MAIDENHEAD

Design Guidance and Codes

Final report
October 2024

AECOM

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Quality information

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Revision History

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5	29.08.2024	Final review and sign off	Samantha Banks	Locality
4	15.08.2024	Final draft review	Ben Castell	Director
		Final draft	Chatnam Lee	Consultant Urban Designer
3	09.08.2024	Review and comments	Andy Woodcock / Ian Rose	Maidenhead NPF
2	30.07.2024	Review	Ben Castell	Director
1	29.07.2024	Research, drawings	Nicholas Pascalli	Graduate Urban Designer
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		Site visit, engagement planning, research, drawings	Chatnam Lee	Consultant Urban Designer
		Site visit, engagement planning	Yanny Tsang	Senior Town Planner

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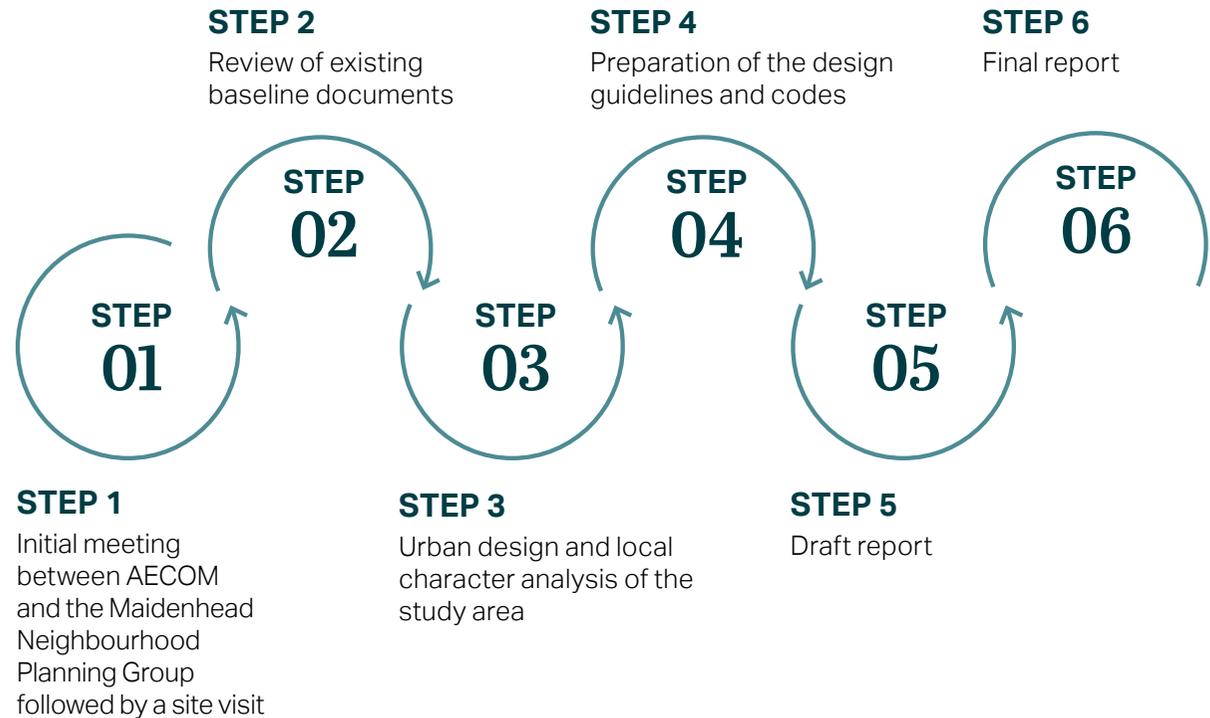
Contents

Introduction

01

1. Introduction

1.1 Purpose and process

The general design guidelines and specific codes set out in this report will provide a detailed framework that should be followed by any future design proposals that come forward within the neighbourhood area to ensure it meets a consistent, high quality standard of design and positively contributes to the unique characters of Maidenhead.

It is intended that this report becomes an integral part of the Neighbourhood Plan by informing policies that will influence the design of new development and have weight in the planning process. It is important to note that the design codes and guidance in this report do not take precedence over any existing Supplementary Planning Documents of the borough.

The following steps were agreed with the Neighbourhood Plan Review Group to produce this report, which draws upon policy development and engagement work undertaken by the Group:

STEP 2
Review of existing baseline documents

STEP 4
Preparation of the design guidelines and codes

STEP 6
Final report

STEP 02

STEP 04

STEP 06

STEP 01

STEP 03

STEP 05

STEP 1
Initial meeting between AECOM and the Maidenhead Neighbourhood Planning Group followed by a site visit

STEP 3
Urban design and local character analysis of the study area

STEP 5
Draft report

1.2 How to use this document

This document has set out an evidence base for the Maidenhead Neighbourhood Plan and it is recommended that the guidance and codes are embedded within the forthcoming plan as policy.

As well as providing certainty to the local community, the design guidance and codes in this document should give more certainty to developers, as they will be able to design a scheme that is reflective of community aspirations. In addition to the guidance set out in this document, future developers should also make sure that they have observed the guidance in the Ministry for Housing, Communities and Local Government (MHCLG) National Design Guide.

Developers should also note that housing developments of any size should strive to achieve carbon neutrality in line with the Government's future homes and building standard.

Further standards on residential developments should also be obtained from Building for a Healthy Life, a government-endorsed industry standard for well-designed homes and neighbourhoods. What follows is a list of actors and how they will use the design guidelines.

Potential users	How they will use the design guidance and codes
Applicants, developers, & landowners	As a guide to the community's and the Local Planning Authority's expectations on design, allowing a degree of certainty – they will be expected to follow the Guidelines as planning consent is sought.
Local planning authority	As a reference point, embedded in policy, against which to assess planning applications. The guidance and codes should be discussed with applicants during any pre application discussions.
Maidenhead Neighbourhood Planning Forum	As a guide when commenting on planning applications, ensuring that the guidance and codes are complied with.
Local community organisations	As a tool to promote community-backed development and to inform comments on planning applications.

1.3 Policy context

This section outlines the national and local planning policy and guidance documents which should be read in conjunction with this design guide.

NATIONAL POLICY AND GUIDANCE

2023 - National Planning Policy Framework (NPPF)

The NPPF sets out the nationwide planing policies and government's expectations on how these should be applied.

The NPPF requires all local planning authorities to prepare design guides or codes consistent with the national guidance documents. The previous NPPF update in 2021, introduced references to the National Design Guide and National Model Design Code and the use of area, neighbourhood, and site-specific design guides, in order to ensure good quality and context sensitive design.

2021 - National Model Design Code

The National Model Design Code is an established part of the government's guidance on planning and should be read alongside the National Design Guide. The National Model Design Code provides guidance on the production of design codes, guides, and policies to promote well-designed places. It sets out the key design parameters that need to be considered when producing design guides and recommends methodology for capturing and reflecting views of the local community.

2021 - National Design Guide

The National Design Guide sets out the government's ten priorities for well-designed places and illustrates how well-designed places can be achieved in practice. The ten characteristics identified includes: context, identity, built form, movement, nature, public spaces, uses, homes and buildings, resources, and lifespan.

2020 - Building for a Healthy Life

Building for a Healthy Life updates Homes England's key measure of design quality as the national housing accelerating body. The document sets out 12 considerations for creating integrated neighbourhoods, distinctive places, and streets for all. While it is not part of the national policy, it is recognised as best practice guidance and design tool in assessing the quality of design proposals.

2007 - Manual for Streets

Development is expected to respond positively to the Manual for Streets, the Government's guidance on how to design, construct, adopt and maintain new and existing residential streets. It promotes development that avoids car dominated layouts in favour of pedestrians and cyclists.

REGIONAL POLICY AND GUIDANCE

2022 - Royal Borough of Windsor and Maidenhead Local Plan

The Borough Local Plan (BLP) provides the framework to guide the future development of the Royal Borough of Windsor and Maidenhead. It sets out a spatial strategy and policies for managing development and infrastructure to meet the environmental, social and economic opportunities and challenges facing the area up to 2033. It sets out the spatial vision and objectives for Windsor and Maidenhead, followed by policies on Quality of Place, Housing, Economy, Town Centres and Retail, Visitors and Tourism, Historic Environment, Natural Resources, Environmental Protection, and Infrastructure.

2020 - Royal Borough of Windsor and Maidenhead Borough Wide Design Guide

The Borough Wide Design Guide is a strategic tool to guide developers, planners, and the community in creating high-quality, sustainable, and well-designed environments across Windsor and Maidenhead. The key themes of the design guide includes Character, Layouts, Built Form, Amenity, Curtilage & Utility Develoment, Further Guidance for householder development, specific locations, and non-residential development.

2010 - Royal Borough of Windsor and Maidenhead Townscape Assessment

The Townscape Assessment offers a comprehensive analysis of the urban form and character of the borough's built-up areas. It aims to help understand and preserve the unique qualities of these areas. The assessment is divided into three volumes covering Maidenhead and Cookham, Windsor, and Ascot. It includes descriptions of townscape types, their key characteristics, and broad design principles to guide development and integration in these areas.

2023 - Royal Borough of Windsor and Maidenhead Building Height and Tall Buildings SPD

The SPD outlines guidelines for the location, height, and design of tall buildings within the borough. It supports the Borough Local Plan Policy QP3a, aiming to control and manage the impact of tall buildings rather than encourage them. The SPD ensures that any proposed tall buildings respect the local context and character while providing a framework for assessing planning applications. It provides tall building principles, potential locations for increased height, large, and tall buildings, and a heights and tall building strategy.

2024 - Royal Borough of Windsor and Maidenhead Sustainability SPD

The SPD outlines technical guidance on sustainable design and construction, biodiversity enhancement and sustainable transport. It sets out measures to new development to improve its environmental performance and reduce its environmental impact, including mitigating and adapting to climate change. It supports local and national commitments to mitigate and adapt to climate change, and policies within the adopted BLP 2013-2033 (adopted 2022).

2022 - South West Maidenhead Development Framework SPD

The SPD provides detailed guidance for the development of the South West Maidenhead area, ensuring a strategic and comprehensive approach. This SPD supplements the policies in the Borough Local Plan (February 2022) and establishes a framework for the planning, design, and delivery of developments in the South West Maidenhead Strategic Placemaking Area. It sets out the vision for the area, along with design principles, community needs, connectivity, sustainability and environment.

2016 - West Street Opportunity Area SPD

The SPD provides detailed planning guidance for redeveloping the West Street area in Maidenhead. This document is part of the broader Maidenhead Town Centre Area Action Plan. The SPD aims to promote a mixed-use development, enhance connectivity, and improve the public realm, particularly given the area's proximity to key routes and the Maidenhead railway station. It includes design principles, infrastructure planning, and community engagement strategies to ensure cohesive and sustainable development

Conservation Area Appraisals

There are seven Conservation Areas within the Maidenhead Neighbourhood Area - Maidenhead Riverside, Maidenhead Town Centre, Furze Platt Triangle, Castle Hill, All Saints Boyn Hill, Altwood Road, and Pinkneys Green. The Appraisals provide detailed evaluations of various conservation areas within Maidenhead, highlighting their special architectural and historic significance. These appraisals serve as important tools for preserving and enhancing the unique characteristics of these areas. They ensure sustainable development and that the historical and architectural heritage of Maidenhead is preserved.

1.4 Area of study

The Neighbourhood Area (NA) of Maidenhead is located in the Royal Borough of Windsor and Maidenhead in Berkshire, and covers an area of approximately 1807 hectares.

The NA is easily accessible via the M4 motorway, linking it to London, Reading, and the wider motorway network. It is located around 8 miles to the west of Slough and 15 miles to the east of Reading. Maidenhead is well-connected by rail, with direct and frequent services to central London, via the Great Western Railway from the Maidenhead and Furze Platt stations and the Elizabeth Line from Maidenhead station.

The town centre is a bustling area with a variety of shops, restaurants, and cafés. The Nicholsons Shopping Centre is a key retail hub, and the area also features several independent boutiques. Maidenhead has a strong sense of community with various local events, markets, and festivals throughout the year.

The Maidenhead Bridge and the surrounding riverside area are significant historical landmarks. The Riverside area, particularly around Boulters Lock, has been a popular leisure spot since the Victorian era. Maidenhead also boasts several parks and recreational areas, such as Kidwells Park and Braywick Park. The Thames Path provides scenic walking routes along the river.

1807ha
STUDY AREA

46,000
RESIDENTS
2021 CENSUS
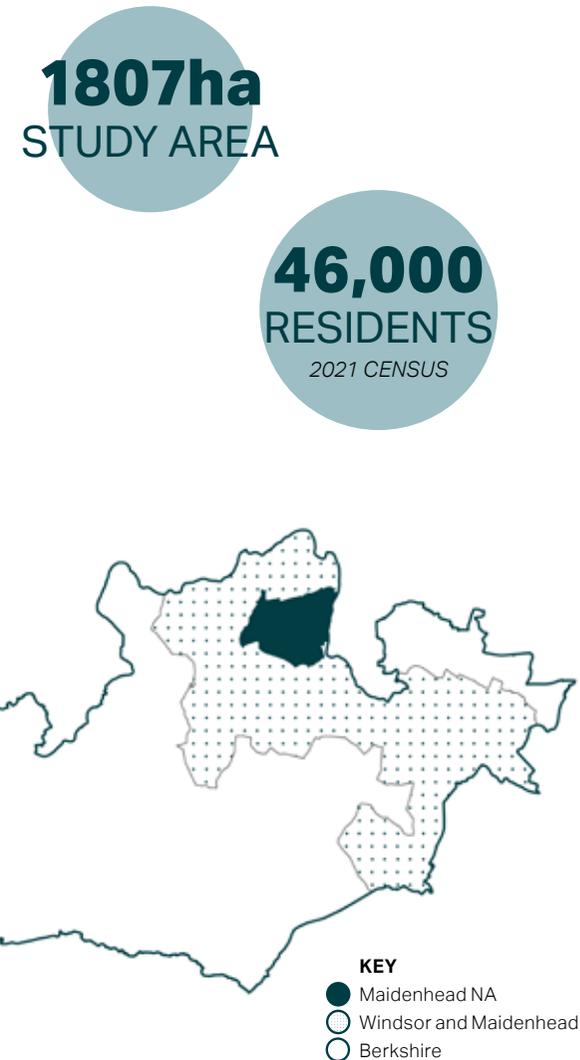
Figure 01: Neighbourhood Area within context of Berkshire county

KEY
● Maidenhead NA
○ Windsor and Maidenhead
○ Berkshire

High Wycombe

M40

Beaconsfield

M40

M25

Nettlebed

A355

M40

A4155

Uxbridge

Henley-on-Thames

Maidenhead

A4

Slough

A321

M4

A404 (M)

Windsor

A4

Heathrow Airport

Reading

Staines-upon-Thames

A329 (M)

Bracknell

Figure 02: Maidenhead Wider Context. *Source: OS Open Data, ESRI World Imagery*

M3
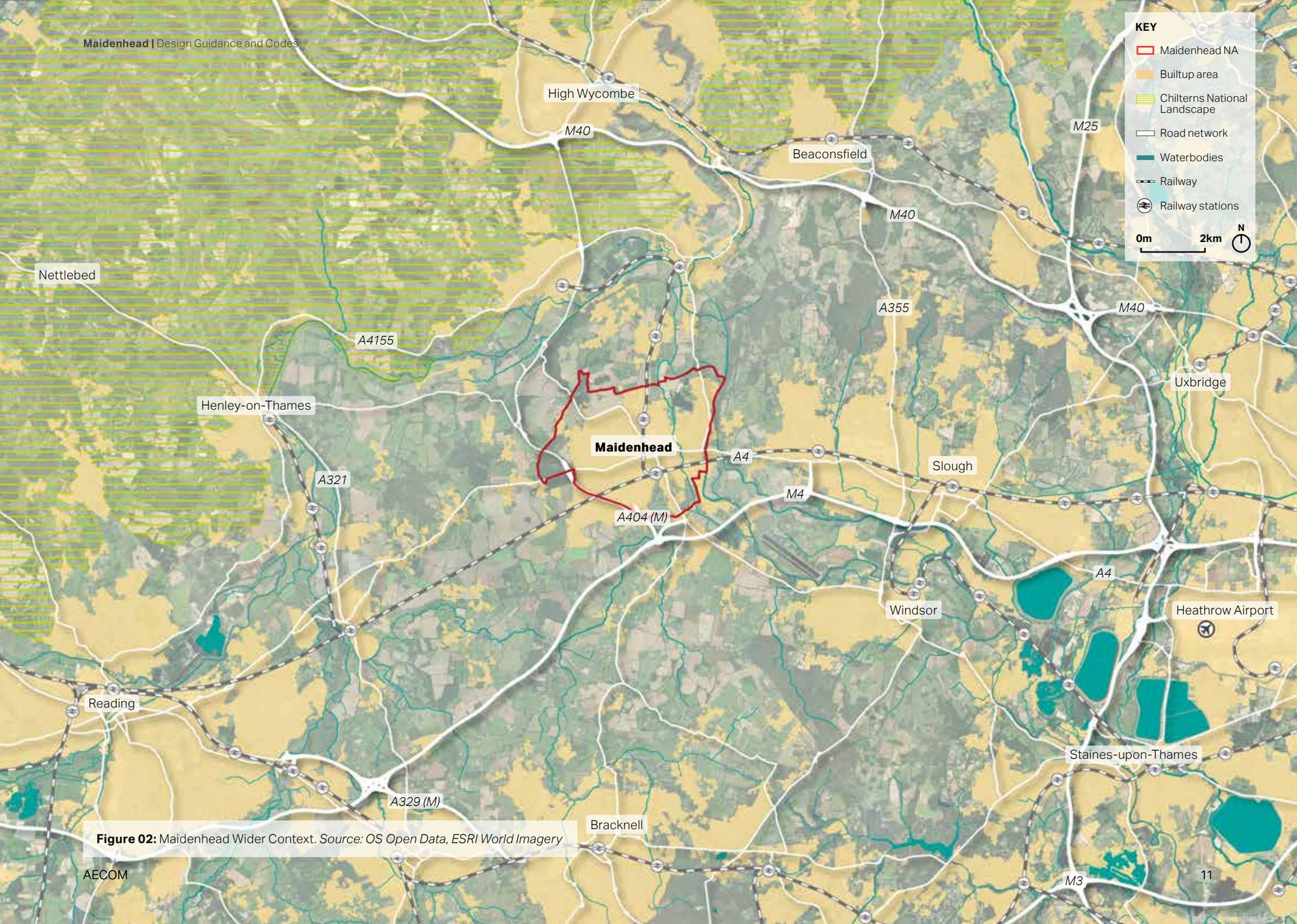
KEY

Maidenhead NA

Builtup area

Chilterns National Landscape

Road network

Waterbodies

Railway

Railway stations

0m   2km

N

Stakeholder Engagement

02

2. Stakeholder Engagement

On 24th May 2024, a community engagement session was held in Maidenhead town centre to seek views and opinions of the local residents concerning design related matters across different parts of Maidenhead, together with content within the Maidenhead Design Codes that they would like to see covered.

A series of posters were put on display during the event, showcasing different types of housing developments across Maidenhead - aiming to get an understanding of different views on the different types of recent development across the town centre and more suburban areas of Maidenhead.

Design elements that people were prompted to consider for each of these developments related to:

- *Building appearance*

- *Materials and their relevance to the local area*

- *How buildings relate to one another and to the street or other public areas*

- *Building height and size*

- *Boundary treatment (walls, hedges, paving etc.)*

- *Car parking*

- *General feel of the place*

- *How friendly it is for pedestrians and cyclists*

- *Sustainability (energy saving, efficient use of land, wildlife etc.)*

More general questions were also posed to find out more on the qualities and distinctive characteristics that makes Maidenhead unique, as well as themes that are deemed important to be included in the design codes. Lastly, a series of example design codes and guidance were put on display to gauge the levels of support for each.

As well as a physical public engagement event, the same survey material was digitised and posted as an online survey which was carried out between 17th May to 10th June. During this period, a total of 35 entries were received.

Figure 03: Public consultation event that took place on Maidenhead High Street. (Source: Andy Woodcock)
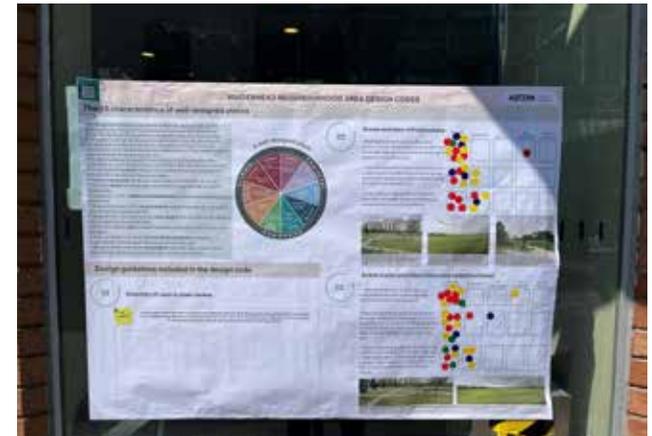
Figure 04: Consultation poster on display and sticky dots used to cast votes on design codes and guidance to be included in the Maidenhead Neighbourhood Forum Design Codes. (Source: Andy Woodcock)

Both sets of survey results will inform the character area appraisals and help shape the design codes and guidance in subsequent chapters of this report.
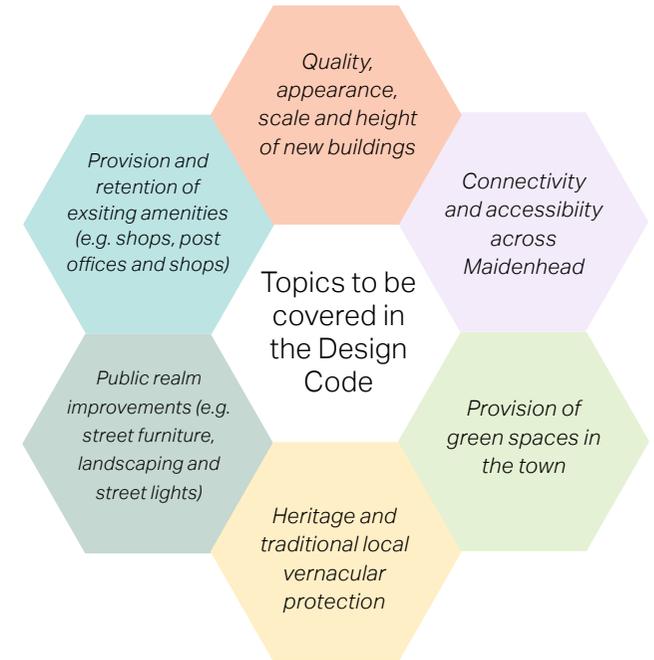
Some of the key results are extracted from the engagement event and online surveys, these are summarised as follows:

Figure 05: Consultation material produced for the engagement event and online survey.

It's setting by the Thames and the character of the riverside areas

Good and quick transport links to London

Diverse housing stock suited to different tastes and family sizes

What makes Maidenhead special and distinct from other places?

Good access to a wide range of retail and services

Beautiful Victorian houses and period homes on the outskirts of the town

Proximity and access to the countryside

Quality, appearance, scale and height of new buildings

Provision and retention of exsiting amenities (e.g. shops, post offices and shops)

Connectivity and accessibiity across Maidenhead

Topics to be covered in the Design Code

Public realm improvements (e.g. street furniture, landscaping and street lights)

Provision of green spaces in the town

Heritage and traditional local vernacular protection

What people would like to see in new developments in Maidenhead

Respectful building scale, height and massing to surrounding context

Good sized well-built homes on generous plots - decent garden size

Adequate provision of green space

Houses instead of blocks of flats

Modern interpretations of traditional material and styles that are in-keeping

Largely uniform styles with subtle variation in design
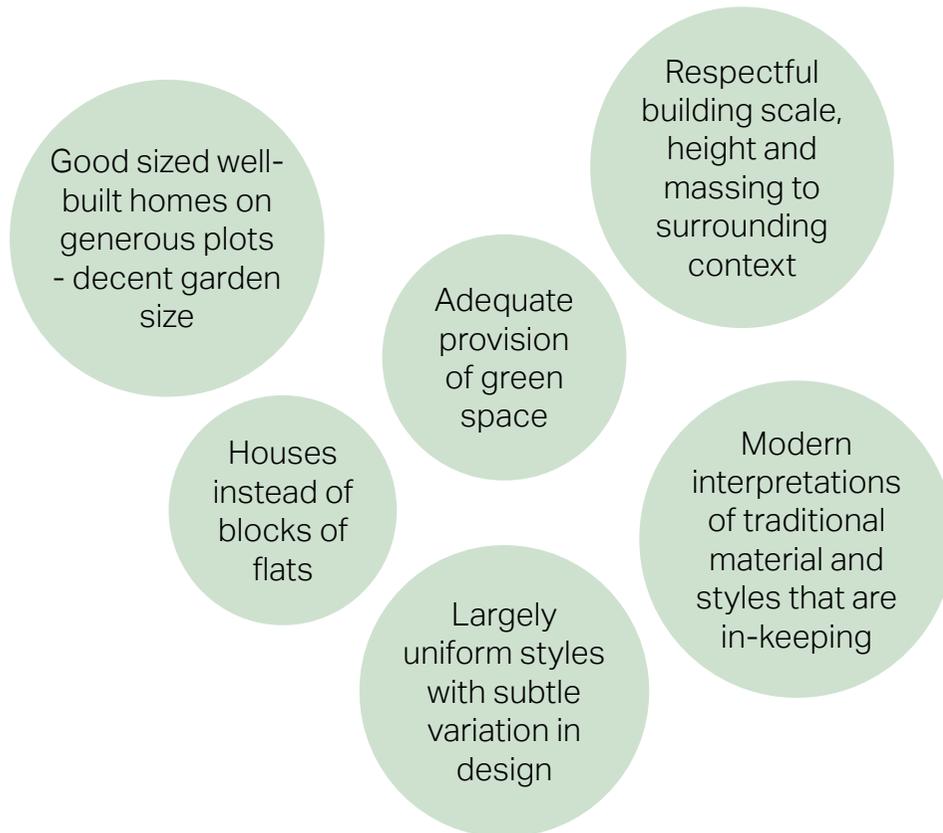
What people would not like to see in new developments in Maidenhead:

Excessively tall and dense blocks of flats

Lack of residents parking

Disregard of local context and immediate surroundings

Impermeable development layouts that affect legibility

Lack of consistency in the use of material

Excess hard landscaping and lack of soft landscaping

Neighbourhood Area
Design Codes and Guidance

03

3. Design Codes and Guidance

Development in the Neighbourhood Area should demonstrate how best practice design guidance contained in national and local policy and guidance documents, including this design guide, has been considered in the layout, architectural and landscape design.

This section sets out the Design Guidance and Codes that support the Neighbourhood Plan. This design guide is in addition to, and should be read in conjunction with, national and local policy and guidance on design. The design guidance and codes set out the expectations that are specific to the context of the Maidenhead Neighbourhood Area.

The codes are divided into three sections by theme, as shown on this page, each one with a different number of subsections. Each of the themes are analysed contextually to Maidenhead, which then forms the basis of the design codes and guidances for each subsection. These overarching placemaking and design principles are applicable to any scale of development – infill or new, across Maidenhead. The set of 6 design codes are

also informed by survey results on themes that members of the public would like to see included in the design codes report.

Theme	Prefix	Code
Settlement evolution (SE)	SE01	Diversity of uses in town centre
	SE02	Responsive to context and development pattern
Green and blue infrastructure (GB)	GB01	Green and blue infrastructure
	GB02	Eco-design and sustainability
Movement network (MN)	MN01	Active travel and interconnected neighbourhood
	MN02	Public realm enhancement

3.1 Settlement evolution (SE)

Maidenhead has a rich history of settlement and development spanning centuries. The area's evolution can be traced through various key periods, from the Roman period. Throughout its history, Maidenhead has evolved from a small market town to a commuter hub and business centre.

Listed Buildings

Maidenhead's rich architectural heritage is evident in the number of listed buildings. Among the 64 listed buildings, 3 are Grade I, 6 Grade II*, and 55 Grade II. Some notable listed buildings are listed below:

- Maidenhead Bridge (Ref. 1117619);

- Church of All Saints (Ref. 1117616);

- Smythes Almshouses (Ref. 1136053);

- The Clocktower (Ref. 1319375);

- Church of St Mark (Ref. 1079317)

- Chapel Lodge (Ref. 1393886); and

- Keeper's Cottage (Ref. 1204398).

