

5: VICTORIAN VILLAGES

Key Characteristics

- Victorian Villages grew up in the later 19th century on principal routes or around railway stations.
- Urban form is defined by a hierarchy of principal village streets and secondary side streets, with narrow building plots.
- Rows of terraces and semi-detached properties, typically 2-2.5 storeys, contribute to a townscape of human scale.
- Highly detailed building frontages and variation in rooflines create a stimulating streetscape, particularly on the main village street.
- Unity is provided by a consistent palette of materials and time depth (c1837-1910).
- Rich detailing of the streetscape (including elaborate paving patterns, some York stone pavers and Victorian style streetscape elements such as street lights and bollards) contribute to a stimulating environment.
- Views along streets are framed by a strong building line. Landmarks include churches, while schools, public houses and railway bridges/stations form local focal points.
- There are few street trees, but ornamental planting within small front gardens of residential properties and small village greens contribute positively to the streetscape.
- Since these villages were not built with the car in mind, on street parking is often a feature of the streetscape.
- Commercial buildings front directly onto the principal streets resulting in a vibrant character.



A. DESCRIPTION

Location/distribution of type

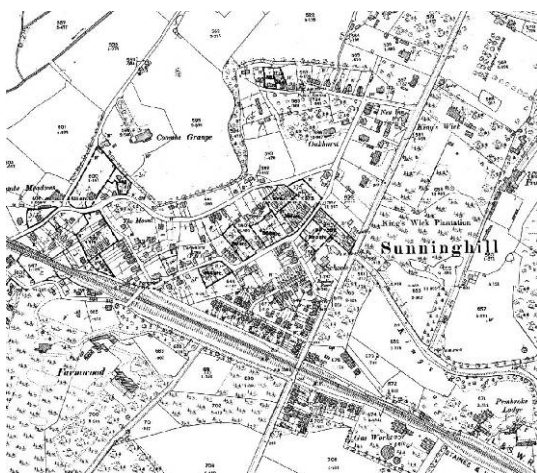
This townscape type includes villages throughout the Borough that evolved between 1837 and 1910 on strategic routes or in close proximity to railway stations, including Ascot, Broomhall, South Ascot and Wraysbury. Some *Victorian Villages* have now been subsumed within the wider urban fabric of the larger settlements of Windsor and Maidenhead.

Physical Influences

The underlying physical landscape has little influence on the character of the townscape – townscape character derives from the distinctive urban form relating to the Victorian period. An exception is the hilly (eastern) part of *Sunninghill Victorian Village*, where streets follow contours.

Human Influences

The evolution of the *Victorian Villages* is closely linked to the development of transport routes; particularly the railways. Each village grew rapidly during c1837-1910 along principal routes, with a regular structure and layout, typical of Victorian development. The result is a townscape with a consistent time depth, but varied built character, reflected in several distinctive townscape character areas.



Victorian Villages often developed in close proximity to railways, as shown by this example from Sunninghill. [1891-1912 Map Data supplied by Ordnance Survey and Landmark Information Group.

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Victorian Villages evolved as new settlements rather than being attached to existing town centres or suburbs – this is what sets them apart from the *Victorian and Edwardian Suburbs*.

Townscape Character

Land Use/Image

Land use is mainly residential, although *Victorian Villages* tend to have a commercial and retail centre. The presence of schools, churches, public halls, hotels, public houses, restaurants and shops contribute to the diversity of land use. Due to their close proximity to these commercial/retail centres and train stations, dwellings in these villages provide highly sought after residences.

Urban Form

There is a clear hierarchy of roads and streets in the *Victorian Villages* with main through routes (often the 'High Street' or main village street), with secondary residential streets which are typically narrower. There are also enclosed pedestrian alleyways between buildings, particularly on the main village street. Roads tend to be linear, although the main village street is sometimes curved to follow historic road layouts, or to take account of topography. Rows of local shops, often close to railway stations or road junctions, form nodes where people congregate.

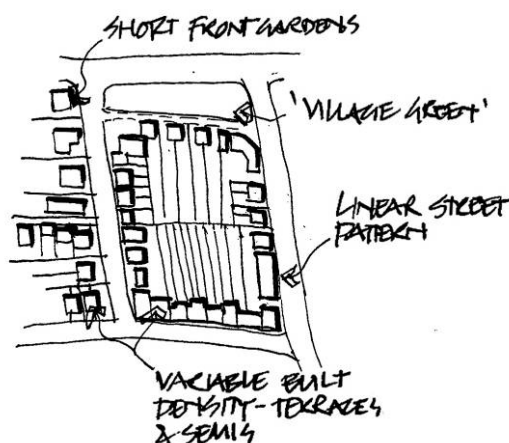
There is a difference in urban form between the main village streets and residential side streets. The main village streets are wider than side streets, typically in the order of 1:1, with larger buildings (typically 2 to 3 storeys) and no front gardens. Plots tend to be narrow and irregular and buildings are often staggered, resulting in irregular building frontages and rooflines – this creates a stimulating streetscape. Building frontages open directly onto the street resulting in a vibrant character. Backland development (accessed by lanes and alleys)

has occurred along most village streets, resulting in shortened plots and higher densities. There is generally a strong sense of enclosure along the side lanes and pedestrian alleys, which have relatively narrow widths compared to the height of the buildings.



Narrow lane leading to backland development (example from Ascot).

Side residential streets are narrow, more typically in the order of 1:2, and consist of smaller terraced 2 storey houses on regular narrow plots. Frontages are either directly onto the street or set back behind small front gardens.



Plot size and shape differs along main village streets and side streets.

Large historic buildings (such as country houses, manors, lodges and gatehouses to large estates) are sometimes seen as large irregular plots amongst rows of terraces and semis.

Built Form & Architecture

Victorian Villages were built relatively rapidly between c.1837-1910 and as such display a

unified built style, with two storey brick built cottages (terraces and semis) and larger buildings along main village streets. School buildings, churches/chapels and public houses add to the variety of built form.

Building styles are characteristic of mid-late Victorian and early-Edwardian architecture.

The residential streets comprise brick built dwellings with ground level projected bay windows, second storey sash windows with stone sills, projected porches with arched frontage, recessed entrance doorways with stained glass windows and prominent (often embellished) chimneys on steep pitched, slate roofs (sometimes with front gables). Façades are often uniform and repetitive along a street, with these details contributing to a rhythm along the street.

Details include red clay tile hanging on second storey facades, roof finials and gault brick building edges and stone identity plaques engraved with the cottage name and date of construction. The palette of materials includes warm red brick, light gault brick, and slate roof tiles.



Façades are often uniform and repetitive along a street, as in this example from Ascot.

Public Realm & Streetscape

Along main village streets, building frontages typically meet the street with no transitional space in between. Here, the building line provides a clear boundary between public and private realms. On residential roads, small front gardens are often evident, bounded by low brick walls with clipped hedges and/or wrought iron railings – these are particularly important features of the streetscape.

Streetscape materials typically comprise riven York stone and imitation York stone pavements, tarmac on roads and imitation stone setts (on pavements and roads). Kerbs are typically granite but replacement concrete kerbs are common. Black cast iron bollards are used to separate pedestrians and traffic along main village streets.

Street furniture includes a variety of styles but tend to be themed around black cast iron. This includes Victorian style cast iron lanterns, signage, bins and benches. Overhead wires are particularly noticeable in residential streets.

Street trees are generally absent from the main village streets of the *Victorian Villages*. However, street trees and vegetation within small front gardens make a valuable contribution to the streetscape. Tree/shrub species within private gardens are mostly drawn from a semi-ornamental palette and are small scale, providing visual interest and human scale.



Residential streets generally comprise two storey terraces – small front gardens contribute to the streetscape character (example from North Ascot).

Since these villages were not built with the car in mind, on street parking is a feature of the streetscape, often resulting in traffic congestion on the main village streets. As a consequence some front gardens have been partially removed and replaced with gravel/hardstanding to allow off-street parking.

Open Space/Greenspace

Distribution of open space is limited and generally restricted to private gardens, occasional village greens/ pockets of open space at road junctions, resulting in a high

density urban environment. Privately owned open space, including school grounds and churchyards, contribute to vegetation within this built-up townscape type.



Open spaces, such as village greens, provide valuable breaks in this built-up townscape type (example from South Ascot).

Views/Landmarks

Views are generally channelled along streets, framed by the buildings on either side. There is a hierarchy of views, dictated by the street pattern i.e. primary views along the main routes and secondary views up side streets, and occasional views down narrow alleyways and between buildings.



Views are framed by buildings along streets, sometimes to a wooded landscape setting, such as this view from Brockenhurst, South Ascot.

Views to the landscape setting contribute to a strong sense of place, as the species often reflect the underlying geology i.e. yew on alkaline soils; pines on acidic sandy soils.

Church spires/towers, which are often visible from outside the villages, form local landmarks while train stations and schools provide local focal points.

Experience

The main village streets of *Victorian Villages* are dominated by active frontages, contributing to a sense of vitality. The permeability of the townscape (a result of many through-routes) and the human scale of the streets ensures a comfortable space.

The rich architectural and streetscape detailing, presence of landmarks and hierarchy of streets and spaces ensures that the environment is stimulating.

B. EVALUATION

Condition

The *Victorian Villages* type is generally in good condition, exhibiting an intact street and block pattern. However, building lines and plots have been modified in places, particularly along main village streets.

However, boundaries are in particularly variable condition with many garden boundaries lost to accommodate parking, or replaced with modern alternatives – this has had a substantial impact on streetscape character.

In addition, piecemeal changes to architecture, including replacement windows and doors, re-facing of frontages (including pebble dash and mock stone), replacement of slate tiles by concrete tiles, and addition of porches, have eroded character and interrupted the rhythm of the street.

Area 5A: *Cookham Rise Victorian Village* is identified as being in particularly good condition / an intact example of this type within Maidenhead and the Cookhams.

Forces for Change

Some of the *Victorian Villages* appear to be well maintained and in a stable state while others are in a declining state. Forces for change that were evident during the site visit include:

- Redevelopment of plots along main village high streets with front off-street parking areas, changing the structure and visual appearance of the streetscape.
- Redevelopment of consecutive plots at different heights and building proportions, changing the skyline and scale of the streetscape within residential streets.
- Parking pressures, including loss of front gardens to accommodate off road parking in residential side streets.
- Replacement of low garden boundaries with tall, impermeable fences or hedges leading to an increasing sense of enclosure in residential areas.
- Loss of details and replacement with modern materials including concrete tile roofs and UPVC windows, porches and doors.
- Extensions and alterations to buildings, which breach the building line and change the roofscape (including enclosed porches, loft extensions and dormer windows).
- Erection of large scale signage along village streets, masking architectural features such as doors, windows and wall details (including brickwork).

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 clear hierarchy of streets with principal through routes and residential side streets. Buildings should reflect the staggered building and variation in roof line on main streets. Buildings should typically be 3 storeys high on main streets / corners and 2 storeys on side streets.
- Design should take account of the primary views along the main routes and secondary views up side streets, and occasional views down narrow alleyways and between buildings.
- Take account of the Victorian street and block pattern of regular streets and narrow plots with domestic scale buildings. Development that does not respond to the scale, grain and urban form should be avoided.
- Retain active street frontages.

- Reflect the rhythm and variation of roofscape. Insensitive development that would disrupt this rhythm should be avoided.
- Conserve and seek opportunities to reinstate Victorian detailing, including steep gabled roofs, timber sash windows with stone sills, wall details (e.g. brickwork) unenclosed porches, balconies, fanlights above doorways and recessed porches with decorative brick arches.
- Conserve and make reference to the Victorian palette of materials including warm red brick, gault brick, natural stone and slate or red clay roof tiles.
- Development should demonstrate that it preserves and enhances the setting of Listed Buildings and respect the form and function of local landmarks (e.g. churches, train stations and schools).
- Development should conserve the use of traditional low brick boundary walls and low clipped hedged and/or cast railings. Aim to maintain a continuous frontage and to retain garden areas and boundaries, avoiding full width hard standing.
- Consideration should be given to the use of small scale shrubs and trees in front gardens which are in scale with the street and do not obscure the architecture.
- Manage school grounds, church yards and village greens to maintain structural vegetation, particularly mature trees, to provide a strong visual link to the landscape setting.
- Retain important trees, including those in gardens and on tree lined roads, planning for new trees to ensure continuity of tree cover and a diverse age structure. Species commonly used by Victorians for street trees include lime, ornamental cherry and London plane.
- Use a coordinated approach to street furniture, paving and lighting.

Character Areas

5A: Cookham Rise Victorian Village, Cookham Rise



village centre (shopping parade at Station Hill). Development density is high, with buildings fronting directly onto the street.

All of the generic guidance presented above applies to this character area. Particular reference should be made to conserving the two landmark churches on Lower Road, in addition to their setting and views to them, ensuring that any future development respects these. Conserve also the function of the distinctive Victorian Railway Station as a landmark. Together with the cluster of shops on Lower Road, this also forms a key node (meeting/congregating point) and should be conserved as such.

Appropriate species for replacement tree planting within this area include oak, beech, ash, sycamore, whitebeam and rowan.

5B: Furze Platt Victorian Village, Maidenhead



Located on a chalk geology to the northern edge of Maidenhead, Furze Platt consists of a sequence of Victorian terraces and semi detached cottages arranged around a Church, public house and village store. Buildings are of yellow stock and red brick, with short front gardens often characteristic.

All of the generic guidance presented above applies, with particular reference to reinstating and restoring Victorian details where lost to later/modern replacements (e.g. fenestration and doors). Another key consideration is to conserve intact Victorian front garden boundary walls and clipped ornamental hedges, reinstating lost ones or the appearance of these where possible to enhance the unity of the streetscape.

The cross roads within the Victorian Village (Courthouse Road and the associated public house) is a key node – an important point of focus for the village- and should be conserved as such. Appropriate species for replacement tree planting include oak, beech and ash.

6: VICTORIAN AND EDWARDIAN SUBURBS

Key Characteristics

- Medium-high density residential suburbs built in the Victorian/Edwardian style, typically between c.1837 and 1910, displaying considerable architectural and stylistic uniformity.
- Victorian 'grid' street pattern with a hierarchy of principal through streets and narrow side streets and typically narrow plots.
- Block pattern is regular, consisting of short and long 2 storey terraces with some larger semi detached 2 or 3 storey dwellings on principal streets.
- Façades are uniform and repetitive along a street, with hung sash windows and simple doorways in recessed porches contributing to a rhythm along the street, and articulation provided by bay windows.
- Variety is provided by dressed stone façade details, mouldings and stucco work.
- Roofs are pitched and typically tiled in natural slate - chimneys contribute to a visually stimulating roofscape.
- Streetscape details include granite kerbstones, York stone pavers (where they remain) and period lamp standards (black cast iron theme).
- Short front gardens are bounded by low brick walls sometimes combined with clipped hedges or black railings.
- Views are focussed along streets, framed by rhythmic facades, to local landmarks such as churches. Pubs and corner stores provide local focal points.
- A relatively high density urban environment, with few street trees. On street parking is a notable characteristic of this high density townscape type.



A. DESCRIPTION

Location/distribution of type

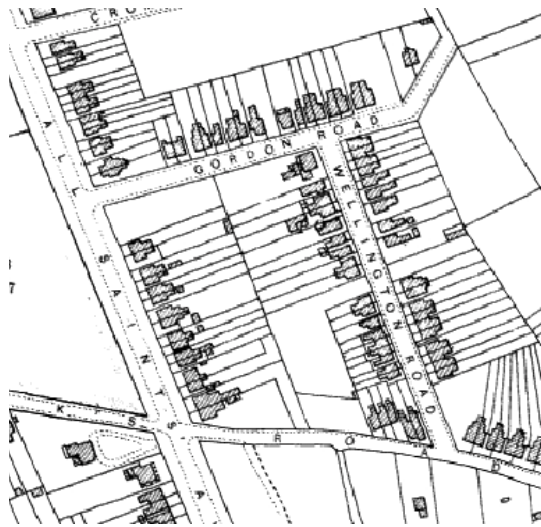
Victorian and Edwardian Suburbs are located in the larger settlements of Windsor, Maidenhead, Datchet and Eton. Areas of Victorian and Edwardian Suburbs are often close to *Historic Cores*, as these were some of the earliest residential suburbs to be built.

Physical Influences

The underlying physical landscape has little influence on the character of the townscape – townscape character derives from the distinctive urban form relating to the Victorian and Edwardian periods.

Human Influences

The type evolved over a relatively short period, in the mid to late Victorian and Edwardian eras, and as such displays considerable architectural and stylistic uniformity, with all built development in a recognisably Victorian/Edwardian idiom.



Development evolved rapidly over a short timescale, leading to uniformity in form and architecture, as shown in this example from Maidenhead. [1891-1912 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, occurring in a planned Victorian street layout of terraced and semi-detached dwellings. Supporting community infrastructure such as churches, public houses and village stores are also visible within this type.



Residential land use predominates, as seen here at Maidenhead.



Village stores on street corners (Maidenhead).

Urban form

Urban form is defined by long streets running parallel to one another, on a classic Victorian 'grid plan'. Occasional curvilinear streets radiating from community facilities such as churches are also characteristic. Principal streets are wide, with a lower density of larger buildings compared to the subsidiary streets which tend to have higher density development and a tighter urban grain.



Principal streets are generously proportioned, with wide verges, as in this example from Maidenhead.

Block pattern is regular, consisting of short and long terraces, as well as semi-detached dwellings on principal streets. Front garden plots are short, and in a number of instances terraces front directly onto the street. Building lines are linear and regular, with a largely consistent building frontages broken only by canted bay windows on the ground floor.

The narrow street proportions (beyond the wider principal streets), which are typically in the order of 1:2, produce a sense of enclosure along the streets of this high density suburb.



Block pattern is regular, consisting of short and long terraces (as in this example in Eton) or semi detached dwellings on principal streets.

Built Form & Architecture

Architectural style is mid-late Victorian and Edwardian terraced and semi-detached, two storey brick built dwellings. Materials are either local warm orange-red brick or London stocks with orange-red brick banding and rubbed orange-red brick arches to windows and doorways. Stucco,

decorative plaster moulding and colour washed render are also present on earlier buildings. Pitched roofs in slate are characteristic, broken by substantial chimneys. Hipped roofs are visible on larger, semi detached dwellings.

Façades are often uniform and repetitive along a street, with hung sash windows and simple doorways in recessed porches contributing to a rhythm along the street. In some streets ground floor bay windows provide articulation on facades. Decorative worked stone window details, cills and mouldings are a feature of some key buildings whilst other streets have a 'lighter' façade character due to use of colour washed stucco.



Simple terraced cottages with pastel colour washed stucco (example from Eton).

Public Realm & Streetscape

Interface between public and private realm is clearly defined where buildings front onto the street. Short front gardens present a 'transition' between public and private realm – these are typically enclosed by low brick walls, clipped hedges or black railings.

