



PLANNING APPLICATION REVISIONS *Newsletter* Nov 2020



The Nicholson Quarter will bring a new lease of life for Maidenhead town centre through a compelling mix of uses, places and spaces that will create new experiences and vibrancy, day and night, seven days a week.

Updated proposals

Following the planning application made in June this year, the Nicholson Quarter team has been busy responding to feedback received from key stakeholders and local residents. After comprehensive engagement with planning officers from Royal Borough of Windsor and Maidenhead (RBWM), we have updated the proposals and submitted new material in support of the original application. Key improvements include:

- reduction in car park height by 3 storeys;
- re-designed car park facilities, including relocation of shopmobility to the ground floor;
- revised heights, density and areas;
- revised elevational designs;
- an increase in active frontages facing the public realm;
- improved daylight / sunlight / sun on ground;
- revised residential unit mix, and;
- revised landscaping design.

We have also improved environmental sustainability across the development and revised our designs to enhance accessibility for all.

Community support

The Nicholson Quarter is not only a critical project for Maidenhead but also one that is vital to demonstrate a way forward for many declining town centres in the UK. Since the original planning submission in June, we wrote to over 27,000

local households; more than 1600 survey responses were returned with over 82% indicating support for the proposals.

Rob Tincknell from Areli Real Estate said, *"We are eager to deliver this exciting new town centre for the community, which will make a major contribution to the vitality of Maidenhead and we are delighted that the local community has shown such strong support for the proposals."*

If you haven't yet submitted comments on the proposals and would like to do so, there is still time and you can do this by visiting the planning portal on the Council's website: <https://www.rbwm.gov.uk/home/planning/comment-planning-application>

For more detailed information, and to stay involved in the ongoing process to rejuvenate Maidenhead's heart, please visit the new website www.nicholsonquarter.co.uk and download the Nicholson Q app.



NICHOLSON QUARTER WEBINAR
6pm - 7.30pm on Tuesday 1st December

A public webinar will be held via Zoom at 6pm on Tuesday 1st December when Rob Tincknell from Areli and the design team will run through the updated proposals for The Nicholson Quarter followed by a question and answer session. If you would like to receive an invitation to the webinar please register via email to info@nicholsonquarter.co.uk.

Everyone is welcome!