Conservation Areas

The Maidenhead NA contains seven designated Conservation Areas. These are areas of special architectural or historic interest which are designated to preserve and enhance. Each of them have unique defining features, including: building types, materials and details, plot layout, tree lined streets, and open spaces. They are described in the Conservation Area Appraisals as "cohesive areas in which building and spaces create unique environments that are irreplaceable". More information on each can be found below:

- Maidenhead Riverside;

- Maidenhead Town Centre;

- Furze Platt Triangle;

- Castle Hill;

- All Saints, Boyn Hill;

- Altwood Road; and

- Pinkneys Green.

Historic Parks and Gardens

A number of designated gardens and parkland are situated to the east of the NA, and are thus protected under Historic England's 'Register of Parks and Gardens of Special Historic Interest in England'. Cliveden (Ref. 1000323) is a designated Grade I Park and Garden under the heritage category. Although outside the NA boundary, these historic parks and gardens add to the heritage and semi-rural setting of Maidenhead.

Scheduled Monuments

Scheduling derives its authority from the Ancient Monuments and Archaeological Areas Act of 1979. Scheduled Monuments are nationally important archaeological sites. There are two Scheduled Monuments within the Maidenhead NA:

- Robin Hood's Arbour (Ref. 1006978);

- Bowl barrow (Ref. 1007945).

Cliveden

Taplow Court

Furze Platt Triangle

Berry Hill

Maidenhead Riverside

Pinkneys Green

KEY

Maidenhead TC

Robin Hood's Arbour

All Saints, Boyn Hill

Castle Hill

Bowl barrow

Altwood Road

Neighbourhood Area
Conservation Area
Scheduled Monument
Historic Parks & Gardens
Grade I Listed Building
Grade II* Listed Building
Grade II Listed Building
Greenspace
Woodland
Waterbodies
Buildings
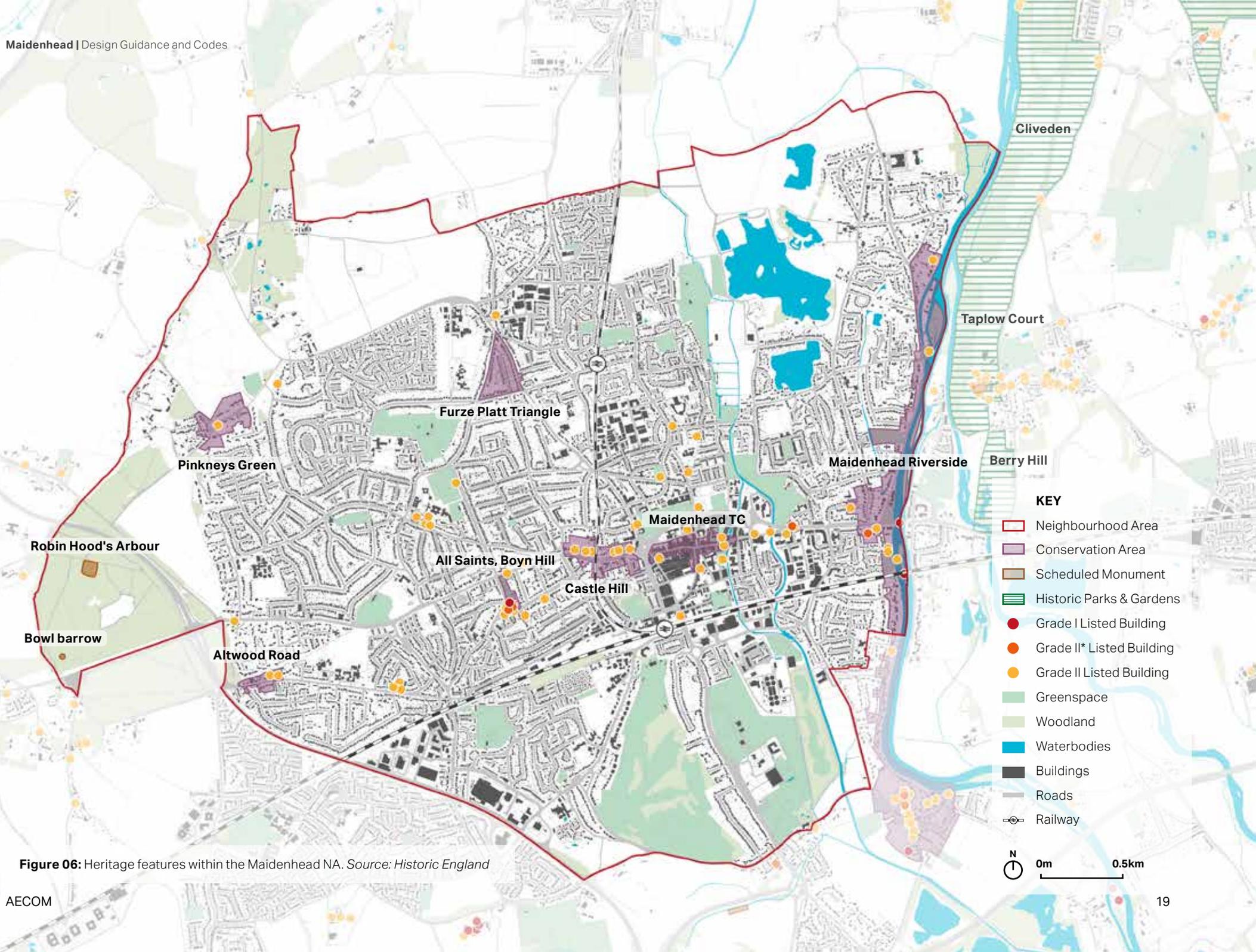Roads
Railway

Figure 06: Heritage features within the Maidenhead NA. *Source: Historic England*

N

0m   0.5km

Historic Evolution

During the medieval era, Maidenhead grew as a market town, benefiting from its position on the road between London and Bath. Maidenhead's location along the River Thames made it strategically important for trade and transportation.

The Industrial Revolution brought significant changes to Maidenhead, with the opening of the Great Western Railway in the 19th century further stimulating growth, making Maidenhead a commuter town for London.

Maidenhead continued to develop throughout the 20th century, with considerable expansion and urban sprawl leading to the construction of new housing estates. Improved transportation links, including the M4 motorway, the electrification of the railway line, and the introduction of the Elizabeth Line, further facilitated growth and commuting to London.

In recent decades, Maidenhead has undergone significant redevelopment and regeneration. The town centre has been revitalised with new retail and leisure facilities, and the Maidenhead Waterways project, which restored and reopened the town's historic waterways.

1888 — **1925** — **2024** →

Figure 07: Historic map timeline of Maidenhead from 1888, 1925, to 2024 *Source: National Library of Scotland, OS MasterMap*

Figure 08: Maidenhead Bridge, Grade I listed (Ref. 1117619) © Copyright Peter S and licensed for reuse under this Creative Commons Licence.

Figure 09: All Saints Church, Grade I listed (Ref. 1117616) © Copyright Des Blenkinsopp and licensed for reuse under this Creative Commons Licence.

Figure 12: The Clocktower Grade II listed (Ref. 1319375) © Copyright N Chadwick and licensed for reuse under this Creative Commons Licence.

Figure 10: Church of St Mark, Grade II listed (Ref. 1079317)

Figure 11: Smythes Almshouses Grade II* (Ref. 1136053) © Copyright Rod Allday and licensed for reuse under this Creative Commons Licence.

SE01 Townscape and shop fronts

• The streetscape should cater to all users and this should balance modal users accordingly, and depending on the route typology and location;

• Key areas within the primary shopping area would benefit from shared surfacing or pedestrianisation;

• Signage could be improved, made clearer, or consolidated;

• Street design can vary by street typologies or character areas to enhance legibility;

• The design of shopfronts should be considered as a part of the overall composition of the building and the wider context of the town centre. The design of shop fronts should

take into account the rhythm and character of the street such as the width of building, the horizontal or vertical emphasis, the variety of style and the architecture of the building itself. Where the shop front continues to another building, a change in its design may be required;

• Any principles for listed or old buildings need to be taken into account and be commensurate with preserving the building's character and setting;

• The fascia is the most important area of a shop front for advertising the business. Signage within the established proportions and confines of the fascia board should be maintained. Box signs or additional flat
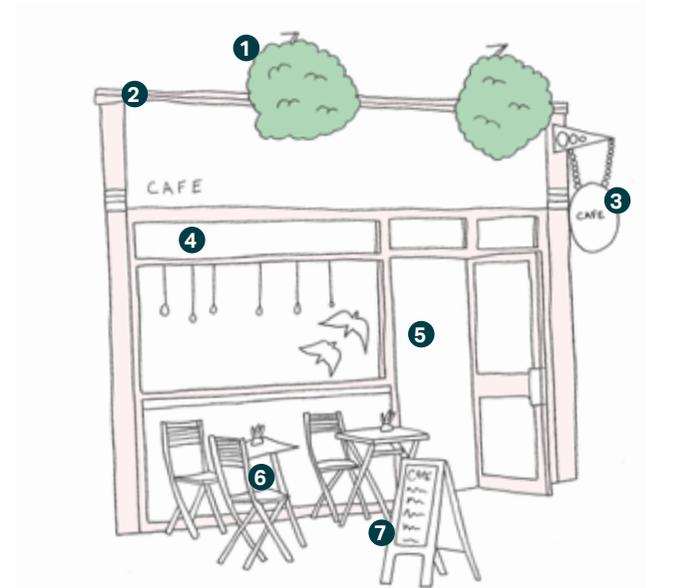
Figure 13: Diagram illustrating example of high-quality shop frontage

1. Hanging baskets / plant boxes are encouraged to soften building frontages.
2. Proportionate depth of signage not more than 1/4th of the total height of the shop front.
3. Hanging signs are encouraged.
4. Clear windows should account for 2/3rds of the shop front apart from window frames and mullions forming part of the vertical separation.
5. Clear door access should account for at least 1/3rd of the shop front

proportions. Provision of additional door access on wider shop fronts is acceptable.
6. Outdoor seating and displays are acceptable where pavement widths are 2m or more, can accommodate them and do not hinder pedestrian movement.
7. A-board signs are acceptable where pavement widths can accommodate them and do not hinder pedestrian movement.

boards should be avoided as they create disproportionate depth and height;

- Avoid using visually distinct sources of illumination that result in disproportionate signage, such as internally-illuminated box signs;

- Traditional hanging signs could also be acceptable;

- The most appropriate signage at fascia level are individual letters applied or painted directly onto the fascia board; and

- In general, the character of the town centre can be enhanced paying particular attention to the colour, scale and detailed design of shopfronts, fascias and hanging signs.

Figure 14: Maidenhead town centre showing the primary shopping area (blue), primary shopping frontages (green), and secondary shopping frontages (orange). *Source: https://www.planvu.co.uk/rbwm/*

SE02 Responsive to context and development pattern

- The density of any development should reflect the character of the immediate area and location within the town. The optimum density will respond to surrounding densities, whilst making efficient use of land;

- New developments, including larger scale housing developments, must demonstrate an understanding of the scale, building orientation, enclosure, and rhythm of the surrounding built environment;

- New development should knit in with the existing settlement morphology by adopting similar characteristics;

KEY

☐ Neighbourhood Area   Dwellings density per hectare (lowest–highest)
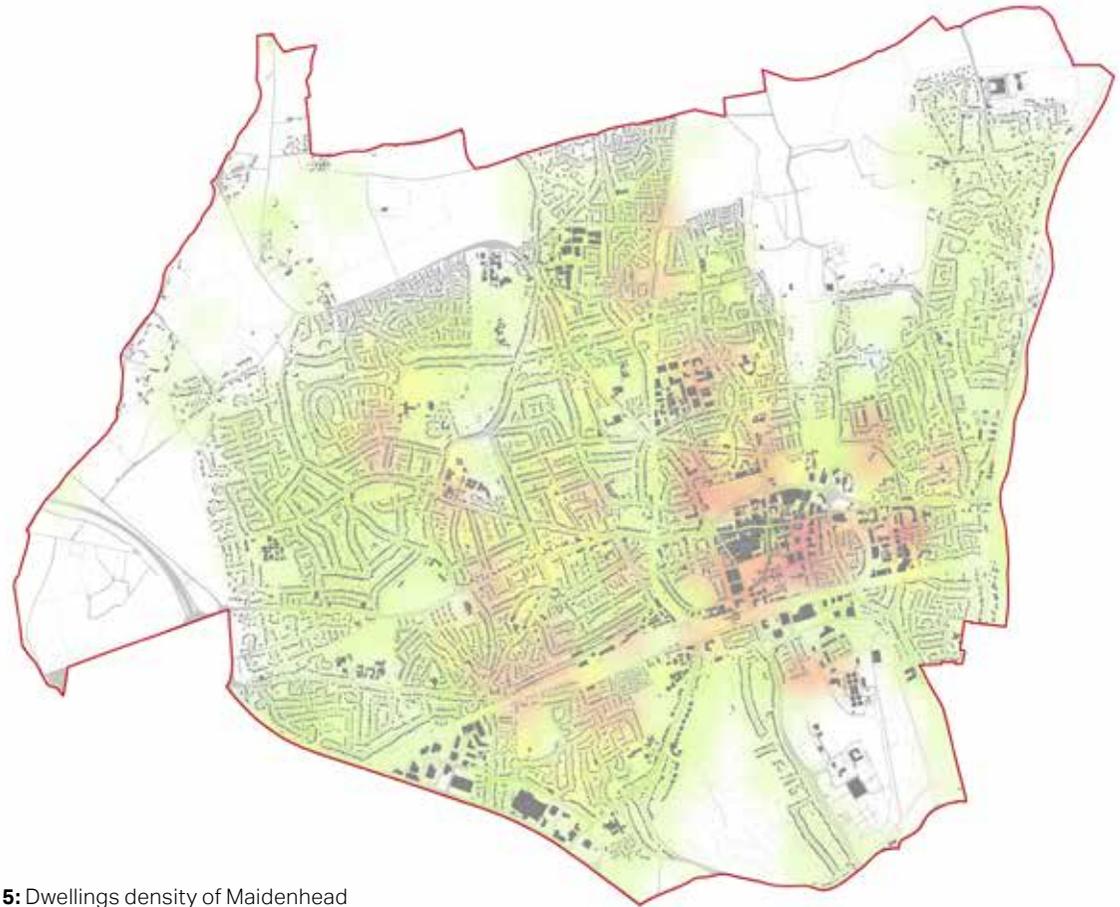
Figure 15: Dwellings density of Maidenhead

- Streets and footpaths should be laid out in a permeable pattern, allowing for multiple connections and choice of routes, particularly on foot. Any cul-de-sac should be relatively short and provide onward pedestrian links;

- Edge of settlement development should gradually transition to the surrounding landscape context, with a soft, low-density edge;

- Development should be considered strategically at the settlement level and should not be considered in isolation; and

- Proposals should provide a variety of building types at relevant scale, massing and detailing. Roof types, pitches and detailing should vary to create interest and echo the setting of Maidenhead.

KEY

→ Continuous building line   ╌╌▶ Facing/backing onto open space

Figure 16: Linear development pattern arising from a continous buildings line formed of narrow plots and the terrace typology within the Boyn Hill area.

Figure 17: Cul-de-sac development patten where properties are arranged in clusters but form largely uniform building lines, some properties back onto Maidenhead Thicket.

Figure 18: Properties within the Ray Mill area tend to follow the gently meandering roads, there's also greater variation in plot sizes which tends to be larger, properties along Ray Mead Road fronto onto the River Thames.

Figure 19: Cul-de-sac developments that are set on larger plots along winding streets on the northern settlement edge of Maidenhead, some properties also front onto open spaces such as the Shifford Crescent Play Area.

3.2 Green and blue infrastructure (GB)

Maidenhead's close relationship with the countryside, access to open space, and the idyllic setting along River Thames underpins the NA's semi-rural character. The areas surrounding Maidenhead feature rolling countryside and woodlands. The nearby Chilterns National Landscape, illustrated in Figure 02, offers scenic landscapes, walking trails, and nature reserves. Large areas to the west and eastern extents of the NA are designated Green Belt areas. The designation helps maintain urban growth and protects the countryside.

There are two Local Nature Reserve (LNR) within the NA, Braywick Park and The Gullet, areas with rich diversity of wildlife. Braywick Park supports a range of important habitats across the site, part of which is a reclaimed landfill site, including grassland, woodland and a pond. The Gullet is next to the main railway line in Maidenhead, consisting a wide range of trees and flowering plants and mixture of woodland.

The Bray Meadows is a 6.6 hectare site, and officially designated as a Site of Special Scientific Interest (SSSI). The site consists of a series of species-rich, agriculturally unimproved meadows adjacent to a side channel of the River Thames.

Numerous public open spaces, and several recreational facilities (such as playing fields and other sports facilities), allotments, and a network of public rights of way that runs through the neighbourhood. Some key spaces include, Ray Mill Island, Grenfell Park, and Kidwells Park, which offer spacious green spaces within an urban setting.

Areas around River Thames and the Gravel Pit to the east of the NA fall within Flood Risk Zones 2 and 3, as illustrated in Figure 13.

More information on the landscape setting can be found on the RBWM Townscape Assessment and RBWM Landscape Character Assessment.

Figure 20: View of the Thames along Ray Mead Road (A4094).

Figure 21: Pinkneys Green, view alongside Lee Lane.
Source: www.geograph.org.uk; Copyright Andrew Smith and licensed for reuse under this Creative Commons Licence.

KEY

- ⬜ Neighbourhood Area
- ● TPO trees
- ▦ Green Belt
- ▨ Ancient Woodland
- ⬛ SSSI
- ⬛ LNR
- ⬛ Allotments
- ⬛ Leisure uses
- ⬛ Golf Course
- ⬛ Greenspace
- ⬛ Cemetery
- ⬛ Woodland
- ⬛ Flood zones 2/3
- ⬛ Waterbodies
- ⬛ Buildings
- ⬛ Roads
- ⬒ Railway
- ┄ PRoW
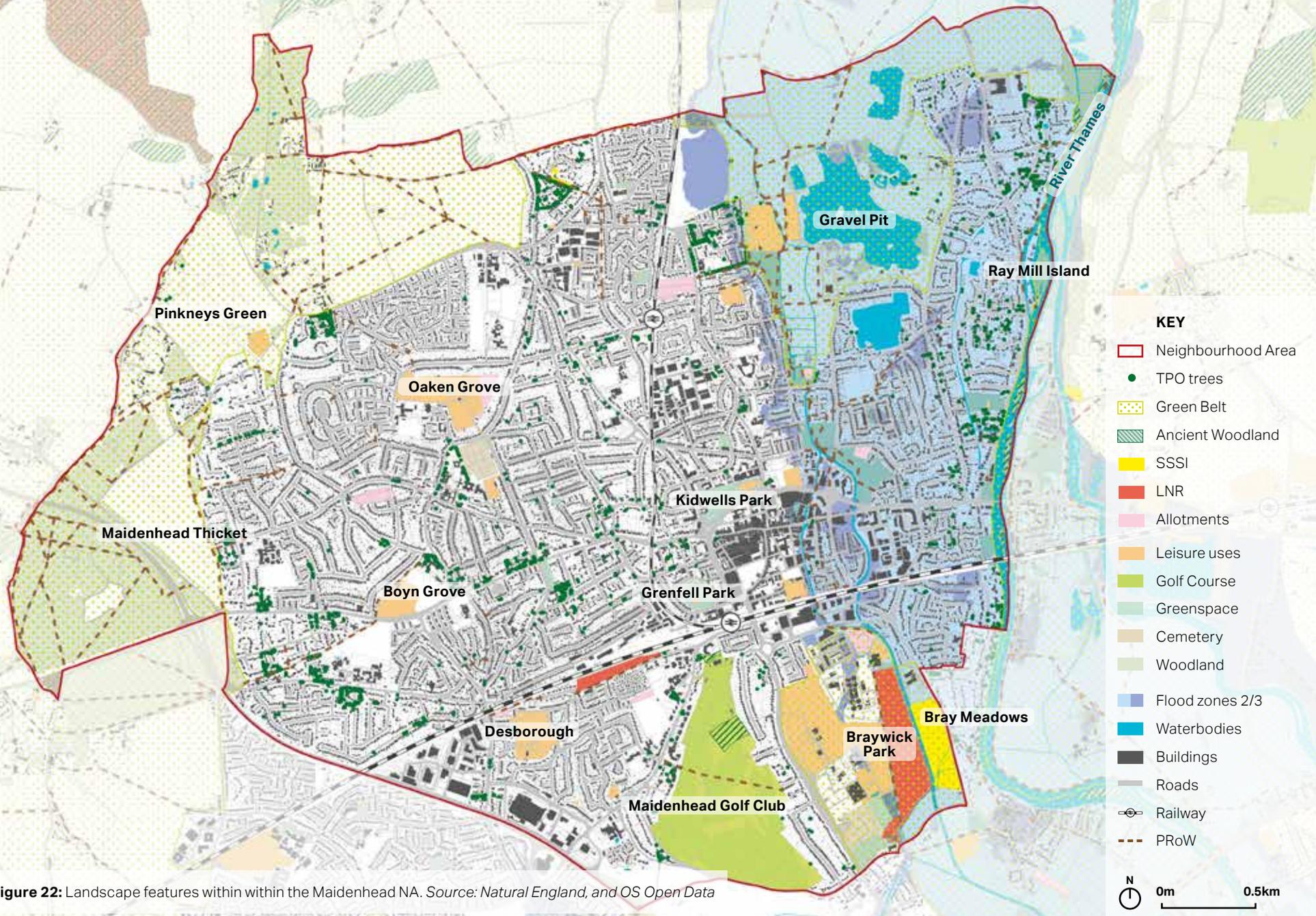
Figure 22: Landscape features within within the Maidenhead NA. *Source: Natural England, and OS Open Data*

N

0m   0.5km

GB01 Green and blue infrastructure

- Preserve existing vegetation, native mature trees, and hedgerows by incorporating them into the new landscape design and using them as landmarks, where appropriate;

- Consider how the layout can create wildlife corridors. For example, the layout of roads, front and back gardens, and green spaces;

- Provision should be made for new open spaces and wildlife-rich streets that connect communities with nature from the doorstep to key green infrastructure. Proposals for allotments, community gardens and flexible spaces for events will be encouraged;

KEY

☐ Neighbourhood Area ▬ Green spaces (SSSI, LNR, green belt, woodland, golf courses, green spaces, etc) ▬ Waterbodies (river, lakes, ponds, etc) - - - Active travel routes (PRoW, Cycle Network, Thames Path)

Figure 23: Maidenhead green and blue infrastructure network

- Biodiversity interventions in the public space could help improve the environment as well as inform and educate the community about the existing species and habitats. For instance, having hedgehog streets, wildlife-friendly show gardens, community forests, or designated areas within green space for wildlife could raise awareness about biodiversity;
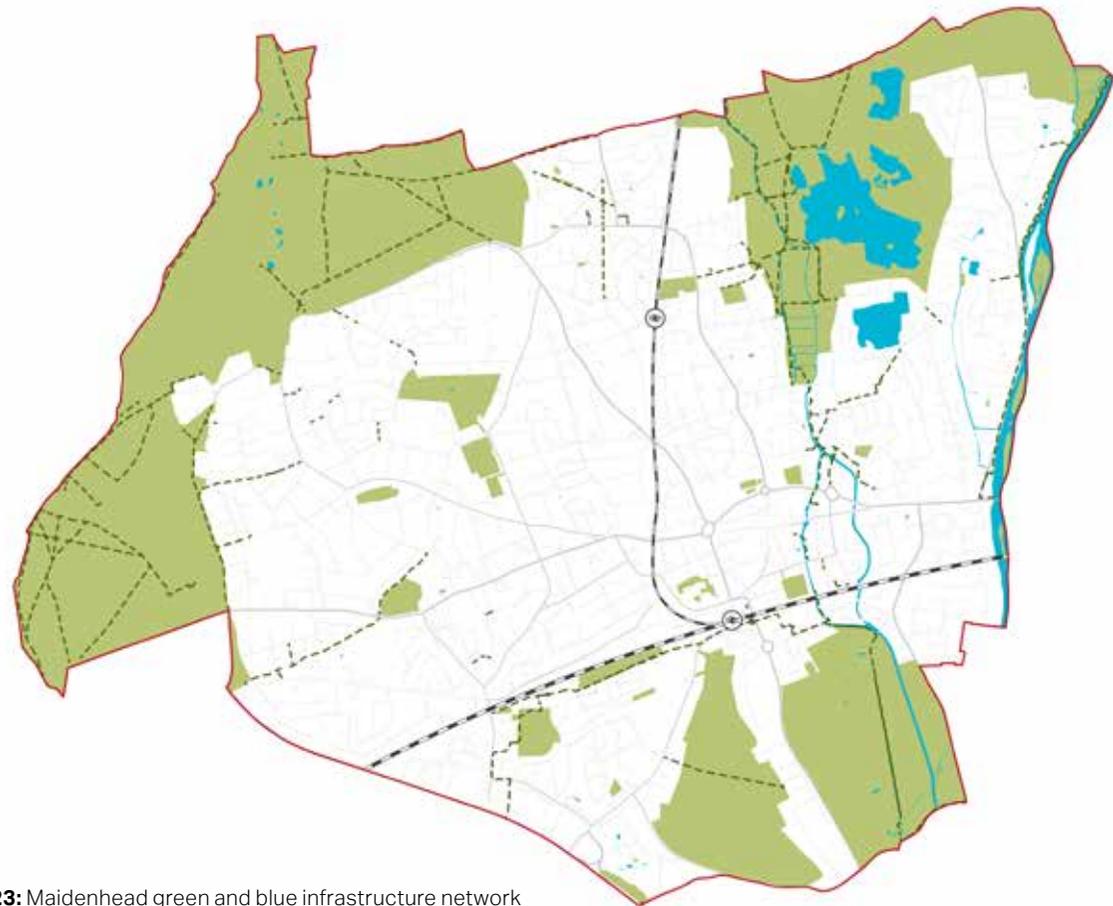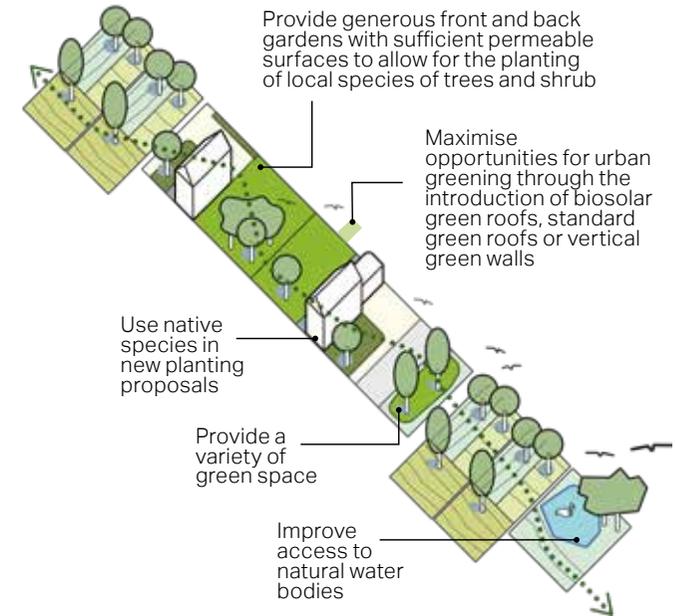
- Gardens and boundary treatments should be designed to allow the movement of wildlife and provide habitat for local species. For that reason, rich vegetation and plantation is suggested, whilst less permeable boundaries should be used less and allow for regular gaps to facilitate movement for species; and

- Existing boundary trees and hedgerows should be retained and reinforced with native species; and

- New developments should prioritise tree planting, identify existing biodiversity corridors, and contribute to their preservation and enhancement. They must also demonstrate a 10% increase in biodiversity[1] on or near development sites in alignment with national legislation on Biodiversity Net Gain;[2]

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1 Environment Act 2021, Schedule 7A Part 1: https://www.legislation.gov.uk/ukpga/2021/30/schedule/14/enacted
2 This refers to *"the delivery of measurable improvements for biodiversity by creating or enhancing habitats in association with development"* (National Design Guide, p.28)

Provide generous front and back gardens with sufficient permeable surfaces to allow for the planting of local species of trees and shrub

Maximise opportunities for urban greening through the introduction of biosolar green roofs, standard green roofs or vertical green walls

Use native species in new planting proposals

Provide a variety of green space

Improve access to natural water bodies

**Figure 24:** Illustrative diagram showing a green and blue network

Figure 25: River Thames is a key blue infrastructure for the Neigbourhood Area, contributing to local wildlife and the character of Maidenhead.

GB01 Eco-design and sustainability

- The use of daylight in residential design helps to improve overall health and performance, as well as provide energy savings. The orientation of buildings and roof pitches should incorporate passive solar design principles and allow for efficient solar energy collection. The following guidance should be considered when designing the aspect and orientation of any new development.

