

Introduction and Welcome



Thank you for coming to this engagement event, to review and discuss the ideas for this exciting project located in the heart of Maidenhead.

The Maidenhead Town Centre Area Action Plan (AAP), adopted in 2011, aims to revive the character of the town centre, creating a sense of place and a destination for shoppers, residents, businesses or visitors.

It identifies “opportunities for new building, new streets and spaces, for improved shopping facilities and attracting new businesses, for creating new homes and providing social and cultural attractions as well as further improving the towns accessibility”.

The Nicholsons Shopping Centre is an important element of the town centre and its regeneration provides the opportunity for significant mixed-use redevelopment in line with the aspirations of the AAP.

The Community Planning Weekend is being organised by JTP architects and Areli Real Estate on behalf of Tikehau Capital, the new owners of Nicholsons Shopping Centre.

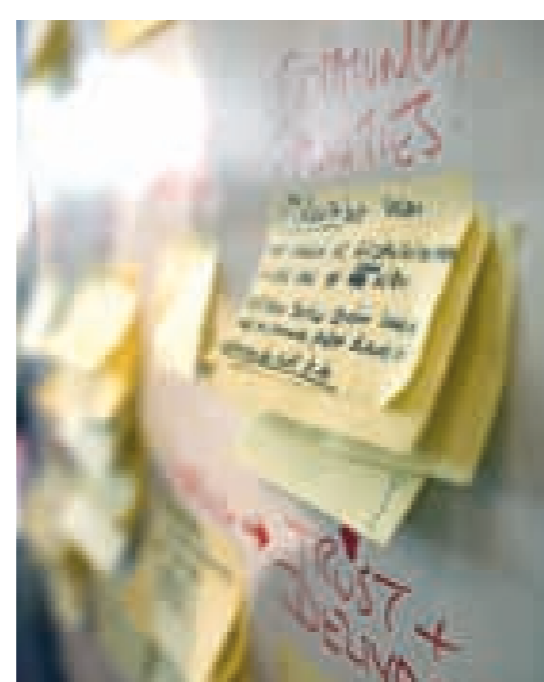
Participation is on a drop-in basis – there is no need to pre-register – you can stay for a short while, a few hours or the whole event if you are able to. The team members are on hand to answer questions you may have.

After the public workshop days, the team will analyse and summarise the outcomes and draw up a Vision for the Nicholsons Shopping Centre project including an illustrative masterplan. This will be presented back to the local community on Tuesday 26 March.

Following the Community Planning Weekend, the team will develop the proposals with an ongoing engagement process involving the community.



Young People's Workshop



Post-it Workshop



Hands-on Planning



Hands-on Planning Workshop

Community Planning Weekend Programme

Friday 22 March
Nicholsons Shopping Centre

Saturday 23 March
Nicholsons Shopping Centre

Afternoon

All day

1.45	Doors open & exhibition begins	11.00	Doors open & exhibition begins
2.00	Welcome and Introduction	11.15	Welcome and Introduction
2.10	Dialogue Workshop Young People's Workshop	11.30	Dialogue Workshop Young People's Workshop
3.15	Refreshment break	12.45	Lunch break
3.30	Hands-on Planning Groups	1.30	Hands-on Planning Groups Young People's Workshop
4.45	Refreshment break	2.45	Refreshment break
5.00	Feedback	3.00	Feedback
5.30	Workshops & exhibition conclude	3.30	Next Steps
		4.00	Workshops & exhibition conclude

Report Back Presentation Programme

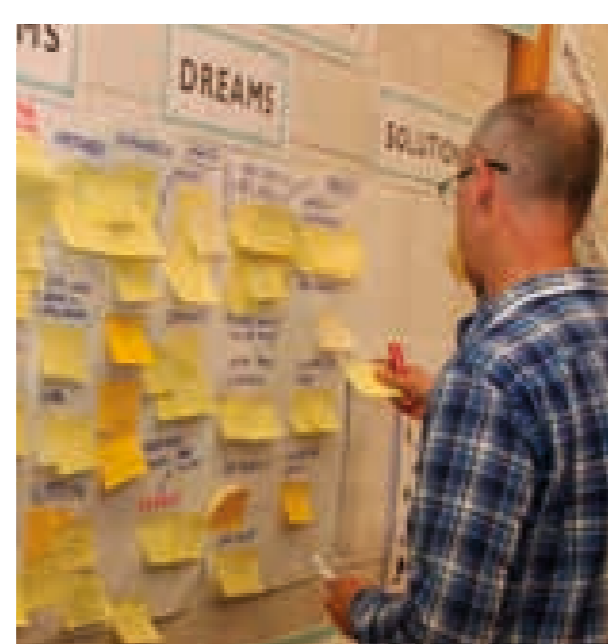
Tuesday 26 March
St Mary's Church Hall, St Mary's Close, 14 High Street Maidenhead

Evening

6.45	Doors open
7.00	Report Back of the Vision for Nicholsons Shopping Centre
8.30	Close



Project Tour



Post-it Workshop



Report Back

JTP Placemaking

Collaborative Placemaking: Building a Vision Together



ABOUT US

We put people at the heart of the planning process, unearthing the real needs of a community, empowering stakeholders, creating goodwill, inspiring community spirit and building consensus.

Far from imposing ready-made off-the-shelf solutions, we will build a vision together. This leads to places that are vibrant, valued and sustainable from the outset.

We approach all our projects through a process of Understanding, Engaging, Creating.

Understanding the DNA of a place is fundamental to successful placemaking. We don't stop until we truly get under the skin of a place and identify what makes it special.

Engaging stakeholders and the wider community at an early stage encourages understanding, creates shared ownership, and allows the construction of a collective vision.

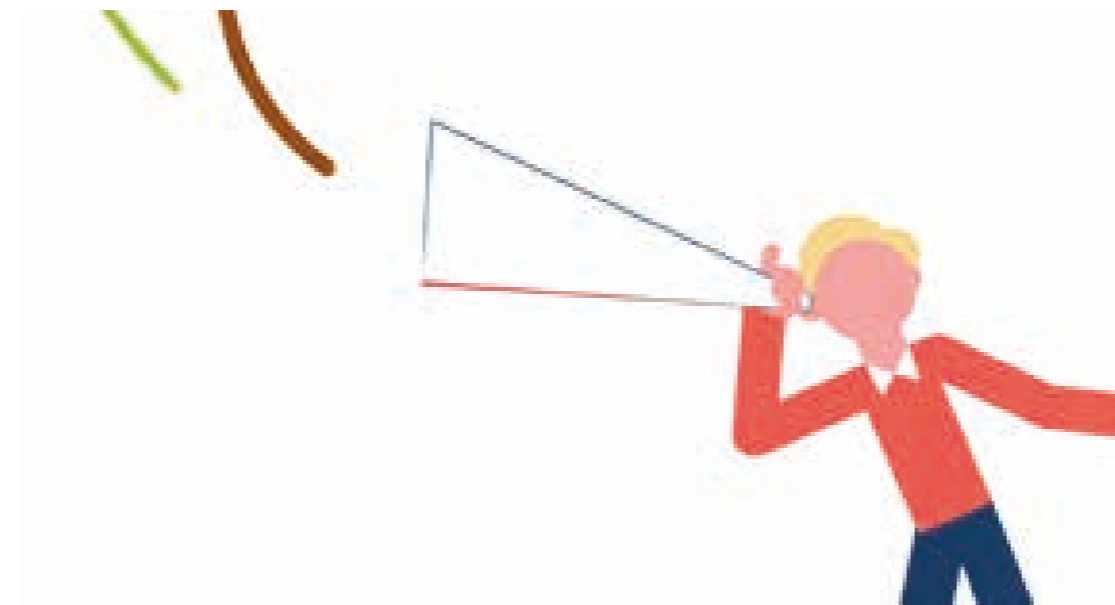
Creating begins with the visioning process and ends with physical interventions. Along the way there are many issues to resolve and many actions to coordinate.

This adds up to a process we call "Collaborative Placemaking".

"Collaborative Placemaking"



We listen



We debate



We draw together



We create new places and breathe life into old ones



The Team

ARELI REAL ESTATE

CLIENT

Areli is a UK based urban regeneration specialist managing the Nicholson Shopping Centre project on behalf of the owner, Tikehau Capital.

The team at Areli are strongly committed to working with local communities at previous projects including Battersea Power Station and Gunwharf Quays in Portsmouth.

We strongly believe that people are at the heart of making great places and the team are excited to begin this regeneration journey in partnership with the Maidenhead community.



ARCHITECT & URBAN DESIGNERS

JTP is an award-winning international placemaking practice of architects and urban designers with extensive experience of delivering successful projects throughout the UK and internationally.

We are passionate about placemaking and our unique approach has received high praise; a selection of placemaking projects are shown on the right where the team has successfully created new places, and reinvigorated existing town centres.



PLANNING CONSULTANT

DP9 is established as one of the leading expert consultancies in planning, development and regeneration in the UK.

DP9 has a proven track record of delivering high profile planning consents and is currently advising on more than 500 live projects, ranging from small scale instructions to large, complex masterplanning proposals across all sectors.

