

June 2010

Royal Borough of Windsor and Maidenhead Townscape Assessment

Volume 1: Maidenhead and
Cookham Areas



Final Characterisation Report for
The Royal Borough of Windsor
and Maidenhead
by Land Use Consultants

**ROYAL BOROUGH OF WINDSOR
AND MAIDENHEAD
TOWNSCAPE ASSESSMENT:**

Final Report

**Volume I: Maidenhead and
Cookham Areas**

**Prepared for The Royal Borough of
Windsor and Maidenhead
by
Land Use Consultants**

June 2010

43 Chalton Street
London NW1 1JD
Tel: 020 7383 5784
Fax: 020 7383 4798
luc@london.landuse.co.uk

CONTENTS

1. Introduction	1
Background.....	1
Purpose and Scope	1
Methodology	2
Report Structure.....	6
2. Townscape Classification.....	7
Townscape Types.....	7
Townscape Character Areas.....	11
3. Description & Evaluation of the Borough’s Settlements: Maidenhead and the Cookhams.....	15
The Cookhams	17
Maidenhead.....	23
4. Description & Evaluation by Townscape Type.....	31
Town Historic Cores	33
Historic Town Fringes.....	42
Historic Village Cores.....	50
Georgian Suburbs.....	58
Victorian Villages	64
Victorian and Edwardian Suburbs.....	72
Victorian/Edwardian and Riverside Villa Suburbs.....	80
Inter-War Suburbs.....	89
Early Post-War Suburbs.....	96
Late 20 th Century Suburbs (1960s Onwards).....	104
Post War Residential Flats.....	112
Executive Residential Estates.....	120
Leafy Residential Suburbs	126
Villas in a Woodland Setting	134
Large Institutional Developments	140
Industrial and Commercial Estates.....	146
5. Using the Assessment.....	151

APPENDICES

Appendix 1: Glossary

Appendix 2: Field Survey Form

I. INTRODUCTION

- I.1. In May 2008, Land Use Consultants was commissioned by The Royal Borough of Windsor and Maidenhead (RBWM) to undertake a Townscape Assessment of the Royal Borough's towns and larger villages. Townscape refers to the urban form and character of a built up area.
- I.2. The information contained in this study provides a deeper understanding of the local townscape. It describes how the towns and larger villages evolved, what they are like, and how they can be managed to respond to their local context and enhance local distinctiveness.

BACKGROUND

- I.3. The planning process plays an important role in delivering development that is complementary to the local environment. The need to ensure good design is widely recognised both nationally and locally.
- I.4. The study has been prepared in response to the growing recognition of the value of townscape assessments as a basis for effective planning and management of built-up areas. Townscape assessment is a tool that provides an objective, structured approach to identify and classify the distinctive character of urban areas.
- I.5. The impetus for this study has come from a number of sources:
 - A key objective of national policy is that developments respond to their local context and create and reinforce local distinctiveness. Design which is inappropriate to its context, or which fails to take opportunities available for improving the character and quality of an area or the way it functions should not be allowed.
 - The Commission for Architecture and the Built Environment (CABE) states that planning policy should ensure developments are designed for place, based on an understanding and evaluation of an area's defining characteristics.
 - The Royal Borough is experiencing regeneration and development pressures which is increasingly leading to proposals for higher density development, often flatted in nature. Currently, 90% of housing development is achieved on previously developed sites within urban areas, bringing a focus on potential impacts on local character.

PURPOSE AND SCOPE

- I.6. The overall purpose of the study is to provide a more detailed understanding of the character and composition of the built environment and to provide guidance on managing change to ensure it responds to local context and enhances local distinctiveness. Key objectives of the study include:

- To provide a factual description of townscape for the Royal Borough's towns and larger settlements, including their evolution, pressures for change and the likely positive and negative effects of change on the underlying character.
- To define broad generic townscape character types and character areas.
- To inform of the implications of different types, forms and densities of development on townscape character and sense of place.
- To improve development decisions by defining broad principles for integrating development within each townscape character type and area, including if appropriate the identification of areas where development would be harmful to townscape quality.
- To give confidence to landowners, developers and residents of design expectations.
- To identify improvements to townscape that could enhance the enjoyment of the area by the local community and visitors.

1.7. The study provides a 1:10,000 scale characterisation of the settlements excluded from the Green Belt, namely Ascot, Cookham Rise, Cookham Village, Datchet, Eton, Eton Wick, Maidenhead, North Ascot, Old Windsor, South Ascot, Sunningdale, Sunninghill, Windsor and Wraysbury. The study area, showing the location of these settlements in relation to the Green Belt is presented in **Figure 1.1**.

METHODOLOGY

1.8. The study's methodology has been adapted from the approach to 'Town Design Statements'¹. The approach is also influenced by several other related areas including the principles contained in English Heritage's Guidance on Conservation Area Appraisals (which can be applicable to areas outside conservation areas), as well as past townscape character appraisals (for example the 'Character Assessment of Oxford in its Landscape Setting'²) and urban design guidance, including CABE's 'Buildings and Spaces: why design matters'³ which pushes for stronger recognition of design quality in policy formulation, English Partnership's 'Urban Design Compendium'⁴ which covers good urban design principles, and the recent document 'Placemaking'⁵ which focuses on the design of buildings, groups of buildings, streets, spaces and landscapes.

¹ The Countryside Agency (2003) *Town Design Statements: Why and how to produce them*, Countryside Publications.

² Land Use Consultants (2002) *A Character Assessment of Oxford in its Landscape Setting*.

³ Commission for Architecture and the Built Environment (CABE) (2006) *Buildings and Spaces: why design matters*, URL: <http://www.cabe.org.uk/AssetLibrary/6620.pdf> (accessed on 30th June, 2008).

⁴ English Partnerships (2007) *Urban Design Compendium*, URL: <http://www.urbandesigncompendium.co.uk> (accessed on 30th June, 2008).

⁵ Resource for Urban Design Information (2008) *Placemaking*, URL: <http://www.rudi.net/files/placemaking-web-lo.pdf> (accessed on 30th June, 2008).

- I.9. The methodology draws upon a two-stage approach of characterisation and evaluation. This is described in further detail below.

Approach to Part I: Characterisation

- I.10. The characterisation stage involves developing an understanding of each settlement in terms of its setting, physical influences, evolution and urban structure. From this informed position, broad areas of common character can be identified and mapped.

Physical Influences and Landscape Setting

- I.11. Physical influences (such as geology, topography and drainage) may determine the growth and appearance of a settlement. It is also important to understand how the settlement relates to its landscape context. The section on physical influences provides a description of the location and setting of the town or village and its relationship to underlying geology and its landscape context. The Landscape Character Assessment for the Royal Borough (LCA)⁶ provides detailed information about the landscape in between the Royal Borough's settlements and this has been used to describe the landscape setting to settlements. This section is informed by geology datasets in addition to the LCA. Reference is also made to where more information may be found.

Evolution of the Settlements

- I.12. In order to understand the evolution of the settlements, episodes of growth have been mapped using historic epoch maps. The results of the epoch mapping are presented in Chapter 3.
- I.13. Conservation Area appraisals and publications were used to summarise the evolution of the settlements to aid an understanding of settlement structure and form.

Urban Structure

- I.14. The urban structure of each settlement has been identified in terms of historic gateways, landmarks, nodes and key views, to provide context to the more detailed townscape typology within each settlement.

Historic gateways = the main point of entrance and arrival at the historic centre of a settlement - these indicate the principal approaches to the historic centre, as shown on the 'Old Series' Ordnance Survey Map data (1822).

Landmarks = prominent structures or geographical features that identify a location and contribute positively to the townscape. These are often used to navigate by.

Nodes = distinct points within the structure of a settlement which may be important historic junctions where important routes come together (for example an historic junction or intersection marked by a market cross or milestone), or places of particular importance where people congregate e.g. market/urban square or village green.

⁶ LDA, 2004 *Landscape Character Assessment for the Royal Borough of Windsor and Maidenhead*

Key views = the most important views within the urban area (usually of landmark features). Key views may also be from the town looking out to the surrounding landscape, or from the surrounding landscape looking towards the urban area if they are particularly important to the understanding of the urban structure of the townscape. Key views should be important at the strategic level i.e. key views will not include individual views of local interest or of minor landmarks, for example some of those are identified within more detailed individual Conservation Area appraisals.

Values

- I.15. Information on what is valued about each settlement was gathered from stakeholders during a workshop event held on 23rd September 2008. This is presented under a sub-heading 'values' for each settlement.

Townscape Classification

- I.16. The aim of the classification was to identify consistent townscape character types and, within these, local character areas.

Townscape Type = *distinct type of townscape that is relatively homogeneous in character. Townscape types are generic in nature in that they may occur in different settlements across the Borough, but share broadly similar combinations of land use, morphology and building types.*

Townscape Character Area = *single unique area that is a discrete geographical area of a particular townscape type.*

- I.17. The classification of townscape types and character areas involved interrogation of a number of datasets, namely:
- historic mapping (from the British Library);
 - land use data (from Local Plan Proposals Maps – local centres, employment areas, industrial sites);
 - underlying physical data on geology, topography, drainage and flooding (Environment Agency Flood Map, Flood Zone 3).
- I.18. The classification was been undertaken at a scale of 1:10,000 i.e. large enough to reveal detail on urban grain and street/block patterns, but small enough to allow coverage of all of the Royal Borough's urban areas.
- I.19. The classification identifies 'areas' or 'neighbourhoods' of consistent character, rather than classifying individual buildings or sites. For example, schools, churches and open spaces have generally been classified as part of the neighbourhood in which they occur – these features are usually consistent with the age of the built development surrounding these features. Anomalies in a townscape type or character area, such as small redevelopment sites, are generally classified as part of their surroundings.

For example, the flatted development at 'Ascot Towers' comprises a redeveloped plot in the 'Villas in a Woodland Setting' townscape type. Because the plot retains many features of the 'Villas in a Woodland Setting' it is classified as part of this type, rather than 'Post War Residential Flats'. However, where redevelopment sites are of a sufficient size, and the urban structure has been changed unrecognisably from their former appearance (e.g. Ward Royal in Windsor) these areas have been classified as a separate type. The aim in all cases is to identify townscape types/areas where guidance for built development or enhancement of the townscape would be consistent throughout that type/area.

Character Description

- I.20. Townscape types form the main unit for the character description. Generic townscape character information is presented under the following headings for each townscape type:
- Key characteristics – an 'at a glance' summary;
 - Location/distribution of type – an opportunity to explain the distribution of the type within that particular settlement;
 - Physical influences – the influence that underlying geology and topography have on the townscape type;
 - Human influences – evidence of evolution of the urban form, and period of predominant character;
 - Townscape character – this is presented under a number of sub-headings and forms the 'meat' of the description of townscape character.
- I.21. Additional information is presented at the character area level, drawing out any particular differences between the character areas, and special features that require different treatment from the generic townscape type.

Approach to Part 2: Evaluation

- I.22. The approach to the evaluation includes evaluation at the settlement level, and evaluation at the character type level. In developing the evaluation we have been mindful of the need to take account of the requirements of the European Landscape Convention (ELC).
- I.23. The evaluation at the settlement level provides guidance/opportunities for enhancement, focusing on relationship of the settlement to its landscape setting and urban structure.
- I.24. A more detailed evaluation at the character type has also been undertaken. This includes:
- Condition – commenting on the condition/quality of the townscape;
 - Forces for Change – documenting forces for change acting on the townscape;

- Guidance/Opportunities - includes recommendations for managing change, whilst conserving and enhancing sense of place, and includes design principles for development and opportunities for townscape enhancement.

REPORT STRUCTURE

- I.25. The study is divided into three volumes to reflect geographical areas, as follows:
- Volume 1: Maidenhead and Cookham Areas;
 - Volume 2: Windsor Group (comprising Datchet, Eton/Eton Wick, Old Windsor, Windsor and Wraysbury);
 - Volume 3: Ascot Group (comprising Ascot/ North Ascot, Broomhall/Sunningdale and Sunninghill/South Ascot).
- I.26. This volume (Volume 1: Maidenhead and Cookham Areas) is divided into five chapters:
- Chapter 1 presents the background to the study, and sets out the methodology used;
 - Chapter 2 presents the results of the townscape classification for the Royal Borough;
 - Chapter 3 provides an introduction to the settlements within the relevant settlement group (each considered in alphabetical order);
 - Chapter 4 presents the townscape type and townscape character area descriptions for Maidenhead and Cookham Areas; and
 - Chapter 5 provides a guide on using the assessment.
- I.27. A glossary of terms is provided in **Appendix I**.

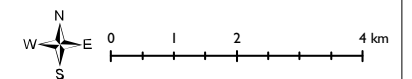
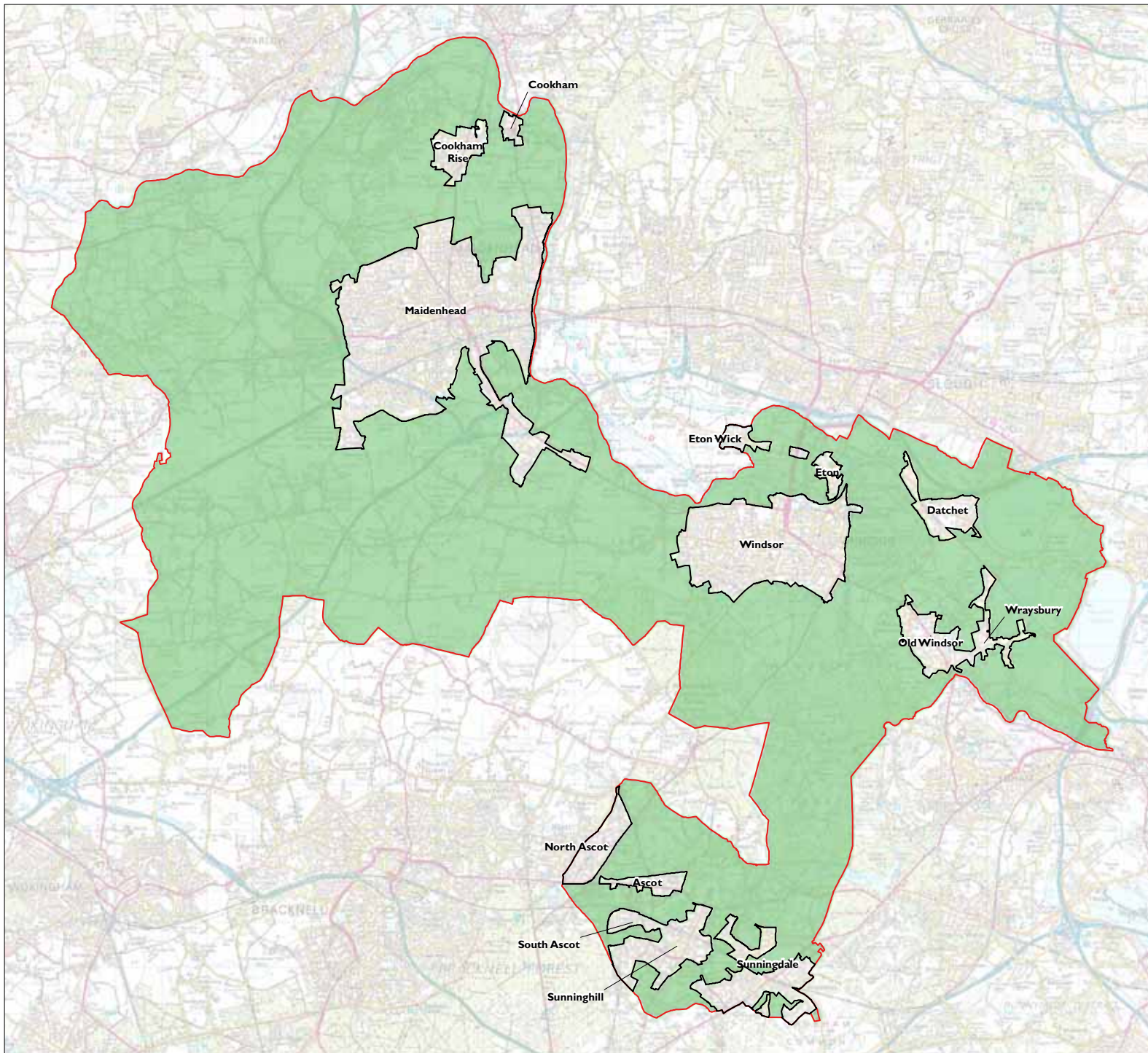
RBWM Townscape Assessment

Volume I

Figure I.1: Study Area

Key

-  Settlement boundary
-  RBWM boundary
-  Green Belt



1:85,000 at A3

Source: RBWM,

Date: 11/02/2009

Revision: A



2. TOWNSCAPE CLASSIFICATION

- 2.1. The aim of the classification is to divide the Royal Borough's urban areas into consistent townscape character types and, within these, geographically specific local character areas.

TOWNSCAPE TYPES

- 2.2. Townscape types are generic in nature in that they may occur in different settlements but share broadly similar combinations of land use, morphology and building types.
- 2.3. The Royal Borough contains seventeen distinct townscape types, **Table 2.1** provides a list, and brief description, of each townscape type while **Figure 2.1** shows their distribution.

