

# Conservation Area Appraisal



## Maidenhead Town Centre

Adopted July 2016

Director of Development and Regeneration  
Royal Borough of Windsor and Maidenhead  
Town Hall  
St Ives Road  
Maidenhead





# Foreword

**By Councillor Derek Wilson**

**Lead Member for Planning**

The Borough Council has carried out an appraisal for the Maidenhead Town Centre Conservation Area and produced this appraisal document, which describes the important features and characteristics of the area and will be used when planning decisions are made that affect the area. The approach used follows advice set out in Historic England guidance.

This is a revised appraisal document produced for Maidenhead Town Centre and is part of a longer-term project to review all the existing Conservation Area Appraisals in the Borough, and to complete appraisals for Conservation Areas that do not presently have one.

The Maidenhead Conservation Area Appraisal also includes a Five Year Conservation Area Management Plan, which is intended to summarise the actions that the Council will take in the period to ensure that the character and appearance of the area are preserved or enhanced.

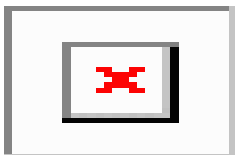
A draft version of this document was subject to a public consultation exercise in June 2016 and this final version contains amendments made as a result of comments received.

If you have any questions regarding any aspect of the Appraisal or Management Plan, please contact:

[planning.maidenhead@rbwm.gov.uk](mailto:planning.maidenhead@rbwm.gov.uk)

or

Conservation and Design Team  
Development and Regeneration  
Royal Borough of Windsor and Maidenhead  
Town Hall  
St Ives Road  
Maidenhead  
SL6 1RF



# Foreword

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# Introduction

# 1 Introduction

## What does conservation area designation mean?

**1.1** A conservation area is an area of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance (Planning [Listed Buildings and Conservation Areas] Act 1990, Section 69). The responsibility for designating conservation areas lies with the Local Planning Authority.

**1.2** The aim of conservation area designation is to protect the wider historic environment. Areas may be designated for their architecture, historic street layout, use of characteristic materials, style or landscaping. These individual elements are judged against local and regional, rather than national, criteria. Above all, conservation areas should be cohesive areas in which buildings and spaces create unique environments that are irreplaceable.

**1.3** Local Authorities have a statutory duty to review all their Conservation Areas regularly. English Heritage recommends that each area is reviewed every five years.

**1.4** Conservation Area Designation provides extra protection in the following ways:

- Local Authorities have general control over most complete demolition of buildings within conservation areas
- Local Authorities have additional control over some minor development
- Special provision is made to protect trees within conservation areas

**1.5** When assessing planning applications, Local Authorities must pay careful attention to the desirability of preserving or enhancing the character and appearance of the conservation area and its setting.

**1.6** In addition to statutory controls and national policy, the Local Authority can include policies in the Local Plan to help preserve the special character and appearance of conservation areas.

## What is the purpose of a conservation area appraisal?

**1.7** The aim of the Appraisal is to:

- Identify the special architectural or historic interest and the changing needs of the conservation area
- Define the conservation area boundaries
- Increase public awareness and involvement in the preservation and enhancement of the area
- Provide a framework for informed planning decisions
- Guide controlled and positive management of change within the conservation area to minimise harm and encourage high quality, contextually responsive design

## What is the status of this document?

**1.8** This document has been approved by the Borough Planning Manager, working together with the Lead Member for Planning and Development, ward members for the area and the Director of Development and Regeneration following a 6-week consultation period. This endorsed document is for use to guide and inform all planning consideration and other council activities in the conservation area.

**1.9** The conservation area appraisal is adopted as supplementary planning guidance. As such, it forms a material consideration in future planning decisions.

**1.10** The contents of this appraisal and the associated maps and appendices are intended to highlight significant features but they should not be regarded as fully comprehensive and the omission of, or lack of reference to, a particular building or feature should not be taken to imply that it is of no significance. This significance may only be fully identified at such time as a features or building is subject to the rigorous assessment that an individual planning application necessitates.

**1.11** Similarly, the controls that apply to elements vary and in some instances the items that have been identified as significant features cannot be fully protected by planning legislation. Further guidance on the controls that apply in conservation areas is given on the council and Historic England websites. Further advice can be obtained by contacting the Council's Customer Service Centre at the Town Hall Maidenhead, via the Council website or by telephoning 01628 683 810.



## Planning policy context

**1.12** The Development Plan sets out priorities and policies for development in relation to housing, business, infrastructure (such as transport, waste, and telecommunications), health, community facilities and services and the environment. For the purpose of S38(6) of the Planning and Compulsory Purchase Act (2004), the Development Plan for Windsor and Maidenhead consists of the Royal Borough of Windsor and Maidenhead Local Plan (Incorporating Alterations adopted 2003), Maidenhead Town Centre Area Action Plan, Minerals and Waste Plans, South East Plan policy NRM6 - Thames Basin Heaths and adopted (or "made") neighbourhood plans.

**1.13** The adopted Plan contains a suite of saved policies relating to the historic environment, including policies relating to conservation areas. The Local Planning Authority is currently reviewing the Adopted Local Plan with the aim of producing a borough local plan. This plan will set the long-term strategy for managing development and supporting infrastructure in the borough. It will set out where best to accommodate the homes, jobs and infrastructure we need in the most sustainable way and will include policy advice in relation to the historic environment.

**1.14** In May 2010 the Government announced its intention to abolish Regional Strategies, including the South East Plan. The South East Plan was partially revoked on 25 March 2013. The Order revokes the Regional Strategy for the South East, published in May 2009, except for policy NRM6: Thames Basin Heaths Special Protection Area.

**1.15** The current Minerals and Waste Plans for the Royal Borough are:

- The Replacement Minerals Local Plan (Incorporating the Alterations Adopted in December 1997 and May 2001).
- The Waste Local Plan for Berkshire (adopted December 1998).

**1.16** There currently is one neighbourhood plan, the Ascot, Sunninghill and Sunningdale Neighbourhood Plan that has been made part of the development plan.

## Background

**1.17** The conservation area was designated in February 1978 and amended in October 1995.

# Introduction

# Summary of significance

## Summary of significance

**2.1** As Historic England explain, 'significance is a collective term for the sum of all the heritage values attached to a place'.

**2.2** The significance of the town centre conservation area is as a medieval settlement, located just out of reach of the flood waters of the Thames but along small tributaries, which developed into a thriving coach stop for vehicles travelling from east to west along the Great West Road. Following the arrival of rail the coaching industry fell away and the town and the town centre adjusted to meet the needs of the commuters and leisure visitors of the time. The mixture of building ages, styles and services reflect the changing needs of the people it served; those travelling through, leisure visitors and residents of the town.

**2.3** The values that make up the significance of the conservation area are:

- **Evidential value:** There is limited evidential value within the conservation area, however there may be potential for evidence of early building construction techniques which are not yet fully understood. Furthermore, beneath some of the older buildings there may be archaeological evidence of mediaeval Maidenhead.
- **Historical Value:** Maidenhead's remaining service architecture inclusive of coaching inns, former brewery stable buildings, retail and other services provides illustrative evidence of the role Maidenhead town centre has played through its history.
- **Aesthetic value:** The town centre conservation area has some aesthetic value as a whole which is a result of the variety of architectural embellishment to Victorian and Edwardian buildings, and some which can be attributed to the organic construction of buildings along the busy commercial main street of the town. The less visible aesthetic values still appreciable from certain positions within and outside of the conservation area include the roofscape of High Street and Queen Street.
- **Communal value:** There is currently understood to be only very limited communal value in the conservation area through the social value of the centre to people whose lives have been lived locally and within the town. However, a new understanding may arise following further research or information coming to light, such as where an aspect of the area is threatened.

# Historic development

## Historic development

**3.1** The conservation area is focused on the town centre of Maidenhead. Settlement of the area dates back to the thirteenth century; however, the evidence of settlements in the wider area of the town dates back to Domesday and before, from Domesday records and archaeological finds. The Domesday survey in 1086, records a settlement at Elentone in the area of Maidenhead now known as North Town, and Palaeolithic stone age tools have been recovered from the many gravel pits in the area west and north west of Maidenhead.