- One of the main glazed elevations should be within 30° due south to benefit from solar heat gain. Any north- facing façades might have a similar proportion of window to wall area to minimise heat loss;

- Homes should be designed to avoid overheating through optimisation of glazed areas, natural ventilation strategies including openings, longer roof overhangs, deep window reveals and external louvres/shutters to provide shading in hotter summer months;

- If houses are not aligned east-west, rear elevations could be included so that some of the property benefits from solar passive gain;

- North facing single aspect units should be avoided or mitigated with the use of reflective light or roof windows.
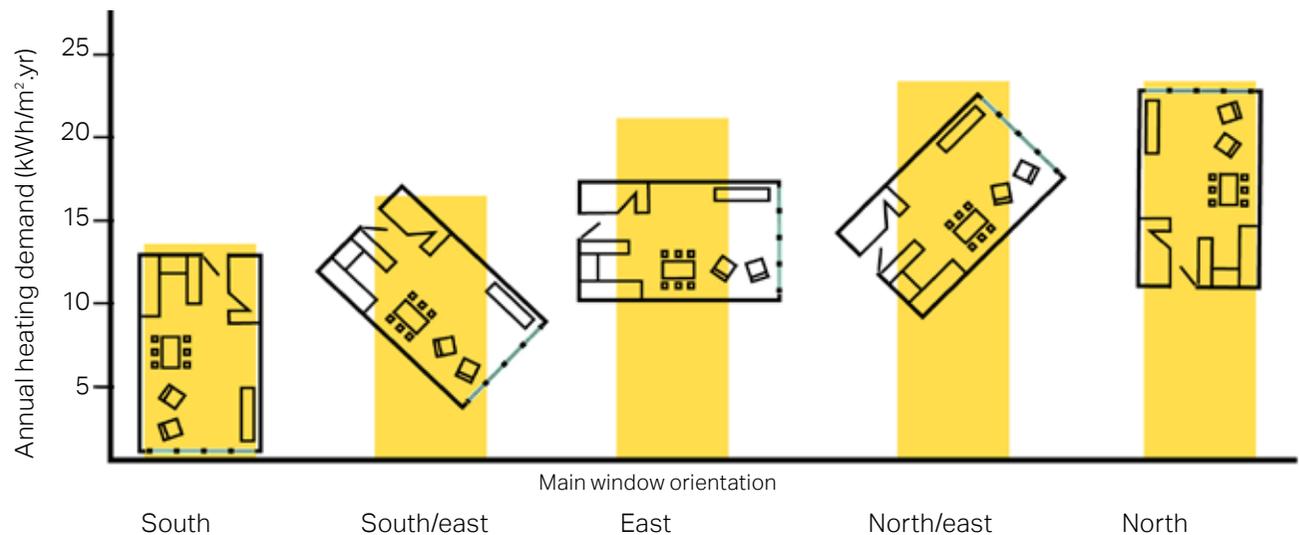
Figure 26: An illustrative graph showing solar orientation of a room against the annual heating demand.

Implementing eco-design into homes

The following guidelines and suggestions focus on improving the energy efficiently of properties through the implementation of eco-design principles.

Figure 27: Sustainable design features

Existing homes

1 **Insulation** in lofts and walls (cavity and solid)

2 **Double or triple glazing with shading** (e.g. tinted window film, blinds, curtains and trees outside)

3 **Low- carbon heating** with heat pumps or connections to district heat network

4 **Draught proofing** of floors, windows and doors

5 **Highly energy-efficient appliances** (e.g. A++ and A+++ rating)

6 **Highly water-efficient devices** with low-flow showers and taps, insulated tanks and hot water thermostats

7 **Green space (e.g. gardens and trees)** to help reduce the risks and impacts of flooding and overheating

8 **Flood resilience and resistance** with removable air back covers, relocated appliances (e.g. installing washing machines upstairs), treated wooden floors

Additional features for new build homes

A **High levels of airtightness**

B **Triple glazed windows and external shading** especially on south and west faces

C **Low-carbon heating** and no new homes on the gas grid by 2025 at the latest

D **More fresh air** with mechanical ventilation and heat recovery, and passive cooling

E **Water management and cooling** more ambitious water efficiency standards, green roofs, rainwater harvesting and reflective walls

F **Flood resilience and resistance** e.g. raised electrical, concrete floors and greening your garden

G **Construction and site planning** timber frames, sustainable transport options (such as cycling)

H **Solar panel**

I **Electric car charging point**

3.3 Movement network (MN)

Maidenhead is well-connected, the A308 and the New Bath Road (A4) run centrally through the settlement, with the A4 giving access to the A404 (M). A network of access roads form connections within the built-up area of Maidenhead, as well as the main vehicular routes serving the residential areas. Cul-de-sac roads form much of the more recent residential development in the built-up areas. These have meandering layouts and pavement provision.

There are two railway stations within the NA, Maidenhead station and the Furze Platt station. The Maidenhead railway station is situated at the heart of the settlement, within a 5 minutes' walk from the town centre. The station services the Great Western Railway and the Elizabeth lines, providing direct access to central London. The Furze Platt station on Harrow Lane also provides Great Western Railway services.

Maidenhead benefits from a number of Public Rights of Way (PRoW) that connect the urban areas to surrounding countryside. The picturesque Thames Path lies to the east of the NA, along the boundary.

The National Cycle Network (NCN) Route 4, a long-distance cycling route from London to Fishguard in west Wales, runs east-west towards the south of the NA, along with NCN 50 running north-south towards the north of the NA.

Figure 28: Wayfinding signage and designated cycle route that crosses through Maidenhead Town Centre.

Figure 29: Movement network within the Maidenhead NA. *Source: OS Open Data*

Furze Platt Station

Maidenhead Station

A4094

Thames Path

B4447

A308

A4

A4 (Bath Road)

A404

A404 (M)

B3028

A308

KEY

☐ Neighbourhood Area
— Motorways
— A Roads
— B Roads
— Access Roads
— National Cycle Network
— Thames Path
---- PRoW
⊶ Railway
  Greenspace
  Woodland
  Waterbodies

N

0m   0.5km
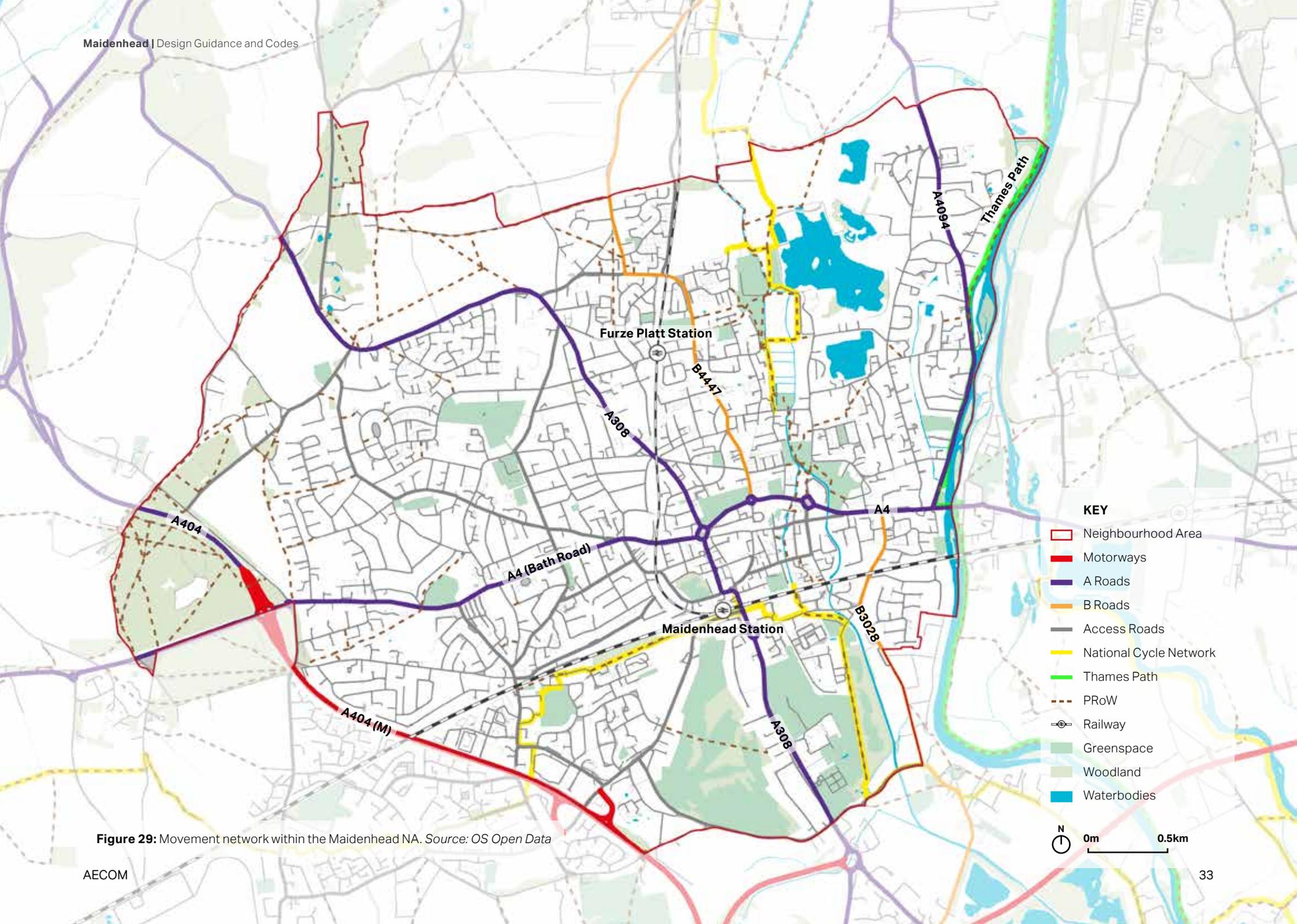
MN01 Active travel and intergrated neighbourhood

- Development should be well connected, supporting community cohesion and use of the town centre;

- New streets must be designed as a 'space' to be used by all. Existing streets should be retrofitted for the same purpose and to discourage speeding;

- Active ground floor street frontages can help create safer and friendly environments;

- Development should design internal streets and paths that are well-connected and direct, responding to any desire lines;

- Establishing a pedestrian network between existing and new developments is a key principle for encouraging active travel.

Pedestrian and cycle networks within residential communities should enable natural surveillance and offer good sightlines and unrestricted views to make people feel safer;

- New development should provide the appropriate amount and type of street lighting to ensure night-safe spaces

- A green network should be created and enhanced from new and existing pedestrian and cycle links to further encourage usage on a daily basis; and

- Barriers to vehicle movement, gates to new development, or footpaths should be accessible.

Figure 30: Positive example of recent development in the town centre that provide active frontages along the ground floor to enhance legibility and pedestrian safety, St Ives Road.

Figure 31: Example of the use of streetlighting to create a safe public space, elsewhere in the UK. *Credit: Ruth Chambers.*
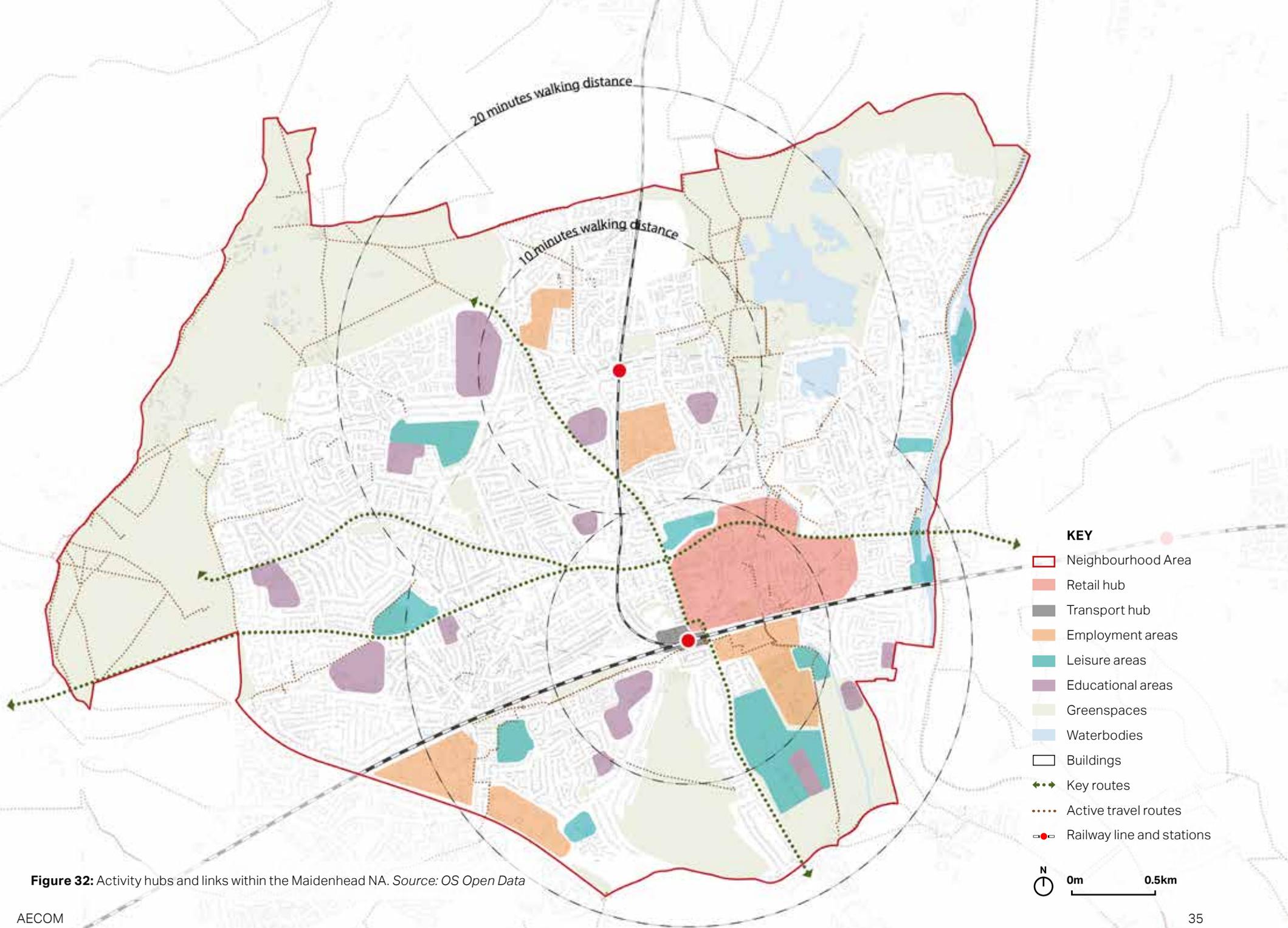
Figure 32: Activity hubs and links within the Maidenhead NA. *Source: OS Open Data*

20 minutes walking distance

10 minutes walking distance

KEY

- ▭ Neighbourhood Area
- ▬ Retail hub
- ▬ Transport hub
- ▬ Employment areas
- ▬ Leisure areas
- ▬ Educational areas
- ▬ Greenspaces
- ▬ Waterbodies
- ▭ Buildings
- ◄••► Key routes
- ····· Active travel routes
- ▫•▫ Railway line and stations

N

0m   0.5km

MN02 Public realm enhancements and traffic calming

High-quality, well-connected public spaces are essential for towns. They create informal meeting places, offer a place to rest and can even provide shelter. The public realm should be coordinated and strengthen local distinctiveness making it a more legible and user friendly environment. This can be done via:

i.   **Street furniture** - these should be added in appropriate locations to provide people with places to stop and linger, distinctive street furniture can improve legibility and wayfinding whilst enhancing character of a place. Choice of materials should be of high quality that complements the surrounding.

ii. **Pop-up installations to reclaim streets** - combination of planters and street furniture can be used to activate the whole or parts of a street (e.g. parking spaces), allowing such spaces to be temporarily reclaimed to form a pop-up public space for more informal social and community engagement.

Figure 34: Example of a temporary pop-up public spaces along a street, created by low cost material such as painted wooden crates and planters.

Figure 33: Example of creating spaces for the local community to get together; with a central play feature, and street furniture. *Image credit: https://landezine.com/futureproof-village-realm-alpen-by-felixx/*

Figure 35: Example of street furniture integrated with wayfinding signage.

Traffic calming

Traffic calming measures can be introduced to existing streets to shift the hierarchy of movement from motor vehicles to prioritise pedestrians and cyclists. The following measures can be used independently or in a combination, however the effect on the surrounding streets should be considered as well as the effect on the street itself.

i. **Junction design -** junction designs should use the minimum possible radii to contribute to traffic calming. This could be applied to existing junctions especially within the town centre, as well as in new developments.

ii. **Raised junctions and entry** - flat sections of carriageway that are raised to be closer in height to the neighbouring footways, usually placed at pedestrian crossings, a street entrance or at a junction. A 20mph speed limit is often required, which becomes self-enforcing as vehicles have to approach at a lower speed.

iii. **Continuous footpaths** - these visually emphasise pedestrian priority by continuing the pavement material across a junction or street entrance to encourage drives to slow down.

iv. **Kerb extensions and build outs** - sections of footway with additional width, usually at pedestrian crossing points, wide street corners and busy pavements. They reduce the speed of oncoming traffic by requiring motorists to drive through a narrower carriageway and negotiate turns more slowly. They can also improve visibility at junctions and discourage parking on street corners. Kerb extensions and build outs can be integrated with SuDs, planting or street furniture, however they should not impede pedestrian movement or access.

Figure 36: Example of a raised junction at the entrance to a residential street, combined with kerb build outs and a continous footpath at the crossing.

Figure 37: Kerb build out with street greening and SuDS installation, double kerb to prevent vehicle overrun.

Character Area Appraisal,
Guidance and Codes

03

4. Character Area Appraisal

Defining the Character Areas

The character areas (CA) within Maidenhead have been considered in fifteen groups. These have been listed and defined on the plan below. The CAs were informed by the context of the NA and represent underlying characteristics which are influenced by the location, period of development, building style and density.

KEY

- NA boundary
- Conservation area
- 1. Historic core
- 2. Town centre
- 3. Town periphery
- 4. Boyn Hill
- 5. St Mark and All Saints
- 6. Furze Platt
- 7. Leafy suburbs
- 8. Altwood
- 9. Settlement fringe
- 10. Pinkneys
- 11. Ray Mill
- 12. Oaken Grove
- 13. Desborough and Braywick
- 14. Recent developments
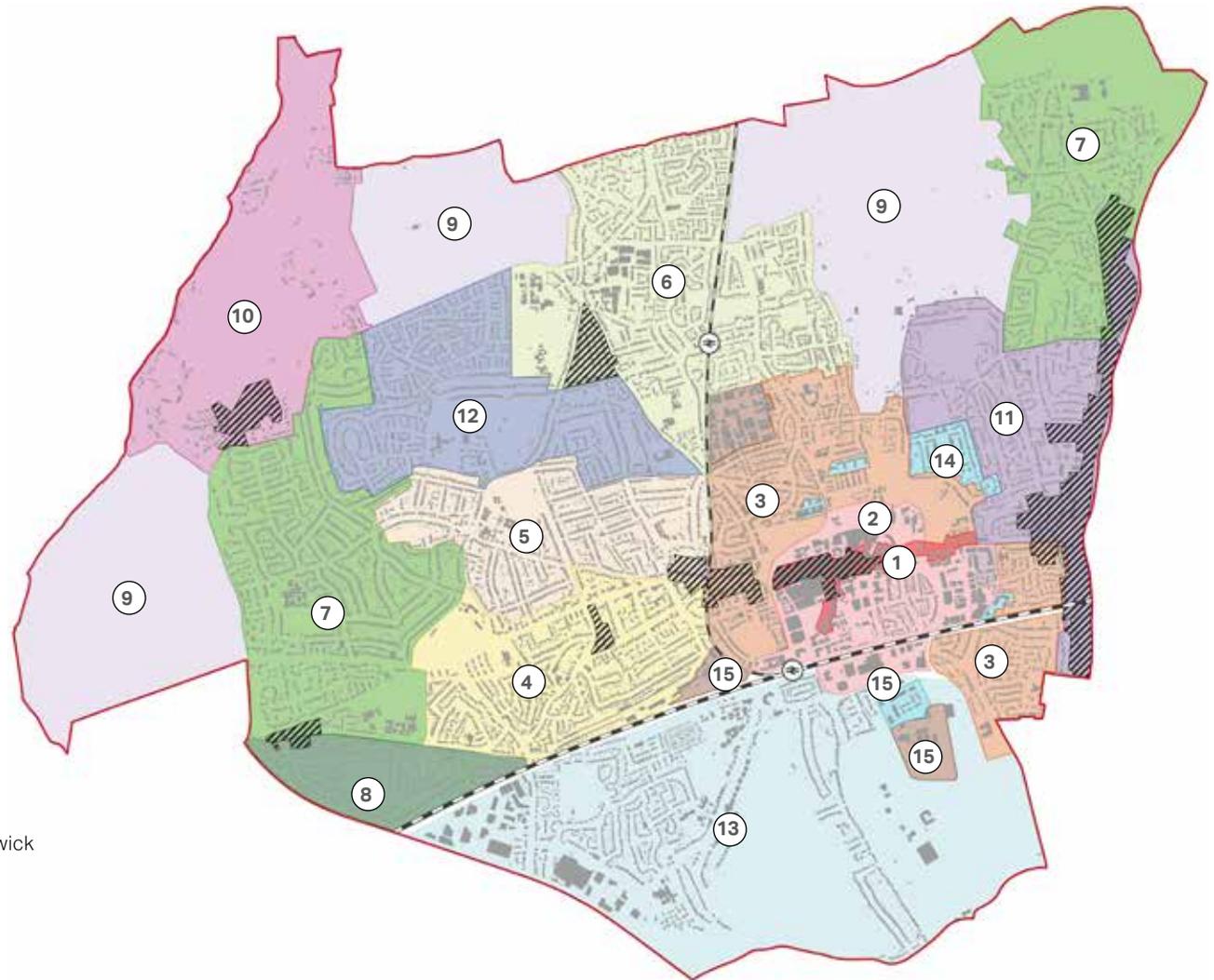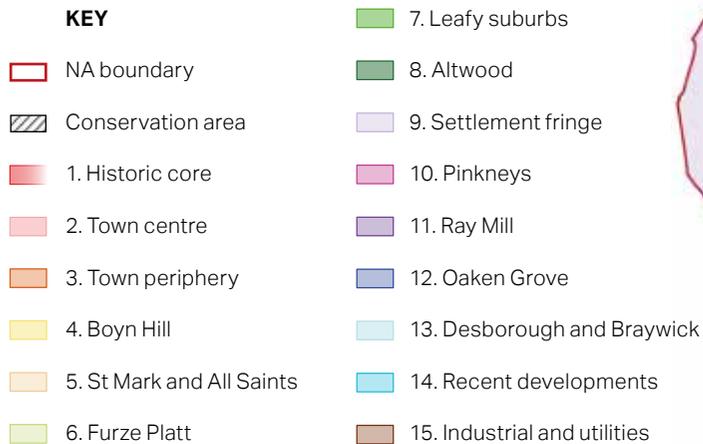- 15. Industrial and utilities

Figure 38: Indicative character typologies within Maidenhead.

4.1 CA1 Historic core

This character area focuses on the linear east–west orientated central street in Maidenhead, which is approached via Chapel Arches Bridge from the east and via Castle Hill (A4) to the west. Maidenhead's historic core is built on a chalk bedrock geology, in a flat valley, and is partly within the flood zone of the Thames. The York Stream, part of this river system, runs through the town centre, being crossed by Chapel Arches (now mainly concealed).

Land Use

Community facilities and mixed-use residential.

Urban Form

The town core has become detached from buildings and spaces to which it was historically related, such as The Moor to the east, due to the construction of the ring road in the 1960s and the associated large scale infill development within the adjacent Historic Fringe type. The block pattern, urban grain and scale within remain intact, although historic foci such as the church and guildhall have been lost.

Built Form and Architecture

The special architectural and historic interest of the area is recognised through its designation as part of the Maidenhead Town Centre Conservation Area. The core displays a considerable time depth and variety of built style and materials, with 18th Century and Georgian buildings forming the most conspicuous historic elements, in addition to much 19th Century brick development in French and Dutch styles.

Public Realm and Streetscape

Streetscape character has been changed

Figure 39: Development along the High Street canal showing the impact that building height and mass have on the enclosure.

Figure 40: Features of the streetscape such as limited vehicle access, paving type and street furnishing create an environment that encourages community activity and gathering.

CA1 Historic core

Forces for change

- Redevelopment of plots at increased heights, changing the structure of the streetscape;

- Loss of streetscape details, as well as wearing of old materials and replacement with new (such as concrete roof tiles);

- Parking pressures;

- Inappropriate restoration and maintenance of buildings leading to loss in details and richness of detail; and

- Branding of street frontages, reducing the unique sense of place.

Opportunities

- The creation of visual interest through the use of subtle variation in apparent heights and roofscape;

- Opportunities to integrate the waterway and its setting; and

- A coordinated approach to street furniture, paving, lighting and street tree planting, considering larger trees at key visual locations.

markedly by the 1980s pedestrianisation scheme and by the ring road which cuts off the historic relationship of the High Street to the Bath Road. However a number of subsidiary lanes and alleys leading off the principal street remain. A predominantly hard environment results from the high development density and views are framed by the 2-3 storey development to the principal streets. Large street trees in planters provide visual breaks in the streetscene. Key areas of open space include the pedestrianised zone to the High Street, which is paved in an eclectic range of blocks and flagstones.

Views/Landmarks

There are comparatively few positive landmarks within the core. The historic focus for the settlement core was the wide market place and the nearby Guildhall, although this was demolished in the 1960s and replaced with the 11 storey brick and concrete tower block which visually dominates the centre of the town and acts as a landmark for the wider town. The Church of St Mary's was re-located into the town centre from its historic position adjacent to Chapel Arches Bridge in the 19th Century, in turn replaced by the modern concrete and glass structure of the same name in the 1960s.

Figure 41: View of Saint Mary's Church with the spire acting as a wayfinding beacon down street corridors lined by taller buildings.

Figure 42: The built environment of the Historic core is heavily influenced by its waterfront, which offers placemaking opportunities to incorporate this into future development.

CA1 Historic core

KEY

- ┆┄┆ Neighbourhood Area
- ☐ Character Area
- ▨ Conservation Area
- ▢ Scheduled Monument
- ☰ Historic Parks & Gardens
- ■ Grade I Listed Building
- ■ Grade II* Listed Building
- ■ Grade II Listed Building
- ▦ Green Belt
- ▦ TPO areas
- ▨ Ancient Woodland
- ■ SSSI
- ■ LNR
- ■ Allotments
- ■ Leisure uses
- ■ Golf Course
- ■ Greenspace
- ■ Cemetery
- ■ Woodland
- ■ Flood zones 2/3
- ■ Waterbodies
- ▭ Buildings
- ▬ Roads
- ▥ Railway
- ┄┄ PRoW
- ┄┄ National Cycle Network
- ┄┄ Thames Path
- ● TPO trees

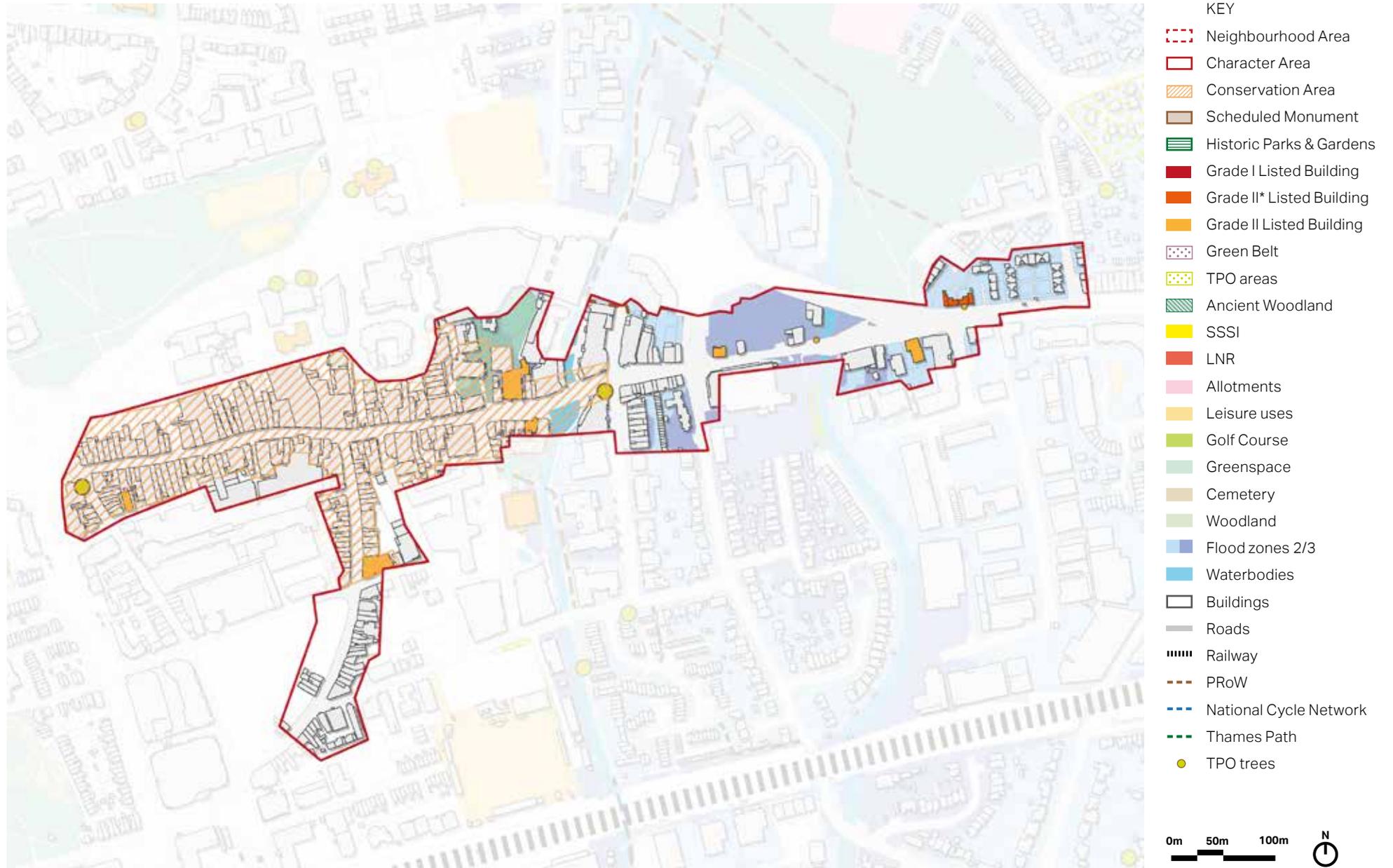0m   50m   100m   N

Figure 43: Maidenhead analysis map for the Historic core Character Area.