Table 2.1: Townscape Types within RBWM

Townscape Type	Summary Description
1. Historic Town Cores	<i>Historic Town Cores</i> are based on the extent of the town up to 1800, but also including redevelopment up to the present day, often originating around a church or market place, or on a strategic coaching road route or river crossing point. A high density, tight grained urban environment with relatively small scale (2-3 storey) buildings set on narrow plots. Vernacular materials and harmonious, if eclectic form, drawn tight to street frontages. Irregular networks of streets and lanes.
2. Historic Town Fringes	<i>Historic Town Fringes</i> are the areas bordering the <i>Historic Town Cores</i> that were developed after 1800, up to the late 19 th Century. These areas often include Victorian infrastructure and substantial Victorian, and later, redevelopment of a larger scale than the historic core. Extensive redevelopment is a key characteristic, as are infill and backland development, which has often ignored the historic spatial scale. Features such as ring roads and railway stations are often evident.
3. Historic Village Cores	<i>Historic Village Cores</i> form the historic core of villages, usually associated with a village church, green or common. The type includes extent of development shown on the 1816-1822 Ordnance Survey maps of England and Wales ⁷ .
4. Georgian Suburbs	<i>Georgian Suburbs</i> form some of the earliest suburbs outside the historic town cores, typically built between c1720 and the mid 19 th century. The townscape is defined by 2-3 storey brick townhouses (terraced or semi-detached) in a plain but elegant, often severe classical idiom. Buildings are characterised by their symmetry and regularity of detail including, sash windows with glazing bars, cast iron verandahs, moulded porches and decorative front doors with intricate fan lights above. Later buildings (Regency) are usually more decorative with moulded stucco

⁷ Ordnance Survey (1816-1822) *Ordnance Survey of England and Wales, 1 Inch to 1 Mile*, Sheet 7 (1822) and 8 (1816).

Townscape Type	Summary Description
	exteriors.
5. Victorian Villages	<i>Victorian Villages</i> arose as a result of the development of Victorian infrastructure such as the railways and are often in close proximity to railway stations. They were built relatively rapidly between c.1837-1910 and as such display a unified architectural style. The principal village streets tend to have larger properties with commercial/retail function while the residential side streets are usually more unified with regular terraces of 2 storey brick built cottages. These villages also include schools, churches and public houses that were constructed in the same period.
6. Victorian and Edwardian Suburbs	<i>Victorian and Edwardian Suburbs</i> are medium-high density suburbs consisting of terraces and semi detached Victorian houses on a grid street pattern. They were built relatively rapidly between c.1837-1910 and as such display a unified architectural style. The principal streets tend to have larger properties and street trees, while the residential side streets are usually more unified with regular terraces of 2 storey brick built cottages. These residential suburbs also include schools, parks, churches and public houses that were constructed in the same period.
7. Victorian/Edwardian and Riverside Villa Suburbs	<i>Victorian/Edwardian and Riverside Villa Suburbs</i> are low density suburbs consisting of large Victorian/Edwardian dwellings alongside the River Thames, set back from the road in large well wooded plots with ornamental species/parkland exotics (such as Lebanon Cedar). Buildings are typically Arts and Crafts inspired or Jacobean revival in style and display a range of ornate façade features such as half timbering, carved gables, patterned polychrome brick detailing, stucco, and elaborate cupolas and chimneys.
8. Inter-war Suburbs	<i>Inter-war Suburbs</i> are residential estates of two storey semi-detached houses and bungalows dating from between 1918 and 1939, influenced by the garden city movement. The suburbs comprise wide, generously proportioned curvilinear streets and cul-de-sacs with a leafy character due to short, well vegetated front gardens bounded by ornamental, low boundary walls/fences and clipped hedges. Houses often display a unified style with pebble dashed and/or tile hung facades, gables to main facades, bay/bow windows, recessed arched porches and leaded lights/stained glass. The type also includes schools and public open space that were created as part of the estates.
9. Post War Suburbs (to 1960)	<i>Post War Suburbs (to 1960)</i> are residential estates containing short terraces or semi detached houses built between 1940 and 1960, typically at a relatively high density. The street pattern is characterised by curvilinear streets with dead-ends branching off and buildings are defined by simple, plain semi-detached and terraced two storey houses built of dark, wire cut or 'drag faced brick' (often in stretcher bond as facing for cheaper blockwork construction), with simple fenestration e.g. metal casement windows. Short front gardens are often defined by chain link fencing with reinforced concrete posts. The type also includes schools and public open space that were created as part of the estates.

Townscape Type	Summary Description
10. Late 20 th Century Suburbs (1960s onwards)	<i>Late 20th Century Suburbs (1960s onwards)</i> are residential estates containing short terraces or semi detached houses built post 1960, typically at a relatively high density. The street pattern tends to be more organic in layout with many cul de sacs and dead ends. Buildings are often on staggered or irregular plots, and buildings are defined by a lighter material palette including red and pale yellow/calcium silicate bricks, often with feature painted timber cladding and large 'picture windows'. Decorative stone cladding and long shallow pitched roofs are often characteristic, as are more open garden boundary treatments. The type also includes schools and public open space that were created as part of the estates.
11. Post War Residential Flats	This type is united by the 'flatted' nature of the development. In the Royal Borough, this type typically comprises low rise flats (typically 4-5 storeys) set within large plots. The architectural style varies, from simple 1950s-70s blocks to more elaborate modern developments. Newer developments are often on 'gateway' sites such as roundabouts on the edges of towns.
12. 'Executive' Residential Estates	' <i>Executive Residential Estates</i> are low density residential estates of large detached houses in spacious plots, typically dating from the 1970s or later. The type is defined by large 'executive style' detached homes, often of double fronted form with double garages, set in large irregular plots with open, lawned front gardens and sweeping drives paved in concrete block work or tarmac. The houses are clearly visible from the road with mown grass verges characteristic. This type is stylistically eclectic, ranging from late 1970s houses of simple architectural style to more recent 'pastiche' style development. Gated communities are also distinctive of this type.
13. Leafy Residential Suburbs	<i>Leafy Residential Suburbs</i> are low density residential suburbs comprising large detached houses in spacious irregular well treed plots, typically dating from the early 20 th Century to the present day. The type is defined by large properties set well back from the road, behind dense/high ornamental hedges with gravel drives and gates. These suburbs are neat, manicured and managed, with a private character including private roads and gated communities. Some distinctive building styles are evident including early 20 th Century 'Arts and Crafts' architecture, although larger, more modern properties are also present.
14. Villas in a Woodland Setting	Areas of ' <i>Villas in a Woodland Setting</i> ' are particularly notable for their extremely low density and wooded setting resulting in a semi-rural character. Extremely large villas are located in spacious plots with long drives and security gates. The narrow rural lanes and unmade/private roads amongst woodland contribute to the semi-rural character. Thick vegetation, close board fencing and brick walls prevent views into the individual plots. This type is similar in character to the leafy residential suburbs type, although with larger properties, a less 'managed' character, and a sense of organic rather than planned evolution. A range of building styles is evident, although the older Victorian villas are particularly distinctive, with ornate

Townscape Type	Summary Description
	features such as carved gables, patterned polychrome brick detailing, and elaborate roofs incorporating cupolas and chimneys.
15. Collegiate	The 'Collegiate' type is characterised by its unique land use. It comprises large scale college buildings, often set within large gardens with integrated courtyards, quadrangles and green spaces. Cast iron railings and brick walls are features of the streetscape. Buildings are of various ages, styles and materials, but include a number of buildings of specific historic and architectural interest.
16. Large Institutional Developments	This type includes large scale institutional developments where large scale buildings are set within private grounds, e.g. hospitals, barracks and racecourses. The buildings are mainly 19 th /20 th Century in date.
17. Industrial and Commercial Estates	This type includes industrial estates and business/retail parks. The type comprises large scale late 20 th Century buildings, many of which are simple metal clad sheds (2 commercial storeys) surrounded by car parking, service yards and ornamental landscaping.



- 2.4. It should be noted that the use of the term 'suburb' has been applied to both towns and villages. Although it is acknowledged the term 'suburb' may not be fully appropriate to all villages, it has been retained as the most appropriate proxy within a strategic study.

RBWM Townscape Assessment

Volume I

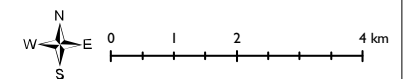
Figure 2.1: Overview of Townscape Classification

Key

-  Settlement boundary
-  RBWM boundary

Townscape Assessment

-  1. Historic Town Cores
-  2. Historic Town Fringes
-  3. Historic Village Cores
-  4. Georgian Suburbs
-  5. Victorian Villages
-  6. Victorian and Edwardian Suburbs
-  7. Victorian/Edwardian and Riverside Villa Suburbs
-  8. Inter War Suburbs
-  9. Post War Suburbs (to 1960)
-  10. Late 20th Century Suburbs (1960s onwards)
-  11. Post War Residential Flats
-  12. 'Executive' Residential Estates
-  13. Leafy Residential Suburbs
-  14. Villas in a Woodland Setting
-  15. Collegiate
-  16. Large Institutional Development
-  17. Industrial and Commercial Estates

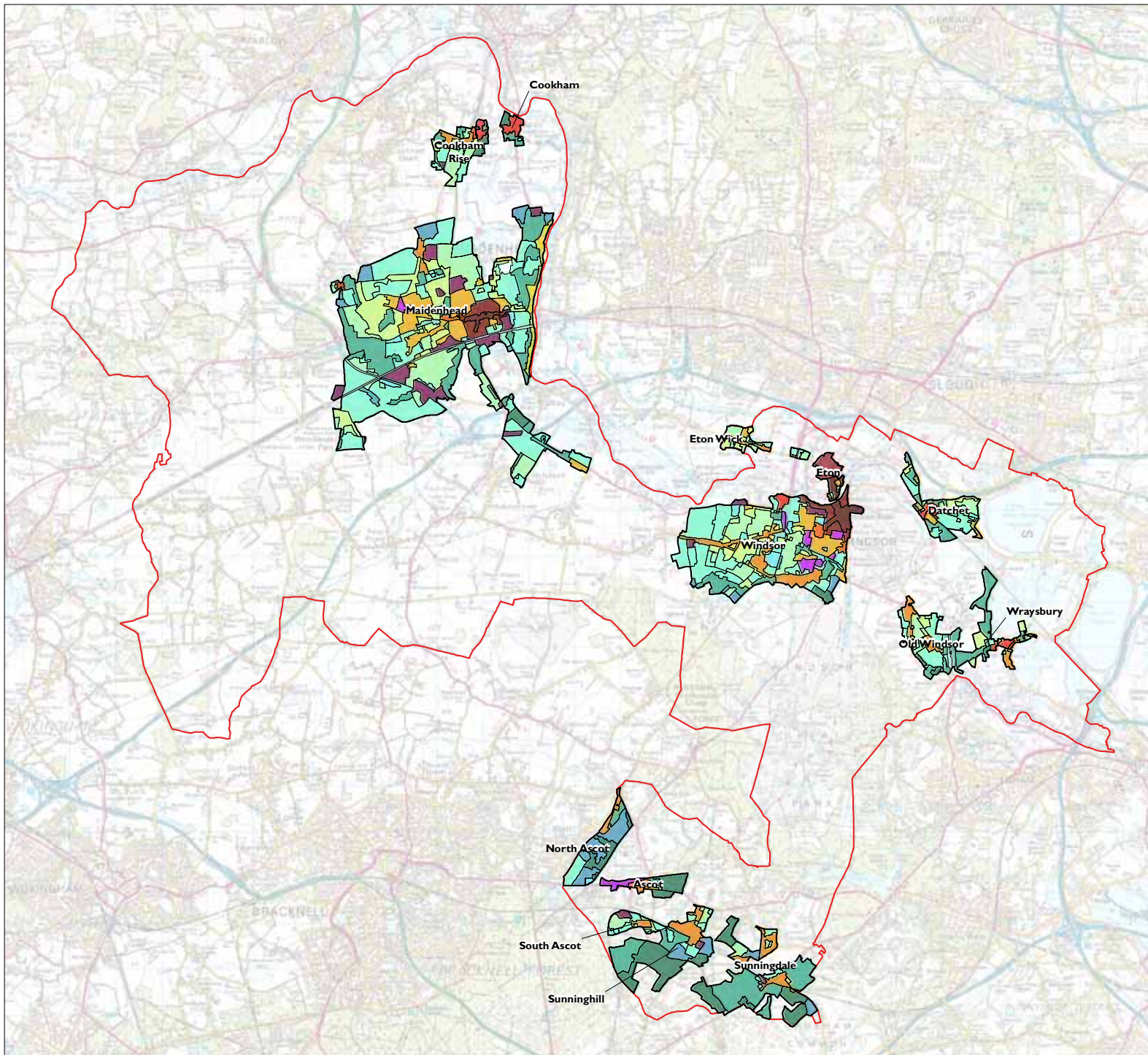


1:85,000 at A3

Source: RBWM,

Date: 11/02/2009

Revision: A



TOWNSCAPE CHARACTER AREAS

- 2.5. Townscape character areas are unique geographical areas of a particular townscape type. The following table provides a summary of the constituent townscape character areas within each townscape type in the Maidenhead/Cookham area. It is important to note that townscape type 15 'Collegiate' is not represented in the Maidenhead/Cookham area.
- 2.6. The locations of individual character areas are shown on the classification map for each settlement, accompanying Chapter 3.

Table 2.2: Townscape Character Areas within RBWM: Maidenhead and the Cookham Area

<i>Townscape Type</i>	<i>Component Character Areas</i>
1. Town Historic Cores	1A Maidenhead Historic Core
2. Town Historic Fringes	2A Maidenhead Historic Fringe
3. Historic Village Cores	3A Cookham Historic Core 3B The Pound, Cookham 3C Pinkneys Green, Maidenhead
4. Georgian Suburbs	4A Castle Hill, Maidenhead
5. Victorian Villages	5A Cookham Rise Victorian Village 5B Furze Platt Victorian Village, Maidenhead
6. Victorian and Edwardian suburbs	6A Alwyn Road, Maidenhead 6B All Saints Avenue, Maidenhead 6C St Lukes, Maidenhead 6D Grenfell Park, Maidenhead 6E Boyn Hill – Rutland Road, Maidenhead 6F Norden Road, Maidenhead 6G Boyn Valley Road, Maidenhead 6H Summerleaze, Maidenhead 6I Forlease Road – Bridge Avenue, Maidenhead 6J Moorfield, Maidenhead 6K Ray Mill Road West, Maidenhead 6L Blackamoor Lane, Maidenhead 6M Windsor Road, Braywick, Maidenhead 6N Pinkneys Green West, Maidenhead
7. Victorian/Edwardian and Riverside Villa Suburbs	7A Maidenhead Riverside
8. Inter War Suburbs	8A Whiteladies Lane, Cookham Rise 8B Pinkneys Road – St Marks, Maidenhead 8C Oaken Grove, Maidenhead 8D Belmont Road – Gringer Hill, Maidenhead 8E Boyndon Road, Maidenhead 8F Smithfield Road_Breadcroft Road, Maidenhead 8G Boyn Hill Road, Maidenhead 8H Florence Avenue, Maidenhead 8I Summerleaze Road – Ray Mill Road East, Maidenhead

	<p>8J Blackamoor Lane – Ray Park Road, Maidenhead 8K Ray Drive – Lassell Gardens, Maidenhead 8L Laburnham Road – Clare Road, Maidenhead 8M St Marks Road, Maidenhead 8N Boyn Valley Road, Maidenhead 8O Raymond Road, Maidenhead</p>
9. Post War Suburbs (to 1960)	<p>9A Whyte Ladyes Lane, Cookham Rise 9B Lyndhurst and Hillcrest, Cookham Rise 9C Westwood Green, Cookham Rise 9D Burnt Oak, Cookham Rise 9E Lancaster Road – Halifax Road, Maidenhead 9F Highway, Maidenhead 9G Bannard Road – Bloomfield Road, Maidenhead 9H St Chad's Road – Northumbria Road, Maidenhead 9I Woodlands Park (White Paddock), Maidenhead 9J Cox Green Road, Maidenhead 9K Desborough Park, Maidenhead 9L Boyn Hill – Clare Road, Maidenhead 9M North Town, Maidenhead 9N Summerleaze Road, Maidenhead 9O Lassell Gardens, Maidenhead 9P Braywick Road, Maidenhead 9Q Stompits, Maidenhead 9R Courtlands, Maidenhead 9S Coxborrow Close, Cookham Rise</p>
10. Late 20 th Century suburbs (1960s onwards)	<p>10A Lesters/The Shaw, Cookham Rise 10B Broomhill, Cookham Rise 10C Burnt Oak South, Cookham Rise 10D Bass Mead, Cookham Rise 10E Mill Lane/Woodmoor End, Cookham 10F Bakers Lane, Maidenhead 10G Compton to Tavistock, Maidenhead 10H Furze Platt Road, Maidenhead 10I Oaken Grove/Mulberry Walk, Maidenhead 10J Belmont Drive, Maidenhead 10K Calder Close and Parkside, Maidenhead 10L Wootton Way and Fairacre, Maidenhead 10M Farmers Way, Maidenhead 10N Webster Close, Maidenhead 10O Wessex Way, Maidenhead 10P Willant Close, Maidenhead 10Q Heywood Avenue, Maidenhead 10R Greenfields, Maidenhead 10S Langdale Close, Maidenhead 10T Oldfield, Maidenhead 10U Chiltern and Cleveland, Maidenhead 10V Forlease, Maidenhead 10W The Bingham, Maidenhead 10X Priors Way/Aysgarth, Maidenhead</p>

