

CLIENT

Private Landowner

PROJECT NAME

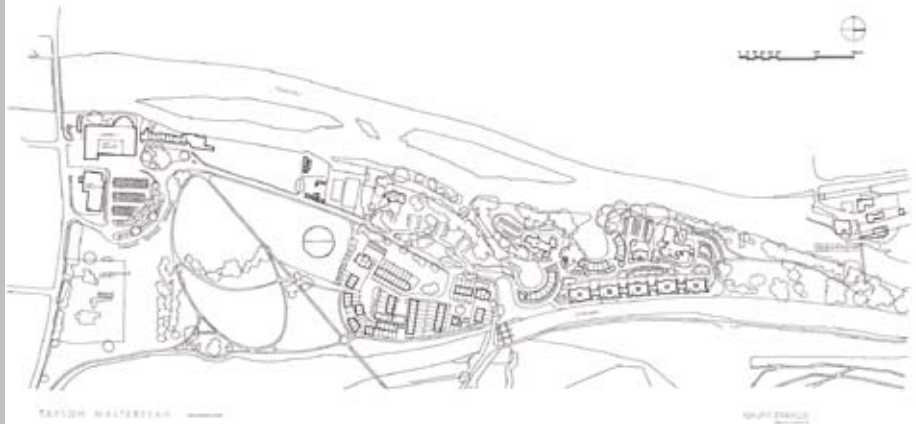
Watchword

LOCATION

Taplow, near Maidenhead

SOLUTIONS IN PLANNING FOR

Mixed Use Development

**the problem**

The land in question relates to a large predominantly redundant site comprising a variety of uses, including a former paper mill, hotel, and paper recycling facility.

The site is not allocated within the Local Plan or the Local development Framework.

It is however, located within the Green Belt and flood zones 2, 3a and 3b of the floodplain. There are also listed buildings within the site and adjacent to it.

Various draft schemes had been prepared and discussions had taken place within the Local Planning Authority prior to HPP's involvement.

the solution

Since our involvement the masterplan has been revised to provide a better balance between the commercial requirements of the client and the objectives of national and local planning policy. This has meant looking at alternative forms of development such as live/work units.

With the current scheme and the discussions which have taken place to date there is support from the majority of local residents and the local planning authority, enabling the submission of a planning application, which comprises the following elements:-

1. new hotel,
2. sporting facilities,
3. three new marinas,
4. live/work units,
5. a cafeteria;
6. new build housing; and
7. housing resulting from the conversion of some traditional houses.

The scheme will enable the physical, social and economic regeneration of a site that has been redundant for quite some time now. The live/work units will meet a measured local need in a sustainable manner that avoids generating significant levels of traffic generation. The provision of affordable housing will also help retain young families in the area and an altered access will improve living conditions for existing residents within the site. The three new marinas assist in overcoming flooding issues and delivering something which will be attractive to future residents.

Overall, our involvement to date has certainly provided some key solutions to what is a difficult site in planning terms and has helped to deliver a scheme which is commercially attractive to our clients.