CA1 Historic core

Design guidance and codes

CA1.01 Building heights should be between 2-4 storeys (and must not exceed 12 metres in total height) and should respect the form and function of local landmark buildings. Building height could be used to mark the arrival into the historic core and improve legibility through the area;

CA1.02 New development proposals should maintain visual connections to the surrounding heritage assets and long views out towards the town centres. Development density should allow for spaces between buildings to preserve and maintain visual and physical links through the Historic core, taking account of the historic street and block pattern, and where possible, reinstating the historic foci of local landmark buildings such as Saint Mary's Church;

CA1.03 A continuous active frontage to the street must be retained and enhanced where possible. The design of shopfronts must take account of rhythm and character of the street such as the width of building, the horizontal or vertical emphasis, the variety of style and architecture of the building itself. Signage should be of a high-quality and

not detract from the historic setting, with every effort made to preserve historic shopfronts. Refer to Figure 44 for illustrated shopfront design guidance;

CA1.04 Maidenhead Town Centre Conservation Area is of historical significance to the Neighbourhood Area and the retention of the remaining historic buildings and features must be prioritised. Replacement of 2 storey buildings would create a homogenised skyline which should be avoided. Historic facades should be preserved in every way possible, particularly through avoiding replacement uPVC windows and the addition of insensitively designed branding. A uniform colour scheme could help preserve the character of the historic setting; and

CA1.06 Improvements to hard surfaces, particularly along Queen Street and the High Street, could enhance the character of the area. This would create a more attractive streetscene that is also more accessible. The addition of street trees and furniture could enhance the public realm, and a coordinated design of these, including materiality, colour and branding, could create a unique identity for the area.
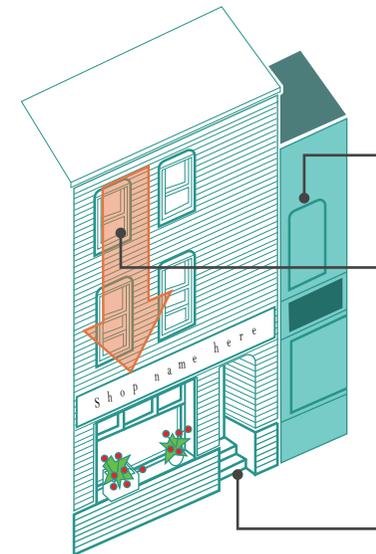
Character & design

Integrate the shop front with the surrounding streetscape. Consider adjacent buildings and typical details in the area

Incorporate the overall proportion, form, and scale of the building's upper floors into the design of the shop front

Good practice is to have an entrance door recessed from the back edge of the pavement. To emphasise the entrance door, there should be a stallriser, vertical mullions between the door and glazing and a transom at top-of-door level. The addition of awnings and canopies can also be an attractive feature add variety
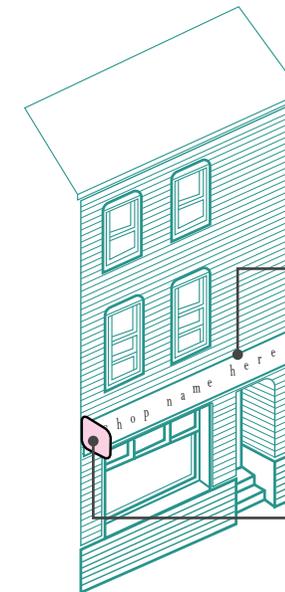
Signage

Avoid unnecessary visual clutter and garish colours

Signage should not be placed on upper floors

Use the fascia as the predominant position for signage

Signage should be of a high-quality and sensitive design, using natural materials such as hand-painted wood and avoiding large box signs

Hanging signs should be in proportion to the building and street and should not dominate pavements

Figure 44: Illustrated design guidance for sensitive shopfronts within the Historic core.

4.2 CA2 Town centre

The town centre is situated around the edges of the Historic Core of Maidenhead. The area is based on the extent of development after 1800, up to the late 19th Century, with the evolution of development typically closely tied into the development of the railway. The eastern part of the character area falls within EA Flood Zone 3 (high risk of a future flooding event), which may have implications for future management.

Land Use

Land use is varied across this townscape type, and encompasses transport, offices, retailing/commercial, leisure/recreation, and civic uses.
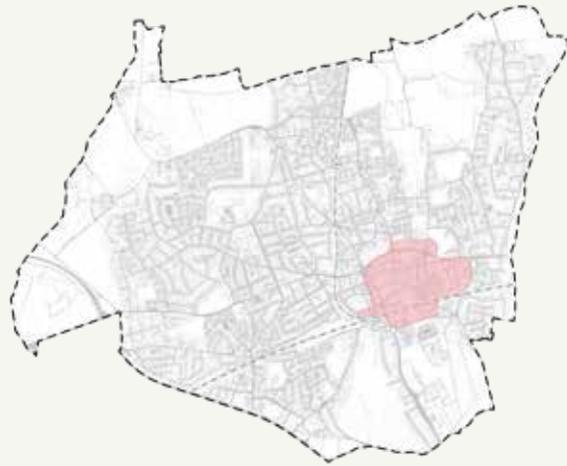
Urban Form

Urban form is defined by an altered street pattern, with historic routes terminated by ring roads, railways or large scale development plots. In addition, ring roads often carve through the historic fringe, creating barriers to movement. There are some remnant routes which connect to the Historic Core and these are important in maintaining a sense of time depth. Block pattern is characterised by large scale buildings in large scale plots creating a large scale urban form of high density development. Where buildings are pulled close to streets this creates a great sense of enclosure. Civic buildings are often set back from the street within open space, creating a varied building line.

Built Form and Architecture

The area is characterised both by Victorian development around the railway station in addition to much larger scale late 20th Century buildings. There are also notable examples of mid to late 19th Century

Figure 45: View of Maidenhead library from a footpath along York Stream with a crossing bridge further ahead.

Figure 46: Enclosed nature of streets that branch from the Historic Core created by short building setbacks and the arrangement of buildings into a courtyard layout.

Forces for change

- Continued redevelopment and development intensification including 'backland' development;

- Continued pressure for car parking, particularly around civic buildings and to the rear of premises within the Historic core;

- Intensification of retail/commercial/office development in close proximity to infrastructure such as railway stations; and

- Declined in original streetscape materials and replacement with modern alternatives and imitation 'heritage' style paving.

Opportunities

- Improve visual and physical links to the Historic core, enhancing views to landmarks where possible;

- Use of sensitive contemporary design appropriate to the adjacent Historic core to enhance the special character of the area; and

- Reduce the impact of parking provision to ensure cars or car parks do not dominate.

brick built development, in orange-red brick with slate roofs. Commercial and office buildings generally date from the 1980s/1990s and are often in a modern style with red brick, blockwork, concrete, stone claddings and plate glass all present.

Public Realm and Streetscape

Open spaces often relate to large civic buildings such as the town hall and the library, and encompass hard paved courtyards and greenspace of a manicured character e.g. lawns and mature ornamental trees. Large scale areas of tarmac car parking are prevalent within this local character area.

Views/Landmarks

Due to the density and arrangement of built development, views are generally kept short. However, there are important glimpsed views to landmark buildings within the adjacent Historic core. The carving of the railways and ring roads through the Historic core fringes result in 'un-designed' views, including views towards the service areas of commercial properties. A wide variety of building scales is apparent, with typically 3-5 storey and occasional larger buildings in Maidenhead. As such some variation in rooflines and building mass is visible.

Figure 47: View of Maidenhead Town Hall across from St Ives Road, showing the clear separation of street and open spaces.

Figure 48: An example of the expansive car parks that can be found within this area that have a notable impact of the hardscaped setting that is sporadically present here.

CA2 Town centre

KEY

▢	Neighbourhood Area
▢	Character Area
▨	Conservation Area
▨	Scheduled Monument
▤	Historic Parks & Gardens
■	Grade I Listed Building
■	Grade II* Listed Building
■	Grade II Listed Building
▨	Green Belt
▨	TPO areas
▨	Ancient Woodland
■	SSSI
■	LNR
■	Allotments
■	Leisure uses
■	Golf Course
■	Greenspace
■	Cemetery
■	Woodland
■	Flood zones 2/3
■	Waterbodies
▢	Buildings
▬	Roads
▦	Railway
╌	PRoW
╌	National Cycle Network
╌	Thames Path
●	TPO trees

0m   100m   200m   N

Figure 49: Maidenhead analysis map for the Town centre Character Area.

CA2 Town centre

Design guidance and codes

CA2.01 A continuous active frontage to the street must be retained and should be introduced to areas where blank facades or car parks are currently present. The frontages in the Town centre have a varying quality of defined space, typically decreasing as they move away from the Historic core. One example is West Street just north of High Street, which is currently the longest span of inactive building frontages and which is exacerbated by ground level parking. The frontages of these areas can be enhanced by the introduction of street trees and furniture where possible;

Tall buildings should not be unfitting with the surrounding context i.e. placed next to notably shorter dwellings

A decrease in building heights towards the centre can improve legibility through the area

Taller buildings used to mark the arrival into the Town centre as a key gateway

Blank facades should be avoided, especially where this may make a building appear taller than it is

Figure 50: Diagram illustrating how building heights can be utilised within the Town centre for placemaking and wayfinding.

4.3 CA3 Town periphery
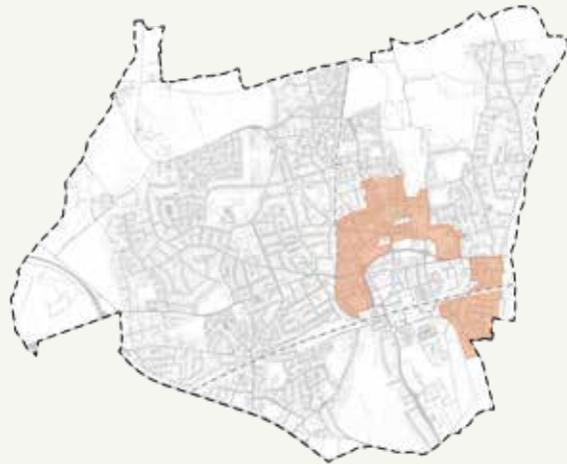
A large percentage of this Character Area includes Victorian and Edwardian suburbs located on the edge of the Town centre. Another recurring area type are late 20th Century suburbs from the 1960s onwards. Besides these, notable inclusions are the Bridge Road / Reform Road Industrial Estate, Green Lane suburb, Bray Road – Chalgrove Close residential estate, Salters Road post war flats and approximately half of the Castle Hill Conservation Area.

Land Use

The large majority of the land use is dedicated to residential suburbs and estates. Where the area fringes onto the Historic core, there is a higher volume of local businesses and services. The north and western areas have a higher concentration of landscaped parks. Just above the rail line southeast of the historic core is the Bridge Road / Reform Road Industrial Estate, occupied mostly by warehouses.

Urban Form

The Victorian and Edwardian suburb areas are broadly typical of the generic type in terms of urban form, with linear street patterns and terraced and semi-detached two-storey dwellings. Older suburbs have a settlement pattern of curvilinear streets and medium density housing layouts. There is a large area of industrial buildings which are typical of the generic industrial and commercial estates type in terms of urban form, with development in large plots, accessed by roads terminating in dead ends.

Built Form and Architecture

There is a wide-range of architectural styles within this Character Area. Mid–late Victorian and Edwardian dwellings

Figure 51: View of High Town Road which is located within the Castle Hill Conservation Area. *Copyright: N Chadwick*

Figure 52: Characteristic landscaping features within Kidwells Park including water features, a varied planting of tree species and accessible pathways throughout. *Copyright: Marathon*

CA3 Town periphery

Forces for change

- Continued extension and expansion of existing industrial estate footprints including larger scale buildings, intensification of land uses and a disjointed variety of materials;

- The loss of detailing through incremental/small scale changes to facades which is diluting the strong unity and rhythm along streets; and

- Partial loss of front gardens for hard paved parking areas.

Opportunities

- The establishment of new and improved pedestrian and cyclist routes;

- The apparent scale of large industrial buildings may be reduced through the use of a light, muted palette of earth and sky colours in material finishes;

- Conserve and seek opportunities to reinstate Victorian detailing; and

- Reduce the impact of street parking to ensure cars do not dominate the streetscene.

comprise local warm orange-red brick, decorative plaster moulding and colour washed render. Façades are often uniform and repetitive along a street, with hung sash windows and simple doorways in recessed porches contributing to a rhythm along the street. Another common vernacular is simple 1970s architecture with low pitched and flat roofs, picture windows and use of red and yellow brick. For the industrial estate, the built form includes large sheds, often steel framed and clad in corrugated sheet metal.

Public Realm and Streetscape

The streetscape is predominantly 'hard' in character, with street trees largely absent, although grass verges are present on the wider principal streets through the Victorian and Edwardian suburbs. Since these suburbs were not built to accommodate the car, on-street car parking is typical. In the post war estates, open space is generally planned and consists of shared amenity greenspace, urban parks and outdoor sports facilities.

Views/Landmarks

The Victorian Church of St Luke at Norfolk Road is an important landmark at the local and settlement scale. The lock to the historic York Stream lies to the edge of Forlease and forms key node.

Figure 53: Streetscape of Ray Mill Road West which shows the impact of hardscaping, boundary treatments and street parking. *Source: images taken by MNF Design Group members*

Figure 54: Repetitive building types along Ray Mill Road East but with varying material palettes and extensions. *Source: images taken by MNF Design Group members*

CA3 Town periphery

KEY

- Neighbourhood Area
- Character Area
- Conservation Area
- Scheduled Monument
- Historic Parks & Gardens
- Grade I Listed Building
- Grade II* Listed Building
- Grade II Listed Building
- Green Belt
- TPO areas
- Ancient Woodland
- SSSI
- LNR
- Allotments
- Leisure uses
- Golf Course
- Greenspace
- Cemetery
- Woodland
- Flood zones 2/3
- Waterbodies
- Buildings
- Roads
- Railway
- PRoW
- National Cycle Network
- Thames Path
- TPO trees

0m   200m   400m   N

Figure 55: Maidenhead analysis map for the Town periphery Character Area.

CA3 Town periphery

Design guidance and codes

CA3.01 Heights of development surrounding the parks must be sensitively considered to not block view corridors through the park to surrounding areas and to not cause overshadowing. Dwellings that face onto the parks should have active frontages to provide natural surveillance and landscaping in these gardens should not obstruct this; and

CA3.02 For the industrial estate, landscape buffering zones should be provided between the surrounding residential and commercial areas, including screening for car parks. Where possible, parking should be located to the rear of buildings out of site of the streetscene.

Landscaping should not infringe on natural surveillance but should be placed for shading and cooling

Dwellings that face onto parks should have active frontages to provide natural surveillance

Dwellings that back onto parks should have landscaped boundary treatments rather than high walls and fences
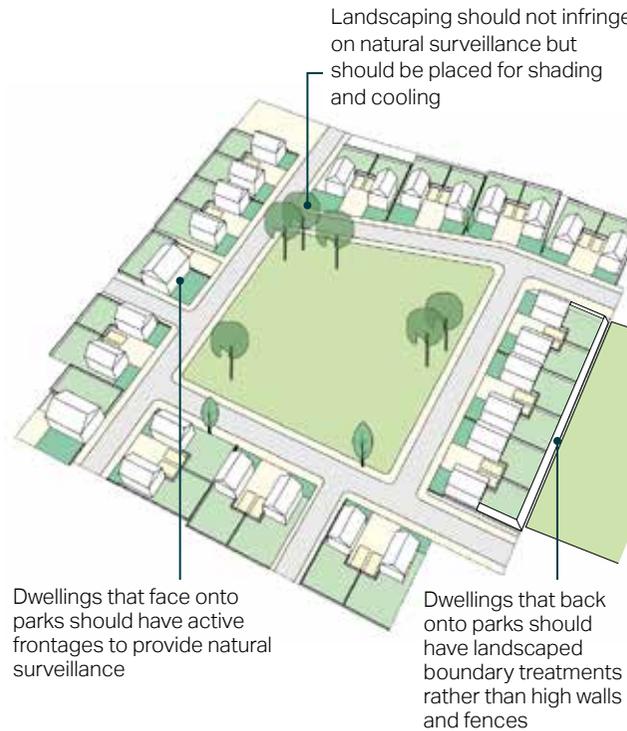
Figure 56: Diagram illustrating the relationship between dwellings and open greenspace.

Figure 57: Open space along Lancaster Road that is well overlooked by surrounding properties. *Copyright: Andrew Smith.*

Copyright photo sources: Geograph.co.uk licensed for reuse under Creative Commons license.

4.4 CA4 Boyn Hill
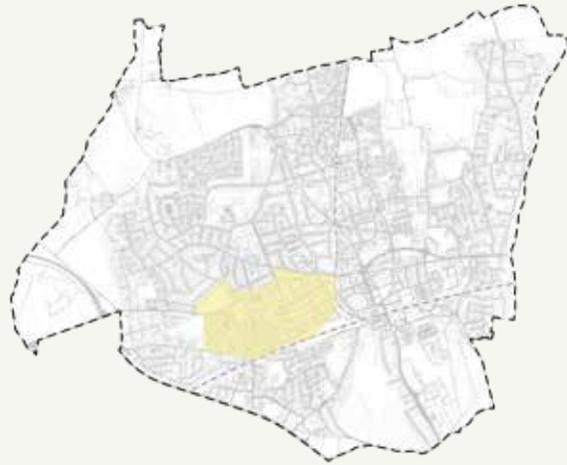
This Character Area primarily comprises the late 20th Century suburb Wootton Way and Fairacre, dispersed inter-war and Victorian and Edwardian suburbs, post war residential flats and the Boyn Hill – Clare Road early post war suburb. It is located north of the rail line and west of the town centre. The entirety of the All Saints, Boyn Hill Conservation Area is situated here and part of the Castle Hill Conservation Area.

Land Use

Residential suburbs of various eras are the primary land use within this character area.

Urban Form

The late 20th Century suburb Wootton Way and Fairacre (situated to the east of the area) has a medium density consisting of long curvilinear feeder streets with short subsidiary roads culminating in cul de sacs/dead ends. The inter-war suburbs comprise longer linear avenues that form defined blocks. Towards the centre of the area is a significant east–west Victorian and Edwardian suburb (Boyn Hill – Rutland Road) and below this the Boyn Hill – Clare Road early post war suburb.

Built Form and Architecture

Architectural style and materials are highly varied, depending on the age of development. To the east and west boundaries are semi-detached and detached two storey houses set in regular plots with short front, and long back, gardens. The pattern of short terraces with short front gardens, built of orange –red brick under slate roofs is exhibited by Boyn Hill – Rutland Road. Boyn valley Road shows some architectural variation with use of yellow London stock brick and

Figure 58: All Saints Church on Boyn Hill, with the spire framed by Rutand Road. *Copyright: Chris Brown*

Figure 59: Houses along Boyn Road as seen from the rail line with the spire of All Saints Church visible in the distance. *Copyright: N Chadwick*

CA4 Boyn Hill

Forces for change

- Past conversion of community greenspace and verges into car parking, results in loss of greenery;

- Redevelopment of plots to accommodate 'backland' development and larger scale flatted development on the site of suburban houses; and

- Extensions that breach the building line or roofscape.

Opportunities

- Use a coordinated approach to street tree planting in terms of species/stature to define views;

- Conserve and seek opportunities to reinstate Victorian detailing;

- Seek to create opportunities for landscape and boundary enhancement, encouraging soft boundary treatments including hedging; and

- Sensitive contemporary design which responds to its immediate context will be appropriate, where it makes reference to existing building heights, massing and proportion, or stylistic references.

decorative stucco to door and window casings. The Hatfield and Hever flats show a more stylistic variation, with simple 1970s blocks with flat roofed or shallow pitched roofs and concrete balconies.

Public Realm and Streetscape

A greater consistency in plot form, density and building scale results in a harmonised streetscape character. Car-orientated developments with generous street widths, and private off-street parking on driveways (sometimes with garages) or communal parking bays relieves large areas from cluttered roads. The residential flats are surrounded by communal open space of a simple, open nature predominantly defined by lawned areas.

Views/Landmarks

The nature of the street pattern (curved feeder roads and short cul de sacs), keeps views short. Within Pinkney's Road – St Marks, the recreation ground at Punt Hill is a key node and local focus. Bath Road forms part of the setting for the adjacent Castle Hill Conservation Area, and any changes in this character area should respect existing building heights, massing and rooflines, as well as the skyline when viewed from the adjacent historic environment.

Figure 60: Newer housing development along Bath Road partly screened from the streetscape through high boundaries. *Source: images taken by MNF Design Group members*

Figure 61: Brocket, an early 20th Century Edwardian mansion, located along Boyn Hill Avenue. *Copyright: Des Blenkinsopp*

CA4 Boyn Hill

KEY

- Neighbourhood Area
- Character Area
- Conservation Area
- Scheduled Monument
- Historic Parks & Gardens
- Grade I Listed Building
- Grade II* Listed Building
- Grade II Listed Building
- Green Belt
- TPO areas
- Ancient Woodland
- SSSI
- LNR
- Allotments
- Leisure uses
- Golf Course
- Greenspace
- Cemetery
- Woodland
- Flood zones 2/3
- Waterbodies
- Buildings
- Roads
- Railway
- PRoW
- National Cycle Network
- Thames Path
- TPO trees

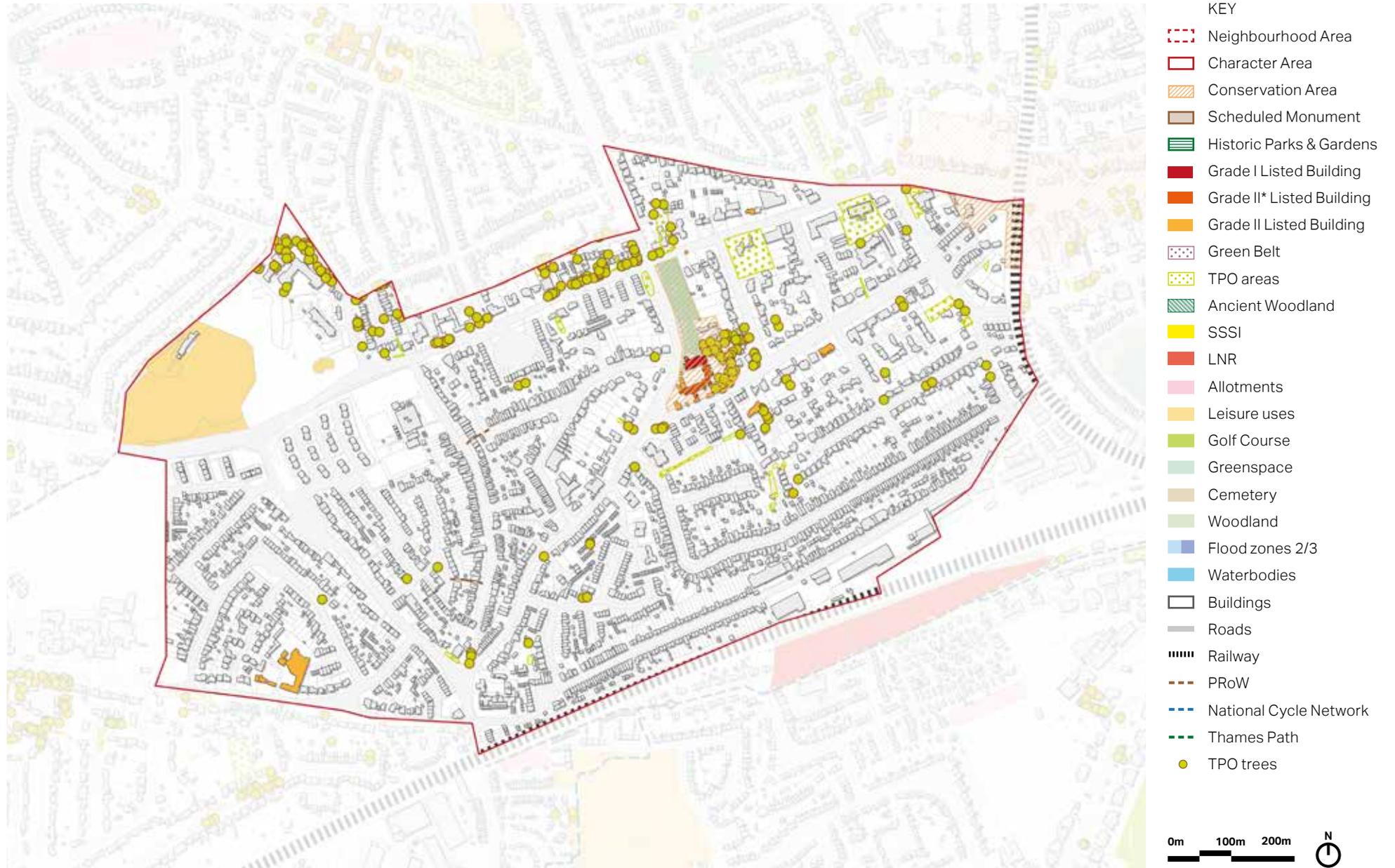0m   100m   200m   N

Figure 62: Maidenhead analysis map for the Boyn Hill Character Area.