	<p>10Y Trenchard Road, Maidenhead 10Z Tithe Barn Drive, Maidenhead 10AA Shifford and Aldebury, Maidenhead 10AB Fullbrooke/Evenlode, Maidenhead 10AC Ray Lea, Maidenhead 10AD Ray Mill Road East, Maidenhead 10AE Poplars Grove, Maidenhead 10AF Shergold Way, Cookham Rise</p>
11. Post War Residential Flats	<p>11A Lesters Road, Cookham 11B Bath Road, Maidenhead 11C Northumbria Road, Maidenhead 11D Norreys Drive, Maidenhead 11E Courtlands/Maidenhead Station approach, Maidenhead 11F Hatfield and Hever, Maidenhead 11G Fernley Court, Maidenhead 11H Salters Road, Maidenhead 11I Trenchard Road, Maidenhead 11J Croxley Rise, Maidenhead 11K Bridge Road, Maidenhead 11L Kidwells Close, Maidenhead</p>
12. 'Executive' Residential Estates	<p>12A Camley Park Drive, Maidenhead 12B Abell, Knowsley and Clarefield, Maidenhead 12C Nightingale Lane – Kinghorn Park, Maidenhead 12D Highfield Lane, Maidenhead 12E Bray Road – Chalgrove Close, Maidenhead 12F Maidenhead Court Park, Maidenhead 12G Islet Park Drive, Maidenhead</p>
13. Leafy Residential Suburbs	<p>13A Whyte Ladyes Lane – High Road, Cookham 13B High Road, Cookham 13C Grange Road – Burnt Oak, Cookham 13D Terry's Lane, Cookham 13E School Lane – Sutton Road/Mill Lane, Cookham 13F Pinkneys Drive – Lime Walk, Maidenhead 13G Highway and the Altwoods, Maidenhead 13H Linden Avenue – Belmont Park Road, Maidenhead 13I Harrow Lane, Maidenhead 13J College Avenue, Maidenhead 13K Waltham Road, Maidenhead 13L Cox Green, Maidenhead 13M Tittle Row, Maidenhead 13N Shoppenhanger Road – Curls Lane, Maidenhead 13O Braywick Road – Rushington Avenue, Maidenhead 13P Green Lane, Maidenhead 13Q Braywick Road (south) , Maidenhead 13R Gas Lane, Maidenhead 13S Fishery, Maidenhead 13T Ray Park Avenue, Maidenhead 13U Lock Avenue, Maidenhead 13V Islet Road – The Avenue, Maidenhead</p>

	<p>I3W Windsor Road, Maidenhead I3X Holyport Road – Stroud Farm Road, Maidenhead I3Y Regal Court, Maidenhead I3Z Westfield Road – Havelock Road – Allenby Road, Maidenhead I3AA Castle Hill, Maidenhead</p>
14. Villas in a Woodland Setting	<p>I4A Danes Manor Farmery, Cookham I4B Berries Road, Cookham I4C Canon Hill, Maidenhead</p>
15. Collegiate	N/A
16. Large Institutional Developments	<p>I6A Maidenhead Hospital, Court House Road</p>
17. 20 th Century Industrial /Commercial/Business	<p>I7A Ladyes Lane Gasholder Station, Cookham I7B Foundation Park, Maidenhead I7C Woodlands Business Park, Maidenhead I7D Vanwall Business Park, Maidenhead I7E Shoppenhanger Road Business Park, Maidenhead I7F Boyn Valley Road Industrial Estate, Maidenhead I7G Belmont Road, Maidenhead I7H Denmark Street Industrial Estate, Maidenhead I7I St Peter's Road Industrial Estate, Furze Platt, Maidenhead I7J Stafferton Way Industrial Estate, Maidenhead I7K Bridge Road/Reform Road Industrial Estate, Maidenhead I7L Whitebrook Business Park, Maidenhead I7M Blackamoor Lane Works, Maidenhead I7N Priors Way Industrial Estate, Maidenhead I7O Braywick Road, Maidenhead</p>

3. DESCRIPTION & EVALUATION OF THE BOROUGH'S SETTLEMENTS: MAIDENHEAD AND THE COOKHAMS

3.1. This chapter provides an overview of each settlement in the Maidenhead and Cookhams Area (in alphabetical order) in terms of:

Physical Influences and Landscape Setting: a brief assessment of the underlying geology and topographical features which contribute to the settlement's distinctive landscape setting.

Evolution of the Settlement: showing historic episodes of growth accompanied by a brief summary of the evolution of each settlement. Below is a generic key for all of the maps in this section.



Urban Structure: a description of urban structure including nodes, landmarks, historic gateways and key views.

Values: valued features/ characteristics identified by the local community at a stakeholder workshop held on 23rd September 2008.

Guidance/Opportunities: recommended principles which, if followed, would help ensure new development and change integrates successfully with the existing character.

Townscape Classification: an objective classification of the settlement's townscape into townscape types and character areas at a scale of 1:10,000.


3.2. **Figure 3.1** shows the settlements in relation to underlying solid and drift geology, as well as the location of the settlements in relation to the Environment Agency's flood zones.

RBWM Townscape Assessment

Volume I

Figure 3.1: Settlements in Relation to Underlying Geology and Environment Agency Floodrisk Zones

Key


 Settlement boundary


 RBWM boundary

Solid geology


 Bagshot beds

 Chalk

 London clay


 Reading beds


Drift geology

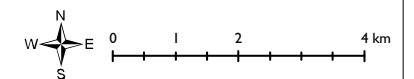
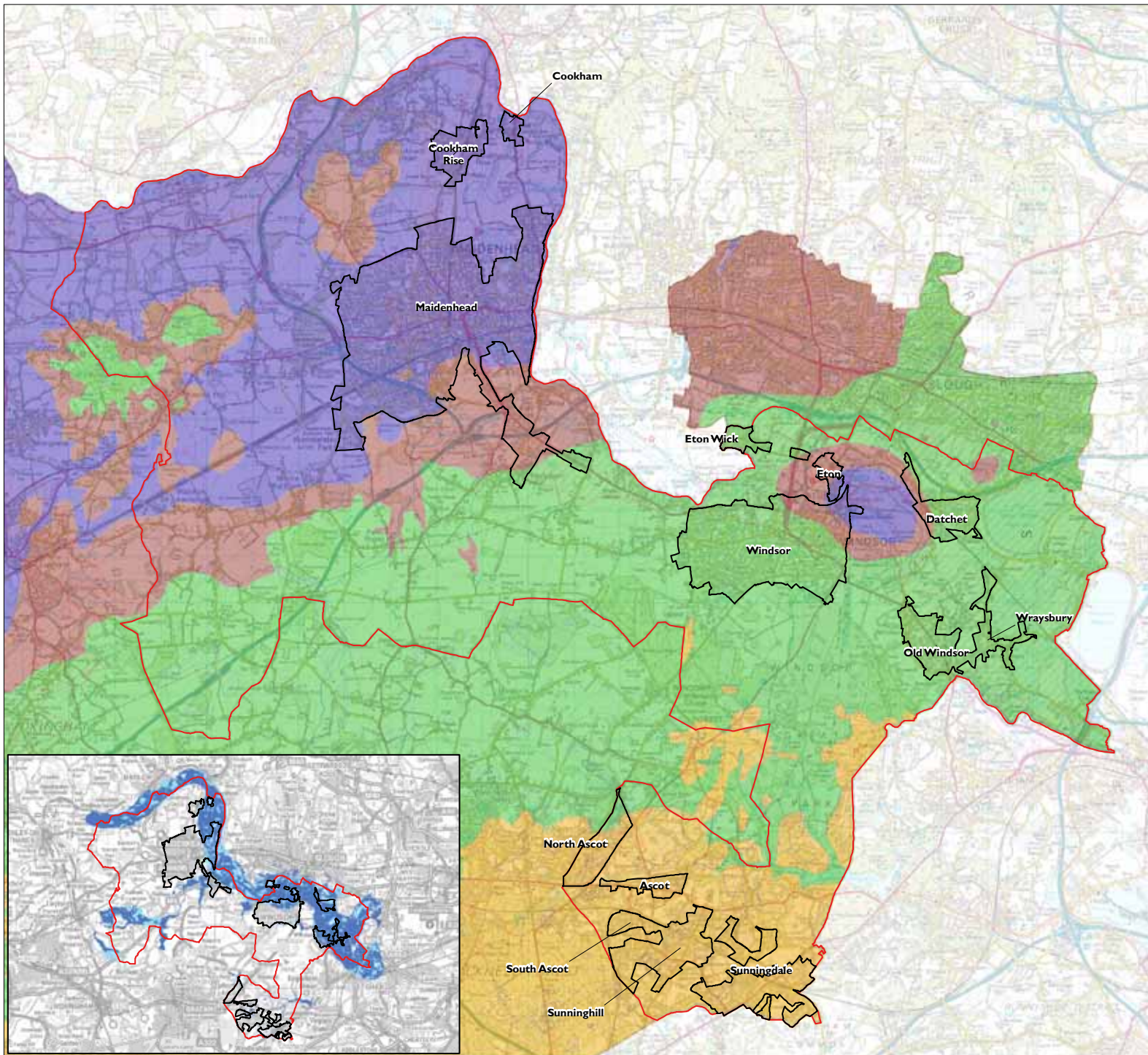
 Alluvium and River Gravels

 Plateau Gravels

Environment Agency Floodrisk zones

 Flood zone 3 (high risk)

 Flood zone 2 (low to medium risk)



1:85,000 at A3

Source: RBWM, Environment Agency, BGS

Date: 11/02/2009

Revision: A

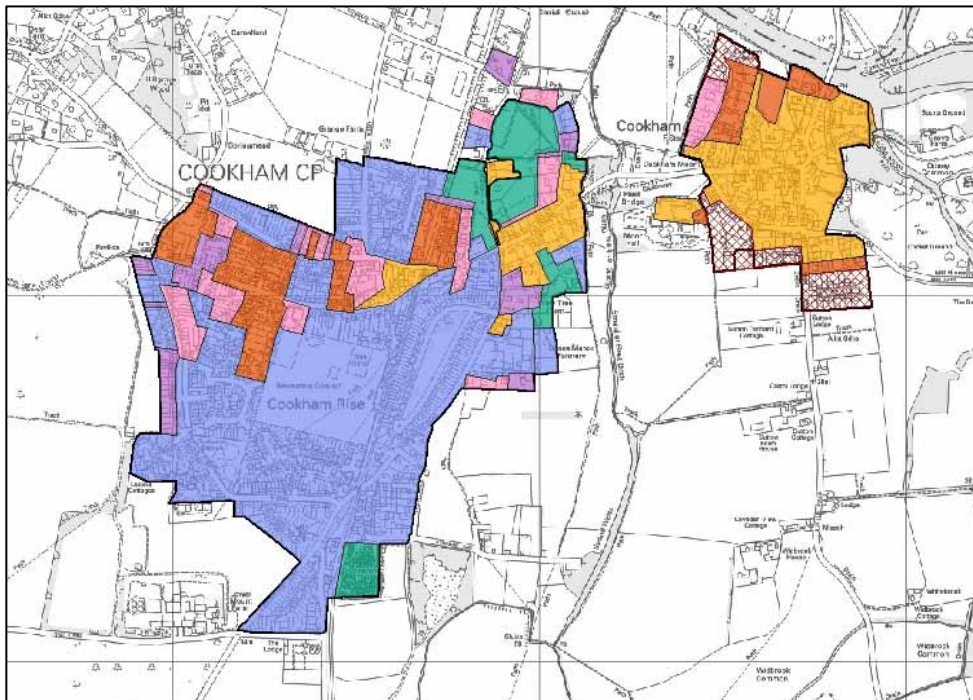


THE COOKHAMS

Physical Influences and Landscape Setting

- 3.3. The Cookhams (Cookham and Cookham Rise) both lie on a chalk bedrock geology which is overlain with deposits of alluvium and river gravels. Cookham lies partly within the floodplain of the Thames (as defined by Environment Agency mapping), with a more undulating topography rising to the foothills and scarps of the Chilterns beyond and to the north west of Cookham Rise.
- 3.4. The settlements both lie within JCA 110: *Chilterns*, which are defined by chalk hills and plateaux, with prominent escarpments. Beech hanger woodland forms a markedly wooded backdrop to Cookham Rise.
- 3.5. The local landscape character context is shown on **Figure 3.2**. Cookham is surrounded entirely by the *Settled Farmed Floodplain* landscape type⁸, as is the eastern edge of Cookham Rise. Defining characteristics of this type include the wide meandering river and flat, open floodplain grazing pasture, in addition to subtly wooded character created by woodland belts and designed landscapes. Views to the designed landscape of Cliveden are distinctive.
- 3.6. The northern and western edges of Cookham Rise are defined by an historic chalk landscape of the *Farmed Chalk Slopes*. This is a landscape of rolling chalk slopes and dry valleys, with some modern road development which cuts through the historic chalk landscape. The landscape backdrop to the west is formed by the historic wooded rolling chalk landscape of the *Settled Wooded Chalk Knolls*.

Evolution of the Cookhams



⁸ Op Cit, RBWM 2004

Cookham

- 3.7. The name Cookham derives from Cokham or Cokeham (name recorded in the 13th Century). A saxon Minster or monastery was established at Cookham in the 8th Century and granted to Canterbury Cathedral by Ethelbald, King of Mercia. A Market Charter was granted for Cookham in 1086, with a biannual fair held in the village until the 1850s. Cookham grew from a low lying village on the level ground in a U shaped bend in the River Thames.
- 3.8. Cookham was a strategically significant town (Royal Charter, 1086), with evidence of management and manipulation of the river in the Saxon era⁹. Its core is located on the old Silchester Roman Road from St Albans, adjacent to the former river crossing at Sashes Island. The Saxon settlement is thought to have been located alongside the present church, which was built on the site of a former Minster in the 12th Century.
- 3.9. The settlement was recorded as a borough in 1225, with a planned town layout of burgage plots evident, although growth slowed following the construction of the bridge over the river at Maidenhead in the 1280s and the resultant growth of Maidenhead as a local centre.
- 3.10. The settlement focussed on the market place and the commonland/animal pound at The Moor, with a 'satellite settlement' developing from 'The Pound' to the western edge of the moor. The nucleated historic riverside core lay to the east side of the moor and a small group of cottages/homesteads to the west side at 'The Pound', with the two areas linked by the historic 'Causeway', a track or way built on raised ground alongside 'The Pound' and crossing the moor.
- 3.11. The village core continues to display a varied vernacular from the medieval period, with the knapped flint and dressed chalk church distinctive, in addition to a number of late medieval (14th and 15th Century) black and white timber framed buildings.
- 3.12. There was limited expansion until the 19th Century, at which time the village developed as a riverside resort following the establishment of the annual regatta. A number of Victorian villas and semi detached dwellings were developed on the fringes of the settlement during this period. The artist Stanley Spencer spent his formative years in a similar house towards the village core. Many buildings, locations and spaces within the village have associations with his paintings. Key locations in this context include the High Street, Poundfield, Terry's Lane, the Moor and the river. Many buildings also display the local orange/red clay (from Pinkneys Green Brickworks) which is used for bricks and roof tiles, especially buildings of the pre Victorian era.
- 3.13. In the earlier part of the 20th Century, up to World War II, development was confined to infill within the existing settlement, notably to the north of the railway station, with a number of Edwardian semi detached villas. Interwar development occurred to the north of the historic village core.
- 3.14. Later 20th Century development including interwar and postwar housing occurred on the southern edge of the village, beyond the historic village core at Sutton Close.

⁹ Ibid, 2004

Cookham Rise

- 3.15. Cookham Rise grew from the western extents of Cookham village (at The Pound, a small pre 17th Century linear settlement on the higher ground rising from 'The Causeway' at The Moor), on the valley slopes to the west of the Moor, and effectively forms a satellite settlement. The settlement was largely farmland until the mid 19th Century (ref: 1843-93 map series), with only a small number of dwellings apparent alongside the former Chalk pit to the west of The Moor. The railway and station arrived in the mid 19th Century. Significant settlement growth occurred by the end of the 19th Century with the construction of a number of large villas set within substantial gardens displacing the former field pattern. A number of these were replaced by smaller dwellings in the interwar period, with semi detached dwellings built in the area around Wispington House and adjacent gravel pit. Larger scale postwar and modern development has also occurred within the village, e.g. to the east and west of the Recreation Ground.

Urban Structure

- 3.16. The Moor and the historic causeway form an important component in separating the settlements of Cookham and Cookham Rise, and in defining their setting. **Figure 3.2** shows the urban structure of the Cookhams.

Historic Gateways

There are four historic gateways to Cookham – these are the eastern approach to the core of the village from the former ferry crossing, the western approach from The Moor, the northern approach from the Cookham Bridge over Ferry Road, and the southern approach from Sutton Road.

There are three historic gateways to Cookham Rise – the eastern approach from The Moor, the western approach at the junction with the Maidenhead Road and the railway station.

Nodes

Key nodes in Cookham include the Tarrystone at the junction of Sutton Road and the High Street, the War Memorial (possibly the site of the old market place) on the eastern edge of The Moor, and Churchgate (the open area at the entrance to the churchyard, surrounded by cluster of houses and which forms a local meeting point). Key nodes in Cookham Rise are the cluster of shops on the High Street which form a local meeting point and the railway station, another point where people congregate.

Landmarks

There are six landmarks in the Cookhams. In Cookham, these are the church tower, which is perceived in views from the river's edge/northerly bridge approach to Cookham; the Cookham Bridge, which forms the approach to the settlement from the north; and the Stanley Spencer gallery which is a local tourist focus and recalls historic associations with the artist. In Cookham Rise landmarks are Cookham Station, which is locally valued as an example of Victorian architecture; and the two

churches within Cookham Rise (catholic and Methodist, to Lower Road) which are locally prominent elements of the streetscene.

Key views

Long views are available along the High Street within Cookham to the open land within The Moor (with the visual relationship between village and moor featuring in a number of Stanley Spencer paintings), whilst the rising land to the west of Cookham Rise and the associated wooded backdrop forms a key component of views out from the settlements. The wooded parkland and estate backdrop of Cliveden is a notable component of views from several locations including the Cookham riverside, The Moor, Poundfield (where views are also available back to the village), the Recreation Ground within Cookham Rise, and High Road near the station in Cookham Rise. Views are available to the riverside from the northern edge of Cookham village, with filtered views back to the village from Ferry Lane on the northern bank of the river and the bridge crossing the river. Many of these views are featured in Spencer's work. There are also other views painted by Spencer, such as the Church and Terry's Lane, or those from beyond the settlement envelope, but these are not considered to form key views at the Borough-wide level and have therefore not been highlighted on **Figure 3.2**. This is not to say they are not important at the local level.

