS. POSSIBLE MEASURES MAY INCLUDE: PEDESTRIAN PRIORITY AND PEDESTRIAN ENHANCEMENT OF THE SOUTH SIDE OF THE GREEN.~~

~~7.7.10 Pedestrian priority and pedestrian enhancement of the south side of The Green as identified on the proposals map would restrict traffic flows to the main roads through the village. This would ease traffic congestion and remove some sources of vehicle/pedestrian conflict, thus making for a more favourable pedestrian environment in the village centre.~~

~~7.7.11 At present, Datchet High Street acts as a divide between the two main shopping areas. The location of a pedestrian crossing on the High Street would provide a safe and convenient link between the two areas.~~

~~7.7.12 The introduction of further on-street parking restrictions as part of the pedestrian enhancement would significantly reduce the number of cars parked around The Green and thus improve the visual scene. The pressure for car parking around The Green means that resident's parking needs to be provided.~~

~~POLICY DAT4~~

~~THE BOROUGH COUNCIL WILL REVIEW THE ALLOCATION OF LONG AND SHORT STAY PARKING FACILITIES IN DATCHET. POSSIBLE MEASURES MAY INCLUDE:~~

- ~~1) THE PROMOTION OF THE USE OF HORTON ROAD CAR PARK FOR SHORT STAY 'SHOPPERS' PARKING THROUGH IMPROVED SIGNPOSTING;~~
- ~~2) THE PROVISION OF IMPROVED DISABLED PARKING FACILITIES;~~
- ~~3) THE INTRODUCTION OF RESIDENTS ONLY PARKING AROUND THE GREEN.~~

~~7.7.13 The Horton Road car park is presently under-used despite having good access to the shopping centre. The reduction of parking opportunity around The Green and more extensive signposting would encourage more shoppers to use the car park. An investigation into the feasibility of extending the car park may be necessary.~~

~~7.7.14 Disabled parking is currently provided at The Avenue car park, adjacent to the railway station. However, there is also a need for more centrally located disabled parking for shopping purposes. The eastern side of The Green is a suitable site due to its central off street location.~~

~~7.7.15 The Avenue car park provides about 120 parking spaces for rail users, primarily for long distance commuters. However, it provides insufficient spaces for this purpose, and consequently The Avenue suffers from a high level of on-street parking. This is detrimental to the residential character of the area, which is a proposed extension to the Conservation Area.~~

~~7.7.16 The introduction of a resident parking or voucher parking scheme along The Avenue and Montagu Road would alleviate the on-street parking problem. The complete removal of waiting restrictions in the car park would increase the number of spaces available to rail users. Any overflow parking would be accommodated by allowing on-street parking in defined locations, as part of the traffic management scheme.~~

Cycling

~~POLICY DAT5~~

~~THE BOROUGH COUNCIL WILL MAKE BETTER PROVISION FOR CYCLISTS, IN ACCORDANCE WITH POLICY T8, THROUGH THE FOLLOWING MEASURES:~~

- ~~1) THE PROVISION OF A CYCLEPATH ALONG THE HORTON ROAD;~~
- ~~2) THE PROVISION OF CYCLE PARKING FACILITIES IN DATCHET VILLAGE CENTRE.~~

~~7.7.17 The east of Datchet has witnessed considerable residential development in the past decade. A cyclepath along the Horton Road would improve cycle access to the village centre.~~

7.8 ETON

7.8.1 Eton is an historic Thameside town dominated by the famous Eton College. This, together with its proximity to Windsor and the Thames makes Eton one of the Borough's major visitor attractions. The nature of the High Street shops clearly reflect Eton's role in serving the needs of visitors with nearly half the shops trading in antiques or art, and 14% each in gifts and clothing. There are also a large number of food and drink (A3) establishments which together comprise 14% of all commercial premises.

7.8.2 The main planning issues in Eton derive from the conflict between the pressures from tourism and the need to protect the historic fabric of the town, enhance its environment and maintain local services. The whole of Eton is designated a Conservation Area and there are many listed buildings, particularly around the College and along the High Street. While strong policies elsewhere in this plan protect the built environment, the main harm to the appearance of the Conservation Area is the visual dominance of traffic, both circulating and parked. This also causes danger to pedestrian safety and convenience and creates a poor shopping environment.

7.8.3 Although the nature of the High Street shops reflects Eton's tourist function, there are residential areas on both sides of the High Street. It is important, therefore, to retain Eton's role as a local shopping area serving the needs of the local population. Pressure to develop non-retail activities and retailing associated with tourism is great and has resulted in a marked decline in outlets serving the local population.

7.8.4 Key Objectives

- (i) To create a more attractive, safe and convenient shopping environment for local residents and visitors.
- (ii) To protect the retail function of the High Street.
- (iii) To reduce the physical and visual impact of vehicles in the High Street.
- (iv) To meet local car parking deficiencies.
- (v) To protect and enhance the historic character of Eton, its Thameside setting, and views to and from Windsor Castle.



