OLDFIELD WARD
CHARACTER APPRAISAL
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HISTORY and HERITAGE

• The first road bridge over the Thames in 1280 brought coaching inns along the high street  
• The railway led to rapid expansion from 1839  
• Elegant houses were built in the river area; more modest houses to the North and West.  
• The river area became the playground of the rich and famous, dubbed the ‘Jewel of the Thames’  
• The town centre, focussed on the junction of Market street and High Street, was affluent and had all kinds of shops with accommodation above  
• Land owned by Grenfell family was released for housing 1900 – 1960; development was controlled by strict covenants  
• Lord Desborough gave Parks, educational and sporting facilities to the people of Maidenhead.
Photographs of Heritage Buildings
HISTORY 2

• The Green belt ring-fenced the town which, together with the Thames and its flood plain, prevented outward expansion.
• Increasing population pressures led to the demolition and replacement of historic older properties.
• Many of the surviving older shops in the High Street have been defaced by modernisation.
• Central Government policies allowed local planning decisions to be overruled, leading to inappropriate development: high rise flats, high density housing and back garden grabbing.
• Road traffic pressures led to the construction of bypasses in the town centre which together with the railway carved the town into four parts.
Photographs of Inappropriate development
VISUAL CLUTTER

• The usual, avoidable visual mess in an urban environment
  – Street furniture
  – Road signs
  – Wheelie Bins
  – Estate agents advertisements
  – Derelict buildings
  – Neglected empty shops
  – Car parking
Photographs of Visual clutter
Materials

• The vernacular materials are red clay and tile from the Pinkneys Green Brickworks
• Some older historic properties used imported yellow brick
• Recent large developments ignore heritage and context
• Individual houses and extensions are strictly controlled
Photographs of Brick and Tile
OLDFIELD WARD’S KEY LOCATION IN THE TOWN

• Includes 90% of the Town Centre Area Action Plan area – the very heart of Maidenhead
• Primary access to the town from the motorway and from Windsor run through the ward
• The railway station is situated in the ward
• All town centre and station car parking is located in the ward
• The town’s civic amenity site is located in the ward
• There are 5 places of worship located in the ward including the parish church of St. Mary’s and the town’s mosque
• The Town Hall and the town’s library are both situated in the ward
• The Ward is also home to the Police and Fire Stations
• The bridges across the river Thames
Key Location Photographs

**Braywick Road leading into King Street and passing under the Great Western Railway at Maidenhead Station. A prime point of entry to Maidenhead.**

**Maidenhead Bridge carrying the A4 across the Thames an historic town core element.**

**High Street meets King Street - the intersection of the A4 and the A308 – now pedestrianised.**

**The Library – an important feature any town.**

**King Street leading from the railway station to the town centre - rich in entertainment and cafe culture.**
Transportation

- Key roads running through the ward include the A308 Braywick Road linking to the M4 and also to Windsor, Shoppenhangers Road linking to the A404M and also to Cox Green the junction of these two roads is at the railway station making this point the most significant entry point to the heart of the town. The A4 northern relief road running from its junction with the A308 down to the river Thames provides a through route to Slough in the east. A southern relief road connecting Stafferton Way with Oldfield Road is to be constructed soon which should ease traffic in the town centre and the northern relief road.

- As mentioned above the railway station is situated in the ward providing rail services to London in the east and to Reading and the west country in the other direction as well as a local service to Cookham and Marlow. The new CrossRail service will commence in 2017 and Maidenhead will be its western terminus.

- There are 9 public car parks in the ward being a mix of open air and multi storey facilities which provide for all the town centre and station parking requirements.

- Local bus services operate from Bridge Avenue to most suburbs of Maidenhead including a number of destinations in Oldfield ward.
Transportation Photographs

Maidenhead Railway Station trains to London and the West Country soon to be the western terminus of Crossrail

Stafferton Way multi-storey car park one of 9 public car parks serving the town centre

Bridge Avenue the principal bus stops for the town centre

The A308 Braywick Road links the town with the M4 motorway and Windsor
Recreation & Leisure Facilities

- Braywick Park is the home to :- SportsAble, M/head Rugby Club, Golf Driving Range, M/head Shooting Club and the town’s running track.
- York Road is the home to Desborough Bowling Club and Maidenhead United Football Club
- The Magnet Leisure Centre provides swimming and dry sports and gym facilities and there is a 10 pin bowling alley and laser quest on the same site
- There are private gyms / health clubs at the Holiday Inn (Manor Lane), Grenfell Island and Bridge Road
- Maidenhead Golf Club in Shoppenhangers Road is an 18 hole private members club founded in 1896
- Other facilities include the library, go karting, the town’s cinema, allotments, 2 public parks plus open space at the Moor and Braywick Nature Reserve together with a stretch of the Green Way and finally the river Thames
- The town centre area has numerous restaurants, pubs and coffee shops, many with outside / street seating and tables.
Photographs of Recreation and Leisure Facilities