Values

- 3.17. During the stakeholder workshop on 23rd September 2008 the following values were identified by the local community:
1. The degree of separation the village has, and the contained, clearly defined sense of place;
 2. The village is a tourist destination and culturally/artistically significant in its own right, as the birthplace of Sir Stanley Spencer;
 3. The village Conservation Area and The Pound – rural village character;
 4. The rich variety of built heritage and vernacular within the village, which is of Saxon foundation;
 5. Diversity of open spaces within the village and presence of 'real countryside' to the south of the settlement.
 6. The pleasant, 'unspoilt' semi rural setting of the village.

Guidance/Opportunities for The Cookhams

- 3.18. The Cookhams are two¹⁰ clearly related, but distinct historic village settlements, separated by The Moor, with an intimate, rural village character, rich variety of built heritage, and quintessential views to the river, across historic open spaces and to the

¹⁰ Readers are asked to note that the third village of The Cookhams, Cookham Dean falls outside the scope of the study but forms an important element of local settlement character.

distinctive wooded backdrop (including those featured by Stanley Spencer in his paintings).

- 3.19. It is recommended that the following strategic principles are taken into account in the development design process and in public realm improvement projects:
1. The conservation of the riverside landscape setting of Cookham and glimpsed views to the river from the village and vice versa.
 2. The retention of the compact, contained village form.
 3. The maintenance of the distinction between the two settlements (Cookham and Cookham Rise) including the associated role of The Moor and Poundfield (e.g. the sense of open space and separation between the two settlements or distinctive elements).
 4. The conservation of views to and from The Causeway, Holy Trinity Church and the Stanley Spencer gallery within Cookham, and the railway station and two churches within Cookham Rise.
 5. The conservation of long views across The Moor and to the Cliveden Estate, including those views from The Moor and more elevated land as at Poundfield and in Cookham Dean.
 6. The retention of the High Street and The Moor as the main focus for the settlement.
 7. Consider the appearance of Cookham Rise in views from Cliveden and the elevated chalk landscape, as well as from the edge of The Moor.
 8. The conservation of the eastern approach to the core of the village from the former ferry crossing, the western approach from The Moor, the northern approach from the Cookham Bridge, and the southern approach from Sutton Road as gateways into the historic core of Cookham.
 9. The conservation of the eastern approach from The Moor, the western approach at the junction with the Maidenhead Road and the railway station and gateways into the historic core of Cookham Rise.
 10. The retention the Tarrystone, the War Memorial and Churchgate in Cookham and the railway station and cluster of shops at Lower Road in Cookham Rise as key nodes and focal point.

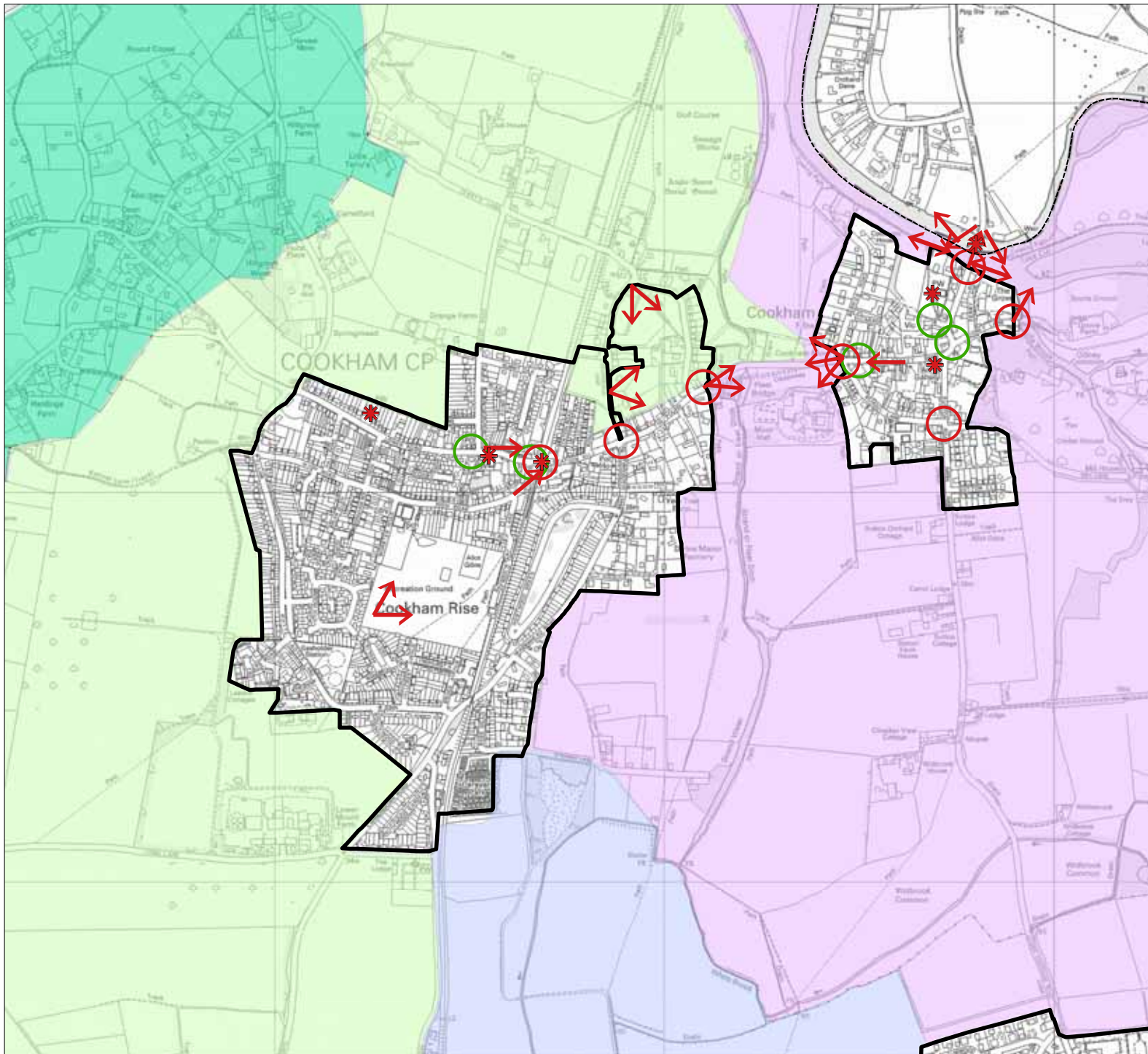
Townscape Classification

- 3.20. The townscape classification for The Cookhams is shown on **Figure 3.3**.

RBWM Townscape Assessment

Volume I

Figure 3.2: Urban Structure and Landscape Setting of The Cookhams

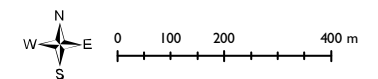


Key

- Settlement boundary
- RBWM boundary
- Historic gateway
- Node
- Landmark
- Key view

Landscape Character Types

- 9. Settled wooded chalk knolls
- 11. Farmed chalk slopes
- 13. Settled farmed floodplain
- 14. Settled developed floodplain



1:10,000 at A3

Source: RBWM,
Land Use Consultants

Date: 11/02/2009

Revision: B



RBWM Townscape Assessment

Volume I

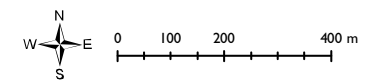
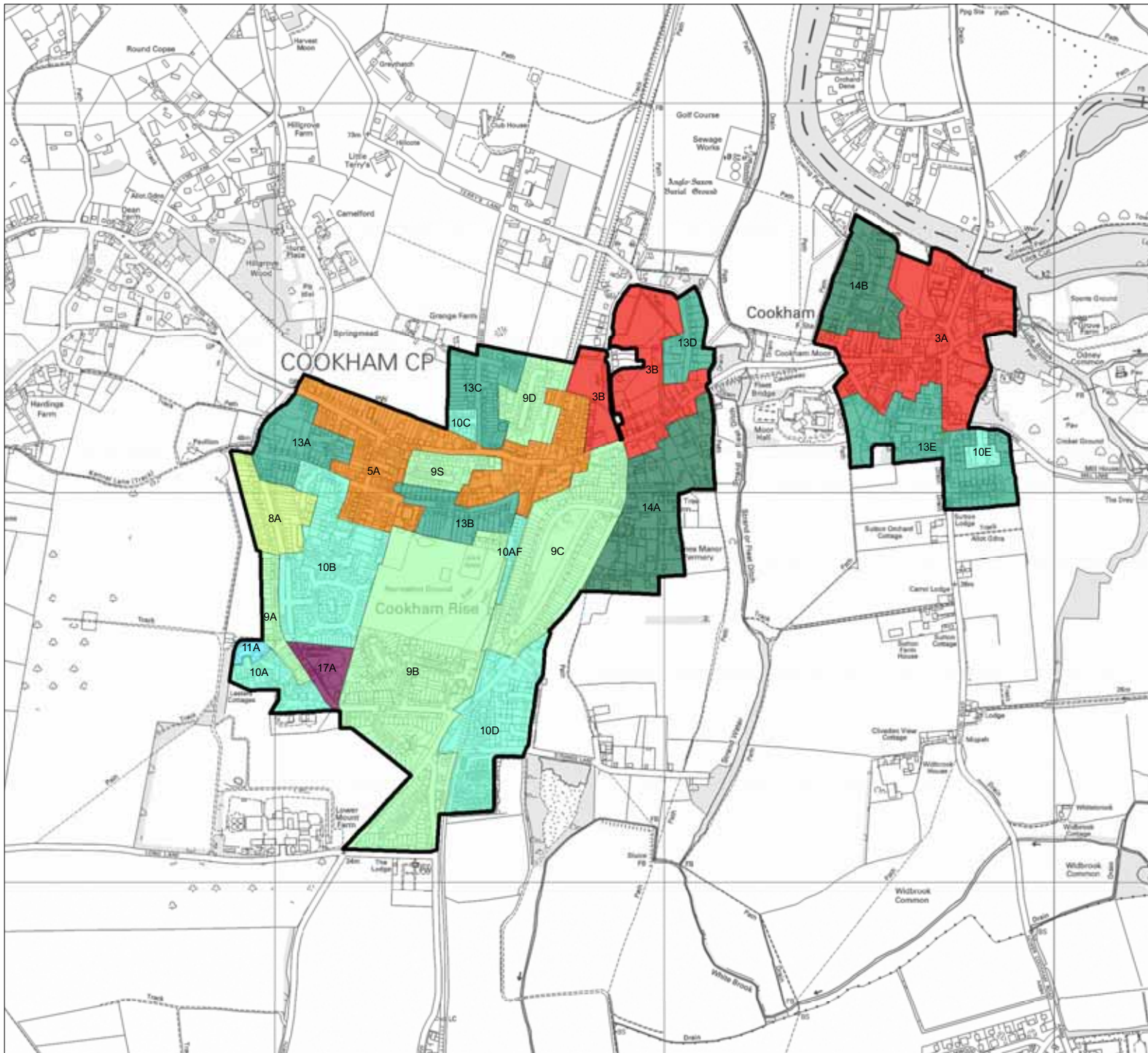
Figure 3.3: Townscape Classification for The Cookhams

Key

 Settlement boundary

Townscape Assessment

-  3. Historic Village Cores
-  5. Victorian Villages
-  8. Inter War Suburbs
-  9. Post War Suburbs (to 1960)
-  10. Late 20th Century Suburbs (1960s onwards)
-  11. Post War Residential Flats
-  13. Leafy Residential Suburbs
-  14. Villas in a Woodland Setting
-  17. Industrial and Commercial Estates



1:10,000 at A3

Source: RBWM,
Land Use Consultants

Date: 11/02/2009

Revision: A



MAIDENHEAD

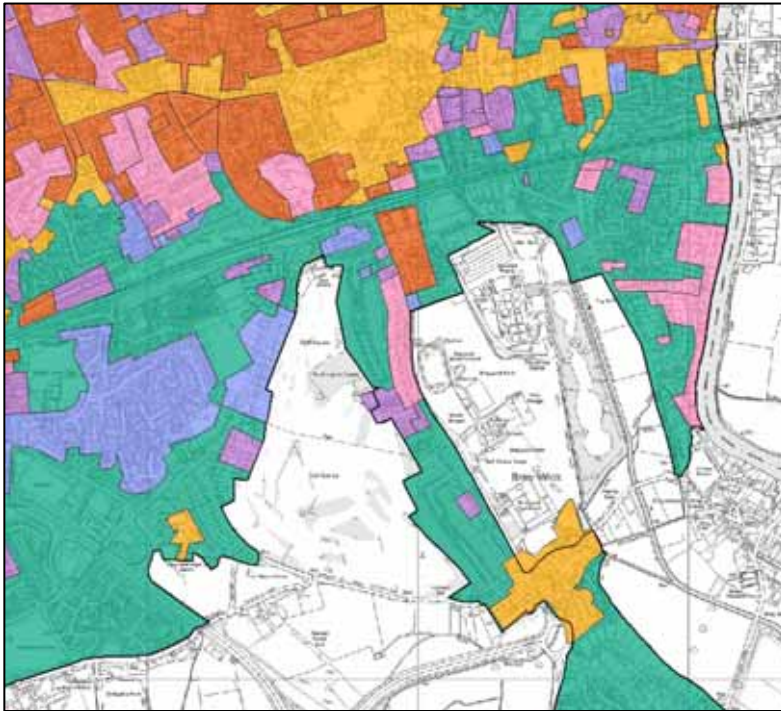
Physical Influences and Landscape Setting

- 3.21. Maidenhead lies within the broad, flat Thames Valley, with the eastern half of the settlement within the Environment Agency's flood zones. The settlement is located primarily on a chalk bedrock geology (with Reading Beds to the south) which is partly overlain with deposits of alluvium and river gravels. The settlement lies within JCA I15 *Thames Valley*¹¹. Open arable fields dominate to the south of the settlement, with the historic landscape of Windsor Great Park beyond. The scarp slopes of the *Chilterns* (JCA I10) encircle Maidenhead to the north, with the wooded backdrop of Taplow and the escarpment, gardens and terraces of Cliveden forming a distinctive element of the landscape setting.
- 3.22. **Figure 3.4** shows the local landscape character context.
- 3.23. To the north-east and south-east edges of the settlement is the *Settled Developed Floodplain* landscape type which is characterised by the broad, flat open floodplain of the Thames. This landscape is described in the LCA as having a fragmented character, with remnant hedgerows and trees making reference to earlier landscape patterns. A slightly degraded and exposed 'edge' character is evident as are lakes from former mineral extraction (e.g. Summerleaze Lake, which extends to the edge of the settlement).
- 3.24. To the north, the settlement is fringed by the *Farmed Chalk Slopes* landscape type, defined by rolling chalk slopes and dry valleys, and modern road development which cuts through the historic chalk landscape. Hedgerows and field boundary trees create a wooded settlement edge at this point, and foil the urban fringe character which is evident to other parts of the settlement edge.
- 3.25. To the north west the area encompassing the M4 road corridor falls within the *Settled Wooded Chalk Knolls* landscape type. Key characteristics of this landscape include historic rural settlements in a rolling, wooded context including extensive hanger woodland.
- 3.26. The south western edge of Maidenhead abuts the *Open Chalk Farmland* landscape type, which is described as flat, open and sometimes expansive, with panoramic views across arable fields set against a wooded backdrop – a landscape of simple, rural character.
- 3.27. The southern edge including the spur of settlement extending to Bray village falls within the *Settled Farmed Sands and Clays* landscape type. Key characteristics of this landscape type include a relatively mixed, mosaic farmland landscape of settled character, reflected in the outlying villages around Maidenhead. Remnant parkland trees and woodland blocks create a wooded edge to Maidenhead in places, although the area around Holyport is more open in character. The perception of the urban edge to the south east of the settlement is reinforced by busy roads, transmission lines and settlement expansion at Bray Wick, in close proximity to Maidenhead.