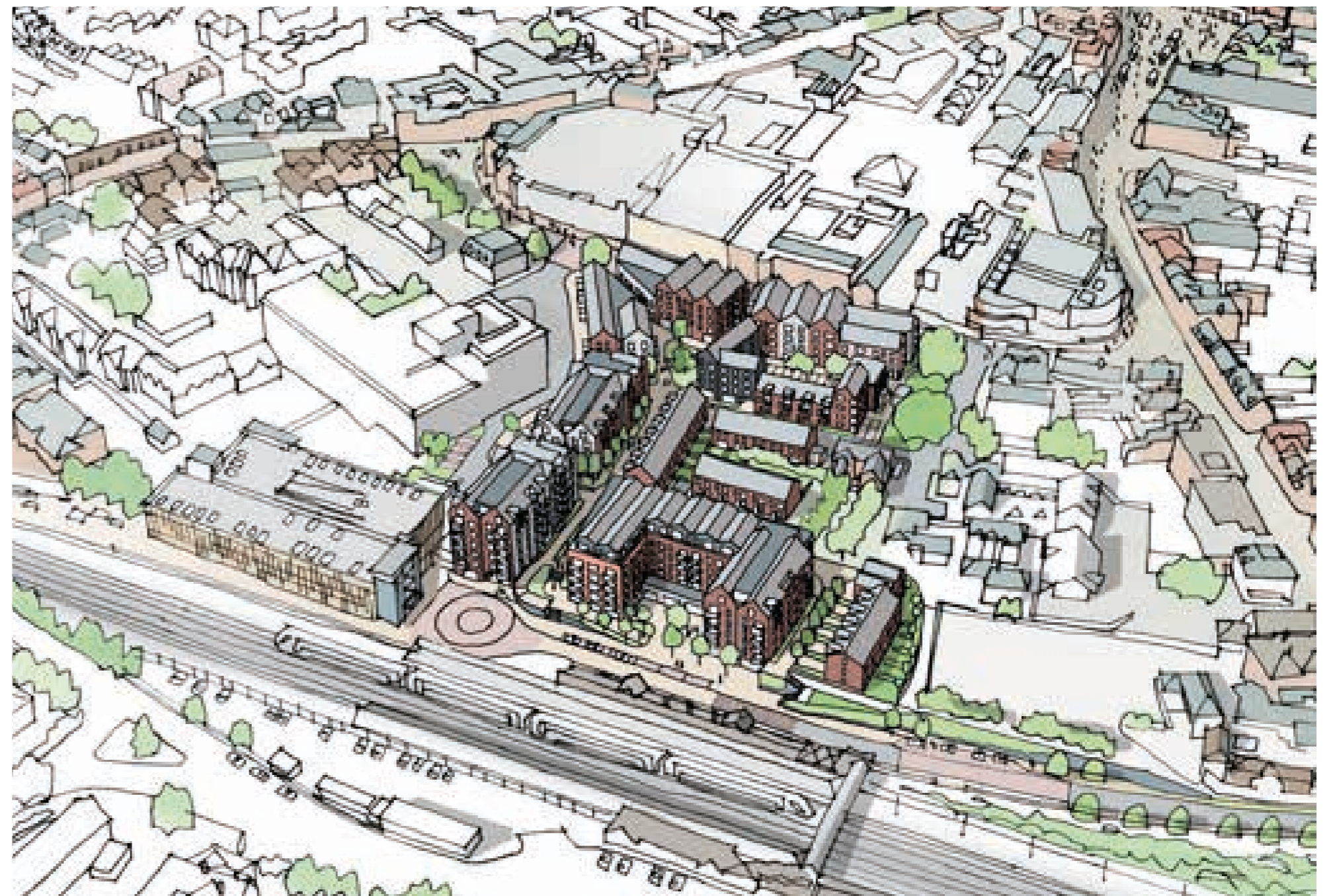
By focusing on town planning issues, DP9 can utilise specialist expertise to advise on planning strategies, the preparation of planning application submissions and negotiations through the approvals process.



TRANSPORT CONSULTANT

AECOM is an interdisciplinary global network of experts working with clients, communities and colleagues to develop and implement innovative solutions to the world's most complex challenges.

We connect expertise across services, markets, and geographies to deliver transformative outcomes. We design, build, finance, operate and manage projects that unlock opportunities, protect our environment and improve people's lives.



Market Street, Newbury



Fulham Reach, London



Leven Road Gasworks, Poplar Riverside, London

Wider Context

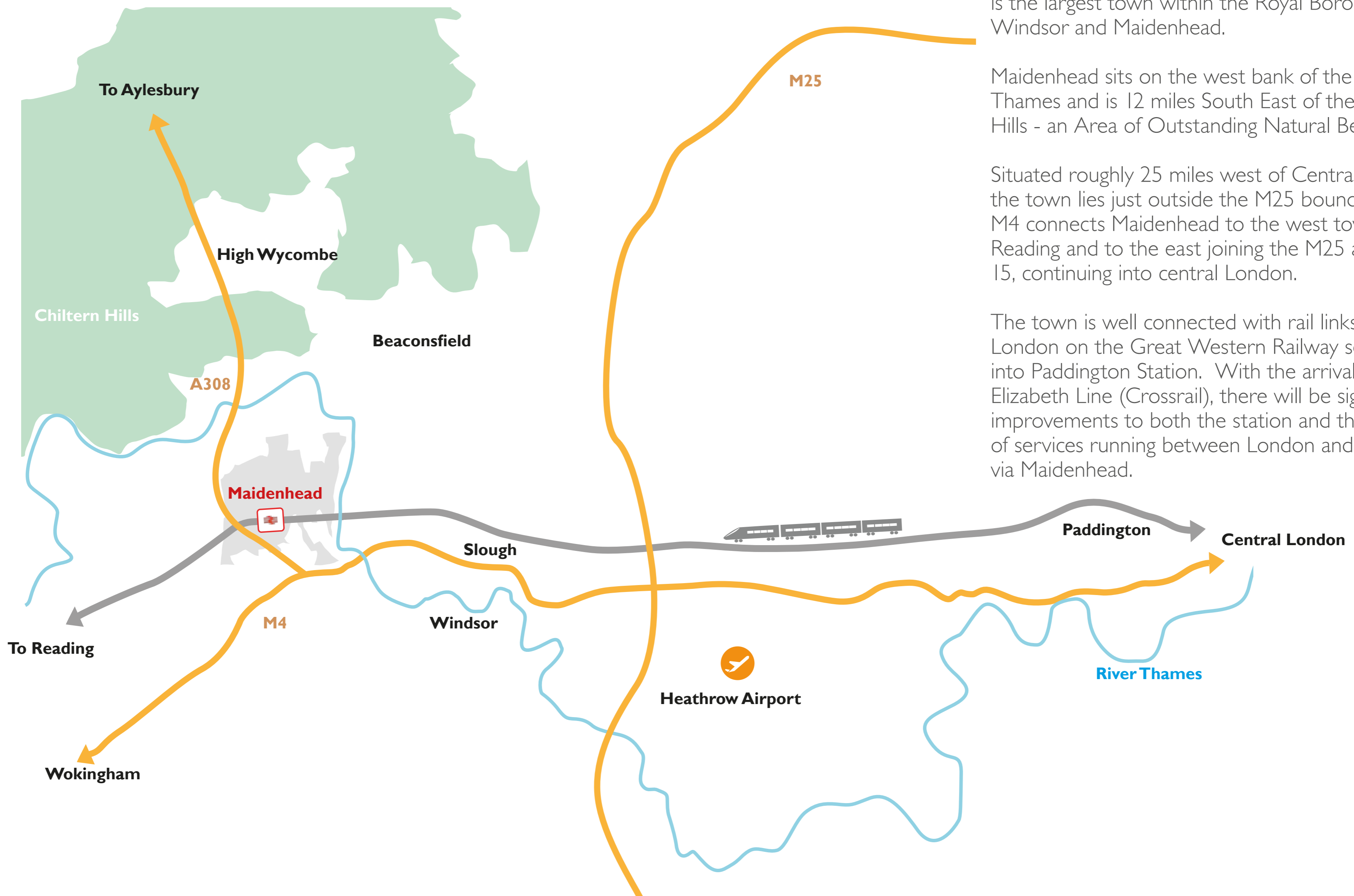
MAIDENHEAD - WIDER CONTEXT

Maidenhead with a population of roughly 73,000 is the largest town within the Royal Borough of Windsor and Maidenhead.

Maidenhead sits on the west bank of the River Thames and is 12 miles South East of the Chiltern Hills - an Area of Outstanding Natural Beauty.

Situated roughly 25 miles west of Central London, the town lies just outside the M25 boundary. The M4 connects Maidenhead to the west towards Reading and to the east joining the M25 at Junction 15, continuing into central London.

The town is well connected with rail links to London on the Great Western Railway services into Paddington Station. With the arrival of the Elizabeth Line (Crossrail), there will be significant improvements to both the station and the number of services running between London and Reading via Maidenhead.



MAIDENHEAD - LOCAL CONTEXT

Maidenhead benefits from the surrounding Green Belt that protects the countryside setting of the town. The Green Belt envelops the town around the north, west and south, with the River Thames bounding it to the east.

The town centre developed from North Town in a southerly direction, up to the two edges of the railway and aligned with the floor plains of the River Thames to the east.