**3.2** By 1200 a small settlement on the borders of Cookham and Bray on the site of present day Maidenhead town centre had developed. This was mentioned (in the Bray court rolls) until 1296 as South Aylington, derived from Elentone. It was seen as having very little importance until a wooden bridge was erected across the Thames. This bridge was mentioned in 1255 when Henry III issued an order for the widening of the road between the bridge and Henley to counteract robbers, but it may well have been in operation some 50 years earlier. The hamlet of South Aylington was situated as the conservation area is today, some three quarters of a mile from the river, on land just above the river flood line.

**3.3** Alongside the bridge a timber wharf was erected, for the storage and transportation of oaks from the Forest of Windsor. This was recorded in 1538 by the antiquary Leland, when passing through. It was from this New Wharf or 'Maiden Hythe' that the town took its name during the 13th century. 33 spellings of the name have been identified before the present version came into use in 1724.

**3.4** The medieval town stretched from present day Castle Hill along the High Street, with West Street as a Back Lane. There was further settlement along Bridge Street which had access by a bridge across Dunmede Stream. This stream was first mentioned in 1380 by a monk of St Denys and was once a wide stream, but it has dwindled to what is now the York Stream which is bridged by the brick built Chapel Arches. Chapel Arches derived its name from a chapel-of-ease which was built for travellers by the Hosebund family in 1270.

**3.5** Maidenhead was divided between the jurisdiction of the manors of Bray and Cookham until 1577 when Sir Henry Neville applied to Queen Elizabeth I to establish the town as a separate entity. During the following two hundred years Maidenhead grew in size as the introduction of stage and private coaches increased the importance and usage of the main route to Bath and Bristol. The town's economy owed much to the importance of the bridge and the travellers it brought. The area was dominated by the provision of inns, alehouses, stabling and smithies to accommodate their needs. Maps show Maidenhead at this time little bigger than the current conservation area. The presence of a large property at St Ives Place is seen, consuming a large area of land down to the river. The wooden bridge had by this time undergone constant repairs, and eventually a stone bridge, the one there today, was built and opened in 1777.

**3.6** By 1834 it was recorded that 823 coaches a day passed through Maidenhead the largest number passing through any town in England. A large area of the current conservation area was given over to coaching inns with gardens and stables, examples of which were the Red Lion and Bear Inn in the Lower High Street and the Saracen's Head and White Hart in the upper part. Maidenhead was also home to four breweries. Of these, Nicholsons survived the longest and was located on the south side of the High Street.

**3.7** In the Victorian period Maidenhead as a town saw major changes, which are still reflected in the shape and form of the conservation area. The population increased from 949 in 1801 to 3,603 in 1851. This was induced by the introduction of the railway in 1835. The railway changed the economy of Maidenhead and the uses and buildings of the town centre. The number of travellers on the roads dramatically declined, meaning the loss of many of the businesses associated with the coaching trade. Middle-class commuters saw Maidenhead as a place to live while working in London. Many of the large town centre houses with gardens were replaced by smaller more affordable terraces and villas and more commercial users developed. By 1875 Queen Street and King Street had been built as new shopping areas and affordable housing built on Broadway. There were still large areas of open land to the east of the conservation area, along the riverside.

**3.8** The quarter century leading up to the first world war was an important period in the development of Maidenhead. Many of the most significant buildings in the town centre date from this period and reflect the town's development as a place to visit for leisure and from which it was possible to travel quickly to London.

**3.9** In the later twentieth century the major development which impacted on the conservation area includes the building of the shopping centre on the site of Nicholson's Brewery, the building of high rise office buildings and moving the Town Hall from the original market square where the High Street meets Market Street. This area was once much wider with a Guildhall on the southern side. In 1957 the mansion at St Ives Place was demolished and the present Town Hall built on the site, allowing the Guildhall to be demolished in 1962. The

## Historic development

1960's saw the first stage of Nicholson's shopping precinct and the building of a six storey office block. The shopping centre was enclosed in the mid 1970's, and in 1995, fifteen additional units were built. The eleven-storey office block, Berkshire House, located off Queens Street on the site of the Guildhall was built in the 1960's.

### Archaeology

**3.10** Encompassing the historic core of the Medieval town, the conservation area comprises both known archaeological assets reflecting its development through the Medieval and early Post-Medieval periods, and also the potential for discovery of further, currently unrecorded features.

**3.11** Unsurprisingly, the main archaeological assets noted in this area on the Berkshire Historic Environment Record include several clusters of Medieval features demonstrating occupation and land management from the 13th century onwards, with dating material including substantial finds of pottery and animal bone, and timber revetments suggesting the bank of a water channel. As well as the domestic and commercial activity clearly undertaken in the buildings fronting these important streets, as significant in archaeological terms are the backs of plots where ancillary activities including light industrial processes and animal husbandry would have taken place, the remains of which are likely to survive in yard areas which have not seen significant redevelopment. Archaeology on such sites is often in the form of complex and deeply stratified deposits requiring careful excavation and analysis. Given the location close to the Thames in this area favoured for settlement throughout the millennia, there remains potential for archaeological assets from other periods also to survive.

**3.12** Groundworks relating to new builds or redevelopment can have a negative impact on archaeological assets, and therefore it is likely that some proposals will require archaeological investigation and/or mitigation, in line with local and national planning policy. The purpose of such works will be to conserve the significance of the archaeology, either through preservation by record or in situ.

# Historic development



# Spatial analysis

## 4 Spatial analysis

**4.1** The High Street runs east-west along the line of the main road link between London and Bistol. The presence of West Street, formerly Back Lane, suggests an early planned element to the main High Street, in particular the block of narrow tenements running north of High Street with a Back Lane. West Street provided rear servicing for the properties on the High Street and still operates as a back street servicing the shops. Nicholsons Lane must have provided a similar service function for properties on the south side of the street. Many of these tenements were subsequently rearranged into courts to accommodate more dwellings, and houses were built along the side streets and back lanes.

**4.2** St Mary's Close and St Mary's Walk have been modernised and are enclosed by buildings and walls. They both have defined commercial, residential and community uses. In contrast Old Post Office Lane is a narrow cul-de-sac which is a mix of servicing for the properties on the High Street, car parking, and access to a small number of older buildings. Brock Lane and Nicholsons Lane both serve the Nicholsons Walk shopping centre but both are long established and formerly served premises lying off the main High Street.

**4.3** Queen Street which was laid out in 1872 forms a curve linking the High Street with the north-south running King Street near to the railway station.

**4.4** A major physical influence on the morphology of Maidenhead was the building of the relief road. This was built to relieve the traffic flow through the town centre and bisected many of the roads which lead out from the centre. Thus High Street no longer links up with Castle Hill nor does Market Street with the Cookham Road. This isolates the town centre from much of the surrounding area.

**4.5** The building of the relief road provided the opportunity for pedestrianisation of the former main road. In the 1970's the High Street was first pedestrianised, with the closing of the street to traffic from the Methodist Church to the corner of White Hart Road. In the 1980's the remainder of the High Street to the corner of Queen Street was pedestrianised. This has now turned the corner of Queen Street and the High Street into the principal junction between traffic and pedestrian activity.

**4.6** The end of the pedestrianised area creates a division between the two distinctive characters of the High Street. Pedestrianisation has changed the character of the western end. There are no longer defined pavements, kerbs and roads, instead there is one level space onto which buildings open directly providing ease of access and movement. The eastern end has smaller shop units. The street not being pedestrianised still has kerbs edging the pavements which are narrow in places. At the junction with St Ives Road, the street becomes much wider with buildings which are lower in height thus creating a feeling of openness and space.

# Special features of the area

## Special features of the area

### Building periods and styles

**5.1** The town was originally laid out in the Middle Ages as a crossing over the Thames. Narrow plots faced onto the street. Development behind these frontages subsequently increased the density of development without the town extending greatly beyond its medieval plan.

