

# **Employment Site Assessments**

## **Draft Borough Local Plan**

### **December 2013**

Royal Borough of Windsor and Maidenhead  
Planning & Property Services  
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# 1 Introduction

**1.1** The aim of this Employment Site Assessment Study is to recommend sites for allocation for employment purposes in the Borough Local Plan. This study forms part of the evidence base for the emerging Borough Local Plan and should also be read in conjunction with the following other background studies: the Employment Land Review (2009) and the Maidenhead Town Centre Area Action Plan (2011). It will be used alongside these other studies to inform policy options and choices. Allocating sites for employment purposes provides greater certainty to aid delivery of development. The inclusion of employment site allocations in the Borough Local Plan will help to demonstrate that the plan is deliverable.

**1.2** The key objectives of this study are:

- To explain the methodology used in identifying, assessing and selecting sites that are recommended as allocations for employment use in the Borough Local Plan
- To provide information on the sites that were selected
- To recommend what the proposed employment allocation is for, and recommend sites where the removal of an existing employment designation is deemed appropriate.

**1.3** The following key areas are covered in this report:

- Chapter 2: Methodology - a summary of the research process that was followed to assess sites
- Chapter 3: Conclusions - including recommendations for 25 sites to be included in the Borough Local Plan as potential employment site allocations. This chapter also includes a summary table of recommended sites together with site addresses and associated recommended allocation

**1.4** As well as those sites that have been recommended as potential employment allocations, this report also identifies those sites that were rejected in the process and why.

**1.5** Detailed information on the sites that have been recommended as potential employment allocations is contained in Appendices A-C. Information is provided as to the expected pattern and characteristics of development, including any site-specific factors that will need to be inform the design and application process for each site. Information about sites where employment designations are recommended to be removed can be found in Appendix D.

## Background

**1.6** The economic strengths of the borough influence its ability to support new businesses and employment floorspace. These strengths, which make the area attractive to inward investment, include: good transport accessibility; location within the economically buoyant M4 corridor and close to London and Heathrow; high rates of new business formation and entrepreneurship; a workforce with high level job skills; high proportions of knowledge-based businesses; and good quality of life factors.

**1.7** Alongside these strengths, challenges exist in the form of: a limited supply of employment sites, in part owing to heritage and countryside designations; high housing costs and wage levels; and the proximity of London and other major employment centres leading to high levels of out-commuting. These factors may act to limit the local labour supply.

**1.8** The RBWM Employment Land Review (2009) indicates that the borough is likely to maintain its current economic role with a moderate level of growth. No significant structural changes to the local economy are expected, other than the continuation of a long term trend away from traditional industrial uses and towards higher value, office-based uses. Notwithstanding this, some demand does persist for a number of industrial and warehousing uses and this is forecast to continue.

**1.9** This variety of uses plays a key role in the economic diversity and health of the borough. Provision of land and premises suitable for a diverse range of uses means borough residents can benefit from a sustainable and balanced economy. In general the demand for office floorspace is projected<sup>(1)</sup> to rise during the plan period, while the amount of industrial and warehousing space needed is forecast to fall. Alongside this, a rise in smarter and more flexible forms of working is evident. This reflects both national trends and the particularly high economic activity rates of the borough, with consequent pressure for new forms of working, and is likely to become an ever more important factor in the borough's economy in future.

# Introduction

## Growth

**1.10** The general approach taken towards economic development in the borough is to make the best use of existing employment land and to aim for a diverse and knowledge-based economy focused around higher value, lower impact activities. Economic growth that does not require the importing of extra labour or the use of extra land is encouraged. This is often referred to as smart growth, and is seen as an essential element of the borough's future economic success.

**1.11** Smart growth can achieve higher prosperity without increasing the environmental footprint of business. This reflects wider changes in society that are seeing a move away from traditional workplace-based working patterns and towards a more flexible and responsive way of working, including in particular much greater use of home-working.

**1.12** Professional occupations are especially well represented amongst borough residents. As the particular skill-sets used by these professions are well suited to both home-working and other flexible working patterns, it is proposed that the council encourage this. Besides allowing economic growth without a commensurate increase in employment floorspace, this type of smart working also facilitates a greater number of people to be economically active or increase their level of economic activity. This in turn aids the development of the borough's economy. The principle of flexible working and the infrastructure necessary to support this forms a central part of the council's strategy and is strongly encouraged.

## Employment Land Requirements

**1.13** The Employment Land Review concludes that the borough's current economic role is likely to be maintained in future, with moderate growth and few structural changes. There are no obvious local factors that should lead to serious decline nor produce a step-change in the level of economic activity. Evidence suggests that the likely need for employment floorspace within the borough can be largely met through intensification and redevelopment leading to more efficient use of existing sites, and that small elements of employment land can be redeveloped for housing alongside this. New and improved infrastructure may be required to support such development.

## Potential Employment Land Supply

**1.14** Existing employment sites have been assessed and those found to have the greatest ability to provide a range of types of non-office accommodation have been identified as industrial areas, with other sites identified for business and mixed use. This approach will help to ensure that a sufficient portfolio of sites will remain available to serve businesses in a variety of economic sectors, to meet the full range of needs of the local economy.

# Methodology

**2.1** This section of the report explains the methodology for selecting sites and recommending proposed allocations for different employment uses.

## Existing Site Allocations

**2.2** All existing allocated employment sites in the borough were examined and their suitability for continued employment use reviewed. Evidence used included information from the Employment Land Review and a fresh assessment of sites by officers. Factors examined included:

- Accessibility
- Site size
- Site visibility
- Nearby uses
- Proximity to services
- Market attractiveness
- Development that had occurred on site since initial designation
- Recent planning applications and proposals
- Known aspirations of owners or the council

**2.3** For each site, an assessment was made of whether continued employment designation was justified and, if so, what form that designation should take. Current site boundaries were also examined to ascertain whether any amendments were necessary or desirable. Proposed changes to boundaries reflected factors including:

- Removing areas that had already been redeveloped for other uses or were proposed for change of use.
- Adding areas in employment use that were adjacent to designated areas but not themselves designated.
- Removing designations from areas where they would have had no practical effect, such as roads and rivers that adjoined sites.
- De-designating areas that would be small or isolated as a result of other changes.

**2.4** Sites in a restricted industrial policy classification were reviewed. This was with a view to achieving the twin objectives of introducing more flexibility over uses in most cases, and keeping a small, defensible core of those sites most appropriate for non-office employment use.

**2.5** This process sorted existing sites into one of four potential new policy allocations:

- Business area allocation (an area where all employment uses are permitted and intensification is encouraged)
- Industrial area allocation (an area where industrial and warehousing uses and premises are protected)
- Mixed use area allocation (an area where a mix of uses, including employment, is encouraged)
- No employment allocation (an area where change of use has occurred or is encouraged, or it is desired to have flexibility for a variety of employment and non-employment uses; other policies in the plan will apply here)

## New Site Allocations

**2.6** Other sites within the borough were also examined to see whether they merited allocation for employment purposes. This included those sites identified in the Employment Land Review that were in use for employment but were not currently designated for employment use.

**2.7** For a variety of historical reasons, the borough has a number of sites where significant employment activity takes place, but which have not previously been allocated as such. The most notable of these sites were proposed for allocation as business areas, having been assessed under the same methodology as described above for existing sites.

## Public Consultation

**2.8** A public consultation was undertaken on proposed housing and employment sites from 19<sup>th</sup> November 2012 to 11<sup>th</sup> January 2013. This sought the opinion of residents, landowners, and other interested parties on sites proposed for allocation, to establish a more detailed view of the sites. This consultation identified further

# Methodology

issues on some sites that needed to be investigated and also helped inform further assessments of the appropriate capacity and approach to development on sites. Discussions were held with key landowners and occupiers in response to comments made during the consultation process.

**2.9** Where any additional sites were proposed as part of the consultation, they were considered by the council using the same methodology as detailed above. The results of the consultation were reported to Cabinet on 21<sup>st</sup> March 2013. The consultation report and consultation documents can be viewed on the Council's website, [http://www.rbwm.gov.uk/web/pp\\_borough\\_local\\_plan.htm](http://www.rbwm.gov.uk/web/pp_borough_local_plan.htm).

## Proposed Allocations

**2.10** Following the 2012/13 consultation, the list of proposed site allocations was further reviewed. This included discussion with councillors in the Borough Local Plan Member Working Group, which resulted in some amendments to the list of sites and the uses proposed thereon.

**2.11** It was not considered reasonable to make specific assumptions about the built form or density of development that might come forward on employment sites. This is because the Borough Local Plan policies are proposed to put in place a positive environment for business development, without constraining or prescribing the precise form or scale of development that is necessary to support an evolving local economy. The Borough Local Plan aims to set out a positive and supportive environment for employment development and specifically supports intensification and redevelopment of many sites. It is not intended to be prescriptive about how much development should occur where. This approach is deliberate and is designed to provide the flexibility required to meet the needs of local businesses over the plan period.

**2.12** As a result, this report does not prescribe a quantum of development for each site. Instead it sets out the type of development appropriate to each location and any specific requirements arising from particular sites.

# Conclusions

**3.1** 25 sites have been identified with potential for employment designation, either as business areas, industrial areas or as part of a mixed-use scheme. Of these sites, 15 are recommended as business area allocations; six are recommended to be allocated as industrial areas, with the remaining four sites recommended as mixed-use areas.

**3.2** The summarised recommendations for each site are shown in Table 1 below with a brief description of the type of allocation being recommended. These sites are recommended as potential site allocations in the Borough Local Plan. Full, detailed information on these sites can be found in Appendices A-C. The information in the appendices should be used to help inform the design and application process for each site. Please also refer to the Housing: Site Assessments Study (2013) which includes details of mixed use schemes where specific housing capacities are given.

**3.3** The recommendation for removal of a previous allocation is proposed in some cases so as to introduce greater flexibility over future land uses. Details of sites to which this applies can be found in Appendix D.