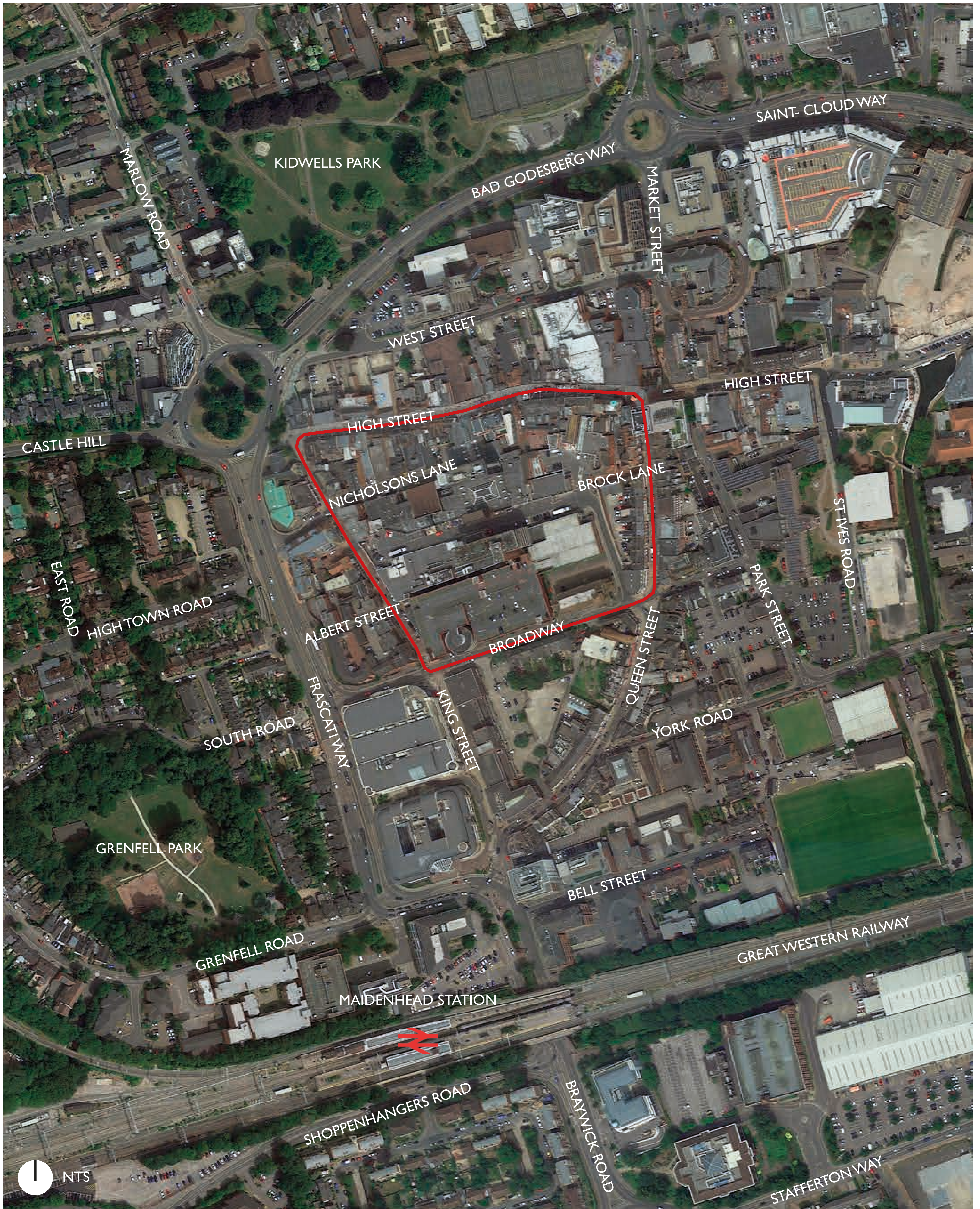
It is well connected to the surrounding towns via road and rail.



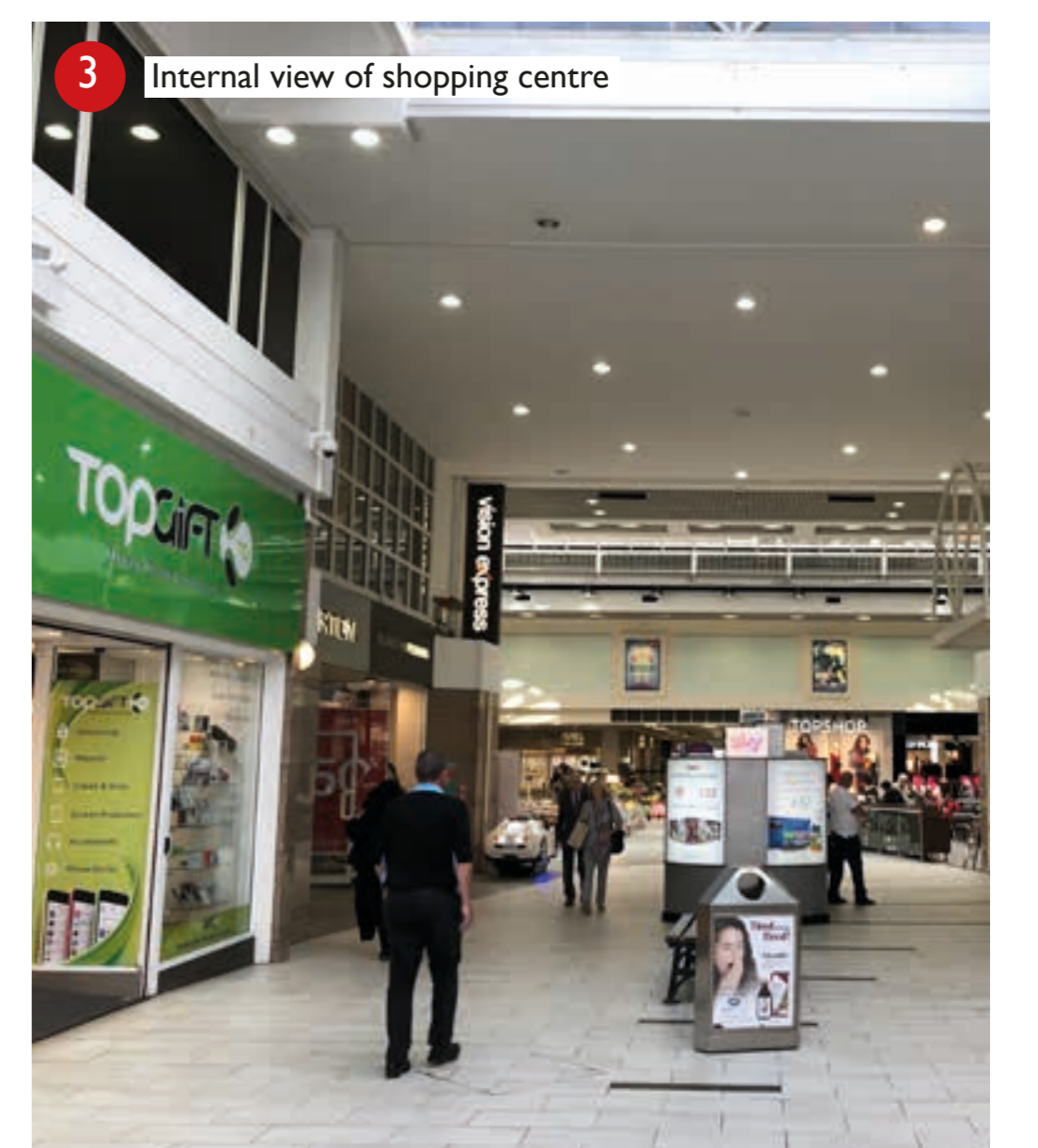
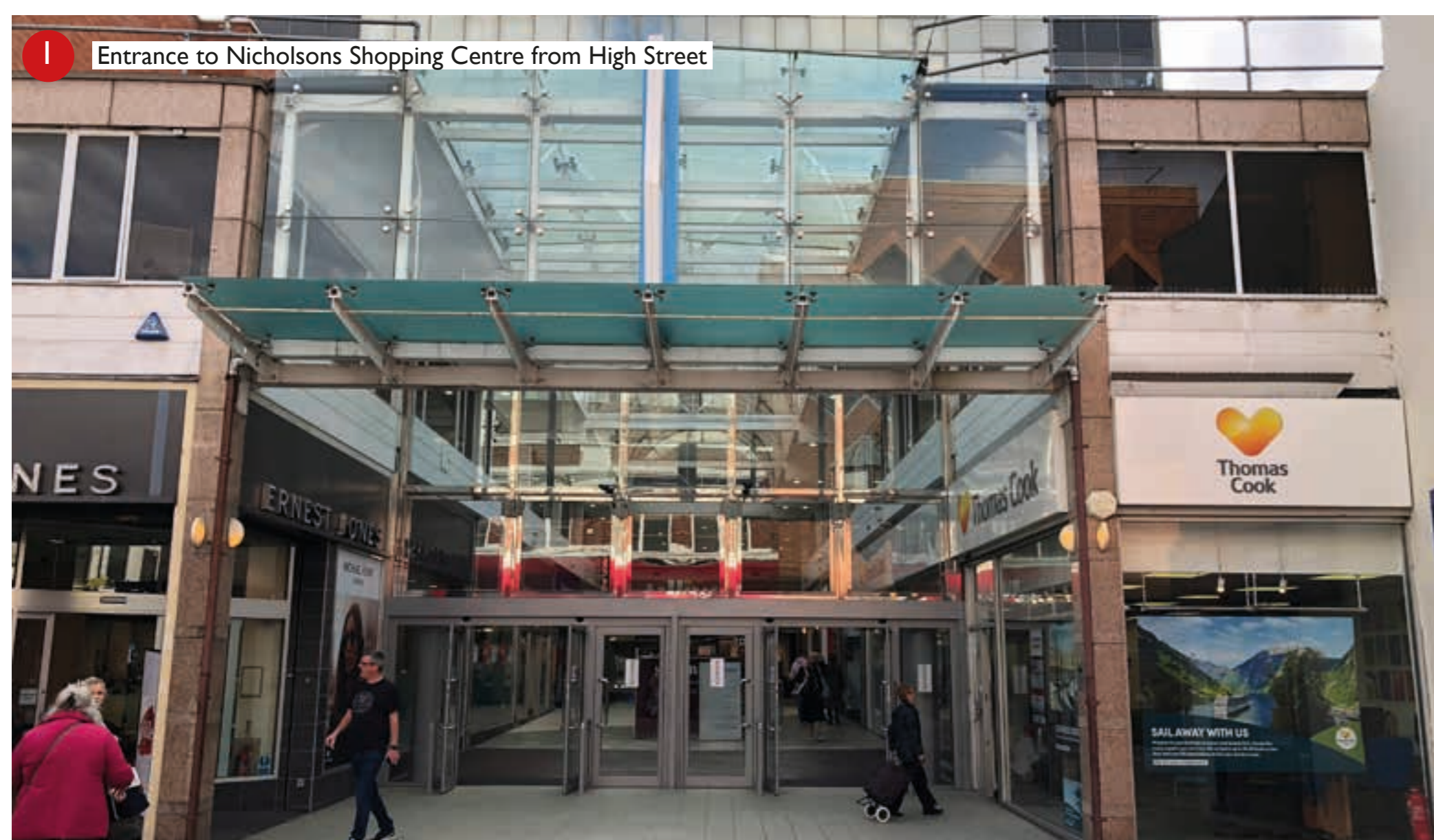
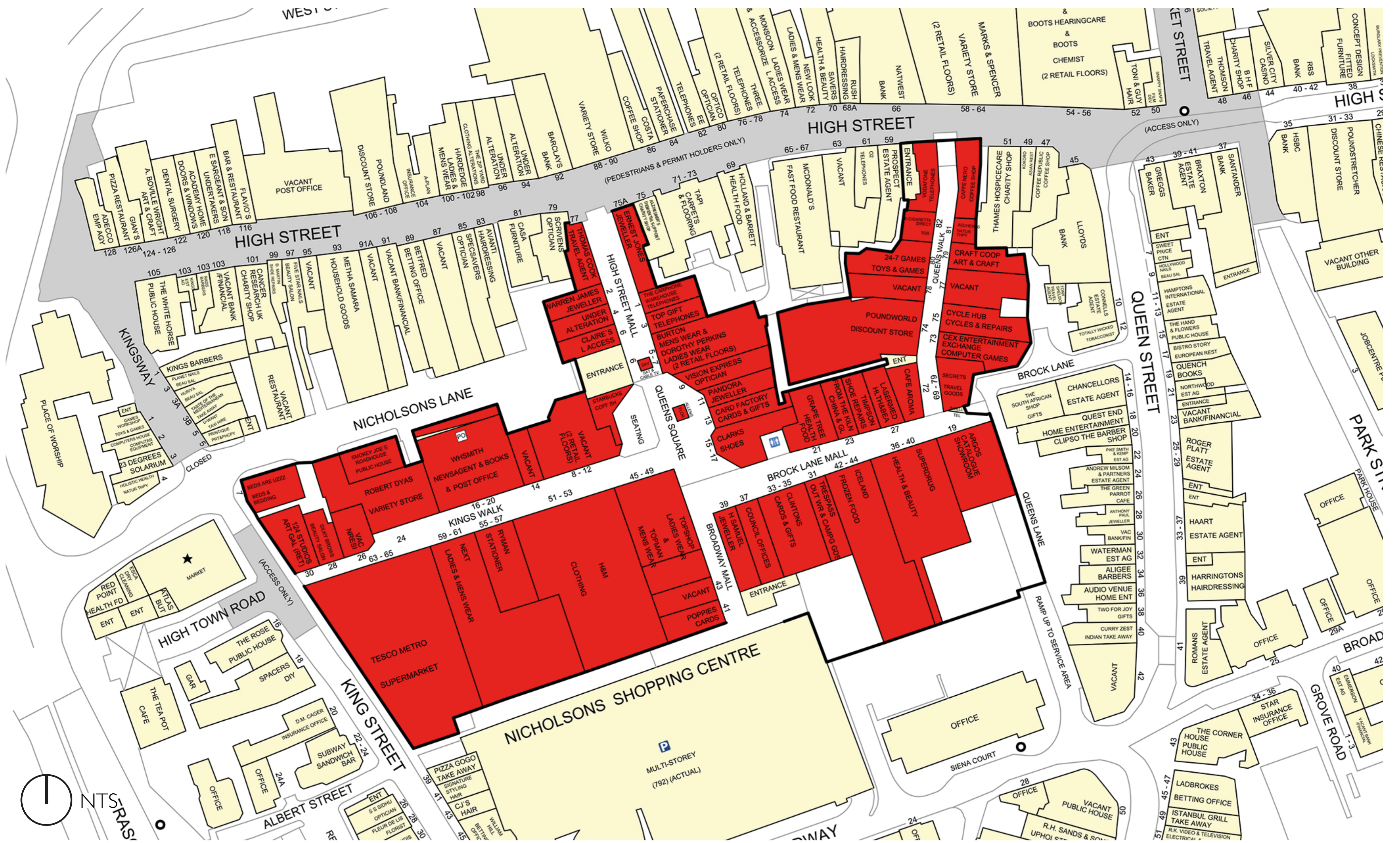
Wider Context