**5.2** No early buildings seem to be visible from the High Street, but that is not to say that they do not exist. 95 to 99 High Street, for example, preserve a frontage reflecting their medieval plot size and perhaps remnants of earlier buildings behind eighteenth-century façades. The remains of a timber framed structure exist within number 126. The early nineteenth-century façade of 81 High Street disguises what is probably a timber-famed building with a narrow passage that led to a garden or court behind. A rear view of 104 High Street reveals the remains of a queen strut roof behind an unremarkable retail façade, suggesting that a detailed inspection may be warranted.



**5.3** The second major period of development is associated with the town's role as a major stopping point on the Great West Road. This period was characterised by a large number of coaching inns and the infrastructure associated with horses, coaches and services for travellers.

**5.4** The Bear is the best surviving evidence of Maidenhead's former coaching inns. Opposite, 3 High Street is a fine example of a mid-eighteenth-century town house. Good examples of eighteenth-century buildings exist at 95 and 99 High Street with fine windows, brickwork and even sculpture.

**5.5** The arrival of the railway initiated the next significant change in the fortunes of Maidenhead. Economic activity associated with horse drawn coaches rapidly declined. London became easily accessible from Maidenhead. The town grew substantially with economic activity on the High Street changing to accommodate increased retail development to cater for the expanding population.

## Special features of the area



**5.6** The development of Queen Street, laid out in 1872 to connect the High Street to the new railway station, is characterised by large terraced developments with small shops on the ground floor. The grandest is 7 – 21 Queen Street built of London stock brick, with sash windows and stone dressings; the central block has classical pilasters and an attic storey. Number 7 preserves its original shop front, with curved corner window, and mosaic floor. The effect is unfortunately compromised by the intrusive security shutter. On the smaller plots available on the High Street a number of three storey buildings were inserted with shops below and accommodation above. Number 21 displays fine polychrome brickwork and a cornice with classical detailing. The superficially similar 76-78 High Street appears to be one of many examples of Victorian re-facing of an earlier building.

**5.7** There are many interesting buildings dating from the turn of the twentieth century. Number 5 High Street, brick with stone dressings, gives a nod in the direction of Queen Anne. The Tudor Revival Post Office combines bricks, ceramics and stone dressings with complex gables and roofs. A more eclectic approach is adopted at number 29 with bulbous columns, oversized scrolls and green glazed tiles. Arts and Craft architecture is represented by St Mary's church hall and the shop at 124 High Street.



## Special features of the area

**5.8** The most recent phase of development can be thought of as starting in the middle of the twentieth century. Again, this can be linked to a change in transport and associated infrastructure. On this occasion it was the increase in use and ownership of the private motorcar that was the generator of change.



**5.9** The relief road fundamentally changed the character of the High Street. Reinforced concrete and glass became an important building material. The 1960s pedestrianised Nicholson's Shopping centre and the high rise office development at Berkshire House typified the new types of buildings in new materials. The recessed concrete deck apartments, above shops at 21-32 High Street, reflect the architecture of Patrick Hodgkin's Brunswick Square flats in London. Also of the 1960s is St Mary's church where the clerestory is supported on a pair of long span concrete beams. Incremental insertions into the High Street for banks and shops often have brick facades in a, usually unsuccessful, attempt to harmonise with older buildings.

### Building types

**5.10** Shops with accommodation above are the dominant building type in the conservation area. Most of these buildings present a Victorian or Edwardian façade to the street. In the twentieth century a number of larger retail premises for national chains have been introduced. There are also a significant number of purpose-built premises for high street banks. Residential properties are almost all above retail premises; there is also substantial use of space above shops as offices. The conservation area contains several public houses, most of which have some historic interest. There are two churches: St Mary's near the east end of the High Street and the Methodist church near the bottom of Castle Hill. Two former stables exist in the conservation area, both located in back lanes behind the High Street.

### Building features

#### Timber

There are only a very few examples where the use of timber as a structural building material is apparent on the exterior of buildings. In a number of cases historic timber framed structures may survive behind later facades. Timber is used extensively in a number of fine surviving shop fronts.



## Special features of the area

### Stone

Stone is rarely visible as a significant structural element in buildings in the conservation area. Exceptions are the use of flint for the walls of a house in Park Street, and the use of Portland stone for the former Midland Bank. Stone is used extensively in combination with red brick for detailing in a large number of buildings ranging from lintels and window sills to sculptural detailing and window tracery. The use of stone can often be understood as an element of display intended to distinguish a building from its neighbours.



### Brick

Red brick is the dominant building material in the conservation area. This may be used in a utilitarian manner for service buildings and rear extensions. It is also used decoratively in combination with bricks of other colours or with stonework. There are several examples of the use of gauged and carved brickwork. Yellow stock brick is used to a lesser extent, but always as a utilitarian walling material. Many brick buildings have been painted.



### Plaster and renders

A number of buildings within the conservation area have rendered façades. In some instances the render is treated with incised lines to simulate masonry joints. There are instances of sculptural features picked out in relief or incised into the plaster.



## Special features of the area



### Metals

There are a number of examples of high quality ironwork used for elaborate balconies in the conservation area. There are rare examples of surviving Victorian door furniture. Historic iron rainwater goods survive on a number of buildings. Interesting leadwork remains in the lantern on St Mary's Church Hall and on semi-domes on the Lloyds Bank building in Queen Street.



### Ceramics

Glazed ceramic bricks survive in a number of locations, most notably the rich green examples on the side of 29 High Street and the brown glazed plinth of the Post Office building. A small number of shops preserve mosaic entrance pavements, excellent examples can be seen at 7 and 20 Queen Street, or ceramic tiled flooring.





## Special features of the area

### Reinforced concrete

Steel reinforced concrete became the dominant structural material in the post-second world war era facilitating the high rise developments of the 1960s. St Mary's church is perhaps the most innovative example of its use in the conservation area. There are also some interesting small scale shops.



### Roofs

There are relatively few examples where the roofs of historic buildings make an impact upon main street frontages of the conservation area. From the eighteenth century roofs were usually concealed behind parapets. From the back lanes, such as West Street and Nicholsons Lane a complex roofscape is revealed behind the street frontages. The form and scale of some roofs may indicate the presence of historic buildings. Many older buildings have old red clay tile roofs. Slate roofs become common with the arrival of the railway in the mid-nineteenth century.



### Windows

The rising sash is the most common form of historic window in the conservation area. There are examples from the eighteenth to the early twentieth century. Typically later examples have large sheets of glass and spurs on the upper sash. Early examples have small panes of glass, glazing bars and do not have spurs. In the early twentieth-century many buildings, influenced by the Arts and Crafts style, introduce diverse styles for decorative effect. Steel framed windows become more common from the 1930s. uPVC replacement windows have resulted in the loss of historic fabric and degrade the character of the conservation area.



## Special features of the area



### Shop fronts

There are a small number of well preserved historic shop fronts dating from the nineteenth and twentieth centuries. In the best example not only is the shop window and proportions of the signage preserved, but also mosaic tiled entrances and door furniture.



# Character assessment

# Character assessment

## Spaces

**6.1** Maidenhead town centre has very little open space. The area within the conservation area has developed as a densely built urban environment. Space is limited to the street between the flanking buildings.

### High Street west of Queen Street

**6.2** The pedestrianisation of the west end of the High Street provides a traffic free environment that serves as a valuable open space in the town centre. This area is used at the end of the week (Thursday, Friday and Saturday) for a small number of market stalls. The space is enclosed by the line of buildings flanking the street. There are no substantial gaps between buildings so that the only view out of the space is towards the Castle Hill roundabout at the west end of the High Street. Here a small public open space has been created in front of The White Horse and the Methodist Church, with a sculpture of a boy with a model boat by Lydia Karpinska at its centre.



**6.3** There are no remains of historic paving. However, although the surface is level, a visual distinction between pavement and roadway is maintained by means of differentiated paving materials.

**6.4** The exclusion of all vehicular traffic (including pedal cycles) from this area allows the space to be safely and comfortably used by pedestrians. Though there is a sense of being confined by the fast moving motor traffic on the relief road.