THE NICHOLSON QUARTER

MAJOR CHANGES SINCE APPLICATION

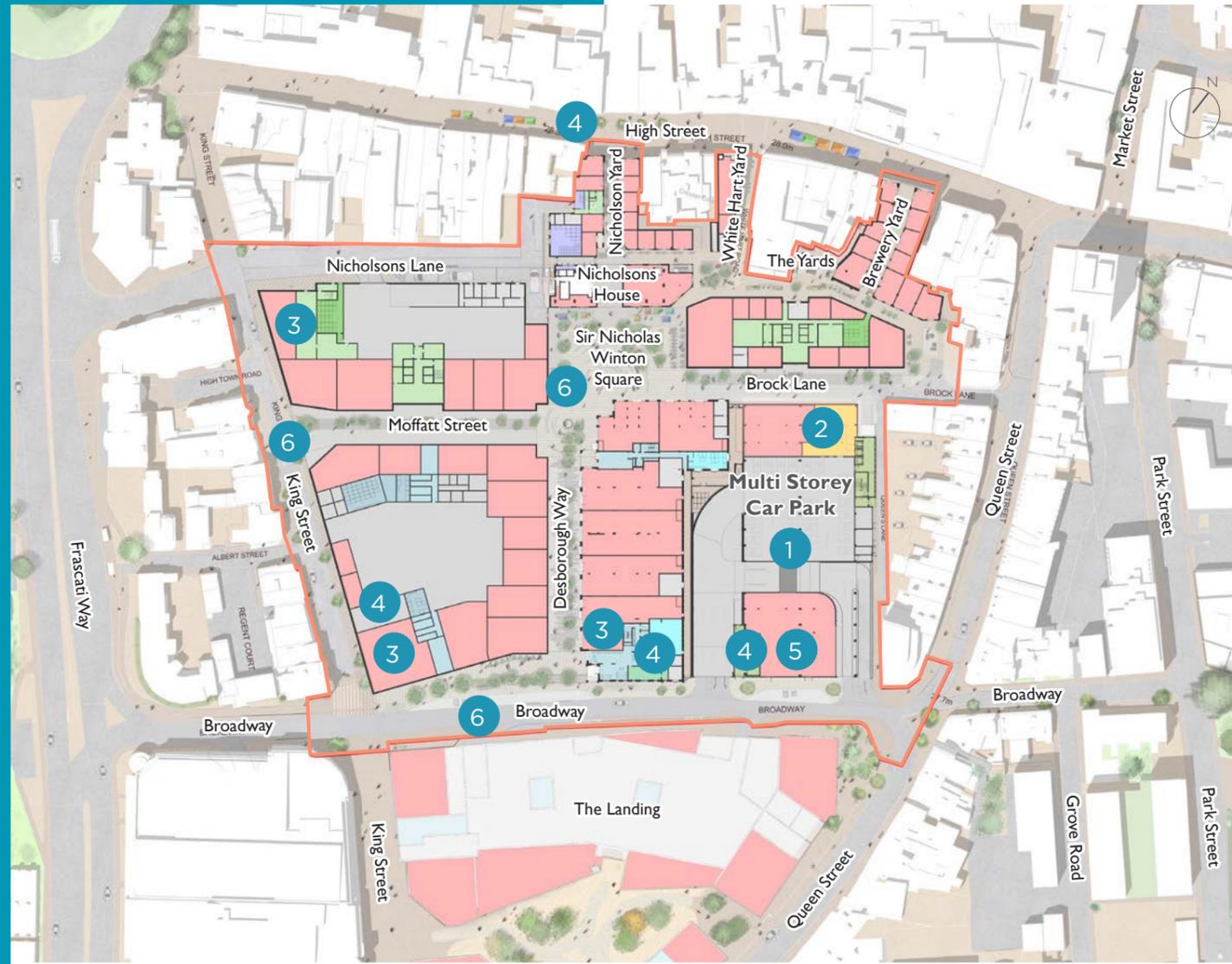
Following positive feedback from key stakeholders and local residents and after comprehensive engagement with planning officers the proposal for Nicholson Quarter has been updated. The revised masterplan and illustrations on this page reflect many of the improvements that have been submitted to RBWM in support of the existing Nicholson Quarter planning application.

Summary of major changes:

1. reduction in multi storey car park height by 3 storeys;
2. re-designed multi storey car park facilities, including relocation of shopmobility to the ground floor;
3. revised heights, density and areas;
4. revised elevational designs;
5. improved active frontages throughout, including to the multi storey car park along Broadway;
6. revised landscaping design including along Broadway.

Other major changes include:

- enhanced sustainability throughout;
- improved daylight / sunlight / sun on ground;
- revised residential unit mix.