Local Context



Existing Shopping Centre

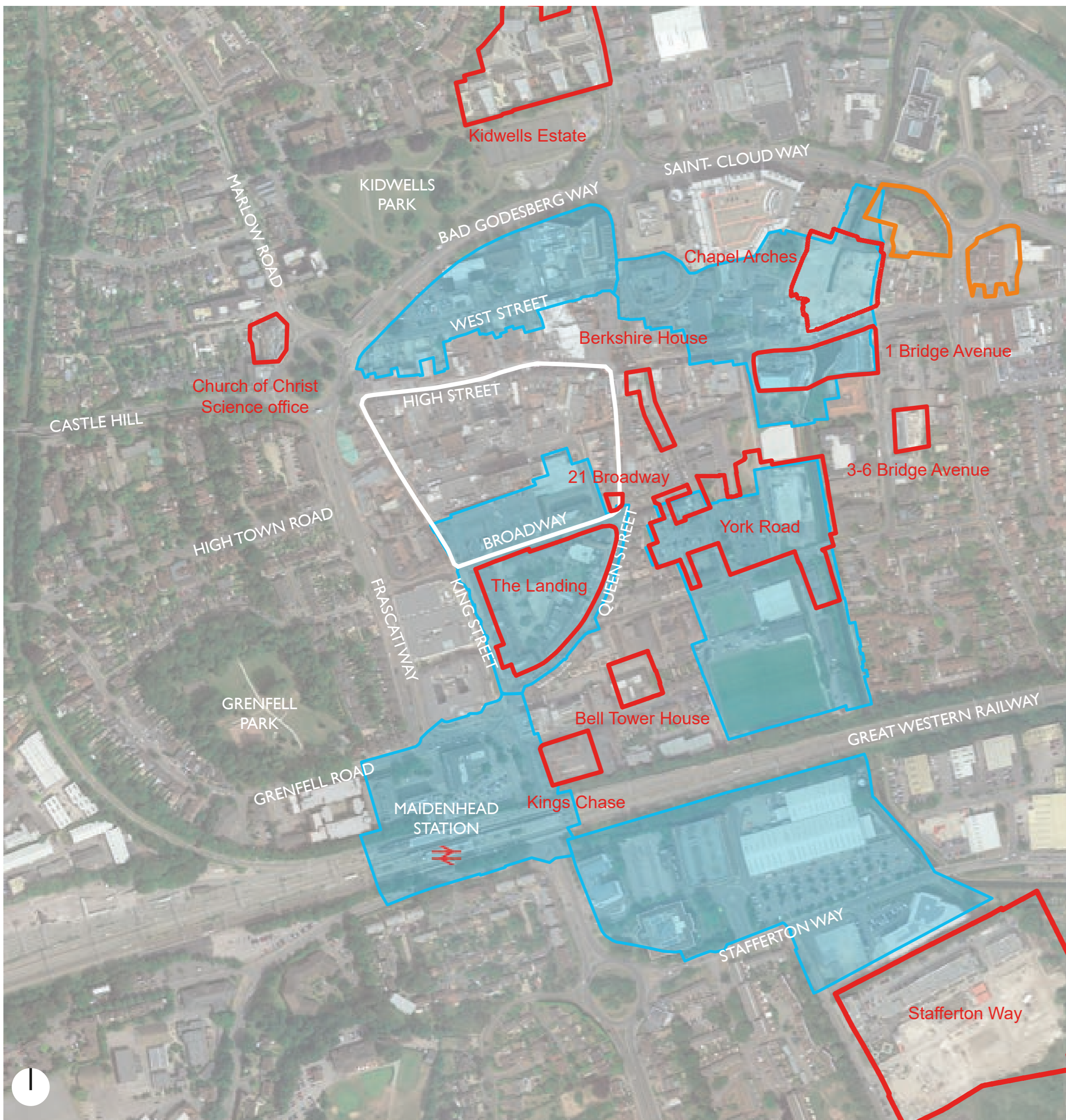


Local Photographs



- 1 View along Broadway from the Odeon Cinema
- 2 View along Nicholsons Lane from King Street
- 3 High Street looking east
- 4 East end junction of the High Street looking down King Street
- 5 Broadway looking at Siena Court
- 6 View looking down King Street
- 7 Brock Lane looking at entrance to the shopping centre
- 8 Roof level view looking at King Street from Nicholsons Street Car Park
- 9 View from Nicholsons Street Car Park looking towards Berkshire House
- 10 View from Nicholsons Street Car Park looking towards Nicholsons House
- 11 View across Nicholsons Shopping Centre Car Park
- 12 View from Nicholsons Street Car Park to Central House

Planning Context - Surrounding Major Developments



- KEY:
- Consented developments
 - Developments under consideration
 - Opportunity Areas - RBWM's key development projects:
 - Reform Road
 - St Clouds Way
 - West Street
 - York Road



