

Nicholsons Shopping Centre

Community Planning Weekend 22 to 26 March 2019

Report Back Presentation



Nicholsons Shopping Centre

Community Planning Weekend 22 to 26 March 2019

On behalf of Tikehau Capital and all the team at Areli Real Estate, thank you to everyone who took part in the community planning weekend and the report back at St Mary's Church on Tuesday 26th March. After this exercise, it's very clear that the people of Maidenhead are very passionate about their town and also very keen to see positive change.

Thank you also to Councillor Simon Dudley and other members / officers of the Royal Borough of Windsor and Maidenhead who have encouraged us to think more broadly about the Town and also engage with the community at this early stage.

We will continue to work constructively with RBWM and start working up the illustrative plans we showed you at the report back. As promised we will also continue the positive engagement with the community setting up a community forum and undertaking further formal consultation in due course. Your role in the future of Nicholsons is key and I hope you will continue to engage as we go forward.

Finally, after completing this initial process, it is very clear that the redevelopment of Nicholsons Shopping Centre is a huge opportunity and one that could have a significantly positive impact on the town. These are goals I believe we both share and I look forward to working with you to achieve them.

Your faithfully

Rob Tincknell
ARELI Real Estate Limited

Planning Background

Maidenhead Town Centre Area Action Plan 2011 (AAP)

“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.”