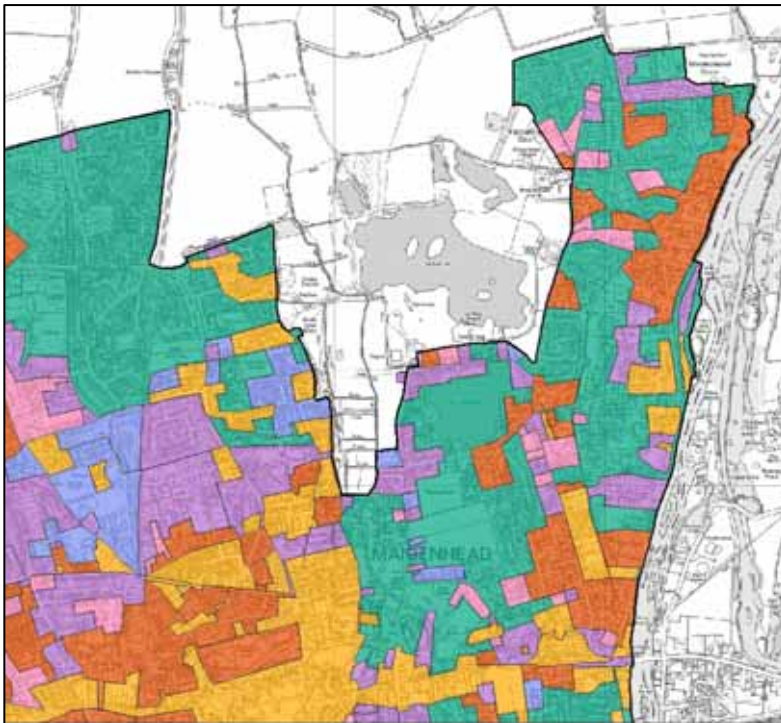
¹¹ The former Countryside Agency *Countryside Character Map of England Vol7 1999*

Evolution of Maidenhead

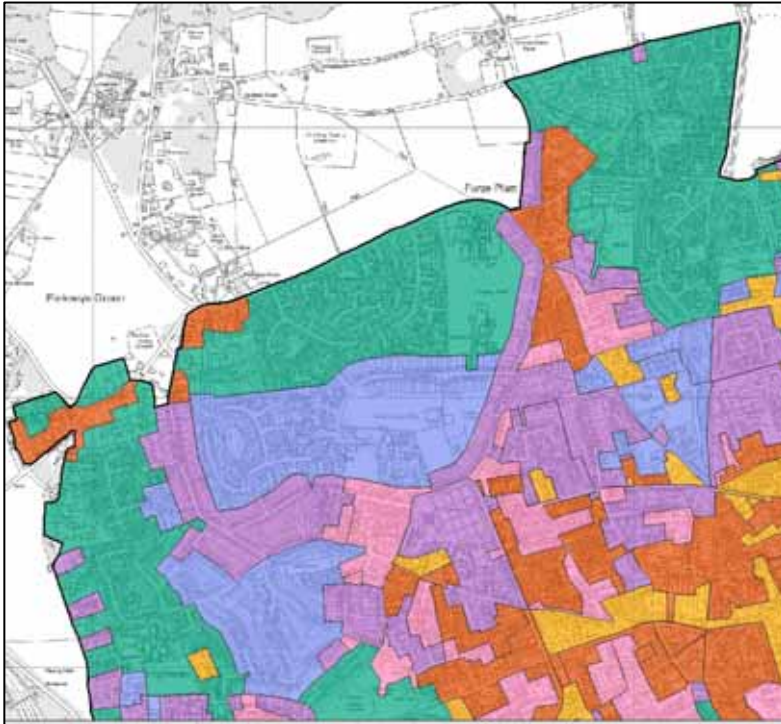
Maidenhead (central)



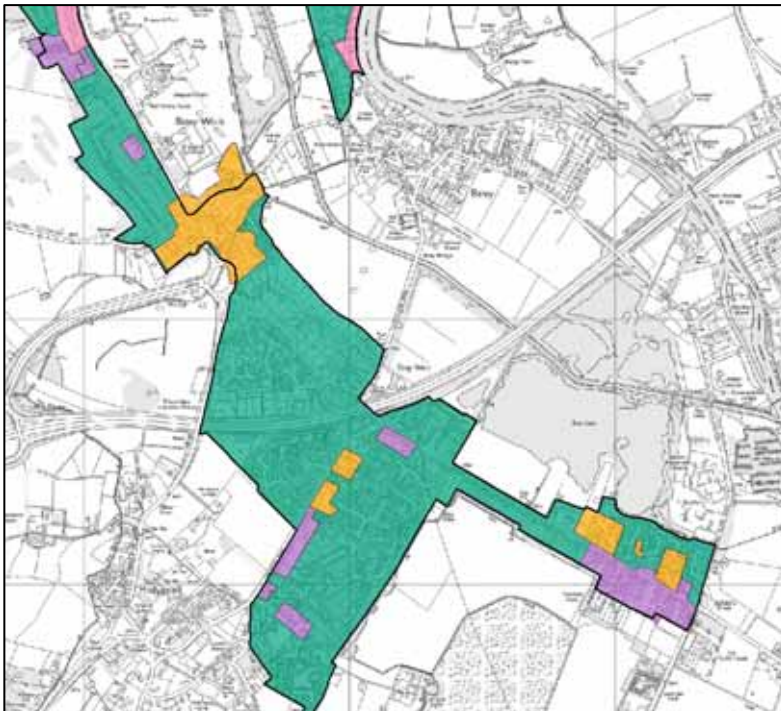
Maidenhead (north east)



Maidenhead (north west)



Maidenhead (south east)



3.28. Maidenhead (Maidenhythe, late 13th Century), lies partly within the valley floodplain, on the western bank of the Thames, within the old Hundred of Bray. The settlement originated from South Ellington (also known as Alington), the origins of which may

have been Roman (evidence of a Roman Villa and 1st Century defensive earthworks using earlier Iron Age remains at ‘Robin Hood’s Arbour’). The settlement’s present name derived from the combination of the Celtic for the nearby Great Hill of Taplow (Mai Dun, the site of the present Cliveden Estate) with the new hythe or wharf constructed by the Thames in the 13th Century – ‘Mai Dun Hythe’.

- 3.29. South Ellington was a small cluster of dwellings by the banks of the Thames. With the establishment of the wharf the River rapidly became a route for trade (and therefore expansion) as well as invasion, with the origins of Maidenhead forming the strategic ‘gateway to the upper Thames’¹².
- 3.30. Following the Norman Conquest and the ‘normanisation’ of the manor of Taplow and therefore Maidenhead, settlement growth related to river trade and to the strategically important river crossing between the adjoining parishes of Cookham and Bray. A ‘Chapel of Ease’ was constructed at the widest point in the Bath Road to the west bank of the river in 1269, to ensure the safe passage of travellers across the river. A church replaced this chapel in 1324, marking the origins of Maidenhead as a township.
- 3.31. The first timber bridge across the Thames (and the principal river crossing on the route from west London to Bristol) was recorded in the 1280s. In 1451 Thomas Mettyngham persuaded the Crown to grant rights of tolls for a bridge crossing, with a guild established shortly after. The use of tolls continued significantly beyond the construction of the present stone bridge in the late 18th Century, with the effect that the settlement maintained an insular, closed character until the early years of the 20th Century.
- 3.32. Expansion of the town in the earlier medieval period was relatively modest, with a series of ‘lanes’ (e.g. Back Lane) running parallel to the principal road or High Street. Growth occurred through settlement expansion along the side of the Bath Road or Great West Road on the east facing valley slopes rising from the floodplain, away from the marshy land along the course of the Thames, with the formerly extensive Royal Forest, wastes and lands of the nobility to the east providing a check to further growth in the medieval era. The extent of the Royal Forest in East Berkshire was greatly reduced after 1227, due to deforestation¹³.
- 3.33. A Royal Charter (and the beginnings of a modern civic and legal structure) was granted by Elizabeth I in 1582, establishing the market, biannual fairs and the Pie Powder Court¹⁴. This created the historic relationship between the Bridgemasters, Church and Corporation which lasted until the creation of the Royal Borough of Windsor and Maidenhead in 1974.
- 3.34. The Bath Road became an important coaching route in the later medieval period with numerous inns established along the route and contributing to the prosperity and development of the town. Other industries were related to the river e.g. Brewing in the 18th and 19th Centuries or boat yards to service the increasingly popular

¹² Middleton, T *The Book of Maidenhead*

¹³ RBWM 2004 *Landscape Character Assessment*

¹⁴ Pie Powder Courts were courts set up to administer disputes on site between buyers and sellers, or to control the quality of goods sold. Source: www.southernlife.org.uk

recreational boating traffic in the 18th and 19th Centuries. The arrival of Brunel's Great Western Railway from Paddington in 1837 was the next in the series of strategic transport corridors which helped shape the town's evolution, with the railway crossing the river on a vast two arch brick viaduct.

- 3.35. A number of large villas were built in the Georgian era, e.g. Ray Lodge, towards the river approach (which remains today, albeit surrounded by 20th Century housing estates. Extensive growth occurred in the Victorian era, with the need for shops to service the recreational boating trade and a requirement for larger houses or villas to attract affluent London bound commuters (the 1843-93 OS Map series shows a number of villas set in large gardens such as Belmont House, in addition to larger institutions such as Craufurd College and Cordwallis College). Smaller scale semi detached housing is shown by the 1891-1912 map series, around St Luke's Church and the former Craufurd College site). The result was a gradual nucleation of the previously linear urban form.
- 3.36. Continued growth occurred in the interwar era, with a number of suburban style housing estates in the area north of 'The Moor', at Summerleaze Lake and near Oaken Grove Park. Most significant change occurred after World War II as part of the efforts to meet the demand for new housing around London. Extensive housing estates were built to the fringes of the town and large parts of the town centre were reconstructed in modernist style (including the town hall and church), resulting in the loss of much of the Victorian development, including the larger villas and properties such as Craufurd College. The street plan was partially re configured with the Maidenhead Bypass laid out to relieve the historic bottleneck at the river crossing, resulting in the later pedestrianisation of the High Street. In the later 1960s and 1970s a series of new green spaces was laid out, including Riverside Gardens, with the redevelopment of the town ongoing today.
- 3.37. Large scale mixed use growth/development occurred to the south of the railway line in the postwar period to 1960, having been largely confined to the villas within the Fishery Estate (late 19th - early 20th Century) before this time. After 1960/1961 and with the completion of the M4, development extended to the west side of the motorway in a series of 1960s/70s cul de sacs, absorbing the former village of Cox Green together with the site of Heywood Lodge and its parkland setting.
- 3.38. Evidence of historic vernacular remains in places, with 19th Century red brick evident in addition to earlier 19th Century yellow brick and slate. The local brickworks at Pinkneys Green produced the distinctive orange/red brick which continues to characterise parts of the town and other settlements within the Borough.

Urban Structure

- 3.39. The urban structure of Maidenhead is influenced by its historical development along the Bath Road from the historic river crossing point. **Figure 3.4** shows the urban structure of Maidenhead.

Historic gateways

The 18th Century stone bridge and river approach, including associated riverside inns and hotels, marks the key historic gateway into the town from the east. The historic gateway from the west is to the south of Kidwells Park, to the western end of the High Street. Brunel's sounding arch and railway crossing forms the other historic settlement gateway from the east.

Nodes

Key nodes include the wide Market Street, adjacent to the former Guildhall site, and when present the Farmers Market at Park Street (an intermittent use). Other important nodes are The Moor, Grenfell Park and Kidwells Park, which form foci for outlying suburbs, the recreation ground at Punt Hill, and the cross roads at Furze Platt Victorian Village. Also the farm and Arts Centre at Altwood Road, and the junction of Bridge Street with York Stream, and the lock at York Stream. Boulter's Lock, hotel, the riverside park and Ray Mill Island form another key node within Maidenhead, as does the railway station near Braywick Road.

Landmarks

Landmarks within the town include the modern church spire within the town core, which is visible in longer views to the settlement from the north; and the multi arched 18th Century Bridge over the Thames. Other landmarks include the spire of the Victorian Church of All Saints at Boyn Hill, St Lukes Church at Norfolk Road, and Isambard Kingdom Brunel's sounding arches (railway viaduct), which carry the Great Western Railway over the Thames to the eastern edge of Maidenhead. The tall buildings Berkshire House, Costain Tower and Nicholsons House form significant feature within the town centre, and are identified as a landmark due to their visual prominence. Also, at a local level, the clock tower in front of the railway station, and Guards Club Island, in the River Thames form landmarks.

Key views

Important views within Maidenhead include framed views to the riverside from the eastern edge of the settlement, in addition to long views down the historic Bath Road and into the town core from the river. Views along the wooded riverside to the multi arched 18th Century Bridge and wooded eyots or islands are also distinctive (including Guards Club Island and Ray Mill Island), as are views across the river from the eastern edge of the settlement, towards the wooded escarpment, gardens and terraces of the Cliveden Estate. Long views are also available to the Church Spire from the Cookham Road. The spire of All Saints at Boyn Hill forms a key component of views in the Boyn Hill area. Other key views include those to the Cliveden Estate and escarpment from the River Thames and from Switchback Road/Pinkneys Farm at Furze Platt Road, together with views to the Georgian suburb at Castle Hill as one leaves the town centre.

Values

- 3.40. During the stakeholder workshop on 23rd September 2008 the following values were identified by the local community:

1. The River Thames, for its unique riparian setting, recreational value and Boulters Lock;
2. The leafy character of many of the suburbs within the town, and to the riverside;
3. Very clearly defined town centre, although the historic quality of a 'pleasant town' has been largely lost, with outlying villages absorbed within the urban area;
4. Diversity;
5. Location and transport infrastructure;
6. Compactness;
7. Views to Bray Church from the River, and along the Thames Path/towpath;
8. View to the water tower from Holyport Road, to the southern edge of Maidenhead.

Guidance/Opportunities for Maidenhead

- 3.41. Maidenhead is a town with well defined historic gateways, surrounded by leafy suburbs with strong links to its historic riverside setting to the east and chalk landscapes to the west, and with strong visual links to its wider landscape setting, including the Cliveden escarpment,
- 3.42. It is recommended that the following strategic principles are taken into account in the development design process and in public realm improvement projects:
 1. The maintenance and enhance physical and visual links to the strong riverside setting to the east of Maidenhead (including to Boulters Lock and Guards Club Island).
 2. The integration of the settlement edges into the riverside landscape to the east.
 3. The integration of the settlement edges into rural chalk landscapes to the west of Maidenhead.
 4. The retention and enhancement of the town centre as the main focus of the settlement with the historic core contributing to its structure.
 5. The conservation of the Maidenhead Bridge and river approach from the east, Kidwells Park at the western end of the High Street, and Brunel's sounding arch and railway crossing from the east, as key gateways to the historic core of Maidenhead.
 6. The conservation of views to and from important historic aspects of the riverside setting, including Maidenhead Bridge, the Cliveden Estate and the chalk escarpment.
 7. The conservation of views along the historic Bath Road to the town core from the River, long views to the church spire from the Cookham Road, and views

to the spire of All Saints, Boyn Hill, as well as to the Georgian Suburb at Castle Hill, and the views to Cliveden from Pinkneys Farm and Switchback Road.

8. The retention of Grenfell Park and Kidwells Park, Market Street as key nodes and focal points.
9. The retention of Boulters Lock, the adjacent hotel and Ray Mill Island as a key node and focal point.
10. The retention of the recreation ground at Punt Hill, the cross roads at Furze Platt Victorian Village, the Arts Centre at Altwood Road as key nodes and focal points.
11. The conservation of church spires including those of St Lukes and All Saints, Boyn Hill) as landmarks. Development should not detract from their function and landmarks.
12. The conservation of views to and from Maidenhead Bridge, the clock tower in front of the railway station and Guards Club Island (from within the River Thames).
13. The opportunity to enhance the southern approach from the village of Bray, avoiding further urbanising influences such as insensitive or unnecessary road signage and infrastructure.

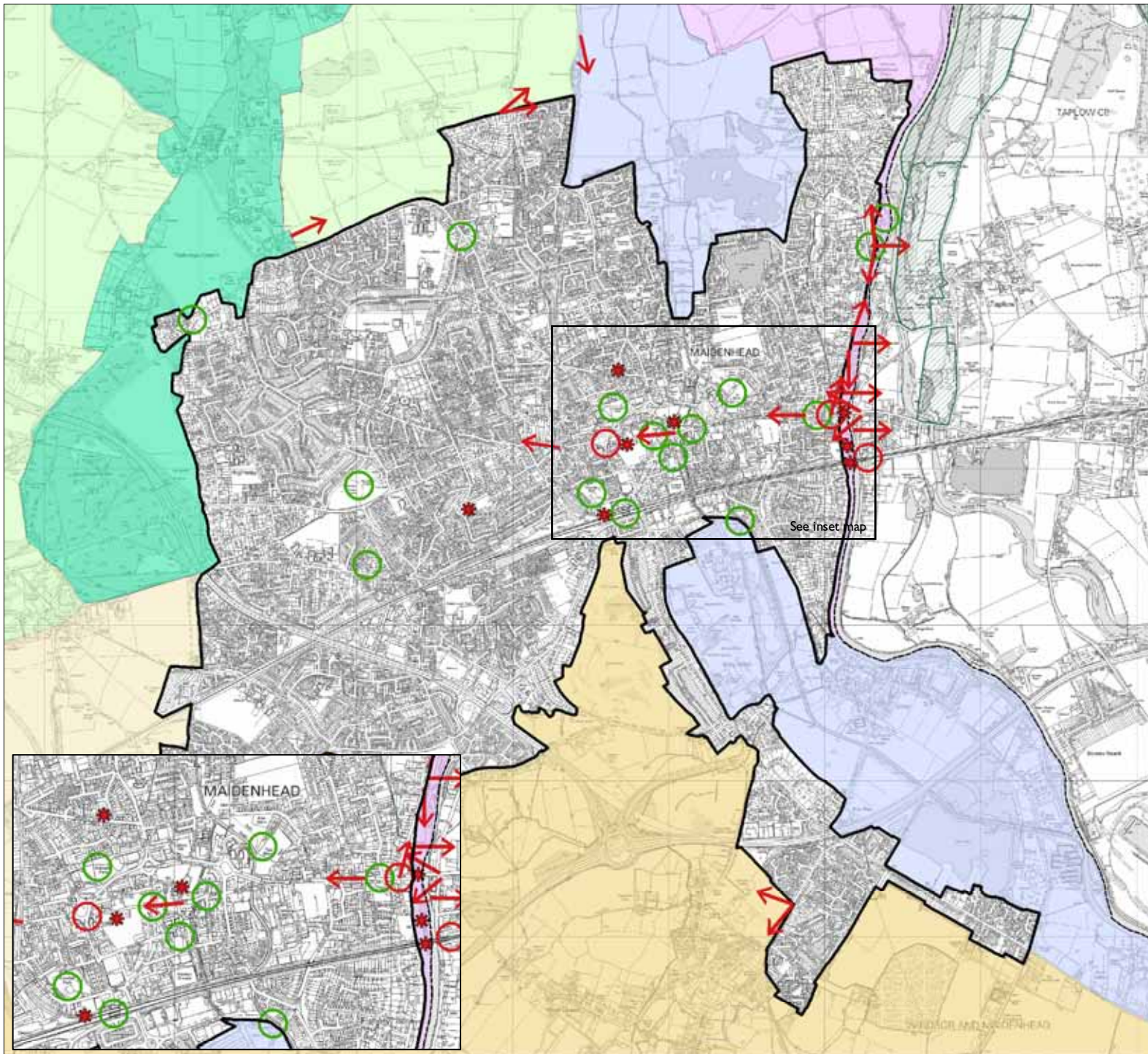
Townscape Classification

- 3.43. The townscape classification for Maidenhead is shown on **Figure 3.5**.