Planning Context - Policy and Local Vision

Maidenhead Centre Area Action Plan - Adopted September 2011

A VISION FOR THE TOWN CENTRE

MOVEMENT THROUGH THE TOWN CENTRE

NEW DESIGNATIONS AS A RESULT OF AAP

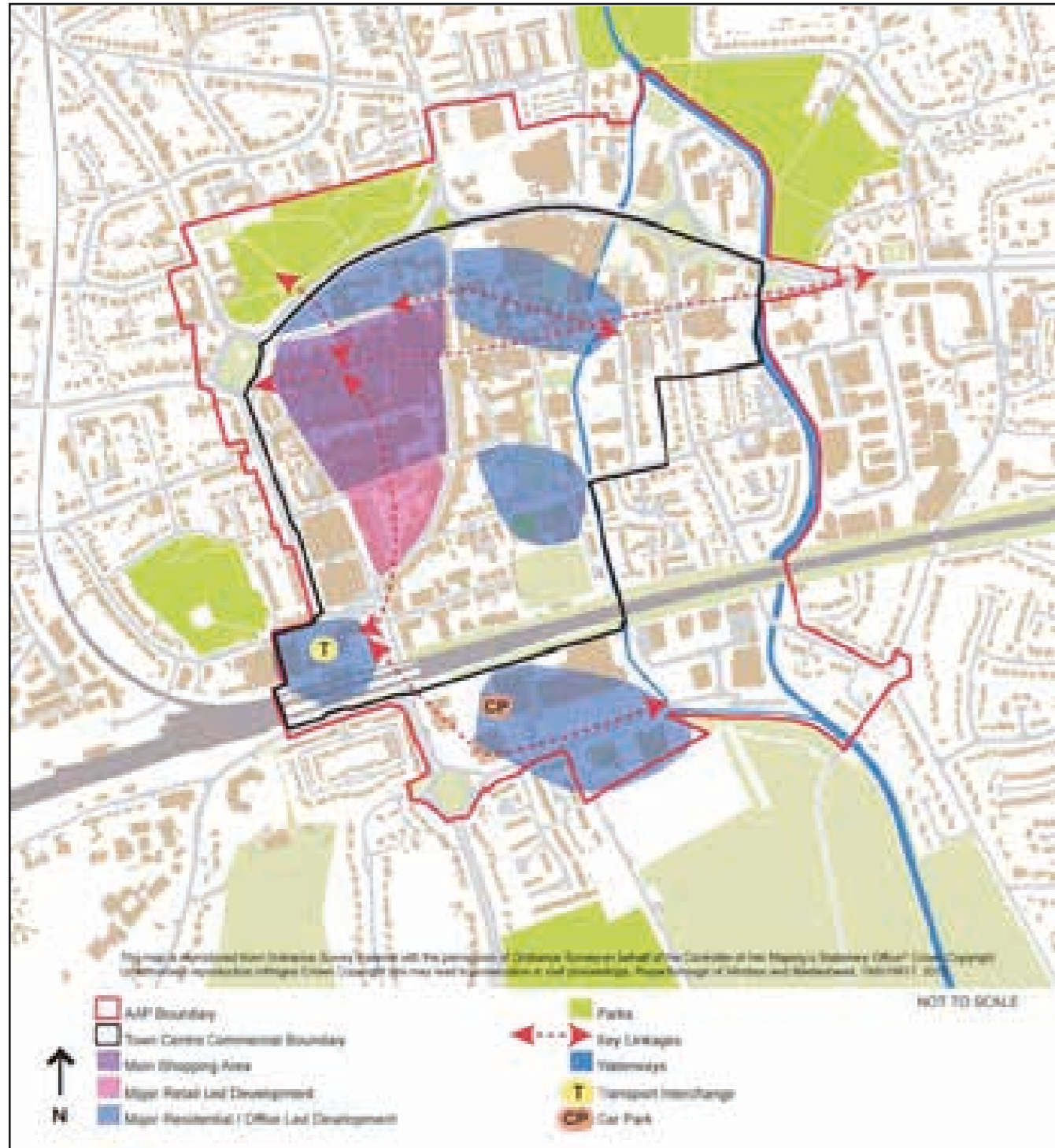
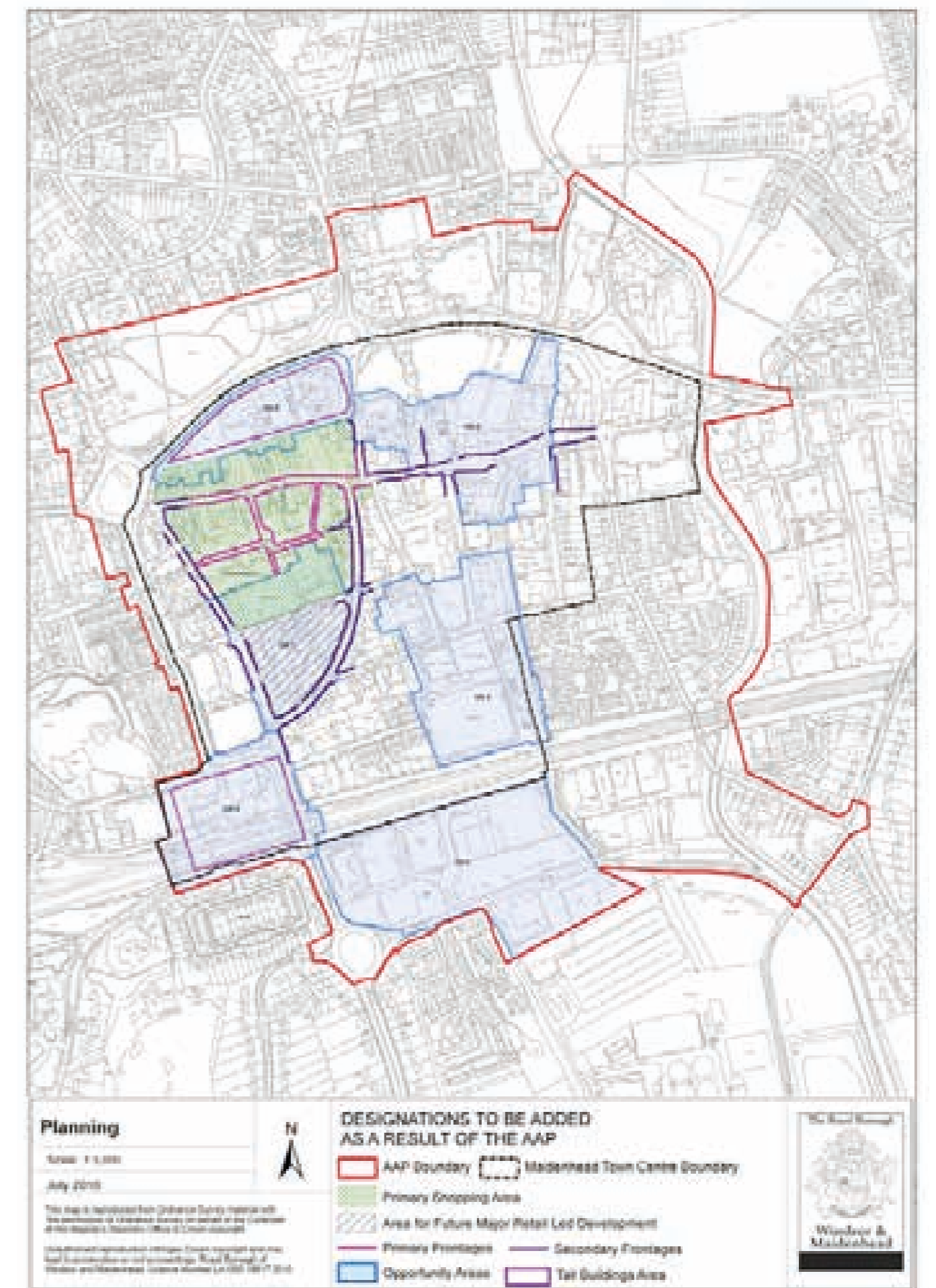


Figure 2 Key Diagram



Figure 6 Linkages



OPPORTUNITY FOR THE TOWN

Local Policy and SPG acknowledges the opportunity and potential Maidenhead holds. The collection of existing offerings including excellent transport connections and immediacy to both the surrounding countryside and Central London have established it as an attractive place to live since the 1900s.

These factors, combined with the future connection to the Elizabeth Line (Crossrail) has seen a number of opportunity areas identified by the Local Authority, considered suitable for residential-led projects, intensifying and bringing life back into the historical centre of the town.



Maidenhead will become the distinctive heart of the community, a place that celebrates its green Thames Valley setting, which is welcoming, attractive and accessible to all, and provides a strong economic focus for the wider community

-Vision from The Partnership for the Rejuvenation of Maidenhead (PRoM) as mentioned in the APP 2011



The Landing - Consented 2018

Development Masterplan



The Landing:
A hybrid planning application for up to 41,430sqm residential (454 homes), 13,007sqm office, and 3,846sqm of other mixed uses including retail, community and leisure. The proposal at a maximum of 16 storeys includes a public garden at its heart.
(Information from Maidenhead Development Control Panel Planning Summary, dated 21.11.2018)

Townscape Views



View 01 - East along Broadway (showing proposed massing)



View 09 - North from Maidenhead train station



View 02 - South along King Street



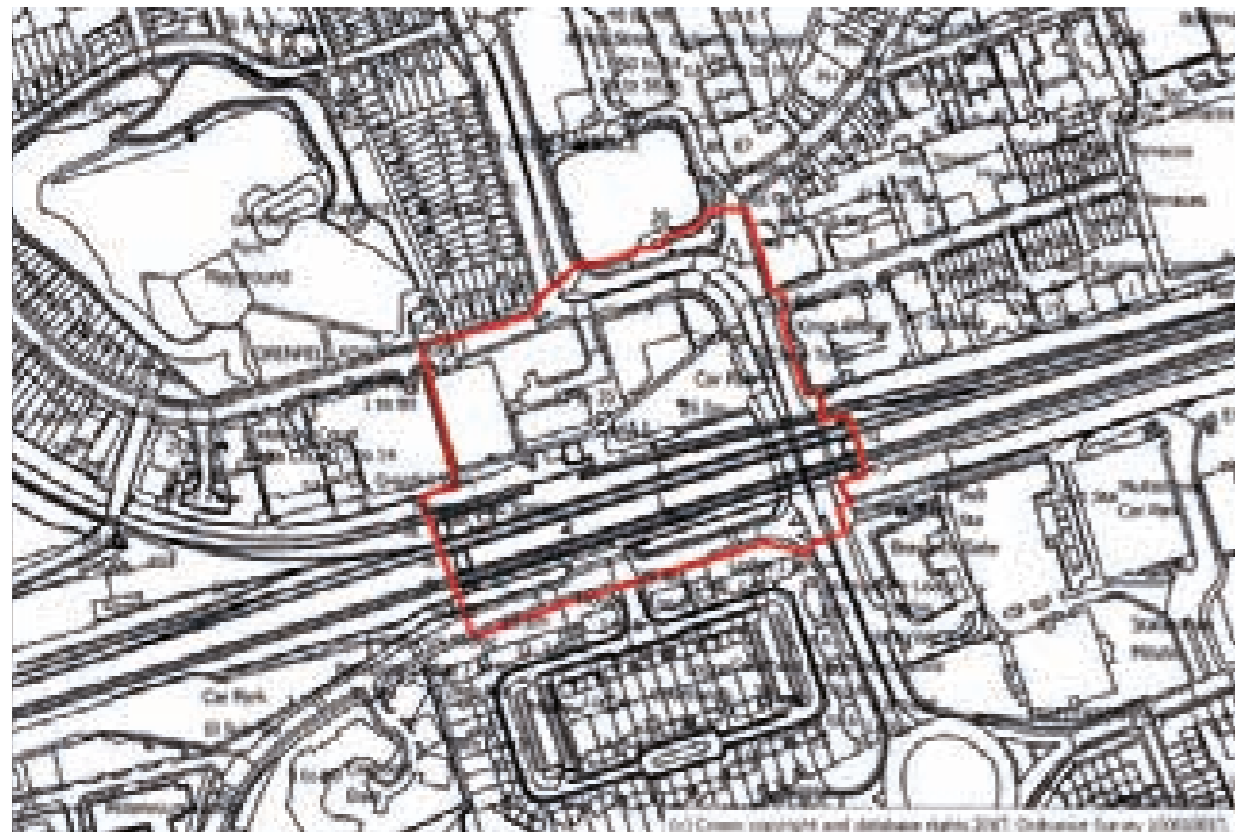
View 11 - Grove Road Car Park at eastern side of Queen Street