Site ref	Site name	Recommended allocation
BUS1	Whitebrook Park, Lower Cookham Road, Maidenhead	Business area
BUS2	Howarth Road, Maidenhead	Business area
BUS3	Vanwall Road, Maidenhead	Business area
BUS4	Norreys Drive, Maidenhead	Business area
BUS5	Foundation Park, Cannon Lane, Maidenhead	Business area
BUS6	Woodlands Business Park, Woodlands Park	Business area
BUS7	Priors Way / Maidenhead Trade Park, Maidenhead	Business area
BUS8	Maidenhead Business Park and Barloworld, Westacott Way, Littlewick Green	Business area
BUS9	Centrica, Maidenhead Road, Windsor	Business area
BUS10	Windsor Dials, Windsor	Business area
BUS11	Imperial House, Alma Road, Windsor	Business area
BUS12	Manor House Lane, Datchet (Portland Business Centre)	Business area
BUS13	Ditton Park, Datchet	Business area
BUS14	Ascot Business Park, Ascot	Business area
BUS15	Queens Road, Sunninghill	Business area
IND1	Furze Platt Industrial Estate, Maidenhead	Industrial area
IND2	Cordwallis Industrial Estate, Maidenhead	Industrial area
IND3	Kings Grove Industrial Area, Maidenhead	Industrial area
IND4	Vansittart Road Industrial Estate, Windsor	Industrial area
IND5	Fairacres Industrial Estate, Windsor	Industrial area
IND6	Lower Mount Farm, Long Lane, Cookham Rise	Industrial area
MIX1	Reform Road, Maidenhead	Mixed use area
MIX2	South of Stafferton Way, Maidenhead	Mixed use area
MIX3	Grove Business Park, White Waltham	Mixed use area



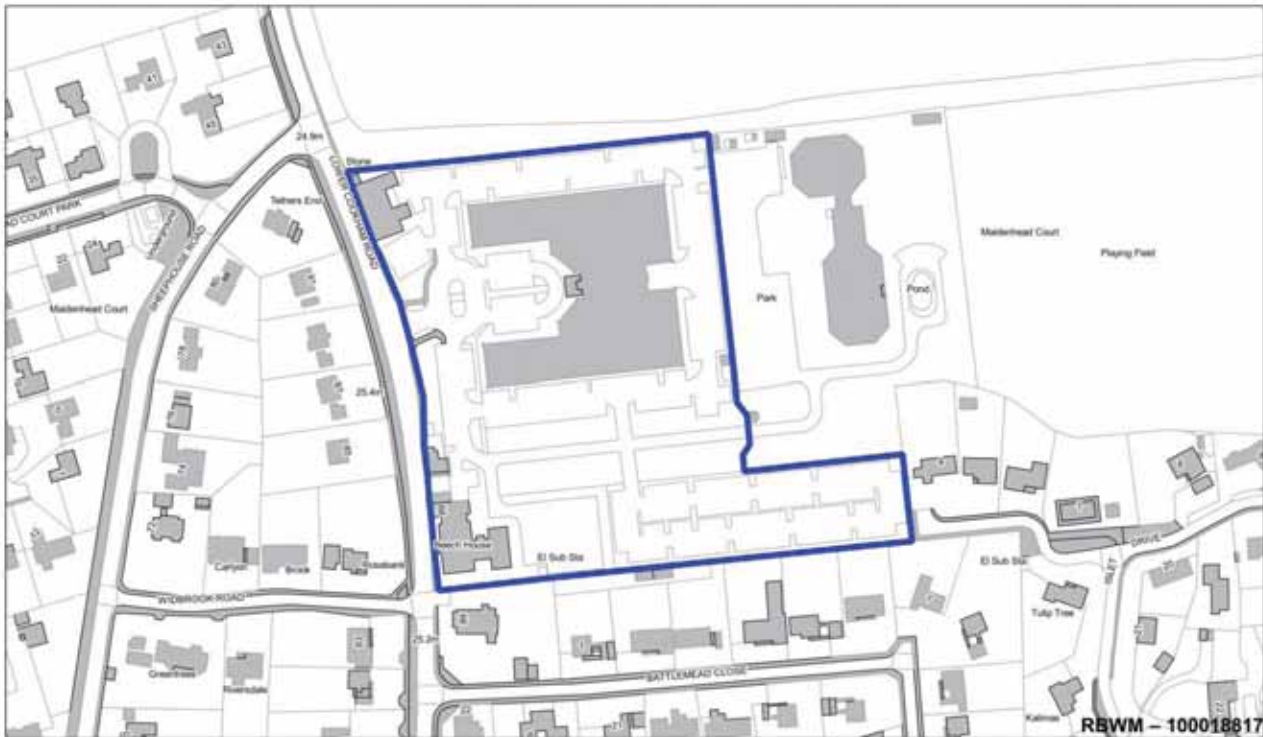
# Conclusions

Site ref	Site name	Recommended allocation
MIX4	Ascot Centre	Mixed use area

**Table 1 : Sites Recommended as Potential Allocations in the Borough Local Plan**

# Business Areas

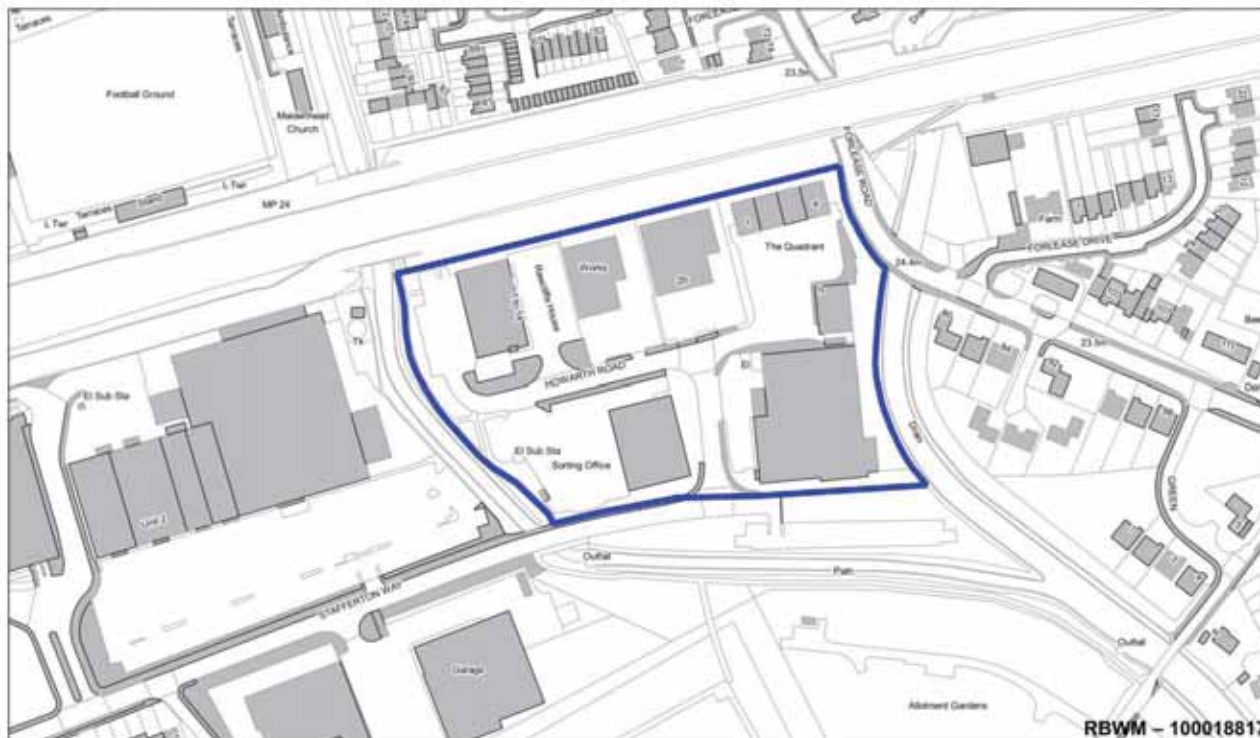
## BUS1: Whitebrook Park, Lower Cookham Road, Maidenhead



Expected approach and capacity	<ul style="list-style-type: none"> <li>• Retain existing buildings in the short term.</li> <li>• Opportunity for redevelopment for greater quantum of office floorspace.</li> <li>• Possibility of mixed use development in combination with the housing site to the east.</li> </ul>
Delivery	<ul style="list-style-type: none"> <li>• 2014-2029</li> </ul>
Requirements	<p>Design guidance</p> <ul style="list-style-type: none"> <li>• Respect surrounding residential uses.</li> <li>• Anticipated no higher than 3 storey development.</li> <li>• Landscaping to respect adjacent green belt.</li> </ul> <p>Studies required</p> <ul style="list-style-type: none"> <li>• Assessment of impact on flood risk.</li> </ul>

# Business Areas

## BUS2: Howarth Road, Maidenhead



Expected approach and capacity	<ul style="list-style-type: none"> <li>• Retain existing buildings in the short term.</li> <li>• Opportunity for redevelopment for greater quantum and enhanced quality of mixed employment floorspace.</li> <li>• Possibility of mixed use development with housing facing the waterways.</li> </ul>
Delivery	<ul style="list-style-type: none"> <li>• 2016-2029 (following completion of Stafferton Way Link Road)</li> </ul>
Requirements	<p><b>Design guidance</b></p> <ul style="list-style-type: none"> <li>• Mixed employment floorspace compatible with residential uses.</li> <li>• Small units preferred.</li> <li>• Attractive frontage to waterway.</li> <li>• Design to take account of noise from adjacent railway.</li> </ul> <p><b>Other requirements</b></p> <ul style="list-style-type: none"> <li>• Reprovide Royal Mail sorting office before any redevelopment of that part of the site.</li> </ul> <p><b>Studies required</b></p> <ul style="list-style-type: none"> <li>• Assessment of impact on flood risk.</li> </ul>