Streetscape is defined by tarmac roads and pavements with worked granite kerbstone and York stone pavers are present on pavements in some of the more intact suburbs. Period lamp standards form a characteristic feature of a number of streets. Raised pavements with brick retaining walls and cast iron railings are also present.

The streetscape is predominantly 'hard' in character, with street trees largely absent, although grass verges are present on the wider principal streets through the suburbs.

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.

Open Space/Greenspace

Due to the density of the built environment and configuration of streets, there is little public open space within this type. Open space is represented by churchyards (often containing yew) and by very short front gardens, with planting of a small scale, ornamental character. These areas of greenspace and soft landscape provide visual breaks in what is predominantly a 'hard' environment. The occasional exotic tree such as pine and monkey puzzle tree create local focal points in the suburbs.



Churchyards with species including yew (example shows St Luke's Church, Maidenhead).

Views/Landmarks

The density of built development keeps views short, with framed views along linear streets often terminated by Victorian cottages/terraced dwellings.

Local focal points are formed by public houses and village stores on street corners, while churches form local landmarks.

Experience

This is a quiet, peaceful suburban environment with traffic focussed on principal routes. Variations in façade detailing, colour and the character of building elevations add richness and variety to the experience.

B. EVALUATION

Condition

Street layouts and urban form are essentially intact across this type. However, boundaries are in particularly variable condition with many garden boundaries lost, or replaced with modern alternatives – this has had a substantial impact on streetscape character. In addition, piecemeal changes to architecture, including replacement windows and doors, re-facing of frontages (including pebble dash and mock stone), replacement of slate tiles by concrete tiles, and addition of porches, have eroded character and interrupted the rhythm of the street. Facades and streets are often more intact in Conservation Areas.

The following character areas within this type are identified as being in particularly good condition, or intact examples of the type.

6B All Saints Avenue

6E: Boyn Hill – Rutland Road

6H: Summerleaze

6I: Forlease Road – Bridge Avenue



This example from Maidenhead demonstrates the variable condition of boundaries – some front gardens have been converted to parking.

Forces for Change

Some of the *Victorian and Edwardian Suburbs* appear to be well maintained and in a stable state while others are in a declining state. Forces for change that were noted during the site visit, and these are as follows:

- Replacement of traditional garden boundaries with modern alternatives (including close board fencing), often varying along a street, which has had a substantial impact on streetscape character.
- The loss of detailing through incremental/small scale changes to facades, including replacement windows and doors, re-facing of frontages (including pebble dash and mock stone), replacement of slate tiles by concrete tiles, and addition of porches, which is diluting the strong unity and rhythm along streets.
- Conversion of front gardens to provide paved off street parking and associated loss of garden boundary walls.

Guidance/Opportunities

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

- Ensure that design takes account of the Victorian 'grid' street pattern and hierarchy of streets with principal through routes and residential side streets. Buildings should reflect the domestic scale, plot width and height.
- Respect and respond to the uniform façade character and the level of articulation / variation provided by bay windows. Insensitive development, including extensions, which interrupt the building line and/or the rhythm of the street should be avoided.
- Reflect the use of pitched roofs and slate finish, and conserve the Victorian palette of materials including warm red brick, gault brick, natural stone and slate or red clay roof tiles. Insensitive roof alterations including box type dormers to the front elevation should be avoided.
- Conserve and seek opportunities to reinstate Victorian detailing, including steep gabled roofs, timber sash windows, original doors and tiled porches, rubbed brick arches to windows, stone / stucco mouldings and slate roofs.
- Development should conserve the traditional boundary treatments of low brick boundary walls and low clipped hedged and/or cast railings. Aim for the maintenance of a continuous frontage to the street, and to retain garden areas and boundaries, avoiding full width hardstanding.
- Development should demonstrate that it preserves and enhances the setting of Listed Buildings and respect the form and function of local landmarks. (e.g. churches, public houses, schools).
- Manage schools grounds and church yards to maintain structural vegetation, particularly mature trees.
- Retain important trees, including those in gardens and on tree lined roads, planning for new trees to ensure continuity of tree cover and a diverse age structure. Species commonly use by

Victorians for street trees include lime, ornamental cherry and London plane.

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

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



Character Areas

MAIDENHEAD AND THE COOKHAMS

There are 14 local character areas, all located within Maidenhead, and these are:

6A Alwyn Road	6H Summerleaze
6B All Saints Avenue	6I Forlease Road – Bridge Avenue
6C St Lukes	6J Moorfield
6D Grenfell Park (partly within the Castle Hill Conservation Area)	6K Ray Mill Road West
6E Boyn Hill – Rutland Road (partly within the Castle Hill Conservation Area)	6L Blackamoor Lane
6F Norden Road	6M Windsor Road, Braywick
6G Boyn Valley Road	6N Pinkneys Green West

These areas are generally located adjacent to the *Historic Core* and *Historic Fringe* of Maidenhead. Areas 6H *Summerleaze* and 6J *Moorfield* lie within EA Flood Zone 3 (high risk of future flooding event) which may have future implications for management.

The areas are broadly typical of the generic type in terms of urban form, with linear street patterns and terraced and semi detached dwellings often built of London Stock and/or local orange-red brick. Photographs of representative character areas are illustrated overleaf. The pattern of short terraces with short front gardens, built of orange –red brick under slate roofs is exhibited by areas 6E *Boyn Hill – Rutland Road, Maidenhead* and 6K *Ray Mill Road West, Maidenhead*. The characteristically wider principal roads with verges are illustrated by area 6B *All Saints Avenue, Maidenhead*. Area 6D *Grenfell Park, Maidenhead* shows a slightly leafier character, facing the park of the same name and with mature street trees also present. Area 6G *Boyn Valley Road, Maidenhead* shows some architectural variation with use of yellow London stock brick and decorative stucco to door and window casings. This slightly more elaborated façade treatment is also shown by houses within area 6I *Forlease Road-Bridge Avenue, Maidenhead* (use of decorative stucco details to window arches). The Victorian Church of St Luke at Norfolk Road within area 6C *St Luke’s, Maidenhead* is an important landmark at the local and settlement scale.

The special architectural and historic interest of areas 6D and 6E is recognised in their designation as part of the *Castle Hill Conservation Area*, although no Conservation Area Appraisal or guidance is available at the time of writing.

All of the generic guidance presented above applies, with particular reference to conserving intact vernacular details such as original fenestration/doorways in all areas, and decorative stucco work as seen within areas 6G *Boyn Valley Road, Maidenhead* and 6I *Forlease Road – Bridge Road, Maidenhead*.

The Church of St Luke within area 6C *St Luke’s, Maidenhead*, should be conserved as a landmark and views to this church considered when planning for future change.

The generic guidance for this type aims to seek opportunities to plant larger native trees (either singly or in groups) in key visual locations - appropriate native species for the chalk substrate in this area include oak, beech, ash, sycamore, whitebeam, yew, hazel, hawthorn, field maple, elder, birch, rowan and holly.

Photographs of representative character areas



Area 6B All Saints Avenue, Maidenhead



Area 6D Grenfell Park, Maidenhead



Area 6E Boyn Hill - Rutland Road, Maidenhead



Area 6G Boyn Valley Road, Maidenhead



Area 6I Forlease Road- Bridge Avenue, Maidenhead



Area 6K Ray Mill Road West

7: VICTORIAN/ EDWARDIAN AND RIVERSIDE VILLA SUBURBS

Key Characteristics

- Historically low density Victorian/Edwardian residential suburbs with some riverside bars and hotels.
- Built form is characterised by large buildings in generous plots, set well back from the road but with a riparian aspect.
- Later and modern infill development has increased density, but maintained orientation in relation to the river.
- Architecture is late Victorian/early Edwardian Jacobean/Gothic revival styles with tile hung and applied timber details, ornate fenestration and porches.
- A roofscape of steep pitched, gabled roofs with chimneys and cupolas provides rich detailing and visual interest.
- High garden boundary walls and hedges enclose plots and restrict views to the properties, although the upper floors are often clearly visible from the street and the river.
- Some riven york stone and worked granite kerbstones are typical of the streetscape, often seen alongside modern materials.
- Large, well vegetated gardens containing mature trees provide a well wooded setting.
- Some of the more ornate villas provide landmarks.
- The river provides a tranquil setting - wooded 'eyots' and riverside willows make reference to the underlying physical landscape. Other species include poplar.



A. DESCRIPTION

Location/distribution of type

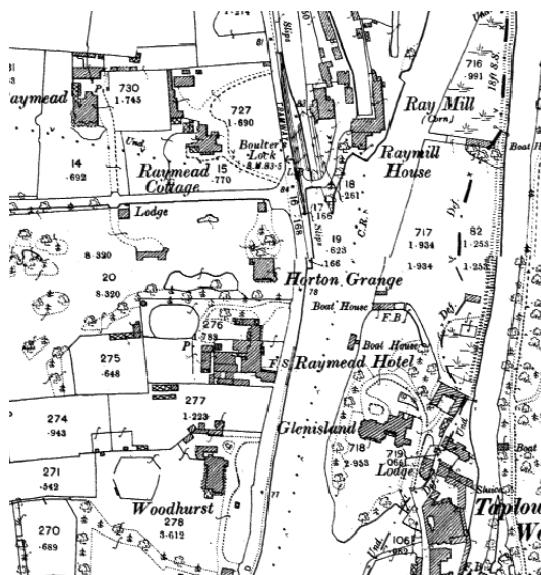
This type is located in Maidenhead only, comprising a series of large detached villas extending along the Thames at the eastern edge of the settlement.

Physical Influences

The underlying floodplain characteristics of the landscape are expressed in the wetland vegetation alongside the river, such as the presence of wet woodland with species such as willow, poplar and alder.

Human Influences

The type evolved over a relatively short period, with a number of large villas built as a 'riverfront resort' around Boulter's Lock and Ray Mill Island, at the end of the 19th and beginning of the 20th Centuries. Boulter's Lock remains a prominent recreational focus and also feature as one of the locations in Jerome K Jerome's 1889 work, 'Three Men in a Boat'. In the latter 20th Century replacement dwellings and infill development have changed the density of built development, although these have maintained the orientation of development towards the river.



The suburb began with the development of large detached riverside villas in the late 19th and early 20th centuries. The map extract shows Maidenhead Riverside.

1891-1912 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.

Townscape Character

Land Use/Image

Land use is predominantly residential, with some commercial (riverside bars, hotels and restaurants) and recreational uses present. Image has generally respected the historic idiom of prestigious, large residential properties in a wooded, riparian setting.

Urban Form

This is a low density suburb of riverside villas, located on a busy main road that follows the edge of the river, although the road is quieter to the south of the A4. Urban form is defined by large scale 2-3 storey villas in generous plots. Although density has increased through the 20th century, the townscape retains a large block form and generous plot size.



A low density urban form of large buildings in generous plots (Maidenhead Riverside).

There is no clear building line – properties are generally set well back from the main road in their large plots, although they are all orientated towards the river. Some lodges/ gatehouses are located close to the road.



Street proportions are relatively wide with properties set well back from the main road (Maidenhead Riverside).

Built Form & Architecture

The original villas are late Victorian and early Edwardian in date, built in a Jacobean/Gothic revival idiom. Large 2-3 storey villas feature steeply pitched tiled roofs with gabled elevations and ornate chimneys. Elaborate detailing is often visible including carved timber detailing to gables, tile hung and half timbered gables, in addition to richly detailed casement and sash windows. Elevations are either stucco (often white) or red brick or a combination of the two.

Later and modern infill development varies in style, but includes later 20th Century developments (including flats) which are much plainer in style, and tend to be constructed from modern red and yellow brick with dark concrete roof tiles. There are also ground floor extensions/alterations to original riverfront villas, which are often in a simple 1960s/70s style.



Edwardian architecture in the Jacobean idiom with ornate detailing, as in this example from Maidenhead.

Public Realm & Streetscape

Buildings present their frontages to the street and the interface between public and private realm is clearly defined by tall garden boundary walls often combined with ornamental hedges.

Streetscape character is mixed due to the varied palette of paving materials employed with tarmac roads and pavements juxtaposed with some areas of riven York flag stone, worked granite kerbstones and block paved speed tables, in addition to tactile 'blister' paving to street crossings.

Street lighting is defined by a mix of lighting poles including traditional and modern styles. Parking is entirely off street and located within garden plots. Trees are generally limited to those in areas of adjoining riverside open space, although there are a number of very significant London Plane trees which line the east side of Ray Mead Road, providing considerable amenity.



This example from Maidenhead shows buildings fronting on to the public realm and the varied streetscape materials palette.

Open Space/Greenspace

Public open spaces take the form of semi wooded riverside greenspace corridors, which lie partly within and to the edge of the settlement boundary. Mature willow trees and poplars, notably on the eyots or islands are a distinctive feature of these spaces.

At recreational foci (e.g. locks, bridges and boating launches), the spaces have a much

more intensely managed and often municipal character, with small scale ornamental planting. Bound gravel paths and low painted metal trip rails are also a feature of these spaces.

This appears to be a well vegetated suburb due to the large amount of greenspace in private ownership. The large gardens and grounds are well vegetated and include trees – species include lime, although a number of coniferous species, including ‘parkland exotics’, such as Cedar, also feature.



The riverfront, with its mature trees, is an important public space, in addition to defining settlement setting (example from Maidenhead Riverside).

Views/Landmarks

Key views include filtered to the river and the rising land/scarp slopes on the opposite site of the river. Such views are often framed by mature trees including oak, lime, ash and willow. Larger Victorian and Edwardian villas, for example near Boulter’s Island in Maidenhead, form local landmarks.

Experience

The river creates a subtle sense of movement, changing light and reflectivity and a sense of tranquillity. However, the presence of busy roads detracts from the quiet residential character, notably to the north of the A4.



The river provides a tranquil setting to the suburb, as in this example from Maidenhead.

B. EVALUATION

Condition

Although late Victorian and Edwardian villas form distinctive components of the townscape, the character of the villa suburbs has been diluted over the 20th Century as a result of modern infill development and changes to the streetscape (including responses to highways design standards). However, the new buildings have generally retained the generous plot and block size, and orientation of built form towards the river. The presence of mature vegetation has remained, preserving the leafy character.

Open spaces/riverside corridors retain something of their wetland and riparian character, although this is lost at points to more ‘municipal’ management regimes, particularly where these open spaces fall within settlement boundaries.

Despite these changes, area 7A: Maidenhead Riverside remains an intact example of the type.

Forces for Change

Stability of this type is variable, due to the level of replacement and infill development, although pockets of intact Victorian and Edwardian villas and gardens are visible in places. Key forces for change which were noted on the site visit are:

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

- Demolition and replacement of original villas with later and modern development, or alterations/ extensions to original villa facades.
- Conversion of villas to flats, or replacement of villas with flats, and conversion of gardens to car parks.
- Increase in traffic on the main road which creates a barrier between the built form and its riverside setting.
- Intensification of recreational uses of the riverside, including paved areas to the river embankment, associated with adjacent mooring plots.
- Intensification of riverside greenspace management within the settlement boundary, which has resulted in the loss of some of the riparian character.
- Conserve and use trees as part of a leafy streetscape. The design should allow space for planting to mature.
- Sensitive contemporary design which responds to its immediate context will be appropriate, where it makes reference to existing building height, scale and massing and proportion, or stylistic references. Reference to existing materials may also be appropriate.
- Development should take account of physical and visual links to the riverside and its setting, including views to and from landmarks such as bridges, locks and wooded islands or eyots from the riverside.
- Conserve and use boundary treatments to help retain the private character of domestic gardens. Hedges are preferred. Clipped ornamental hedges and local brick and rendered boundary walls are characteristic.

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 spacious plot and block size in new design.
- Retain late 19th and early 20th Century buildings. Renovations should be sensitive, retaining details such as gables, chimneys, tile hanging, mock timber framing and fenestration.
- Conserve and seek opportunities to reinstate detailing including moulded or applied timber decoration and gables.
- Development should demonstrate that it preserves and enhances the setting of Listed Buildings and architecturally important non-listed buildings.
- Development should reflect the eclectic and varied built vernacular, particularly the roofscape character and detailing. Extensions to properties should use an architectural style which complements that of the original building.
- Use a coordinated approach to street furniture.
- Manage riverside green spaces to maintain or reinstate more naturalistic wetland edges.
- Retain important trees, including those in gardens and on tree lined roads, planning for new trees to ensure continuity of tree cover and a diverse age structure.
- Consider the planting of larger trees at key visual locations.

Character Areas

7A: Maidenhead Riverside



Maidenhead Riverside is located on the eastern edge of Maidenhead, on the western banks of the Thames, from where there are views to the wooded escarpment of the Cliveden Estate on the Taplow side of the river. The special architectural and historic character of the area is recognised through its designation as part of the *Boulter's Lock Conservation Area and part of Maidenhead Bridge/Guard's Club Island Conservation Area*, to the north of the railway.⁶ At the time of undertaking survey work, no Conservation

Area Appraisals or guidance are available. A number of notable properties, some of which are listed, also appear to the south of the A4 e.g. West Court. The area is located within EA Flood Zone 3 (high risk of a future flooding event), which may have implications for future management. The area consists of a range of very large and often elaborately detailed late 19th Century and early 20th Century villas, set in wooded gardens facing the River Thames. The historic urban form has been diluted by later development in a range of styles and materials.

All of the generic guidance presented above applies, with particular reference to conserving the remaining Victorian/Edwardian villas as local landmarks and ensuring that new built development is in keeping with the urban form and architectural styles of the late Victorian/Edwardian period. Other key guidelines are to enhance the management of the riverside greenspace within the settlement boundary, particularly where a more municipal character is apparent, and to conserve views to Cliveden, Boulter's Lock and Ray Mill Island, the historic Maidenhead Bridge (one of the historic gateways into Maidenhead, and key landmark), and Brunel's Sounding Arches (railway viaduct – landmark and historic gateway). Any changes to built form in terms of building lines, massing and roofscape, or the relationship of buildings to open space, should conserve the setting of and views to landmarks. Maidenhead Bridge also acts a key node, as does Boulter's Lock Hotel, the riverside park and Ray Mill Island - these should be conserved as key points of focus for the character area. In addition, when planning any change to the character area, consider the appearance of such change in views from Cliveden.

The generic guidance for the type suggests planning for new tree planting to sustain the leafy character of the suburbs for the future. Maidenhead Riverside lies on a chalk substrate where appropriate native tree species include oak, beech, ash, sycamore, whitebeam, yew, hazel, hawthorn, field maple, elder, birch, rowan and holly. Appropriate wetland species for the riverbank and associated open space include willow, ash and alder.

⁶ Proposals are being advanced to create a Maidenhead Riverside Conservation Area which would combine and extend the Boulter's Lock Conservation Area and the Guards Club Island Conservation Area.