Images taken from Application 18/01576/FULL - Environments Statement: Appendices (Volume 2) 1.4: Visual Effects Report
Note: Townscape images taken from planning application material - consented heights modified at committee meeting

Planning Context - Borough-wide Policy

Borough Local Plan 2013-2033

HOUSING SITE ALLOCATION PROFORMAS HA1: MAIDENHEAD RAIL STATION



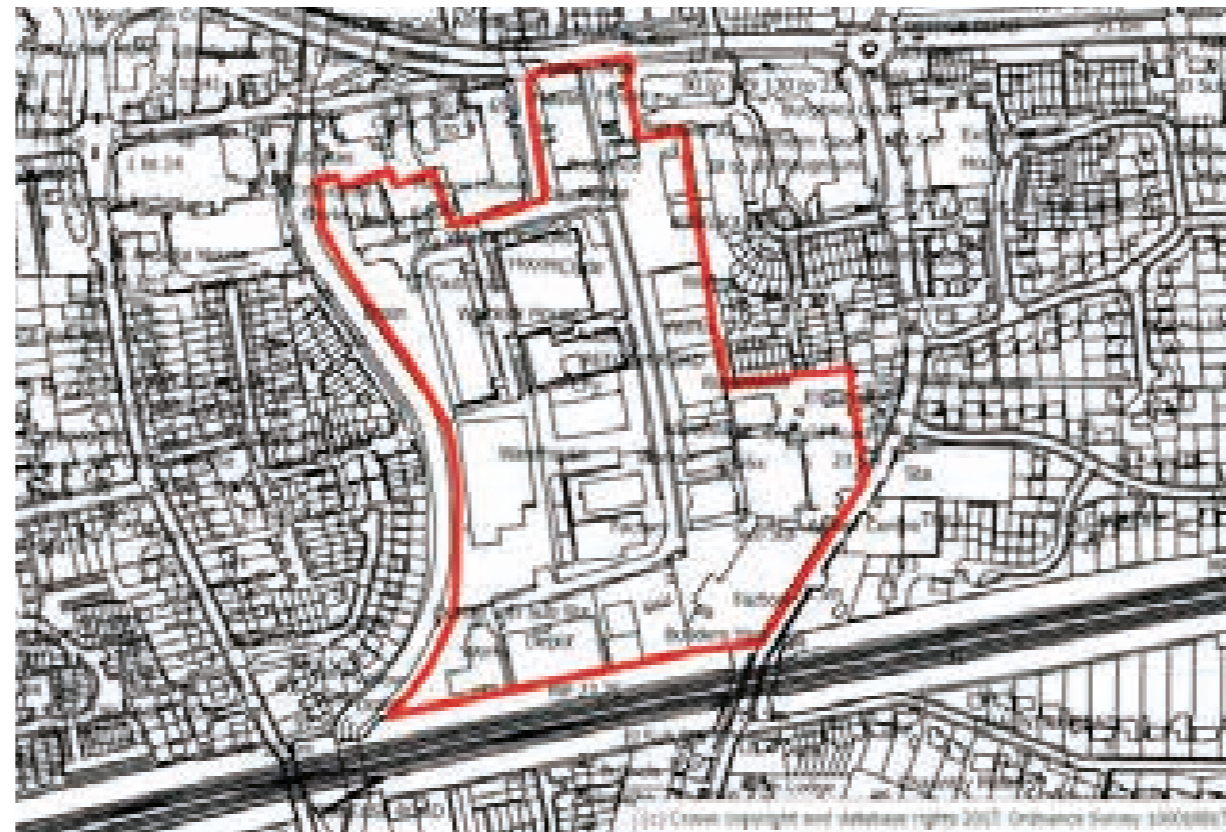
Allocation Approximately 150 residential units as part of a mixed use development on previously developed land

Site Size 3.11 Ha

Requirements Provide appropriate mitigation measures to address the impacts of noise from the railway so to protect residential amenity;
Relationship to public realm;
Very limited on site parking;
Facilitates delivery of transport interchange;
Outstanding and distinctive design;
Pedestrian permeability to the town centre and Stafferton Way

Key Considerations Noise and air quality;
Level changes;
Servicing and refuse;
Pedestrian permeability;
Grade II Listed clock tower

HOUSING SITE ALLOCATION PROFORMAS HA2: REFORM ROAD



Allocation Approximately 150 residential units as part of a mixed use development on previously developed land

Site Size 6.99 Ha

Requirements Provide a landscape buffer between the residential development and nonresidential uses, including the railway line;
Enhanced vehicular access, including improved connectivity through the site;
Achieve flood risk betterment on site by moving / reducing the footprint of building, incorporating appropriate flood risk reduction measures and ensuring the Exceptions Test is met;
Designed sensitively to conserve biodiversity of the area;
Designed sensitively to conserve and enhance the setting of listed buildings and non-designated heritage assets;
Provide pedestrian and cycle links through the site and to the Maidenhead Waterways and the town centre;
Enhance pedestrian and cycle links along the waterway;
Provide areas of public realm and have an appropriate setting to the waterway Designed to be sensitive to the scale and heights of existing properties around the site, and its location on the edge of Maidenhead town centre;
Provide appropriate mitigation measure to address the impacts of noise and air quality from the railway;

Key Considerations Design and integration of uses;
Access arrangements onto the A4;
Flood risk;
Noise and air quality;

HOUSING SITE ALLOCATION PROFORMAS HA3: SAINT CLOUD WAY



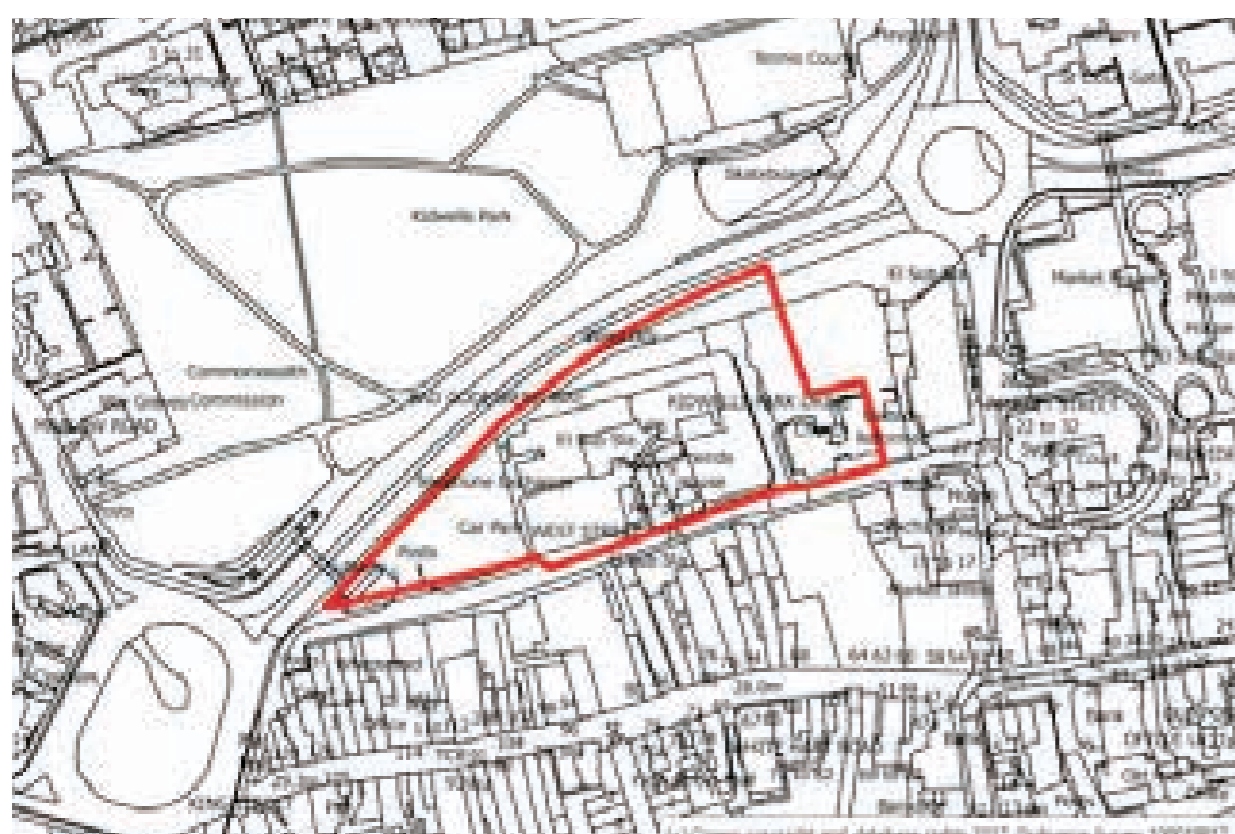
Allocation Approximately 600 residential units as part of a mixed use development on previously developed land

