

16/03297/FULL

Change of use and extension of main hotel.

Guards House And Waterside Lodge And Thames Riveriera Hotel 162 Bridge Road  
Maidenhead

The Hitcham and Taplow Society objects to this application.

The Society has been in existence for over 50 years. It has a main objective to ensure that all development within the district is of the highest standard and preserves the quality of the environment. It represents a significant proportion of the residents of Taplow.

**We resubmit our earlier objection in light of revisions to the application.**

**The revised version has a considerably improved eastern elevation but we think it still falls short of the standard desired in this critical location. Our remaining concerns are unchanged.**

Although this application is for a development within Maidenhead, it will have serious impact for residents of Taplow, so we make comment as follows:

The present hotel is the only river accessible public facility in Maidenhead. Loss of all catering facilities would be a serious reduction in the attractiveness of the river in this area. Retention of some food /drink service accessible from the river should be seriously considered.

The view of the present Victorian building is part of the strong visual setting of the Conservation Areas flanking the bridge. The proposed changes to the Taplow facing elevation completely ruin this setting. The visual context of the Grade 1 listed bridge was seen as crucial when approvals were given for the Mill Lane development and similar high standards must be applied to this application and a much more sympathetic frontage will be required.

**The traffic setting around the site has serious problems.** Conversion to residential use will focus movements into the rush hour, causing further hold-ups on the A4, which cause congestion and pollution in Taplow, not Maidenhead. We most strongly suggest that as part of any agreement reached, the council should take the opportunity to re-adjust the lane layouts at the bridge to provide two merging lanes, which will greatly ease the congestion and pollution in Taplow. If the site can be re-configured to provide access from the road on the western side of the site directly onto the roundabout this would also greatly improve safety and congestion.

The application should be rejected in its present form.

**We have copied our objection** to the two local Members of Parliament and Local Authorities concerned as we believe that cooperation and coordination across boundaries is essential to use this opportunity to make progress with the poor traffic arrangements around this Grade 1 listed bridge.