RBWM Townscape Assessment

Volume I

Figure 3.4: Urban Structure and Landscape Setting of Maidenhead

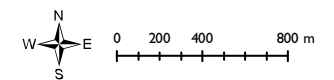


Key

- Settlement boundary
- RBWM boundary
- Historic gateway
- Node
- Landmark
- Key view
- Historic parks and gardens

Landscape Character Types

- 5. Open chalk farmland
- 8. Settled farmed sands and clays
- 9. Settled wooded chalk knolls
- 11. Farmed chalk slopes
- 13. Settled farmed floodplain
- 14. Settled developed floodplain



1:25,000 at A3

Source: RBWM,
Land Use Consultants

Date: 11/02/2009


Revision: B



RBWM Townscape Assessment

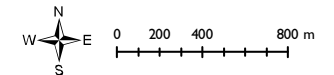
Volume I
Figure 3.5: Townscape Classification for Maidenhead

Key

 Settlement boundary

Townscape Assessment

-  1. Historic Town Cores
-  2. Historic Town Fringes
-  3. Historic Village Cores
-  4. Georgian Suburbs
-  5. Victorian Villages
-  6. Victorian and Edwardian Suburbs
-  7. Victorian/Edwardian and Riverside Villa Suburbs
-  8. Inter War Suburbs
-  9. Post War Suburbs (to 1960)
-  10. Late 20th Century Suburbs (1960s onwards)
-  11. Post War Residential Flats
-  12. 'Executive' Residential Estates
-  13. Leafy Residential Suburbs
-  14. Villas in a Woodland Setting
-  16. Large Institutional Development
-  17. Industrial and Commercial Estates

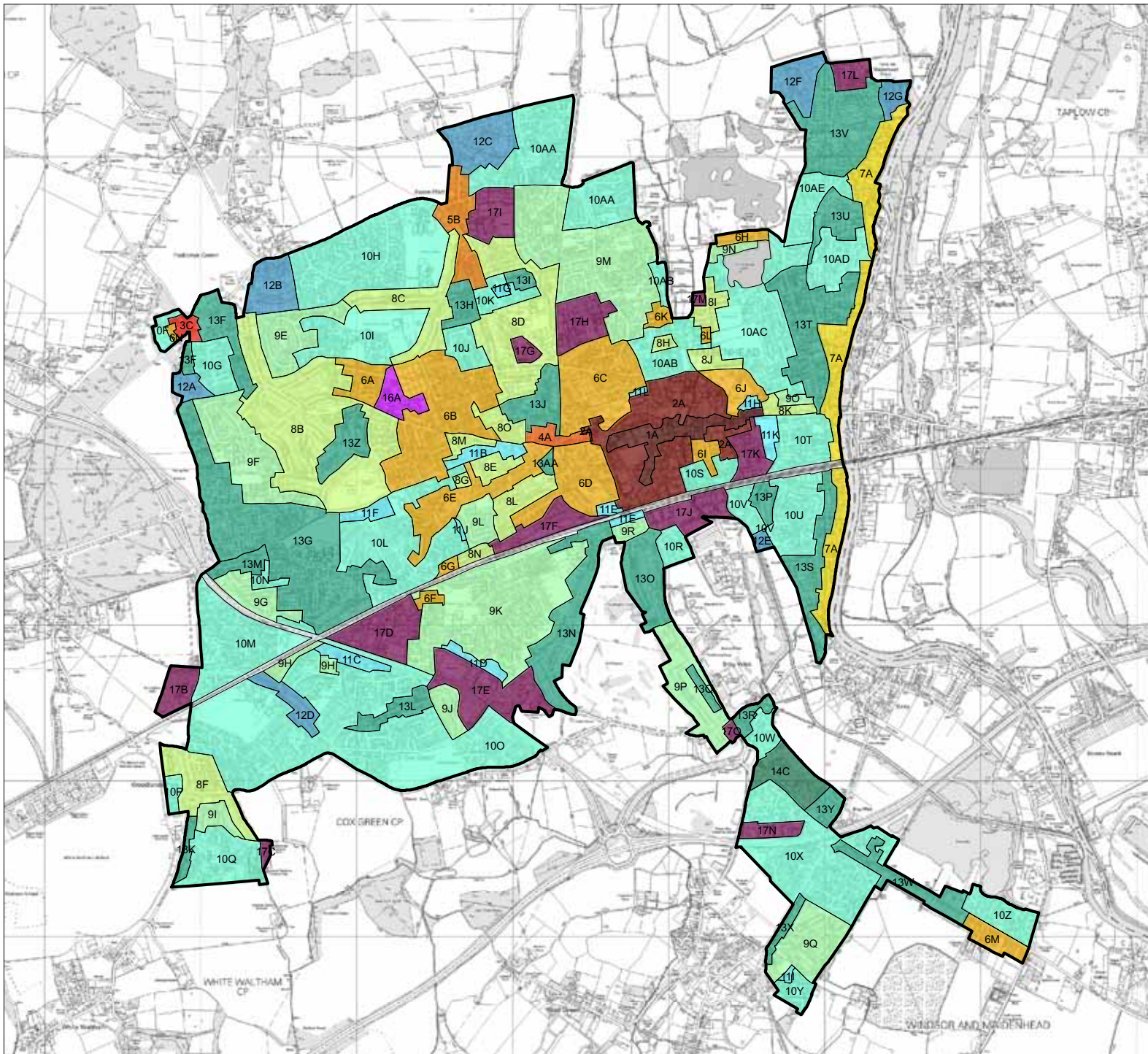


1:25,000 at A3

Source: RBWM,
 Land Use Consultants

Date: 11/02/2009

Revision: B



4. DESCRIPTION & EVALUATION BY TOWNSCAPE TYPE

- 4.1. Townscape types form the main unit for the character descriptions and evaluations. Generic townscape character information is divided into two parts: Part A the objective description and Part B the evaluation. These are structured as follows:

Part A: Description

- Location/distribution of type – an opportunity to explain the distribution of the type within that particular settlement;
- Physical influences – the influence that underlying geology and topography have on the townscape type;
- Human influences – evidence of evolution of the urban form, and period of predominant character;
- Townscape character – this is presented under a number of sub-headings and forms the ‘meat’ of the description of townscape character;

Part B: Evaluation

- Condition – comment on the condition/quality of the townscape as observed during the field survey;
- Forces for change – forces for change acting on the townscape as observed during field survey, supplemented by input from consultees;
- Guidance/opportunities – recommended principles which, if followed, would help ensure new development and change integrates successfully with the existing character.

- 4.2. Townscape character types are generic, that is they may occur in more than one settlement across the Royal Borough. The photographs illustrating various principles have been selected from a variety of settlements across the whole Royal Borough and do not necessarily relate specifically to the area being discussed.

- 4.3. Additional character area level information is presented following each townscape character type, drawing out any particular differences between the character areas, and special features that require different treatment from the generic townscape type.

I: TOWN HISTORIC CORES

Key Characteristics

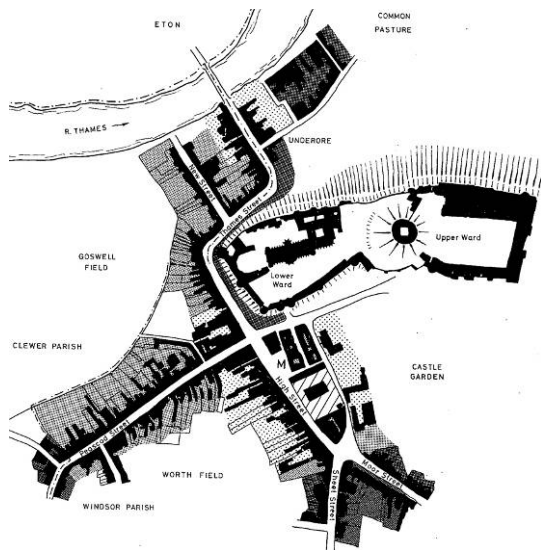
- Historic town cores based on the development limits shown on maps at the end of the 18th century – including the medieval core and subsequent redevelopment.
- There is a clear hierarchy of roads and streets in the *Town Historic Cores*, usually comprising a main through-route ('High Street'), with roads and lanes leading off, and even narrower enclosed pedestrian alleyways.
- Based on a Medieval fine-grained street and block pattern resulting in streets that are of human scale, often narrow, with buildings typically up to 4 storeys.
- Irregular building plots, irregular building frontages and rooflines create a stimulating and varied streetscape.
- An area of great time depth with a wide diversity of building styles and types, and richness of detail, united by a consistent palette of materials.
- Active building frontages open directly onto the street resulting in a vibrant character.
- Few street trees.
- Open spaces often relate to churchyards, waterways, incidental spaces on street corners and private gardens and courtyards.
- Views are framed along streets to key landmarks.



A. DESCRIPTION

Location/distribution of type

This townscape type occurs within the towns of Eton, Maidenhead and Windsor. It is based on the medieval extent of the town (usually similar to the built footprint in 1800), but also includes additional development, redevelopment and 'backland' development within those boundaries.



Map showing extent of development in Windsor up to 1800¹.



Maidenhead Historic Core. Ordnance Survey 1843-93, from the Landmark Group. Reproduced from Ordnance Survey information with the permission of The Controller of Her Majesty's Stationery Office, Crown Copyright, Licence Number 10001926.

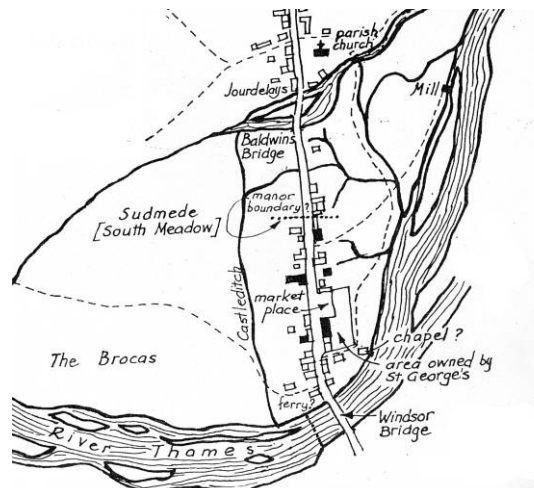
¹ Bond, M. (1984) *The Story of Windsor*, 'Dr Astill's diagram showing the extent of the medieval town', Local Heritage Books, Great Britain, p.34.

Physical Influences

The *Town Historic Cores* are located within the *Thames Valley*². They tend to be located on dryer land, just outside the flood zone. Urban form often responds to topography.

Human Influences

Evidence relating to the evolution of the townscape in the *Town Historic Cores* includes its structure and layout (Medieval), as well as a wide variety of buildings representing development and redevelopment over different periods from Medieval up to the present day. The result is a townscape with a great sense of time depth. Character is varied, but based on Medieval extents.



Map showing Eton in the early 15th century³.

Townscape Character

Land Use/Image

Key elements such as Eton College or Windsor Castle often dominate the image of the *Town Historic Cores*. However, in Maidenhead there is an absence of a central focus. Land use is typically varied. The presence of a large number of hotels, public houses and restaurants indicate the importance of the *Town Historic Cores* for

² The former Countryside Agency (1999) *Character Map of England*, Vol.7.

³ Balance, S. (1982) *A Town Called Eton*, 'Plate 1 Map of Eton in the early 15th Century', The Eton Press Limited, Great Britain, p.13.

tourism (particularly in Windsor/Eton) and the presence of former coaching inns indicates the past strategic importance of the towns on coaching routes. The *Town Historic Cores* are also the commercial and retail centres of the towns.



Coaching inns indicate the past strategic importance of the towns on coaching routes, as in this example from Maidenhead.

Urban form

There is a clear hierarchy of roads and streets in the *Town Historic Cores*, usually comprising a main through-route ('High Street'), with narrow lanes leading off, and even narrower enclosed pedestrian alleyways and mews between buildings (often pedestrianised).



This example from Eton demonstrates the network of distinctive alleys and mews – part of the Medieval street pattern.

There is generally a great sense of enclosure along these streets, particularly along the lanes and alleys which have relatively narrow widths compared to the height of the buildings.



Lanes have relatively narrow widths compared to the height of the buildings (Church Street, Windsor).

The block pattern is fine grained and irregular, based on the Medieval layout. This is composed of narrow plots of irregular size and shape, often resulting in a staggered building line. Buildings front directly onto the street.



Eton c. 1860: Plot size and shape is irregular⁴.

The densely developed *Town Historic Cores* present a varied form and building scale. Buildings are generally between 2 and 4 storeys, but the height of individual buildings varies along a street resulting in a visually interesting roofscape.

⁴ Balance, S. (1982) *A Town Called Eton, 'Eton in about 1860'*; The Eton Press Limited, Great Britain, p.174.



Buildings are a variety of ages and styles, but generally between 2 and 4 storeys, as in these examples at Windsor (above) and Maidenhead (below).



There are a number of courtyards to the rears of High Streets accessed by traditional coaching arches. The arches provide memorable breaks in High Street façades.



Coaching arches, Eton High Street.

Built Form & Architecture

There is a huge variation in built form and architecture in the *Town Historic Cores* due to the range of periods represented. This contributes to a rich and varied townscape. Amongst the styles represented are 15th century two storey timber framed buildings,

17th century buildings, medieval buildings with Georgian re-fronting, ornate Victorian brick and rendered buildings, Queen Anne Style buildings, as well as later infill and redevelopment (including neo-Georgian buildings). In Maidenhead, 19th Century buildings predominate, interspersed with 18th Century Georgian buildings including buildings with bow front elevations.



An intact Georgian Street (Park Street, Windsor).



Georgian architecture juxtaposed with Victorian buildings, Maidenhead.

Building frontages typically meet the street with no transitional space in between creating a clear interface between the private and public realms. Materials vary, depending on the age of the development, but are characterised by a palette of timber (Windsor and Eton only), locally sourced warm orange-red brick (sometimes with black brick detailing), coloured stucco, and natural honey coloured stone.

Many buildings exhibit a variety of features from a range of periods, revealing changes that have been made over the years. The result is rich detailing, including moulded porches, bow windows, and a variety in the

rhythm and pattern of facades. The variety of entrance types and scale often provides an irregular frontage to the street. The roofline is also varied, with dormer windows, mansard roofs, and even dutch gables. Roofing materials are mainly orange-red clay tile, with some slate. Chimneys are prominent, adding to the richness of the roofscape.



A variety of architectural styles from a variety of periods, including modern infill and replacement buildings as seen here in Maidenhead.

Public Realm & Streetscape

Since building frontages typically meet the street with no transitional space in between, the building line provides the boundary to the public realm (i.e. streetscape).

Streetscape materials in the *Town Historic Cores* comprise riven and flame finished York stone in some areas, Denner Hill setts (which are traditional local detail to carriageway entrances and drainage channels), granite pavers, cobbles and setts in pedestrian areas; and tarmac on roads. In some areas, original stone pavers have been replaced with tarmac, whilst reproduction concrete setts such as 'Tegula' are also visible. Kerbs are typically granite. Black cast iron bollards are also used to separate pedestrians and traffic.

Pedestrianised main streets are often characteristic of the *Town Historic Cores*. In recently pedestrianised areas materials include concrete and clay pavers, and imitation stone setts.

Street furniture varies across the *Historic Core*. For example, lighting includes a variety

of styles including Victorian style cast iron lanterns, while signage, bins and benches vary in style (but tend to be themed around black cast iron).

Street trees are not common in the *Town Historic Cores* – they therefore do not make a strong contribution to the streetscape. However, there are occasional mature trees on street corners and within churchyards.



Occasional street trees on corners, for example on the corner of Eton Court/High Street, Eton.



Street trees in planters are also characteristic as seen here in the pedestrianised High Street at Maidenhead.

Open Space/Greenspace

There are very few open spaces in the *Town Historic Core* (Maidenhead). Churchyards provide breaks in the built façade along the

High Street and offer a quiet refuge. Vegetation tends to be ornamental in character.

Views/Landmarks

Views are generally channelled along streets, framed by the buildings on either side of the street. There is a hierarchy of views, dictated by the street pattern i.e. primary views along the main routes; secondary views up side streets and along narrow lanes; and tertiary views down narrow alleyways and through doorways/ coach arches.

The High Street is usually an historic route, which provides framed views to landmarks, such as Windsor Castle, Eton College and or Churches. Landmarks within Maidenhead are of a smaller, more local scale.



Windsor Castle is an important Borough-wide landmark; as seen in this view along Eton High Street near Windsor Bridge.

Experience

The High Street of each *Town Historic Core* is also the commercial and retail centre of the town (and, also in Windsor and Eton, attracts tourists). The presence of shops, galleries, restaurants, hotels and public houses presents a busy and vital town centre dominated by active frontages. The permeability of the townscape, and the human scale of the streets ensures a comfortable space. The variety in townscape and streetscape detail, presence of landmarks and hierarchy of streets and spaces ensures that the environment is stimulating.

B. EVALUATION

Condition

The *Town Historic Core* of Maidenhead exhibits a largely intact street and block pattern, and includes some historic buildings. However, a number of significant buildings such as the Town Hall and large older buildings were lost to redevelopment in the 1960s.

There has been some modification of plots and changes to buildings, resulting in variety of built form and a variety of materials.

Streetscape proportions are generally intact; however some streetscape details have been lost or altered, for example the loss of 19th Century facades and replacement of surface materials (tarmac infill).

Forces for change

The *Historic Core* of Maidenhead has experienced a degree of change. Forces for change that were evident during field work include:

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

Town centres are central to national and regional planning policy and the delivery of homes, services and infrastructure. It can be anticipated that related pressures will continue to influence the historic core.