8: INTER-WAR SUBURBS

Key Characteristics

- The type evolved by rapid and extensive settlement over a 20 year period between the First and Second World Wars.
- Medium density residential suburbs consisting of a distinctive network of curvilinear streets (crescents), linear streets (avenues) and 'dead ends' (closes).
- Built form is defined by suburban style semi-detached two storey houses in pebbledash or colour render, sometimes with part tile-hung frontages.
- Architectural detailing includes bay and bow windows, recessed arched porches and casement windows with stained glass and leaded lights.
- Roofs are moderately pitched and hipped or gabled, typically finished in clay tiles – chimneys add to visual interest on the skyline.
- Shared amenity greenspace in and around housing, including generous grass verges and small ornamental street trees.
- The leafy suburban character is reinforced by well vegetated domestic front gardens with ornamental shrubs, bounded by low brick walls and clipped hedges.
- Views are channelled down streets, framed by the regular facades of houses.
- Quiet and peaceful residential suburbs with a spacious character due to the relatively wide street proportions.



A. DESCRIPTION

Location/distribution of type

Inter War Suburbs are distributed throughout the Royal Borough, often adjacent to the Victorian Suburbs or Villages. Large scale inter-war estates are seen in the settlements of Windsor and Maidenhead, with smaller pockets of interwar development in smaller settlements such as Datchet and Cookham Rise.

Physical Influences

The underlying geology and soils do not generally influence the character of the townscape due to the ornamental nature of the planting. Topography underlying these suburbs tends to be flat or gently undulating and therefore does not noticeably influence the layout of roads or building.

Human Influences

The interwar suburbs grew rapidly, probably in no more than 20 years from the end of the First World War, resulting in considerable stylistic and visual unity. There is very little evidence of the earlier cultural pattern or land use.



Inter-war axial streets Clewer Avenue, Windsor [1919-39 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, but the suburbs include schools built in the same period, and associated open spaces such as recreation grounds and allotments.



Inter-war suburban residential streets (Windsor).

Urban Form

Urban form is based on a strong pattern of long curved streets (crescents), linear streets (avenues/ roads) and 'dead ends' (closes). Roads are typically unmarked, or may contain central white lines.



Streets are of generous proportions, typically in the ratio of approximately 1:5, as in this example from Windsor.

The block pattern is created by two storey (and occasional single storey) semi-detached houses, on regular plots, with short front gardens and larger rear gardens resulting in a medium density suburb with uniform building line and rhythm along the street.

Streets are of generous proportions, typically in the ratio of approximately 1:5 (comparable to early post-war streets in terms of scale).



Streetscape cross section.

Streetscape is characterised by grass verges, tarmac pavements and original worked granite kerbstones, with small street trees (including rowan and whitebeam) often evident. Telegraph poles and wires and lighting columns are also present.

Built Form & Architecture

Built form is that of two storey semi-detached suburban style housing, with low hipped roofs and gabled frontages. Bungalows are also present.

Architectural detailing includes part tile hung frontages, bay and bow windows, recessed arched porches and casement windows with stained glass and leaded lights (although these have often been replaced). Small scale later and modern accretions, such as external porches, loft conversions and side extension/garages are also evident. Materials include pebbledash and colour render exteriors, and original red clay tiles on roofs and exteriors.



Architectural detailing results in a repetitive and rhythmic streetscape (example from Windsor).

The overall effect is repetitive and rhythmic as a result of regularity of facades and roofs, consistency of gaps between buildings/plots, and repeating architectural features.

Public Realm and Streetscape

The buildings present their fronts to the public realm. Low garden boundaries define the interface between public and private realm. Garden boundaries are typically characterised by low brick walls and clipped hedges, although these have sometimes been replaced by closeboard fencing and trellis.

Open Space/Greenspace

Recreation grounds, playing fields and allotments all contribute to open space provision. In addition, grass verges, street trees and front gardens contribute to the green character of the *Inter-War Suburbs*.



Grass verges, street trees and front gardens contribute to the green character of the Inter-War Suburbs, as in this example from Datchet.

There are few relics of the earlier landscape fabric and few trees which predate the age of development itself. Street trees are drawn from a semi ornamental palette, which bears little relation to the substrate, and includes smaller species such as rowan and whitebeam.

Views/Landmarks

Due to the concentration of built development and the curved nature of many streets, views are often short and framed by the rhythmic facades along streets. There are no notable landmarks due to the consistency of built form throughout.

Experience

This townscape type is one of quiet, peaceful suburbia, essentially private and 'closed' in character due to the predominant land use of suburban residential streets, with each house and plot historically a 'contained' or private unit (although now increasingly open

to the street), separated from the streetscape by walled, fenced and planted garden boundaries and parking provided off street.

The uniformity of built form, scale and massing creates a rhythmic and repetitive streetscape.



This example from Windsor demonstrates a rhythmic and repetitive aesthetic.

8D: Belmont Road – Gringer Hill, Maidenhead



Changes include additions such as extensions and loft conversions, and garden boundary loss.

Forces for Change

This type is generally stable in character, albeit with localised erosion created by façade alterations, extensions, replacement windows and doors, as well as loss of garden boundaries.

Key forces for change which were evident on the site visit are as follows:

- Redevelopment of plots to accommodate ‘backland’ development and larger scale flatted development on the site of suburban houses, leading to a loss of rear gardens and changes to the roofscape as viewed from the street.
- Small scale additions and alterations to building elevations e.g. porches and minor changes to detailing such as replacement windows and doors, changing the building line and rhythm of the streetscape.
- Small scale alterations to roofscape, through loft conversions/dormer windows and building extensions.
- Off-street parking areas at the front of properties, changing the structure and visual appearance of the streetscape due to loss of front gardens and boundaries.
- Erosion of grass verges due to pressures for parking.

B. EVALUATION

Condition

The urban form, street pattern and built form/ street proportions generally remain intact throughout this suburban type. However, some of the architectural and streetscape details have been eroded by replacement windows (often picture windows with a different mullion/transom pattern, or uPVC windows), concrete roof tiles, and alterations to pebble-dashed or tile-hung finishes. Construction of external porches and dormer windows has further changed the rhythm along the street.

Condition of front gardens and the interface with the streetscape is similarly variable, with garden boundary walls often replaced in a different style, shortened or removed altogether to facilitate off street car parking, with associated gravel/ hardstanding occupying former lawned areas. Street trees are also in variable condition.

The following character areas within this type are identified as being in particularly good condition, or intact examples of the type.

8B: Pinkneys Road – St Marks, Maidenhead

Guidance/Opportunities

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

development design process and in public realm improvement projects:

- Ensure that design takes account of the strong pattern of long, curved streets (crescents), linear streets (avenues / roads) and dead ends (closes).
- Respect the uniform building line and rhythm created by the consistent block pattern, massing and relationship of buildings to open space (e.g. semi-detached).
- Reflect the use of part tile hung frontages, bay and bow windows, recessed arched porches and casement windows with stained glass. Extensions to properties should use materials that complement the original building.
- Seek to respect the built vernacular including building lines and proportions. Extensions which break the roofline or the building frontages should be avoided.
- Conserve the traditional use of low brick boundary walls and low clipped hedges. Aim for the maintenance of a continuous frontage to the street, and to retain garden areas and boundaries, avoiding full width hardstanding.
- Development should conserve grass verges and other open spaces, with development design allowing space for front gardens.
- Retain important trees, including those in gardens and other open spaces, planning for new trees to ensure continuity of tree cover and a diverse age structure.
- Use a coordinated approach to street tree planting, giving consideration to the planting of larger trees in key locations.
- Maintain the unmarked nature of roads.

Character Areas

MAIDENHEAD AND THE COOKHAMS

There are 15 local character areas in Maidenhead and the Cookhams. These are:

8A Whyteladies Lane, Cookham Rise	8J Blackamoor Lane – Ray Park Road, Maidenhead
8B Pinkneys Road – St Marks, Maidenhead	8K Ray Drive – Lassell Gardens, Maidenhead (part of the Maidenhead Bridge and Guards Club Island Conservation Area)
8C Oaken Grove, Maidenhead	8L Laburnham Road – Clare Road, Maidenhead
8D Belmont Road – Gringer Hill, Maidenhead	8M St Marks Road, Maidenhead
8E Boyndon Road, Maidenhead	8N Boyn Valley Road, Maidenhead
8F Smithfield Road – Breadcroft Road, Maidenhead	8O Raymond Road
8G Boyn Hill Road, Maidenhead	
8H Florence Avenue, Maidenhead	
8I Summerleaze Road – Ray Mill Road East, Maidenhead	

There is particular consistency between the attributes of these inter war suburbs, probably due to the short period in which they were built, with differences mostly limited to material finishes and levels of alteration to their boundaries and facades. The photos overleaf show the mix of brick and rendered facades that is typical of the type. In addition area *8D Belmont Road – Gringer Hill, Maidenhead* shows the use of bay windows and gabled front elevations.

Area *8B Pinkneys Road, St Marks, Maidenhead* (photo overleaf) has particularly distinctive architecture exhibiting half-timbered style and gabled frontages with dormer windows in the roof. The two photographs taken within this area show this and the mixture of bungalows and two storey detached dwellings. The special architectural and historic interest of part of area *8K* is recognised through its designation as part of the *Maidenhead Bridge and Guard's Club Island Conservation Area*.⁷

Within Maidenhead, areas *8I, J* and *K* fall within EA Flood Zone 3 (high risk of future flooding event), which could have implications for future management.

All of the generic guidance identified above is applicable to these character areas. Particular reference should be made to the conservation of original façade features and architectural details where these remain, e.g. the applied timber gable detailing visible within area *8B Pinkneys Road-St Marks, Maidenhead*. Also the conservation of intact garden boundary frontages where these survive, such as at area *8D Belmont Road – Gringer Hill, Maidenhead*. Appropriate tree species for replacement planting within these suburbs include oak, beech, ash, sycamore, whitebeam and rowan, hazel and hawthorn (and cultivated forms), in addition to smaller ornamentals which were commonly used as street trees, such as flowering cherries. Several areas of open space lie within these local character areas. In particular, with area *8B Pinkney's Road – St Marks, Maidenhead*, the recreation ground at Punt Hill is a key node and local focus, and should be conserved as such.

⁷ Proposals are being advanced to create a Maidenhead Riverside Conservation Area which would combine and extend the Boulter's Lock Conservation Area and the Guards Club Island Conservation Area.

In addition, refer to any guidance written for the *Maidenhead Bridge and Guard's Club Island Conservation Area* for area 8K (although at the time of writing no appraisal or guidance is available for this area).

Photographs showing variations in character



Area 8A Whyteladyes Lane, Cookham Rise



Area 8B Pinkney's Road - St Marks, Maidenhead



Area 8B Pinkney's Road - St Mark's, Maidenhead



Area 8D Belmont Road - Gringer Hill, Maidenhead



Area 8H Florence Avenue, Maidenhead



Area 8I Summerleaze Road - Ray Mill Road East, Maidenhead

9: EARLY POST WAR SUBURBS (TO 1960)

Key Characteristics

- Medium density residential suburbs consisting of a distinctive network of curvilinear streets (roads, avenues or drives), with dead end roads (closes) and cul de sacs.
- Two storey semi-detached dwellings and short terraces are set in regular plots with relatively short front gardens.
- Built form is defined by simple dwellings constructed from dark wire cut or sand faced brick and metal casement windows.
- Roofs are steeply-moderately pitched, hipped or gabled, and finished in concrete tiles – chimneys add to visual interest on the skyline.
- The use of bitumen macadam on pavements and pre cast concrete kerbstones adds to the utilitarian style.
- Parking is predominantly off-street, within driveways;
- Shared amenity greenspace in and around housing, grass verges and small ornamental street trees contribute to the streetscape.
- The underlying geology is reflected in occasional remnant structural vegetation e.g. belts of Scots Pine, birch, oak on sandy Bagshot Beds; oak and ash on London Clay; and limes and beech on Chalk.
- Front gardens, containing ornamental lawns and ornamental planting, are bounded by low brick walls and clipped hedges.
- Quiet and peaceful residential suburbs with a spacious character due to the relatively wide street proportions.



A. DESCRIPTION

Location/distribution of type

Early Post-War Suburbs (to 1960) are distributed throughout the Royal Borough, often adjacent to the *Inter-War Suburbs*. Large scale early post-war estates are seen in the settlements of Windsor and Maidenhead.

Physical Influences

The underlying geology and soils do not generally influence the character of the townscape due to the ornamental nature of the planting. However, geological and soil characteristics of the landscape are occasionally expressed through remnant structural landscape features such as belts of Scots Pine on the Bagshot Beds, or mature oaks or limes on London Clay, or more rarely on Chalk. Topography underlying these suburbs tends to be flat or gently undulating and therefore does not influence the layout of roads or building.

Human Influences

Development evolved extremely rapidly from c.1950-1960, representing the growth of settlements in the post-war period, and consequently these suburbs display considerable stylistic and visual unity. Some of the earlier developments recall aspects of inter-war suburban development.

Townscape Character

Land Use/Image

Land use is predominantly residential, but includes schools built in the same period, and relatively large areas of amenity greenspace.

Urban form

Urban form is defined by a distinctive network of curvilinear streets (roads, avenues or drives), with dead end roads (closes) and cul de sacs. Roads are typically unmarked, or may contain central white lines.



Typical street pattern of curvilinear streets and dead-end roads, as in this example from Sunninghill. Reproduced from Ordnance Survey information with the permission of The Controller of Her Majesty's Stationery Office, Crown Copyright, Licence Number 10001926.

The block pattern is created by two storey semi-detached dwellings and short terraces on regular plots, resulting in a medium density suburb with uniform building line and rhythm along the street.

Streets are of generous proportions, typically in the ratio of approximately 1:5 (comparable to inter-war streets in terms of scale).



Typical street cross section.

Built Form & Architecture

Architectural style is unified and simple, using a limited palette of materials and finishes. Two storey semi-detached properties and short terraces are faced with dark, wire cut or sand faced brick laid in stretcher bond, set under gabled or hipped roofs tiled with dark concrete tiles. Façade detailing is sparingly used with simple metal casement picture windows (increasingly replaced with modern uPVC units), and simple concrete roofed porches (open or enclosed). Occasional feature gables mark the ends of terraces. These features provide a regularity and rhythm to the streetscape.



Architectural style is unified and simple (South Ascot).

Early post-war dwellings display a number of features in common with the inter-war period, for example gables, pebble dashed facades, rubbed brick arches to windows, tiled window cills, and slates for roofing.

Public Realm & Streetscape

The buildings present their fronts to the public realm. Low garden boundaries define the interface between public and private realm. Garden boundaries are typically characterised by low brick walls and clipped hedges, although these have sometimes been replaced by pre-cast concrete modular walling units or chainlink fencing.



Low garden boundaries define the interface between public and private realm, as in this example from South Ascot.

The streetscape is characterised by wide tarmac pavements, tarmac roads and concrete kerbs with occasional mown grass verges, and small ornamental street trees such as cherries.



The streetscape contains small scale ornamental street trees such as cherries (South Ascot).

Street lighting is atop concrete or metal lamp posts. Telegraph poles and wires are prominent features of the streetscape which create a cluttered skyline.



Telegraph poles and wires create a cluttered skyline, as in this example from Sunninghill.

Driveways counter the need for extensive on-street parking. However, cars are often parked on the street. In some instances additional parking bays have been created within wide grass verges.

Open Space/ Greenspace

Open, mown shared amenity greenspace and mown grass verges are characteristic of this type. In some cases houses are arranged around areas of shared amenity greenspace in the style of 'suburban greens' where they have an intimate visual and physical connection with the green. These areas of open mown grass incorporate some vegetation, although this is often of a small scale ornamental nature.



Houses arranged around areas of shared amenity greenspace, as in this example from Windsor.

Short front gardens contain open mown grass and vegetation, although this is often also of a small scale ornamental nature.

Views/Landmarks

The pattern of long, curvilinear streets and cul de sacs terminated by terraced houses keeps views short. There are no notable landmarks due to the consistency of built form throughout.

Experience

These are quiet and peaceful residential suburbs with few signs of activity during the day. The aesthetic is simple, restrained and often repetitive, although variation is created by juxtaposition of semi detached and terraced properties, which break the rhythm of the streetscape. Due to the simplicity of the architectural form and detailing, and predominantly dark palette of materials, the streetscape has an austere and utilitarian character.

B. EVALUATION

Condition

The land use and urban form of these suburbs remains largely intact throughout the type. However, small scale alterations to buildings and streetscape have eroded character in places. For example replacement windows and doors, and the addition of projecting porches has altered the regularity and rhythm of the building facades, while removal of front garden boundaries and loss of some front gardens to hardstanding for parking has affected the streetscape. In addition, street trees and

shared amenity greenspaces are generally in a declining condition, due to low levels of management.

The following character areas within this type are identified as being in particularly good condition, or intact examples of the type.

9B: Lyndhurst and Hillcrest, Cookham Rise

9J: Cox Green Road, Maidenhead

9K: Desborough Park, Maidenhead

Forces for Change

The type has undergone some changes. Key forces for change which were evident during the site visit are as follows:

- Small scale additions to building elevations, e.g. porches and minor changes to detailing such as replacement windows and doors.
- Replacement of low brick wall and clipped hedge garden boundaries with chainlink fencing, modular concrete walling or taller decorated or parapet walls.
- Loss of garden boundaries and vegetation for off-street parking (paved).
- Decline in condition of shared open spaces, verges and street trees.
- Streets dominated by cars and parking on verges due to an increase in average household car ownership.

Guidance/Opportunities

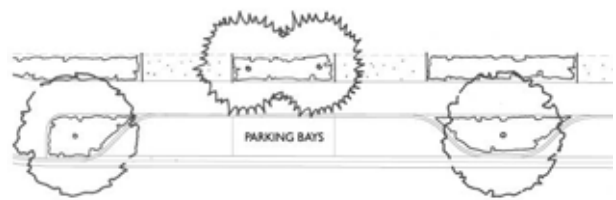
It is recommended that the following principles are taken into account in the development design process and in public realm improvement projects:

- Take account of the distinctive network of curvilinear streets (roads, avenues or drives) with dead ends (closes) and cul de sacs.
- Design development proposals to respect the pattern of frontages (facades)

and boundaries) and the regularity and rhythm of the roofscape. Buildings should reflect the use of steeply pitched, hipped or gabled roofs and chimneys.

- Conserve the traditional use of low brick boundary walls and low clipped hedges, in preference to forms of enclosure such as chain link fences, modular concrete walls or tall walls. The aim should be to maintain the impression of a garden area and boundaries, avoiding full width hardstanding.
- Conserve grass verges and other open spaces, with development design allowing space for front gardens.
- Retain important trees, including those in gardens and other open spaces, planning for new trees to ensure continuity of tree cover and a diverse age structure.