# Business Areas

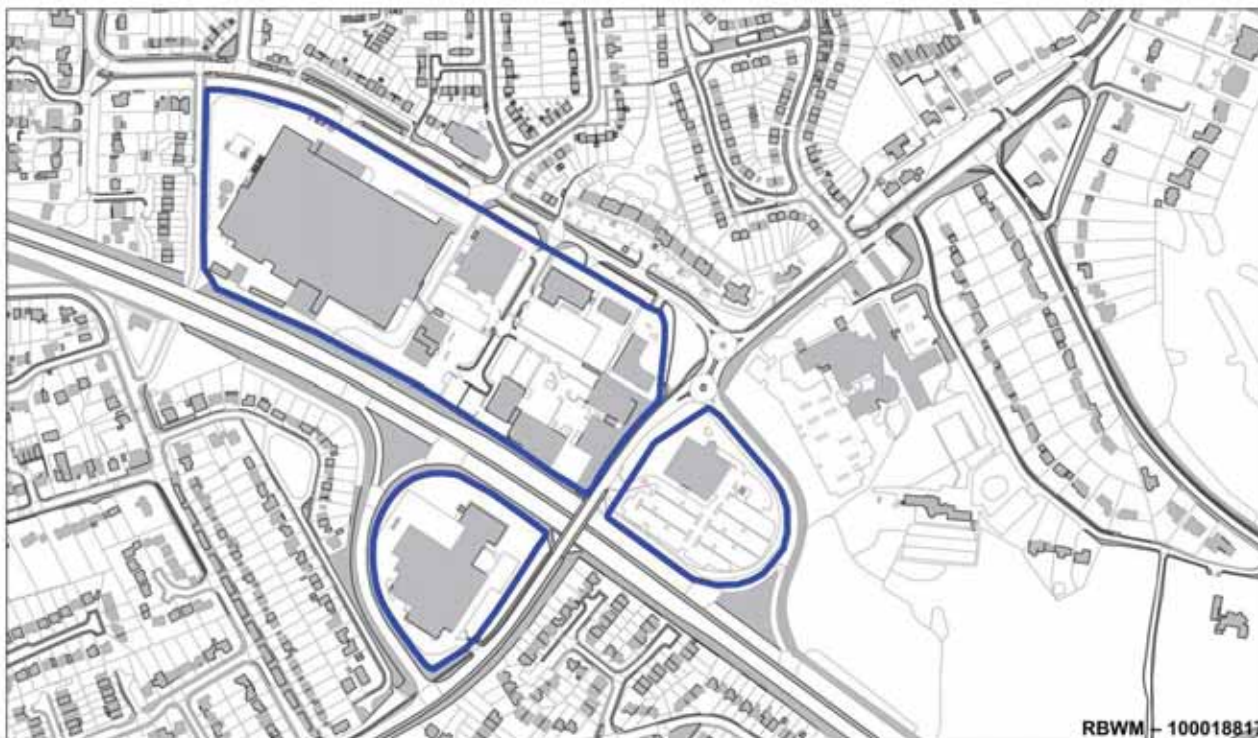
## BUS3: Vanwall Road, Maidenhead



Expected approach and capacity	<ul style="list-style-type: none"> <li>• Retain existing buildings in the short term.</li> <li>• Some potential for redevelopment for greater quantum of office floorspace.</li> </ul>
Delivery	<ul style="list-style-type: none"> <li>• 2014-2029</li> </ul>
Requirements	<p>Design guidance</p> <ul style="list-style-type: none"> <li>• High quality employment floorspace, comprising offices and complementary employment uses, within a business park environment.</li> <li>• Provide appropriate business support services.</li> <li>• Development to eastern part of site to be compatible with adjoining residential uses.</li> <li>• Design to take account of noise from adjacent railway and motorway.</li> </ul> <p>Other requirements</p> <ul style="list-style-type: none"> <li>• Uses to be compatible with and enhance the business park environment.</li> </ul>

# Business Areas

## BUS4: Norreys Drive, Maidenhead



<p>Expected approach and capacity</p>	<ul style="list-style-type: none"> <li>• Retain existing buildings in the short term.</li> <li>• Opportunity for redevelopment for greater quantum of office floorspace.</li> <li>• Island sites can be developed independently of each other and of the main site.</li> </ul>
<p>Delivery</p>	<ul style="list-style-type: none"> <li>• 2014-2029</li> </ul>
<p>Requirements</p>	<p>Design guidance</p> <ul style="list-style-type: none"> <li>• High quality employment floorspace, comprising offices and complementary employment uses.</li> <li>• Wider range of employment uses possible on the island sites.</li> <li>• Provide appropriate business support services.</li> <li>• Development to be compatible with nearby residential uses.</li> <li>• Design to take account of noise from adjacent motorway, with considerable landscaping on the island sites to protect from this.</li> </ul> <p>Other requirements</p> <ul style="list-style-type: none"> <li>• Development to maximise public transport usage on this key arterial route.</li> </ul> <p>Studies required</p> <ul style="list-style-type: none"> <li>• Assessment of traffic impact on Shoppenhangers Road junctions.</li> </ul>

# Business Areas

## BUS5: Foundation Park, Cannon Lane, Maidenhead



Expected approach and capacity	<ul style="list-style-type: none"> <li>• Retain existing buildings in the short term.</li> <li>• Some potential for redevelopment for greater quantum of office floorspace.</li> </ul>
Delivery	<ul style="list-style-type: none"> <li>• 2014-2029</li> </ul>
Requirements	<p><b>Design guidance</b></p> <ul style="list-style-type: none"> <li>• High quality office floorspace within a business park environment.</li> <li>• Provide appropriate business support services.</li> <li>• Development to be compatible with nearby residential uses.</li> <li>• Design to take account of noise from adjacent railway.</li> <li>• Anticipated no higher than 3 storey development.</li> <li>• Landscaping to respect adjacent green belt.</li> <li>• Address existing parking issues as part of any development.</li> </ul> <p><b>Other requirements</b></p> <ul style="list-style-type: none"> <li>• Development to maximise public transport usage, owing to existing parking issues on site.</li> <li>• Uses to be compatible with and enhance the business park environment.</li> <li>• Site forms a gateway to Maidenhead for rail travellers – its appearance when seen from the railway line is of prime importance and its attractiveness should be maximised.</li> </ul> <p><b>Studies required</b></p> <ul style="list-style-type: none"> <li>• Assessment of traffic impact on Cannon Lane railway bridge.</li> </ul>

# Business Areas

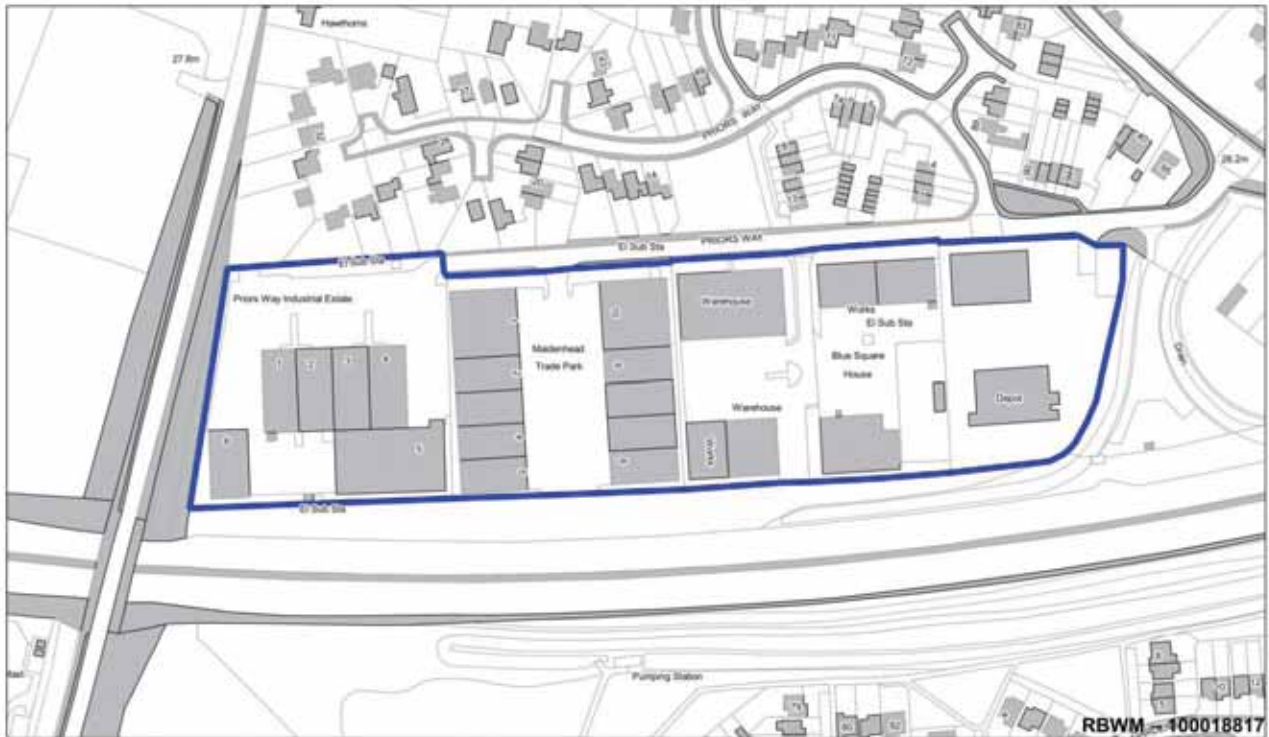
## BUS6: Woodlands Business Park, Woodlands Park



<p>Expected approach and capacity</p>	<ul style="list-style-type: none"> <li>• Opportunity for redevelopment for greater quantum and enhanced quality of employment floorspace.</li> <li>• Possibility of mixed use development.</li> </ul>
<p>Delivery</p>	<ul style="list-style-type: none"> <li>• 2014-2029</li> </ul>
<p>Requirements</p>	<p>Design guidance</p> <ul style="list-style-type: none"> <li>• Mixed employment floorspace, comprising offices and other compatible employment uses.</li> <li>• Small units preferred.</li> <li>• Development to be compatible with nearby residential uses and take account of any development on adjacent sites.</li> <li>• Anticipated no higher than 2 storey development unless justified.</li> <li>• Landscaping to respect adjacent green belt.</li> </ul> <p>Studies required</p> <ul style="list-style-type: none"> <li>• Assessment of traffic impact on Woodlands Park Avenue (access road) and its junction with Woodlands Park Road.</li> </ul>

# Business Areas

## BUS7: Priors Way / Maidenhead Trade Park, Maidenhead



<p>Expected approach and capacity</p>	<ul style="list-style-type: none"> <li>• Retain existing buildings in the short term.</li> <li>• Opportunity for redevelopment of older buildings for greater quantum and enhanced quality of employment floorspace.</li> </ul>
<p>Delivery</p>	<ul style="list-style-type: none"> <li>• 2014-2029</li> </ul>
<p>Requirements</p>	<p>Design guidance</p> <ul style="list-style-type: none"> <li>• Mixed employment floorspace, comprising offices and other compatible employment uses.</li> <li>• Small units preferred.</li> <li>• Development to be compatible with nearby residential uses.</li> <li>• Design to take account of noise from adjacent motorway.</li> <li>• Anticipated no higher than 3 storey development.</li> </ul>