Protection of the retail role

POLICY ETN1

THE BOROUGH COUNCIL WILL NOT APPROVE PROPOSALS WHICH WOULD RESULT IN THE LOSS OF RETAIL (CLASS A1) PREMISES EITHER THROUGH CHANGE OF USE OR REDEVELOPMENT WITHIN THE TOWN CENTRE OF ETON AS DEFINED ON THE ETON INSET MAP UNLESS IT CAN BE SHOWN THAT THE VITALITY AND VIABILITY OF THE CENTRE WILL NOT BE HARMED.

7.8.5 Eton High Street has experienced a marked decline in its function as a local shopping area as a result of the growth in non-retail activities and retailing associated with tourism. Shops now account for less than two-thirds of the commercial premises in Eton High Street. Of these nearly 80% directly serve the tourist trade. Whilst the Borough

Council cannot specify the type of retail activity occupying premises within the shops (A1) class, it is considered that any further loss of retail premises in the High Street would be both detrimental to the character of the area and could prejudice the already limited local shopping function.

7.8.6 Much of Eton's character is derived from the mix of residential properties and small retail premises along the High Street. The further loss of retail units would upset this balance and, in the case of tea-rooms, restaurants, public houses or hot food take-aways (use class A3) would attract additional tourist pressure, exacerbating the existing congestion and parking problems in the High Street. These uses would also be detrimental to the amenities of residential properties with increased noise and disturbance at night.

Restraint on business development

POLICY ETN2

PROPOSALS FOR B 1 DEVELOPMENT INVOLVING A NET INCREASE IN FLOORSPACE OF LESS THAN 100 SQ METRES WILL BE ACCEPTABLE WITHIN THE COMMERCIAL CENTRE OF ETON DEFINED ON THE ETON INSET MAP WHERE THIS DOES NOT:

- 1) **INVOLVE THE CHANGE OF USE OF THE GROUND FLOOR OF PREMISES WITH A HIGH STREET SHOPPING FRONTAGE; OR**
- 2) **INVOLVE THE LOSS OF A RESIDENTIAL UNIT; OR**
- 3) **INVOLVE THE LOSS OF A COMMUNITY USE (USE CLASS D1 - NON-RESIDENTIAL INSTITUTIONS).**

7.8.7 The Boroughwide theme of restraint on employment growth is reflected in policies which seek to direct commercial development to the main towns of Maidenhead and Windsor and to recognised employment areas. Eton is considered to be particularly vulnerable to the harmful effects of business development. Policy ETN2 will protect the historic character of the High Street by resisting development that could harm the Conservation Area and add to existing problems with traffic circulation and car parking

7.8.8 It will be important that any proposed small scale schemes do not significantly intensify an existing business use, or create a wholly new activity which cannot accommodate appropriate levels of car parking, and which do not create a scale of development which is out of character with the predominantly small-scale commercial uses within the Eton Conservation Area. Policy ETN2 does, however, provide flexibility for small scale development meeting the needs of local businesses. Any development must comply with the development guidelines for Conservation Areas set out in policies CA1, CA4 and CA6.

Environmental enhancement and traffic management measures

POLICY ETN3

THE BOROUGH COUNCIL WILL SEEK TO IMPROVE HIGHWAY SAFETY AND TO ENHANCE THE ATTRACTIVENESS OF THE ETON CONSERVATION AREA THROUGH THE FOLLOWING MEASURES:

- 1) **IMPLEMENTING A ONE-WAY SYSTEM IN ETON HIGH STREET NORTHBOUND FROM ITS JUNCTION WITH BROCAS STREET TO THE JUNCTION WITH ETON COURT; AND**
- 2) **IMPLEMENTATION OF A PARTIAL PEDESTRIAN IMPROVEMENT SCHEME FOR ETON HIGH STREET SOUTH OF ETON COURT; AND**
- 3) **THE PROVISION OF CYCLE PARKING FACILITIES.**

7.8.9 The attractiveness of Eton as a Conservation Area and popular shopping street for visitors and local residents has been severely reduced by the dominance of the car on the visual scene. The conflicting needs of pedestrians and motorists are further exacerbated by the narrow High Street and the high incidence of illegal on-street parking.

7.8.10 The introduction of a one-way system during 1997/8 in Eton High Street has benefitted traders, shoppers and visitors by:

1. Reducing traffic congestion;
2. Improving traffic circulation and access for

local residents and service vehicles;

3. Leading traffic past the car parks before reaching the High Street (Eton Court remains two-way, and traffic is discouraged from using Meadow Lane and the High Street);
4. Protecting the historic fabric from unnecessary wear and tear;
5. Creating a more spacious and attractive environment for pedestrians and the disabled.

7.8.11 Although the complete pedestrianisation of Eton High Street is not practical traffic calming and other environmental improvements have been carried out in conjunction with the traffic management measures. These have included, for example, resurfacing the carriageway with appropriate materials, some pavement widening incorporating parking bays for service vehicles and the disabled, seating, landscaping and cycle parking facilities.