- Use a coordinated approach to street tree planting in terms of species palette, and in terms of stature (grade of plant material). Consider the planting of larger trees in key locations.
- Development and management decisions should seek to reduce the impact of parking provision and access through sensitive design and landscape screening. In areas with wide grass verges, the use of planted pavement build-outs (as in the sketch below) can help reduce the visual impact of on-street parking.



Character Areas

MAIDENHEAD AND THE COOKHAMS

There are 19 local character areas in Maidenhead and the Cookhams. These are:

9A Whyteladyes Lane, Cookham Rise	9J Cox Green Road, Maidenhead
9B Lyndhurst and Hillcrest, Cookham Rise	9K Desborough Park, Maidenhead
9C Westwood Green, Cookham Rise	9L Boyn Hill – Clare Road, Maidenhead
9D Burnt Oak, Cookham Rise	9M North Town, Maidenhead
9E Lancaster Road – Halifax Road, Maidenhead	9N Summerleaze Road, Maidenhead
9F Highway, Maidenhead	9O Lassell Gardens, Maidenhead (partly within the Maidenhead Bridge and Guards Club Island Conservation Area)
9G Bannard Road – Bloomfield Road, Maidenhead	9P Braywick Road, Maidenhead
9H St Chad's Road – Northumbria Road, Maidenhead	9Q Stompits, Maidenhead
9I Woodlands Park (White Paddock), Maidenhead	9R Courtlands, Maidenhead
	9S Coxborrow Close, Cookham Rise

These areas are located on the rising ground to the western edges of Cookham Rise and Maidenhead, outside of the EA Flood Zones and beyond the earlier suburban development.

These areas are typical of the type in terms of urban form and street pattern, and there is particular consistency between the attributes of these early post war suburbs, with differences limited to material finishes and small details. For example, area 9J *Cox Green Road* is constructed from red brick, while area 9K *Desborough Park* is finished in colour render. Architectural variation is represented by use of yellow brick and light brown shingle hung elevations in area 9I *Woodlands Park (White Paddock), Maidenhead*, and by the use of hipped roofs within area 9E *Lancaster Road – Halifax Road, Maidenhead*. Area 9E is also focussed on a large swathe of intensively managed amenity greenspace, as shown in the photograph overleaf. Photographs of areas 9B *Lyndhurst and Hillcrest, Cookham Rise* and 9D *Burnt Oak, Cookham Rise* show the rising topography these local character areas are built upon. Area 9O *Lassell Gardens, Maidenhead* includes the Georgian villa Ray Lodge and falls partly within the *Maidenhead Bridge and Guard's Club Island Conservation Area*⁸ (although this designation would appear to relate primarily to the presence of Ray Lodge).

All of the generic guidance presented above is applicable to these local character areas. In particular the intact garden boundaries shown in area 9D *Burnt Oak, Cookham Rise*, should be conserved, as should the simple, unified and largely unaltered façade appearance of character areas such as area 9K *Desborough Park, Maidenhead*. Several of the local character areas within this type have large areas of amenity greenspace (e.g. area 9E *Lancaster Road – Halifax Road, Maidenhead*), which present opportunities for landscape enhancement.

⁸ Proposals are being advanced to create a Maidenhead Riverside Conservation Area which would combine and extend the Boulter's Lock Conservation Area and the Guards Club Island Conservation Area.

The underlying geology of Maidenhead and the Cookhams is chalk. Therefore, appropriate native tree species for replacement planting within these character areas include: Oak, Beech, Ash, Sycamore, Whitebeam, Yew, Hazel, Hawthorn, Field Maple, Elder, Birch, Rowan and Holly. Some geological variation is evident to the southern part of Maidenhead. Area 9P *Braywick Road, Maidenhead* and part of area 9Q *Stompits, Maidenhead* lie on an underlying geology of Reading Beds. Appropriate native tree species on the Reading Beds are Oak, Ash, Hawthorn, Blackthorn, Hazel, Elm, Elder, Crab Apple and Field Maple. In addition part of area 9Q lies on the London Clay, where appropriate native tree species are Willow, Alder, Birch, Oak, Sycamore, Hawthorn, Ash, Beech, Field Maple, Hazel, Lime, Rowan, Aspen and Elder.

In addition, refer to any guidance written for *Maidenhead Bridge and Guard's Club Island Conservation Area* for any changes in area 9O *Lassell Gardens, Maidenhead* (although at the time of writing no conservation area appraisal is available for this Conservation Area).

Photographs of representative character areas



Area 9B Lyndhurst and Hillcrest, Cookham Rise



Area 9D Burnt Oak, Cookham Rise



Area 9E Lancaster Road - Halifax Road, Maidenhead



Area 9I Woodlands Park (White Paddock), Maidenhead



Area 9J Cox Green Road, Maidenhead



Area 9K Desborough Park, Maidenhead

10: LATE 20TH CENTURY SUBURBS (1960'S ONWARDS)

Key Characteristics

- Medium density residential suburbs consisting of long curvilinear feeder streets with short subsidiary roads culminating in cul de sacs/dead ends.
- Housing estates planned to accommodate families with schools, parks and outdoor sports facilities e.g. tennis courts, sports pitches, playing fields.
- Built form defined by suburban style semi-detached and detached two storey houses, set in regular plots with short front, and long back, gardens.
- Consistency in plot form, density and building scale results in a harmonised streetscape character.
- Car-orientated developments with generous street widths, and private off-street parking on driveways (sometimes with garages) or communal parking bays.
- Mostly ornamental tree species within public open spaces and private gardens.
- Unfenced front gardens, wide grass verges and shared amenity greenspaces blur the boundary between the public/private realms.
- Quiet suburban character due to dead-end street layout.



A. DESCRIPTION

Location/distribution of type

Late Twentieth Century Suburbs are often located on the edge of settlements, reflecting growth in the late 20th Century. However, pockets are located in older areas as modern residential infill.

Physical Influences

The underlying geology and soils are rarely expressed in townscape character. However, in some instances, remnants of woodland, shelterbelts and hedgerows provide references to the underlying geology e.g. oaks on clay, pines on sand. Topography underlying these suburbs tends to be flat or gently undulating and therefore does not greatly influence the layout of streets and plots.

Human Influences

This type displays a variety of architectural styles, reflecting advances in building technologies and availability/ popularity of materials during the decades following 1960. Each 'estate' grew in a relatively short period of time, resulting in a consistency of built form and character within each estate.

Townscape Character

Land Use/Image

Primary land use is residential, but includes schools built in the same period, as well as areas of shared amenity greenspace often with children's play grounds, parks, woodland remnants and outdoor sports facilities (including tennis courts and playing fields).

Urban form

Urban form is based on a street pattern of long curvilinear feeder streets and short subsidiary roads terminating in cul de sacs/dead ends.



Central curving feeder streets with subsidiary roads culminating in dead-ends/cul-de-sacs. Reproduced from Ordnance Survey information with the permission of The Controller of Her Majesty's Stationery Office, Crown Copyright, Licence Number 10001926.

Built development is characterised by two storey semi-detached or detached suburban style houses with short front gardens and larger rear gardens. The building line is often staggered, due to the curved nature of streets. However the consistency in plot form, density and building scale results in a harmonised streetscape character.



The building line is often staggered, due to the curved nature of streets, as here at North Ascot.

Streets are generously proportioned, often with wide grassed verges and footpaths. Front gardens are usually unfenced, contributing to the open character of the street.



Typical late post-war suburban street, North Ascot.

Built Form & Architecture

Residential development is entirely in the post-war 'suburban' idiom. Built form is predominantly two storey semi-detached and detached (some double-fronted) suburban style housing, with a mixture of hipped and gabled roof types. Chalet bungalows are also typical of post-war suburban development.

Architectural style and materials are highly varied, depending on the age of development. Materials and finishes include light and dark sand-faced brick, with simple timber, metal or uPVC windows. The second storeys of dwellings are sometimes defined by coloured render, white timber weatherboard or dark timber / tile hung façades. Roof pitches and frontages vary considerably between 'estates', reflecting the period they were built. Driveway shelters with flat roofs are common features. Protruding enclosed porches (glass and timber) are also common.



Varied roofscape and a staggered building line (Sunninghill).

Public Realm & Streetscape

The streetscape is characterised by wide tarmac streets with concrete kerbs, tarmac pavements and sometimes wide, mown grass verges. Tarmac or block paved driveways (often with herringbone paving patterns) leading to lock-up garages or covered landings are features in newer estates. Parking is on driveways and in garages, or in communal parking bays. There is little on-street parking.

Boundaries between properties are often marked by ornamental planting and/or discrete concrete edging between tarmac driveways. There are often no boundaries to the front of properties, resulting in an unclear distinction between public/private realms. Buildings present their fronts to the street.

Street trees are uncommon; however shared amenity greenspace and unfenced front gardens with small ornamental trees/shrubs make a valuable contribution to the streetscape. Street lighting columns are unobtrusive elements.

Open Space/Greenspace

Open space is generally planned into each estate and consists of shared amenity greenspace (for informal recreation), small urban parks (including play areas, skate parks) and outdoor sports facilities (often associated with schools e.g. tennis courts, sports pitches, playing fields). The planting in communal open spaces is a mixture of ornamental and native species, but tends to be small in scale.

There are occasional pockets of remnant woodland, shelter belts or hedgerows, which relate to former landscape structure and provide links to the underlying geology and soils e.g. Blythewood in North Ascot.



Shared amenity greenspace is planned into each estate, as in this example from South Ascot.

Views/Landmarks

The nature of the street pattern (curved feeder roads and short cul de sacs), keeps views short. Due to the consistency in character of built form across the estates, landmarks are not a feature of the *Late Twentieth Century Suburbs*.

Experience

These are peaceful residential suburbs, with activity during the day concentrated in the schools, other institutions, parks and outdoor sports facilities. Feeder roads have a relatively constant flow of local traffic, with less traffic in dead-end roads. Although each estate is uniform, variety is provided between the estates by the mixture of architectural styles.

B. EVALUATION

Condition

The urban form and much of the architecture remains intact across this type. However, loss of some front gardens to hardstanding for parking and to accommodate larger garages has had an effect on condition and character in some areas. In addition, street trees and shared amenity greenspaces are generally in a declining condition.

The following character areas within this type are identified as being in particularly good condition, or intact examples of the type.

I0C: Burnt Oak South, Cookham Rise

I0I: Oaken Grove/Mulberry Walk, Maidenhead

I0W: The Bingham, Maidenhead

Forces for Change


This townscape type seems to be relatively stable; however key forces for change which were evident during the site visit are as follows:

- Partial loss of front gardens for hard-paved parking areas.
- Extensions that breach the building line or roofscape, such as additional garages and attic extensions with dormer windows.

Guidance/Opportunities

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

- Within development design, take account of the street pattern of wide curving feeder roads with grass verges.
- Retain the open character of front gardens, which is an important part of townscape character, avoiding enclosing walls, fences, gates and railings.
- Sensitive contemporary design which responds to its immediate context will be appropriate, where it makes reference to existing building heights, massing and proportion, or stylistic references. Reference to existing materials may also be appropriate.
- Reflect the existing hipped or gabled roofscape character, using architectural styles and materials palette which complement the existing.
- Respect the existing building line, including the retention of grass verges and front gardens. Ancillary buildings (e.g. garages) and off street parking should be tucked into the plot to maintain the green frontage.

- The retention of important trees, including those in gardens and on tree lined roads, planning for new trees to ensure continuity of tree cover and a diverse age structure.
 - Use a coordinated approach to street tree planting in terms of species palette, and in terms of stature (grade of plant material). Consider the planting of larger trees in key locations.
- 

Character Areas

MAIDENHEAD AND THE COOKHAMS

There are 32 local character areas in Maidenhead and the Cookhams. These are:

I0A Lesters/The Shaw, Cookham Rise	I0Q Heywood Avenue, Maidenhead
I0B Broomhill, Cookham Rise	I0R Greenfields, Maidenhead
I0C Burnt Oak South, Cookham Rise	I0S Langdale Close, Maidenhead
I0D Bass Mead, Cookham Rise	I0T Oldfield, Maidenhead (partly within the Maidenhead Bridge and Guard's Club Island Conservation Area)
I0E Mill Lane/Woodmoor End, Cookham	I0U Chiltern and Cleveland, Maidenhead
I0F Bakers Lane, Maidenhead	I0V Forlease, Maidenhead
I0G Compton to Tavistock, Maidenhead	I0W The Bingham, Maidenhead
I0H Furze Platt Road, Maidenhead	I0X Priors Way/Aysgarth, Maidenhead
I0I Oaken Grove/Mulberry Walk, Maidenhead	I0Y Trenchard Road, Maidenhead
I0J Belmont Drive, Maidenhead	I0Z Tithe Barn Drive, Maidenhead
I0K Calder Close and Parkside, Maidenhead	I0AA Shifford and Aldebury, Maidenhead
I0L Wootton Way and Fairacre, Maidenhead	I0AB Fullbrooke/Evenlode, Maidenhead
I0M Farmers Way, Maidenhead	I0AC Ray Lea, Maidenhead
I0N Webster Close, Maidenhead	I0AD Ray Mill Road East, Maidenhead
I0O Wessex Way, Maidenhead	I0AE Poplars Grove, Maidenhead
I0P Willant Close, Maidenhead	I0AF Shergold Way, Cookham Rise

Character areas within this type within Maidenhead and the Cookhams have generally evolved towards the fringe of settlements, with areas within Maidenhead often associated with the A40(M) corridor which was constructed in the early 1960s. Areas to the eastern edge of Maidenhead and Cookham (i.e. areas I0E, I0S, I0T I0AC and I0AD) lie within EA Flood Zone 3 (high risk of a flood event) which may have implications for future management.

The areas are all typical of the generic later post war suburb type in terms of urban form (of curvilinear streets and medium density housing layouts, with 2 storey development predominating). Local character areas vary in terms of their architecture and detailing (depending on the age of development).

The photographs overleaf illustrate variations in architectural character. Many areas comprise simple 1970s architecture with low pitched and flat roofs, picture windows and use of red and yellow brick (e.g. areas *I0M Farmers Way*, *I0I Oaken Grove/Mulberry Walk* and *I0AB Fullbrooke/Evenlode*). In some cases, local character areas are defined by more

ornate built details (e.g. verandah porches and windows with multiple glazing bars to area *10W The Bingham's*), with 1990s Tudor style development also characterising a number of local character areas, such as area *10K Calder Close and Parkside*. Tile hung frontages are also visible e.g. areas *10AA Shifford and Aldebury* and *10AB Fullbrooke and Evenlode*, within Maidenhead. A number of 1970s developments also have extensive swathes of amenity greenspace e.g. area *10I Oaken Grove/Mulberry Walk*, as shown in the image overleaf.

A small part of area *10T Oldfield, Maidenhead* falls within the *Maidenhead Bridge and Guard's Club Island Conservation Area*⁹.

All of the generic guidance identified above is applicable to these local character areas. In particular, seek to conserve the neat, well managed character of front gardens e.g. as seen in area *10K Calder Close and Parkside, Maidenhead* and conserve the uniformity of roofscape, building line and façade features as seen in areas *10M Farmers Way, Maidenhead* and *10W The Bingham's, Maidenhead*. Streets in a number of the character areas have more generous proportions which have allowed for mature street trees (e.g. birches in area *10I Oaken Grove/Mulberry Walk, Maidenhead*). This could form a template for other similar streets within the local character areas to enhance character. At the character area level, enhancement and improved management of amenity greenspaces should also be considered. In addition, refer to any guidance written for *Maidenhead Bridge and Guard's Club Island Conservation Area* for any changes in area *10T Oldfield, Maidenhead* (although at the time of writing no conservation area appraisal is available for this Conservation Area).

The lock to the historic York Stream lies to the edge of area *10V Forlease, Maidenhead*. It forms a key node at the settlement scale, and should be conserved as such.

With the exception of areas *10W The Bingham's, Maidenhead* and *10X Priors Way/Aysgarth, Maidenhead*, which lie on a geology of Reading Beds, and areas *10Y Trenchard Road, Maidenhead* and *10Z Tith Barn Drive, Maidenhead*, which are on the London Clay, all of the character areas of this type lie on the chalk. Appropriate native trees species for chalk include Oak, Beech, Ash, Sycamore, Whitebeam, Yew, Hazel, Hawthorn, Field Maple, Elder, Birch, Rowan and Holly. On the Reading Beds, appropriate native species are Oak, Ash, Hawthorn, Blackthorn, Hazel, Elm, Elder, Crab Apple and Field Maple. Appropriate native tree planting on the London Clay includes Willow, Alder, Birch, Oak, Sycamore, Hawthorn, Ash, Beech, Field Maple, Hazel, Lime, Rowan, Aspen and Elder.

⁹ Proposals are being advanced to create a Maidenhead Riverside Conservation Area which would combine and extend the Boulton's Lock Conservation Area and the Guards Club Island Conservation Area.

Photographs of representative character areas



Area 10C Burnt Oak South, Cookham Rise



Area 10D Bass Mead, Cookham Rise



Area 10I Oaken Grove, Mulberry Walk, Maidenhead



Area 10K Calder Close and Parkside, Maidenhead



Area 10M Farmers Way, Maidenhead



Area 10W The Bingham, Maidenhead



Area 10AA Shifford and Aldebury, Maidenhead



Area 10AB Fullbrooke/Evenlode, Maidenhead

11: POST WAR RESIDENTIAL FLATS

Key Characteristics

- Residential flats (usually three to five storeys) set within spacious grounds, typically dating from 1960s or later.
- Urban form is defined by large plots with an internal street pattern of curvilinear streets terminating in dead ends and car parks.
- Early post war flats are generally public housing developments with a simple block form, minimal architectural detailing and a simple palette of materials including brick, render, concrete and glass with uPVC or metal windows and doors.
- Later flatted developments display a greater variety in architectural form and detail, including decorative brickwork, balconies, mansard roofs, and neo-classical features.
- Entrances (divided into visitors, services, private entrance for residents only) are indicated by features such roof overhangs, large scale projected or recessed doorways/porches or entrance stair cases.
- Parking is generally provided in communal parking bays and garages.
- Open space is 'designed' into each development and provides a setting for the flats.
- Views are often short and terminated by the large buildings. However, some long distance views are available from the upper storeys of flats.
- Perimeter fencing and entrance gates contribute to a 'contained' or private character.



A. DESCRIPTION

Location/distribution of type

The type is generally associated with infill development or redevelopment, scattered throughout the Borough in small, isolated pockets.

Physical Influences

The townscape character of *Post War Residential Flats* bears little relationship to underlying physical influences. However, in some instances, the species mix in remnants of woodland, shelter belts and hedgerows provide a reference to underlying geology and soils e.g. oaks on clay, pines on sand.