Guidance/opportunities

It is recommended that the following principles are taken into account in the development design process and in public realm improvement projects:

- Respecting the principal linear through route of the High Street.
- The coordinated approach to street furniture, paving and lighting.
- The retention of active frontages to the street.
- The retention of, and improvement to the setting of, the remaining 19th century buildings and facades.
- The use of sensitive contemporary design which responds to its immediate context and the town centre setting, in terms of massing, height and scale. The use of local materials may also be appropriate.
- The use of a complementary palette of materials in extensions and alterations to buildings and frontages.
- The apparent height of buildings from street level should typically be up to 4 storeys.
- The creation of visual interest through the use of subtle variation in apparent heights and roofscape.
- A coordinated approach to street tree planting, in terms of species and stature, considering the planting of larger trees at key visual locations.
- Development should demonstrate that it contributes to the preservation and enhancement of the setting of Listed Buildings and respect the form and function of local landmarks.
- Seek opportunities to integrate the waterway and its setting.

Character Areas

1A Maidenhead 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).

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.

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.

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.

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 Maidenhead's Historic Core remain intact, although historic foci such as the church and guildhall have been lost. There are comparatively few positive landmarks within the core. Streetscape character has been changed 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.

The special architectural and historic interest of the area is recognised through its designation as part of the *Maidenhead Town Centre Conservation Area*.

The generic guidance above applies to Maidenhead's historic core, with particular emphasis on restoring and enhancing the built character and streetscape details. In addition, in Maidenhead, the principal historic gateway to the town core within this character area (Kidwells Park at the western end of the High Street) should be conserved. In addition, refer to any guidance written for the *Maidenhead Town Centre Conservation Area*.

Tree species that are typical of the chalk substrate in the Maidenhead area include oak, beech, ash, sycamore, whitebeam, yew, hazel, hawthorn, field maple, elder, birch, rowan and holly. Yew is particularly characteristic of churchyards.

2: HISTORIC TOWN FRINGES

Key Characteristics

- *Historic town fringes* occur around the edges of the *Historic Town Cores* of the larger settlements of Maidenhead and Windsor.
- Land use is varied across this townscape type, and encompasses transport, offices, retailing/commercial, leisure/recreation, and civic uses.
- Urban form is defined by an altered street pattern, with historic routes terminated by ring roads, railways or large scale development plots.
- Block pattern is characterised by large scale buildings in large scale plots creating a large scale urban form of high density development.
- A wide variety of architectural styles, periods and building materials, including, Victorian brick built development and railway stations and very large scale commercial/office blocks in brick, concrete, plate glass and 'fair face' (decorative) blockwork.
- Larger amounts of open space than the adjacent *Historic Town Cores* - many of these spaces are semi-private, hard paved and often given over to car parking.
- Glimpsed views along alleys and narrow streets to key buildings in the adjoining *Historic Town Cores* are often a feature of the townscape experience.
- A colourful and busy urban environment, although of a less intensively used character than the adjoining *Historic Town Cores*.



A. DESCRIPTION

Location/distribution of type

Historic Town Fringes occur around the edges of the *Historic Town Cores* of the larger settlements of Maidenhead and Windsor where they are often associated with Victorian infrastructure such as railway stations.

Physical Influences

The *Historic Town Fringes* are located within the *Thames Valley*⁵, although they tend to be located on dryer land, just outside the flood zone. Urban form often responds to topography (where landform variation is present). Vegetation makes few references to the underlying physical landscape, being drawn from a largely ornamental palette.

Human Influences

The *Historic Town Fringes* are based on the extent of development after 1800, up to the late 19th Century. These areas display a considerable time depth and a multi layered character with much evidence of rebuilding and redevelopment. The evolution of the *Historic Town Fringes* is typically closely tied into the development of the railway. However, substantial redevelopment has since taken place. Within Windsor, the presence of the Crown Estate has prevented the *Historic Town Fringe* extending to the east of the town.



⁵ The former Countryside Agency (1999) *Character Map of England*, Vol.7.

Substantial redevelopment is often a feature of the *Historic Town Fringes*, as seen in this example at Maidenhead.

[Reproduced from Ordnance Survey information with the permission of The Controller of Her Majesty's Stationery Office, Crown Copyright, Licence Number 10001926].

Townscape Character

Land Use/Image

Land use is varied across this townscape type, and encompasses transport, offices, retailing/commercial, leisure/recreation, and civic uses. Car parking on backland sites associated with these uses is a distinctive characteristic.



Commercial premises, offices and car parking, as shown in this example from Windsor.

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.



Ring roads disrupt the historic street pattern (example from Windsor).

There are some remnant routes which connect to the *Historic Town 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.



Large buildings pulled close to street frontages contribute to an enclosed character (Windsor).

A wide variety of building scales is apparent, with typically 3-4 storey development in Windsor and 3-5 storey and occasional larger buildings in Maidenhead. As such some variation in rooflines and building mass is visible. Urban form and the historic relationship of buildings to spaces is often interrupted by extensive areas of car parking which have been provided to service later 20th Century infill developments, and by ring roads which have in places radically altered the spatial configuration.

There are often nodes of activity within the *Historic Town Fringes*, located around transport hubs or key community facilities.

Built Form & Architecture

This type encompasses a wide variety of architectural styles and periods, demonstrating a long history of redevelopment, adaptation and replacement. However, this type is united by the large scale of the built form.

The *Historic Town Fringes* often include notable examples of mid to late 19th Century brick built development, in orange-red brick with slate roofs. Key buildings include railway stations, with a notable Victorian style with steep pitched roofs and glass train sheds, for example in Windsor's *Town Historic Fringe*.



Windsor's Victorian central railway station.

Commercial development of brick, glass, concrete and blockwork, and often of 'corporate' character, and large scale, is also present, particularly in Maidenhead. This can often be seen juxtaposed with 19th century buildings.



Juxtaposition of late 19th Century development and later infill (example from Windsor).

Building lines and roofscape are irregular and varied. A range of roof pitches and styles including gable end and half hipped styles, in addition to flat roofs adds to the variety.

Public Realm and Streetscape

The interface between public and private realms is clearly defined where buildings front directly onto streets. However, the division is less clear around newer

developments where large paved semi-public spaces provide a transition between public and private realms.

Boundaries are represented by building frontages, although occasionally these are open e.g. stepped/raised courtyards. Paving is often concrete flagstones, with natural stone setts visible to roadside drainage gullies. Tarmac surfacing is frequent. Occasional references to historic character such as worked granite kerbstones, and heritage style lamp standards (in addition to modern lighting poles) and street furniture, are also apparent.

There is particular emphasis on the historic streetscape in the Windsor Historic Fringe, notably around Windsor Central station. Traditional style street furniture is visible here, as are 'gas lantern' type lamp standards. Paving is often contemporary in style (including small paving blocks and large paving flagstones), yet sympathetic to the surrounding vernacular scale of paving.

The public realm is characterised by few mature trees. As such where these occur they make a notable contribution to streetscape in terms of form and stature (e.g. Cedar, Robinia).

Parking is concentrated in open air and covered car parks (including multi storey parking lots) which are often of large scale. On street parking is visible in places.

Open Space/Greenspace

There tends to be more open space in comparison to the adjacent *Historic Town Cores*. However, many of these spaces are semi-private, hard paved and often given over to car parking. The River Thames in Windsor and, to a lesser degree, the York Stream in Maidenhead provide water frontage.



Open space is often defined by extensive areas of car parking, as here at Maidenhead

Greenspace is generally restricted to verges and lawns around civic buildings. These are usually ornamental in character, but contain some mature trees such as Cedar and Robinia, in addition to maple and sycamore, that form the setting for such buildings, and help to break up the predominantly hard urban character.



Open spaces and mature trees form settings to key civic buildings, as here at Maidenhead.

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 Town Cores*. Key landmarks within the *Historic Fringe* include large railway station buildings, as at Windsor.

The carving of the railways and ring roads through the Historic Town Fringes result in 'un-designed' views, including views towards the service areas of commercial properties.

Experience

A busy urban environment of colourful and eclectic character (particularly in the vicinity of infrastructure such as railway stations). The townscape frontages are however markedly less 'active' outside of the main shopping areas than in the adjacent *Historic Town Cores*.

Contrast in built scale, building lines and frontages creates rhythm and visual variety.

B. EVALUATION

Condition

Street and block pattern has been altered by the introduction of railways and ring roads, leading to some loss of the historic street pattern. While some distinctive 19th Century buildings remain, and are generally well maintained, there is evidence of some insensitive changes to buildings that have eroded character. The condition of 20th Century buildings is variable. The quality of the streetscape also varies due to replacement of historic surfaces and boundaries with newer, contrasting materials.

Forces for Change

Most changes to the street and block pattern of the *Historic Town Fringes* have occurred in the past and this aspect is now fairly stable in terms of change. However, there are continuing forces for change to character. The following forces for change were evident during the site visit:

- Continued redevelopment and development intensification including 'backland' development.
- Changes to street layouts and changes in traffic management.
- Continued pressure for car parking, particularly around civic buildings and to the rear of premises within the Historic Cores.
- Intensification of retail/commercial/office development in close proximity to infrastructure such as railway stations.

- Continued declined in original streetscape materials and replacement with more modern alternatives and imitation 'heritage' style paving and block pavers.
- Partial restoration of 'heritage' streetscape including lamp standards and street furniture.
- The use of flood resistant/resilient design in relation to the built environment.

Town centres are central to national and regional planning policy and the delivery of homes, services and infrastructure. It can be anticipated that related pressures will continue to influence the historic town fringe.

Guidance/Opportunities

It is recommended that the following principles are taken into account in the development design process and in public realm improvement projects:

- Take account of the historic street and block pattern, maintaining a continuous frontage to the street.
- The retention of active frontages to the street
- Improve visual and physical links to the Historic Town Core, enhancing views to landmarks where possible.
- Development should demonstrate that it contributes to the preservation of listed buildings and their setting.
- Conserve and enhance important buildings which contribute to the special character of the area.
- The apparent height of buildings should typically be 3-5 storeys. Taller buildings should respect the form and function of local landmarks, particularly views to and from Windsor Castle.
- Sensitive contemporary design is appropriate where it responds to context in terms of height, scale and

mass, and has regard to the adjacent Historic Town Core. Reference to local or existing materials may be appropriate.

- Use a coordinated approach to street furniture, paving and lighting. Regard should be given to any historic setting in relation to buildings, conserving original features where possible.
 - Use a coordinated approach to street tree planting in terms of stature/form of trees and species.
 - Seek to retain important trees, vegetation and open spaces, planning for
- new tree planting to ensure continuity of tree cover and a diverse age structure.
 - Improve 'un-designed' views, such as views of service yards, through sensitive design and use of landscape planting.
 - Seek opportunities to integrate waterways and their setting.
 - Reduce the impact of parking provision through sensitive design (including landscape planting and appropriate paving to relate to streetscape) to ensure cars or car parks do not dominate.

Character Areas

2A Maidenhead Historic Fringe



Maidenhead's *Historic Fringe* is located on a bedrock geology of chalk, with a gently undulating landform. The area is characterised both by Victorian development around the railway station in addition to much larger scale late 20th Century buildings. Large scale civic, commercial and office developments often relate to a radically altered streetscape layout due to the construction of the ring road in the 1960s. 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. 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. 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.

Small parts of Maidenhead's *Historic Fringe* which abut the *Historic Town Core* lie within the *Maidenhead Town Centre Conservation Area*. Account will therefore have to be taken of the relevant guidance within the *Conservation Area Appraisal* when planning for future change.

All of the guidance presented above applies, with particular reference to improving un-designed views, and sensitive design and integration of parking areas with the streetscape. In addition, seek to enhance the historic gateway to the western end of the *Historic Town Core* near the Ring Road, to create a sense of arrival and a better relationship with the core. Also conserve landmarks such as the clock tower in front of the station, and views to this, ensuring that it contributes to the legibility of the local townscape. The generic guidance suggests that there may be an opportunity for large scale native trees in areas of open space, along wider streets and in larger paved areas – native tree species that are typical of the chalk substrate in the Maidenhead area include oak, beech, ash, sycamore, whitebeam, yew, hazel, hawthorn, field maple, elder, birch, rowan and holly.

3: HISTORIC VILLAGE CORES

Key Characteristics

- *Historic Village Cores* form the historic core of villages, usually associated with a village church, green or common.
- A considerable time depth is apparent with built development having evolved from the medieval period to the present day.
- A tight urban grain is created by relatively high density development with buildings often drawn close to street frontages.
- Built vernacular is varied, including timber framed buildings, some with original frontages, others with 18th /19th Century brick facings.
- Materials include local orange-red brick and clay tile, and a wider palette of 'imported' materials for 19th Century dwellings including Gault brick and slate roofing.
- A variety of land uses (ecclesiastical, retail, commercial and residential) creates an active and vibrant townscape.
- Village greens and former market places provide important nodes with an open character.
- Intact and historic paving include riven yorkstone and worked granite kerbstones contribute to the time depth of the *Historic Village Cores*.
- Variety and rhythm created by varying building lines and roof heights, and texture created by the varied materials palette and façade detailing, contribute to a colourful and vibrant environment.



A. DESCRIPTION

Location/distribution of the type

This type is located in long established villages throughout the Borough, including Datchet, Cookham and Wraysbury. *Historic Village Cores* also occur within the larger settlements of Windsor and Maidenhead where they relate to historic villages that have subsequently been subsumed within the urban fabric of these larger settlements. The type forms the oldest part of the village, usually centred on an historic market place, village green or grouping of buildings such as the church/ manor house.



Physical Influences

Topography underlying these villages tends to be flat or gently undulating and therefore does not greatly influence the layout of streets and plots. Geological and soil characteristics of the landscape are expressed in the vegetation palette of the historic core.

Historic Village Cores are often located at the convergence of key routes or at strategic crossing points, such as this example at Cookham.

1843-93 Ordnance Survey Mapping from Landmark Group, reproduced from Ordnance Survey information with the permission of The Controller of Her Majesty's Stationery Office, Crown Copyright, Licence Number 10001926.

Human Influences

A considerable time depth is evident within the *Historic Village Cores*, reflecting their long evolution from the medieval period to the present day. *Historic Village Cores* often evolved at strategic crossing points of the River Thames, or at the convergence of key trade routes, with the villages often centred on a village green, market cross, or church and manor house.

Townscape Character

Land Use/Image

Land use varies widely, with commercial/retail, ecclesiastical and residential all present. Medieval and later cottages have often been adapted for commercial premises at the ground floor level, particularly on the main streets or at the convergence of principal roads.



Residential and commercial premises are often juxtaposed, as in this example from Datchet.

Urban form

Urban form is defined by a tight grained network of narrow streets with buildings pulled close to street frontages. Built density is relatively high with buildings and high garden boundary walls often presenting continuous frontages to the principal streets.

Block form is characterised by 2-2.5 storey buildings, often with irregular, cantilevered frontages and variable storey heights. Street proportions are typically narrow (usually in the order of 1:2), with narrow pavements characteristic. Market places and village greens provide a break in this predominantly tight grained, narrow streetscene, where they form important nodes.



This example from Cookham illustrates the tight grained urban form with buildings pulled close to street frontages.

Built Form & Architecture

Architectural idiom and period varies widely across the type, but with notable late medieval timber framed and cantilevered buildings (with lime plastered wattle infill and black stained timber beams). Re-fronted medieval buildings with brick elevations are also characteristic, using local red-orange brick. Roofs are typically steeply pitched and hung with local orange-red clay tiles. 17th and 18th Century and Georgian brick buildings also form an important component of the architectural vocabulary. Victorian infill is apparent with materials drawn from a wider palette, including London stock brick and slate roofing tiles.

A wide variety of architectural details including mullioned casement windows and hung sash windows creates considerable variation to building facades as does the presence of oriel windows, period shop fronts and shallow Georgian moulded porches.

Finishes including stucco and lime plaster create further variation in an often eclectic architectural palette.



Historic Village Cores contain a considerable diversity of built styles, periods and materials, as shown by these examples in Cookham High Street.

Rooflines and roofscape vary, with steep and shallow pitches, varying storey heights, and gable ends/gable frontages creating considerable variety and rhythm within the built environment.

Public Realm & Streetscape

The interface between public and private realm is clearly defined with buildings typically opening directly on to the street. High garden boundary walls, in orange-red brick, add to this sense of clarity and definition. Occasional short front gardens bounded by low boundary walls occur on residential side streets.

Streetscape materials include riven york stone slabs to pavements with worked granite kerbstones. Weathered yorkstone sett kerbs in warm bronze tones are also distinctive features of the streetscape. Tarmac is, however, common across the townscape type both on roads and pavements. Traffic calming schemes including raised blockwork speed tables are present.



Boundary walls create a clearly defined interface between public and private realm, as in these examples from Cookham.

Open Space/Greenspace

Other than private gardens, which are often of a leafy and ornamental character (although oak and beech trees form a distinctive component of the planting palette), there are few areas of greenspace within the type, in view of the relatively high built density. Nevertheless private gardens provide an important contribution to character.

Intensively managed village greens, characterised by mown grass and mature specimen trees, including oaks of significant stature, are distinctive and contribute strongly to the character of the village cores. Street furniture, including timber benches, is often present in these open spaces. Village greens often form the setting for focal features such as War Memorials or civic/municipal structures such as drinking fountains. Open spaces are otherwise hard/paved and small in scale, forming a setting for a market cross or a War Memorial. Churchyards, which include

mature trees such as yews, contribute to the leafy character of the *Historic Village Cores*.



Village greens, often intensively managed, form foci for village cores, as seen here at Datchet.

Views/Landmarks

Views are generally kept short due to the gently curved character of streets and the high density of development. Landmarks include church towers and spires, as seen in the example below.



Church towers form local landmarks, as in the above example at Cookham.

Experience

This is an urban environment of active street frontages and colourful, varied and vibrant character. Considerable movement, activity and even congestion is created by constricted street layouts.