# Business Areas

## BUS8: Maidenhead Business Park and Barloworld, Westacott Way, Littlewick Green



<p>Expected approach and capacity</p>	<ul style="list-style-type: none"> <li>• Retain existing buildings in the short term.</li> <li>• Some potential for redevelopment for greater quantum and enhanced quality of office floorspace.</li> <li>• Scope to extend existing industrial floorspace.</li> </ul>
<p>Delivery</p>	<ul style="list-style-type: none"> <li>• 2014-2029</li> </ul>
<p>Requirements</p>	<p>Design guidance</p> <ul style="list-style-type: none"> <li>• High quality office floorspace within a business park environment, with industrial floorspace also suitable at eastern end of site.</li> <li>• Provide appropriate business support services.</li> <li>• Design to take account of noise from adjacent railway and airfield.</li> <li>• Anticipated no higher than 3 storey development - no tall elements that could interfere with adjacent airfield.</li> <li>• Landscaping to respect green belt location.</li> <li>• Development to accord with green belt policy.</li> </ul> <p>Other requirements</p> <ul style="list-style-type: none"> <li>• Development to maximise public transport usage.</li> <li>• Uses to be compatible with and enhance the business park environment.</li> </ul>

# Business Areas

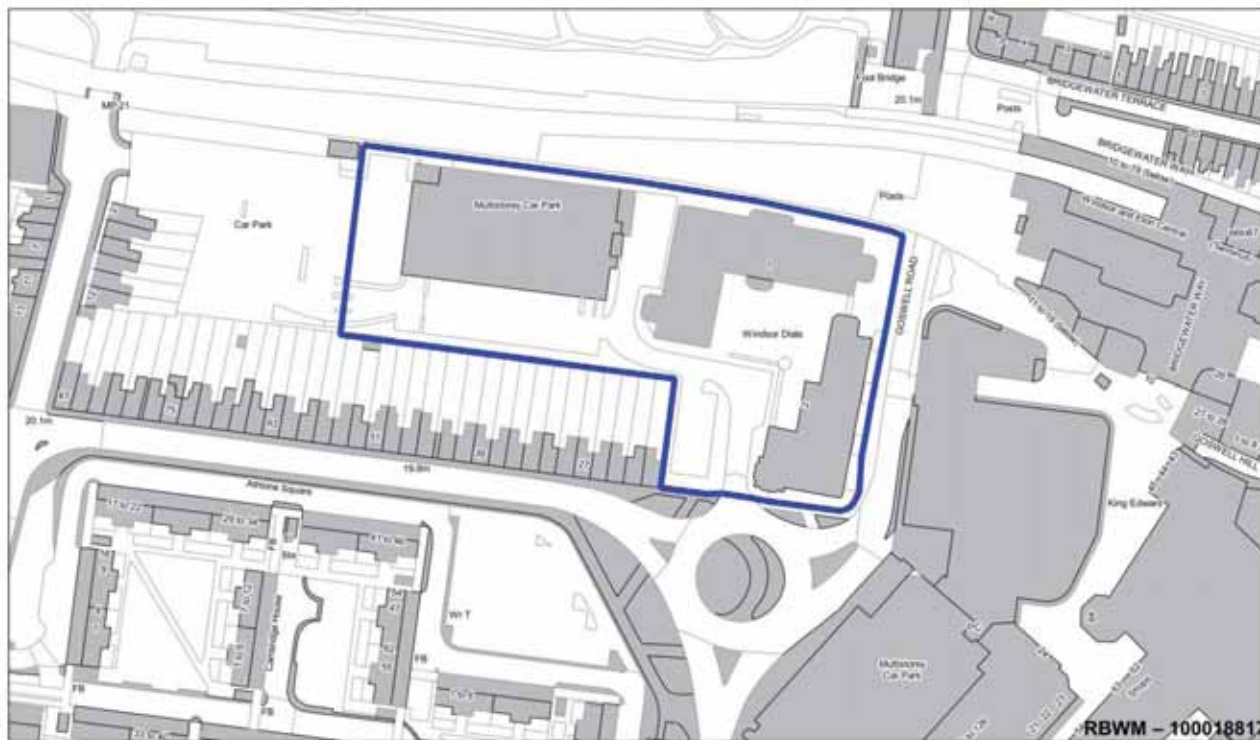
## BUS9: Centrica, Maidenhead Road, Windsor



Expected approach and capacity	<ul style="list-style-type: none"> <li>• Retain existing office buildings.</li> <li>• Opportunity for development for greater quantum of office floorspace.</li> </ul>
Delivery	<ul style="list-style-type: none"> <li>• 2014-2029</li> </ul>
Requirements	<p><b>Design guidance</b></p> <ul style="list-style-type: none"> <li>• High quality office floorspace within an office campus environment.</li> <li>• Business support services possible.</li> <li>• Landscaping to respect adjacent green belt.</li> <li>• Development to be compatible with nearby residential uses and take account of any development on adjacent sites.</li> </ul> <p><b>Other requirements</b></p> <ul style="list-style-type: none"> <li>• Uses to be compatible with and enhance the office campus environment.</li> <li>• Retention of sufficient parking to support weekend park and ride service to Windsor town centre.</li> </ul> <p><b>Studies required</b></p> <ul style="list-style-type: none"> <li>• Assessment of impact on flood risk.</li> <li>• Assessment of traffic impact on Maidenhead Road.</li> </ul>

# Business Areas

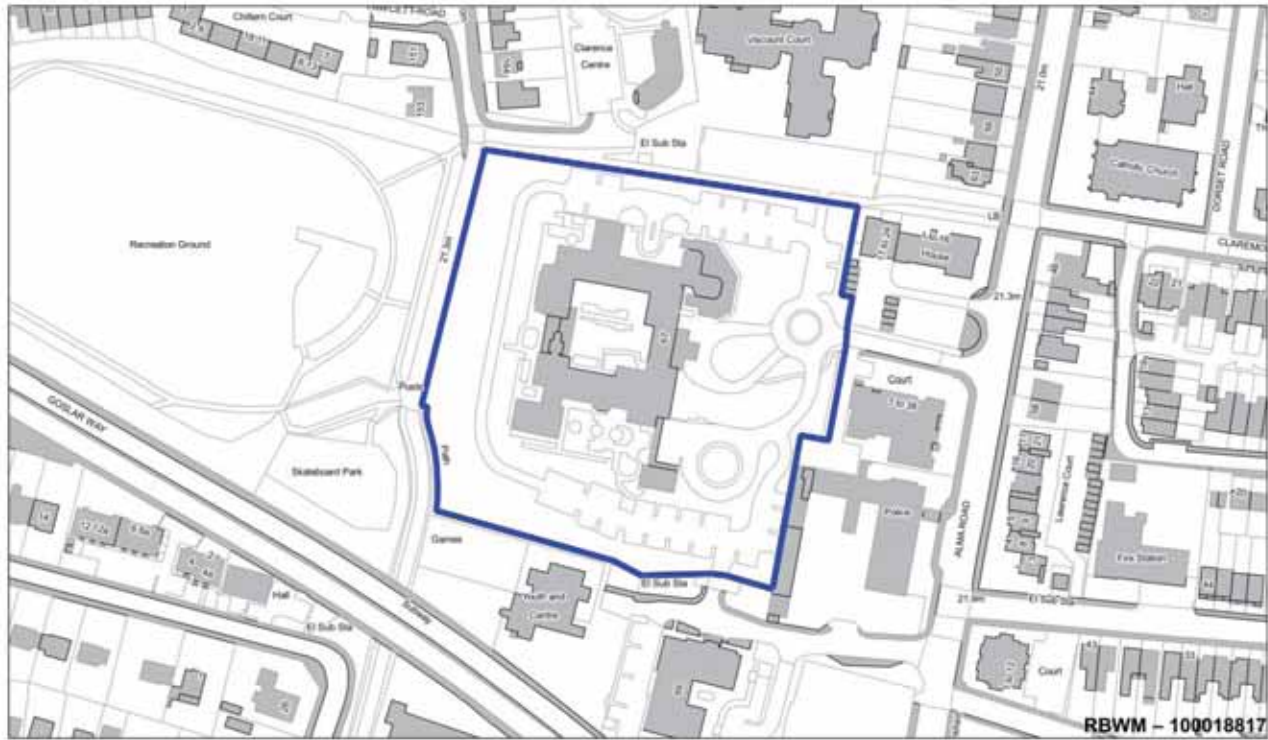
## BUS10: Windsor Dials, Windsor



<p>Expected approach and capacity</p>	<ul style="list-style-type: none"> <li>• Retain existing office buildings.</li> <li>• Some potential for redevelopment for greater quantum of office floorspace.</li> </ul>
<p>Delivery</p>	<ul style="list-style-type: none"> <li>• 2014-2029</li> </ul>
<p>Requirements</p>	<p>Design guidance</p> <ul style="list-style-type: none"> <li>• High quality office floorspace.</li> <li>• Development to be compatible with nearby residential uses.</li> <li>• Design to take account of noise from adjacent railway.</li> </ul> <p>Other requirements</p> <ul style="list-style-type: none"> <li>• Development to maximise public transport usage, owing to location adjacent to railway station.</li> <li>• Uses to be compatible with and enhance the business park environment.</li> <li>• Site forms a gateway to Windsor town centre for rail travellers – its appearance when seen from the railway line is of prime importance and its attractiveness should be maximised.</li> </ul> <p>Studies required</p> <ul style="list-style-type: none"> <li>• Assessment of impact on flood risk.</li> </ul>