### High Street east of Queen Street

**6.5** Between Queen Street and the Chapel Arches the road is used for one-way motor traffic and on street parking. This confines people to narrow and uneven pavements and restricts pedestrian circulation. The road surface is black asphalt, other than a raised section with block paving that acts as traffic calming and indicates a desire line crossing the road at the junction of Queens Street and the High Street. The pavements are edged with large kerb stones. Pavement surfaces are treated with red or grey concrete paving blocks.

**6.6** Historically the area where the High Street, Market Street, Queen Street and Park Street joined was a market square. This was lost when the former Town Hall was demolished and twentieth-century shops and Berkshire House constructed. Street furniture includes a gold painted letter box commemorating local success at the 2012 Olympic and Paralympic Games, and bus shelters carrying commercial advertising.

**6.7** The area in front of The Bear at the Chapel Arches provides the principal open space. This will be even more spacious once the temporary builders' hoardings have been removed revealing a view of York Stream. Most of the retail here is provided by small shops in The Colonnade. Tables and chairs outside The Bear create a relaxed outdoor environment for customers.

## Character assessment



**6.8** The pavement is edged with stone kerbs. Pavement surfaces are confused and of low quality. Concrete paving bricks predominate in at least three different colours in combination with concrete paving slabs. There are some granite sets and York stone paving in front of The Bear. Street furniture is equally confused and of mixed quality including: black neo-Victorian lamp posts, black utilitarian bollards, polished steel cycle stands, glazed civic information boards, large white planters and a mixture of litter bins.

**6.9** The road is used for slow moving one way traffic turning into St Ives Road and significant on-street parking, limiting its attractiveness and usability for pedestrian circulation. Approved plans within the Chapel Arches development will significantly alter Bridge Street with much of the on-street car parking to be removed, a contra-flow cycle lane, block paving in front of the main entrance to development and ramps down onto the Green Way of the south side.

**6.10** Adjacent to the Church of St Andrew and St Mary Magdalene a small grassed area, concealed behind the Halifax building, provides a welcome quiet space adjacent to the church. Nearby in contrast, St Mary's Walk delivers a hostile environment of hard landscaping, closed shops, narrow walkways and blind corners. The provision of public seating in this desolate space fails to encourage passers-by to linger.

### Queen Street

**6.11** Queen Street is a formally designed street connecting the historic core of the town to the railway station in a curve that tightens towards its southern end. Only the north end of the street, beyond Broadway, is within the conservation area. Other than Brock Lane, a former back lane, there are no gaps between the three-storey buildings. Long Victorian terraces dominate so that all the space is along the gently curving roadway. Activity within the space consists of passing motor traffic, pedestrians using the street as a route in and out of the High Street, and small scale shops and services. There are loading bays on Queen Street, since some properties do not have rear access for servicing.



## Character assessment

**6.12** The road is tarmacadamed, with lines restricting parking to one side of the road. The footway is paved with yellow blocks and edged with stone kerbs. Street furniture consists of utilitarian black bollards and high level street lighting in a broadly neo-Victorian style. Motor traffic is not heavy, but constant. On-street parking constrains the space for all users. Pedestrian traffic is light and for the most part transitory.

### Buildings

#### High Street

**6.13** Historically, the High Street was an important stopping point for coaches on the Great West Road. This was reflected in the number of coaching inns, breweries and other facilities for travellers and horses. With the decline of horse-drawn coach travel the character of the High Street changed with retail premises serving the resident community becoming the dominant use.

**6.14** Buildings in the High Street are a mixture of two and three storeys. The mixture of height and mass of the buildings contributes to the character of the conservation area. Façades are predominantly Victorian and Edwardian with a large number of late twentieth-century insertions. Behind the street frontage can be found a range of important historic buildings and interesting roofscapes. Many steeply pitched roofs are covered with red clay tiles. Later buildings often have slate covered roofs. Red and yellow stock brick is the dominant building material. Some brick façades are painted. There are also a number of stuccoed façades. Isolated examples of good historic shop fronts survive. These can include original door furniture and tiled entrance floors.



**6.15** Buildings here preserve evidence of their modification and change of use over a long period. Some buildings are in a poor state of preservation. In a number of cases original windows have been replaced with inappropriate uPVC units. Unsympathetic shop fronts often blight distinguished buildings. There are a number of examples where contrasting painting schemes within a single building or block has a negative impact on the contribution a building makes to the character of the area. Many of the modern buildings inserted into the street frontage are of poor quality design with only token references to the historic context (e.g. brick facing on otherwise unsympathetic designs).

#### Queen Street

**6.16** Buildings in Queen Street are of a more consistent scale, style and materials than in the High Street. This reflects its development in the late nineteenth century and the early twentieth century.

**6.17** Queen Street is a formally laid out street dominated by two late-nineteenth-century terraces of shops with accommodation over. On the east side (7-21) the terrace is built of yellow stock brick. It has a central block with pillasters, and attic storey. Originally, there were similar blocks at each end, but the left hand block was lost with the building of Berkshire House. Shop fronts are of mixed quality, with one (No 7) preserving most of its original features. The terrace on the west side (14-40) is less monumental. It is built of red brick with slate roofs. Close inspection reveals variation in details along the length of the terrace, for example decorative brickwork, string courses and details of lintels over the windows. This suggests that the terrace was

## Character assessment

built in a series of stages or by different builders. Some good shop fronts are preserved including entrance paving and door furniture (see No 20). Both terraces have sash windows the majority of which are preserved, though some uPVC replacements are reducing the integrity of the terraces. Some windows are in poor condition.



**6.18** Towards the junction with the High Street stand a number of substantial retail buildings of c1900. The corner of Queens Street and Broad Street is marked by a former bank of similar date. These turn of the century buildings have an eclectic mix of styles and materials.

**6.19** Late twentieth-century contributions to this historic street scape have made some attempt to conform to the scale, massing and materials of the adjoining buildings.

### Views

**6.20** The conservation area has an enclosed character with few views in or out of the space. Some former views have been obstructed. So for example, where it was previously possible to see up Castle Hill from the end of the High Street, or the reverse view from Castle Hill into the High Street, these views have been blocked by trees planted to shield the High Street from traffic on the relief road and roundabout. Views up Market Street are blocked by bus shelters and up Park Street by trees. The view up St Ives Road, towards the Town Hall and the Library is particularly good. When this appraisal was being undertaken there were no views available from the Chapel Arches up the York Stream, though these should become available once the current building works have been completed.



**6.21** The gentle meandering of the High Street results in views terminated by buildings. Of these the most distinguished is the view west towards the buildings on the corner with Queen Street featuring the diagonally set door of the Lloyds Bank and the copper roof of the turret room of No 47. There are also a number of views up small streets and alleyways such as the view towards St Mary's Church and up Old Post Office Lane.

## Character assessment



**6.22** There are several locations where potential views result in disappointment. The view down Market Street which would formerly have terminated with the Guild Hall now frames the tower of Berkshire House. The view down Queen Street terminates with the bland brick facade of Boots Chemist.

### Landscape

**6.23** The landscape of the Conservation Area is almost entirely hard and urban. Very little historic paving exists and the modern surfaces are of mixed quality. There is a secluded area of open space adjacent to St Mary's Church. The York Stream at the Chapel Arches has the potential to be an attractive landscape feature. At the time of this appraisal the stream is largely invisible to the public though new developments in the area promise to make this an accessible feature.

