

Furze Platt Road, Maidenhead

Ashill (Maidenhead) Ltd.

● Planning



Planning Potential secured full planning permission for a 61-unit residential development on a vacant industrial site in Maidenhead.

Demonstrating our ability to unlock residential delivery on allocated employment land, combining robust policy analysis, coordinated consultant input, and strategic planning judgement to secure approval against officer resistance.

The Challenge

The site comprised a vacant, outdated and contaminated industrial site allocated for continued employment use in both the adopted and emerging development plans. Proposals for residential redevelopment therefore faced significant policy resistance around the release of designated employment land.

The scheme also needed to address heritage considerations affecting an adjacent Conservation Area, alongside urban design, landscaping, highways and complex noise impacts arising from nearby industrial uses.

Without a robust planning strategy, the proposal risked policy-based refusal, unresolved technical objections, and the loss of a significant housing opportunity in a sustainable location.

Our Approach

- Led pre-application discussions with the Royal Borough of Windsor and Maidenhead on redevelopment principles
- Coordinated a multidisciplinary consultant team to prepare a comprehensive planning application
- Prepared a robust Planning Statement addressing employment land release through detailed marketing evidence
- Advised on scheme design to mitigate heritage impacts on an adjacent Conservation Area
- Managed technical inputs addressing landscaping, highways, urban design and acoustic impacts
- Responded swiftly and robustly to consultation comments during the determination process
- Guided the application through Planning Committee against an officer recommendation for refusal

The Outcome

- Full planning permission secured for 61 one and two-bedroom flats across six residential blocks
- Planning Committee resolution to grant permission with eight votes in favour and one abstention
- Section 106 legal agreement completed, resolving final planning obligations
- Brownfield industrial site brought forward as a deliverable residential development