# Business Areas

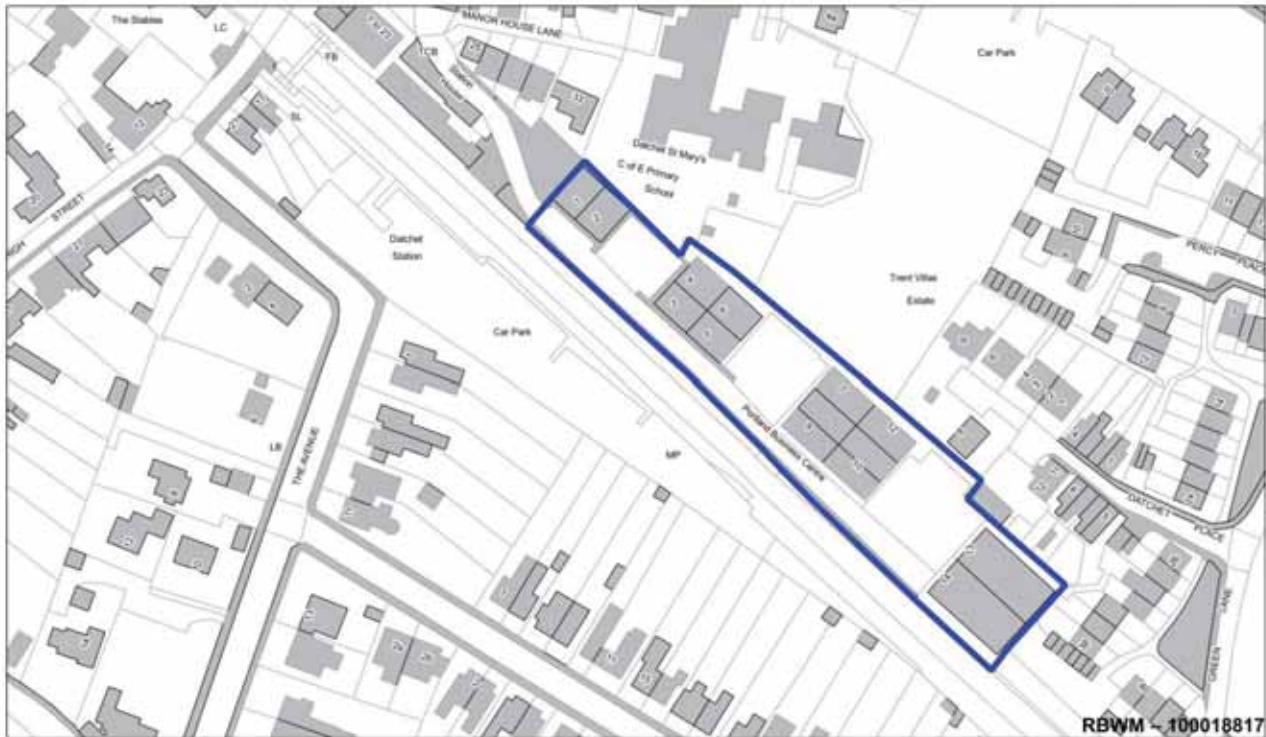
## BUS11: Imperial House, Alma Road, Windsor



<p>Expected approach and capacity</p>	<ul style="list-style-type: none"> <li>• Permission for redevelopment for high quality office floorspace.</li> </ul>
<p>Delivery</p>	<ul style="list-style-type: none"> <li>• 2014-2019</li> </ul>
<p>Requirements</p>	<p>Design guidance</p> <ul style="list-style-type: none"> <li>• High quality office floorspace, creating an office campus environment.</li> <li>• Business support services possible.</li> <li>• Development to maximise the potential of the site to deliver floorspace in a sustainable urban location.</li> <li>• Development to be compatible with nearby residential uses and take account of any development on adjacent sites.</li> </ul> <p>Other requirements</p> <ul style="list-style-type: none"> <li>• Once planning permission is implemented, uses to be compatible with and enhance the office campus environment.</li> </ul>

# Business Areas

## BUS12: Manor House Lane, Datchet (Portland Business Centre)



<p>Expected approach and capacity</p>	<ul style="list-style-type: none"> <li>• Retain existing buildings in the short term.</li> <li>• Some potential for redevelopment for greater quantum and enhanced quality of employment floorspace.</li> </ul>
<p>Delivery</p>	<ul style="list-style-type: none"> <li>• 2014-2029</li> </ul>
<p>Requirements</p>	<p>Design guidance</p> <ul style="list-style-type: none"> <li>• Mixed employment floorspace, comprising offices and other compatible employment uses.</li> <li>• Small units preferred.</li> <li>• Development to be compatible with nearby residential uses.</li> <li>• Anticipated no higher than 2 storey development, possibly rising to 3 storeys at western end.</li> <li>• Design to take account of noise from adjacent railway.</li> </ul> <p>Other requirements</p> <ul style="list-style-type: none"> <li>• Development to maximise public transport usage, owing to location adjacent to railway station.</li> <li>• Rail access encouraged if appropriate to occupiers.</li> </ul> <p>Studies required</p> <ul style="list-style-type: none"> <li>• Assessment of impact on flood risk.</li> </ul>

# Business Areas

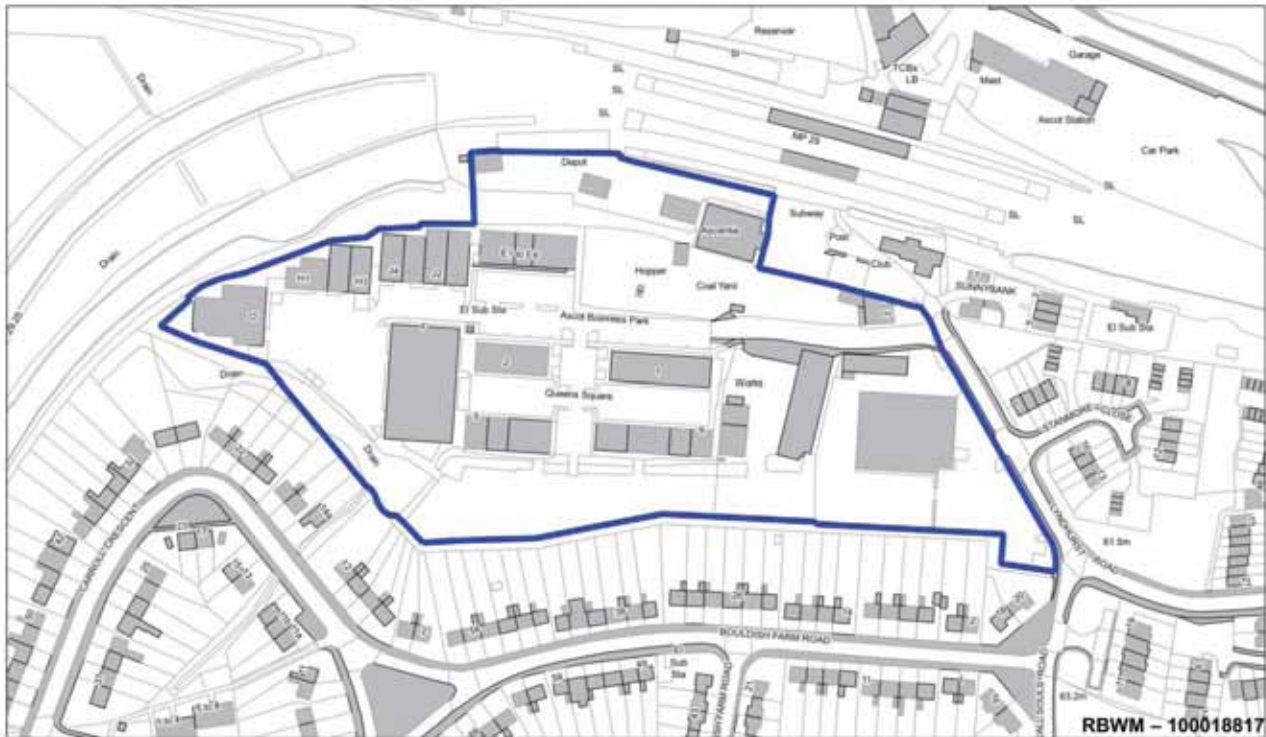
## BUS13: Ditton Park, Datchet



Expected approach and capacity	<ul style="list-style-type: none"> <li>• Retain existing office buildings.</li> <li>• Some potential for development for greater quantum of office floorspace.</li> </ul>
Delivery	<ul style="list-style-type: none"> <li>• 2014-2029</li> </ul>
Requirements	<p>Design guidance</p> <ul style="list-style-type: none"> <li>• High quality office floorspace within an office campus environment.</li> <li>• Business support services possible.</li> <li>• Landscaping to respect green belt location.</li> <li>• Development to accord with green belt policy.</li> <li>• Development to respect listed buildings and historic park and garden designation.</li> </ul> <p>Other requirements</p> <ul style="list-style-type: none"> <li>• Uses to be compatible with and enhance the office campus environment.</li> </ul> <p>Studies required</p> <ul style="list-style-type: none"> <li>• Assessment of impact on flood risk.</li> </ul>

# Business Areas

## BUS14: Ascot Business Park, Ascot



<p>Expected approach and capacity</p>	<ul style="list-style-type: none"> <li>• Retain existing buildings in the short term.</li> <li>• Opportunity for redevelopment of older buildings for greater quantum and enhanced quality of employment floorspace.</li> </ul>
<p>Delivery</p>	<ul style="list-style-type: none"> <li>• 2014-2029</li> </ul>
<p>Requirements</p>	<p><b>Design guidance</b></p> <ul style="list-style-type: none"> <li>• Mixed employment floorspace, comprising mainly offices with some other compatible employment uses.</li> <li>• Provide appropriate business support services.</li> <li>• Development to be compatible with nearby residential uses.</li> <li>• Design to take account of noise from adjacent railway.</li> </ul> <p><b>Other requirements</b></p> <ul style="list-style-type: none"> <li>• Development to maximise public transport usage, owing to location adjacent to railway station.</li> <li>• Maintain public access through the site to the railway station subway (or any replacement crossing).</li> </ul> <p><b>Studies required</b></p> <ul style="list-style-type: none"> <li>• Assessment of traffic impact on local access roads.</li> </ul>

# Business Areas

## BUS15: Queen's Road, Sunninghill



Expected approach and capacity	<ul style="list-style-type: none"> <li>• Retain existing building in the short term.</li> <li>• Opportunity for redevelopment for greater quantum and enhanced quality of employment floorspace.</li> </ul>
Delivery	<ul style="list-style-type: none"> <li>• 2014-2029</li> </ul>
Requirements	<p><b>Design guidance</b></p> <ul style="list-style-type: none"> <li>• Mixed employment floorspace, either offices or other compatible employment uses.</li> <li>• Development to be compatible with nearby residential uses.</li> <li>• Design to take account of noise from adjacent railway.</li> <li>• Increase attractiveness of site.</li> </ul> <p><b>Other requirements</b></p> <ul style="list-style-type: none"> <li>• Retain or reprovide current level of public car parking to serve Sunninghill centre.</li> </ul> <p><b>Studies required</b></p> <ul style="list-style-type: none"> <li>• Assessment of traffic impact on Sunninghill High Street.</li> </ul>