### Plaques

**6.24** There are numerous plaques in the conservation area that commemorate or remember an important element of the history of the town:

- **Plaque outside the Bear Hotel** - This plaque, paid for by Maidenhead Civic Society, was unveiled in 1997 after the Mayor making ceremony in the adjacent church of St Mary's, the Borough Church. The plaque marks the site of the chapel of SS Andrew & Mary Magdalene (abbreviated to St Mary's): the outline of the chapel is marked with brass studs. The chalk foundations of it are still there. The guild, founded in the chapel in 1451, is regarded as marking the origin of civic life in Maidenhead as one of its responsibilities was the maintenance of the bridge over the Thames.
- **Blue plaque on Chapel Arches Bridge** - This plaque, fixed to the bridge, is currently hidden behind the hoarding used to screen off the construction of the waterway. The bridge was rebuilt in 1825 and is named for the chapel of SS Andrew & Mary Magdalene that once stood in the middle of the road to the west of the bridge.
- **Plaques on the wall of the National Westminster Bank** - 1) A plaque, also paid for by the then Maidenhead & District Civic Society, marks the site where Charles I met his children in July 1647. He was beheaded in January 1649. 2) A second plaque notes that the clock above was originally located outside a jewellers shop in the High Street.
- **The Maidenhead Boy Statue** - This statue was created by Lydia Parker (nee Karpinska) after her design won a competition in 1986 to create something to represent Maidenhead. The boy is holding a boat to represent Maidenhead's location near to water. The plinth on which the boy stands includes the coat of RBWM, a swan and a depiction of the Godayn seal. From 1612 till the grant of arms in 1947, Borough documents were sealed with the seal of a foreign ecclesiastic, one John Godayn, a canon of Thiers in Auvergne, France. It is not known how it came to Maidenhead.



# Character assessment

## Ambiance

**6.25** The overall impression of the conservation area is of busy shopping streets. Pedestrianised areas are particularly active, with market stalls enhancing the experience. Areas with traffic are less congenial for those on foot, with slow moving vehicles and on-street parking confining pedestrians to the margins. The significant number of dilapidated buildings, vacant premises and 'To Let' signs contribute to a slightly 'down at heel' ambience.

## Setting

**6.26** The setting of a heritage asset is the surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral

**6.27** The setting of Maidenhead town centre is quite different now from how it would have been through its long history and has evolved through time. In particular, the historical coaching route through Maidenhead has been cropped by the blocking off of the High Street at Frascati Way/ Castle Hill roundabout which has had a negative impact on the setting of the conservation area. The natural flood land around York Stream running to the east of the conservation area has been built over and the watercourse canalised which has a neutral impact on setting through maintenance of the waterway but in a more formalised manner. The civic area of the town hall and library provide a significantly less dense form of development with green spaces and vegetation, and has a positive impact on significance through maintenance of this change in character between the tight urban form of the High Street and Queen Street and the land to the south west which has always been less densely developed, more tranquil and open.

**6.28** The existing setting of the conservation area is largely built up commercial and residential development together with substantial infrastructure including the mainline railway and main roads through Maidenhead. The town centre grew substantially following the arrival of the railway line and the town centre filled up with residential and ancillary services. The large majority of historical built form which provides setting to the conservation area is no more than 2 to 3 storeys high and is typical of the eras in which they were built (Victorian, Edwardian and later). However, some buildings in the town centre are currently as high as 14 storeys with further high-rise development granted permission and anticipated.

## Summary

### 6.29 Key positives

- Historic building plots and street lines
- Survival of historic buildings from a wide range of periods
- Complex roofscape and varied building heights creating visual interest and reflecting the historic development of the town centre
- Survival of some historic shop fronts and associated features

### 6.30 Key negatives

- Isolation of town centre from the rest of the town
- Replacement of original windows with uPVC units degrading the historic fabric
- Poor decorative order and uncoordinated painting schemes within a single building
- Shop fronts that are unsympathetic to the architecture of historic buildings
- Mixed quality of street furniture and surface treatments
- Unoccupied and sometimes inaccessible upper floors placing building fabric at risk

# Character assessment

# Opportunities for enhancement and change

## Opportunities for enhancement and change

### Condition

**7.1** The condition of buildings in the conservation area is very mixed. Some buildings have been well maintained, shopfronts improved and original features retained and celebrated. Others are in a seriously dilapidated state and are badly in need of maintenance. Others continue to suffer the loss of historic fabric, typically through replacement uPVC windows or inappropriate shop fronts and signs.



### Vulnerability to Change

**7.2** The conservation area includes much of the town's primary shopping area and as such, will always be subject to pressures for change through both large scale development and small scale modifications (e.g. corporate branding of shop fronts). The upper floors of many shops are used for residential or office space. However, some are empty and inaccessible, leaving them vulnerable to incremental damage going unnoticed by occupants of ground floor shops.

**7.3** The character of the area would be seriously degraded by the loss of traditional plots and the replacement of two-storey buildings creating a homogenised skyline.

**7.4** Significant tall building development has been granted planning permission in the town centre ('The Landing' scheme) and new schemes are anticipated in various areas in the town centre including the West Street and York Road Opportunity areas. These proposals have the potential to affect the setting of the conservation area and appropriate assessment should be made about how any given proposal would affect the conservation area and where opportunities could be taken to better enhance the significance of it.

## Opportunities for enhancement and change



**7.5** The retention of the remaining historic buildings and features is fundamental to the conservation area. The erosion of architectural details would have a significant detrimental impact on the conservation area. Alterations, such as the replacement of windows with uPVC double glazing, continues to have a negative impact on many significant buildings in the town centre. Painting schemes differentiating ownership within a single block frequently degrades the quality of the buildings.

### Negative Areas

**7.6** West Street and Nicholsons Lane act as service roads for premises on the High Street. This was their historic purpose. Nevertheless they provide a low quality environment (e.g. for residents of flats over retail premises). The backs of buildings are often poorly maintained. Space is used for parking and rubbish, the latter often spilling out into the public domain.

**7.7** St Mary's Walk is an unattractive, even hostile, environment for pedestrians. The landscape is unremittingly hard, space confined and empty shops give it a derelict and uncared for appearance.

**7.8** Traffic passing down Queen Street, along the High Street and up St Ives Road is generally slow moving. However, conflict with pedestrians renders the space less usable for those on foot. Space allocated for on-street parking further deprives pedestrians of usable space confining them to narrow and uneven pavements and effectively creating a semi-permanent barrier along several stretches of the High Street and Queens Street.

### Opportunities for Enhancement and Change

**7.9** Every effort should be made to retain historic shopfronts where they survive and where shopfronts are being renewed, replacements should be appropriate in design and scale. In this respect the borough's **Shopfront Design Guide** and **Shop Front Improvement Grants** are important initiatives

**7.10** The Council may wish to consider an Article 4 Directive to control the exterior painting of facades above shop fronts

**7.11** There are a number of cases of buildings above retail premises either falling into disrepair or being at risk due to inaccessibility. The former might be addressed by means of a Section 215 Notice.

**7.12** Improvements to hard surfaces (especially in Queen Street and the High Street east of Queen Street) could enhance the character of the conservation area. The rationalisation of street furniture would enhance the public domain by improving design and removing clutter. Utilising the RBWM Public Realm Strategy for Maidenhead should achieve this.

## Opportunities for enhancement and change

**7.13** More could be done to recognise the value of the town's historic built environment. There are many buildings in the High Street that retain historic fabric. Where possible this should be retained and enhanced. Where this is not practical it should be recorded. A first step would be either to undertake a systematic survey of historic buildings in the High Street, or to take the opportunity afforded, from time-to-time, by planning applications to carry out site visits and record the existence of historic material.

### Five-year management plan

**7.14** The overall aim of the Conservation Area Management Plan is to preserve or enhance the special architectural and historic character of the Maidenhead Town Centre Conservation Area. The conservation area designation is not intended to prevent any new development taking place and the purpose of the appraisal and related Management Plan is to inform and help manage planning decisions, other actions that the Council takes within the conservation area, and to suggest actions that the Council and other stakeholders could take for enhancement.

**7.15** Some of the objectives below cover general improvements to the area and others pick up on specific negative elements identified through the appraisal.

