

ASHILL SUBMITS HIGH-QUALITY RESIDENTIAL PROPOSALS FOR THE REDEVELOPMENT OF LAND AT THE FORMER LAUNDRY SITE, 54 FURZE PLATT ROAD, MAIDENHEAD



Proposed view from the corner of Furze Platt Road and Malvern Road

Introduction

Ashill is pleased to advise that, following consultation with local residents, community representatives and planning officers, it has now submitted a full planning application to redevelop the site previously occupied by Clean Linen Services with high-quality new homes.

It was important to Ashill that the final scheme was shaped by feedback from the local community. To achieve this, prior to submitting its plans, Ashill met individually with neighbouring residents, businesses and local representatives, while the wider community were also invited to attend a public consultation event in February 2018.

This newsletter provides a summary of the submitted plans and how Ashill has responded to the feedback it has received.

The proposal site

This brownfield site is currently vacant and was previously used as a commercial laundry. It includes a variety of brick and clad buildings and ancillary structures specifically designed to serve the needs of the former Clean Linen Services.

The site is considered unsuitable for continued industrial use due to several constraints, and the existing buildings, which contain asbestos, are ill-suited for continued industrial use and would require substantial investment.

Ashill has worked carefully to create a sensitive residential scheme that is in keeping with the surrounding area and will respond positively to the adjacent Furze Platt Conservation Area.

Local feedback

Ashill would like to thank all those who took the time to share their thoughts with the project team during the consultation process.

We are encouraged that a significant majority (74%) of those who responded with comments are generally supportive of the principle of redeveloping this site with new homes, with several stating this would be an appropriate use of the land and would tidy it up.

Ashill has also taken on-board the comments raised by the local community wherever possible. Details on how we have responded are set out overleaf.

Find out more about the plans

You can find out more about our detailed plans for the site and view the display material from the exhibition by visiting our dedicated project website: ashill-maidenhead.consultationonline.co.uk.

The submitted planning application can also be viewed via the Royal Borough of Windsor and Maidenhead (RBWM) website (www.rbwm.gov.uk) by quoting the application reference: **18/01269/FULL**

If you have any questions, you can also contact the project team via our freephone information line on **0800 298 7040**.

The submitted plans:

Ashill's application proposes to demolish the existing industrial buildings and redevelop the site with a high-quality residential scheme.

New homes

- 61 homes across six individual blocks, including:
 - 15 x one-bedroom apartments
 - 46 x two-bedroom apartments
- 12 of which would be affordable homes (11 x two-bedroom apartments and 1 x one-bedroom apartment)
- Most apartments benefit from private patios, balconies or terraces

Parking and access

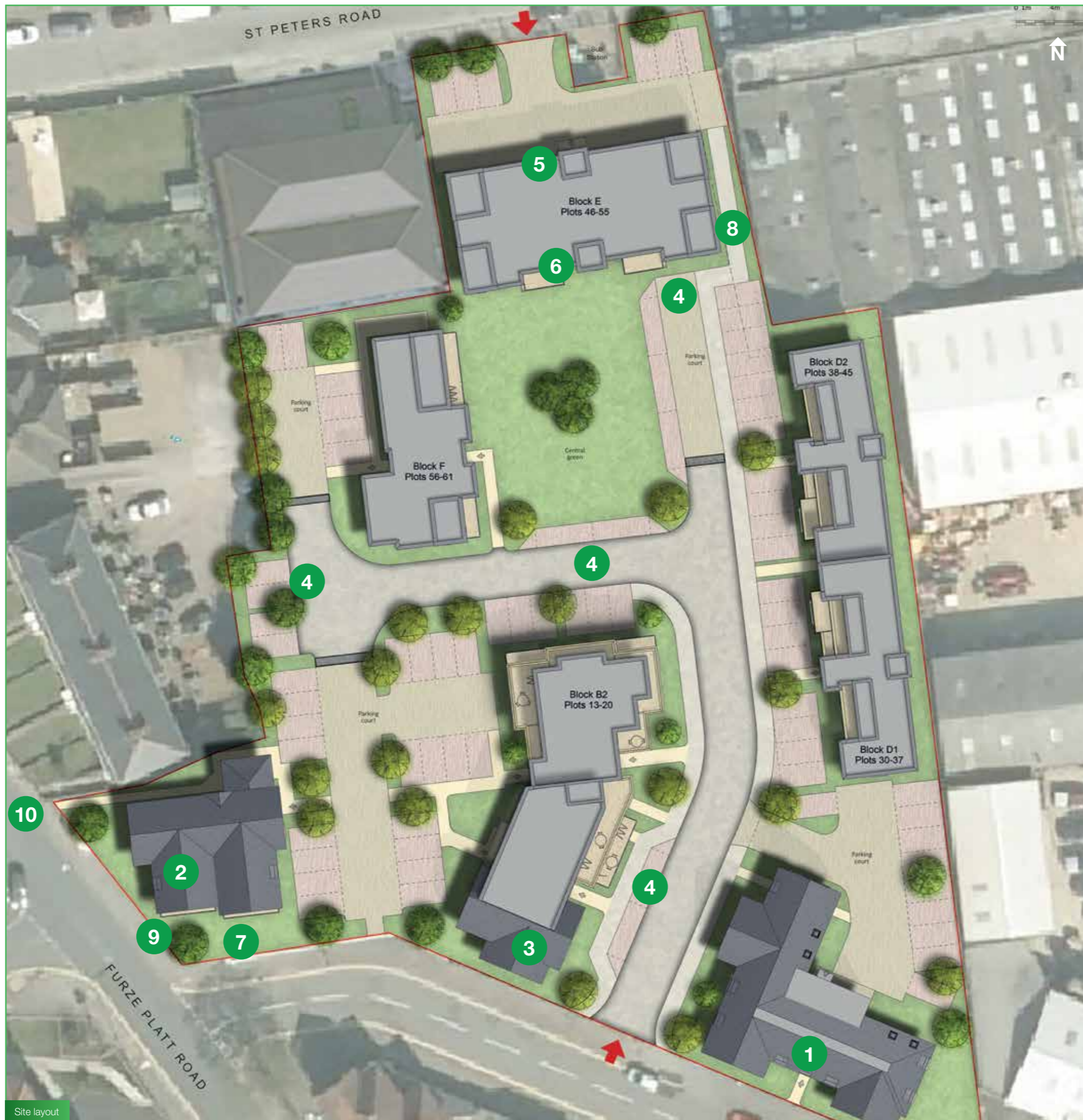
- Vehicular access to the majority of the apartment buildings from Malvern Road
- Vehicle access to a single apartment building from St Peter's Road
- 84 car parking spaces, including a mix of allocated and unallocated/visitor spaces
- Secure cycle parking for all residents
- Pedestrian links throughout the site and the proposed widening of the existing footway on Furze Platt Road
- Proposed improvements to pedestrian crossing facilities on Furze Platt Road
- Internal refuse storage and adequate space for refuse vehicle turning