Human Influences

Development within this type dates from the 1960s up to the present day. There is therefore a great variety in architectural style and materials.

Townscape Character

Land Use/Image

Land use is predominantly residential. Early post war flats were developed by the Council to provide community housing. Later 20th Century and early 21st Century flats have mostly been built by private developers (sometimes in partnership with Council) to provide high density residential or mixed use development. Some of the later mixed use developments include commercial/ retail/ office space at ground level.

Urban form

Urban form is defined by large plots incorporating access roads terminating in dead ends and car parks.

The scale of built development is large - buildings are typically three to five storeys, set within open space and incorporating car parking bays. Adjacent blocks of flats are typically uniform in height with a simple form.

Built Form & Architecture

Built form is united by the multi-storey nature of buildings (usually three to five storeys).

However, architectural style and materials are highly varied, depending on the age of development. Flats built between 1940 and 1980 possess a simple built form, including rectangular blocks with flat or gently pitched roofs and metal framed or timber windows. Materials and finishes include light and dark sand-faced brick, concrete, render, and simple timber or metal fenestration.



Simple 1960s and 1970s built form, as in this example from Windsor.

More modern developments (1980s onwards) typically have greater architectural detail; especially where they form focal points, for example on roundabouts. Details are often 'borrowed' from historic periods and include decorative brickwork, balconies, mansard roofs, and neo-classical features such as portico entrances.



More modern developments have greater architectural detailing, as in this example from North Ascot.

Public Realm & Streetscape

The streetscape is characterised by wide tarmac streets with concrete kerbs, tarmac pavements and sometimes wide mown grass verges. Parking is generally provided in communal parking bays and garages. Visitors' parking is clearly defined. Parked cars often dominate the public realm.



Parked cars dominate the public realm, such as at these flats in Hanover Way, Windsor.

Outer development boundaries are often marked by high brick walls, while internal boundaries have lower walls. Building frontages are varied - many flats have uniform elevations, with no clear backs or fronts. The distinction between public/private realms is often unclear as a result of the presence of communal open space around the flats.

Street trees are uncommon; however small ornamental trees/shrubs on communal greenspace around the flats make a small but valuable contribution to the streetscape. Street lights vary in style according to the age of development.

Open Space/Greenspace

Communal open space is generally 'designed' into each development and consists of amenity greenspace which provide a setting for the flats.



Communal open space forms a setting for the flats (Green Lane, Windsor).

Small scale ornamental planting within amenity greenspaces does not relate to the character of the underlying physical landscape. There are occasional pockets of remnant woodland, shelter belts or hedgerows, which relate to former land uses and the provide links to underlying physical landscape characteristics.

Views/Landmarks

Views within the flat complexes are often short and terminated by the large buildings. However, medium and long distance views are available from the upper storeys of flats. Some developments form 'gateway' statements and are focal points in their own right.

Experience

Post War Residential Flats have a private and quiet character. Flats with commercial / retail / office development at street level have a sense of vitality at street level during the day. Some inward facing blocks, such as those at Ward Royal in Windsor, have their backs to the street, presenting a severe façade to the public realm.

B. EVALUATION

Condition

The urban form, land use and much of the architecture in this type remains intact. However, many boundaries, verges and vegetation in communal spaces are in a declining condition. There are no areas that are in particularly notable for their condition or intactness within the Maidenhead/ Cookhams area.

Forces for Change

This townscape type appears relatively stable at present, however forces for change which were evident during the site visit are as follows:

- Gradual decline in condition of boundaries, verges and communal open space, particularly in older developments.
- Gradual decline in condition of facades, particularly of older buildings.
- Past conversion of community greenspace into car parking bays, resulting in a loss of greenspace which once provided a setting to the development.
- Provide access to open space, with careful consideration given to the ratio between built form and open space.
- Retain important trees, planning for new tree planting to ensure continuity of tree cover and a diverse age structure.
- Use a coordinated approach to street tree planting in terms of species and stature. Consider the planting of larger trees at key visual locations and where they would help soften the appearance of larger buildings.
- Sensitive contemporary design which responds to its immediate context will be appropriate, where it makes reference to existing building heights, massing and proportion, or stylistic references. Reference to existing materials may also be appropriate.

Guidance/Opportunities

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

- Seek to create opportunities for landscape and boundary enhancement, encouraging soft boundary treatments including hedging.
- Development and management decisions should seek to reduce the impact of parking provision and access through sensitive design and landscape screening. Parking areas should be provided behind and to the side of buildings to help reduce dominance from public areas.

Character Areas

MAIDENHEAD AND THE COOKHAMS

There are 12 local character areas in Maidenhead and the Cookhams. These are:

I I A Lesters Road, Cookham

I I B Bath Road, Maidenhead

I I C Northumbria Road, Maidenhead

I I D Norreys Drive, Maidenhead

I I E Courtlands/Maidenhead Station approach, Maidenhead

I I F Hatfield and Hever, Maidenhead (buildings currently vacant)

I I G Fernley Court, Maidenhead

I I H Salters Road, Maidenhead

I I I Trenchard Road, Maidenhead

I I J Croxley Rise, Maidenhead

I I K Bridge Road, Maidenhead (currently being developed – includes some townhouses in addition to flatted development)

I I L Kidwells Close, Maidenhead

Character areas within this type have either evolved as part of post war suburbs or as distinct areas of redevelopment, often alongside the railway. These areas are all typical of the generic post war flat type, but vary locally in terms of age of development and architectural style.

There is only one area of flatted development in Cookham (area *I I A Lesters Road, Cookham*). This is located within an area of late postwar housing of a comparable 1970s style.

In Maidenhead rather more stylistic variation is shown, with simple 1970s blocks (flat roofed or shallow pitched roofs and concrete balconies) as in areas *I I F Hatfield and Hever, Maidenhead* and *I I G Fernley Court, Maidenhead*. Such flatted developments are surrounded by communal open space of a simple, open nature (predominantly defined by lawned areas). Later flatted developments, including 1990s purpose built/stand alone complexes, are characterised by landscaped/ornamental grounds and parking courts. Examples are represented by areas *I I D Norreys Drive, Maidenhead* and *I I I Trenchard Road, Maidenhead*. Flats also occur as high density infill within established older suburbs e.g. area *I I E Courtlands/Maidenhead Station approach, Maidenhead*. Area *I I H Salters Road, Maidenhead*, located on the eastern edge of Maidenhead, lies within EA Flood Zone 3 (high risk of a flood event) which may have implications for future management.

All of the generic guidance outlined above applies to the local character areas. Area *I I B Bath Road, Maidenhead* lies in close proximity to one of the key townscape views identified for Maidenhead at the settlement scale (view up Castle Hill and the associated Georgian Suburb form the town's core). As such area *I I B* forms part of the setting for the adjacent *Castle Hill Conservation Area*, and any changes in this character area should respect existing building heights, massing and rooflines, as well as the skyline when viewed from the adjacent historic environment. Area *I I E Courtlands/Station Approach, Maidenhead* forms part of the

setting for the Victorian Maidenhead Station, one of the key nodes within the settlement. Any future change in this character area should also consider enhancing legibility and accessibility/connectivity in relation to this node. Area I I K *Bridge Road, Maidenhead* is currently being developed as a mix of four storey flats and townhouses. Building lines and boundary treatments should seek to conserve key views along the Bath Road, both to the riverside and towards the historic town core.

A number of the character areas within this type also demonstrate potential for enhanced design and management of amenity greenspace, notably area I I F *Hatfield and Hever, Maidenhead* and area I I G *Fernley Court, Maidenhead*. Also for improved integration of car parking courts through enhanced landscape design (street trees and planting) – e.g. area I I I *Trenchard Road, Maidenhead*.

With the exception of a small part of area I I D *Norreys Drive, Maidenhead*, which lies partly on the Reading Beds, and area I I I *Trenchard Road, Maidenhead*, which lies entirely on the London Clay, all of the character areas within this type lie on a chalk geology. Appropriate native trees species for chalk include Oak, Beech, Ash, Sycamore, Whitebeam, Yew, Hazel, Hawthorn, Field Maple, Elder, Birch, Rowan and Holly. On the Reading Beds, appropriate native species are Oak, Ash, Hawthorn, Blackthorn, Hazel, Elm, Elder, Crab Apple and Field Maple. Appropriate native tree planting on the London Clay includes Willow, Alder, Birch, Oak, Sycamore, Hawthorn, Ash, Beech, Field Maple, Hazel, Lime, Rowan, Aspen and Elder.

Photos showing a representation of character areas within this type are presented overleaf:



Photos of representative character areas



Area 11A Lesters Road, Cookham



Area 11D Norreys Drive, Maidenhead



Area 11E Courtlands/Maidenhead Station approach, Maidenhead



Area 11F Hatfield and Hever, Maidenhead



Area 11G Fernley Court, Maidenhead



Area 11I Trenchard Road, Maidenhead

I2: EXECUTIVE RESIDENTIAL ESTATES

Key Characteristics

- Low density residential suburbs of 'executive' style housing mostly post 1980s.
- Urban form is defined by long curvilinear feeder streets with short subsidiary roads culminating in cul de sacs/dead ends.
- Built form is defined by suburban style detached two storey houses, on large organic plots with sweeping, sinuous drives.
- Front gardens are open and unbounded with lawns and large ornamental shrubs clearly visible from the street. There is little on street parking.
- Building lines are irregular, with dwellings often orientated at an angle to the street frontage.
- A variety of architectural styles including neo-Tudor with mock timber and tile hanging, and larger neo-classical buildings dating from the late 1990s.
- Streetscape often includes details such as granite sett kerbs, granite speed tables and rumble strips.
- Brick and slate 'gateway' signs marking entrances to residential estates are common, as are private roads.
- A quiet and tranquil environment, often intensely private in character - this is reinforced by the relatively high proportion of gated communities.



A. DESCRIPTION

Location/distribution of type

Executive Residential Estates are located in North Ascot, Sunninghill, Sunningdale and Broomhall and on the outskirts of Windsor and Maidenhead.

Physical Influences

The underlying geology and soils are rarely expressed in townscape character. However, in some instances, remnants of woodland, shelterbelts and hedgerows within the townscape, or backdrop vegetation outside the type, provide references to the underlying geology e.g. oaks on clay, pines on sand. Topography underlying these suburbs tends to be flat or gently undulating and therefore does not greatly influence the layout of streets and plots, although in places the gently undulating topography is reflected in staggered rooflines.

Human Influences

This townscape type evolved in a relatively short period (mostly from the 1980s) with 'executive' style dwellings in a variety of styles.



Low density layout; organic street/ plot form (example from Ascot).

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Townscape Character

Land Use/Image

Land use is entirely residential, defined by large scale prestigious dwellings set in large, open plots.

Urban Form

Urban form comprises a street pattern of long curvilinear feeder streets with short subsidiary roads culminating in cul de sacs/dead ends. These streets are often of wide proportions, with generous grass verges.

Plots are open in character with open lawned front gardens and no boundary between the public and private realms – this sets these suburbs apart from the *Leafy Residential Suburbs*.



Plots are open in character with open, lawned front gardens, as here in Maidenhead.

Block pattern is characterised by large, detached dwellings in large, irregularly shaped plots. Facades are often orientated at angles to the street, resulting in varied orientation and building lines.

Built Form & Architecture

Built form varies widely, with the townscape type essentially unified by the low density of development and by open plot characteristics.

Large, detached dwellings are often double fronted with separate double garages. Architectural styles range from simple 1970s

development in pale brick to 1980s and 1990s neo-Tudor style homes with half timbering and tile hanging. Some plainer 1980s and 1990s houses have bay windows and dark stained timber gables contrasting with pale brick facades. More recent 1990s neo-classical and neo-Georgian development (in brick and stucco) is also characteristic. Imitation slate or red tile are used for roofing materials. The roofscape varies from suburb to suburb.



Large prestigious style dwellings (example from North Ascot).

Public Realm & Streetscape

Interface between public and private realm is subtly defined, with 'open plan' lawned front gardens often merging with the streetscape (pavements and verges). Sweeping driveways, often paved with modern interpretations of 'heritage' paving (e.g. 'Tegula' concrete setts and cobbles), are also a notable feature of the streetscape gardens. Street parking is therefore infrequent.



Granite sett rumble strips provide detail (North Ascot).

Street proportions are wide, with generous grass verges. Street trees are generally absent. Pavements and roads are typically

tarmac, often with granite sett kerbstones and rumble strip details as part of traffic calming schemes. Elaborate 'gateway' signage to streets marks the approach to the residential estates, with carved slate set in brick surrounds characteristic. Gated developments with substantial wrought iron gates are also typical of this townscape type.

Open Space/Greenspace

Mown verges and small communal areas of amenity planting at 'gateways' to (sometimes gated) communities have an ornamental, manicured character. These comprise mown grass, shrubs and ornamental tree species such as rowan and cherry. This ornamental, manicured character sets the *Executive Residential Estates* apart from the *Leafy Residential Suburbs*.

It is, however, the private gardens which contribute most to the greenspace within this type. Front gardens with open lawns, clipped hedges, ornamental shrubs and trees contribute to a highly manicured character. Larger native trees in rear gardens are important components where they occur.



Private gardens contribute to an ornamental, manicured character, as in this example from North Ascot.

Views/Landmarks

Views are kept short by the curved character of streets and the staggered arrangement of buildings. The backdrop of mature trees, where they occur, form a backdrop to views. Due to the consistency in land use and urban morphology,

landmarks are not a feature of the *Executive Residential Estates*.

Experience

This is a peaceful townscape type with a sense of intense privacy, which is reinforced by the presence of gated communities and private roads. Activity during the day is restricted to local traffic along feeder streets.

The staggered and irregular building lines, together with the organic and often irregular arrangement of building plots contributes to an organic townscape.

B. EVALUATION

Condition

The urban form of the *Executive Residential Estates* remains intact and the affluent character of these residential estates is reflected in the condition and manicured character of gardens and verges.

Due to the comparatively recent construction of much of the development within this townscape type, there has been relatively little replacement and infill. As such built form is also largely intact.

The following character areas within this type are identified as being in particularly good condition, or intact examples of the type.

I2B: Abell, Knowsley and Clarefield, Maidenhead

I2F: Maidenhead Court Park, Maidenhead

Forces for Change

This type appears to be stable in terms of change and comparatively few forces for change were evident during the site visit. They are as follows:

- Increasing emphasis on 'hardscape' and heritage style paving in areas of newer development.

- Loft conversions and extensions, including dormer windows.
- General tendency towards larger buildings in newer developments.

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 intact existing street and block pattern.
- Reflect existing building heights and massing. Buildings should typically be in the order of 2 or 2.5 storeys.
- Retain the open character of front gardens, in preference to enclosing walls, fences, gates and railings.
- Conserve and use trees and other vegetation as part of a leafy streetscape. The design should allow space for planting to mature.
- Use a coordinated approach to street tree planting in terms of species - ornamental and exotic species are characteristic, and appropriate, as is the consideration of larger trees at key locations.
- Retain important trees, planning for new tree planting to ensure continuity of tree cover and a diverse age structure.
- Sensitive contemporary design responding to its immediate context will be appropriate, where it makes reference to existing building heights, massing and proportion, or stylistic references. Reference to existing materials may be appropriate.
- Maintain the unmarked nature of roads.

Character Areas

MAIDENHEAD AND THE COOKHAMS

There are 7 local character areas in Maidenhead (none in the Cookhams) as follows:

I2A Camley Park Drive	I2E Bray Road – Chalgrove Close
I2B Abell, Knowsley and Clarefield	I2F Maidenhead Court Park
I2C Nightingale Lane – Kinghorn Park	I2G Islet Park Drive
I2D Highfield Lane	

These areas are all typical of the generic ‘executive estate’ type in terms of urban form (particularly united by their open character with lawned front gardens) and ‘executive’ style architecture. However they vary in terms of specific details and materials. Some examples of the variation in style and materials between estates are shown in the photographs overleaf. For example area I2B *Abell, Knowsley and Clarefield* is defined by distinctive two colour tile hung, gabled frontages and area I2C *Nightingale Lane – Kinghorn Park* is defined by applied timber detailing in a mock Tudor style. These are in contrast to the 1970s chalet bungalows within area I2G *Maidenhead Court Park*. A large area of green space characterises area I2B *Abell Knowsley and Clarefield*, whilst verges and large scale ornamental garden vegetation are typical of area I2A *Camley Park Drive*. There is a particularly distinctive cedar in area I2B *Abell, Knowsley and Clarefield*.

Areas I2E, F and G fall within EA Flood Zone 3 (high risk of future flooding event), which may have implications for future management.

All of the generic guidance outlined above applies to these local character areas, with particular reference to maintaining the intact street and block pattern and the well vegetated character created by mature, often ornamental or ‘exotic’ trees within gardens and amenity greenspace. One of the generic opportunities for the type is to seek opportunities to plant more native trees - native trees that would be suited to the chalk geology of this area include Oak, Beech, Ash, Sycamore, Whitebeam, Yew, Hazel, Hawthorn, Field Maple, Elder, Birch, Rowan and Holly.

Representative photos from the character areas are shown overleaf.

Photographs of representative character areas



Area 12A Camley Park Drive



Area 12B Abell, Knowsley and Clarefield



Area 12C Nightingale Lane - Kinghorn Park



Area 12F Maidenhead Court Park

13: LEAFY RESIDENTIAL SUBURBS

Key Characteristics

- Low to medium density residential suburbs with characteristic 'leafy' streets.
- Urban form is defined by wide streets (curvilinear and straight) with secondary streets culminating in 'dead ends', cul de sacs or vegetated 'turning circles'.
- Built form is defined by suburban style detached two storey houses, on medium to large plots.
- A variety of architectural styles, reflecting a range of periods, includes early 20th century houses (including Victorian, Edwardian, and Arts and Crafts style), plus more recent development. The type is defined by a broad consistency of built form, spacing between buildings and lack of on street parking.
- The leafy suburban character is reinforced by well established private gardens (including mature trees/shrubs), that are often bounded by tall beech or laurel hedges. This provides a strong sense of enclosure and privacy to dwellings
- Mature oaks and scots pines reflect the underlying geology, while other large scale ornamental trees such as cedar and conifers contribute to the leafy character.
- There is a well-defined interface between public/private realm – marked by tall hedges or fences with entrance gates.
- Views are framed along leafy streets – street tree planting and/or trees and shrubs within front gardens allow only occasional glimpses to dwellings.
- A quiet and peaceful residential suburb.



A. DESCRIPTION

Location/distribution of type

The *Leafy Residential Suburbs* are located throughout the Borough, usually on the edges of settlements. These spacious suburbs comprise individual houses well set back from the road on large garden plots; unified by a 'leafy' streetscape character.