Objective	Purpose of Objective	Action	Timescale
Objective 1	Provide information for local residents	Public consultation on conservation area appraisal  Provide supporting information and guidance via council website	2016 and ongoing
Objective 2	Improve the quality, amenity value and appropriateness of the public realm	Highway works should recognise CA context and respond accordingly with sympathetic materials, and street furniture (in line with the Maidenhead Public Realm Strategy).  Maintenance of existing high quality features, including (but not exhaustively) the following: <ul style="list-style-type: none"> <li>• narrow primrose-coloured lines should be used for all waiting restrictions (including updating existing)</li> <li>• the minimum size of traffic signs should be used, as permitted by the Traffic Signs Regulations and General Directions, providing that they satisfy safety requirements</li> <li>• Where possible the number of traffic signs should be minimised and multiple signs placed on posts</li> </ul>	Ongoing
Objective 3	Preserve and enhance characteristic features and details on properties	Encourage appropriate repair and maintenance through advice to property owners and users  Ensure maintenance of features and detailing in determining planning applications	2016 and ongoing
Objective 4	Monitor planning applications to ensure proposals preserve and enhance the character and appearance of the CA	Conservation team to review and where appropriate work with planners on pre-applications and applications, to add value to schemes in the CA	2016 and ongoing

## Opportunities for enhancement and change

Objective 5	Monitor and respond to unauthorised work	Planning Enforcement team take action regarding unauthorised works in accordance with the Council's Enforcement Policy	Ongoing
Objective 6	Monitor change in the CA	Carry out 5 yearly appraisal review	2020

# Opportunities for enhancement and change

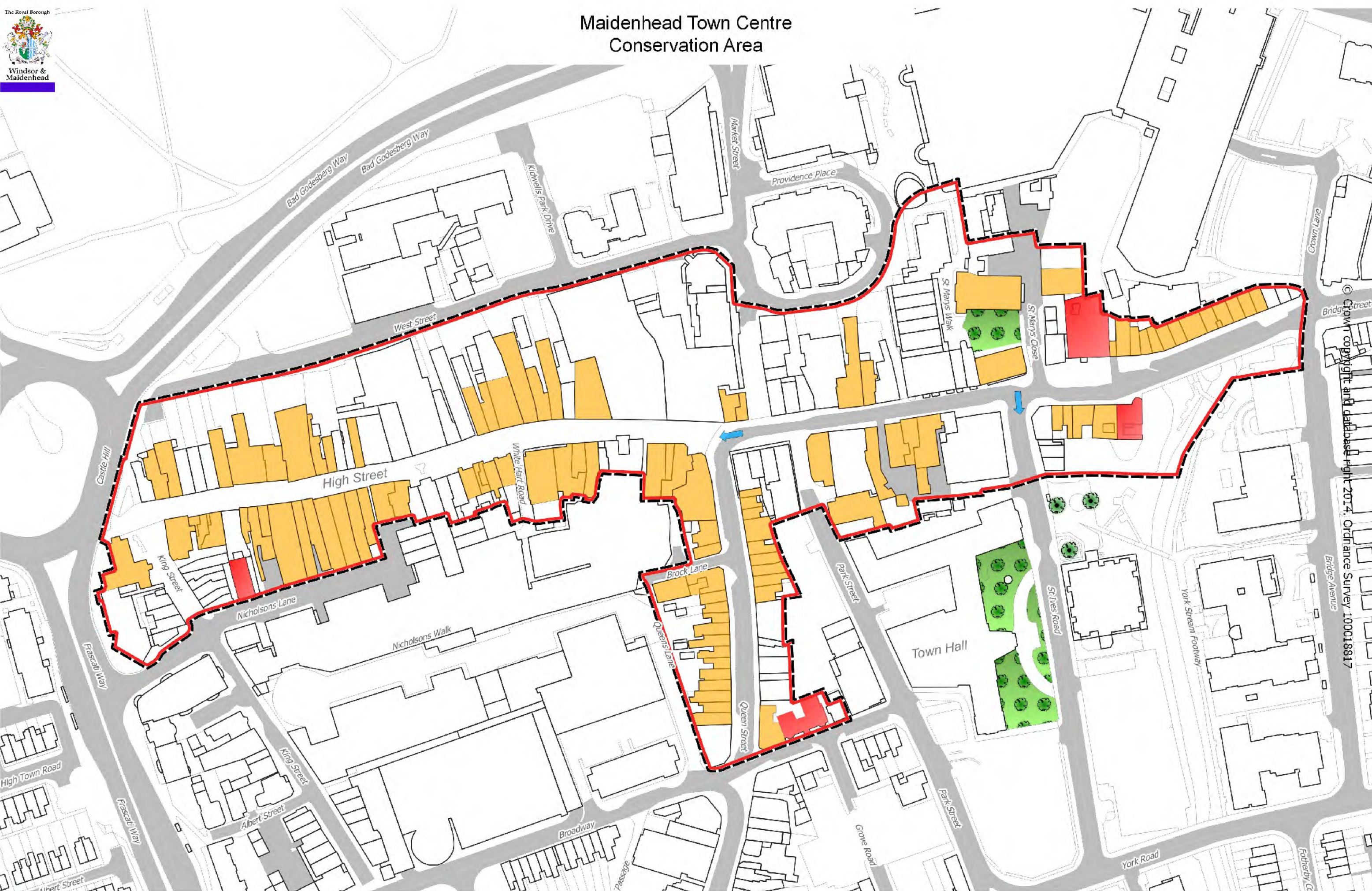


# Appendices

# Appendix A: Map of the conservation area

# Appendix A: Map of the conservation area

# Maidenhead Town Centre Conservation Area



- Conservation Areas
- Important Views
- Important trees
- Important green spaces and trees
- Important non-listed buildings
- Gates
- Important boundary walls/railings
- Important hedges/green boundaries
- Listed Buildings

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# Appendix A: Map of the conservation area

## Appendix B: Listed buildings (all grade II)

## Appendix B: Listed buildings (all grade II)

The descriptions of the listed buildings are copied from the statutory list of listed buildings for the area, they may therefore include reference to features that have changed since that list was compiled, and the descriptions may not coincide with individual property ownership.

Name	Description	Photo
3 High Street	C18, 3 storeys, red brick. Parapet with stone coping and hipped slate roof. L-shaped block. Wing to LH has segmental bay front with 2 double hung sashes in reveals with glazing bars and stone cills on each floor, the right hand part has 2 double hung sashes in reveals with glazing bars and stone cills. On upper floors, one similar window on ground floor to left of 6-panel entrance door to left of centre, rectangular fanlight of narrow side glazing and central wreath of oak leaves flanked by ovals. Doorcase of oval reeded engaged columns with pair of cut brackets over supporting cornice hood, fluted frieze between brackets. Large modern display window to RH.	
25 and 27, Broadway	C18 plain rendered colour-washed front on older building 4 bays. 2 storey and parapet, old tile roof and gable end, flanking chimneys. Double hung sashes with glazing bars in reveals, stone cills. 2 storey segmental bay to LH. Later square closed entrance porch with cornice and parapet. Modern single storey extension on RH. Interior has C18 richly moulded plaster ceiling to front ground floor room on LH.	
Nos.3 AND 5 (Odd) Stables immediately to east of 3 and 5 King Street	Multi-storey brewery stables. Circa 1870. Red brick. Slate roof with gabled ends. L-shaped on plan around a small courtyard; with stables and tack room on the first floor approached by external stairs on the west side to a covered landing in the angle and with a hay loft on the second floor. 3 storeys. The south gable end has an RSJ over later doorways and a hayloft doorway in the gable with a plank divided door and hoist above. The west side of the main east range has cambered arch openings on the ground floor with inserted piers and two segmentally-headed multi-pane iron windows above on the first floor and projecting bay on left clad in corrugated sheets and with 3 small 12-pane windows [the bay is supported on ornate cast-iron brackets now inside a later lean-to below]; second floor blind. On the right [west] side of the small courtyard a shallow flight of stairs with solid brick balustrades leads to a covered open-fronted landing with timber posts and a slate roof These are the stables	

## Appendix B: Listed buildings (all grade II)

	<p>to Nicholsons Brewery, founded in 1820 by Robert Nicholson. In 1965 the brewery on this site was demolished except for the stables</p>	
The Bear	<p>Early C19, 3 storeys. Painted stucco with parapet and moulded cornice coping. Slate roof. 6 double hung sashes with glazing bars, in reveals on upper floors with stone cills. 4 similar but wider windows on ground floor and central door under late C19 glazed porch with large carved wooden bear over.</p>	



## Appendix B: Listed buildings (all grade II)

# Appendix C: Non-listed buildings of architectural and historic interest

## Appendix C: Non-listed buildings of architectural and historic interest

Historic England's 'Guidance on Conservation Area Appraisals' (2006), advises that appraisals should identify unlisted buildings that make an important contribution to the character of the conservation area. The guidance also provides a series of questions that should be considered in relation to these buildings, and advises that in Historic England's view any one of these characteristics could provide the basis for considering that a building makes a positive contribution to the special interest of the conservation area provided that its historic form and values have not been seriously eroded by unsympathetic alteration.