# Industrial Areas

## IND1: Furze Platt Industrial Estate, Maidenhead



<p>Expected approach and capacity</p>	<ul style="list-style-type: none"> <li>• Retain existing industrial and warehousing operations.</li> <li>• Opportunity for some redevelopment for greater quantum and enhanced quality of industrial and warehousing floorspace.</li> <li>• Existing offices can be redeveloped for greater quantum and enhanced quality of office floorspace.</li> <li>• No other new offices unless ancillary or if no loss of industry or warehousing.</li> </ul>
<p>Delivery</p>	<ul style="list-style-type: none"> <li>• 2014-2029</li> </ul>
<p>Requirements</p>	<p>Design guidance</p> <ul style="list-style-type: none"> <li>• Industrial, warehousing and similar floorspace.</li> <li>• Office floorspace only in defined circumstances.</li> <li>• Range of unit sizes and types, including small units.</li> <li>• Provide appropriate business support services.</li> <li>• Development to be compatible with surrounding residential uses, in particular the new housing site to the south east (old Polestar Taylowe site).</li> </ul>

# B Industrial Areas

## IND2: Cordwallis Industrial Estate, Maidenhead



Expected approach and capacity	<ul style="list-style-type: none"> <li>• Retain existing industrial and warehousing operations.</li> <li>• Opportunity for some redevelopment for greater quantum and enhanced quality of industrial and warehousing floorspace.</li> <li>• Existing offices can be redeveloped for greater quantum and enhanced quality of office floorspace.</li> <li>• No other new offices unless ancillary or if no loss of industry or warehousing.</li> </ul>
Delivery	<ul style="list-style-type: none"> <li>• 2014-2029</li> </ul>
Requirements	<p>Design guidance</p> <ul style="list-style-type: none"> <li>• Industrial, warehousing and similar floorspace.</li> <li>• Office floorspace only in defined circumstances.</li> <li>• Range of unit sizes and types, including small units.</li> <li>• Provide appropriate business support services.</li> <li>• Development to be compatible with surrounding residential uses.</li> <li>• Design to take account of noise from adjacent railway.</li> </ul> <p>Studies required</p> <ul style="list-style-type: none"> <li>• Assessment of traffic impact on local access roads.</li> </ul>

# Industrial Areas

## IND3: Kings Grove Industrial Area, Maidenhead



<p>Expected approach and capacity</p>	<ul style="list-style-type: none"> <li>• Retain existing industrial and warehousing operations.</li> <li>• Opportunity for some redevelopment for greater quantum and enhanced quality of industrial and warehousing floorspace.</li> <li>• Existing offices can be redeveloped for greater quantum and enhanced quality of office floorspace.</li> <li>• No other new offices unless ancillary or if no loss of industry or warehousing.</li> </ul>
<p>Delivery</p>	<ul style="list-style-type: none"> <li>• 2014-2029</li> </ul>
<p>Requirements</p>	<p>Design guidance</p> <ul style="list-style-type: none"> <li>• Industrial, warehousing and similar floorspace.</li> <li>• Office floorspace only in defined circumstances.</li> <li>• Range of unit sizes and types, including small units.</li> <li>• Provide appropriate business support services.</li> <li>• Development to be compatible with surrounding residential uses.</li> <li>• Design to take account of noise from adjacent railways to the east and south, and future Crossrail servicing depot immediately to the south.</li> </ul> <p>Other requirements</p> <ul style="list-style-type: none"> <li>• Rail access encouraged if appropriate to occupiers.</li> </ul> <p>Studies required</p> <ul style="list-style-type: none"> <li>• Assessment of traffic impact on local access roads.</li> </ul>

# B Industrial Areas

## IND4: Vansittart Road Industrial Estate, Windsor



<p>Expected approach and capacity</p>	<ul style="list-style-type: none"> <li>• Retain existing industrial and warehousing operations.</li> <li>• Opportunity for some redevelopment for greater quantum and enhanced quality of industrial and warehousing floorspace.</li> <li>• Existing offices can be redeveloped for greater quantum and enhanced quality of office floorspace.</li> <li>• No other new offices unless ancillary or if no loss of industry or warehousing.</li> <li>• Possibility for residential development to south eastern corner of site to replace life-expired buildings.</li> </ul>
<p>Delivery</p>	<ul style="list-style-type: none"> <li>• 2014-2029</li> </ul>
<p>Requirements</p>	<p>Design guidance</p> <ul style="list-style-type: none"> <li>• Industrial, warehousing and similar floorspace.</li> <li>• Office floorspace only in defined circumstances.</li> <li>• Range of unit sizes and types, including small units.</li> <li>• Provide appropriate business support services.</li> <li>• Development to be compatible with surrounding residential uses.</li> <li>• Design to take account of noise from adjacent railway.</li> </ul> <p>Other requirements</p> <ul style="list-style-type: none"> <li>• Site forms a gateway to Windsor for rail travellers – its appearance when seen from the railway line is of prime importance and its attractiveness should be maximised.</li> </ul> <p>Studies required</p> <ul style="list-style-type: none"> <li>• Assessment of traffic impact on local access roads.</li> </ul>



# B Industrial Areas

## IND6: Lower Mount Farm, Long Lane, Cookham Rise

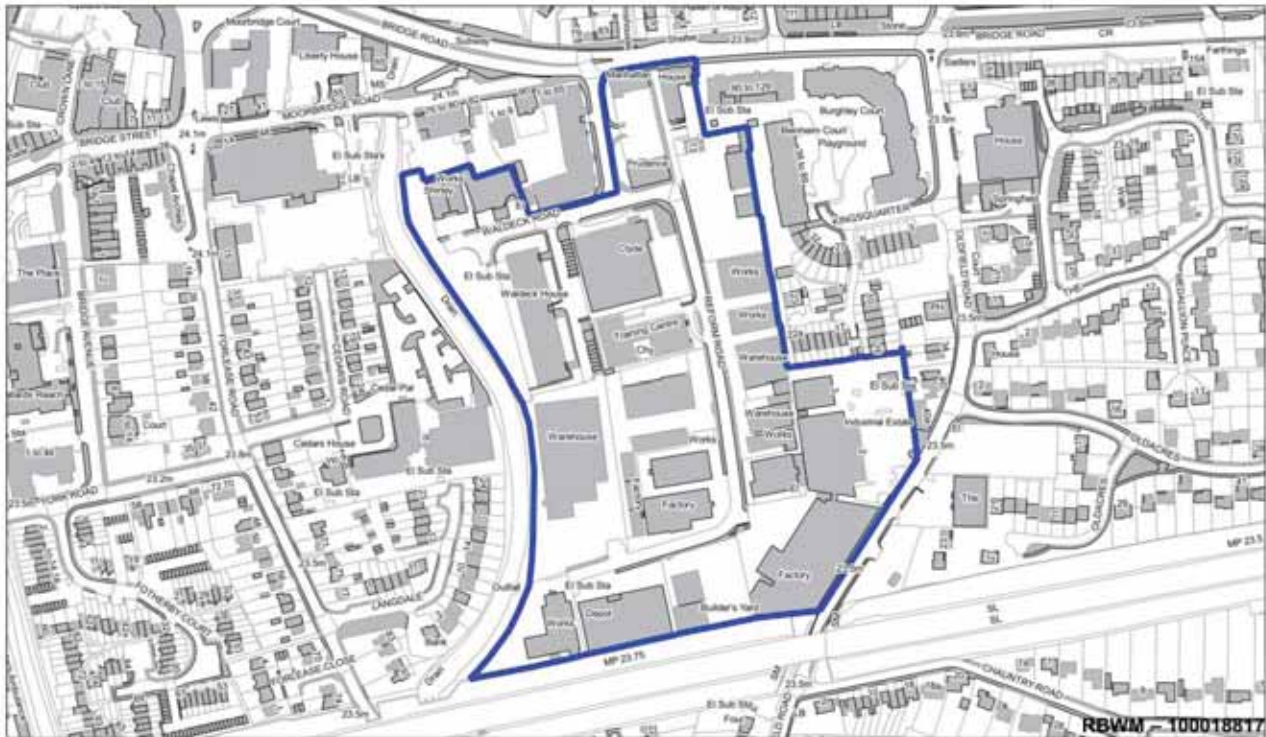


<p>Expected approach and capacity</p>	<ul style="list-style-type: none"> <li>• Retain existing light industrial and storage operations that currently operate under temporary planning permission.</li> <li>• Opportunity for some redevelopment for greater quantum and enhanced quality of light industrial and storage floorspace.</li> <li>• No new offices unless ancillary or if no loss of other floorspace.</li> </ul>
<p>Delivery</p>	<ul style="list-style-type: none"> <li>• 2014-2029</li> </ul>
<p>Requirements</p>	<p>Design guidance</p> <ul style="list-style-type: none"> <li>• Light industrial and storage floorspace.</li> <li>• Office floorspace only in defined circumstances.</li> <li>• Small units only.</li> <li>• Development to be compatible with housing in southern part of the site.</li> <li>• Landscaping to respect green belt location and the site's position in the strategic gap between Maidenhead and Cookham.</li> <li>• Development to accord with green belt policy.</li> <li>• Public access to Marsh Field in Cookham must be secured in perpetuity.</li> </ul> <p>Other requirements</p> <ul style="list-style-type: none"> <li>• Site is well screened and this screening should remain.</li> <li>• Uses to respect the rural location and not interfere with farming or other rural activities.</li> </ul> <p>Studies required</p> <ul style="list-style-type: none"> <li>• Assessment of traffic impact on local access roads.</li> </ul>

# Mixed Use Areas



## MIX1: Reform Road, Maidenhead



<p>Expected approach and capacity</p>	<ul style="list-style-type: none"> <li>• Appropriate for a mix of uses across the site.</li> <li>• Western side of the site to accommodate high quality residential development, adjacent to the waterway.</li> <li>• Retain employment uses over an area in the order of 4 hectares of the central and eastern part of the site.</li> <li>• Scope to intensify employment use through provision of a greater amount of employment floorspace.</li> </ul>
<p>Delivery</p>	<ul style="list-style-type: none"> <li>• 2014-2029</li> </ul>
<p>Requirements</p>	<p>Design guidance</p> <ul style="list-style-type: none"> <li>• Site of strategic importance to the local economy, so employment uses to be retained over a portion of the site.</li> <li>• Provide appropriate business support services.</li> <li>• Medium rise flatted accommodation anticipated for the residential element.</li> </ul> <p>Other requirements</p> <ul style="list-style-type: none"> <li>• Development to link in with and enhance the setting of the adjacent waterway.</li> </ul> <p>Studies required</p> <ul style="list-style-type: none"> <li>• Assessment of impact on flood risk.</li> </ul>