Site Size 2.58 Ha

Requirements Designed sensitively to conserve and enhance the setting of the listed building;
Opportunity to create a landmark building at the corner of Saint-Cloud Way and Cookham Road;
Designed to be of high quality which supports the character of the area;
Designed sensitively to consider the privacy and amenity of neighboring residential properties;
Designed to improve the pedestrian and cycle routes to the site into the town centre and to Kidwells Park;
Provision of green infrastructure linking to existing green and blue infrastructure;
Retaining adjacent medical centre unless acceptable provision is made elsewhere

Key Considerations Vehicular access;
Servicing and refuse;
Pedestrian and cycle routes;
Impact on neighboring properties;
Character and appearance, particularly from the A4 Heritage;
Noise and air quality due to proximity of A4

HOUSING SITE ALLOCATION PROFORMAS HA4: WEST STREET



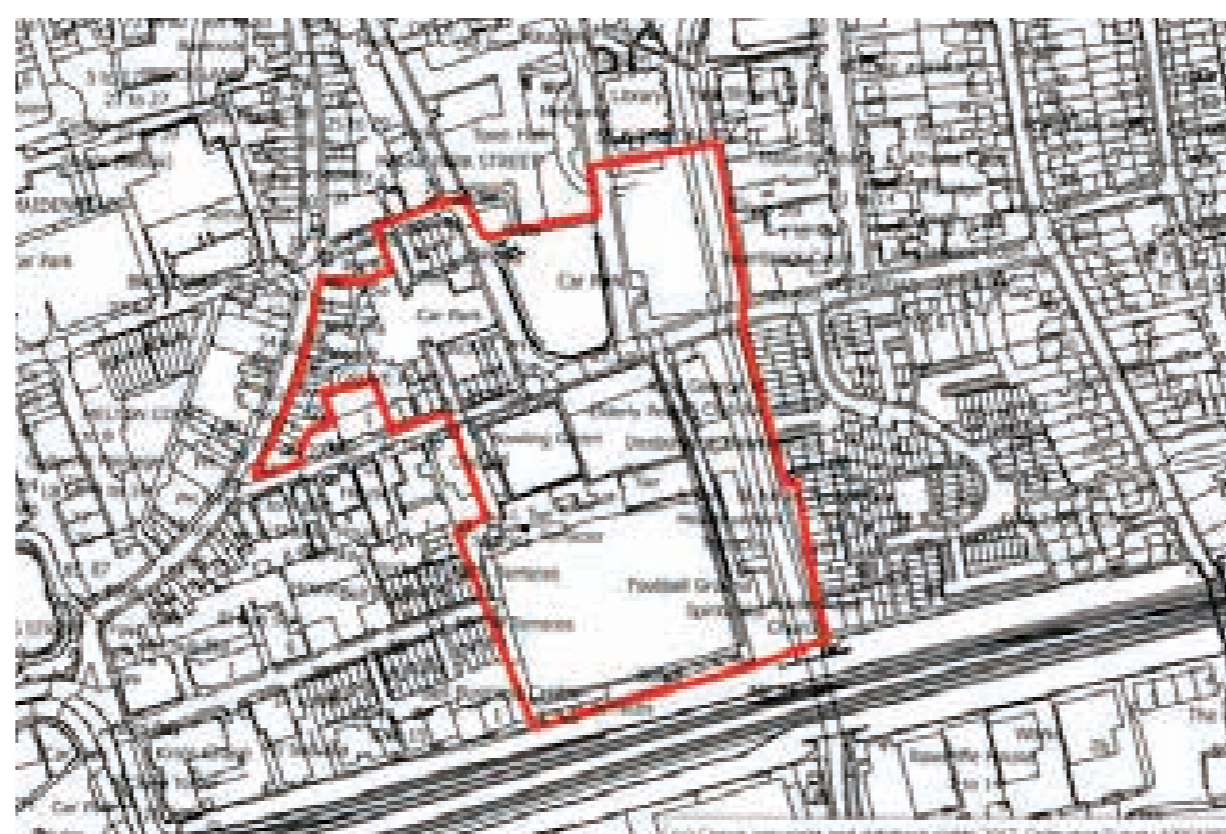
Allocation Approximately 240 residential units as part of a mixed use development on previously developed land

Site Size 1.13 Ha

Requirements Reducing the barrier of the A4 and improving links to Kidwells Park and the town centre;
Provision of green infrastructure
Provide pedestrian and cycle links through the site to improving the connectivity between Kidwells Park and the town centre;
Reprovision of public car parking;
Provide improvements to the quality of the public realm;
Designed to be of a high quality that supports the character and function of the area;
Retaining existing community uses unless acceptable provision is made elsewhere;
Retain Listed building

Key Considerations An appropriate link between the site and the High Street to enhance the vitality and viability of the town centre;
Heritage;
Servicing and refuse

HOUSING SITE ALLOCATION PROFORMAS HA5: YORK ROAD



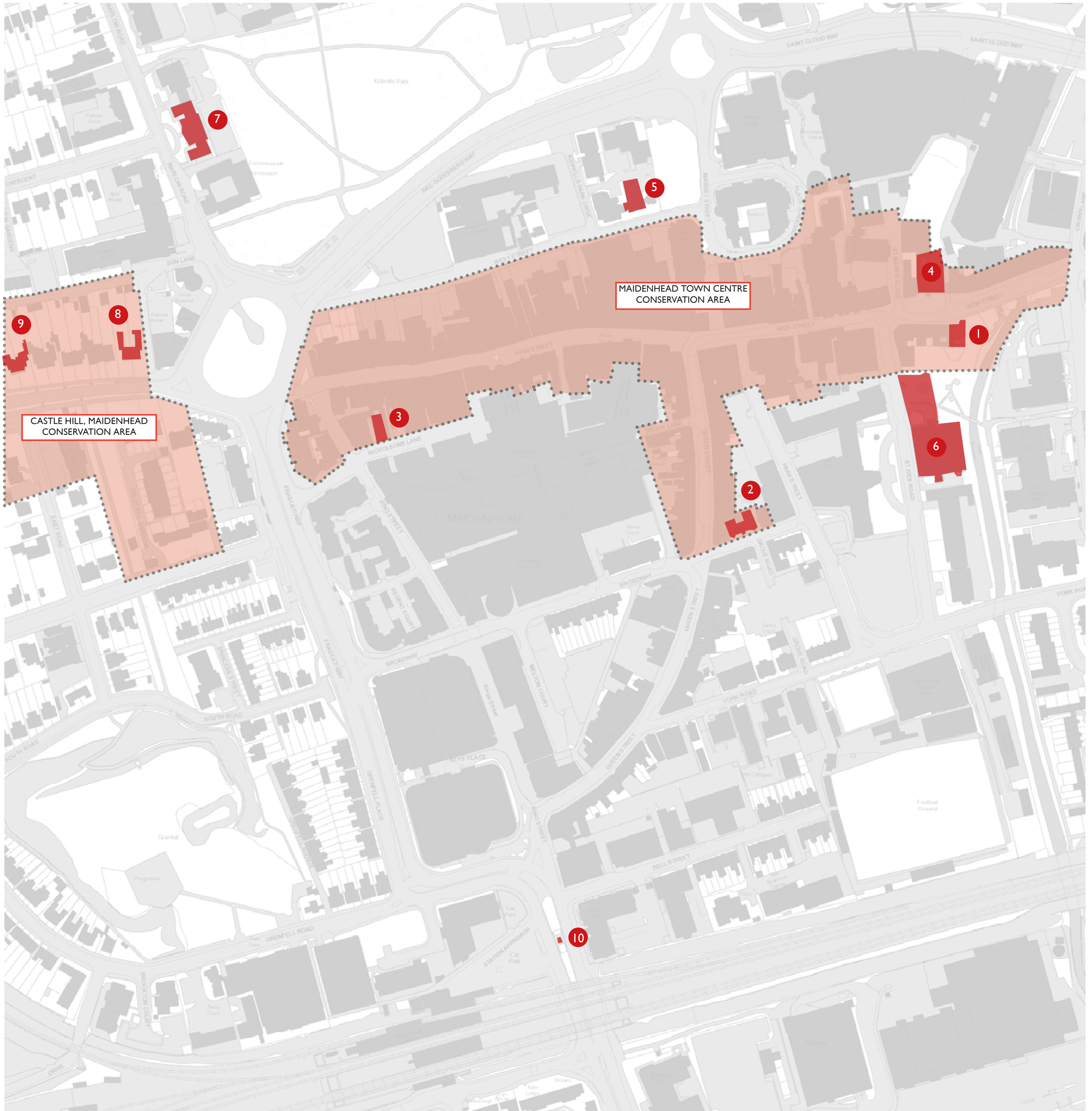
Allocation Approximately 32 residential units as part of a mixed use development on previously developed land

Site Size 4.50 Ha

Requirements Retain football pitch and enhance accessibility;
Retaining existing community uses unless acceptable provision is made elsewhere;
Provision of pedestrian and cycle links to the town centre, waterway and railway station;
Provision of green infrastructure including a pocket park to link existing green and blue infrastructure;
Replacement of existing public car parking;
Respecting the setting of the library as a Listed building;
Enhance the York Stream by improving its amenity value and accessibility

Key Considerations Integrating waterways into new development;
Refuse and servicing;
Heritage;
Flooding and surface water drainage

Project Constraints



KEY: PLANNING / SPG CONSIDERATIONS
Maidenhead Town Centre Conservation
Area Appraisal - July 2016 2
Conservation areas
Listed buildings (Grade II)

LISTED BUILDING IDENTIFICATION (ALL GRADE II)

- | | | | |
|---|--|----|---|
| 1 | 3 High Street - C18 - Town House / Shops | 6 | St Ives Road - 1970 - RBWM Library & Surroundings |
| 2 | 25 & 27 Broadway - C18 - Town House | 7 | Marlow Road - 1895 - Berkshire College of Art (now Citizens Advice) |
| 3 | No 3 & 5 Stables, Nicholsons Lane - 1870 - Brewery Stables | 8 | 16 & 18 Castle Hill - C19 - Villas |
| 4 | 8-10 High Street - C19 - The Bear Coaching Inn | 9 | 32 & 34 Castle Hill - C19 - Villas |
| 5 | West Street - 1785 & C19 - United Reform Church | 10 | Station Approach - 1897 - The Clocktower |

History - Rivers, Roads, and Railways

SUMMARY OF THE TOWN HISTORY

Maidenhead occupies a sheltered position within the Thames Valley, the origins of the towns settlement being north from the current centre (in an area now occupied by North Town). This location proved beyond the reaches of the flood plain whilst providing well irrigated and fertile lands between Cookham and Windsor, and being and in close proximity to the Thames for river trade.