CA4 Boyn Hill

Design guidance and codes

CA4.01 All development surrounding the All Saints, Boyn Hill Conservation Area must respect the existing context of the area. Dwellings should be a maximum of 2.5 storeys and ensure that any dormer extensions do not disrupt views of All Saints Church, particularly of the spire which acts as a landmark and key wayfinding beacon;
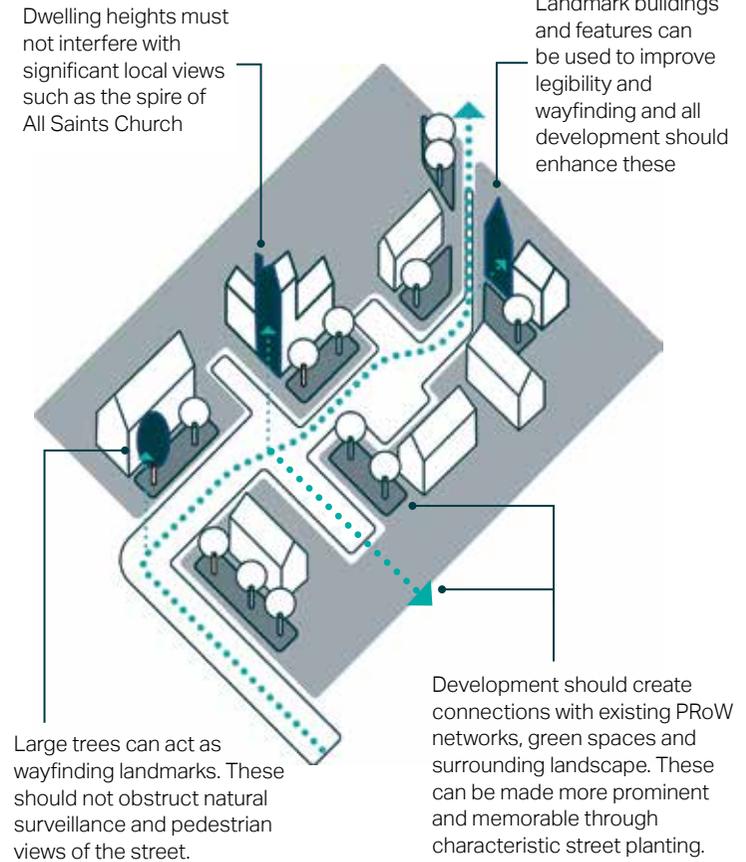
CA4.02 The heavy concentration of TPO trees along Bath Road, Courthouse Road and within the Conservation Area creates a distinct leafy setting which must be preserved. New street trees could be planted along the adjacent roads to create a unified and characterful area. These can also link together the TPO areas with the Boyn Grove Park recreational area. This could be further enhanced by encouraging landscaped boundary treatments for the dwellings in this area;

CA4.03 Any extensions must ensure that the massing, heights and proportions are sympathetic to the surrounding context. These should not breach the established building

line so as to result in a loss of garden space or on-plot parking. These must not result in increased overlooking onto neighbouring properties and a loss of privacy. The new addition could be of a sensitive contemporary design, but must respond to the immediate context and the original building design;

CA4.04 Where there is a presence of Victorian dwellings, building extensions and conversions should retain as much original features and detailing as possible. These create a unified sense of place with a distinct local identity which should be enhanced by all development. This includes a retention of timber window frames, a consistent roofline with retained chimneys and boundary treatments which are sympathetic to the dwellings; and

CA4.05 Built gaps should be retained where possible to preserve the short views through the area. Backland development which alters the street pattern, density and existing amenity space should be avoided.

Dwelling heights must not interfere with significant local views such as the spire of All Saints Church

Landmark buildings and features can be used to improve legibility and wayfinding and all development should enhance these

Large trees can act as wayfinding landmarks. These should not obstruct natural surveillance and pedestrian views of the street.

Development should create connections with existing PRoW networks, green spaces and surrounding landscape. These can be made more prominent and memorable through characteristic street planting.
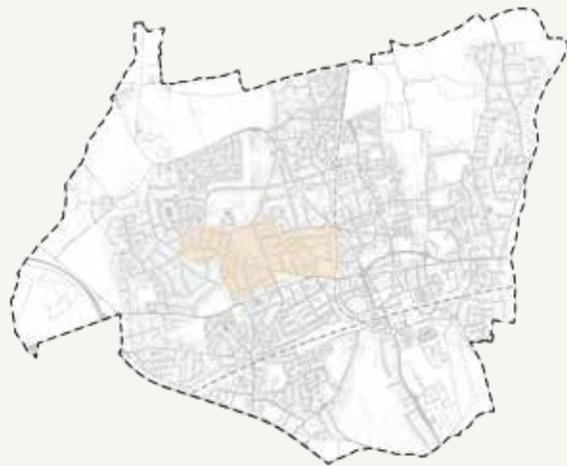
Figure 63: Diagram illustrating the relationship between views, landmark buildings and features with legibility and wayfinding.

Figure 64: Photo demonstrating the relationship between the landmark church spire and the surrounding roofline. *Copyright: Chris Brown.*

4.5 CA5 St Mark and All Saints

The large majority of this area comprises Victorian and Edwardian suburbs, although notably Maidenhead Hospital and the adjacent All Saints Cemetery is situated within these. On the fringes of these are inter-war suburbs and to the east is College Avenue suburb categorised by its leafy setting and the Castle Hill Georgian suburb. The latter forms a Conservation Area shared with the Town periphery Character Area.

Land Use

Although the primary land use in this area consists of residential developments, there are distinguishable variances including the Maidenhead Hospital, All Saints Cemetery, the Maidenhead Lawn Tennis Club and the St Marks Crescent Allotment.

Urban Form

The urban form of the area are largely suburban blocks formed by a linear street arrangements. These branch out from the central St Marks Road–St Marks Crescent as well as the north–east All Saints Avenue, which is an example of characteristically wider principal roads with verges. The eastern boundary is defined by the rail line which bisects the neighbourhood and provides distinction between suburban characteristics, such as is seen by the clearly discernible leafy setting of College Avenue suburb.

Built Form and Architecture

The eastern edge of this area has a distinctive variance of style including Victorian, Edwardian and Arts and Crafts. In particular, the Castle Hill area consists of a sequence of detached and semi detached late Georgian/Regency stucco fronted villas, with shallow pitched slate roofs.

Figure 65: A characteristic dwelling within the Victorian and Edwardian suburbs along All Saints Avenue. *Source: images taken by MNF Design Group members*

Figure 66: New housing development along Raymond Road that was built on the site of the former Art College. *Source: images taken by MNF Design Group members*

Forces for change

- Low grade of materials used for open spaces and paving in public sector institutional developments;

- Some inappropriate restoration and alteration of historic buildings;

- Modern development with open or 'urbanised' frontage which detract from the 'leafy' character; and

- Erosion of grass verges due to pressures for parking.

Opportunities

- Ancillary buildings and development in the surrounding area could seek the integration of historic buildings;

- Development and management measures could seek to enhance the hard landscape;

- Seek opportunities to reinstate Georgian and Victorian detailing;

- Consider the planting of larger trees in key visual locations; and

- Use a coordinated approach to street furniture, paving and lighting utilising a consistent palette.

There is a notable use of bay windows and gabled front elevations along the Belmont Road – Gringer Hill suburb and applied timber gable detailing visible within Pinkneys Road-St Marks. The Maidenhead Hospital has a juxtaposition between the mid 20th Century and modern ancillary infrastructure with a Victorian mid 19th Century hospital complex and chapel.

Public Realm and Streetscape

The hospital has surrounding open space defined predominantly by areas of car parking and service yards. Within the Castle Hill Conservation Area, houses are set well back from the main road, in large linear plots, which are of a leafy character with clipped ornamental hedges and yews that provide a 'picturesque' setting to the houses. College Avenue suburb is particularly defined by the leafy character of the streetscape, the presence of high hedges and the low-medium density.

Views/Landmarks

To the east, a strong structure of trees and shrubs enclose most streets and restrict views. Views along straight streets are often framed by hedges. In particular, intact garden boundary frontages within the Belmont Road – Gringer Hill suburb are a defining feature that frame views.

Figure 67: Leafy suburban character of College Avenue supplemented by the heavy presence of varied tree planting. *Source: images taken by MNF Design Group members*

Figure 68: Varied building types and styles within the inter-war suburb along Raymond Road. *Source: images taken by MNF Design Group members*

CA5 St Mark and All Saints

KEY

- ⬚ Neighbourhood Area
- ⬚ Character Area
- ▨ Conservation Area
- ▨ Scheduled Monument
- ▤ Historic Parks & Gardens
- ■ Grade I Listed Building
- ■ Grade II* Listed Building
- ■ Grade II Listed Building
- ▨ Green Belt
- ▨ TPO areas
- ▨ Ancient Woodland
- ■ SSSI
- ■ LNR
- ■ Allotments
- ■ Leisure uses
- ■ Golf Course
- ■ Greenspace
- ■ Cemetery
- ■ Woodland
- ■ Flood zones 2/3
- ■ Waterbodies
- ⬚ Buildings
- ▬ Roads
- ⊪ Railway
- --- PRoW
- --- National Cycle Network
- --- Thames Path
- ● TPO trees

0m   100m   200m   N

Figure 69: Maidenhead analysis map for the St Mark and All Saints Character Area.
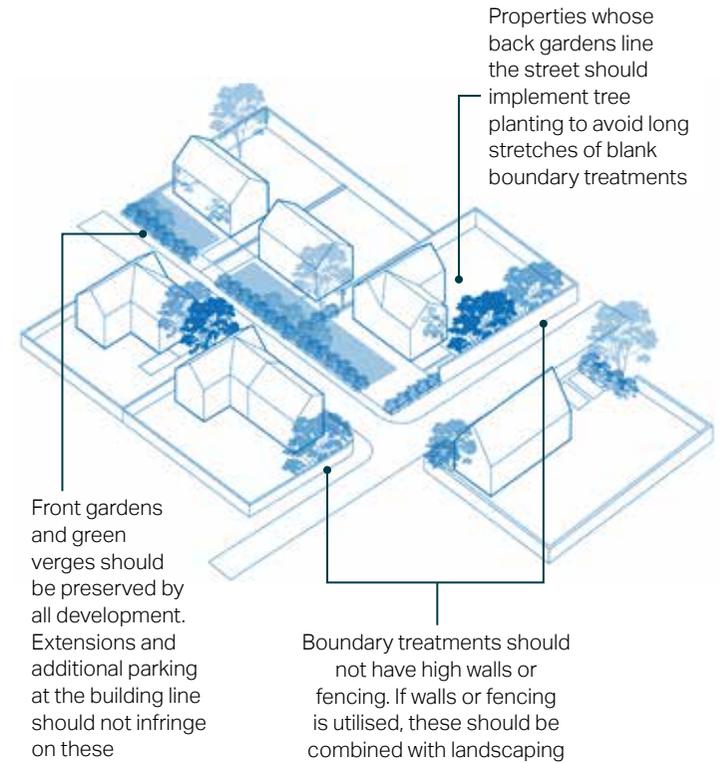
Design guidance and codes

CA5.01 Building heights should be no more than 2.5 storeys, and the roofline should be consistent with the neighbouring properties as is a characteristic quality of this area. For example, Powney Road has a highly consistent roofline comprising a set ridgeline, an almost entirely hipped type roof, a rhythmic pattern of chimneys and materiality of slate roof tiles;

CA5.02 This area has a highly regular building line that should be preserved through all development. Building extensions should not infringe on the building line nor the amenity space fronting the streetscape;

CA5.03 This area comprises of linear settlement patterns that is provides a connected neighbourhood. Cul-de-sac and backland development is not characteristic of the area and should be avoided by all future development;

CA5.04 The area has a strong, leafy setting due to the presence of landscaped verges and street trees. These should be preserved and

enhanced by all future development. Boundary treatments in the area should comprise of hedges and shrubbery, although a mix of these with shirt walls and permeable gates and fences could be acceptable and add variety to the streetscape. Solid fences and high walls should be avoided as these can create a sterile environment unfitting with the leafy setting. Additionally, properties should consider utilising porous driveway surfacing to enhance the rural setting of this streetscape.

Properties whose back gardens line the street should implement tree planting to avoid long stretches of blank boundary treatments

Front gardens and green verges should be preserved by all development. Extensions and additional parking at the building line should not infringe on these

Boundary treatments should not have high walls or fencing. If walls or fencing is utilised, these should be combined with landscaping

Figure 70: Diagram illustrating the relationship of boundary treatments with the streetscape.
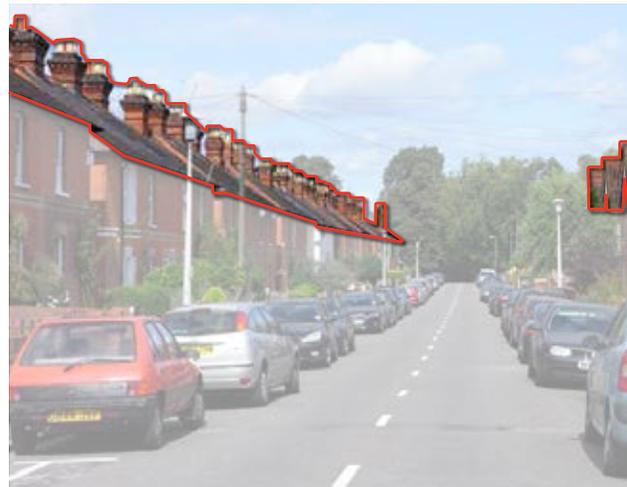
Figure 72: Example of a consistent roofline along Powney Road. *Copyright: Andrew Smith*

Figure 71: A mix of green and porous boundary treatments along Belmont Road. *Copyright: N Chadwick*

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CA5 St Mark and All Saints

4.6 CA6 Furze Platt

This area is bisected by the north–south rail line which cuts through North Town, an early post war suburb. To the north of this is the Shifford and Aldebury Late 20th Century suburb and to the east is the Belmont Road – Gringer Hill early post war suburb. The St Peter's Road Industrial Estate is situated between these three areas and Furze Platt Victorian Village to the west. The most northwestern point is occupied by the Nightingale Lane – Kinghorn Park residential estate. The Furze Platt Triangle Conservation area lies within this character area.

Land Use

The land use in this area is varied, with a large percentage of the area allocated to industrial uses. To the west is Furze Platt senior, junior and infant schools including the surrounding recreation grounds. Additionally, within this area is St Peter's Church, Cookham Road Allotment Site and Furze Platt Station.

Urban Form

The urban form is largely defined by a network of curvilinear streets with dead end roads and cul-de-sacs. Within the industrial area, development is within large plots, accessed by roads terminating in dead ends. The west boundary of this Character Area is occupied by schools, recreation grounds and leisure centres that stretch between the A308 and Oaken Grove, providing a green, low density character unoccupied by street networks.

Built Form and Architecture

There are a variety of styles and eras within this area, including a sequence of Victorian terraces and semi-detached cottages. Within the Calder Close and Parkside suburb, the character is defined by ornate built details of 1990s Tudor style development. Similarly, the Nightingale

Figure 73: View of Furze Platt Road looking north along the edge of the Furze Platt Triangle Conservation Area. *Copyright: N Chadwick*

Figure 74: An example of a 'leafy' suburb within the Character Area along Harrow Lane which has a street tree-lined setting. *Source: images taken by MNF Design Group members*

CA6 Furze Platt

Forces for change

- General tendency towards larger buildings in newer developments;

- Continued extension and expansion of industrial estates;

- Increasing emphasis on 'hardscape' and heritage style paving in newer development; and

- Redevelopment of plots to accommodate 'backland' housing.

Opportunities

- Sensitive contemporary design which responds to its immediate context could be appropriate, making reference to and enhancing existing buildings;

- Soft landscaping could soften the 'hardscaped' areas associated with the existing industrial estates;

- Development and management decisions could seek to reduce the impact of parking by providing allocated space behind and to the side of buildings; and

- New and improved pedestrian and cyclist routes for expanded active travel networks.

Lane – Kinghorn Park residential estate is defined by applied timber detailing in a mock Tudor style. The St Peter's Road Industrial Estate is mostly occupied by large, warehouse styled buildings, including large sheds often steel framed and clad in corrugated sheet metal. However, the switchback Office Park comprises double-storey buildings with red brick facades, low hipped, tile roofs, external spiral staircases and rhythmic corner windows. The buildings within the Furze Platt Triangle conservation area are predominantly of local red brick, mostly built in the later part of the 19th century and first part of the 20th century.

Public Realm and Streetscape

The public realm is heavily defined by front gardens and the interface with the streetscape. The Calder Close and Parkside area has a neat, well managed character of front gardens and Furze Platt Victorian Village has Victorian front garden boundary walls and clipped ornamental hedges. Belmont Road – Gringer Hill has intact garden boundary frontages with uniformity of built form, scale and massing that creates a rhythmic and repetitive streetscape.

Views/Landmarks

The cross roads within the Victorian Village is a key node an important point of focus for the village. Otherwise, main views are situated around long views into the area due to its location along the NA's boundary.

Figure 75: St Peter's Church, located directly west of the St Peter's Road Industrial Estate. *Copyright: Des Blenkinsopp*

Figure 76: St Peter's Road Industrial Estate is mostly occupied by large, warehouse styled buildings and hardscape surfacing. *Source: images taken by MNF Design Group members*
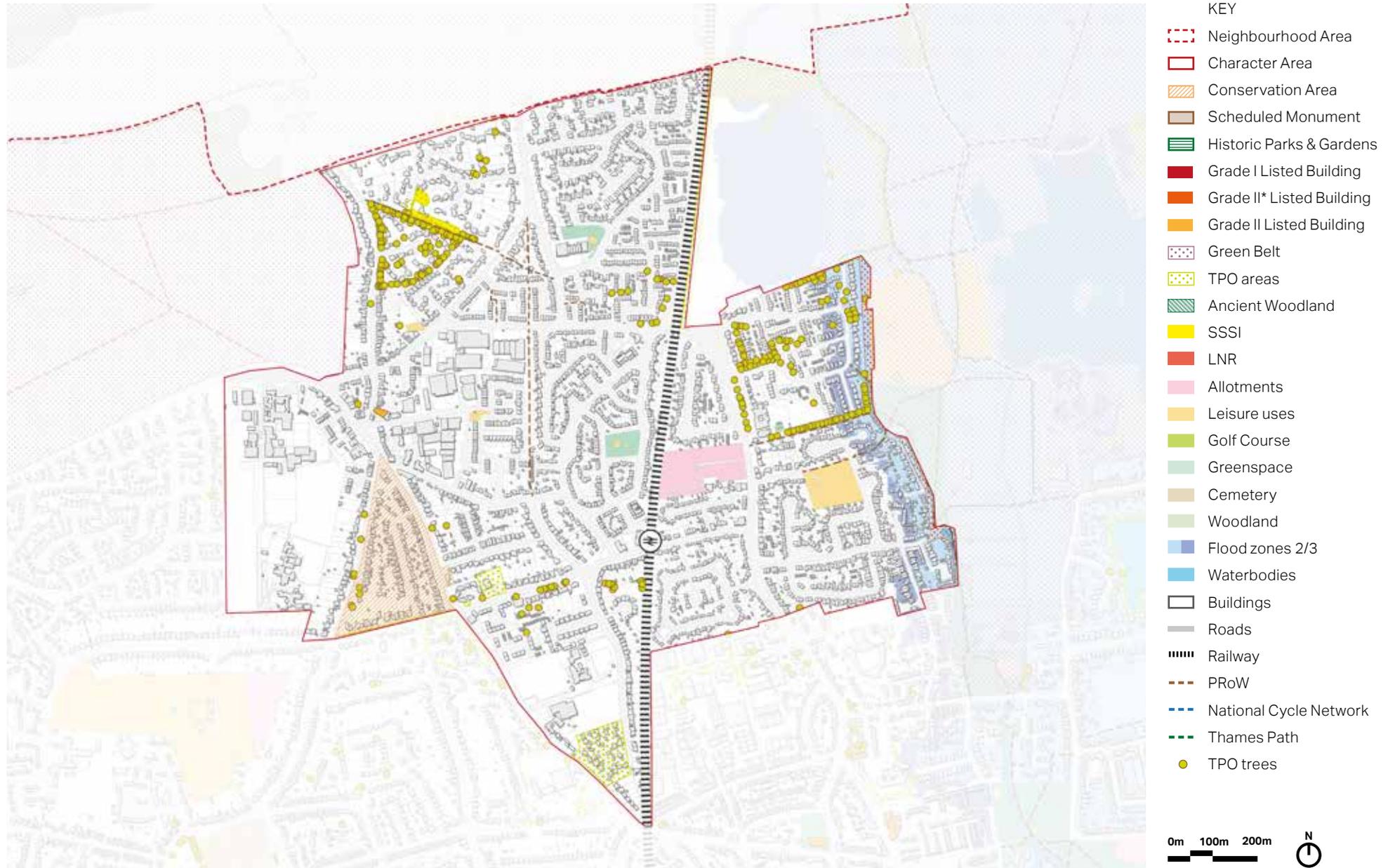
CA6 Furze Platt

KEY

- ⌐⌐⌐ Neighbourhood Area
- ▭ Character Area
- ▨ Conservation Area
- ▭ Scheduled Monument
- ▤ Historic Parks & Gardens
- ▮ Grade I Listed Building
- ▮ Grade II* Listed Building
- ▮ Grade II Listed Building
- ▨ Green Belt
- ▨ TPO areas
- ▨ Ancient Woodland
- ▮ SSSI
- ▮ LNR
- ▮ Allotments
- ▮ Leisure uses
- ▮ Golf Course
- ▮ Greenspace
- ▮ Cemetery
- ▮ Woodland
- ▮ Flood zones 2/3
- ▮ Waterbodies
- ▭ Buildings
- ▬ Roads
- ⊪⊪ Railway
- --- PRoW
- --- National Cycle Network
- --- Thames Path
- ● TPO trees

0m 100m 200m N

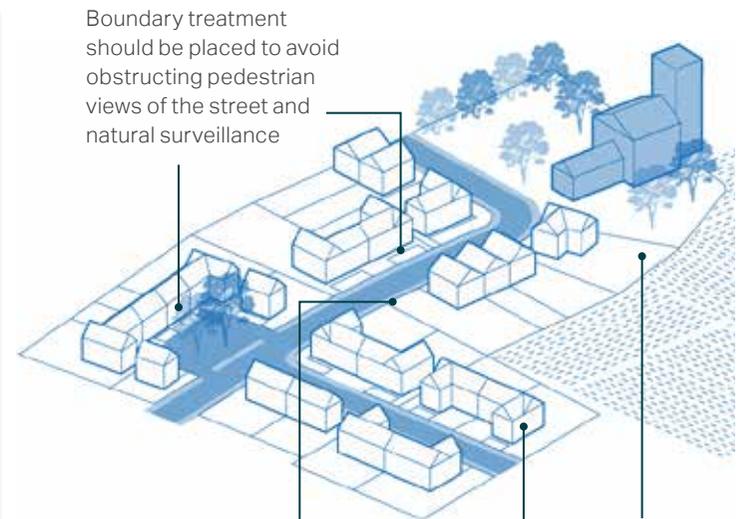**Figure 77:** Maidenhead analysis map for the Furze Platt Character Area.

Design guidance and codes

CA6.01 Building heights should be no more than 2.5 storeys, and building typologies should reflect the immediate surrounding properties. For instance, all of the properties along Whurley Way consists of semi-detached 2 storey houses so all future development should be this building type;

CA6.02 Cul-de-sac development of varying sizes are prominent throughout this area, with some having a sinuous character with inconsistent connections throughout. Any new cul-de-sac development should be relatively short and provide safe, overlooked onward pedestrian links for a more connected and permeable settlement. Additionally, where possible, connections should be made to shorten sinuous cul-de-sac development and to connect these roads with the existing PRoW network;

CA6.03 For the industrial estate, landscape buffering zones should be provided between the surrounding residential and commercial areas, including screening for car parks. Where possible, parking should be located to the rear of buildings out of site of the streetscene; and

CA6.04 The northern boundary of this Character Area has properties that face directly onto the greenbelt countryside. The density on the settlement edge should remain lower than that of the more central area, retaining building gaps to preserve long views out of the Neighbourhood Area. Additionally, the frontages that face the surrounding landscape should be avoid blank facades and the roofline should be consistent to protect long views into the Neighbourhood Area. Boundary treatments should comprise of greenery for these properties so that they have a seamless blend into the greenbelt by implementing 'green curtains'.

Boundary treatment should be placed to avoid obstructing pedestrian views of the street and natural surveillance

Retain a lower density towards the settlement edges and keep some space between buildings to preserve views and provide feeling of openness

Properties along the settlement boundary should retain an active frontage and consistent orientation to preserve views lookng into the Neighbourhood Area

Figure 78: Diagram illustrating the relationship between views, the built environment and the surrounding landscape.
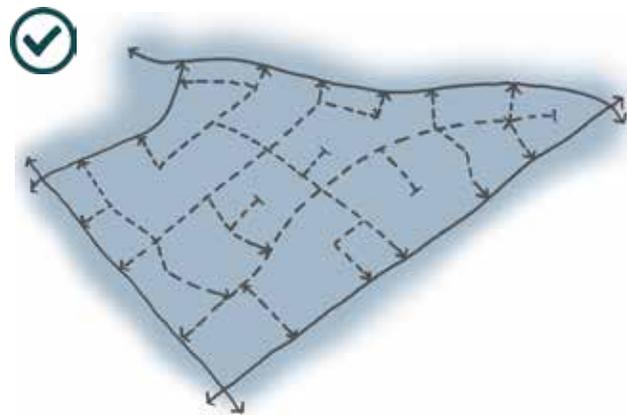
Figure 79:
A connected layout, with some cul-de-sacs, balances sustainability and security aims in a walkable neighbourhood.
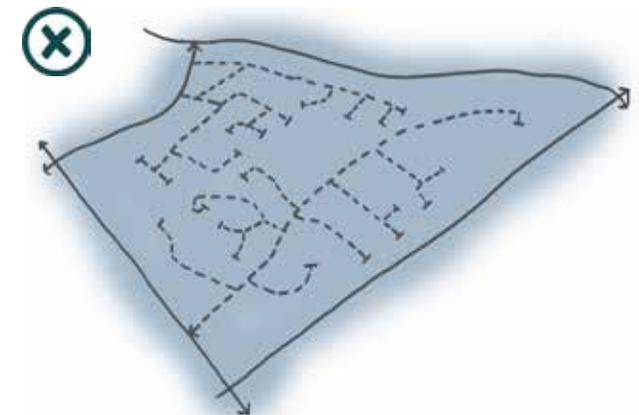
Figure 80:
A layout dominated by cul-de-sacs encourages reliance on the car for even local journeys.

Design guidance and codes

CA6.05 Any development within the Furze Platt Conservation Area must respect the historical character and palette. Some commonly used features include local red brick, tile hanging, half-timbered, white finished render, pebbledash, decorative ridge tiles and distinctive finials;

CA6.06 Any proposals to reinstate and restore original historic features, details and traditional materials where lost to modern replacements would be encouraged.

Figure 81: Key characteristics and features within the Furze Platt Conservation Area. Source: Furze Platt Conservation Area Appraisal

4.7 CA7 Leafy suburbs
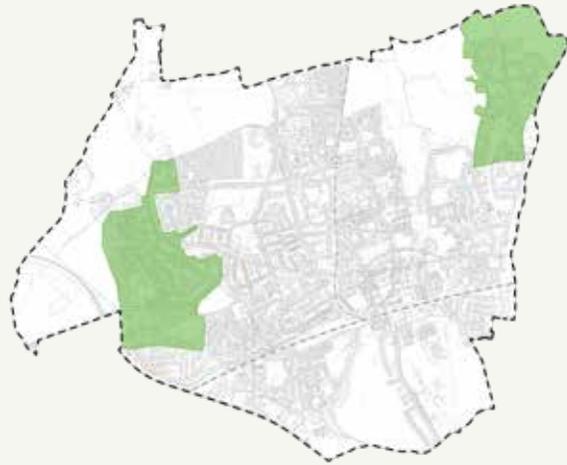
This Character Area is divided between two areas located at the northeast and west boundaries of the NA and are heavily defined by their 'leafy' streetscape character. The northeastern-most area has large portions of land dedicated to the greenbelt which further defines this green setting. Notably, this northeastern area is also wholey within flood zones 2 and 3, which will have a heavy impact on all future development.

Land Use

Land use is predominantly residential, but includes schools and relatively large areas of amenity greenspace including greenbelt land. Additionally, Whitebrook Business Park is located to the northeast boundary.

Urban Form

The urban form is based on a network of roads or 'avenues' with subsidiary streets often terminating in 'dead ends', cul-de-sacs or turning circles. Variation of set backs and spacing between buildings, contributes to a varied building line.

Built Form and Architecture

Architectural styles vary within this townscape type. Clusters of late 19th and early 20th century houses (including two-storey Victorian, Edwardian, and Arts and Crafts style) provide interest amongst post war detached houses. The uniformity of built form, scale and massing creates a rhythmic and repetitive streetscape. Architectural detailing includes part tile hung frontages, bay and bow windows, recessed arched porches, casement windows with stained glass and leaded lights, rubbed brick arches to windows, tiled window cills and white timber weatherboarding. Pinkneys Road

Figure 82: Leafy character setting, such as along Camley Park Drive, are supplemented by large driveways bordered by landscaped gardens and green verges along the pavement.

Figure 83: Variety of tree and hedge species created a layered landscape which adds to the leafy character of these areas such as the pictured Islet Park Drive.

CA7 Leafy suburbs

Forces for change

- Declined condition of shared open spaces, verges and street trees;

- Modern development with open or 'urbanised' frontage such as parapet walls, open gardens frontages and extensive hardstanding which detract from the 'leafy' character; and

- Development intensification including subdivision of plots and extensions to dwellings or subdivision of properties into flats.