Design and scale

- A design approach which responds to both the industrial heritage of the site and the surrounding industrial buildings, as well as the adjacent Furze Platt Conservation Area to the south west
- The apartment buildings range in scale from 2.5 - 4 storeys depending on their position and site levels

Open space and landscaping

- A large area of open amenity space in the centre of the site
- Extensive new landscaping across the site, including tree and shrub planting to frame the parking courts
- Green frontages and new planting incorporated on Furze Platt Road, Malvern Road and St Peter's Road, enhancing the local street scene
- Private terraces and balconies for the majority of apartments



Amendments and key features of the scheme include:

Design

- 1 The design of the buildings on the Malvern Road frontage has been amended to incorporate gable fronted red brick elevations, creating a more traditional street scene

- 2 Reuse of 'Maidenhead District Laundry Ltd' lettering on corner building

Massing

- 3 The height of the apartment buildings on the Malvern Road frontage has been reduced

Parking

- 4 The total number of unallocated/visitor parking spaces has been increased to 23

- 5 Undercroft parking has been provided in the parking court off St Peter's Road

Layout, open space and landscaping

- 6 The apartment building at the north of the site has been moved forward (closer to St Peter's Road) to increase the size of the public open space area within the site

- 7 The building in the south-west corner of the site has been reduced to increase separation to Malvern Road and incorporate additional landscaping on this frontage

Footpath improvements and connectivity

- 8 A footpath has been added between St Peter's Road and the centre of the site, creating a continuous footpath link through the whole site

- 9 The footpath at the Furze Platt Road frontage is proposed to be widened

- 10 Proposed improvements to pedestrian crossing facility



Proposed internal view of the site

Design

The proposals include two distinct character areas:

Furze Platt Road and Malvern Road frontage

- These apartment buildings have a more traditional form, but with some contemporary details
- The buildings are 2.5 storeys in height, with pitched roofs, gables and dormers to create a frontage that is more sympathetic to the built form of the Furze Platt Conservation Area and residential character of Malvern Road
- The proposed materials include red brick walls, contrasting red brick details and slate roof tiles

Interior of the site and St Peter's Road frontage

- These apartment buildings have a more contemporary design with flat roofs, projecting bays and balconies, plus roof terraces
- The apartment blocks range from 3-4 storeys, with 4 storey buildings in the centre of the site and on the northeast boundary to screen the site from the neighbouring industrial estate
- The proposed materials include buff brick, contrasting red brick details, projecting metal bays and grey metal cladding

Highways and car parking

A Transport Statement has been submitted as part of the planning application, which predicts the impact of the proposed scheme on the local highway network. This document concludes that the development would result in a reduced number of traffic movements and, in particular, a reduced number of Heavy Goods Vehicles to and from the site.

The development proposals include the permanent closure of poorly located accesses, whilst the redeveloped site will be accessed via well-designed accesses that comply with current design guidance.

The scheme provides an allocated parking space for each apartment, together with 23 unallocated/visitor spaces.

Benefits of the proposals

The proposed development will:

- Reuse a redundant, brownfield site, contributing to RBWM's housing needs
- Provide housing in a sustainable location, close to local shops, services and public transport
- Incorporate high-quality designs and materials, and respond positively to the adjacent Conservation Area
- Provide on-site open space, including the central green
- Increase the amount of permeable surfaces plus tree and shrub planting on-site through a comprehensive landscaping scheme
- Improve the street scene to both road frontages through appropriately designed buildings and new green frontages and soft landscaping
- Decrease the number of Heavy Goods Vehicle movements to the site and provide sufficient on-site parking to serve the new homes
- Permanent closure of existing poorly located vehicular access points
- Improved footway width to Furze Platt Road and improved pedestrian crossing