



The  
**NICHOLSON**  
QUARTER Maidenhead

# PLANNING APPLICATION *Newsletter*

June 2020



*“How often do you get a chance to change the entire town centre? This is a once in a century opportunity!”*

**The Nicholson Quarter will create a new lease of life for the town through a compelling mix of workplaces, homes, shops and public spaces that bring energy, day and night, weekday and weekend. A variety of streets, yards and spaces will create a place with pace and rhythm, that's ripe for exploration. A place where anticipation rises out of something wonderful to be discovered around every corner.**

After just over a year of community participation and design development, the planning application for the transformation of the Nicholsons Shopping Centre into the new Nicholson Quarter has been submitted to Royal Borough Windsor & Maidenhead (RBWM).

This newsletter provides a summary overview of the proposals and is being distributed widely. We will hold a public exhibition of the proposals if and when it is possible in accordance with the Government's Covid-19 guidelines. In the meantime, for more detailed information, and to stay involved in the ongoing process, please visit the new website [www.nicholsonquarter.co.uk](http://www.nicholsonquarter.co.uk) and download the **Nicholson Q** app.

## **An exciting opportunity**

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 regeneration in line with the aspirations of RBWM's Town Centre Area Action Plan.

Just over a year ago 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.

## **Creating the vision**

In March last year some 500-people attended the Nicholsons Community Planning Weekend to participate in workshops, walkabouts and hands-on planning sessions and co-create a vision for the new quarter. The resultant vision included a rich mix of uses, including shops and markets, cafes 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**

Over the last year the designs have been developed, with the benefit of significant community and stakeholder engagement, including a further public exhibition in July 2019. The resultant planning application has been submitted to RBWM and you will have the opportunity to comment as part of the Council's statutory consultation process.

For more information please visit our new website [www.nicholsonquarter.co.uk](http://www.nicholsonquarter.co.uk)

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

# THE NEW NICHOLSON QUARTER

Imagine a town alive and adventurous. Where High Street, King Street and Queen Street meet, you will find Maidenhead's new heart – the Nicholson Quarter.



LOOKING INTO THE SQUARE FROM MOFFATT STREET



MAIN ENTRANCE TO NICHOLSON YARD FROM THE HIGH STREET



ODEON LUXE  
DAVID LLOYD



KING STREET LOOKING NORTH



MOFFATT STREET VIEW TOWARDS SIR NICHOLAS WINTON SQUARE



LOOKING WEST INTO THE SQUARE FROM BROCK LANE

## The new Quarter will include:

- 364 private homes
- 311 extra care/senior living homes
- 327,000 sq ft office space
- 61 retail units.

The Nicholson Quarter is designed around a sequence of open streets and spaces that connect and knit into the town.

Sir Nicholas Winton Square is the heart of the Nicholson Quarter. The place to...celebrate together.

Nicholson Yard, White Hart Yard and Brewery Yard link the square to the High Street through interesting alleyways. The place to...explore.

Moffatt Street is a new east-west street connecting King Street to the heart of the quarter. The place to...find provisions.

Desborough Way is a new north-south street and route to the station. A place to...enjoy the finer things in life.

On Broadway is Sydenham Place; a new public space greening this street. A place to...let the good times roll.

King Street is repaired through the creation of new frontages. A place to...stay forever young.

Brock Lane is brought back to life. A key connection ...to the rest of the town.

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

## *A message from Rob Tincknell,*

Partner, Areli Real Estate Limited

Dear Resident

At the time of writing, it has been just over a year since Tikehau Capital and Areli Real Estate acquired the Nicholsons Shopping Centre. In that period, we have held the largest public consultation exercise ever undertaken in the Borough and thanks to the generosity and support of the Maidenhead community, we have learnt so much about the needs, concerns and aspirations you have about your town centre.

As one resident said to us wisely, “this is a once in a lifetime opportunity” as they appreciated that change was required to create a heart to Maidenhead that will serve both this generation and more importantly, future ones. The new town centre must also carefully address the changing way we live, work, shop and play, all of which is going through fundamental transformation. Successful regeneration of our towns is going to be about embracing all these changes and implementing a holistic town offer with a mix of different uses coming together to support one another.

It has therefore been a big task over this year to make sure we have carefully absorbed your comments, concerns and advice. This planning application is the result.

We believe our exciting plans for the Nicholson Quarter will place a new focus on people and community, right in the centre of Maidenhead.

We will also support new and existing shopping in an exciting and locally focused format that surrounds and defines over 1.5 acres of new public square and streets.

Unfortunately, the Covid-19 situation means that we have had to adapt our normal community engagement process but that doesn't mean we don't want your feedback. Far from it. To this end, we are distributing information to your homes and have created a dedicated website [nicholsonquarter.co.uk](http://nicholsonquarter.co.uk) and a smartphone app Nicholson Q where you can see all the designs and give feedback. As soon as we are allowed, we will be back with an exhibition.

Once again, thanks for all your help creating this application.

**Rob Tincknell**

**Partner**  
**Areli Real Estate Limited**