# Mixed Use Areas

## MIX2: South of Stafferton Way, Maidenhead



Expected approach and capacity	<ul style="list-style-type: none"> <li>• Appropriate for a mix of uses across the site.</li> <li>• Housing, employment and leisure uses possible within an overall design approach.</li> <li>• Allotments to be retained or reprovided on site.</li> </ul>
Delivery	<ul style="list-style-type: none"> <li>• 2014-2029</li> </ul>
Requirements	<p>Design guidance</p> <ul style="list-style-type: none"> <li>• Development to support the function of the town centre and aid its regeneration.</li> <li>• Mix of town houses and flats anticipated for the residential element.</li> <li>• Leisure uses to serve Maidenhead town or a wider catchment.</li> </ul> <p>Other requirements</p> <ul style="list-style-type: none"> <li>• Recycling centre and sewage works to be reprovided off-site prior to southern part of the site being developed.</li> </ul> <p>Studies required</p> <ul style="list-style-type: none"> <li>• Assessment of impact on flood risk.</li> </ul>



# Mixed Use Areas

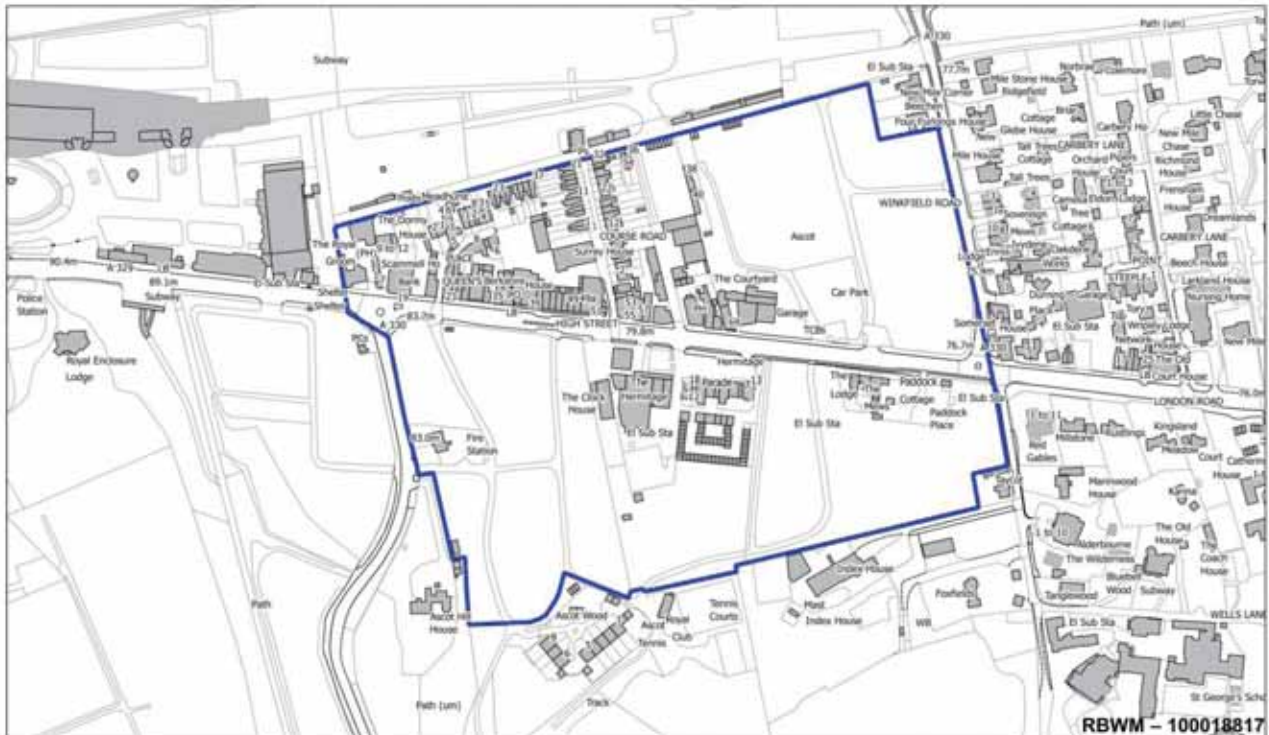
## MIX3: Grove Business Park, White Waltham



<p>Expected approach and capacity</p>	<ul style="list-style-type: none"> <li>• Appropriate for a mix of uses across the site.</li> <li>• Housing, mixed employment and travelling showmen's quarters appropriate within an overall design approach.</li> <li>• Travelling showmen's quarters to be retained unless suitable alternative accommodation is identified and provided.</li> </ul>
<p>Delivery</p>	<ul style="list-style-type: none"> <li>• 2014-2029</li> </ul>
<p>Requirements</p>	<p>Design guidance</p> <ul style="list-style-type: none"> <li>• Existing employment buildings to the east of the main access road into the site to be retained in their current uses.</li> <li>• Poorer quality buildings to the north and west of the site considered appropriate for redevelopment for residential use.</li> <li>• In the centre of the site, options to either retain employment or redevelop for residential use.</li> <li>• Development to respect green belt location.</li> </ul>

# Mixed Use Areas

## MIX4: Ascot Centre



<p>Expected approach and capacity</p>	<ul style="list-style-type: none"> <li>• Retail, leisure and community facility development appropriate along the High Street, to enhance the offer of the district centre.</li> <li>• Residential development appropriate to north and south.</li> <li>• Whilst representing inappropriate development on the undeveloped green belt areas of this site, the opportunities can be considered to provide very special circumstances to justify the development.</li> </ul>
<p>Delivery</p>	<ul style="list-style-type: none"> <li>• 2014-2029</li> </ul>
<p>Requirements</p>	<p>Design guidance</p> <ul style="list-style-type: none"> <li>• Residential development envisaged to comprise town houses to the north of the High Street with larger detached and semi detached dwellings to the south.</li> <li>• Design to respect green belt in and adjacent to the area.</li> <li>• Development to not constrain use of adjacent racecourse.</li> </ul> <p>Other requirements</p> <ul style="list-style-type: none"> <li>• Development to take account of aspirations expressed in neighbourhood plan.</li> <li>• Improvements required to public realm.</li> </ul> <p>Studies required</p> <ul style="list-style-type: none"> <li>• Overall design approach and masterplan required.</li> </ul>

# Employment Designations Removed

D

## REM1: Polestar Taylowe Building, Furze Platt, Maidenhead



Reason for removal of designation • Permission granted for housing.

# D Employment Designations Removed

## REM2: DTC, Gringer Hill, Maidenhead



Reason for removal of designation

- Large site occupied at a low density.
- Not well related to other employment land.
- Opportunity for site to be better utilised for housing.
- Neighbouring office sites have permission for housing.

# Employment Designations Removed

## REM3: Cedar Park, Cedars Road, Maidenhead



- |                                   |   |
|-----------------------------------|---|
| Reason for removal of designation | <ul style="list-style-type: none"> <li>• Permission granted for housing, under construction.</li> <li>• Remainder of site is a river, with no employment designation required.</li> </ul> |
|-----------------------------------|---|

# D Employment Designations Removed

## REM4: Oldfield Road, Maidenhead

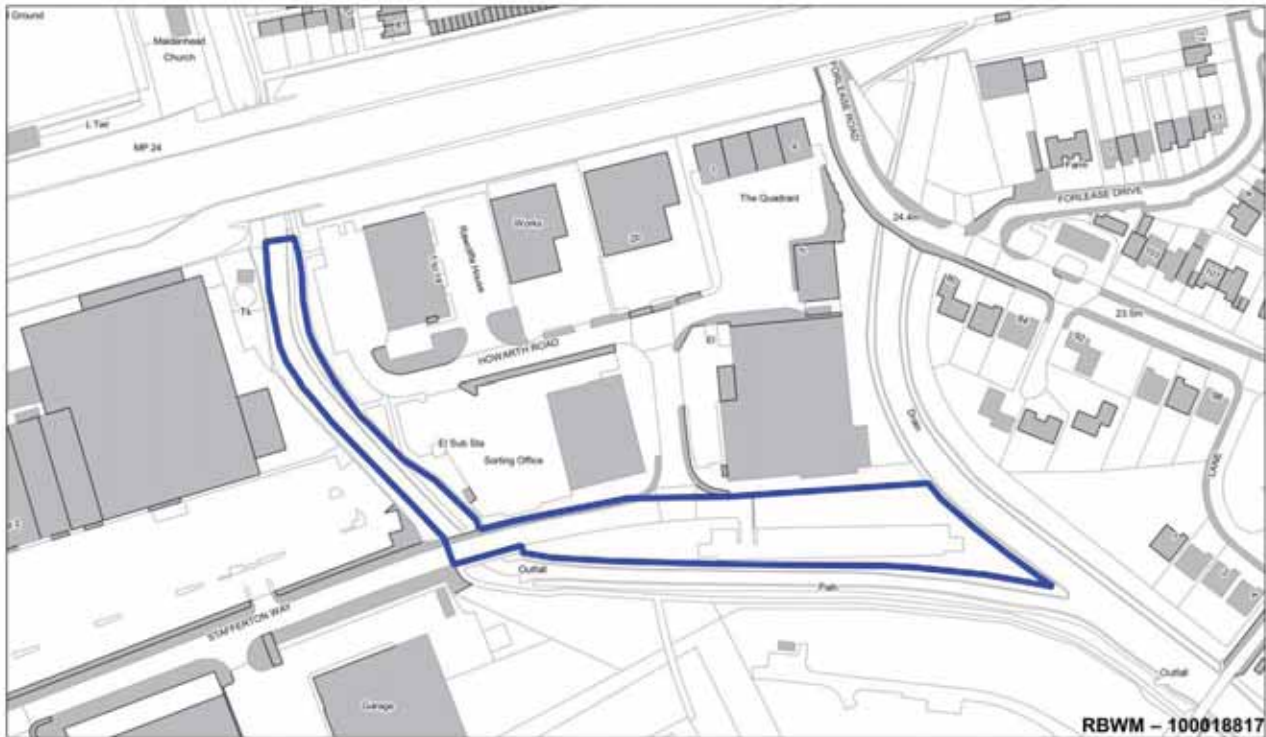


Reason for removal of designation

- Land to west of Oldfield Road has been redeveloped for housing.
- Remaining land to east of Oldfield Road is not well related to other employment land, and part has permission for housing.
- Housing on neighbouring sites.
- Opportunity for area to be better utilised for housing.

# Employment Designations Removed

## REM5: Land around Stafferton Way, Maidenhead



Reason for removal of designation

- Western part of site is a river, with no employment designation required.
- Most of southern part of site is proposed for use as Stafferton Way link Road.
- Remainder is a temporary car park, with no employment designation required.