No descriptions necessary for the many recreational facilities shown here
Education Facilities

- Oldfield Primary School serving the eastern end of the ward and in need of expansion due to increasing numbers of children in its catchment area
- Larchfield Primary School serving the western end of the ward
- Desborough College, originally the town’s boys grammar school now a successful comprehensive school
- Braywick Nature Reserve education centre
- The former Winbury School soon to become a new Free School
- Cooperative Nursery School in Larchfield Road
Photographs of Education Facilities

Desborough College for boys in Shoppenhangers Road

Larchfield Primary School and Nursery in Larchfield Road

Oldfield Primary School in Chiltern Road

Braywick Nature Centre in Hibbert Road
Retail / Shopping Facilities

- The town centre is the primary shopping area for the town with the High Street, Queen Street and King Street shops and the Nicholson’s Walk Shopping Centre
- A major new shopping centre is planned in the King St. / Queen St. / Broadway triangle
- Within the town centre area there are 3 national brand supermarkets, together with a national ‘local store’ plus a M&S store providing both food and clothing
- Stafferton Way retail park is now expanding to include a low cost supermarket and has recently re-acquired a car sales outlet
- There are 3 petrol filling stations in the ward 2 providing cafe facilities
Photographs of Retail / Shopping Facilities

The High Street

The Nicholsons Walk Shopping Centre

Queen Street North

The Retail Park in Stafferton Way

The new Sainsbury's Supermarket
Commercial and Offices

• Braywick Road, Bell Street, King Street, York Road and Bridge Avenue house a number of modern office buildings including the 3G HQ building
• New and recent office developments include Market Street and the refurbished ‘Black Box’ on the northern bypass near the Police Station
• 2 older town centre office blocks are awaiting redevelopment
• The Town Hall and St Ives House provide the principle offices for the RBW&M
• A number of smaller office complexes are spread throughout the town centre
• Vanwall Business Park in the south west corner of the ward
Photographs of Commercial and Offices

Braywick Gate in Braywick Road

New Offices in Norden Road

Statesman House, Braywick Road / Stafferton Way

3G Offices on the Grenfell Island site

New Volvo Headquarters in Norreys Drive

The new ‘Point’ offices in Market Street

Vanwall Business Park in Norden Road

Recently re-built offices in Saint Cloud Way
Industrial Sites

- Stafferton Way / Howarth Road has the main postal sorting office, a number of car servicing facilities and coming soon a self storage facility
- Reform Road / Waldeck Road has a number of light industrial units and builders’ merchants
- Stafferton Way has the town’s sewage treatment works and civic amenity / recycling facilities as well as a private waste / skip hire
- Oldfield Road has a light industrial facility
- Norreys Drive – GSK
Photographs of Industrial Sites

- Light Industrial Units in Howarth Road
- Factory Unit in Oldfield Road
- The Glaxo Smith Kline factory in Norreys Drive
- The Post Office Sorting Office in Howarth Road
- New Industrial Units in Howarth Road
- Older Industrial Units in Reform Road
- The Civic Amenity / Re-Cycling Plant off Stafferton Way
Hotels

- Maidenhead has for some years been in need of more hotel rooms. However much of the town’s hotel accommodation is to be found in the Oldfield ward:-
  - The Holiday Inn (Manor Lane)
  - Fredrick’s Hotel (Shoppenhangers Road)
  - The Riviera Hotel (Maidenhead Bridge)
  - The Travelodge Hotel (King Street)
  - Premier Inn (to be built shortly in West Street)
  - The Bear Hotel (High Street)
Photographs of Hotels

