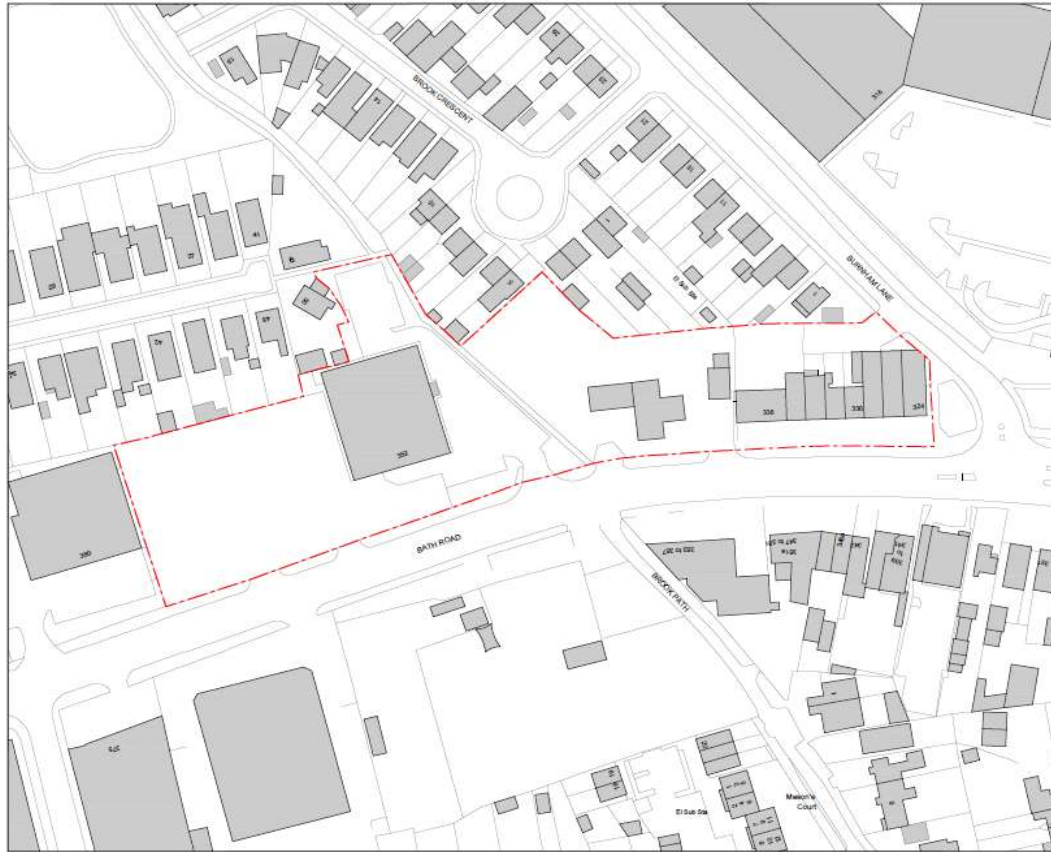


324-374 Bath Road, Cippenham

Ref: PREAPP/1403

## 2 - Site location



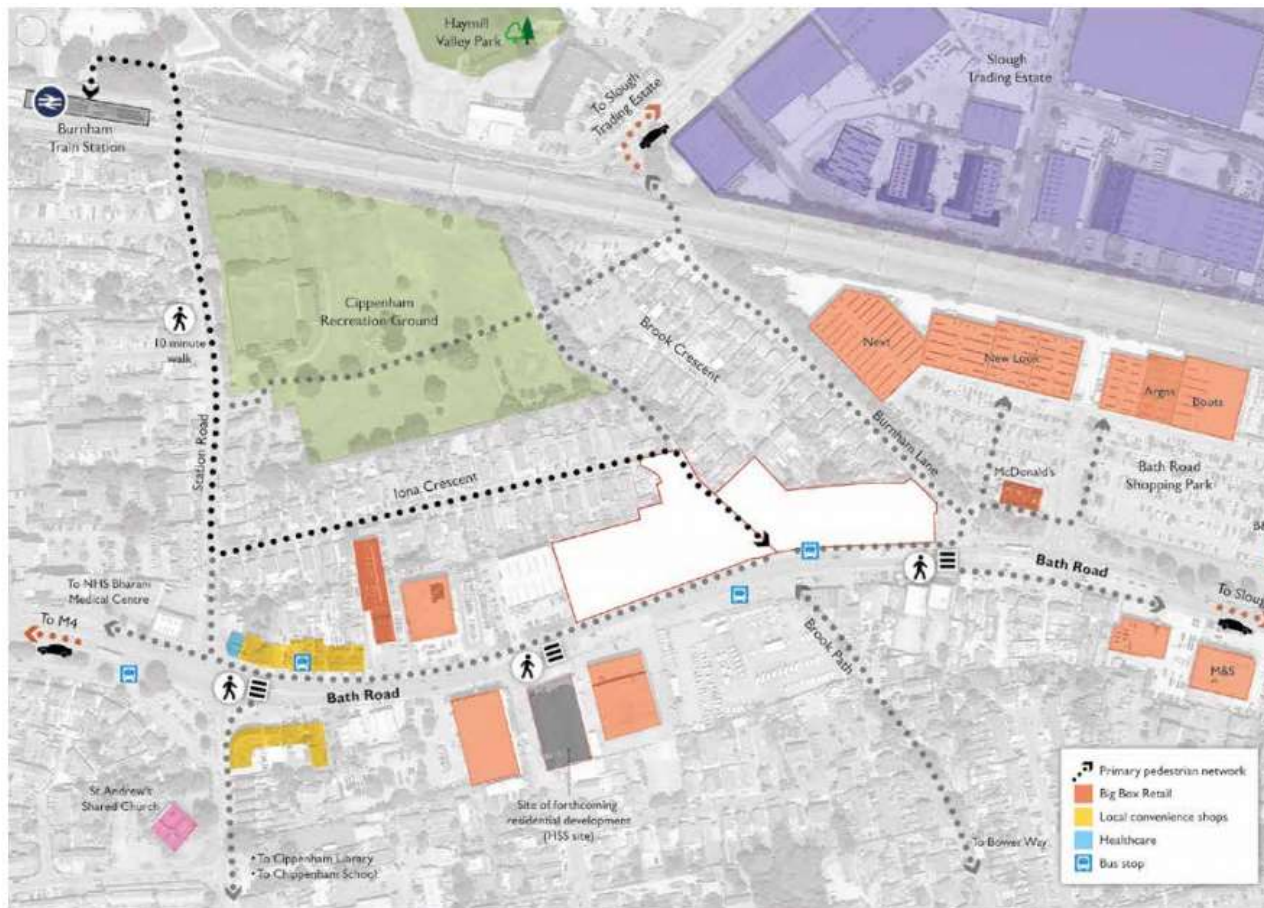
# Former Aerial View of Site



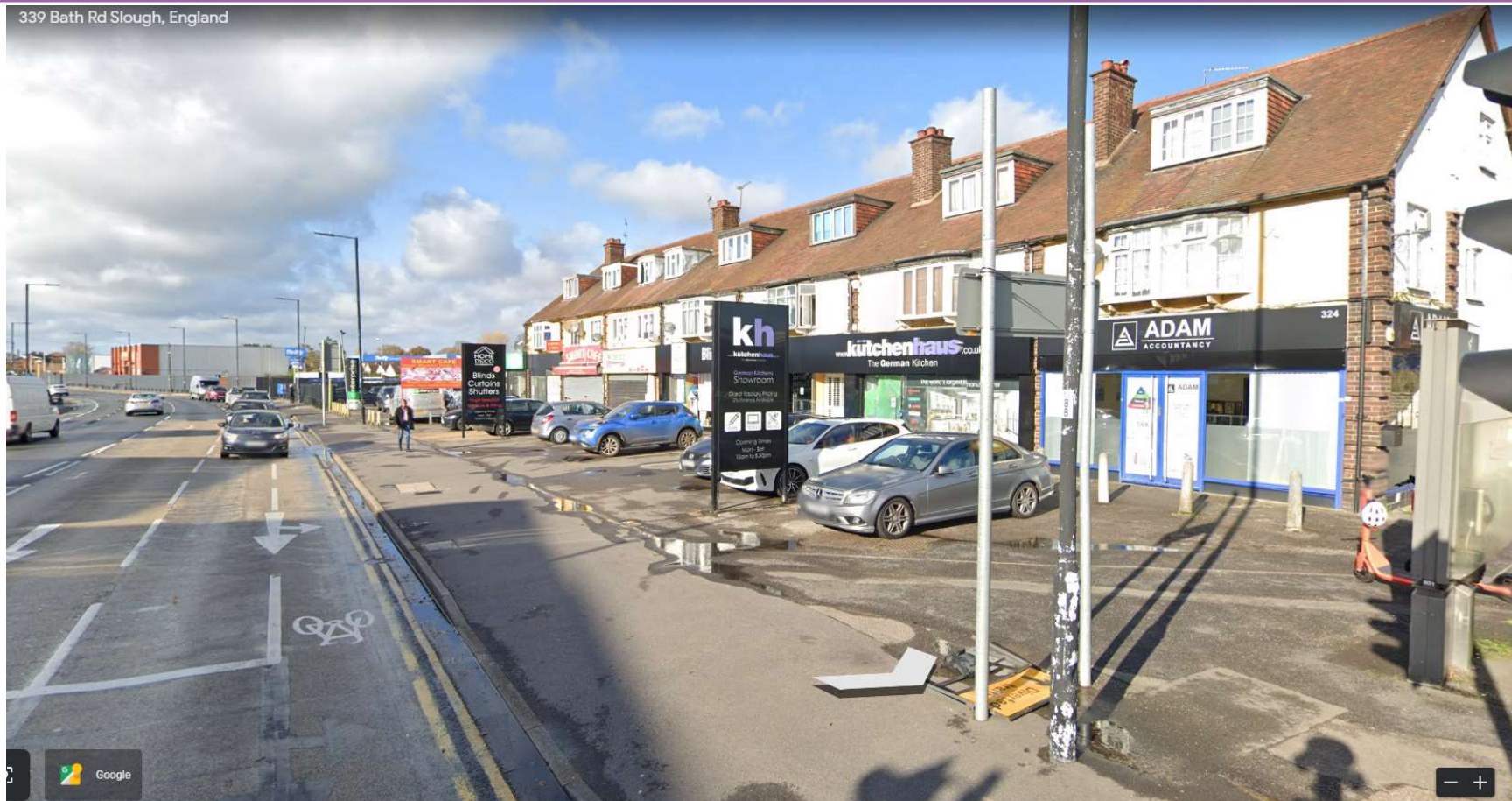
# Existing Aerial View of Site



# Site Context



# View of Site looking west (324-336 Bath Road)



# View of Site looking east



# Site Photos





# Bath Road Showrooms/Retail



1. Bath Road. Driving Eastbound.



2. Bath Road Shopping Park. View to the East.

# Residential Area (to the north)



# Station Road (towards Burnham) + Brook Crescent



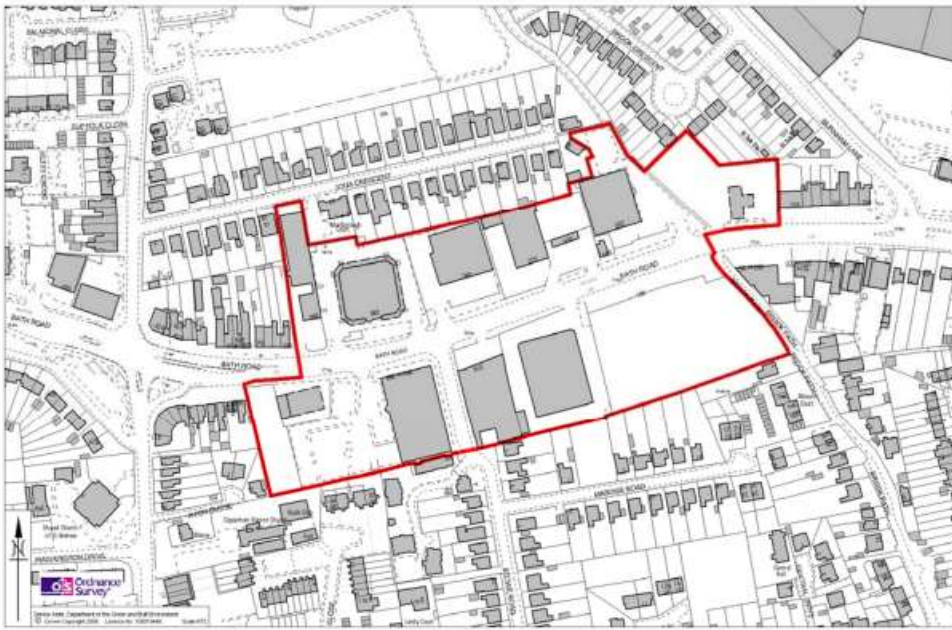
3. Station Road. View to the North.



5. Brook Crescent. View to the South.