Parking

POLICY ETN4

THE BOROUGH COUNCIL WILL SEEK TO PROVIDE IMPROVED CAR PARKING FACILITIES IN ETON THROUGH THE FOLLOWING MEASURES:

- 1) **A NEW CAR PARK AT BARNESPOOL ON LAND REAR OF 1-12 HIGH STREET; AND**
- 2) **IMPROVED SIGNPOSTING OF PUBLIC CAR PARKS.**

7.8.12 Parking facilities in Eton are inadequate to cope with existing demands with no scope for catering for an increase in demand. This is particularly the case during the summer months when pressure from visitors is greatest.

7.8.13 The two existing car parks have a high incidence of long stay parkers creating a shortage of spaces for short stay shoppers parking. Eton College also requires further parking facilities to meet its own needs. The scope for providing additional car parking in Eton is, however, largely dependent on the co-operation of Eton College in

~~providing land. The one identified site at Barnespool appears to be the only suitable site available which is convenient for the town but which would have least impact on its historic character.~~

~~7.8.14 The site at Barnespool occupies a substantial area of abandoned and overgrown gardens, a row of lock up garages and an area of haphazard open parking. The site could accommodate approximately 90 parking spaces while leaving about 40% of the site for landscaping and peripheral screening. It would result in more effective use being made of vacant and under-used land in built up areas and this would be in accordance with Government advice. It would also provide a useful opportunity to co ordinate college, business, residents and public parking requirements and to provide an attractive landscaped setting adjacent to Baldwin Stream and the historic Luxmoore's garden of Eton College which would enhance this part of the Conservation Area.~~

~~Built environment~~

~~POLICY ETN5~~

~~THE BOROUGH COUNCIL RECOGNISES THE PARTICULAR QUALITY OF THE ETON TOWN CENTRE CONSERVATION AREA IN RETAINING MANY ELEMENTS OF ITS DEVELOPMENT FROM MEDIEVAL TIMES. IN ORDER TO PROTECT THIS CHARACTER OPPORTUNITIES FOR NEW BUILDINGS WILL BE VERY LIMITED AND ANY SUCH PROPOSALS TOGETHER WITH THOSE FOR ALTERATIONS, EXTENSIONS OR CHANGE OF USE TO EXISTING BUILDINGS WILL BE EXPECTED TO BE SYMPATHETIC TO THE HISTORIC CHARACTER OF THE AREA AND INDIVIDUAL PROPERTIES.~~

~~7.8.15 Policy CA2 sets out the Borough Council's general requirements for development in conservation areas. The Borough Council recognises that the Eton Conservation Area has a particular quality derived from the retention, within the town centre, of many elements of its development from medieval times. This has resulted in a mix of a considerable amount of residential accommodation with small scale commercial uses with a large proportion of the original fabric and structure remaining relatively undisturbed. It is therefore considered appropriate in order to protect this character, to severely limit opportunities for new buildings within Eton. Any such proposals, together with those for alterations, extensions or change of use to existing buildings will be expected to be sympathetic to the historic character of the area and of individual properties.~~

~~7.8.16 To enable the Borough Council to more effectively protect Eton's essential character Policy CA3 will include Eton High Street for future designation under an Article 4 Direction. This would require planning permission to be obtained before changes could be made to the original architectural features of properties such as doors, windows, roofing materials, facing materials and garden walls and fences.~~

~~7.8.17 The commercial requirements of properties to advertise their trade can disturb their position in an historic street if they become too self-assertive and if repeated by several properties can destroy much of the original attraction of the street. To ensure the historic character of Eton High Street is retained it is considered appropriate to severely restrict the possibility of incongruous advertisements in this important street scene.~~

~~7.8.18 Many of the buildings in Eton High Street retain attractive old wooden shopfronts and painted signs. In order to improve the quality of the Conservation Area Policy SF1 (guidelines for shopfronts) will be strictly applied in Eton High Street. In particular, where a building contains an interesting early shopfront this should be retained and repaired if necessary.~~

~~Timber Yard and Wharf, King Stable Street~~

~~POLICY ETN6~~

~~THE BOROUGH COUNCIL WILL ALLOCATE THE TIMBER YARD AND WHARF SITE AT KING STABLE STREET FOR RESIDENTIAL USE. AS PART OF A POSSIBLE REDEVELOPMENT SCHEME THE BOROUGH COUNCIL WILL SEEK PROVISION FOR PUBLIC ACCESS TO THE RIVERSIDE.~~

~~7.8.19 The following guidelines are suggested as part of a possible redevelopment scheme:~~

~~REQUIREMENTS~~

- ~~- an element of affordable housing will be provided~~
- ~~- highway improvements~~
- ~~- provision of public access to riverbank as part of an area of public open space~~
- ~~- high quality of design~~

~~CONSTRAINTS~~

- ~~- within 1:100 flood area~~
- ~~- within Eton Conservation Area~~
- ~~- within setting of Thames~~
- ~~- 2 listed buildings within site~~

- ~~- prominent riverside frontage~~
- ~~- opposite Windsor Castle~~

BENEFITS

- ~~- removal of non-conforming industrial use~~
- ~~provision of much needed affordable housing~~
- ~~- enhancement of appearance of Conservation Area~~
- ~~- public access to Thames~~
- ~~- public open space~~