Fredrick's Hotel in Shoppenhangers Road

The Holiday Inn in Manor Lane

The Thames Riviera Hotel at Maidenhead Bridge

The new Travelodge in King Street

The historic Bear Hotel in Bridge Street
Housing in Oldfield

• Oldfield Ward exhibits a wide range of housing types:-
  o Leafy Residential Suburbs – e.g. Braywick Road, Rushington Avenue, Walker Road, Harvest Hill, Chauntry Road,
  o Late 20\textsuperscript{th} Century Suburbs – e.g. Chiltern Road, Cleveland and Cannock Closes, The Farthingales and Old Acres
  o Post War Suburb Estate – e.g. Larchfield Road, Fane Way and Greenfields and more modern ones such as Fotherby Court and the new built Kings Quarter
  o Victorian/Edwardian and Riverside Villa Suburbs – e.g. The Fisheries
  o Post War Residential Flats– e.g. Courtlands (Shoppenhangers Road) much of the central section of Shoppenhangers Road (both sides), Kings Quarter and town centre developments above supermarkets and shops such as Waitrose and Sainsbury’s
  o Sheltered / Retirement – e.g. Swanbrook Court (Bridge Avenue) Crescent Dale (Shoppenhangers Road) and Larchfield Care home
Photographs of Housing in Oldfield Ward 1

Inter-war Suburbs - 1930s Flats in Courtlands

New Residential Flats in Shoppenhangers Road

Post War Retirement Flats in Crescent Dale

Post War Suburb Estate in Larchfield Road

Leafy Residential Suburb in Manor Lane

Leafy Residential Suburb in Rushington Avenue

Victorian/Edwardian Riverside Villa
Photographs of Housing in Oldfield Ward 2

‘Executive’ Residential Estate in Chiltern Road

Post War Residential Flats in Greenfields

Late 20th century Suburb in Norrey’s Drive

Post War Retirement Flats at Swanbrook Court
Oldfield ward is blessed with a considerable area of greenbelt land providing an important ‘green channel’ to the south of the town centre reaching out to the ward’s southern boundaries. The greenbelt land falls into 2 main areas:

- Maidenhead Golf Club which is situated in the triangle formed by the backs of Shoppenhangers Road, Rushington Avenue & Walker Road and Harvest Hill Road. It is a mature parkland course with areas of woodland supporting a diverse range of flora and fauna. A public footpath crosses from Shoppenhangers Road to Clifton Close on the Braywick Road.
- Braywick Park and Nature Reserve - much of this area is formed on a previous landfill site and provides several sports facilities (see earlier slide) as well as a garden centre / nursery and a cemetery. The ‘Green Way’ path between Cookham and Bray runs through the park. Also included in this area are the fields to the south of Chalgrove Close bounded to the west by the Nature Reserve and to the East by Bray Road.

In addition but outside the ward land to the south of the ward’s southern boundary in Harvest Hill Road and enclosed by the A404M and the A308M is privately owned, low quality agricultural land is also designated as greenbelt.

There are 2 further parks in the ward which are not in the greenbelt - Guards Club Park and Desborough Park.

The Moor, part of the Green Way
Photographs of Greenbelt, Open Spaces Views & Vistas

- Maidenhead Golf Course
- Braywick Park – Hibbert Road
- The view from Harvest Hill Road looking South
- Guards Club Park, the Island and Bridge
Future Development in Oldfield Ward

• One of the biggest impacts upon both Oldfield and the town as a whole will be the arrival of CrossRail in 2017
• The redevelopment of the King St. / Queen St. /Broadway triangle into a new shopping centre
• The redevelopment of Berkshire House from offices to private residential accommodation
• The Maidenhead Waterways project to revitalise the York Stream / Colonnade area of the town centre
• New offices and a Premier Inn hotel in West Street
• The intent to increase primary education facilities in the area including a new Free School on the old Winbury School site
• The completion of the town’s southern relief road connecting Stafferton Way with Oldfield Road
• 50 new homes on the old Shoppenhangers Manor site
Issues Facing the Future of Oldfield Ward

- The impact of growth in the town generated by the coming of Crossrail
- The impact of expansion at Heathrow airport both in terms of growth within the town but increased aircraft noise
- The restrictions on future development caused by considerable areas of the ward being on the flood plain
- Quote from the Mail on Sunday October 2010 – *Developer greed and dud planning have turned Maidenhead - styled by Edwardians as the 'Jewel of the Thames' - into an eyesore compared with neighbouring Marlow, the town's fabric torn apart with cheap offices and a one-way system. But the location on the river and the 22-minute train journey to Paddington are an undoubted draw.*
Oldfield Ward in a Summary Slide

• The diversity of environment
• The high proportion of green, open space reaching right into the town centre allows the town to breathe
• The town centre itself – the very heart of the community
• A wide range of housing types
• Two conservation areas – the town centre area and the Guards Club Gardens / Fisheries section of the Maidenhead Riverside Conservation Area
• Sports and recreation – a very wide range of facilities
• Transportation – road, rail and bus
• Shopping – High Street, shopping centre, supermarkets and retail park
• Hotels, restaurants and bars
• High quality modern offices in strategic locations
• Light industrial units