Opportunities

- Encourage the active management of woodlands and other treed areas;

- Develop a coordinated approach to new tree planting considering species and stature with use of larger trees to frame and mark key visual locations; and

- Promote the use of hedging and low brick walls for boundaries, in preference to other boundary treatments such as walls, fences, gates and railings to preserve the leafy setting.

– St Marks has particularly distinctive architecture exhibiting half-timbered style and gabled frontages with dormer windows in the roof.

Public Realm and Streetscape

The predominant defining charactersitic within this Character Area are pockets of typical residential suburbs that are united particularly by the leafy character of the streetscape, the presence of high hedges and the low-medium density of development. Lock Avenue is an example area of where these qualities are well-defined, with low-density, large driveways and little on-street parking that emphasises the green setting. Street proportions are generous, although this aspect is often disguised by mature trees.

Views/Landmarks

Due to the concentration of built development and the curved nature of many streets, views are often short and framed by the rhythmic facades along streets. The former farm and Arts Centre within the Highway and Altwoods area is a key node and provides views of the Holyport Water Tower that are seen from Holyport Road – Stroud Farm Road. Another key node is the recreation ground at Punt Hill.

Figure 84: Large dwelling along Lower Cookham Road typical of the Arts and Crafts style occasionally found in this area.

Figure 85: Newlands Drive, located on the western edge of the NA, showcases the leafy character of these residential lanes. *Copyright: Des Blenkinsopp*

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CA7 Leafy suburbs

KEY

⌷	Neighbourhood Area
▭	Character Area
▨	Conservation Area
▬	Scheduled Monument
▤	Historic Parks & Gardens
■	Grade I Listed Building
■	Grade II* Listed Building
■	Grade II Listed Building
▨	Green Belt
▨	TPO areas
▨	Ancient Woodland
■	SSSI
■	LNR
■	Allotments
▬	Leisure uses
■	Golf Course
■	Greenspace
▬	Cemetery
▬	Woodland
■	Flood zones 2/3
■	Waterbodies
▭	Buildings
▬	Roads
▥	Railway
- - -	PRoW
- - -	National Cycle Network
- - -	Thames Path
●	TPO trees

0m   200m   400m   N

Figure 86: Maidenhead analysis maps for the Leafy suburbs Character Area to the west (left) and northeast (right).

CA7 Leafy suburbs

Design guidance and codes

CA7.01 Building heights should be no more than 2.5 storeys, with a varied roofscape, including the use of steep and shallow pitches, varying storey heights and gable ends and frontages. Roofline should be set lower than the vegetation backdrop, avoiding hard lines of the silhouette against the sky;

CA7.02 Green Belt and Strategic Green Gaps should be protected and enhanced. For areas against the Neighbourhood Area boundary, development should aim for the creation of new habitats and wildlife corridors, e.g. by aligning back and front gardens, and new areas of woodland, stone walls/hedgerows, grassland or wetland habitats;

CA7.03 New developments should respect the tree-lined nature of many streets within the character area, and use a coordinated approach to a new planting strategy with a mix of native and non-native species. The leafy characteristic of the streetscape and the number of TPOs must be retained and reinforced within the planting strategy of any new development;

CA7.04 Boundary treatments should consist of hedges where possible. This could be combined with low walls or could be the backdrop of permeable gates and fencing. High walls and solid fencing should be avoided as this detracts from the leafy character of the area and creates a sterile streetscape. Green verges are also common in the area and further supplement the leafy character, and these should be preserved and enhanced.

CA7.05 Considering that the flood risk zones fall within the character area, any development must consider approaches such as building on a higher foundation, integrating less vulnerable 'non-habitable' ground floor uses. To best mitigate the effects of flooding, development should implement Sustainable Drainage Systems (SuDS) into the design. For residential development, properties should incorporate porous driveway surfaces, have vegetated SuDS such as rain gardens to store and filter rainwater and consider attenuation basins and underground pumps for new builds to reuse grey water; and

CA7.06 Existing connections to the countryside including PRoW and local footpaths must be retained and enhanced, while the creation of new connections could also be explored. These footways should be kept natural and untreated. The Thames Path is a particularly important PRoW for the area and every effort should be made by development to connect to this path where possible, creating pathways between building gaps that link the adjacent road to the water. Boundary treatments bordering the Thames Path should be of hedgerows and short walls to avoid a sterile and poorly overlooked environment.

Figure 87: The Thames Path PRoW which borders property boundaries along the river. *Copyright: Colin Smith*

4.8 CA8 Altwood
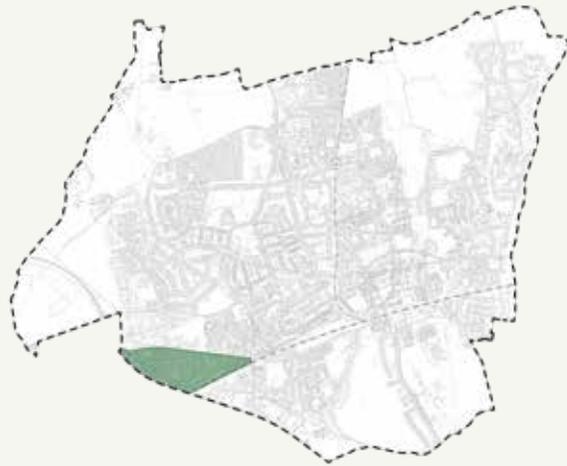
The Altwood character area consists of a combination of the leafy residential suburbs, early post war suburbs (to 1960), and late 20th century suburbs (1960's onwards).

The Altwood Road Conservation area to the south of Altwood Road lies within this character area.

Land Use

The primary land use is residential, consisting of post-war and late 20th century suburbs. The area also features a convenience store to the western edge of the boundary.

Urban Form

The post war suburban urban form consists of a distincitive network of cul-de-sacs. While the late 20th century development within the area all typical of the later post war urban form, consisting of curvilinear streets and medium density housing layouts, with predominately two storey developments. Building density is medium to low. The character area is bounded by the A404(M) to the west, the railway line to the east, and Altwood Road to the north.

Built Form and Architecture

The built form and architecture within the character area are varied and from a range of era. From early 20th century, early post-war, to late 20th century architecture. The scale of the built form and building lines are consistent with wide setbacks providing areas of mature front gardens and driveways. The early post-war suburban streets typically feature two storey semi-

Figure 88: Detached two storey dwellings with front gardens and driveways, Webster Close. *Image credit: Maidenhead NPSG*

Figure 89: Detached houses at the end of a cul-de-sac act as local focal points, Timbers Walk. *Copyright: David Howard Geograph.co.uk licensed for reuse under Creative Commons license.*

CA8 Altwood

Forces for change

- Development intensification including subdivision of plots;

- Replacement of timber or metal fenestration detailing to uPVC or similar materials;

- Loss of front gardens for hard-paved parking areas and driveways; and

- Increase in streets dominated by cars and parking on kerbs and verges.

Opportunities

- Take account of the street pattern of wide curvilinear streets and the low-medium density layouts;

- Design development proposals to respect the pattern of frontages and the regularity and rhythm of the roofscape; and

- Conserve grass verges and other open spaces, with development design allowing space for front gardens.

detached houses, short terraces. Facade materials include light and dark sand-faced brick, white timber weatherboard or dark tile hung. Roofs are gabled or hipped with dark concrete tiles, with roofed porches adding interest. Fenestration detailing includes metal casement windows, and more recently uPVC windows.

The special architectural and historic interest of the buildings on Altwood Road is recognised through the designation as part of the Altwood Road Conservation Area.

Public Realm and Streetscape

The streetscape is characterised by scattered areas of amenity greespaces which offer buffer between housing, grass verges and street trees. Boundary treatments such as timber fences and hedges are mostly used to define the residential plots. Majority of the dwellings feature driveways and off-street parking.

Views/Landmarks

There are no other notable landmarks due to the residential nature of the character area. The end of cul-de-sacs provide interest as local focal points.

Figure 90: Historic architectural styles using mix of red and grey brick, timber detailing, bay windows, and gabled porches within the Altwood Road Conservation Area. *Copyright: JThomas.*

Figure 91: Mature tree-lined streets with natural boundary treatments such as hedges are a key feature. *Copyright: David Howard.*
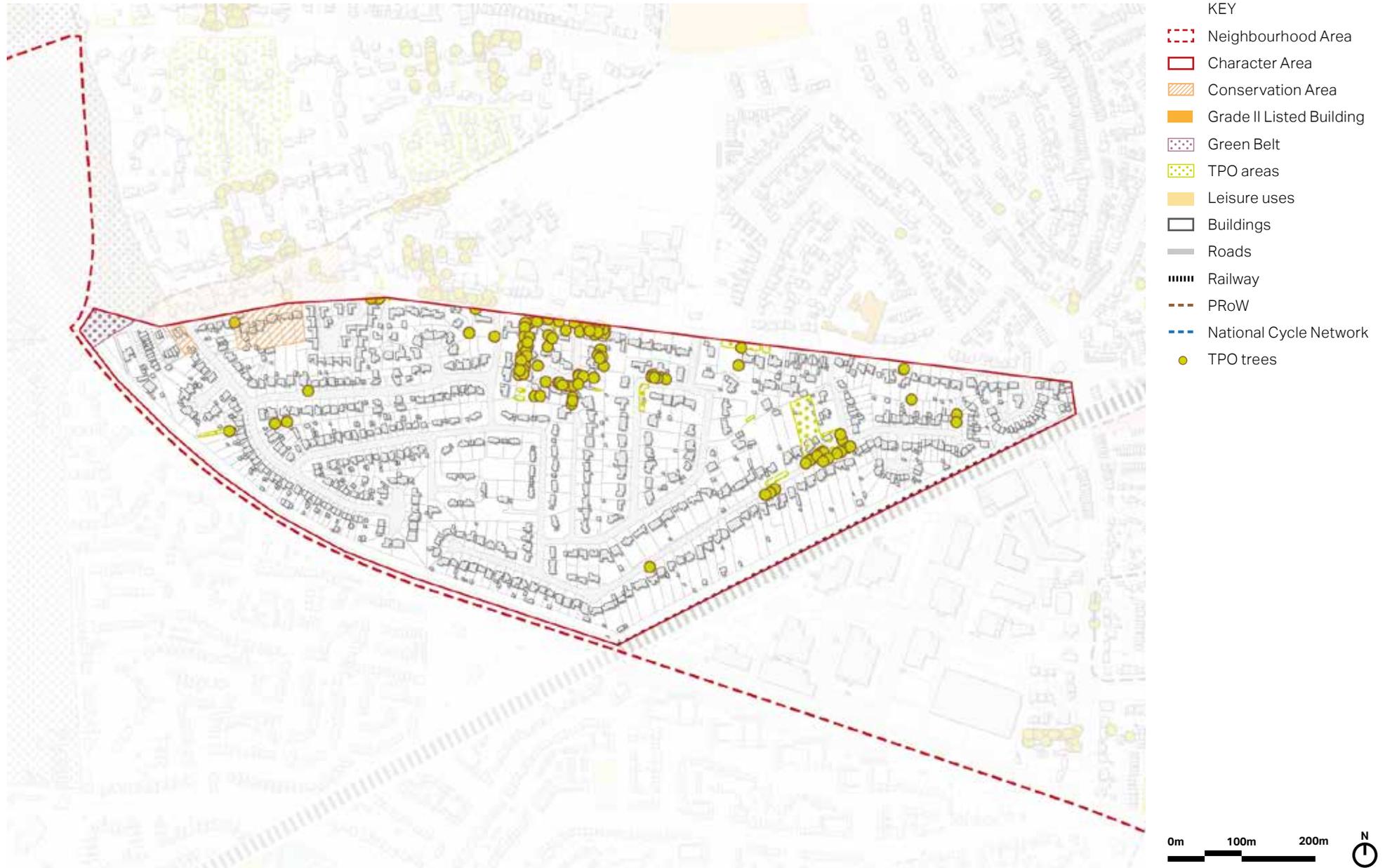
CA8 Altwood

KEY

⬚ Neighbourhood Area

▭ Character Area

▨ Conservation Area

▬ Grade II Listed Building

⬚ Green Belt

⬚ TPO areas

▬ Leisure uses

⬚ Buildings

▬ Roads

▥ Railway

--- PRoW

--- National Cycle Network

● TPO trees

0m   100m   200m   N

Figure 92: Maidenhead analysis map for the Altwood Character Area.

CA8 Altwood

Design guidance and codes

CA8.01 Building heights should be no more than 2.5 storeys, with rooflines featuring chimneys to provide interest. Roofline should be set lower than the vegetation backdrop, avoiding hard lines of the silhouette against the sky;

CA8.02 In the case of terraced and adjoining buildings, it is recommended that a variety of plot widths, land use, building heights, and façade depth should be considered during the design process to create an attractive streetscape and break the monotony;

CA8.03 New developments should respect the tree-lined nature of many streets within the character area, and use a coordinated approach to a new planting strategy with a mix of native and non-native species;

CA8.04 Developments planned around ammenity green spaces, which follow the scale and pattern of the existing grain and streets, such as at Turpins Green, are encouraged as they retain the character of the area;

CA8.05 Building lines should follow the existing urban grain of the streets while remaining consistent with wide setbacks. Front gardens and driveways for on-plot parking should be provided;

CA8.06 Landmark corner buildings could help create a sense of place. These should act as local landmark buildings of value to help in navigation, and to break up the homogeneous nature of the curvilinear streets and cul-de-sacs;

CA8.07 In the case of building extensions, the original building should remain the dominant element of the property regardless of the scale or number of extensions. The newly built extension when combined should not overwhelm the building from any given viewpoint; and

CA8.08 Developments could use hedges for boundary treatments as 'living boundaries', where possible. An example of hedging found within the character area is laurel, which creates an habitat for garden birds and creates a year round dense screen.
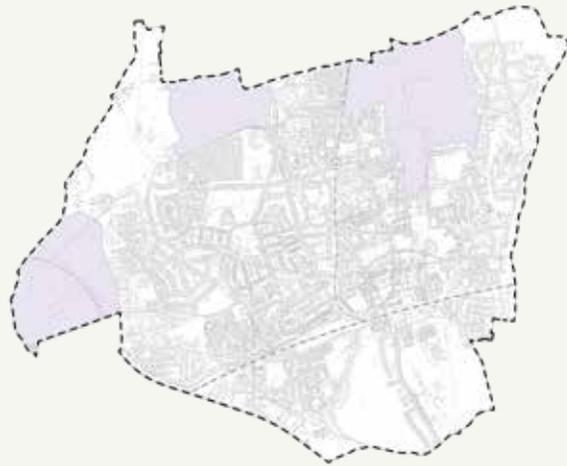

Figure 93: Low building scale with a glimpsed roofline over foliage and a leafy backdrop is a key charactertistic.

Figure 94: Row of houses with similarly pitched roof of approxiately the same height creates a consistent roofline with chimneys and dormers which add visual interest.

4.9 CA9 Settlement fringe

The character area consists of the edges of the Maidenhead built-up area, with a network of public rights of way and the national cycle network running through connecting the open countryside landscape, and surrounding settlements. The scheduled monument 'Robin Hood's Arbour', Maidenhead Thicket, Cookham is located within the character area.

Land Use

The land use predominately consists of woodlands, waterbodies, greenspaces, the Maidenhead Softball Club and scattered countryside buildings.

Urban Form

The urban form is tied together by the network of public rights of way connecting the various open countryside landscape features. The majority of the Settlement fringe character area falls within the Green Belt.

Built Form and Architecture

Clusters of scattered buildings can be found within the character area, around Malders Lane and the North Town Moor National Trust site. There are two residential dwellings and outbuildings along Malders Lane dating from the 1800s. The buildings around the North Town Moor National Trust site consists of varied uses including some residential and industrial.

Views/Landmarks

The character area consists of minimal built up areas, thus offering sweeping views across the landscape, across fields, meadows, and woodlands.

Figure 95: Pasture between Hindhay Lane and Malders Lane. *Copyright: Andrew Smith.*

Figure 96: Hindhay Lane bridleway across Wheat Fields. *Copyright: James Emmans.*

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CA9 Settlement fringe

Forces for change

- Loss of trees and other vegetation;

- Prevent development infringement into the Green Belt, in order to preserve and protect the remaining countryside within the Neighbourhood Area; and

- Presence of and reference to private security systems introduces an unwelcoming element to the environment.

Opportunities

- Retain mature trees and woodland belts. The active management of woodlands and other treed areas should be encouraged;

- Potential development proposals within the Settlement fringe character area should be avoided;

- Landscape sensitive signage could be added as a wayfinding feature; and

- Any loss of trees should be replaced with the same or similar species.

Figure 97: Meadow part of Maidenhead Thicket, National Trust. *Copyright: Des Blenkinsopp.*

Figure 98: Sand and gravel quarry at Gravel Pit, Summerleaze Road. *Copyright: Ian Capper.*

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CA9 Settlement fringe

Design guidance and codes

CA9.01 Within the Settlement Fringe character area, development is resisted to conserve the character and boundaries of each settlement

CA9.02 Any development must consider the open spaces as an integral aspect of the developments layout;

CA9.03 Any existing open spaces or strategic green gaps should be retained and enhanced, with new developments ensuring that they contribute to the enhancement of Maidenhead's open spaces;

CA9.04 Any potential development needs to provide a contextually appropriate and high-quality volume of open space;

CA9.05 Green Belt and Strategic Green Gaps should be protected and enhanced;

CA9.06 Developments adjoining public open spaces should arrange main building frontages to face the open space. This will enhance the character of the space, which will help create a sense of place, improve natural surveillance, and foster social interaction;

CA9.07 Open spaces should offer a variety of uses related to the surrounding activities and buildings. Where play areas are required, these should not be isolated, and should be located within short walking distances of housing and should promote natural surveillance with buildings overlooking them;

CA9.08 Proposals for new open spaces or improved open spaces, especially in areas with a deficiency of provision, will be encouraged;

CA9.09 New development proposals should aim for the creation of new habitats and wildlife corridors, e.g. by aligning back and front gardens, and new areas of woodland, stone walls/ hedgerows, grassland or wetland habitats. Gardens and boundary treatments should be designed to allow the movement of wildlife and provide habitat for local species. Signs and safe crossing points for wildlife such as amphibians, ducks and hedgehogs should be considered as part of proposals;

CA9.10 The rural character of the area should be preserved and enhanced through the retention of grass verges, hedgerows and trees, as well as new plantings to improve biodiversity;

CA9.11 According to the Hedgerow Regulation 1997, any good quality hedgerows classified as important should be protected and enhanced where necessary. This is known as 'Important Hedgerow';

CA9.12 Species choice should be predominantly native but not completely; a 2:1 ratio would be appropriate to help build a tree population that supports UK wildlife but is also capable of responding to new disease and climate threats;

CA9.13 Whilst it is not expected that all trees be retained on development sites (as trees can grow with defects that make their retention undesirable), any new development should put great thought into tree retention and planting as part of proposals;

CA9.14 The loss of higher valuable trees within the site which would fail to enhance the green infrastructure and biodiversity should be minimised;

CA9.15 Appropriate levels and quality of both trees and soft landscaping should be incorporated in the design;

CA9.16 Species such as newts, water voles, badgers, bats, nesting birds and their habitats should be protected and considered by any development;

CA9.17 New domestic and commercial lighting should be designed to preserve dark skies; and

CA9.18 Existing watercourses, existing surface water flow routes across the site, and existing drainage systems, must be taken into consideration and the drainage strategy should mimic natural drainage patterns as closely as possible.

1. Existing properties should be buffered with rich vegetation to mitigate any visual impact towards the open countryside.
2. Retain any green asset and incorporate it into the new design.
3. New green verges with trees and vegetation to serve as an additional buffer (width varies).
4. New private drive or edge lane used by vehicles and cyclists.
5. New residential frontage with boundary hedges and front gardens to enhance rurality.
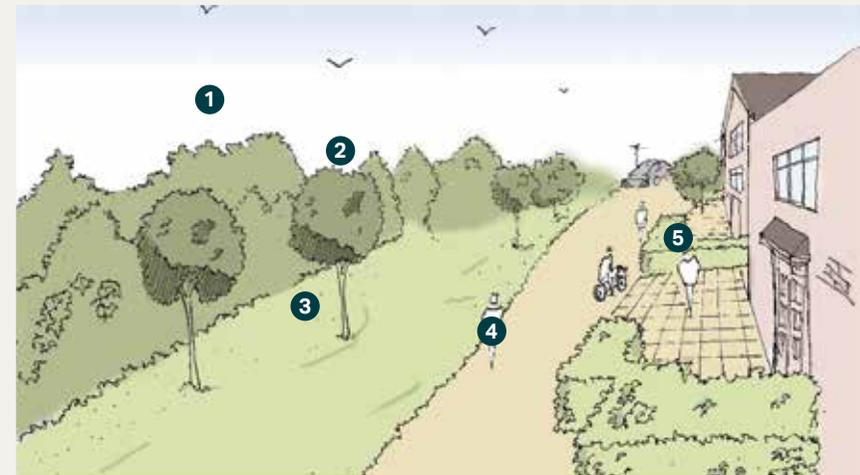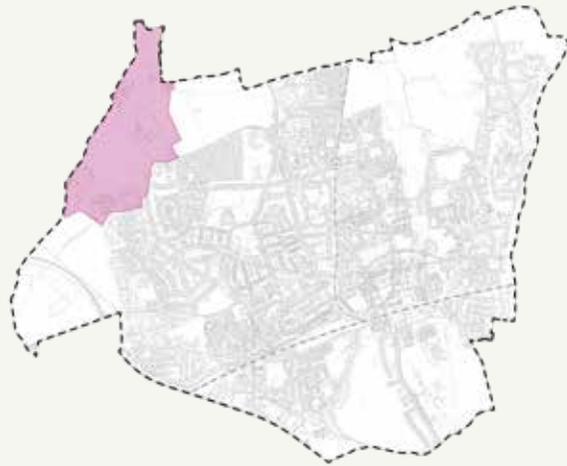
Figure 99: Sketch to illustrate design guidelines on how new development can treat the rural edges by facing onto them, improving natural surveillance and allowing for open views to the countryside

Figure 100: Positive example of landscape buffering from the National Trust site Maidenhead Thicket.

4.10 CA10 Pinkneys

The Pinkneys Green character are primarily comprises leafy residential suburbs, Victorian and Edwardian suburbs and more recent late 20th century suburbs. It is located along the western boundary of the Neighourbood Area, largely within the Green Belt. The Pinkney's Green Conservation area lies within this character area.

Land Use

The land use includes residential dwellings, and two public houses. The central area of the character area includes the Pinkneys Green National Trust site.

Urban Form

The urban form consists of a network of roads with subsidiary cul-de-sacs. The historic core of Pinkneys green originated as a compact nucleated village around the public house, and the densely wooded triangle. Later 19th century infill development around this area has increased the housing density. Development outside the conservation area is characterised by two storey detached or semi-detached houses set within large plots.

Built Form and Architecture

The Pinkney's Green Conservation area consists of a distinct built form and architectural style, where the buildings are mainly 18th century or earlier with low terraced cottages, and built of local orange-red brick with tile or slate roof. Other regions of the character area, such as includes examples of Victorian and Edwardian architecture, and late 20th century architecture at Bakers Lane.

Figure 101: The former Robin Hood pub is one of the key landmark buildings positioned along Furze Platt Road, features mock tudor timber framing details. *Copyright: Mark Percy.*

Figure 102: The Brick and Tile Works Woodland Trust offers the local community access to approximately 6 ha of woodland, ponds and marshes. *Copyright: Des Blenkinsopp.*

CA10 Pinkneys

Forces for change

- Modern development with open or 'urbanised' frontage such as parapet walls, open gardens frontages and extensive hardstanding;

- Replacement of heritage street lighting with varied and modern designs; and

- Extensions that breach the building line or roofscape, such as additional garages and attic extensions with dormer windows.

Opportunities

- Conserve and use trees as part of a leafy streetscape. The design should allow space for planting to mature;

- Retain remaining Victorian, Edwardian and Arts and Craft style buildings. Renovations should be sensitive with particular regard to roof heights, pitches, materials and detailing;

- Use of gravel surfacing for driveways in preference to tarmac and block paving.

Older properties have a smaller setback from the road, while newer developments have a deep setback with large gardens and driveways. Building materials are predominately brick and clay tiles, reinforcing the link with the past local industry of the area. Architectural detailing such as sash and casement windows, porch areas with gable roofs can be seen.

Public Realm and Streetscape

The streetscape consists of few street trees and grass verges. The periphery regions of the character area features more trees and greenspaces, establishing the rural character. Some private roads have a gravel surfacing. Planted and natural boundary treatments and brick walls are often used to define property plots. Typically any footpaths and public rights of way that run through greenspaces and the Common are natural and untreated.

Views/Landmarks

There are important views of the Common from the settlement in particular, from Lee Lane northwards, the junction of Pinkneys Drive and Lee Lane southwards, and Pinkneys Drive east towards the cricket pitch. The gaps between the building lines allow for views through the residential sites towards the common land.

Figure 103: The Golden Ball pub is one of the key community spaces along the edge of the neighbourhood area. *Copyright: Des Blenkinsopp.*

Figure 104: Row of terraced houses with a mix of red and grey brick adds variation with a gabled front and sash windows. *Copyright: Des Blenkinsopp.*

CA10 Pinkneys

KEY

- ⌐⌐⌐ Neighbourhood Area
- ☐ Character Area
- ▨ Conservation Area
- ▨ Grade II Listed Building
- ⬚ Green Belt
- ▨ TPO areas
- ▨ Ancient Woodland
- ▨ LNR
- ▨ Leisure uses
- ▨ Woodland
- ▨ Waterbodies
- ☐ Buildings
- ▬ Roads
- ⊪ Railway
- --- PRoW
- ● TPO trees

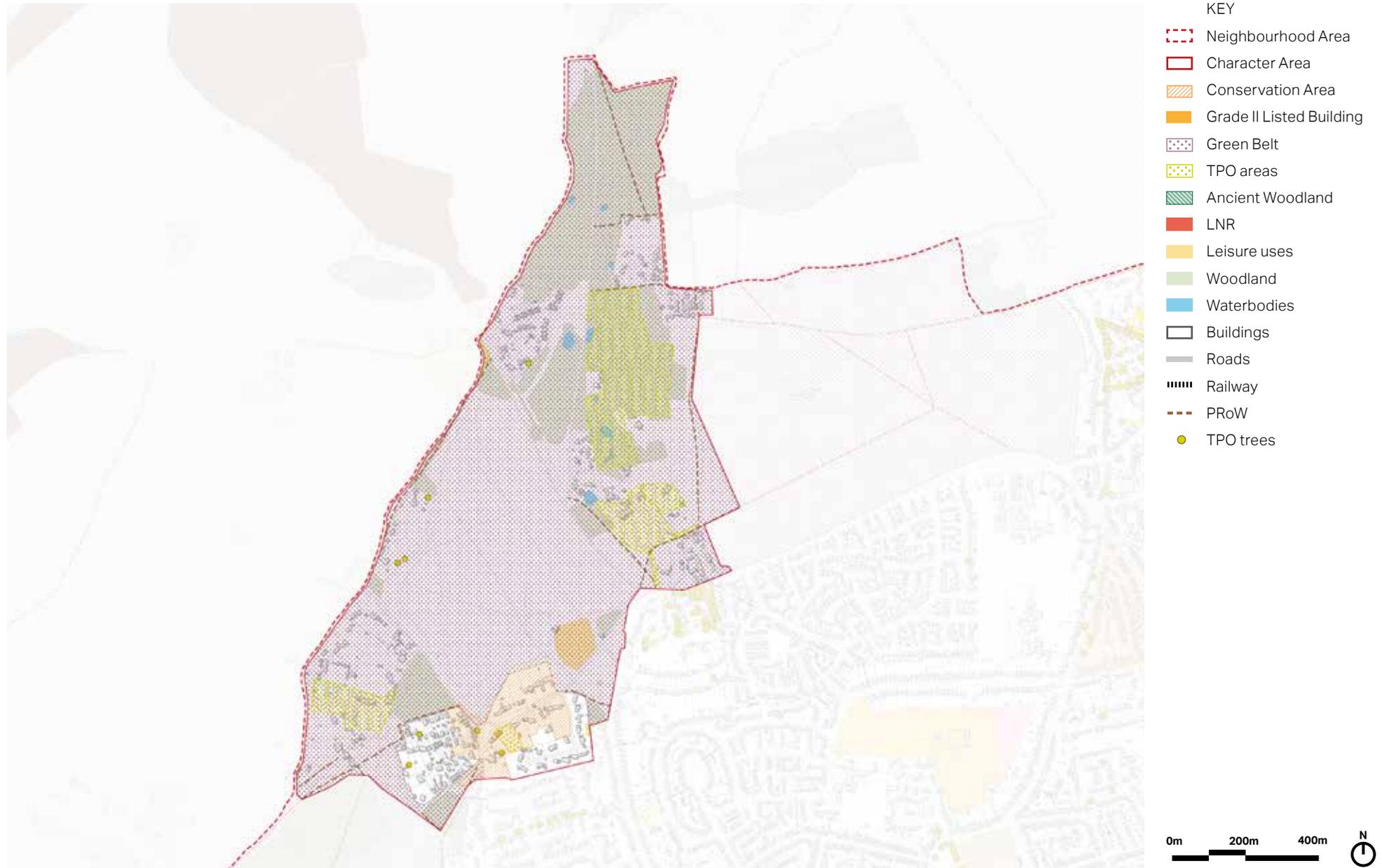0m   200m   400m   N

Figure 105: Maidenhead analysis map for the Pinkneys Character Area.