Physical Influences

The underlying geology is often expressed through the structural vegetation, which includes oak, birch, scots pine, large leaved lime (depending on soil type) and ornamental species such as maple, cedar and conifers. Mature specimen trees including remnant hedgerows trees, woodland and pine shelter belts (which are often protected through TPO designation) have a marked influence on visual character.

Human Influences

The *Leafy Residential Suburbs* have developed during the 20th century and display a wide variety of architectural style and periods.

Townscape Character

Land Use/Image

Land use is residential; image is of low density 'leafy' suburbs of varied built character.

Urban form

The urban form is based on a network of roads or 'avenues' with subsidiary streets often terminating in 'dead ends', cul-de-sacs or turning circles. Building density is medium to low.



Pattern of axial/linear and curving spine roads with several subsidiary streets culminating in dead-ends, cul-de-sacs or turning circles. Reproduced from Ordnance Survey information with the permission of The Controller of Her Majesty's Stationery Office, Crown Copyright, Licence Number 10001926.

Dwellings include a mixture of detached and semi-detached houses set within generous plots. Variation of set backs and spacing between buildings, contributes to a varied building line. Rooflines also vary, providing visual interest. Driveway entrances often punctuate well-defined hedged or fenced plot boundaries, providing access to short (often gravel) drives and glimpses to dwellings. Street proportions are generous, although this aspect is often disguised by mature trees.

Built Form & Architecture

Architectural styles vary within this townscape type. Clusters of late 19th and early 20th century houses (including two storey Victorian, Edwardian, and Arts and Crafts style) provide interest amongst post war detached houses. Consistency is provided by the scale of built form, generous spacing between buildings, and mature garden frontage.



Two storey properties set on spacious plots with mature garden frontage, as in this example from Ascot.

Properties are predominantly two stories. Materials are dominated by light coloured brick and render, with clay tile or slate roofs. 1970s developments typically display a lighter palette with paler (yellow) bricks. Roof types and architectural detailing (including doors and windows) are highly varied. Further variety is created by modern dwellings, often in a neo-classical or neo-Tudor style.



Dwellings of varied architectural style set within spacious mature gardens (Wraysbury).

Public Realm & Streetscape

The streetscape is characterised by wide tarmac streets with few markings, stone or concrete kerbs, tarmac pavements and occasional grassed verges. Some roads (particularly private roads) have a gravel surface. The interface between the public and private realms is clearly defined by fences and hedges. Plots front onto the street, but are well-enclosed by mature trees and dense (often clipped) hedges (including beech, laurel and conifer species), brick walls or close board fencing. Gravel

or blockwork driveways often have large ornamental metal or timber entrance gates.

Open Space/Greenspace

The *Leafy Residential Suburbs* have a closed and private character with few communal open spaces. Mature vegetation within private gardens contributes strongly to the leafy character and visual amenity of the streetscape. Species often reflect the underlying geology e.g. patches of bracken and pines reflect the sandy geology of Bagshot Sands. Turning circles with mature trees also contribute to the leafy character.



Patches of bracken create a 'heathy' character and reflect the underlying sandy geology of Bagshot Sands (Sunninghill).

Views/Landmarks

A strong structure of trees and shrubs (often within private front gardens) enclose most streets and restrict views. Views along straight streets are often framed by hedges. Dwellings located at the end of cul de sacs provide local focal points. Mature copes of trees within turning circles also provide focal points and local landmarks.



Mature copses of scots pine provide focal points and local landmarks, as in this example from Sunninghill.

Experience

This 'leafy' suburban townscape type is quiet. Activity during the day is restricted to local traffic along feeder streets. Although dwellings face towards the street, they are well-enclosed by tall boundary fences and hedges, which contributes to a closed and private character.

B. EVALUATION

Condition

The street and block patterns are intact in this type. Buildings are well maintained and the streetscape is well managed, resulting in an overall good condition.

Due to the low density of buildings and large driveways, there is little pressure for on-street parking. The 'leafy' aspect is slightly reduced in areas where plots contain short, open garden frontages with extensive hardstanding and less vegetation cover.

The following character areas within this type are identified as being in particularly good condition, or intact examples of the type.

I3D: Terry's Lane, Cookham

I3E: School Lane – Sutton Road/Mill Lane, Cookham

I3L: Cox Green, Maidenhead

I3U: Lock Avenue, Maidenhead

Forces for Change

The *Leafy Residential Suburbs* seem to be relatively stable in terms of change, however the key forces for change which were evident during the site visit are as follows:

- Development intensification including subdivision of plots and extensions to dwellings or subdivision of properties into flats.
- Modern development with open or 'urbanised' frontage such as parapet walls, open garden frontages and extensive hardstanding; which detract from the 'leafy' character.

Guidance/Opportunities

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

- Retain mature trees and woodland belts. The active management of woodlands and other treed areas is encouraged, including planning for future planting.
- Conserve and use trees as part of a leafy streetscape. The design should allow space for planting to mature.
- Use a coordinated approach to new tree planting in terms of species and stature (refer to character areas for appropriate species). Consider the planting of larger trees at key visual locations.
- Conserve (and promote the use of) of hedging for boundaries, in preference to other boundary treatments such as walls, fences, gates and railings.
- Retain remaining Victorian, Edwardian and Arts and Craft style buildings. Renovations should be sensitive with particular regard to roof heights, pitches, materials and detailing.
- Sensitive contemporary design responding to its immediate context will be appropriate, where it makes reference to existing building heights,

massing and proportion, or stylistic references. Reference to existing materials may also be appropriate.

- Use of gravel surfacing for driveways in preference to tarmac and block paving.
- Maintain the unmarked nature of roads.



Character Areas

MAIDENHEAD AND THE COOKHAMS

There are 27 local character areas in Maidenhead and the Cookhams. These are:

I3A Whyteladyes Lane – High Road, Cookham	I3N Shoppenhanger Road – Curls Lane, Maidenhead
I3B High Road, Cookham	I3O Braywick Road – Rushington Avenue, Maidenhead
I3C Grange Road – Burnt Oak, Cookham	I3P Green Lane, Maidenhead
I3D Terry's Lane, Cookham (part of Cookham High Street Conservation Area)	I3Q Braywick Road (south), Maidenhead
I3E School Lane – Sutton Road/Mill Lane, Cookham (part of Cookham High Street Conservation Area)	I3R Gas Lane, Maidenhead
I3F Pinkneys Drive – Lime Walk, Maidenhead (part of Pinkneys Green Conservation Area)	I3S Fishery, Maidenhead
I3G Highway and the Altwoods, Maidenhead	I3T Ray Park Avenue, Maidenhead (partly within the Maidenhead Bridge and Guard's Club Island Conservation Area)
I3H Linden Avenue – Belmont Park Road, Maidenhead	I3U Lock Avenue, Maidenhead
I3I Harrow Lane, Maidenhead	I3V Islet Road – The Avenue, Maidenhead
I3J College Avenue, Maidenhead	I3W Windsor Road, Maidenhead
I3K Waltham Road, Maidenhead	I3X Holyport Road – Stroud Farm Road, Maidenhead
I3L Cox Green, Maidenhead	I3Y Regal Court, Maidenhead
I3M Tittle Row, Maidenhead (part of the Altwood Road Conservation Area)	I3Z Westfield Road – Havelock Road – Allenby Road, Maidenhead
	I3AA Castle Hill, Maidenhead

This type is found in pockets throughout Maidenhead and the Cookhams. These areas all reveal characteristics typical of the residential suburb type – they are united particularly by the leafy character of the streetscape, the presence of high hedges and the low-medium density of development. This is shown in the photos overleaf, showing a representative range of character areas.

There is some variation in architecture. For example, Area *I3D Terry's Lane* in Cookham Rise is particularly notable for its arts and crafts style properties (see photos overleaf). The special architectural and historic interest of areas I3D and E is recognised through their designation as part of the *Cookham High Street Conservation Area*, whilst area I3M is designated as part of the *Altwood Road Conservation Area*. Area I3T falls partly within the *Maidenhead Bridge and Guard's Club Island Conservation Area*.¹⁰ Part of area I3F also falls within

¹⁰ Proposals are being advanced to create a Maidenhead Riverside Conservation Area which would combine and extend the Boulter's Lock Conservation Area and the Guards Club Island Conservation Area.

the *Pinkney's Green Conservation Area*. Areas 13P, 13S, 13U and 13V are partially located within the Environment Agency's Flood Zone 3 (high risk of flooding event) which may have implications for future management of these areas.

All of the generic guidance presented above applies to these local character areas. In addition, conserve the former farm and Arts Centre within area 13G *Highway and the Altwoods, Maidenhead* as a node, and conserve views to the Holyport Water Tower from area 13X *Holyport Road – Stroud Farm Road, Maidenhead*. Ensure that any future change to built form within area 13E *School Lane – Sutton Road/Mill Lane, Cookham* conserves the historic gateway to the south of Cookham's historic core, and sense of arrival to the village.

One of the generic opportunities is to plant larger native trees. The majority of the local character areas lie upon a chalk geology and in these areas appropriate native species include Oak, Beech, Ash, Sycamore, Whitebeam, Yew, Hazel, Hawthorn, Field Maple, Elder, Birch, Rowan and Holly. Area 13N *Shoppenhanger Road – Curls Lane, Maidenhead* and area 13O *Braywick Road – Rushington Avenue, Maidenhead* are located partly on the chalk and partly on the Reading Beds while area 13Q *Braywick Road (south), Maidenhead*, area 13R *Gas Lane, Maidenhead*, area 13S *Fishery, Maidenhead* and area 13X *Holyport Road – Stroud Farm Road, Maidenhead* are located entirely on the Reading Beds. In these areas appropriate native species include Oak, Ash, Hawthorn, Blackthorn, Hazel, Elm, Elder, Crab Apple and Field Maple. Area 13W *Windsor Road, Maidenhead* lies partly on the Reading Beds partly on London Clay. Appropriate native tree species on clay include Willow, Alder, Birch, Oak, Sycamore, Hawthorn, Ash, Beech, Field Maple, Hazel, Lime, Rowan, Aspen and Elder.

In addition, when planning future change guidance written for *Cookham High Street Conservation Area* should be considered for areas 13D and E; guidance written for *Altwood Road Conservation Area* should be considered for 13M; guidance written for the *Maidenhead Bridge and Guard's Club Island Conservation Area* should be taken into consideration for Area 13T, and guidance written for the *Pinkney's Green Conservation Area* should be taken into consideration for area 13F.

Photographs of representative character areas are shown overleaf.



Photographs showing representative character areas



Area 13A White Ladies Lane – High Road, Cookham



Area 13C Grange Road – Burnt Oak, Cookham



Area 13D Terry's Lane, Cookham



Area 13F Pinkneys Drive – Lime Walk, Maidenhead



Area 13H Linden Avenue – Belmont Park Road



Area 13L Cox Green, Maidenhead



Area 13U Lock Avenue, Maidenhead



13V Islet Road – The Avenue, Maidenhead

I 4: VILLAS IN A WOODLAND SETTING

Key Characteristics

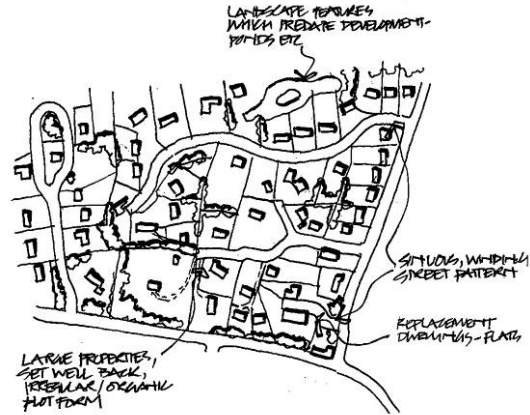
- An extremely low density residential suburb comprising large villas set in large, irregular plots.
- The urban form is based on an informal network of wide, winding roads and subsidiary cul-de-sacs.
- Dwellings occupy large footprints, set within extremely large garden plots.
- Buildings are set well back from the road, with long gravel drives and gated frontages – there is no on-street parking.
- Built style and period varies widely, from Victorian and Edwardian dwellings to late 20th Century neo-classical villas.
- A varied roofscape, with steep pitched tiled and slate roofs to Victorian properties contrasting with the more shallow pitch and simpler detailing of later and modern properties.
- Mature trees form a ‘sylvan’, almost rural, backdrop giving the impression of dwellings ‘in woodland’.
- Trees of historic character and considerable amenity value are often incorporated within development.
- Mature trees and hedges form important boundary features.
- The type is tranquil, quiet and essentially private in character – a ‘closed’ environment, with little public access.



A. DESCRIPTION

Location/distribution of type

The type is located throughout the southern part of the Borough, primarily within The Ascots and fringing Ascot Heath. Small pockets of this type area also found to the northern edge of Maidenhead, in the north of the Borough, and within Cookham. The type is often associated with significant structural landscape elements which predate current development. It shares attributes with the *Leafy Residential Suburbs*, but is of a lower density with larger dwellings.



Organically evolved plots within woodland.

Physical Influences

The underlying geology is often expressed through the structural vegetation. Acid sands and gravels result in a vegetation palette which includes oak, birch, Scots pine, beech, sweet chestnut and ornamental coniferous species such as Wellingtonia and Corsican Pine. Oak, birch, ash, field maple, willow and rowan tend to predominate on clay soils, with oak, beech, ash, sycamore, and holly on the chalk. Mature specimen trees and woodland belts (which are frequently protected through TPO designation) have a marked influence on character. Topography underlying these suburbs tends to be flat or gently undulating and therefore does not particularly influence the layout of roads or building.

Human Influences

The townscape type has grown organically over a relatively long period, with irregular plots created within woodland throughout the 20th Century.

Townscape Character

Land Use/Image

Land use is entirely residential across the type, with buildings set in very large, often irregular garden plots. Development displays an eclectic array of architectural styles and periods.

Urban form

The urban form is based on a network of wide, winding unmarked roads and subsidiary cul-de-sacs (with more occasional axial/linear streets associated with more formal, older development). Street proportions are generous.



Urban form is based on a network of wide curvilinear streets (example from South Ascot).

A series of large, detached two and three storey villas (a number of which include double garages and occasionally supporting annexes) are set well back from the road, accessed by long gravel drives. Individual properties have wide gaps between them, with built density extremely low – this low

built density sets these suburbs apart from the *Leafy Residential Suburbs*.

Built Form & Architecture

This type displays a wide variety of architectural styles dating from a variety of periods, with Victorian lodge houses associated with the Crown Estate and larger late Victorian/Edwardian villas appearing as slightly scaled down country houses, developed within woodland. Victorian and Edwardian properties are typically ornate with sash windows, finials, steeply gabled roofs, some with half timbered gable ends. These are typically constructed from red brick and dressed stone with slate roof tiles. Some have stucco exteriors.

Late 20th Century buildings include 'modern' simple 1970s style villas as well as villas in a neo-classical style, including some in a 'colonial' idiom with full height Doric porticos, and others exhibiting five or seven bay symmetrical neo-Georgian styles.



Development in a modern 'neo-classical' idiom, as shown in this example from Sunninghill.

1970s development typically displays a lighter palette of materials with paler (yellow) bricks used. This lightness is accentuated by low roof pitches and large windows. Later buildings display a wide variety of materials, including red and yellow brick (including reclaimed stocks), concrete ridge tiles, slate, dressed and reconstituted stone for balusters, pediments, friezes and porticos. Stucco is also visible.

Public Realm & Streetscape

The interface between the public and private realms is clearly defined, with garden

boundaries defined by dense native and mixed hedges (species include hawthorn, beech and laurel), in addition to ornamental walls and close board fencing. Ornamental gates are often apparent either in a low key traditional timber design or more elaborate wrought iron.



Garden boundaries create a clearly defined interface between public and private realm, as here at North Ascot.

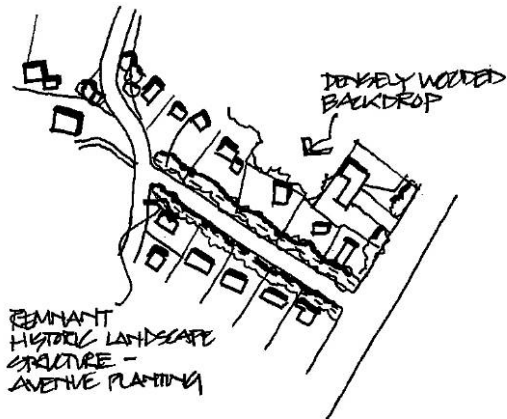
Unmarked roads contribute to a semi-rural character. Surfaces of tarmac and concrete kerbs, with gravel limited to private driveways. Grass verges are also evident, supporting mature street trees such as oaks and pines.

Modern street lighting poles are visible, often painted in a dark, muted green.

Due to the low density of buildings and large driveways, there is little pressure for on-street parking.

Open Space/Greenspace

This type has a strongly wooded aspect which arises from the presence of woodland belts between plots as well as in private garden plots.



Retention of historic features, such as avenues, within development.

Greenspace is almost entirely in private ownership with only localised areas of communal greenspace such as verges and turning circles. Some features of the former landscape, such as avenues, have survived within the townscape.



Wellingtonias at North Ascot.

Private gardens are often densely wooded, with mature trees within making a notable contribution to townscape character. Tall hedges to garden boundaries reinforce the wooded character of these semi-rural suburbs.

Views/Landmarks

The winding character of roads and wooded character of the suburbs provides few opportunities for long views or intervisibility with adjacent townscape types. However, occasional long views are created by avenues which are former landscape features now encompassed within the townscape, for example at Kennel Avenue.

There are no obvious landmarks, and the townscape often has a slightly disorientating quality. However, the villas themselves often form focal points.



Longer views framed by avenues e.g. at North Ascot.

Experience

This is a very peaceful, tranquil environment, of a semi-rural, 'sylvan' character. It is essentially closed and private with a number of private roads. This sense of privacy is reinforced by high hedges and the fact that properties are set well back from the road. This private quality is further reinforced by the presence of CCTV cameras and conspicuous signs referring to use of private security.

B. EVALUATION

Condition

Mature woodland and tree belts are largely intact, with a number of trees making a significant contribution to townscape character and visual amenity within this type. The urban form of large, organically formed plots off wide sinuous streets is similarly intact, as are the generally well wooded garden boundaries. However localised erosion has occurred at points where more open garden frontages and walls and gates with an 'urbanising' quality which detract from the semi-rural character.

Area 14B: Berries Road, Cookham is identified as being in particularly good condition/ an intact example of the type.