In 1280 the Thames was bridged at the current road location, and the gravity of the town moved south, growing along the edges of new route connecting London to the west. Over the next 500 years the town grew in prominence with the development in stagecoach travel; in 1777 the current stone bridge was completed, placing Maidenhead as a safe and reliable crossing linking London to the port of Bristol. By 1834 the town saw up to 832 coaches a day passing through, supported by an abundance of coaching inns offering accommodation, stables, and ales sourced from the four local breweries in the town centre.

The arrival of the railways occurred in two stages, changing the character of the town in a matter of years.

The first station opening at Boyne Hill (1838-1871), connected passengers on the High Wycombe Railway route to the existing popular stagecoach network to the east and west.

In 1871 the Great Western Railway station opened. Soon the road and river network, and their supporting trades were eclipsed by this rapid method of non-stop transport allowing travel between cities in a matter of hours, not days.

Well connected, Maidenhead became a residential commuter and leisure town, expanding rapidly beyond its compact and hard working high street. By the late 1980s the town was encircled by ring roads, allowing the once bustling high street to be pedestrianised.

1280 - 1777

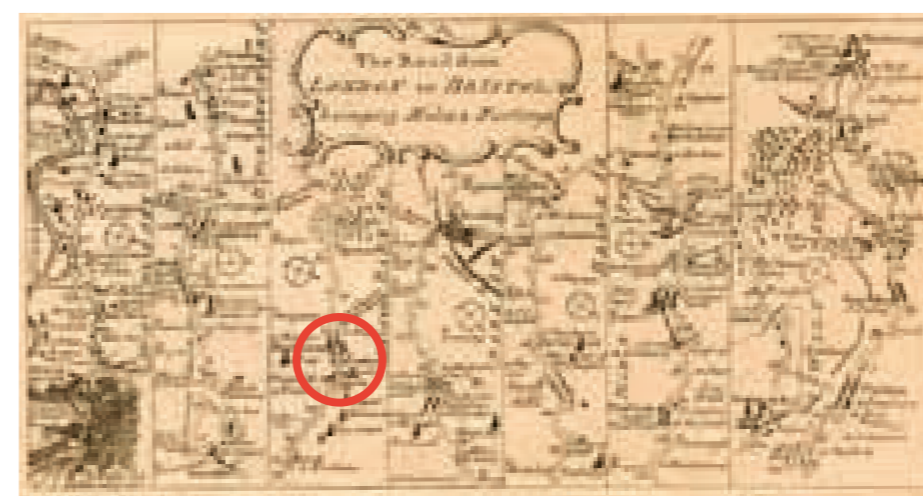
ROAD
&
COACH
TRAVEL



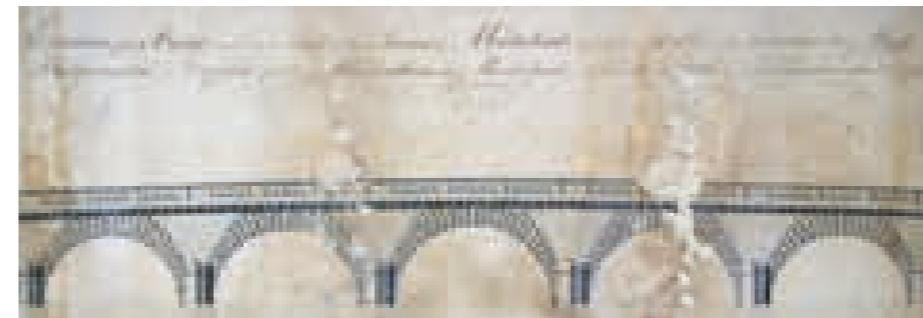
1790 John Cary Antique Road Map (Detail)



1805-1869 - OS First Edition



1768 Stagecoach map of Great Western Road - London to Bristol. Maidenhead indicated as strategic point along the route, bridging the Thames.



1772 - Taylor's designs for the new stone bridge replacement, offering a reliable crossing point of the Thames (completed in 1777).

EMERGING TRADE & REGIONAL CONNECTIONS (COACH)

- Thames originally bridged in 1280 and the route of the Great West Road linking London, Reading, Gloucester, and Bristol (now the A4) was diverted from Cookham to Maidenhead as a more direct crossing point
- Strategic bridging location, south of original settlement; being at a narrow point of the river limiting the span and built on solid ground
- In 1777 the current Maidenhead bridge was completed, to designs by Taylor, offering a reliable and safe crossing point for coach travel.
- 17th and 18th Century travel by stagecoach between London and Bristol took 2 days, with coaching inns located typically at 7 mile increments
- Trade & hospitality focused on the east / west route. Development remained to the west of the natural floodplain, beyond the wharf buildings; creating the strong edge of the high street that remains today. By mid 18th century the town had become the busiest coaching town in England, by 1834 up to 832 coaches a day passing through
- Coupled with the accommodation of the coaching inn, brewery developments occupy sites facing the High Street, offering produce to both passing traffic and trade along the Thames, leading to intensification of wharves lining the river

1780 - 1871

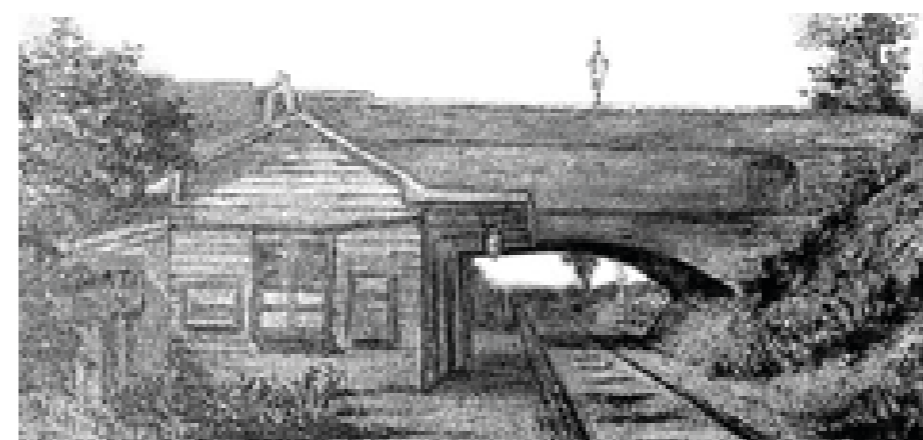
COACH
&
RAIL
TRAVEL
(WRC)



1876



1876 Map Location of the Boyne Hill Station continued to focus development on the east / west axis of the Great Western Road (Castle Hill).



1860s - Boyne Hill Station and Castle Hill Crossing.

REGIONAL CONNECTIONS (RAIL - BOYNE HILL STATION)

- The first Maidenhead station opened in 1838 on a line operated by The Wycombe Railway Company - WRC (separate from Brunel's Great Western Railway)
- The location of Boyne Hill was chosen to provide a strategic interchange for the railway, serving passengers from the valley to the north, and the established busy coach route between London and the West Country
- This station and line operated independently whilst the main London to Bristol railway line (Great Western Railway) was under construction, this creating a new southern edge to the town
- The location of this early station and the railway track edge defined the western edge of the town. This resulted in a distinct residential zone (west) and a town centre (east) placed between the wharfs, key road network and the new railway line

1871 - 1950

RAIL
TRAVEL
(GWR)



1914



1844 - Turner - Rain, Steam, and Speed - The Great Western Railway Painted from the western banks of the Thames the multi arched road bridge of 1777 is represented, highlighting the shift in technology from road to the speed of rail.

GLOBAL TRADE & NATIONAL CONNECTIONS (RAIL)

- In 1835 Brunel's Great Western Railway (GWR) utilised a natural island on the Thames south of the road crossing to build a rail bridge connection, retaining barge navigation of the river.
- The island locations, and the new bridge, altered gravity of the town to the south, and creating a physical southern edge to the town, bisected by a single tunnel on King Street
- Once completed, the mainline station opened in 1871, closing the Boyne Hill Station, this established the new station & King Street tunnel under the main line as a new key node to the town
- Queen Street introduced as a route linking the two important nodes; the bridge crossing over the river to the east and tunnel beneath the railway to the south
- Non-stop railway dominated the travel network, making the journey in hours rather than days. The demand for trade and hospitality diminished to locals
- Both passengers and goods now transported by rail. The existing road and river network, and associated wharf buildings become surplus to requirements, resulting in large vacant sites set back from behind the street edges

1950 - PRESENT

THE CAR



1961



M4 preparation works near Woodley - west of Maidenhead.



1973 - A4 diverted to bypass the High Street as a sequence of ring roads to the north (Bad Godesburg Way & Saint Cloud Way) and West (Frascati Way).
1970 - Pedestrianisation of White Heart Road to Methodist Church High Street
1980 - Pedestrianisation of Methodist to Queen Street

MOTORWAYS, RING ROADS, & PEDESTRIANISATION

- The arrival of the M4 to the south of the town resulted in suburban development to the south, expanding the town albeit disconnected beyond the boundary of the railway line
- 1965 Nicholsons (the longest surviving brewery complex) was demolished and site subsequently occupied by the existing shopping centre
- 1973 four lane ring road finished to the north and west, disconnecting the routes and grain of the town from that of the surroundings, one way traffic routes introduced to the town centre
- The town is now defined by these new loose and wide surrounding edges, rather than the legacy of strong tight routes through the town
- Internal shopping centre with connected car parking further reduces the street activity of the town
- As a location, the Nicholsons Centre has occupied a consistent heart of the town over the 750 years of changes and alterations