CA10 Pinkneys

Design guidance and codes

CA10.01 Building heights should be no more than 2.5 storeys and should reflect a staggered building line and varied roofscape, including the use of steep and shallow pitches, varying storey heights and gable ends and frontages;

CA10.02 As part of the edge of settlement of Maidenhead, the design within the character area should sensitively integrate development into the existing landscape by maintaining gaps between the buildings, retaining and enhancing soft vegetation such as grass verges and hedges;

CA10.03 Any potential infill development along Pinkneys Drive and Lime Walk must respect the spacious and generous plot sizes and complement the streetscene through the use of appropriate material and colour palette and architectural detailing;

CA10.04 Any potential backland developments should respect the neighbouring properties and avoid causing privacy, daylight, or parking

problems. This could be resolved by proposing appropriate massing that is sensitive to the surrounding properties;

CA10.05 The heritage value of the unlisted buildings must be noted and thus any alterations and replacement of windows with the instalment of UPVC windows on historic buildings within the Pinkneys Green conservation area should be avoided.

CA10.06 The lack of formal pavements along Pinkneys Drive is characteristic of the semi-rural feel of the area and this should be retained

by new developments, while ensuring that accessibility requirements are met;

CA10.07 Existing connections to the countryside including PRoW and local footpaths must be retained and enhanced, while the creation of new connections could also be explored. These footways should be kept natural and untreated; and

CA10.08 The existing wealth of woodlands, fields, and Park Wood and Goulding's Wood LNR should be easily accessible by any new development within close proximity.
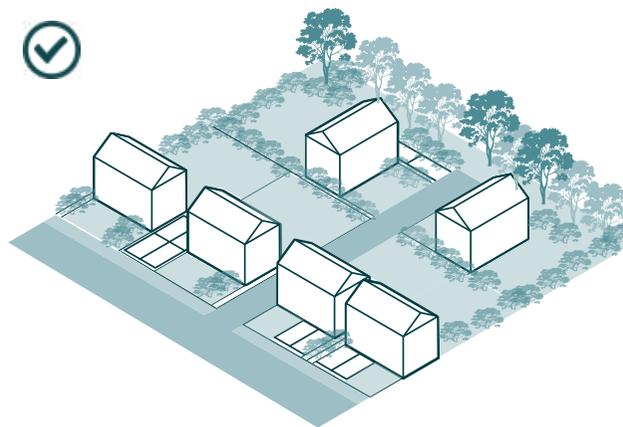
Figure 106:
Diagram showing a positive example of backland development.
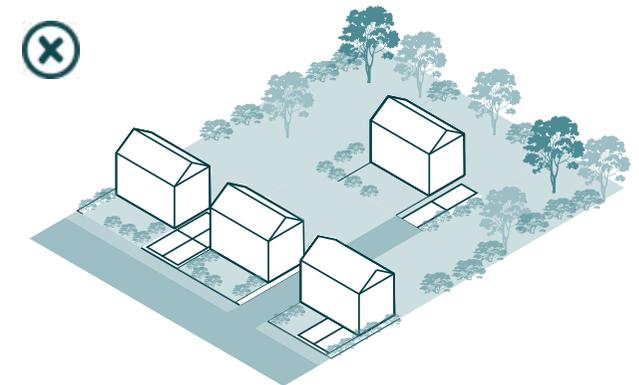
Figure 107:
Diagram showing tandem development which is generally unacceptable due to erosion of privacy and amenity.

4.11 CA11 Ray Mill

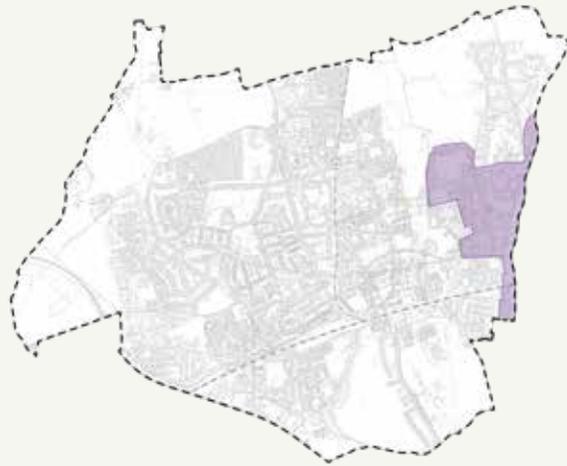The Ray Mill character area is formed of Victorian and Edwardian Riverside villas, leafy residential suburbs, late 20th century, inter-war, and post-war developments. The character area generally respects the historic setting of large residential properties in a wooded, riparian setting. The Maidenhead Riverside Conservation area lies within this character area, including Boulters Lock and Maidenhead Bridge.

Land Use

Land use is predominantly residential, with some commercial and recreational uses. The riparian corridor features riverside bars, hotels and restaurants. Areas of greenspaces with children's play areas and parks are also scattered throughout.

Urban Form

Ray Mead Road/A4094 is the north-south spine that runs parallel to the edge of the river. The character area generally has low density suburban riverside villages retaining a large block form and substantial plot sizes. The road network also consists of smaller residential avenues with consistent building lines and setbacks. Building heights are typically two to three storeys.

Built Form and Architecture

Architectural styles are varied, including late Victorian and early Edwardian two to three storey villas featuring tiled roofs and ornate chimneys. Facade materials are largely red brick, stucco or a mix. Architectural detailing such as carved timber gables, and detailed casement and sash windows are present. Clusters of inter-war, post-war, late 19th and 20th century houses are also present.

Figure 108: Consistent building line of Victorian semi-detached houses featuing chimney stacks creating a variation and interesting roofline. *Copyright: Andrew Smith.*

Figure 109: Post-war development along Summerleaze Road, with front gardens and driveways. *Copyright: N Chadwick.*

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CA11 Ray Mill

Forces for change

- Increase in built density and reduction in leafy character due to new infill development;

- Conversion of villas to flats, or replacement of villas with flats, and conversion of gardens to car parks; and

- Increase in traffic on the main road which creates a barrier between the built form and its riverside setting.

Opportunities

- Development should demonstrate that it preserves and enhances the setting of Listed Buildings and architecturally important non-listed buildings;

- Retain late 19th and early 20th Century buildings. Renovations should be sensitive, retaining details such as gables, chimneys, tile hanging, mock timber framing and fenestration;

- Consider the planting of larger trees at key visual locations.

The built form within the residential areas are consistent in scale, with generous spacing between dwellings, and mature garden frontage. The 1970s developments typically display a lighter palette with yellow bricks. Roof types and architectural detailing, including doors and windows, are highly varied. Further variety is created by modern dwellings, often in a neo-classical or neo-Tudor style.

Public Realm and Streetscape

The public realm is defined by the River Thames corridor, with lush islands populated by ancient woodlands. Streetscape is characterised by grass verges and original worked granite kerbstones. Trees are generally limited to those in areas of adjoining riverside open space, although there are a number of significant TPO trees which line the east side of Ray Mead Road, providing considerable amenity.

Views/Landmarks

Key views include filtered to the river and the rising land/scarp slopes on the opposite site of the river. Ornate Victorian and Edwardian village form local landmarks. Other historic, listed features such as the Grade I listed Maidenhead Bridge also form key landmarks.

Figure 110: View upstream with the island known as Bridge Eyot to the right. Buildings with active ground floor uses help in activating the waterfront. *Copyright: Nigel Cox.*

Figure 111: Buildings along the waterfront typically feature an eclectic varation of architectural style, with mock timber framing and fenestration details. *Source: Copyright: Philip Halling.*

CA11 Ray Mill

KEY

- ☐ Neighbourhood Area
- ☐ Character Area
- ▨ Conservation Area
- ☐ Scheduled Monument
- ▤ Historic Parks & Gardens
- ☐ Grade I Listed Building
- ☐ Grade II Listed Building
- ▨ Green Belt
- ▨ TPO areas
- ▨ Ancient Woodland
- ☐ SSSI
- ☐ Leisure uses
- ☐ Greenspace
- ☐ Flood zones 2/3
- ☐ Waterbodies
- ☐ Buildings
- ▬ Roads
- ▥ Railway
- --- PRoW
- --- Thames Path
- ● TPO trees

0m   200m   400m   N

Figure 112: Maidenhead analysis map for the Ray Mill Character Area.
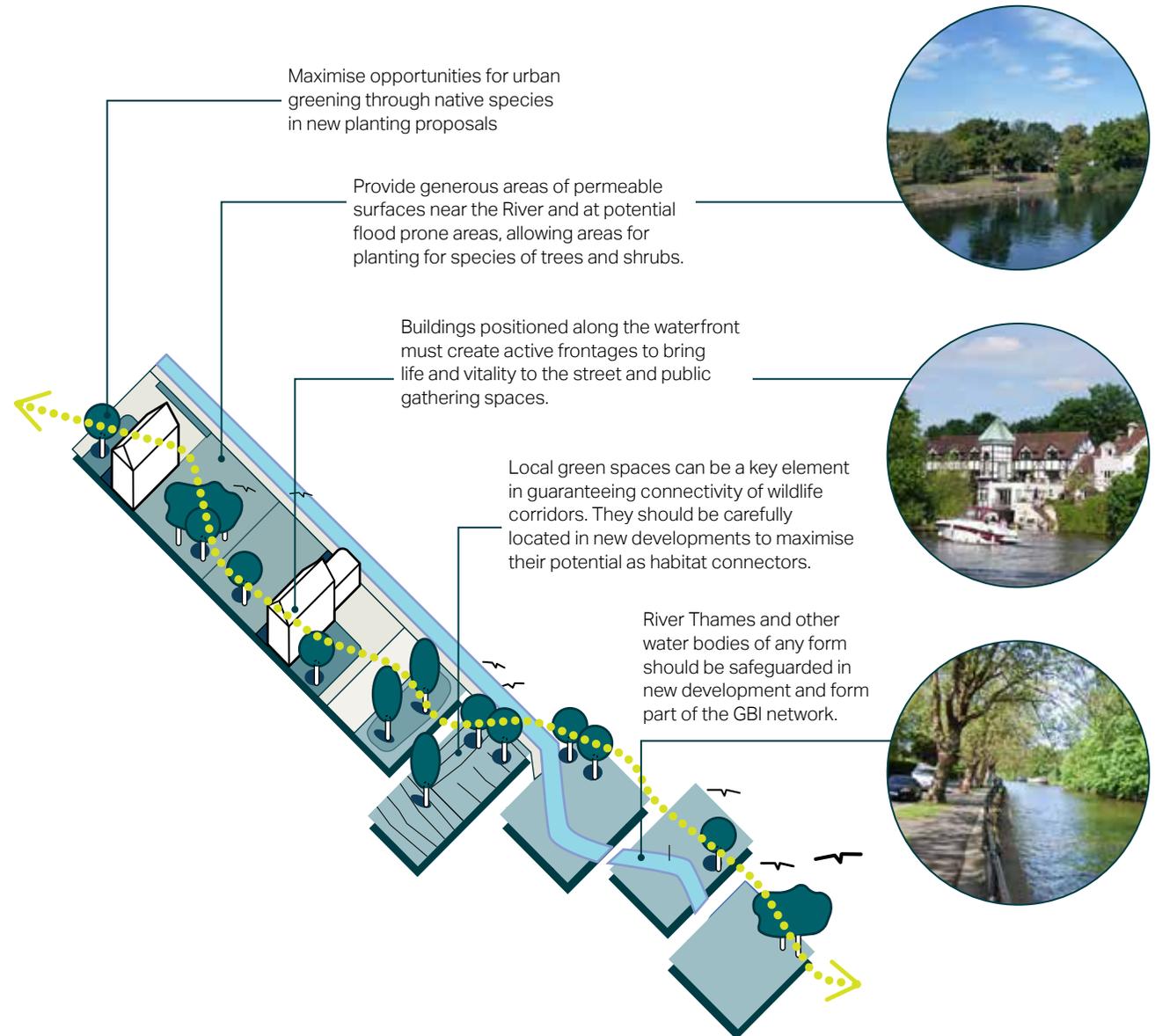
CA11 Ray Mill

Design guidance and codes

CA11.01 Narrow frontages along the waterfront with a vertical rhythm could create a more attractive and interesting streetscape, while articulation on facades and use of bays and porches to create a welcoming feeling;

CA11.02 Developments should ensure that the spacious plot and block size of the character area is maintained and taken into account in new design;

CA11.03 The area's eclectic architecture must be preseved through the use of architectural detailing such as moulded or applied timber decoration and gables should be conserved and reinstated;
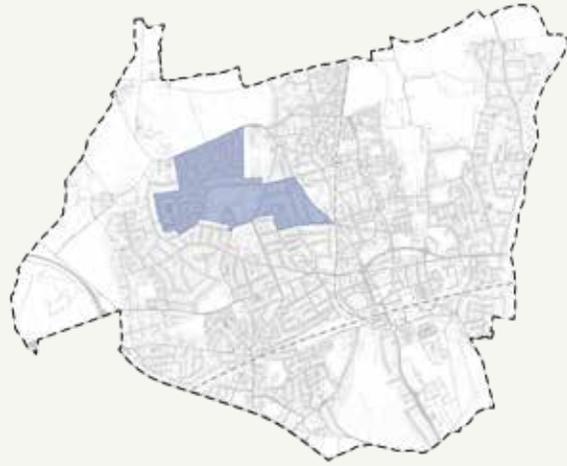
CA11.04 Riverside greenspaces should be maintained and reinstated with naturalistic edges; and

CA11.05 Considering that the flood risk zones fall within the character area, any development must consider approaches such as building on a higher foundation, integrating less vulnerable 'non-habitable' ground floor uses.

Maximise opportunities for urban greening through native species in new planting proposals

Provide generous areas of permeable surfaces near the River and at potential flood prone areas, allowing areas for planting for species of trees and shrubs.

Buildings positioned along the waterfront must create active frontages to bring life and vitality to the street and public gathering spaces.

Local green spaces can be a key element in guaranteeing connectivity of wildlife corridors. They should be carefully located in new developments to maximise their potential as habitat connectors.

River Thames and other water bodies of any form should be safeguarded in new development and form part of the GBI network.

Figure 113: Diagram showing the integration of a green and blue network.

4.12 CA12 Oaken Grove

The Oaken Grove character area comprises a mix of late 20th century suburbs, inter-war, post-war, and leafy suburbs, along with some areas of Victorian origins, as well as industrial and commercial areas. It is located around the Oaken Grove Park.

Land Use

The land use in this area is varied, with residential and commercial uses, includes schools, as well as outdoor sports facilities, allotments, and the Linden medical centre.

Urban Form

Urban form is based on a street pattern of long curvilinear feeder streets and short subsidiary roads terminating in cul-de-sacs. The block pattern is created by two storey semi-detached houses, on regular plots, with short front gardens and larger rear gardens resulting in a medium density suburb with uniform building line and rhythm along the street.

Built Form and Architecture

Architectural style and materials are highly varied, depending on the age of development. Materials and finishes include light and dark sand-faced brick, with simple timber, metal or uPVC windows. The second storeys of dwellings are sometimes defined by coloured render, white timber weatherboard or dark timber tile hung façades. 1970s developments features low pitched and flat roofs, picture windows and use of red and yellow brick. Some 1990s development, such as at Parkside, includes Tudor style architecture.

Figure 114: Cluster of dwellings around Beverley Gardens and Cranbrook Drive front/back into an ammenity green space. *Copyright: Des Blenkinsopp.*

Figure 115: More modern housing estates use yellow brick with dark timber detailing creating a contrast, such as at Mulberry Walk. *Copyright: James Emmans.*

CA12 Oaken Grove

Forces for change

- Extensions that breach the building line or roofscape, such as additional garages and attic extensions with dormer windows;

- Small scale additions and alterations to building elevations changing the building line and rhythm of the streetscape; and

- Off-street parking areas at the front of properties, changing the structure and visual appearance of the streetscape due to loss of front gardens and boundaries;

Opportunities

- Within development design, take account of the street pattern of wide curving feeder roads with grass verges;

- Retain the open character of front gardens, which is an important part of townscape character, avoiding enclosing walls, fences, gates and railings; and

- Seek to respect the built vernacular including building lines and proportions.

Building and detailing is often of high quality, with a wide variety of special bricks, decorative ridge tiles and finials. Although the most common construction material is red brick, a variety of other wall treatments such as tile hanging, half-timbered, white render, pebbledash and more rarely, pargeting add interest.

Public Realm and Streetscape

Low garden boundaries define the interface between public and private realm. Garden boundaries are typically characterised by low brick walls and clipped hedges, although these have sometimes been replaced by closeboard fencing and trellis. A number of 1970s developments also features a number of amenity greenspaces. Parking is on driveways and in garages, or in communal parking bays.

Views/Landmarks

The nature of the street pattern (curved feeder roads and short cul-de-sacs), keeps views short. There are no notable landmarks due to the consistency of built form throughout.

Figure 116: Instances of on-road parking can be seen on cul-de-sac developments, such as at Creden Close. *Copyright: N Chadwick.*

Figure 117: Lancaster Road Estate provides examples of larger semi-detached dwellings with a mix of wall treatments and hipped clay tiled roof. *Copyright: Andrew Smith.*

CA12 Oaken Grove

KEY

- ⌐‾⌐ Neighbourhood Area
- ☐ Character Area
- ▦ Green Belt
- ▦ TPO areas
- ▬ Allotments
- ▬ Leisure uses
- ▬ Waterbodies
- ☐ Buildings
- ▬ Roads
- ⦀ Railway
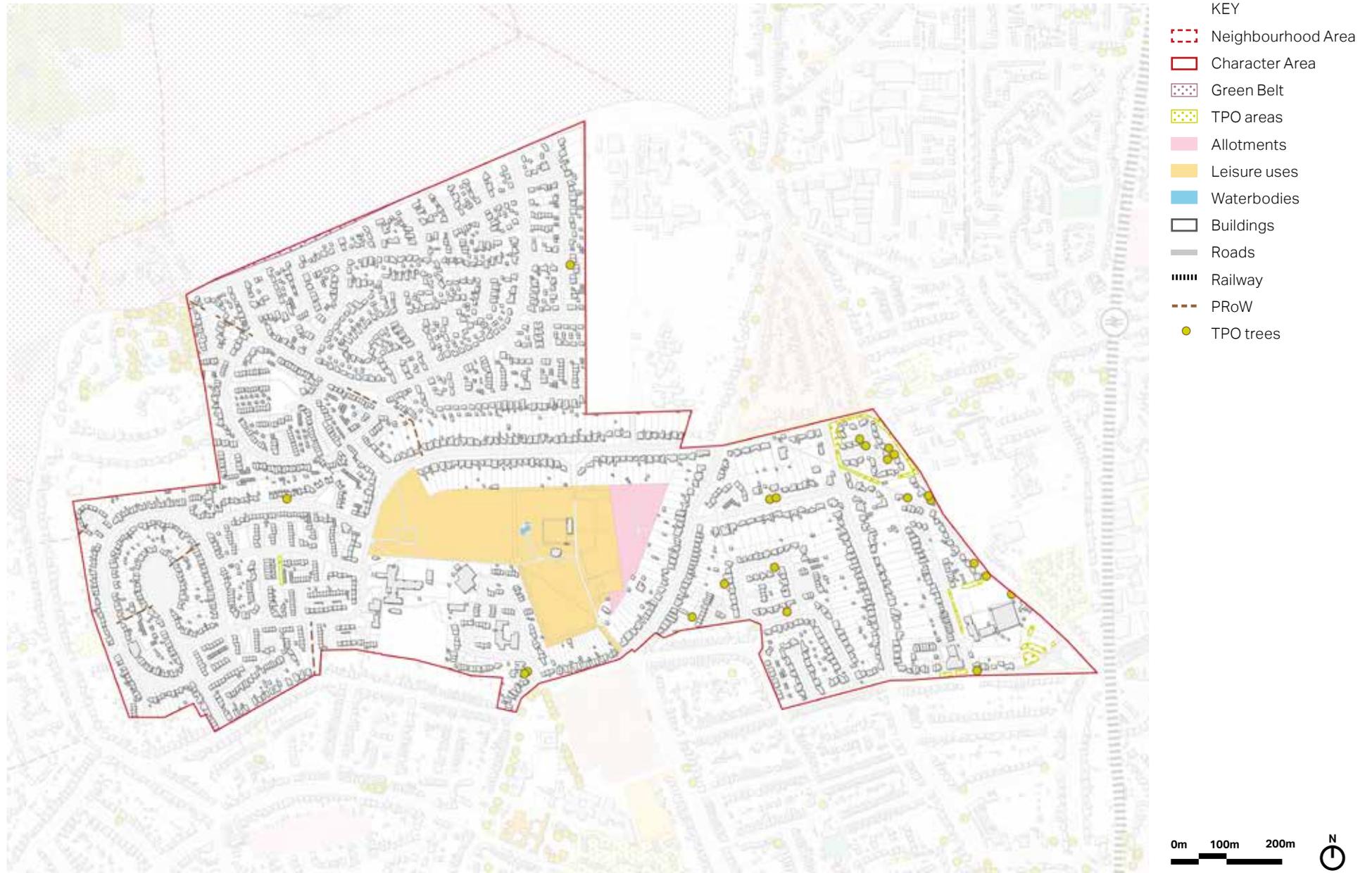- --- PRoW
- ● TPO trees

0m   100m   200m   N

Figure 118: Maidenhead analysis map for the Oaken Grove Character Area.
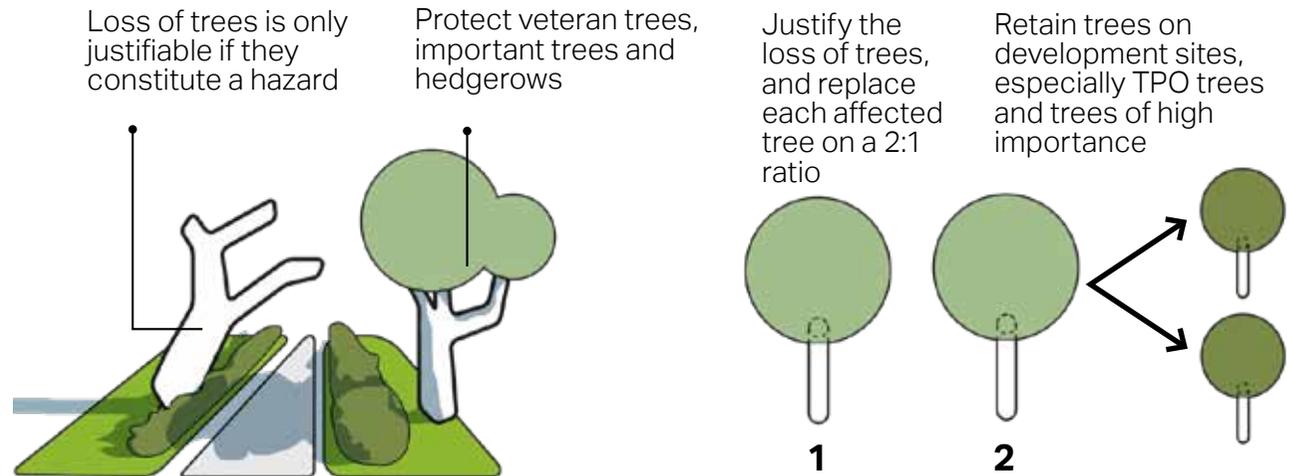
Design guidance and codes

CA12.01 Developments should seek to conserve the neat and well managed character of front gardens in areas such as Calder Close and Parkside. Any alterations that proposes extensions of driveways onto existing front gardens should be avoided, especially if the driveways consist of hard surfacing. Any proposals which revive front garden spaces will be encouraged;

CA12.02 The use of characteristic features such as bay windows and gabled front elevations in areas such as Belmont Road and Gringer Hill should be used;

CA12.03 The Oaken Grove Park and Courthouse Road Allotments are key nodes and local focus areas and should be conserved as such. Any developments within close proximity to these key nodes must consider creating walking routes to integrate them as local assets;

CA12.06 The leafy characteristic of the streetscape at Parkside and the number of TPOs must be retained and reinforced within the planting strategy of any new development.

Loss of trees is only justifiable if they constitute a hazard

Protect veteran trees, important trees and hedgerows

Justify the loss of trees, and replace each affected tree on a 2:1 ratio

Retain trees on development sites, especially TPO trees and trees of high importance

1   2

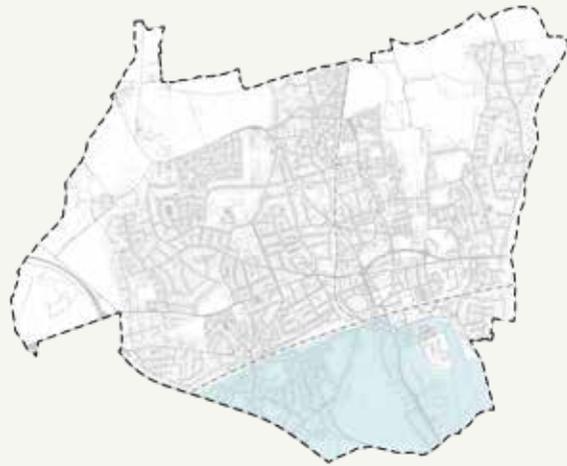**Figure 119:** Diagram to highlight some guidelines related to tree preservation.

Figure 120: The number of TPO trees must be retained and reinforced within the planting strategy of any new development. *Copyright: David Howard.*

Figure 121: Cranbrook Drive public footpath. *Copyright: don cload*

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4.13 CA13 Desborough and Braywick

The Desborough and Braywick character area comprises a mix of post-war, and leafy suburbs, along with some areas of industrial and commercial estates, late 20th century suburbs, as well as areas of Victorian and Edwardian developments. It is bounded by the Maidenhead trainline to the north, and the A404 (M) to the west.

Land Use

The land use in this area is varied, with residential, amenity greenspaces, includes schools, commercial, retail, employment, and industrial areas.

Urban Form

Urban form is defined by a network of curvilinear streets, with cul-de-sacs. Areas with post-war residential apartment blocks are defined by large plots incorporating access roads terminating in dead ends and car parks. Later infills within established suburbs create an high density to the urban form.

The Courtlands forms part of the *RBWM Townscape Assessment 116 Final Report 2010: Volume 1* setting for the Victorian Maidenhead Station, one of the key nodes within the settlement.

Built Form and Architecture

The architectural style is unified and simple, using a limited palette of materials and finishes. Desborough Park is finished in colour render, while later apartment developments, including 1990s purpose built/stand alone complexes, such as Norreyes Drive, are characterised by landscaped and ornamental grounds and parking courts.

Figure 122: Examples of semi-detached dwellings with a consistent building line can be seen along Larchfield Road. *Copyright: James Emmans.*

Figure 123: The sloping topography along Fane Way and Finch Court allows for views over Desborough Park. *Copyright: James Emmans.*

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Forces for change

- Gradual decline in condition of boundaries, verges and communal open space, particularly in older developments;

- Gradual decline in condition of facades, particularly of older buildings; and

- Past conversion of community greenspace into car parking bays, resulting in a loss of greenspace which once provided a setting to the development.

Opportunities

- Any future change in this character area should consider enhancing legibility and accessibility/ connectivity in relation to the Maidenhead station transport node;

- Sensitive contemporary design which responds to its immediate context will be appropriate, where it makes reference to existing building heights, massing and proportion, or stylistic references.

Public Realm and Streetscape

The streetscape is characterised by wide tarmac streets with concrete kerbs, tarmac pavements and sometimes wide mown grass verges. Parking is generally provided in communal parking bays and garages. Visitors' parking is clearly defined. Parked cars often dominate the public realm. Outer development boundaries are often marked by high brick walls, while internal boundaries have lower walls. Building frontages are varied, many with uniform elevations, with no clear backs or fronts. The distinction between public/private realms is often unclear as a result of the presence of communal open space around the flats.