Forces for Change

The *Villas in a Woodland Setting* seem to be relatively stable in terms of change, however forces for change which were evident on the site visit are as follows:

- Replacement of older dwellings and development intensification including flatted development on larger plots, and resultant loss of mature trees.
- Larger and more modern housing designs, often accompanied by open or 'urbanised' frontages.
- Loss of hedgerows along garden frontages.
- Maturing vegetation – trees will eventually come to the end of their life.
- Presence of and reference to private security systems introduces an unwelcoming element to the environment.
- Replacement of gravel driveways with block paving.
- Consider the planting of larger trees at key locations.
- Conserve the use of hedging, trees and other shrubs for boundaries, in preference to other forms of boundary treatment, such as walls, fences, gates and railings.
- Design development proposals to allow for significant planted areas, particularly those fronting roads, and allow space for planting to mature.
- Development should be designed to maintain the pre-eminence of mature trees and shrubs when viewed from public areas.
- Use of gravel surfacing for driveways in preference to tarmac and block paving.
- Retain remaining Victorian and Edwardian buildings. Renovations should be sensitive, retaining period details such as fenestration and doorways, and using a muted colour palette for paint finishes. Particular regard should be given to roof heights, pitches, materials and detailing.

Guidance/Opportunities

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

- Retain mature trees and woodland belts. The active management of woodlands and other treed areas is encouraged, including planning for future planting.
- Sensitive contemporary design responding to its immediate context will be appropriate, where it makes reference to existing building heights, massing and proportion, or stylistic references. Reference to existing materials may also be appropriate.
- Signage should be discreet and low key in character.

Character Areas

MAIDENHEAD AND THE COOKHAMS

There are only 3 local character areas in Maidenhead and the Cookhams. These are:

14A Danes Manor Farmery, Cookham
(part of the Cookham High Street
Conservation Area)

14B Berries Road, Cookham (part of the
Cookham High Street Conservation Area)
14C Canon Hill, Maidenhead

This type of development is found in small pockets – two pockets occur on the outskirts of Cookham Moor and one pocket is found on the southern edge of Maidenhead at Bray Wick. Areas 14A and 14B (which lie either side of Cookham Moor, pictured below) lie partially within the Environment Agency's Flood Zone 3 (high risk of flooding event) which may have implications for future management.

These areas are typical of the townscape type in terms of urban form, comprising wide, unmarked roads and subsidiary cul-de-sacs with large, detached two and three storey villas set well back from the road. However, architecture varies – Area 14A Danes Manor Farmery, Cookham and Area 14C Canon Hill are notable for their brick and half timber properties in a Tudor style, and Area 14B Berries Road, Cookham is notable for its Edwardian/arts and crafts properties. The areas have a private character and therefore it is difficult to represent the areas photographically – the photographs below illustrate the public realm relating to Areas 14A and 14B. The special architectural and historic interest of areas 14A and B is recognised through their designation as part of the Cookham High Street Conservation Area.

All of the generic guidance presented above applies to these local character areas, although given the geology of Maidenhead and the Cookhams, suitable tree species are likely to be oak, beech, ash, sycamore, whitebeam, yew, hazel, hawthorn, field maple, elder, birch, rowan and holly, in addition to some more ornamental species. Weeping willow and lime are also appropriate within the floodplain in Cookham.

Photographs of character areas



Area 14A Danes Manor Farmery



Area 14B Berries Road

16: LARGE INSTITUTIONAL DEVELOPMENTS

Key Characteristics

- This type comprises institutional developments, often of a scale which contrasts markedly with adjacent developments.
- Buildings include hospitals, barracks, emergency services and racecourses.
- The large scale of built development is matched by that of the surrounding open space, with greenspace, courtyards, forecourts and car parks all present.
- Principal buildings are often set back from street frontages, with smaller scale buildings or boundary walls to the street with formal entrances.
- Architectural idiom varies widely across the type, but includes ornate Victorian styles juxtaposed with contrasting contemporary buildings.
- The use of severe, utilitarian or monumental, and occasionally decorated facades creates a distinct identity.
- Glimpsed views are available from public roads to the 'private' grounds of the institutions.
- Busy and active urban environments, although activity is often sporadic or seasonal e.g. at the racecourse and barracks.



A. DESCRIPTION

Location/distribution of type

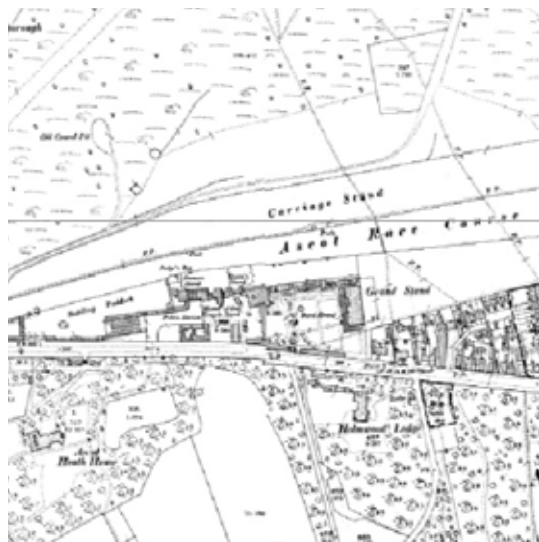
Large institutional developments are located throughout the Borough, but are particularly associated with the larger settlements (Windsor and Maidenhead), as well as the racecourse at Ascot.

Physical Influences

The underlying geology and soils are rarely expressed in townscape character. However, in some instances, open greenspace within the grounds of institutions provides references to the underlying geology e.g. oaks, beech and ash on clay, and pines or more ornamental species such as Cedar of Lebanon on sands. Topography underlying this type tends to be flat or gently undulating and therefore does not greatly influence the urban form.

Human Influences

The type bears witness to a relatively long history of built development, alteration and redevelopment, with developments within this type often originating in the 19th Century or earlier and being subsequently adapted, amended, added to or re-built. As such character is eclectic and varied, with contrasting built periods and styles juxtaposed in close proximity.



Developments often originate from the 19th Century and earlier, for example at Ascot Racecourse. [1891-1912 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 institutional and includes hospitals, military barracks, emergency services and racecourses. Buildings are often large in scale and clearly distinct from surrounding buildings, in terms of proportions, materials and aesthetic. The use of severe, utilitarian or monumental, and occasionally decorated facades create a distinct image.



Buildings are often large in scale and clearly distinct from their surrounding townscape, as in this example from Windsor.

Urban form

Development is usually located alongside main roads leading into settlement centres. Principal blocks (equivalent to 3-5 storeys) are set well back from the street, although smaller buildings (equivalent to 2 storeys) may front directly onto the street. Street frontages are defined by high walls, railings or hedging.



Large buildings are set back from the street frontage (Ascot Racecourse).



Buildings vary in age and style across the type, but are consistent in their large scale (Maidenhead).

Built Form & Architecture



19th Century development at Ascot Racecourse.

Architectural idiom varies widely across the type, but includes ornate Victorian styles juxtaposed with contrasting contemporary buildings. A variety of roof pitches and features such as gables and cupolas create visual interest on older buildings. More modern ancillary development is of a much more simple, utilitarian character with 'box' forms and flat roofs.

Public Realm & Streetscape

This is essentially a closed, private environment. Interface with the public streetscape is defined by imposing frontage buildings, brick walls or railings. Paving materials to the public streetscape are modern e.g. tarmac with concrete kerbs and do not generally reflect the historic built fabric/façade development.



Developments often have imposing frontages and a private character, as in this example from Windsor.

Open Space/Greenspace

Most open space with this type is in private ownership. The predominant character of open space is functional and utilitarian, with large areas of open space given over to car parking. Hard landscape also includes paved courtyards/ forecourts. Surfaces are typically tarmac and gravel bonded tarmac, with a lighter coloured finish.

'Soft' open space includes mown lawns and mature trees, sometimes of a parkland character.

Views/Landmarks

Glimpsed views are available from public roads to the 'private' grounds of the institutions, e.g. courtyards and forecourts and car parks, and associated visual clutter including signage and vehicles.

Key frontage buildings form landmarks e.g. at Ascot Racecourse.

Experience

These are busy and active urban environments, although activity is often sporadic or seasonal e.g. at the racecourse and the barracks. The variety of built detail adds to the visual interest of the townscape. Spatial relationships are rarely of a 'human' scale and can be experienced as imposing or uncomfortable.



Architectural detailing contributes to visual interest, as seen here at Ascot.

There are no areas of this type that are in particularly notable for their condition or intactness within the Maidenhead/Cookhams area.

Forces for Change

This townscape type is often evolving and has undergone much change and redevelopment. The stability of character is therefore variable.

Forces for change which were evident during the site visit were identified as follows:

- Redevelopment and re-siting of original infrastructure (e.g. re-location of stands at Ascot Racecourse) and associated implications for spatial character.
- Incremental redevelopments and additions have resulted in a variety of scales, orientations and use of materials in some areas.
- The use of temporary buildings in education and health institutions.
- Modern ancillary buildings which have ignored the original scale/architecture.
- Low grade of materials used for open spaces and paving in public sector institutional developments.

B. EVALUATION

Condition

The condition of the urban environment associated with this type is variable depending on the nature of the institutional use. Privately owned institutional properties are often in a good, well maintained condition, with prestigious, landmark buildings adding to this quality. Forecourts and open spaces are simple, neat, uncluttered and generally well managed. In contrast public sector institutional developments have a more neglected air, due to the more piecemeal character of development, and the lower grade of materials used for buildings and open spaces.

Guidance/Opportunities

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

- Retain remaining 19th Century buildings. Ancillary buildings and development in the surrounding area should seek the integration of historic buildings and use a complementary palette of materials.
- Retain important trees, vegetation and open spaces, planning for new tree planting to ensure continuity of tree cover and a diverse age structure.
- Give consideration to the planting of larger trees at key visual locations and

where they would help soften the appearance of larger buildings and areas of hardstanding.

- Development and management measures should seek to enhance the hard landscape, introducing a simple, coordinated and unified palette of materials and street furniture.
- Use design to create visual interest including the use of subtle variation in heights and roof pitches, in addition to the use of detailing to articulate building facades. The apparent scale of large buildings may be reduced through the use of a light, muted palette of earth and sky colours.
- Use master plans to ensure coordinated long-term development and management.

Character Areas

16A Maidenhead Hospital, Court House Road



Maidenhead Hospital lies in the western part of Maidenhead, at the junction of Courthouse Road-St Marks Road, adjacent to a large *Victorian Suburb*. It incorporates a mid 19th Century hospital complex and chapel on the site of the former Cookham Poor Law Board Workhouse, in addition to much mid 20th Century and modern ancillary development and infrastructure. Open space is defined predominantly by areas of car parking and service yards. All of the generic guidance presented above

applies, with particular reference to conserving the setting of older buildings and enhancing the quality of open spaces and the public realm. Typical tree species on chalk substrate in the Maidenhead area and which may be suitable for new tree planting include oak, beech, ash, sycamore, whitebeam, yew, hazel, hawthorn, field maple, elder, birch, rowan, and holly.

17: INDUSTRIAL AND COMMERCIAL ESTATES

Key Characteristics

- Low density industrial and commercial development including industrial estates, business parks and offices.
- Development is within large plots, accessed by roads terminating in dead ends.
- Built form is large scale and simple, often comprising rudimentary sheds together with smaller subsidiary office buildings to street frontages and at entrances.
- Boundaries are delineated by palisade fencing and other security fencing including stout timber close board fencing and chainlink fencing topped with barbed wire.
- Open space includes car parking and ornamental landscape schemes in communal areas.
- Materials palette is simple, with steel framed sheds clad with metal sheet cladding, dark wire cut brick and asbestos roof tiles, in addition to concrete and yellow brick for office buildings. Business park developments include plate glass and stainless/painted steel construction.
- Surfaces are mainly tarmac, in situ concrete and DOT Type I (crushed stone) with concrete kerbs. Modern business parks use more 'designed' hard materials including concrete flags and block paving.
- Views are kept short by large buildings.



A. DESCRIPTION

Location/distribution of type

This type is located in discrete areas within a number of major settlements within the borough, including Maidenhead and Windsor.

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Much of the development within this type dates from the 1930s. Each 'estate' grew in a relatively short period of time, resulting in a consistency of built form and character within each estate.

Physical Influences

Underlying physical landscape characteristics do not heavily influence the character of the type. Bedrock geology is highly variable with settlements in the southern part of the Borough characterised by Bagshot Beds, settlements adjacent to the Thames around Windsor on London Clay, and to the north on chalk, associated with the scarps rising from the Thames. On the Bagshot Beds, the geology and associated sandy soils are expressed through vegetation including Scots Pines.

Topography underlying this type tends to be flat or gently undulating and therefore does not greatly influence the urban form

Townscape Character

Land Use/Image

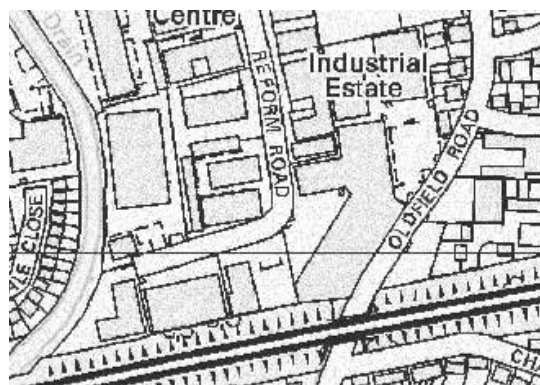
Land use is predominantly focused in the industrial, commercial and business sectors. Gas holders and related infrastructure are also present.



This example from Sunninghill (Bridge Road) shows the presence of industrial infrastructure, such as gas holders.

Human Influences

The type evolved in a number of ways – some areas evolved on the site of railway sidings and goods yards/depots, while other areas evolved on poor quality or undesirable land (for example in floodplains, or alongside major roads) to provide sources of employment for nearby residential areas.



The type evolved in a number of ways – some areas evolved on the site of railway sidings and goods yards/depots, while other areas evolved on poor quality or undesirable land.

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Urban form

Development is within large plots, accessed by roads terminating in dead ends, and typically has its back to residential areas. The scale of built development is large, typically 2-3 commercial storeys (approximately 9-12 metres) in height. Buildings are arranged as large, regular and often repetitive blocks, of relatively uniform height and simple rectangular form within each estate. There are generally large spaces between buildings resulting in a low density of development.

Built Form & Architecture

Built form and architecture is characterised by 20th Century industrial and employment development. Built form is simple and includes large sheds, often steel framed and clad in corrugated sheet metal or otherwise built of dark, wire cut brick. Roof materials

are typically asbestos roof tiles for 1930s or 1940s buildings, or sheet metal cladding systems for newer development. More recent business park type development has more architectural details and uses a lighter palette of building materials including aluminium cladding and light coloured brick.



Buildings are large and often simple in form (South Ascot).

Utilitarian structures including gas holders form another distinctive and prominent component of the built form.

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



Newer business parks include buildings constructed from glass and steel (Maidenhead).

Public Realm & Streetscape

Some estates are inaccessible due to the presence of steel palisade, barbed wire topped security fencing, and substantial timber close board fencing. In publicly accessible estates, the distinction between

public and private realm is often blurred due to the use of a single type of paving surface and the lack of distinction in levels between private land, communal areas and public streets.

The streetscape is characterised tarmac streets with concrete kerbs and tarmac pavements. Block paved areas are common in newer business parks. Parking is often on streets or in communal parking bays.

Street trees are uncommon; however communal areas are often landscaped with ornamental planting, particularly in more modern business parks.

Open Space/Greenspace

Open space is generally planned into each estate and consists of areas of hardstanding (often given over to car parking), grass verges and communal landscaped areas. The planting is ornamental in character and often bears no relation to underlying landscape character. Industrial areas are often surrounded by amenity planting of fast growing species such as Lombardy Poplar.



Planting is ornamental in character, as in this example at Maidenhead.

There are occasional remnant native trees which are remnants of the former landscape structure and provide links to the underlying geology and soils.

Views/Landmarks

Views are often framed by industrial buildings and limited by development and fenced boundaries within the industrial estates. The foregrounds to most views are

characterised by fencing (an eclectic range of boundary treatments including palisade fencing and chainlink with barbed wire), car parking and signage.

Due to the consistency in character of built form within each estate, landmarks are not a feature of the *Industrial and Commercial Estates*.

Experience

Due to the influence of vehicular movement this is an active environment during the day. The presence of tall boundary fences contributes to a slightly threatening character, particularly at night. These are inward-looking developments – buildings typically have their backs to adjacent residential areas.

B. EVALUATION

Condition

Industrial and commercial land uses have varied levels of management with some areas in poor condition, although more recent business park developments show a higher level of landscape management. Within the older developments verges and boundaries are often in neglected condition. Older buildings often have a weathered appearance, particularly where non galvanised or ferrous metals have been used for cladding/framing. There are no areas that are in particularly notable for their condition or intactness within Maidenhead/ the Cookhams.



Poorly maintained boundaries in older developments (example from Sunninghill).

Forces for Change

Stability of this type is variable, with redevelopment and upgrading of existing sites often visible.

Key forces for change which were evident during the site visit are as follows:

- Continued extension and expansion of existing industrial estates, in particular to cater for more 'prestigious' business park type development, including some larger scale buildings. This includes intensification of land uses within existing industrial estate footprints.
- Incremental redevelopments and additions have resulted in a variety of scales, orientations and use of materials.
- The low level of maintenance to building elevations, site boundaries and verges in older estates result in continuing gradual decline in condition.
- Ongoing repairs/replacement of streetscape features e.g. paving and infrastructure such as gas and water mains.
- Gradual/piecemeal intensification of parking, which has occupied all areas of open land up to building footprints.

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 should aim to enhance landscape and boundaries. Soft boundary treatments including hedges are encouraged. In such instances security fencing should be screened by planting.
- Retain important trees, vegetation and open spaces, planning for new tree planting to ensure continuity of tree cover and a diverse age structure.
- Consider the planting of larger trees at key visual locations and where they would help soften the appearance of

- larger buildings and areas of hardstanding.
- Development and management decisions should seek to reduce the impact of parking provision and access through sensitive design. Parking areas should be provided behind and to the side of buildings to help reduce its dominance from public areas, particularly from outside the estate (e.g. from adjacent residential areas). Consideration should also be given to landscape planting to frame or 'foil' parking areas.
- The establishment of new and improved pedestrian and cyclist routes.
- Use design to create visual interest including the use of subtle variation in heights and roof pitches. The apparent scale of large buildings may be reduced through the use of a light, muted palette of earth and sky colours in material finishes.