# SKL1 – Strategic Key Location 1 (DPD Allocation)

Site Reference	SKL1	Ward	Chalvey
Address	Sites at Bath Road, Cippenham		
Area (hectares)	4.84	Grid Reference	494340, 181000



Relevant strategic Objective(s)	A B C D
Zoning	Flood zone: (Part- eastern edge) 2 and 3 (Majority) Existing Business Area
Current use(s)	Employment and retail
Possible Policy Relaxation	Loss of existing business area in order to allow for residential or mixed use development.
Reason(s) for Allocation	Alternative uses may need to be found for the Trade Sales car showrooms and sites in this part of the Bath Road. This would provide the opportunity for the comprehensive redevelopment and regeneration of the area.
Site Planning Objectives	Any residential or mixed use development should be comprehensively planned in a way which <ul style="list-style-type: none"> <li>• Improves the appearance of this important main road frontage,</li> <li>• Provides some family housing at the rear of the site,</li> <li>• Includes suitable amenity areas or gardens</li> <li>• Minimises the number of access points onto the A4</li> <li>• Provides for cycleways where appropriate</li> <li>• Overcomes all flooding and drainage issues</li> <li>• Protects the amenities of adjoining residential areas</li> </ul>

# Proposed Spatial Strategy – Key Location Cippenham Central



# Flood Zone 3