Views/Landmarks

Views within the flat complexes are often short and terminated by the large buildings. However, medium and long distance views are available from the upper storeys of flats. Some developments form 'gateway' statements and are focal points in their own right. *Bray Meadows*, a Site of Special Scientific Interest (SSSI), and Local Nature Reserves (LNR) sites, *Braywick Park* and *The Gullet* also offer key urban greenspaces.

Figure 124: Walker Road is a positive example of creating a successful streetspace with tree-lined streets, grass verges and spacious setback, Bray Wick. *Copyright: Andrew Smith.*

Figure 125: The National Cycle Route 4 runs along the LNR The Gullet offering a leafy backdrop to active travel connections . *Copyright: JThomas.*

CA13 Desborough and Braywick

KEY

⬚	Neighbourhood Area
☐	Character Area
▦	Green Belt
▦	TPO areas
▨	Ancient Woodland
▮	SSSI
---	SSSI Impact Risk Zone
▮	LNR
▮	Allotments
▮	Leisure uses
▮	Golf Course
▮	Greenspace
▮	Cemetery
▮	Woodland
▮	Flood zones 2/3
▮	Waterbodies
☐	Buildings
▬	Roads
▪▪▪	Railway
---	PRoW
---	National Cycle Network
●	TPO trees

0m   200m   400m   N

Figure 126: Maidenhead analysis map for the Desborough and Braywick Character Area.
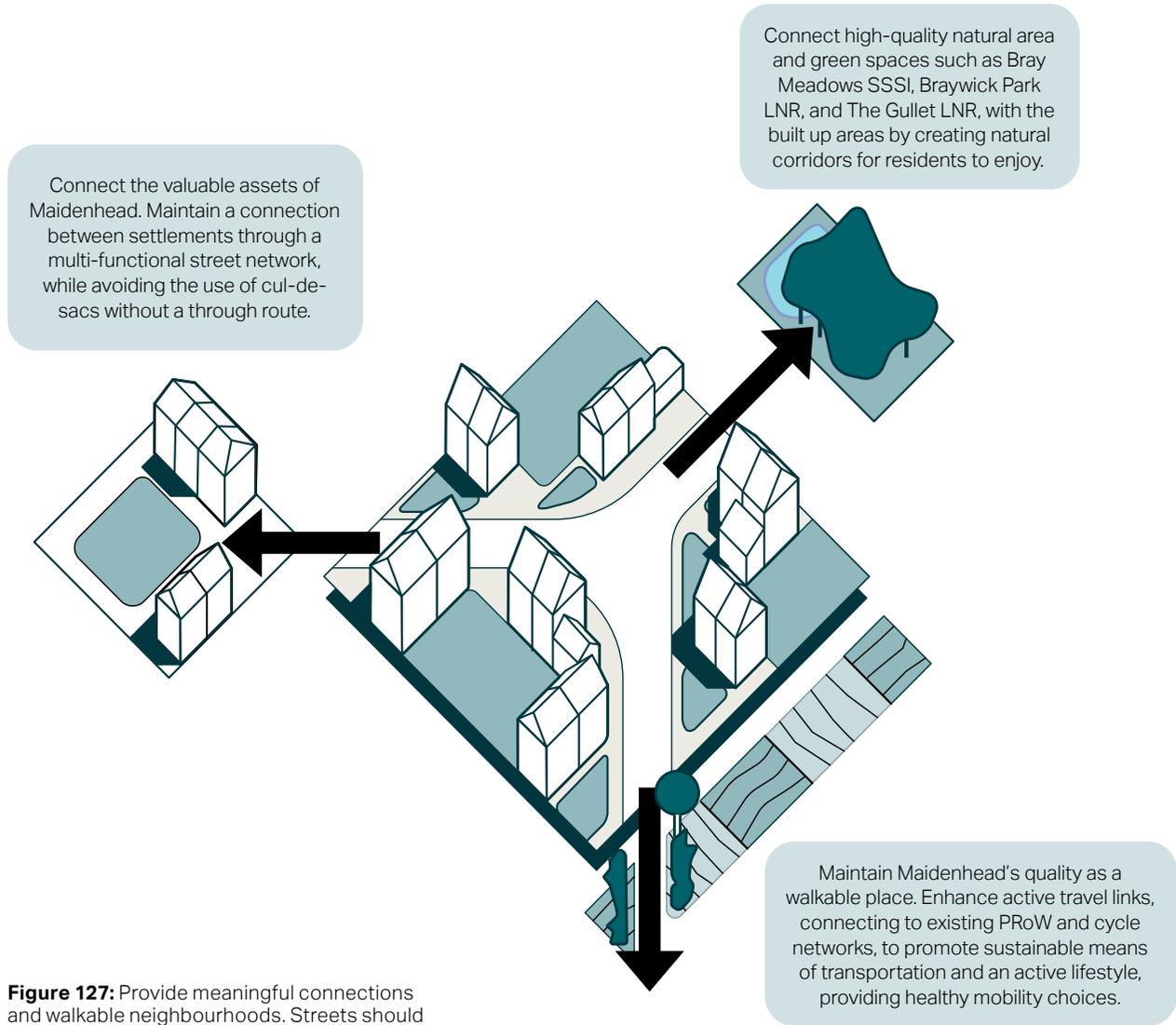
Design guidance and codes

CA13.01 In line with the National Planning Policy Framework (NPPF), any development within close proximity to the designated Bray Meadows Site of Special Scientific Interest (SSSI) must not have an adverse effect on it. The SSSI Impact Risk Zone must also be taken into consideration[1];

CA13.02 The areas of deciduous woodlands are a valued characteristic, any new development must preserve and integrate these into design;

CA13.03 Developments should provide meaningful connections and walkable neighbourhoods, with streets connected with each other. Streets such as Walker Road could be used as positive precedents; and

CA13.04 Abrupt edges to any new development with little vegetation or landscape should be avoided. Instead, a comprehensive, layered landscape buffering should be encouraged.

1 https://www.gov.uk/guidance/protected-areas-sites-of-special-scientific-interest

Connect the valuable assets of Maidenhead. Maintain a connection between settlements through a multi-functional street network, while avoiding the use of cul-de-sacs without a through route.

Connect high-quality natural area and green spaces such as Bray Meadows SSSI, Braywick Park LNR, and The Gullet LNR, with the built up areas by creating natural corridors for residents to enjoy.

Maintain Maidenhead's quality as a walkable place. Enhance active travel links, connecting to existing PRoW and cycle networks, to promote sustainable means of transportation and an active lifestyle, providing healthy mobility choices.

Figure 127: Provide meaningful connections and walkable neighbourhoods. Streets should be connected with each other and walking and cycling routes are expected to feature.

4.14 CA14 Recent developments
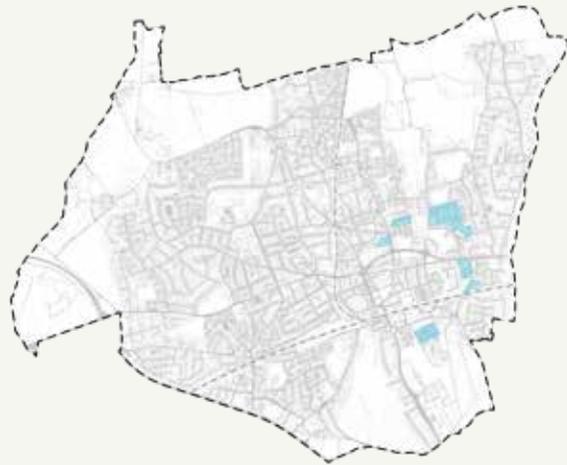
The Recent Developments character area consists of non-contiguous clusters that are dispersed across the neighbourhood area. They are nonetheless grouped together because of their similarity in architectural style, development pattern, land use and vernacular. Large areas of the character area are vulnerable to flooding.

Land Use

The land use with the Recent Developments character area is predominantly residential, with some scattered commercial uses.

Urban Form

Urban form is defined by long streets running parallel to one another, on a classic Victorian 'grid plan'. The urban form consists of a mix of apartment blocks, with smaller scale detached, semi-detached, and terraced housing. Larger areas of dwellings typically tend to front onto green or open spaces.

Building lines are uniform and create streets with a strong sense of enclosure. The scale of apartment developments are typically three to five storeys, set within open space and incorporating car parking bays.

Built Form and Architecture

Built form is a mix of two storey semi-detached and detached (some double-fronted) housing, and flats, with a mixture of hipped and gabled roof types. The second storeys of dwellings are sometimes defined by coloured render, white timber weatherboard or dark tile hung façades. Roof pitches and frontages

Figure 128: New built development with buildings fronting onto an ammenity open space, Cygnet Way.*Copyright: James Emmans.*

Figure 129: New block of apartments featuring balconies and a mix of architectural materials, Wallingford Way. *Copyright: James Emmans.*

vary considerably between 'estates'. Buildings use more modern architectural materials such as aluminium decking for balconies, integrate rainwater hoppers and downpipes, and utilise double glazed uPVC windows. The overall effect is repetitive and rhythmic as a result of regularity of facades and roofs, consistency of gaps between buildings/plots, and repeating architectural features.

Public Realm and Streetscape

Parking is generally provided in communal parking bays and garages. Visitors' parking is clearly defined. Parked cars often dominate the public realm. Boundary treatments typically consist of low hedges or planting in front of the houses, or driveways. Street trees are uncommon; however small ornamental trees/shrubs on communal greenspace around the flats make a small but valuable contribution to the streetscape.

Views/Landmarks

Views within these complexes are often short and terminated by larger apartments. However, private medium and long distance views are offered from the upper storeys of flats. Some developments form 'gateway' statements and are focal points in their own right.

Figure 130: New build developments could be successful if they utilised a mix of materials and make references to the local material palette, and create a variation in the roofline to break up the larger massing of apartment blocks, Isambard Close.

Figure 131: Balconies as ammenity spaces are key to allow for access to the outdoors in apartments. Adequate provision of on-plot parking could reduce the vehicle-clutter on street, Kensal Green Drive.
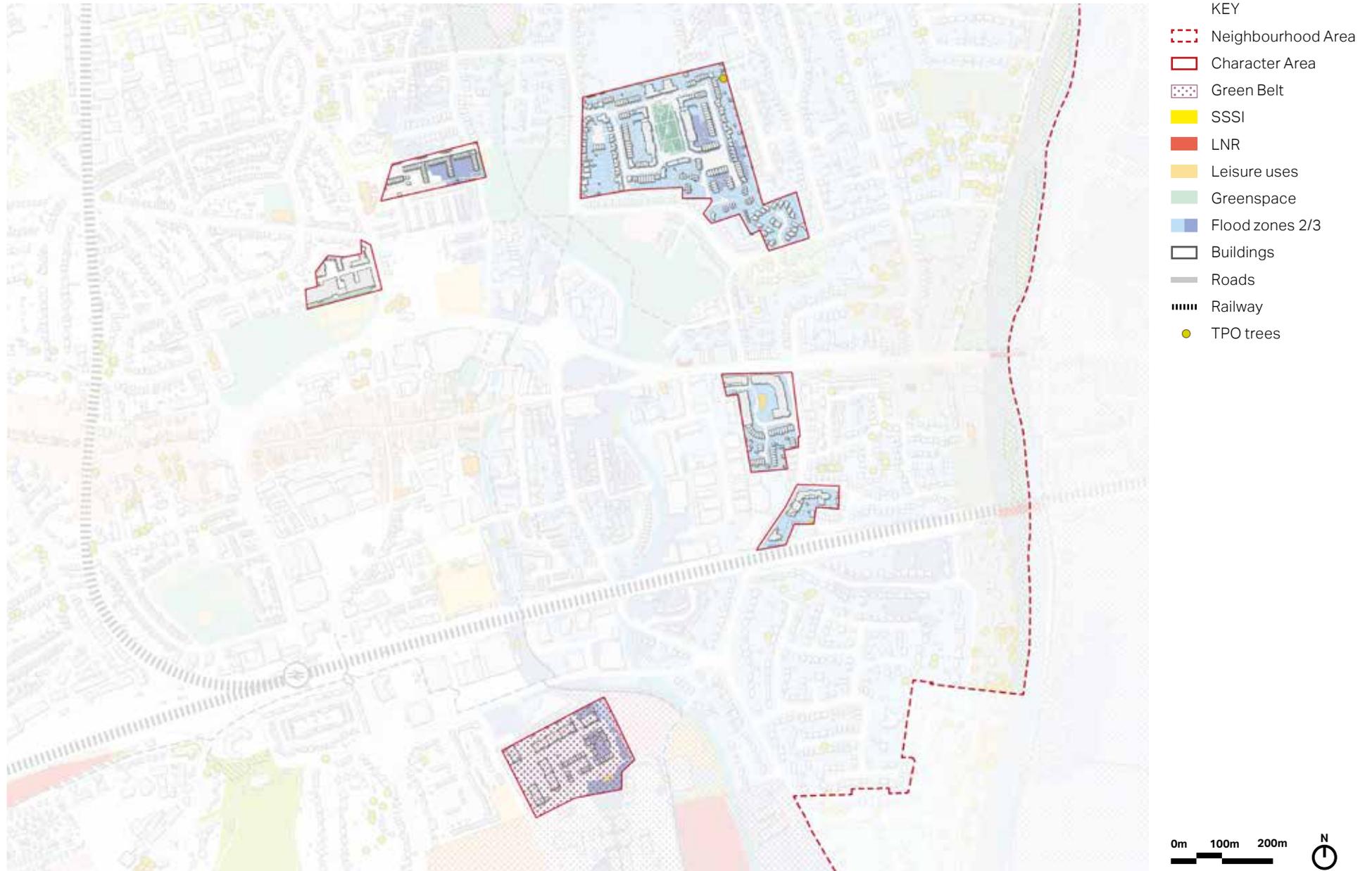
CA14 Recent developments

KEY

- ⬚ Neighbourhood Area
- ⬚ Character Area
- ⬚ Green Belt
- ⬚ SSSI
- ⬚ LNR
- ⬚ Leisure uses
- ⬚ Greenspace
- ⬚ Flood zones 2/3
- ⬚ Buildings
- ⬚ Roads
- ⬚ Railway
- ⬤ TPO trees

0m 100m 200m

N

Figure 132: Maidenhead analysis map for the Recent Developments Character Area.

CA14 Recent developments

Design guidance and codes

CA14.01 It is important to ensure that local vernacular is taken into consideration by incorporating features that are characteristic of Maidenhead. Developments should avoid creating neighbourhoods that consists of a generic building style which leads to the risk of creating a non-specific feel;

CA14.02 New development should take into consideration the existing movement network (refer to Section 3.3) to ensure that development is well-integrated and doesn't stand in isolation to the rest of Maidenhead. The overuse of cul-de-sacs and inward-facing blocks should be discouraged;

CA14.03 Considering that large areas of the character area falls within flood zones 2 and 3, any new development must ensure flood resilience and resistance. This could be through the provision of adequate sustainable drainage solutions, rain gardens, surface water run-off management;

CA14.06 Where new developments are adjacent to green spaces should front onto these to maximise open views; and

CA14.07 The use of on-plot car parking must be used for dwellings as a space efficient car parking typology. This avoids on-street parking and a vehicle-cluttered streetscape. Car parking ports or communal parking could be explored for apartments and terrace typologies.

Figure 133: Low building scale of 2 to 2.5 storeys, with a consistent building line of various building typologies, fronting onto a green space, with lawn and permeable paved areas. More parking provisions would allow for a less cluttered streetscape.

4.15 CA15 Industrial and utilities
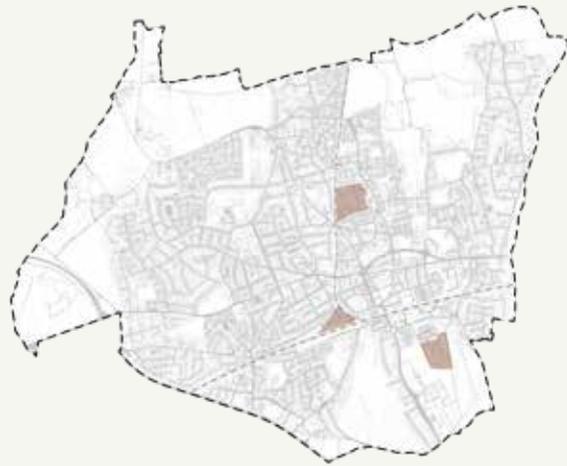
The Industrial character area also consists of non-contiguous clusters that are dispersed across the neighbourhood area. They are nonetheless grouped together because of their similarity in landuse, architectural style, development pattern, and vernacular.

Land Use

The land use is predominately focused in the industrial, commercial and business sectors.

Urban Form

Development is within large plots, accessed by roads terminating in dead ends, and typically has its back to residential areas. The scale of built development is large, typically 2-3 storeys. Buildings are arranged as large, regular and often repetitive blocks, of relatively uniform height and simple rectangular form within each estate. There are generally large spaces between buildings resulting in a low density of development.

Built Form and Architecture

Built form and architecture is characterised by 20th Century industrial and employment development. Built form is simple and includes large sheds, often steel framed and clad in corrugated sheet metal or otherwise built of dark, wire cut brick. Roof materials are typically asbestos roof tiles for 1930s or 1940s buildings, or sheet metal cladding systems for newer development. More recent business park type development has more architectural details and uses a lighter palette of building

Figure 134: New industrial developments such as at Stafferton Way use a lighter palette of building materials. *Copyright: Des Blenkinsopp.*

Figure 135: The integration of 'York Stream' within a business park, with buffered landscape areas with planting. *Copyright: N Chadwick.*

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CA15 Industrial and utilities

Forces for change

- Continued extension and expansion of existing industrial estates, including some larger scale buildings. This includes intensification of land uses within existing industrial estate footprints; and

- Incremental redevelopments and additions have resulted in a variety of scales, orientations and use of materials.

Opportunities

- Design should aim to enhance landscape and boundaries. Soft boundary treatments including hedges are encouraged. In such instances security fencing should be screened by planting;

- Retain important trees, vegetation and open spaces, planning for new tree planting to ensure continuity of tree cover and a diverse age structure; and

- The establishment of new and improved pedestrian and cyclist routes.

materials including aluminium cladding and light coloured brick.

A number of the industrial estates have been partly redeveloped as business parks and office developments. Modern, large scale 2-3 storey plate glass and steel buildings are often present in these developments.

Public Realm and Streetscape

Some of the industrial estates are private properties and therefore and inaccessible by the public. These estates utilise boundary treatments such steel palisade, barbed wire topped security fencing, or timber close board fencing. In publicly accessible estates, the distinction between public and private realm is often blurred due to the use of a single type of paving surface and the lack of distinction in levels between private land, communal areas and public streets. More recent business parks have areas of landscaping and ornamental planting.

Views/Landmarks

Views are often framed by industrial buildings and limited by development and fenced boundaries within the industrial estates.

Figure 136: The view from the railway line to the south towards the industrial estate. *Copyright: Derek Harper.*

Figure 137: Industrial areas can have a negative impact if it is vehicle dominated with no areas of landscape to buffer. *Copyright: N Chadwick.*

CA15 Industrial and utilites

KEY

- - - - Neighbourhood Area

Character Area

Green Belt

TPO areas

SSSI

LNR

Flood zones 2/3

Waterbodies

Buildings

Roads

Railway

- - - PRoW

- - - National Cycle Network

● TPO trees

0m 200m 400m

N

Figure 138: Maidenhead analysis map for the Industrial Character Area.

CA15 Industrial and utilities

Design guidance and codes

CA15.01 Landscape buffer zones should be provided between industrial areas and residential character areas to soften the visual impact of new developments;

CA15.02 Walking and cycling connections should be integrated to create permeability through these areas, connecting to other parts of the town. This could help to reduce the dominance of vehicles in this area;

CA15.03 New development should be attractively designed, using high quality and sustainable building forms and materials;

CA15.04 A common material palette should be adopted and used throughout the area to provide a unified image of the industrial area. More recent business parks within the town could be used as successful precedents, such as Stafferton Way.

CA15.05 Developments should explore how building form might

be used to better capture green, renewable energy, potentially through installation of roof-based solar panels;

CA15.06 Parking should not dominate the area and should be screened by vegetation and mature trees and, where possible, be located to the rear of the buildings;

CA15.07 Blank façades should not be visible from the street, in order to maintain an active street frontage. Continuous areas of façades should be broken up with fenestration or with architectural details;

CA15.08 Metal railings may be acceptable in this area if they positively contribute to the streetscape and these must be visually permeable;

CA15.09 Boundary treatments such as barbed wire security fencing must be avoided. Instead, natural treatments such as hedgerows and planting should be used where possible; and

CA15.10 Developments must retain TPO trees, key open spaces, and plan for new tree planting to ensure continuity of tree cover.

Industrial/commerical area
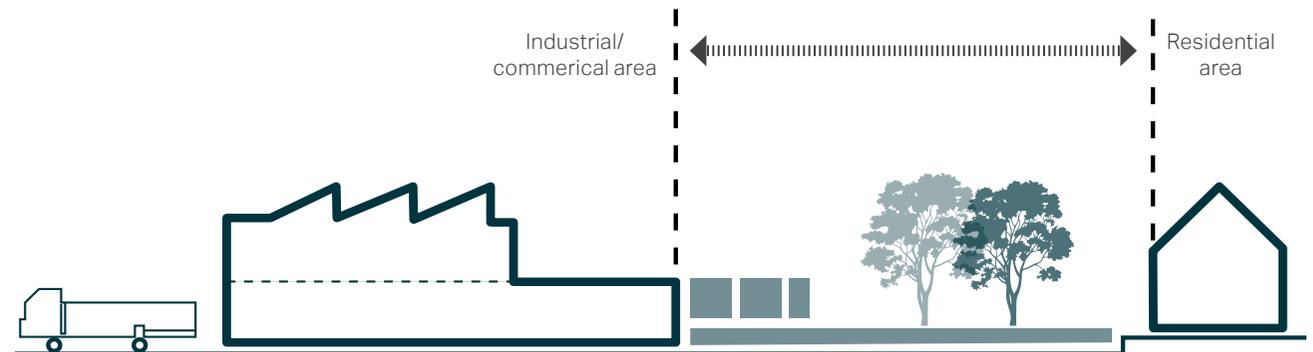
Residential area

Figure 139: Buffer zones should be provided between the residential and the industrial/commercial area and utilise ancillary uses and landscaping to provide screening between the areas. Parking should be provided to the back of the development where possible.

Checklist

05

5. Checklist

This concluding section provides a number of questions based on established good practice against which the design proposal should be evaluated.

The checklist can be used to assess all proposals by objectively answering the questions below. Not all the questions will apply to every development. The relevant ones, however, should provide an assessment as to whether the design proposal has taken into account the context and provided an adequate design solution.

As a first step there are a number of ideas or principles that should be present in all proposals. These are listed under 'General design guidelines for new development'. Following these ideas and principles, a number of questions are listed for more specific topics.

1

General design guidelines for new development:

- Integrate with existing paths, streets, circulation networks and patterns of activity;

- Reinforce or enhance the established settlement character of streets, greens, and other spaces;

- Harmonise and enhance existing settlement in terms of physical form, architecture and land use;

- Relate well to local topography and landscape features, including prominent ridge lines and long distance views;

- Reflect, respect, and reinforce local architecture and historic distinctiveness;

- Retain and incorporate important existing features into the development;

- Respect surrounding buildings in terms of scale, height, form and massing;

- Adopt contextually appropriate materials and details;

- Provide adequate open space for the development in terms of both quantity and quality.

1

General design guidelines for new development:

- Incorporate necessary services and drainage infrastructure without causing unacceptable harm to retained features;

- Ensure all components e.g. buildings, landscapes, access routes, parking and open space are well related to each other;

- Make sufficient provision for sustainable waste management (including facilities for kerbside collection, waste separation, and minimisation where appropriate) without adverse impact on the street scene, the local landscape or the amenities of neighbours;

- Positively integrate energy efficient technologies;

- Positively integrate green infrastructure in accordance with national design guidance to positively contribute to liveability, biodiversity and climate change resilience;

- Ensure that places are designed with management, maintenance and the upkeep of utilities in mind; and

- Seek to implement passive environmental design principles by, firstly, considering how the site layout can optimise beneficial solar gain and reduce energy demands (e.g. insulation), before specification of energy efficient building services and finally incorporate renewable energy sources

2

Street grid and layout:

- Does it favour accessibility and connectivity? If not, why?

- Do the new points of access and street layout have regard for all users of the development; in particular pedestrians, cyclists and those with disabilities?

- What are the essential characteristics of the existing street pattern; are these reflected in the proposal?

- How will the new design or extension integrate with the existing street arrangement?

- Are the new points of access appropriate in terms of patterns of movement?

- Do the points of access conform to the statutory technical requirements?

3

Open environmental areas, views & character:

- What are the particular characteristics of this area which have been taken into account in the design; i.e. what are the landscape qualities of the area?

- Does the proposal maintain or enhance any identified views or views in general?

- How does the proposal affect the trees on or adjacent to the site?

- Can trees be used to provide natural shading from unwanted solar gain? i.e. deciduous trees can limit solar gains in summer, while maximising them in winter.

- Has the proposal been considered within its wider physical context?

- Has the impact on the landscape quality of the area been taken into account?

- In rural locations, has the impact of the development on the tranquillity of the area been fully considered?

- How does the proposal impact on existing views which are important to the area and how are these views incorporated in the design?

- Can any new views be created?

- Is there adequate amenity space for the development?

- Does the new development respect and enhance existing amenity space?

- Have opportunities for enhancing existing amenity spaces been explored?

- Will any communal amenity space be created? If so, how this will be used by the new owners and how will it be managed?

- Is there opportunity to increase the local area biodiversity?

4

Gateway and access features:

- What is the arrival point, how is it designed?

- Does the proposal maintain or enhance the existing gaps between settlements?

- Does the proposal affect or change the setting of a listed building or listed landscape?

- Is the landscaping to be hard or soft?

5

Buildings layout and grouping:

- What is the typical built pattern of buildings?

- How have the existing groupings been reflected in the proposal?

- Are proposed groups of buildings offering variety and texture to the townscape?

5

Buildings layout and grouping:

- What effect would the proposal have on the streetscape?

- Does the proposal maintain the character of dwelling clusters stemming from the main road?

- Does the proposal overlook any adjacent properties or gardens? How is this mitigated?

- Subject to topography and the clustering of existing buildings, are new buildings oriented to incorporate passive solar design principles, with, for example, one of the main glazed elevations within 30° due south, whilst also minimising overheating risk?

6

Building line and boundary treatment:

- What are the characteristics of the building line?

- How has the building line been respected in the proposals?

- Has the appropriateness of the boundary treatments been considered in the context of the site?

7

Building heights and roofline:

- What are the characteristics of the roofline?

- Have the proposals paid careful attention to height, form, massing and scale?

- If a higher than average building(s) is proposed, what would be the reason for making the development higher?

- Will the roof structure be capable of supporting a photovoltaic or solar thermal array either now, or in the future?

- Will the inclusion of roof mounted renewable technologies be an issue from a visual or planning perspective? If so, can they be screened from view, being careful not to cause over shading?

8

Household extensions:

- Does the proposed design respect the character of the area and the immediate neighbourhood, and does it have an adverse impact on neighbouring properties in relation to privacy, overbearing or overshadowing?

- Is the roof form of the extension appropriate to the original dwelling (considering angle of pitch)?

- Do the proposed materials match those of the existing dwelling?

- In case of side extensions, does it retain important gaps within the street scene and avoid a 'terracing effect'?

- Are there any proposed dormer roof extensions set within the roof slope?

- Does the proposed extension respond to the existing pattern of window and door openings?

- Is the side extension set back from the front of the house?

- Can any materials be reused in situ to reduce waste and embodied carbon?

9

Building materials & surface treatment:

- What is the distinctive material in the area?

- Does the proposed material harmonise with the local materials?

- Does the proposal use high quality materials?

- Have the details of the windows, doors, eaves and roof details been addressed in the context of the overall design?

- Does the new proposed materials respect or enhance the existing area or adversely change its character?

- Are recycled materials, or those with high recycled content proposed?

- Has the embodied carbon of the materials been considered and are there options which can reduce the embodied carbon of the design? For example, wood structures and concrete alternatives.

10

Car parking:

- What parking solutions have been considered?

- Are the car spaces located and arranged in a way that is not dominant or detrimental to the sense of place?

- Has planting been considered to soften the presence of cars?

- Does the proposed car parking compromise the amenity of adjoining properties?

- Have the needs of wheelchair users been considered?

- Can electric vehicle charging points be provided?

- Can secure cycle storage be provided at an individual building level or through a central/ communal facility where appropriate?

- If covered car ports or cycle storage is included, can it incorporate roof mounted photovoltaic panels or a biodiverse roof in its design?

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