B. EVALUATION

Condition

The high density, tight grained built form and medieval street configuration remains intact across this type. Built form, architecture and detailing are also largely intact, with only a limited amount of unsympathetic infill, repair or restoration.

The original focus for the village core e.g. groupings of buildings around a central green, small market place, church and/or manor house generally remains intact.

All three character areas within this type are identified as being in particularly good condition, and intact examples of the type:

3A: Cookham Village Core

3B: Cookham – The Pound

3C: Maidenhead – Pinkney’s Green

Forces for Change

The type is generally stable in terms of character and few forces for change were noted on the site visit. Key forces for change are as follows:

- Traffic and parking pressures (on street parking)
- Related ‘urbanising’ influences in connection with traffic management, including traffic calming schemes (road narrowing and signage).
- Infill development which is generally well integrated, making subtle stylistic and material references to its existing built context.
- Replacement of heritage street lighting with varied and modern designs.
- Increasingly ‘managed’ character of village greens with closely mown grass, railings and street furniture.

Guidance/Opportunities

It is recommended that the following principles are taken into account in the

development design process and in public realm improvement projects:

- Design to take account of the existing scale and grain of built form. Buildings should typically be 2 or 2.5 storeys with frontages drawn close to the street.
- Take account of the variety and rhythm of the streetscape. Buildings should reflect the staggered building line and varied roofscape including the use of steep and shallow pitches, varying storey heights and gable ends and frontages.
- The retention and enhancement of historic and distinctive shopfronts. Standardised corporate shopfronts and insensitive illumination should be avoided. Detailing should be consistent with the architectural style.
- Reflect the eclectic and varied built vernacular, especially the character of front elevation and roofscape.
- Conserve and seek opportunities to reinstate original façade details and features such as windows (including mullioned casement windows and hung sash windows), porches (including Georgian moulded porches) and original doors consistent with the buildings architecture.
- Conserve original roof tiling (including local orange-red clay tiles and slate tiles) and seek opportunities to reinstate these features where lost.
- The retention of mature trees (including those in church yards and on village greens). Plan for new tree planting to ensure continuity of tree cover and a diverse age structure. Consider the planting of larger trees in key visual locations.
- Development should demonstrate that it preserves and enhances the setting of Listed Buildings and respect the form and function of local landmarks (e.g. views to and from these).
- Development and management measures should seek to reduce the

impact of parking provision through sensitive design to ensure cars do not dominate the street. Regard should be given to the historic setting for street furniture, paving, markings and signage, conserving original features where possible.

- The management of village greens to reinstate components of historic character.



Character Areas

3A Cookham Village Core



Forming the focus of the historic village of Cookham, lying entirely within the *Cookham High Street Conservation Area* and located on the historic Thames Crossing, this is a tight grained urban environment with an eclectic array of medieval and later buildings including original timber framed buildings pulled close to the High Street (former market place). An often densely wooded backdrop to the settlement limits opportunities for wider views, although there are glimpsed views from the village core to the riverside setting. The special architectural and historic interest of

the character area is recognised through designation as part of the Cookham High Street Conservation Area, and reference should be made to the appraisal and guidance produced for this in planning for future change.

All of the generic guidance above applies, with particular reference to conserving the rich variety of historic vernacular, as a high proportion of original architectural detailing survives within this character area. In addition, conserve landmarks including the Cookham Bridge the river, the church tower (which features in Spencer's work) and the Sir Stanley Spencer Gallery, ensuring that changes to buildings in terms of massing, rooflines and the relationship of built form to open space continues to conserve the function of these as landmarks. Seek also to conserve longer views to the church tower from the riverside and conserve the glimpsed views to the river which are available from the Historic Village Core and at Ferry Lane. In addition, conserve the Tarrystone and the War Memorial on the High Street and Churchgate (the open area at the entrance to the churchyard, surrounded by cluster of houses and which forms a local meeting point) as nodes and points of focus in the village core and conserve the historic gateways to the village core at the eastern approach to the core of the village from the former ferry crossing, the western approach from Cookham Moor, the northern approach from the Cookham Bridge, and the southern approach from Sutton Road.

The generic guidance for this type suggests planning for new tree planting to ensure continuity of tree cover and a diverse age structure, as well as seeking opportunities to plant larger native trees – native tree species that are typical of the chalk substrate in this area include oak, beech, ash, sycamore, whitebeam, yew, hazel, hawthorn, field maple, elder, birch, rowan and holly. Yew is particularly characteristic of churchyards.

3B Cookham - The Pound



This area forms part of the small 'satellite settlement' to the western side of The Moor and is a high density area, albeit of smaller scale than Cookham proper. The special architectural and historic interest of the area is recognised through designation as part of the *Cookham High Street Conservation Area*. The rural character and setting of the area is reinforced by significant areas of open green space such as Poundfield, to the north of the village.

All of the generic guidance above applies, with specific reference to conserving the rural setting to the village core (e.g. Poundfield and The Moor, both of which formed an inspiration for Spencer's paintings). The Moor is also important in maintaining a sense of separation between Cookham and Cookham Rise. In addition, conserve the two historic gateways at each end of 'The Pound' ensuring that they continue to mark arrival points to the village core. In addition account should be taken of guidance contained within the *Cookham High Street Conservation Area Appraisal*.

The generic guidance for this type suggests planning for new tree planting to ensure continuity of tree cover and a diverse age structure, as well as seeking opportunities to plant larger native trees – native tree species that are typical of the chalk substrate in this area include oak, beech, ash, sycamore, whitebeam, yew, hazel, hawthorn, field maple, elder, birch, rowan and holly.

3C Maidenhead – Pinkneys Green



A compact nucleated village centred on a public house and a small, densely wooded triangle, which opens onto a larger, semi wooded grassland common. Buildings are mainly 18th Century and earlier, with low terraced cottages built of the local Pinkneys Green orange-red brick, with tile or slate roofs. 19th Century infill development is also evident. The special architectural and historic interest of this area is recognised through its designation as part of the *Pinkney's Green Conservation Area*.

All of the generic guidance above applies. In particular it will be important to conserve the compact settlement form and the intimate spatial scale of the village, as well as the diversity of vernacular styles and materials (including the local orange-red Pinkneys Green brick). In addition, conserve the wooded and grassland common setting to the village and take account of guidance contained within the *Pinkney's Green Conservation Area Appraisal*.

The generic guidance for this type suggests planning for new tree planting to ensure continuity of tree cover and a diverse age structure, as well as seeking opportunities to plant larger native trees – native tree species that are typical of the chalk substrate in this area include oak, beech, ash, sycamore, whitebeam, yew, hazel, hawthorn, field maple, elder, birch, rowan and holly.

4: GEORGIAN SUBURBS

Key Characteristics

- Residential suburbs built in the Georgian style, typically between c. 1720 and mid 19th century.
- Two or three storey town houses (mostly terraces or semi-detached) are arranged along wide streets, along crescents, or around squares.
- Plots are typically long and narrow, often incorporating long back gardens.
- Boundaries are defined by low garden boundary walls and neatly clipped hedges, or railings, behind which lie short front gardens.
- Buildings are brick built and characterised by their symmetry and regularity of detail in a plain, elegant, often severe classical style.
- Sash windows with glazing bars, decorative wrought iron verandas, moulded porches and decorative front doors with intricate fan lights above create rhythm and interest along the street.
- Later buildings (Regency) are more decorated and particularly notable for their stucco work.
- Buildings present elegant frontages to the street contributing positively to the public realm. Chimneys contribute to a visually stimulating roofscape.
- Pavements include riven York stone with granite kerbs. Black heritage lamps contribute to the sense of time depth.
- Views are focussed along streets, framed by elegant facades, to local landmarks such as churches.
- Semi-public gardens (in crescents or squares), to be enjoyed by properties overlooking the gardens, are a particular characteristic of the Georgian Suburbs.



A. DESCRIPTION

Location/distribution of type

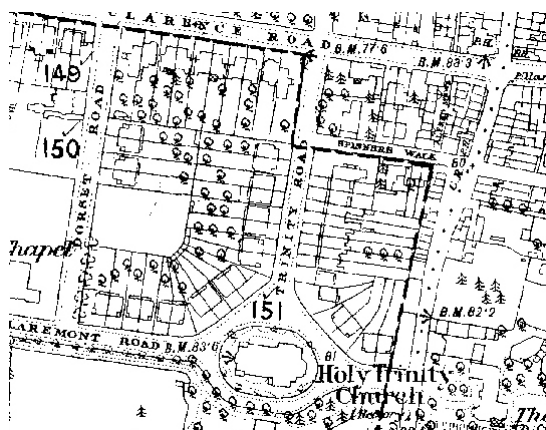
Georgian Suburbs are rare in the Royal Borough of Windsor and Maidenhead. There is just one discrete area of *Georgian Suburbs*, within Maidenhead.

Physical Influences

Topography underlying these suburbs tends to be flat or gently undulating and therefore does not greatly influence the layout of streets and plots. Geological and soil characteristics of the landscape are sometimes expressed in the vegetation palette of the semi-public gardens and private gardens, although species tends to be ornamental in character.

Human Influences

The evolution of the *Georgian Suburbs* is closely linked to the expansion of large towns between c.1720 and the mid 19th century, forming some of the earliest town suburbs. Each suburb grew along principal routes into the town's historic core and was planned, resulting in a regular structure and layout. As a result, the *Georgian suburbs* have a relatively consistent time depth.



Each suburb was planned, resulting in a regular layout of streets, as in this example from Clarence Road, Windsor.

[1843-1893 Map Data supplied by Ordnance Survey and Landmark Information Group. Reproduced from Ordnance Survey information with the permission of The Controller of Her Majesty's Stationery Office, Crown Copyright, Licence Number 10001926].

Townscape Character

Land Use/Image

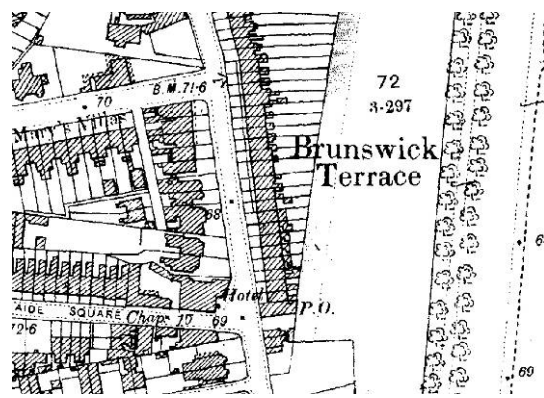
Land use is predominantly residential, although local churches, public houses and hotels contribute to the diversity of land use.

Urban Form

The street pattern in the *Georgian Suburbs* is generally planned, arranged in a regular formation of wide streets, crescents, or squares. Road junctions/ intersections act as local nodes, particularly where local landmark buildings (e.g. churches and hotels) cause people to gather.

Georgian Suburbs comprise 2-3 storey dwellings (in addition to basement levels) on long narrow plots, usually arranged in terraces or semi-detached resulting in a medium density townscape with a regular building line fronting the street.

Buildings are set back behind front gardens, resulting in fairly wide street proportions. Buildings have grand proportions, particularly along principal streets and crescents. Buildings are sometimes angled at road junctions. Rear gardens tend to be longer than front gardens.



Georgian Suburbs comprise 2-3 storey dwellings, usually arranged in terraces or semi-detached as seen here around Kings Road, Windsor.

[1843-1893 Map Data supplied by Ordnance Survey and Landmark Information Group. Reproduced from Ordnance Survey information with the permission of The Controller of Her Majesty's Stationery Office, Crown Copyright, Licence Number 10001926].

Historically, stables and coach houses were located at the rear of large houses (still evident in coach arches to the street).



Buildings often have grand proportions, as seen in this example from Windsor.

Built Form & Architecture

Architecture is plain, elegant, and often in a severe classical idiom which is characterised by symmetry and regularity of detail. Restrained use of ornamentation includes sash windows with glazing bars, decorative wrought iron verandas, moulded porches and decorative front doors with intricate fan lights above. The regular pattern of windows and doors produces a rhythm along the street.



Plain, elegant brick façades with decorative wrought iron verandas and fan lights, as in this example from Windsor.

Earlier buildings are typically constructed from a light coloured brick while later Regency style buildings have greater decoration, including distinctive moulded stucco. Roofs are generally pitched with end gables and tiled with slate. Chimneys are plain and large in scale, indicating the spacious interior room proportions – these contribute to the rhythm along the street and a visually interesting roofscape.



Regency style buildings have greater decoration, including distinctive moulded stucco (Windsor).

Public Realm & Streetscape

Buildings present their fronts to the street, contributing positively to the public realm. There is a clear delineation between the public and private realms, marked by front garden boundaries which are usually enclosed by low brick walls combined with clipped hedges or railings, often with decorative wrought iron gates.

Materials typically comprise riven York stone and imitation York stone or imitation stone sett pavements with tarmac roads. Kerbs are typically granite, but sometimes replaced by concrete. Black cast iron street lanterns contribute to the sense of time depth. Street trees are generally absent from these suburbs, although vegetation/hedges in front gardens contribute positively to the townscape. Since these suburbs were not built to accommodate the car, on-street car parking is typical, except where parking restrictions have limited this – sometimes this has forced parked cars onto the forecourts/ into front gardens on properties.



Cast iron street lamps contribute to the sense of time depth within the Georgian Suburbs, as seen here at Adelaide Square, Windsor.

Open Space/Greenspace

Semi-public gardens (in crescents or squares), to be enjoyed by properties overlooking the gardens, are a particular characteristic of the Georgian Suburbs e.g. Clarence Gardens in Windsor. The gardens often contain winding gravel pathways, lawns and a variety of mature trees. The gardens provide a 'picturesque' setting to the houses in Clarence Crescent in Windsor, or at Castle Hill, Maidenhead.

Other open space is privately owned, for example churchyards and town house gardens (an 18th century invention). These provide a valuable contribution to the streetscape. Of particular note are the clipped small leaved hedges, such as privet and beech, which are a characteristic feature of the Georgian suburbs. The purple leaves of copper beech within front gardens provide seasonal variation and interest amongst this plain, elegant townscape.

Views/Landmarks

Views are channelled along straight streets, framed by the regular facades of buildings on either side. Crescents provide a changing sequence of views, often revealing the architecture of the buildings on one side of the street, and semi-public gardens on the other. There are also occasional views down narrow alleyways, or through coach arches, between buildings. Churches often provide local landmarks within the *Georgian Suburbs*.



Churches often provide points of focus/ local landmarks e.g. Holy Trinity Church in Windsor.

Experience

The planned street layout and rhythm of facades/ roofs provides a comfortable, reassuring environment. The variety in architectural and streetscape detail ensures that the environment within the *Georgian Suburbs* is stimulating. Small front gardens provide a human scale and create visual interest.

B. EVALUATION

Condition

The *Georgian Suburbs* in the Royal Borough are designated as Conservation Areas and therefore tend to be in good condition, exhibiting an intact street and block pattern and good survival of architectural and streetscape detail. Changes to buildings have generally been in accordance with local styles and materials.

This is no exception for area 4A: *Castle Hill* in Maidenhead which is considered to be in good condition and an intact example of this townscape type.

Forces for Change

The *Georgian Suburbs* appear to be relatively stable in terms of change. However, there are some forces for change that were evident during the site visit. These include:

- Loss of front gardens and garden boundaries to accommodate off road parking.
- Replacement of low garden boundaries with taller, impermeable fences or hedges altering the relationship between public and private realms.
- Some inappropriate restoration and alteration of buildings including concrete roof tiles and replacement uPVC windows and doors.



Loss of front gardens to accommodate off road parking has altered the character of the streetscape in places.

Guidance/Opportunities

It is recommended that the following principles are taken into account in the development design process and in public realm improvement projects:

- New design should take account of the Georgian street layout and street proportions. Buildings should be in scale with the street in terms of width and height.
- Maintain the consistent building line. Development, including extensions, which steps out of line with or interrupt the rhythm of the street should be avoided.
- Reflect the use of pitched roofs with gable ends and chimneys, with roofs finished in slate.
- Conserve and seek opportunities to reinstate Georgian detailing, particularly sash windows with glazing bars, verandas, moulded porches and decorative front doors with fan lights above.
- Conserve the Georgian palette of materials including light coloured brick (to match the existing), stucco and slate roof tiles.
- Seek to conserve traditional low brick boundary walls, conserving traditional front garden boundaries with low walls and clipped small leaved hedged (such as privet) and/or iron railings. Aim to retain garden areas and boundaries, avoiding full width hardstanding.
- Development should demonstrate that it preserves and enhances the setting of Listed Buildings.
- Conserve semi-public garden areas.
- The use of small scale shrubs and trees in front gardens which are in scale with the street and do not obscure the architectural and façade character.
- The retention of important trees, including those in gardens and semi-public open spaces, planning for new tree planting to ensure continuity of tree cover and a diverse age structure.
- The planting of larger trees in key visual locations.
- Use of a coordinated approach to street furniture, paving and lighting.

Character Areas

4A Castle Hill, Maidenhead



Castle Hill is located on the rising, undulating land to the west of Maidenhead's Historic Core. The special architectural and historical importance of this area is recognised through its designation as part of the *Castle Hill Conservation Area*. The character area consists of a sequence of detached and semi detached late Georgian/Regency stucco fronted villas, with shallow pitched slate roofs. Facades are often symmetrical and of a simple, elegant character, with original sash windows. 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 often present, although low, ornamental garden boundary walls also feature.

All of the generic guidance noted above applies to this area, with particular reference to conserving the high proportion of intact Georgian details and architectural features visible within this area. These include hung sash windows, stucco and moulding work, verandahs and porches, in addition to hipped slate roofs. The leafy character created by ornamental hedges and mature cedars and yews should also be conserved, using such species as a template for new planting. In addition, refer to any guidance written for the *Castle Hill Conservation Area*.