The questions to be considered are:

- **Noted Architect.** Is the building the work of a particular architect of regional or local note?
- **Typical Characteristics.** Has it qualities of age, style, materials or any other characteristics which reflect those of at least a substantial number of the buildings in the conservation area?
- **Relationship to Listed Buildings.** Does it relate by age, materials or in any other historically significant way to adjacent listed buildings, and contribute positively to their setting?
- **Relationship to the Development of the Area.** Does it individually, or as part of a group serve as a reminder of the gradual development of the settlement in which it stands, or of an earlier phase of growth?
- **Historic Association with established features.** Does it have significant historic association with established features such as road layout, burgage plots, a town park, or a landscape feature?
- **Landmark Quality.** Does the building have landmark quality, or contribute to the quality of recognisable spaces, including exteriors or open spaces with a complex of public buildings?
- **Traditional Functions or Uses.** Does it reflect the traditional functional character of, or former uses within, the area?
- **Historic Associations.** Has it significant historic associations with local people or past events?
- **Use.** Does its use contribute to the character or appearance of the conservation area?
- **Historic Design Feature** If a structure is associated with a designed landscape within the conservation area, such as a significant wall, terracing or a minor garden building, is it of identifiable importance to the historic design?



These questions have been used to assess the buildings specifically identified in this appendix. However this is not intended to be a comprehensive assessment of each building, since other factors may be identified through specific individual building research. The appendix of non-listed buildings of architectural and historic list is deliberately inclusive. Above the shop fronts, Maidenhead has a large number of buildings of quality. In some cases there is evidence of important historic fabric in buildings that may seem unremarkable from the street frontage.

Building	Description	Photo
High Street (East of Queen Street, south side odd numbers)		

# Appendix C: Non-listed buildings of architectural and historic interest




5	<p>Queen Anne revival style. Red brick with stone dressings, projecting cornice with pilasters and segmental pediment bearing escutcheon with date 1909. Modern shop front below with flanking door giving access to accommodation above. Sash windows with glazing bars in upper sash.</p>	
7-9	<p>Mid-nineteenth-century shops with accommodation over. Painted brick, number 9 retains more original features. Note arched door which was originally matched by a similar door in number 7. Number 9 also retains sash windows and lacks the modern skylights in the roof.</p>	
21-23	<p>Four bay late nineteenth-century shop (originally two shops?) with accommodation over. Good example of polychrome brick. Sash windows. Ionic cornice with dentil frieze. Floor of entrance tiled with geometrically arranged tiles in brown, blue and cream.</p>	

## Appendix C: Non-listed buildings of architectural and historic interest



25	<p>Late nineteenth-century shop with two storeys of accommodation over. Stuccoed façade with ionic detailing, sash windows. Note relief floral decoration flanking upper windows. Oversize shop fascia cramps shopfront below.</p>	
27	<p>Early twentieth-century shop with accommodation over. Stuccoed façade with neo-classical detailing. Good shop front with curved display windows. Corner of building supported on rusticated pier. Upper story retains 'Crittall' casement windows, first floor replaced with inappropriate uPVC glazing without glazing bars.</p>	

# Appendix C: Non-listed buildings of architectural and historic interest




C

29	1908 (date stone) shop with accommodation over. Red brick with stone details, green glazed tiles to the side suggests that the original shop front may have featured glazed tile detailing (possible dairy?). Bay window at first floor level with casements and glazing bars beneath a depressed segmental arch resting on short bulbous doric columns. Upper storey with Dutch gable and flanking oversize volutes. Upper window replaced with uPVC unit.	
35	Former Midland Bank (now HSBC) in Portland stone, 1922. Roof enlargement with unfortunate modern windows in the attic and modern glazed door.	
<b>St Mary's Close</b>		
St Mary's Church	1960s church. The glass and brick exterior suggests an aisled structure. However, internally the space is unencumbered with the clerestorey carried on long concrete beams. The floor is gently raked. The concrete tower carries a fibreglass needle spire.	

## Appendix C: Non-listed buildings of architectural and historic interest




Church Hall	1908 Arts and Crafts church hall. Red brick with burnt headers creating checkerboard effect, lead lantern on roof. Unfortunate large modern window in end wall.	
<b>High Street (East of Queen Street, north side even numbers)</b>		
The Colonade	1930s arcade of shops. Buildings of England describes this as 'Adamesque'. Many elements of original shop fronts retained. uPVC replacement windows. Interesting detailing including tympana over some windows with sculpture in low relief. Scheduled for redevelopment.	
4-6	Early nineteenth century, 3 storeys. Painted stucco with parapet and slate roof. Sash windows with glazing bars.	
16-20	1830 Originally three houses, now only the façades retained. Roof enlarged to provide additional office space. Note sash windows, those at first floor retain frames for blinds. Doors for 16 and 18 partially retained.	

## Appendix C: Non-listed buildings of architectural and historic interest





24-32	Late twentieth-century recessed concrete deck apartments above shops faced with yellow stock brick recalling the architecture of Patrick Hodgkin's Brunswick Square flats in London.	
36	Shop with accommodation over. Narrow plot suggests historic origins. First floor with oriel window to the street. On the evidence of old photographs, this may have been added c1900, now uPVC windows. Attic with dormer and slate tiled roof, raised, probably in nineteenth century, to increase head height. Internal inspection may reveal historic fabric.	
38	Shop with accommodation over. Brick façade heavily painted. Sash windows mutilated. This unpromising looking building may contain important historic fabric. Historic photographs show that it was originally a double pile structure. Viewed from the back the roof, with a series of gabled dormers with 'Yorkshire sash' windows, would suggest that this is an eighteenth-century building.	





## Appendix C: Non-listed buildings of architectural and historic interest

		
<b>High Street (West of Queen Street, south side odd numbers)</b>		
45	<p>Late nineteenth-century three-storey bank. Sash windows, large chimneys corbelled out on second floor. Late twentieth-century front door is a postmodern interpretation of the former entrance visible in old photographs.</p>	
47-51	<p>Red brick and stone, 1903 Queen Anne revival shops with accommodation over. Notable features include the treatment of a corner site with copper roofed 'turret' room rising above the parapet with pairs of engaged classical columns between the windows. Original scale of shop front visible in alleyway.</p>	




# Appendix C: Non-listed buildings of architectural and historic interest

63-67	Former Stuchberry's Stores. Façade originally fully glazed through ground and first storey.	
69-73	Cresset Towers 1892 by the Maidenhead Builders, J.K.Cooper and Sons. It has an asymmetrical design in red, hand-made bricks punctuated at the roofline with cupola turrets. Cresset Towers rises to three storeys, built in moulded red brick, terracotta ornaments and gauged brick niches. Architecturally is one of the most distinctive building in the High Street. Interestingly, the rear elevation was given a similarly detailed rich architectural treatment which still remains largely unaltered today.	
79	Shop with accommodation over. Rendered with incised fictive masonry joints. Sash windows with interesting glazing bars. May be early roof behind parapet.	
81	Shop with accommodation over. The brick façade (painted) has two arches without capitals enclosing a tympanum with neoclassical details above broad sash windows with glazing bars. This suggests the influence of Soane (see Dulwich Picture Gallery) and a date in the early nineteenth century. This façade conceals an earlier structure. A tiled roof can be glimpsed from the High Street. When viewed from Nicholsons Lane this roof suggests that this may be an important timber-framed building. The door to the right of the shop on the High Street,	

## Appendix C: Non-listed buildings of architectural and historic interest

	conceals an alleyway leading to the rear of the plot.	
83	Modern shop front with late nineteenth-century façade at first floor level. Old clay tiled roof behind parapet with flat roofed dormer. Roof and scale of the building suggests the presence of historic fabric.	
85	Two storeys, shop with accommodation over. First floor has two pairs of windows with glazing bars and dripmould. Cornice with central swag.	