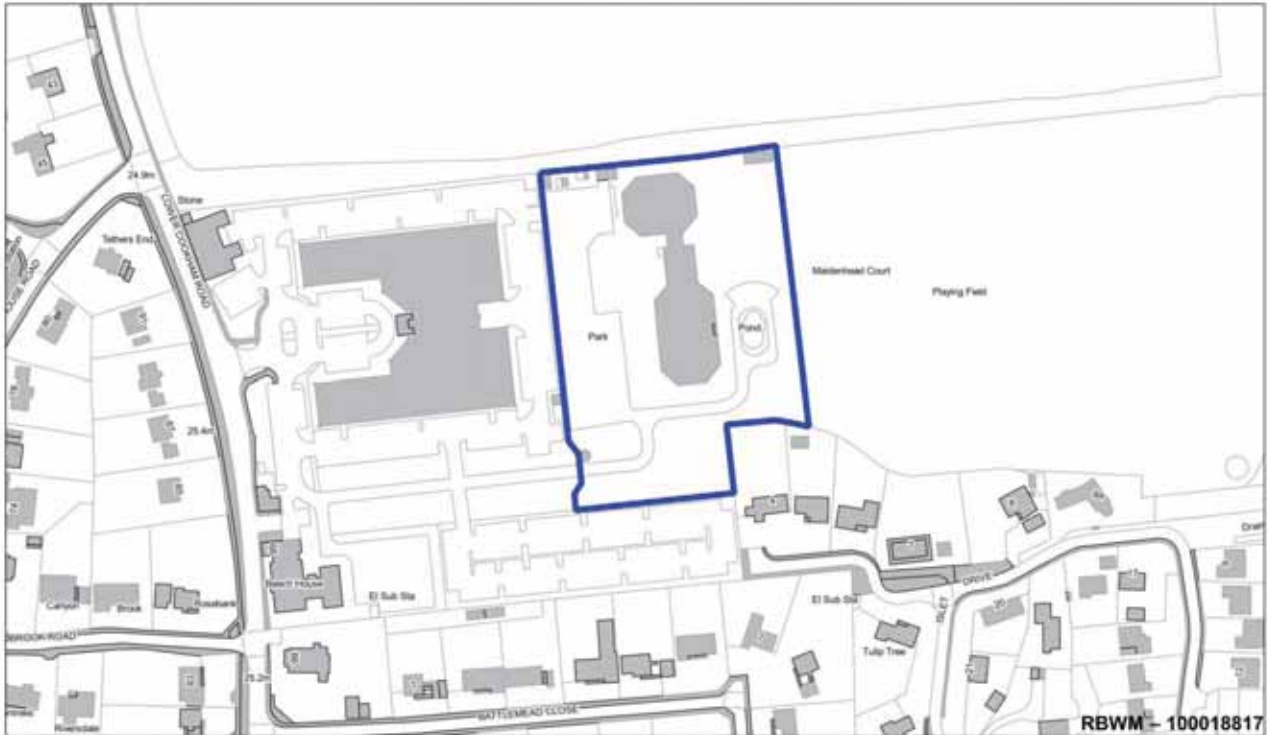




# Employment Designations Removed

D

## REM7: Land rear of Whitebrook Park, Maidenhead

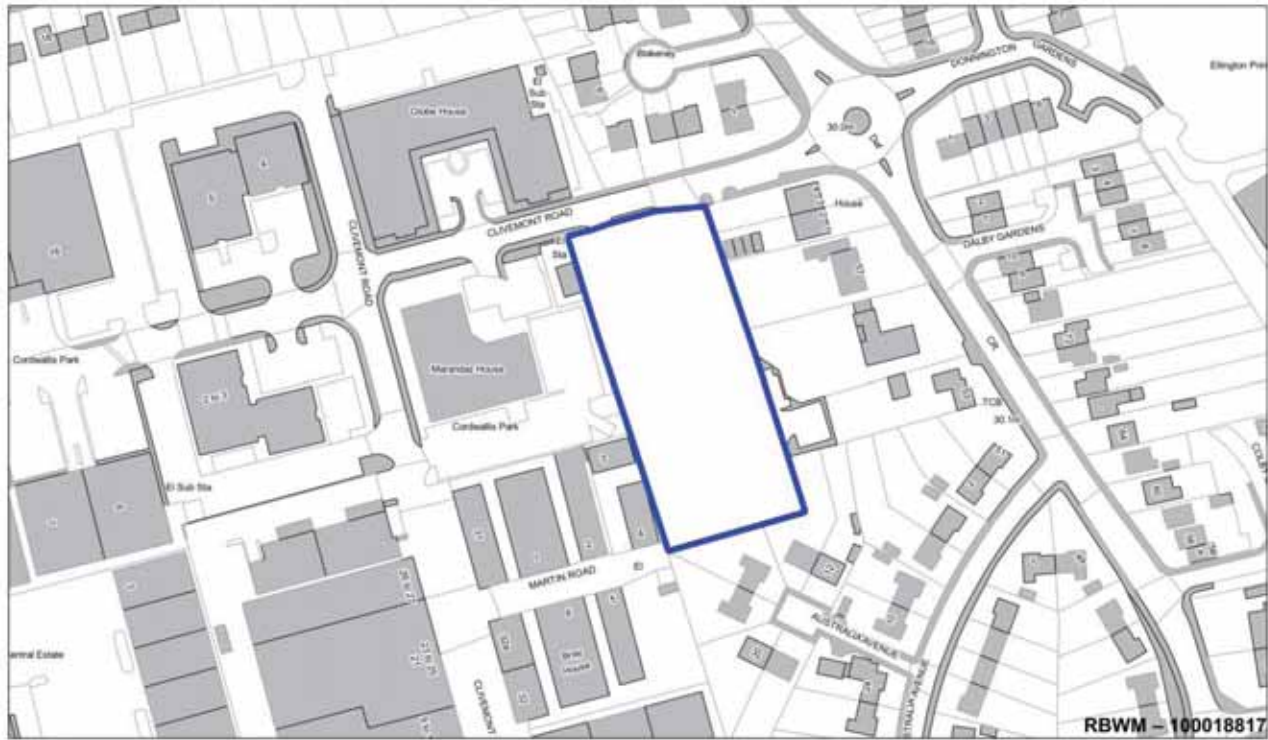


Reason for removal of designation

- Premises long-term vacant and unsuited to modern employment needs.
- Owner interest in redevelopment for housing.
- Opportunity for site to be better utilised for housing.

# Employment Designations Removed

## REM8: Land on Clivemont Road, Maidenhead



- Reason for removal of designation
- Vacant site with former employment premises demolished.
  - Well-related to existing housing.

# Employment Designations Removed

D

## REM9: Vale Road Industrial Estate, Windsor



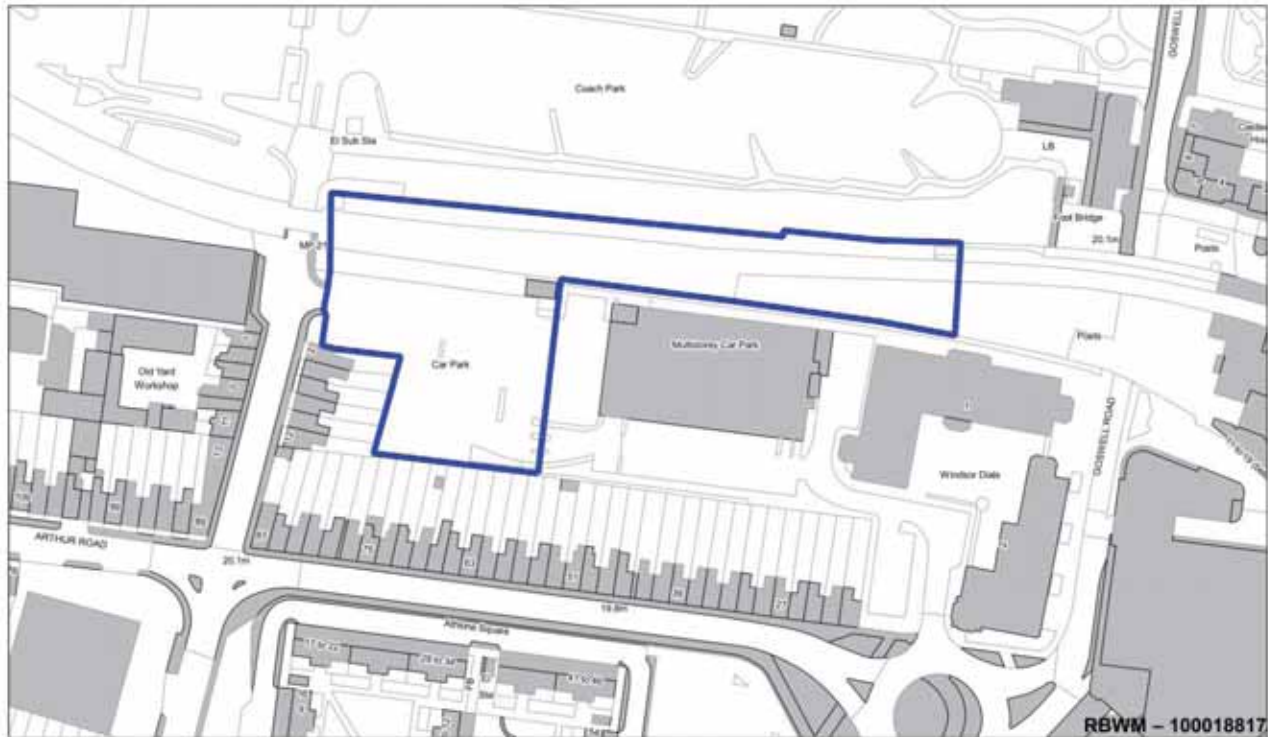
### Reason for removal of designation

- Incremental change of use and loss of employment floorspace over parts of this site in recent years.
- Located within a largely residential area with potential for noise disturbance from commercial premises.
- Access for commercial vehicles relatively poor.
- Interest in redevelopment of parts of site for housing.
- Opportunity for site to be better utilised for housing.



# Employment Designations Removed

## REM11: Alma Road and Railway Arches, Windsor



- |                                   |  |
|-----------------------------------|--|
| Reason for removal of designation | <ul style="list-style-type: none"> <li>• Car park off Alma Road requires no employment designation.</li> <li>• Desire for greater flexibility as to future occupiers of railway arches.</li> </ul> |
|-----------------------------------|--|