Character Areas

MAIDENHEAD AND THE COOKHAMS

There is 1 local character area in Cookham and another 14 in Maidenhead. These are:

17A Whyteladies Lane Gasholder Station, Cookham

17I St Peter's Road Industrial Estate, Furze Platt, Maidenhead

17B Foundation Park, Maidenhead

17J Stafferton Way Industrial Estate, Maidenhead

17C Woodlands Business Park, Maidenhead

17K Bridge Road/Reform Road Industrial Estate, Maidenhead

17D Vanwall Business Park, Maidenhead

17L Whitebrook Business Park, Maidenhead

17E Shoppenhanger Road Business Park, Maidenhead

17M Blackamoor Lane Works, Maidenhead

17F Boyn Valley Road Industrial Estate, Maidenhead

17N Priors Way Industrial Estate, Maidenhead

17G Belmont Road, Maidenhead

17O Braywick Road, Maidenhead

17H Denmark Street Industrial Estate, Maidenhead

These areas tend to be located alongside the railway, or on the outskirts of settlements, and are typical of the generic industrial and commercial estates type in terms of urban form, with development in large plots, accessed by roads terminating in dead ends. The character areas exhibit a range of uses – including gasholder stations (e.g. *17A Whyteladies Lane Gasholder Station, Cookham*), industrial estates (e.g. *17F Boyn Valley Road Industrial Estate, 17H Denmark Street Industrial Estate, Maidenhead* and *17N Priors Way Industrial Estate, Maidenhead*), and business parks (e.g. *17D Vanwall Business Park, Maidenhead* and *17E Shoppenhanger Road Industrial Estate, Maidenhead*). The industrial estates tend to consist of simple built form including large sheds, often steel framed and clad in corrugated sheet metal or otherwise built of dark, wire cut brick. Roof materials are typically asbestos roof tiles for 1930s or 1940s buildings, or sheet metal cladding systems for newer development (see Areas 17F, 17H and 17N overleaf) while business parks often include large scale plate glass and steel buildings (see photographs of areas 17D and 17E overleaf). Areas 17K and 17L fall within Environment Agency Flood Zone 3 (high risk of flooding event) which may have implications for future management.

All of the generic guidance presented above is applicable to these areas, with particular reference to frontage and boundary enhancement, through appropriate landscape design to soften/replace fenced boundaries and to reduce the prominence of car parking, within the older industrial estates (such as areas 17F *Boyn Valley Road Industrial Estate, Maidenhead*, 17H *Denmark Street Industrial Estate, Maidenhead* and 17N *Priors Way Industrial Estate, Maidenhead*).

With the exception of areas 17C, 17N and part of area 17E, which lie on the Reading Beds, the majority of the local character areas lie on a chalk geology. On the chalk, appropriate native tree species include Oak, Beech, Ash, Sycamore, Whitebeam, Yew, Hazel, Hawthorn, Field Maple, Elder, Birch, Rowan and Holly. On the Reading Beds, appropriate native species are Oak, Ash, Hawthorn, Blackthorn, Hazel, Elm, Elder, Crab Apple and Field Maple.

Photographs of variations in character



Area 17A Whyteladies Lane Gasholder Station



Area 17D Vanwall Business Park



Area 17E Shoppenhanger Road Business Park



Area 17F Boyn Valley Road Industrial Estate



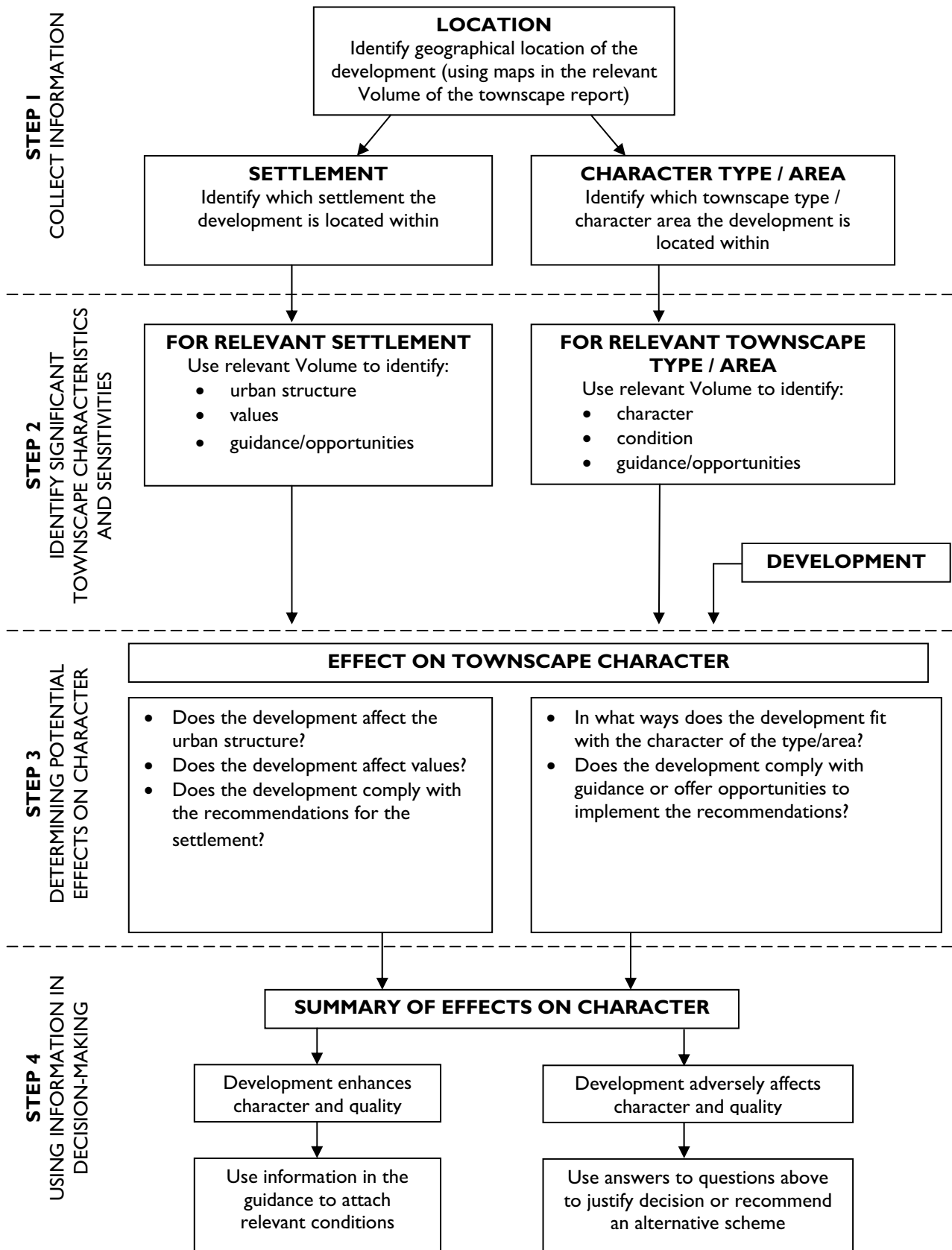
Area 17H Denmark Street Industrial Estate



Area 17N Priors Way Industrial Estate

5. USING THE ASSESSMENT

- 5.1. This assessment provides a comprehensive characterisation of the larger settlements within the Royal Borough of Windsor and Maidenhead. The assessment aims to:
- provide a tool for decision making in the development control process;
 - inform planning policy formation;
 - guide management decisions;
 - form an information source for further work e.g. Area Action Plans, development briefs, more detailed guidance on specific subjects.
- 5.2. Government guidance requires that plans, including Local Development Frameworks should be “objective led” and to this end the assessment provides clear statements of what needs to be done to deliver conservation, enhancement or restoration of the townscape.
- 5.3. It is proposed that this work will be an important part of the evidence base supporting the policies within the Local Development Framework (LDF) and will therefore be an initial information source for individual planning applications. The assessment will need to be used in conjunction with the saved policies of the Local Plan, the emerging LDF, and other adopted planning policy and guidance.
- 5.4. First and foremost, the assessment is intended to be a useful source of information for all those that are involved in the development process or the management of the public realm. The assessment is not prescriptive but does recommend principles which should be carefully considered. It should be read in conjunction with other characterisation assessments such as Conservation Area Appraisals and Village Design Statements, and does not replace the need for qualified design advice from architects, urban designers, landscape designers and planners. The flow chart overleaf provides a process to assist those using the report in relation to development control decisions.



Appendix I: Glossary



GLOSSARY OF TERMS

Term	Definition
'Ancient Lights'	Used on older buildings to denote an historic easement for windows/natural light which should not be breached by taller development.
Ashlar	Masonry of large blocks wrought to even faces and square edges.
Bay window	Window of one or more storeys projecting from the face of a building. [Canted = straight front and angles sides; Bow = curved; Oriel = rests on brackets and starts above ground level).
Blockwork	Use of large blocks for walling as opposed to bricks. Blocks with a decorative finish are often referred to as 'fair face' blockwork.
Built form	The characteristic nature of built development.
'Bull nose' windows	Circular feature windows, often seen on arts and crafts/'garden city' or garden suburb houses of the pre war period.
Burgage plots	Enclosed plots or divisions of manorial open fields within the medieval Open Field System.
Corinthian	One of the Graeco classical architectural orders, with columns defined by elaborately carved 'acanthus' heads.
Crucks	Of timber framed buildings: large principal timbers used to form an 'A frame' and to create the structural integrity in earlier medieval timber framed buildings
Cupola	A small dome on a circular or polygonal base crowning a roof or turret. Often covered with lead flashing or weathered copper sheet.
Density	The concentration of building units within a certain area (PPS 3 indicates that 30 dwellings per hectare (dph) net should be used as a national indicative minimum). NB net density is calculated by including only those site areas which will be developed for housing and directly associated uses, including access roads within the site, private garden space, car parking areas, incidental open space and landscaping and children's play areas, where these are provided, PPS3.)

Term	Definition
Dispersed	Of a settlement: Scattered/open form
Doric	One of the Graeco-classical architectural orders, with columns defined by simple, severe 'drum' heads.
Dormer window	Window projecting from the slope of a roof.
DOT Type I	Low grade crushed stone or 'scalpings' which are often used to form sub bases for paving and streets.
Double-fronted	Where the building façade extends to either side of the principal entrance. The arrangement may be either symmetrical or asymmetrical.
Drag faced	A technique for finishing bricks where a serrated wire is used to cut the bricks, giving a rough textured effect. Often used on early postwar dwellings.
Edwardian	The era between 1901-1910/1914.
Engineering brick	Dense, highly vitrified and very durable brick, in dark blue/purple/plum colours. Often used for railway infrastructure and paving.
'Eye brow' windows	(Usually) upper floor windows partly recessed into the roofline with distinctive curve/bulge to roof tiling to accommodate.
Eyots	Wooded riparian islands, often characterised by willows/osiers
English bond	A pattern made from alternating courses of headers with courses of stretchers.
Faience	Vitrified enamel tile frontages often used for commercial frontages in the early 1900s.
Fanlight	Decorative glazing above the front door to a property, often evident to Georgian and Regency properties.
Fenestration	The pattern/arrangement and style of windows.
Ferrous	Of metals: Iron and related alloys such as steel; corrosive metals.
Figure: Ground	The relationship of built form to open space/areas.
Flemish bond	Brick bond where stretchers and headers are laid alongside one another.

Term	Definition
Gable	The triangular top section of a side wall on a building with a pitched roof that fills the space beneath where the roof slopes meet; or a triangular structure added to a building for decoration (e.g. over a door or window).
Gault brick	Brick made from Gault clay, giving a pale/grey or 'white' appearance when fired. Popular in the Victorian era.
Georgian	The era between 1714-1830. Buildings are characterised by a pared down, symmetrical and ordered classical style. The final incarnation (1820-30) is often referred to as Regency, and is more delicate, ornamented and 'insubstantial' in visual appearance. Early buildings of the Georgian period incorporated features associated with the Palladian style of the late 17 th Century.
GIS	Geographic Information System - an information system for capturing, storing, analysing, managing and presenting spatial data.
Grain (urban grain)	Pattern of streets, buildings and other features within an urban area.
Half hipped roof	Where the gable ends of a roof are truncated/part sloped to the top.
Hipped roof	A roof with sloping ends as well as sides.
Idiom	(Of architecture). A visual style/image/appearance.
Indigenous	(Of building materials) Specific to a given locality/place.
Intervisibility	The property of visibility from two or more points/references.
Interwar	The era between 1918-1939.
Ionic	One of the Graeco-classical architectural orders, with columns defined by simple, scrolled heads.
Isovist	Intervisibility expressed in graphical form e.g. the extent of visibility, by projecting the extents of a building façade or a space outwards
Jacobean	The final incarnation of Tudor architecture (late 16 th /early 17 th Century), much imitated in mid/late Victorian house building.

Term	Definition
Knapped flint	Split flints arranged with split face exposed for decorative effect e.g. in a wall.
Lammas land	A class of commonable land, normally meadow, communally held and managed for part of the year, but open to commonable animals when harvest is over (historically between Lammas Day: 1 August and Lady Day: 25 March) (British Agricultural History Society, http://www.bahs.org.uk/09n2a5.pdf).
Landmark	A prominent structure or geographical feature that identifies a location and contributes positively to the townscape.
Lime wash	Thin layer of lime plaster render.
Linear	A settlement form where development is centred on one street, often with little depth and building pulled close to street frontages
London stock	Bricks made of London Clay. Usually have a warm yellow appearance when fired.
Medieval period	From 1066 (Norman Conquest of England) to the 16 th century.
Node	A junction or intersection formed perhaps historically e.g. by a market cross or milestone, a place where people congregate e.g. market/urban square or urban green.
Nolli Map	A figure ground map (named for Giambattista Nolli)
Mansard roof	A roof that slopes on all four sides, with each side divided into a gentle upper slope and a steeper lower slope.
'Metropolitan'	Relating to the suburban style of domestic architecture prevalent during the interwar period (1918-39).
Mullion	The vertical dividing bars of a window.
Nucleated	A radial settlement form (depth).
Pebble dashing	A type of render where aggregate is thrown at a wet plastered wall to create a textured effect. Often seen on interwar period houses.
Polychrome	(Of brickwork). Use of multicolour brickwork in geometric patterns for decorative effective, for example

Term	Definition
	courses of gault brick/London stock or blue brick 'headers' juxtaposed/contrasting with the principal coloured bricks for the face. Popular for higher status buildings in the Victorian era when an increasingly wide materials palette was available.
Regency	Styles of architecture and design in Britain in the period 1800-1830 forming a natural continuation of the Georgian style. Typically classical in nature comprising brick buildings covered in stucco or painted plaster with fluted Greek columns and painted cornices.
Riven stone	Where stone is cleft or split along the 'grain' as in case of York stone paving.
Roman cement	Another word for stucco or decorative plaster, particularly where it used to use to create the illusion of carved/moulded stonework or ashlar.
Sand faced	Of bricks: where sand is scattered over brick faces before firing, to give a decorative texture when burnt.
Streetscape	The elements within and along a street that define its appearance, identity, and functionality, including adjacent building frontages, street furniture, trees, pavement treatments, and roads.
Stretcher bond	A brick bond/pattern with each course made entirely of brick laid end to end.
Stucco	Fine lime plaster worked to a smooth surface.
Suburb	A residential district on the outskirts of a city or town.
Tegula	A form of modern sett paver, made of concrete, often coloured and in variety of sizes. Used in modern heritage paving schemes from the late 20 th Century.
Townscape character	The distinct, recognisable and consistent pattern of elements that occur in a particular townscape and how these are perceived. It reflects particular combinations of geology, landform, land use, morphology and building types.
Townscape character types (borough level)	Distinct types of townscape that are relatively homogeneous in character. They are generic in nature in that they may occur in different settlements across the Borough, but share broadly similar combinations of

Term	Definition
	land use, morphology and building types.
Townscape character areas (borough level)	Single unique areas that a discrete geographical area of a particular townscape type.
Transom	A horizontal dividing bar for a window.
Vernacular	The local architecture of a place or people.
Victorian period	The period from 1837 to 1901.
Wattle and daub	The characteristic infill of medieval timber framed buildings, using woven willow/hazel wands or timber laths, and then plastered with horse hair and or lime plaster.
Wire cut	Bricks finished by being cut by wire, giving smooth sides. Used on modern (mid 20 th Century and later) properties.
York stone	A type of hard sandstone from the Yorkshire Dales, of warm gold colour. Very durable and often used for street paving prior to the early/mid 20 th Century.

Appendix 2: Field Survey Form

RBWM TOWNSCAPE: FIELD SURVEY SHEET – SETTLEMENT LEVEL

Photograph Nos: _____

Date: _____

Weather: _____

SETTLEMENT:

LOCATION AND SETTING (including urban edges and links to the RBWM landscape character areas)

URBAN STRUCTURE

Historic routes:

Historic gateways:

Nodes:

Landmarks:

Key views:

KEY ISSUES (settlement level)

RBWM TOWNSCAPE: FIELD SURVEY SHEET – TYPE LEVEL

Photograph Nos: _____

Date: _____

Weather: _____

TOWNSCAPE TYPE:

LOCATION/DISTRIBUTION OF TYPE

PHYSICAL INFLUENCES

Underlying geology

Underlying topography

Do underlying physical influences affect the character of the townscape (e.g. in the case of a floodplain or steep valley?)

HUMAN INFLUENCES

Evidence of evolution of the urban form (and key visible historic components)

Period of predominant character (age of built environment)

TOWNSCAPE CHARACTER

Key characteristics & distinctive features (including contribution to overall character)	Condition / sensitivities incl. examples	Forces for change (mechanisms, evidence, will change result in positive, negative or neutral impacts?)	Opportunities / Guidance (design principles for development and opportunities for enhancement)
Land Use/Image e.g. commercial, civic, residential, collegiate, ecclesiastical, etc.	N/A	User conflicts?	

Urban Form			
Roads – hierarchy and character (cul-de-sacs/main through routes; stone/concrete kerbs/no kerbs, unmarked/marked etc.)			
Nodes (concentration of activity and routes)			
Enclosure & Street Proportions			

	<p>Block Pattern (including plot form and building lines)</p>						
<p>Other infrastructure (e.g. rail, canal, bridleway, footpaths)</p>							

<p>3D Massing – scale and density of buildings</p>			
<p>Built Form & Architecture Building types - architectural form, age, style & materials</p>			

<p>Frontages to street – incl. fenestration, doorways & porches, rhythm and pattern of facades</p>			
<p>Roofscape – incl. style, rhythm, details, materials etc.</p>			

Public Realm & Streetscape			
<p>Public/private realm interface – do buildings present backs or fronts to public realm?</p>			
<p>Boundaries and edges, paving materials, street furniture, lighting</p>			

Trees and their contribution to the streetscape (including street trees, trees on verges etc)			
Parking			

Open space/Greenspace				
<p>Private gardens and their contribution to streetscape character (incl. vegetation types & whether they respond to underlying influences such as geology and soils)</p>				

Distribution of open spaces, interaction with built form & contribution to character. (incl. biodiversity; and vegetation types & whether they respond to underlying influences such as geology and soils)

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<p>Views/ Landmarks</p>	<p>Views and visual sequences incl. key views & inter-visibility</p>	<p>Landmarks/focal points</p>

Experience	Vitality/tranquillity; comfort/threat active/dead frontages? Stimulating/boring	Day/night use (if possible)