6 VIEW ALONG BROADWAY

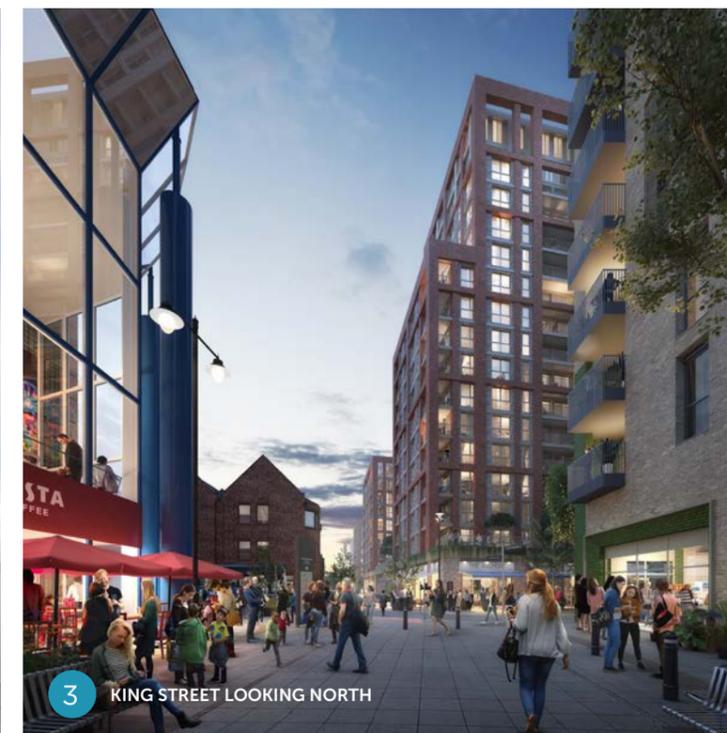


4 VIEW ALONG BROADWAY TOWARDS DISTRICT LANDMARK BUILDING

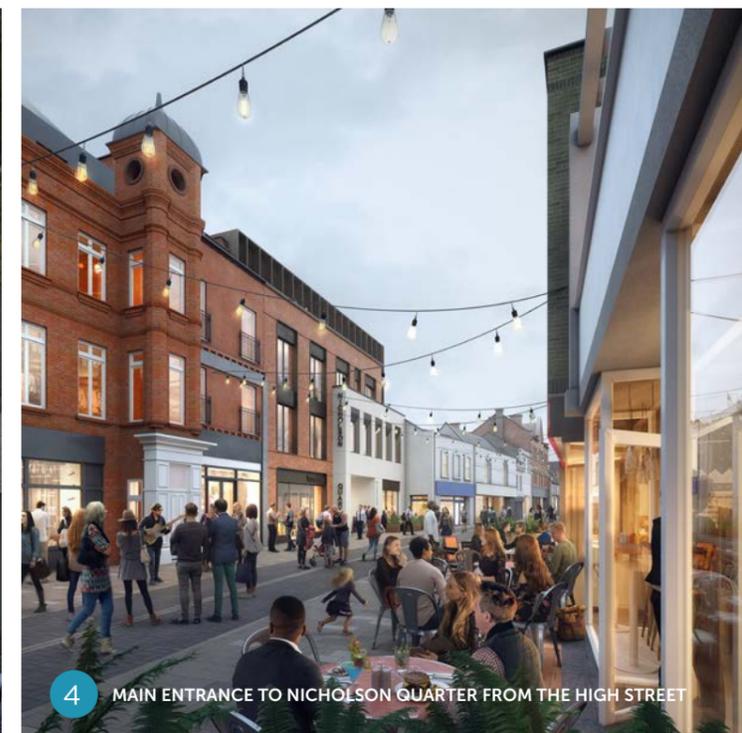
“Draw in arts and culture, make it a place where small groups can hire a space, join an art class, display their work, have a coffee, be inspired!”



1 MULTI STOREY CAR PARK WITH JUNE SUBMISSION OUTLINE OVERLAY



3 KING STREET LOOKING NORTH



4 MAIN ENTRANCE TO NICHOLSON QUARTER FROM THE HIGH STREET

Background

The Nicholsons Shopping Centre occupies an important location at the heart of the town and its redevelopment provides an exciting opportunity for significant mixed-use town centre regeneration in line with the aspirations of RBWM's Town Centre Area Action Plan.

In March 2019 Tikehau Capital and partners Areli Real Estate bought the site from receivership and started working closely with the local community to shape the proposals for the transformation of the site and its relationship with the wider town.

Around 500 people attended the Nicholsons Community Planning Weekend in March 2019 to participate in workshops, walkabouts and hands-on planning sessions. The resultant Vision included a rich mix of uses, with shops and markets, cafés and

restaurants, community uses, arts, culture and events, workspace and housing all set within an attractive street scene, with a flexible square as a new heart for the town; all to serve the whole community and be fully accessible for everybody.

Planning application

During the subsequent 12 months, the designs were developed, with the benefit of significant community and stakeholder engagement. The resultant planning application was submitted to RBWM in May this year and the Council then began its statutory consultation process. It is anticipated that the planning application will be heard at the planning committee for determination in early 2021 so there is still time to submit your comments.



“Create a destination place which provides an interesting experience for people coming shopping. There should be sheer enjoyment in wandering around.”

SIR NICHOLAS WINTON SQUARE LOOKING SOUTH EAST

All quotes are from members of the community unless otherwise stated.