## Appendix C: Non-listed buildings of architectural and historic interest

87	1888, three storeys, shops with accommodation over. Red brick with stone dressings, central gable with date stone. Originally sash windows but replaced with inappropriate uPVC windows.	
89-91	Shops with accommodation above and dormers in the roof. Number 89 has casements at first floor, however, historic photographs show sash windows. Windows in 91 are obscured by unsightly boarding. In neither of these buildings is the upper floor accessible from within the shops. This presents a risk to the building. The scale of the building and form of the roof suggests that the building may contain some historic fabric.	
93	A two storey building with modern shop front. Upper windows are hidden behind unsightly boarding. Slate roof. Further investigation to establish the age and state of any historic fabric would be helpful.	




## Appendix C: Non-listed buildings of architectural and historic interest

95,97,99	<p>Three three-storey shops with accommodation over, occupying narrow medieval plots. Numbers 95 and 99 have good eighteenth-century brick façades. Number 95 has a profile bust set in a pedimented façade. The sash windows have glazing bars and flanking lights. A similar window is used on the first floor of 99 with the second floor lit by a 'thermal' window. Both windows have prominent keystones. Number 97 is rendered and has uPVC windows, so there are no historic details detectable from the street. Nevertheless all these buildings probably retain historic fabric behind their street frontage.</p> <p>These buildings do not have cellars. There is significant archaeological potential on these plots.</p>	
The White Horse	<p>The White Horse was first mentioned as an inn in 1574. The external appearance of the building would seem to date from the late nineteenth century. There may, however, be historic fabric that is currently hidden from view.</p>	
Methodist Church	<p>Nineteenth-century Methodist church in Perpendicular Gothic Revival style. Built of yellow stock bricks with stone window tracery and steeply pitched slate roof.</p>	
<b>High Street west of Market Street, north side (even numbers)</b>		
50-52	<p>Three-storeys, painted brick, with two shops on the ground floor and accommodation above. Number 52 retains casement windows whilst in number 50 windows have been replaced. Rear view suggests complex building history. Possibly originally three medieval plots, reflected in three roofs running back behind the façade. Note that shop fronts do not align with apparent divisions between buildings as reflected in paint colour. A detailed inspection of this building may help explain its history.</p>	


# Appendix C: Non-listed buildings of architectural and historic interest

		
66	<p>Three storey bank built of red brick. Interesting features include the use of brick pilasters at first and second floor. The orders are reversed from the usual arrangement (i.e. doric on top). Building extended to the left by three bays in broadly similar style but without the pilasters allowing for slightly wider windows. Modern ground floor corporate façade below disregards the historic architecture above.</p>	
70-72	<p>Mid-eighteenth century. Three storeys with shops below and accommodation over. Yellow stock brick with good sash windows with glazing bars.</p>	

## Appendix C: Non-listed buildings of architectural and historic interest





74	<p>Mid-nineteenth-century three bay shop with two storeys of accommodation over. Yellow stock brick with red brick dressings. Parapet concealing the roof. Sash windows. Modern shop front.</p>	 <p>A three-story brick building with a modern purple shop front for 'Monsoon'. The building has yellow stock brick with red brick dressings. The ground floor is a modern shop front with large glass windows and a purple sign. The upper two floors have sash windows. A parapet conceals the roof.</p>
76-78	<p>Three storeys with shop(s) on the ground floor. Painted brick with stone dressings. This would appear to be a nineteenth-century re-facing of an earlier building. Note roof with clay tiles and apex of dormer visible from the street. Upper parts of windows in the second floor have relief sculpture perhaps because eaves of older roof come below the tops of window openings. Views from the rear are difficult, but a satellite view reveals a series of complex clay tiled roofs suggesting a complex building history.</p>	 <p>A three-story painted brick building with a white shop front for 'Three'. The building has painted brick with stone dressings. The ground floor is a white shop front with large glass windows. The upper two floors have white-framed windows. The roof has clay tiles and a dormer is visible from the street.</p>
80-82	<p>Similar to 76-78, late-nineteenth-century brick façade with stone dressings, all painted. From the rear and satellite views this building/site may have a complex history. Steep pitched roofs at the rear, with clay tiles and rendered walls may conceal earlier buildings. Separate painting schemes for each property has an adverse impact on the architectural unity of the building.</p>	 <p>A three-story painted brick building with a white shop front for 'optico'. The building has painted brick with stone dressings. The ground floor is a white shop front with large glass windows. The upper two floors have white-framed windows. The roof has clay tiles and a dormer is visible from the street.</p>

# Appendix C: Non-listed buildings of architectural and historic interest




<p>98</p>	<p>Two-storey shop(s) with accommodation over. Painted brick with sash windows with side lights. Behind the parapet this is a building with a complex history. Rear views suggest that the undistinguished façade conceals much older buildings. There is evidence of the existence of the remains of a queen strut roof, indicating possible historic timber-framed structures.</p>	
<p>106-108</p>	<p>Three-storey, five bay late-nineteenth-century shops with accommodation over. Yellow stock brick with painted stone windows and parapet. Sash windows. Modern shop front.</p>	






## Appendix C: Non-listed buildings of architectural and historic interest

110-114	1894, Post Office. Three storey red brick with stone dressings and brown glazed brick plinth. Tudor revival style by Sir Henry Tanner, large gables, transomed windows, with gutters running between semi-dormers on long brackets.	
116	Late-nineteenth-century three-storey shop with accommodation over. Yellow stock brick with stone dressings. Sash windows on second floor. First floor, French windows opening onto Juliet balcony with decorative ironwork. This is all that remains of a much longer building extending west over the three adjacent plots. Stylistically very similar to 106-108.	
124	Arts and Crafts style façade. Shallow original building with late twentieth-century extension behind. Old clay tile roof. Internally historic timber-framed structure is apparent.	
		



# Appendix C: Non-listed buildings of architectural and historic interest

126	Two-storey, nineteenth-century shop with accommodation over. Painted stucco with cornice. Sash windows with glazing bars at first floor.	
<b>Queen Street</b>		
7-21	Three storey terrace of shops with accommodation over. Yellow stock brick with stone dressings, sash windows. Central feature with raised attic storey and doric pilasters. Originally flanked by matching pavilions at each end, that to the north lost with the building of Berkshire House. One particularly good shop front at number 7 preserves original fenestration and mosaic floor at entrance.	
2-6	c1900 shops, now bank, with additional accommodation over, three and a half stories. Red brick with stone dressings. Queen Anne revival style. Bay windows running through first and second storeys with leaded semi-domed roofs and low relief decorative sculpture between. Similar sculpture in pediments over dormers.	

## Appendix C: Non-listed buildings of architectural and historic interest

8-12	Early twentieth century, three storeys, brick with clay tile roof. Large oriels running through first and second floor, capped with half hipped semi-dormer roofs. Shops on ground floor.	
14-40	Three-storey terrace of late-nineteenth-century shops with accommodation over. Changes of detail along the length of the terrace (Black brick bands, dog-tooth strings and lintels etc) suggest the terrace was built incrementally. Several good shop fronts.	
41	Built for the Metropolitan Bank in 1903. Three storeys with attic dormers, stone faced on the ground floor with engaged doric columns flanking corner door. Brick upper storeys with some stone dressings and brick pediments over first floor windows.	
<b>Brock Lane</b>		

## Appendix C: Non-listed buildings of architectural and historic interest

Brock Lane	Late nineteenth- or early twentieth-century stables with loft over and outshot to the rear. Red brick, iron window frames.	
<b>Park Street</b>		
1	Two-storey house/offices, flint with white brick dressings. Sash windows with glazing bars, iron balcony over central front door.	

# Appendix C: Non-listed buildings of architectural and historic interest