Elizabeth line (Crossrail)
opening date to be confirmed

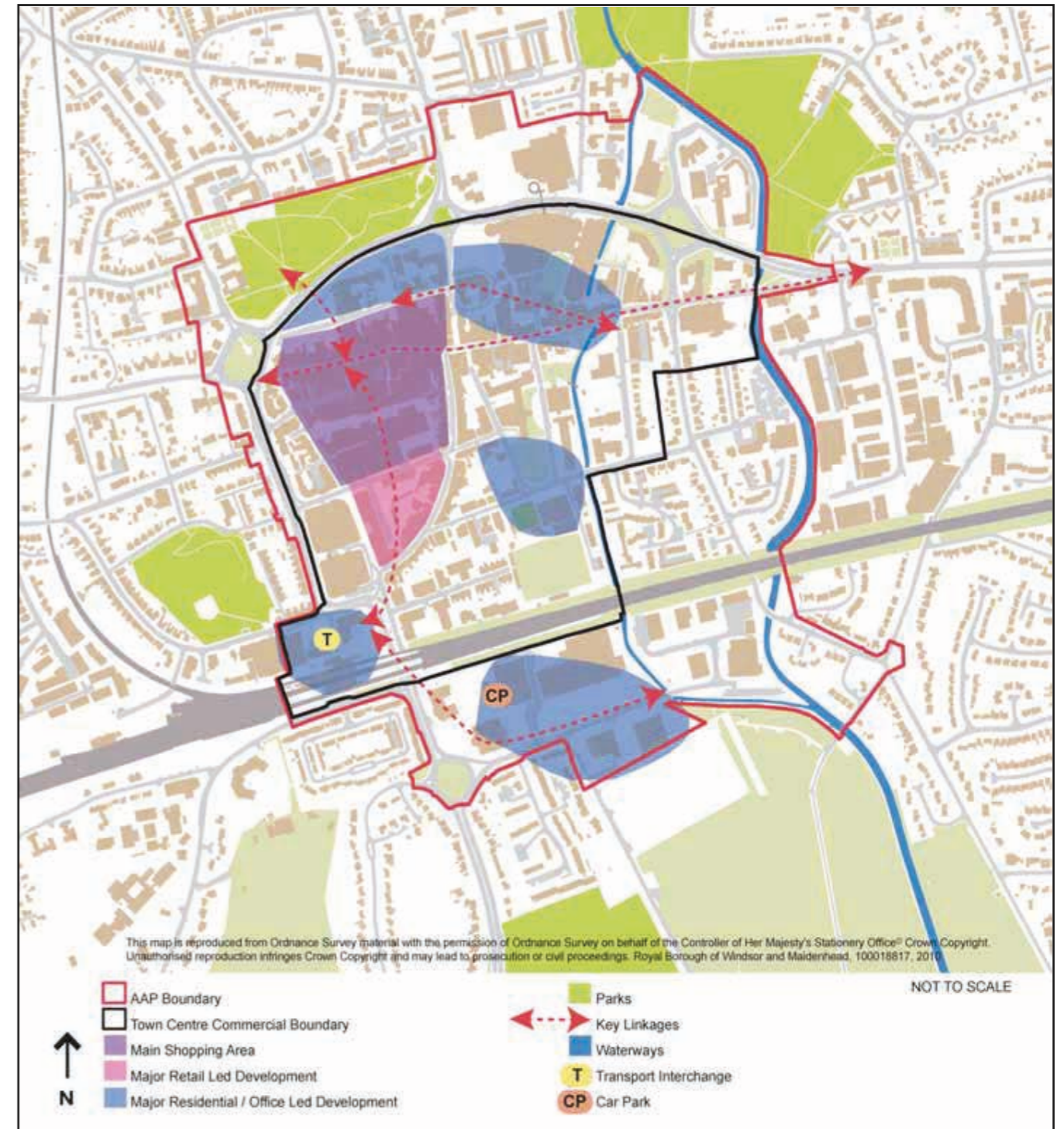


Figure 2 Key Diagram

The Team



Community Planning Approach

“Collaborative Placemaking”



We listen



We draw together



We debate



We create new places and breathe life into old ones



Launch

 Thomas Cook

 Thomas Cook

scrivens
opticians

THE
HEARING
COMPANY

scrivens

OPTICIANS
HEARING CARE

scrivens opticians

THE HEARING COMPANY

Nicholsons Shopping Centre Community Planning Weekend

1.45 - 5.30pm, Friday 22 March & 11.00am - 4.00pm, Saturday 23 March 2019

Venue: Nicholsons Shopping Centre

Report Back: 7.00pm, Tuesday 26 March 2019 at St Mary's Church Hall

ARELI
REAL ESTATE

Everyone is welcome!

jtp.co.uk

Publicity



Flyers & press advertisements



Banners & posters

Publicity



Maidenhead Advertiser

Nicholsons Shopping Centre - Facebook video

“We want to understand from the people of Maidenhead what they want.”
Rob Tincknell, Areli Real Estate

Meeting the Community

- Girls' Policy Forum, Maidenhead Town Hall
- Students at Holyport College
- RBWM Youth Ambassadors
- Regen Group
- Norden Farm Centre for the Arts
- Paul Samuels
(Windsor & Maidenhead Community Forum and Men's Matters)
- The Green Parrot Casual Dining
- Smokeys Nightclub
- Informal conversations with dog walkers, families and individuals in Kidwells Park

Meeting the Community

Norden Farm
Centre for the Arts



RBWM Youth Ambassadors



Holyport College Sixth Form

What's Good?

- Train services
- Cinema
- New bit with river (Chapel Arches) and Coppa Club
“It’s up-market and not just a pub”
- Kidwells Park (and tennis courts)
- Guards Club Park and the river
- Heritage Centre
- Library
- Good range of food places
- Ease of access

Holyport College Sixth Form

What's Bad?

- Image of public realm - litter, unclean, run down, smelly
- Antisocial behaviour - druggies (Kidwells Park)
- Retail – range of shops, close extremely early
- Ambiance / character - dead, no community feel
- Nightlife, no nice restaurants, nothing to do
- Lack of social space – no seats, green areas in the centre
- Lack of buses, expensive parking, trains only to London (from Maidenhead) to Heathrow (from Windsor)

“The pubs are full of angry old men!”

Holyport College Sixth Form

Dreams

- Change the demographic - more energy, young people, students, a college / university
- Improve the image – clean, colour, green space
- More clubs and bars, activities, better Leisure Centre, Top Golf
- Better shopping / eating out - Nando's, Pizza Express, coffee shops, independent shops “not a clone High Street”
- Better public transport, better flow around town centre
- A reason to go to Maidenhead – aquarium, art gallery, concert arena, pop up activities, markets, events
- Residential - homes for key workers - police, nurses, teachers

“Gentrify the town but keep the prices down.”

RBWM Youth Ambassadors

Issues

- Maidenhead is run down, dirty, not enough shops, no late opening hours, lack of variation
- The Nicholson Centre is old and boring; not enough variety or high-end shops
- The town centre is too small to meet people's needs
- Market can get in the way on the High Street
- Expensive cinema
- Trains end too early
- Nowhere for teenagers to just hang out and feel safe in the town centre

RBWM Youth Ambassadors

Dreams

- Good shops, sports shops, men's clothes
- Amazon Lockers / Post lock-ups
- Greenery / nature / flowers, open space, good signposting
- An indoor hangout area
- Ten pin bowling, Gourmet Burger Kitchen, 24/7 McDonalds
- Clean toilets, more colour, better games and sports shops
- Indoor area to play different types of sports at different times of the day
- Prayer room
- Sanctuary for people with autism, etc

Tenant Conversations

Initial conversations with existing tenants including:

- Allens Florist
- Smokeys
- Craft Coop
- 24-7 Games

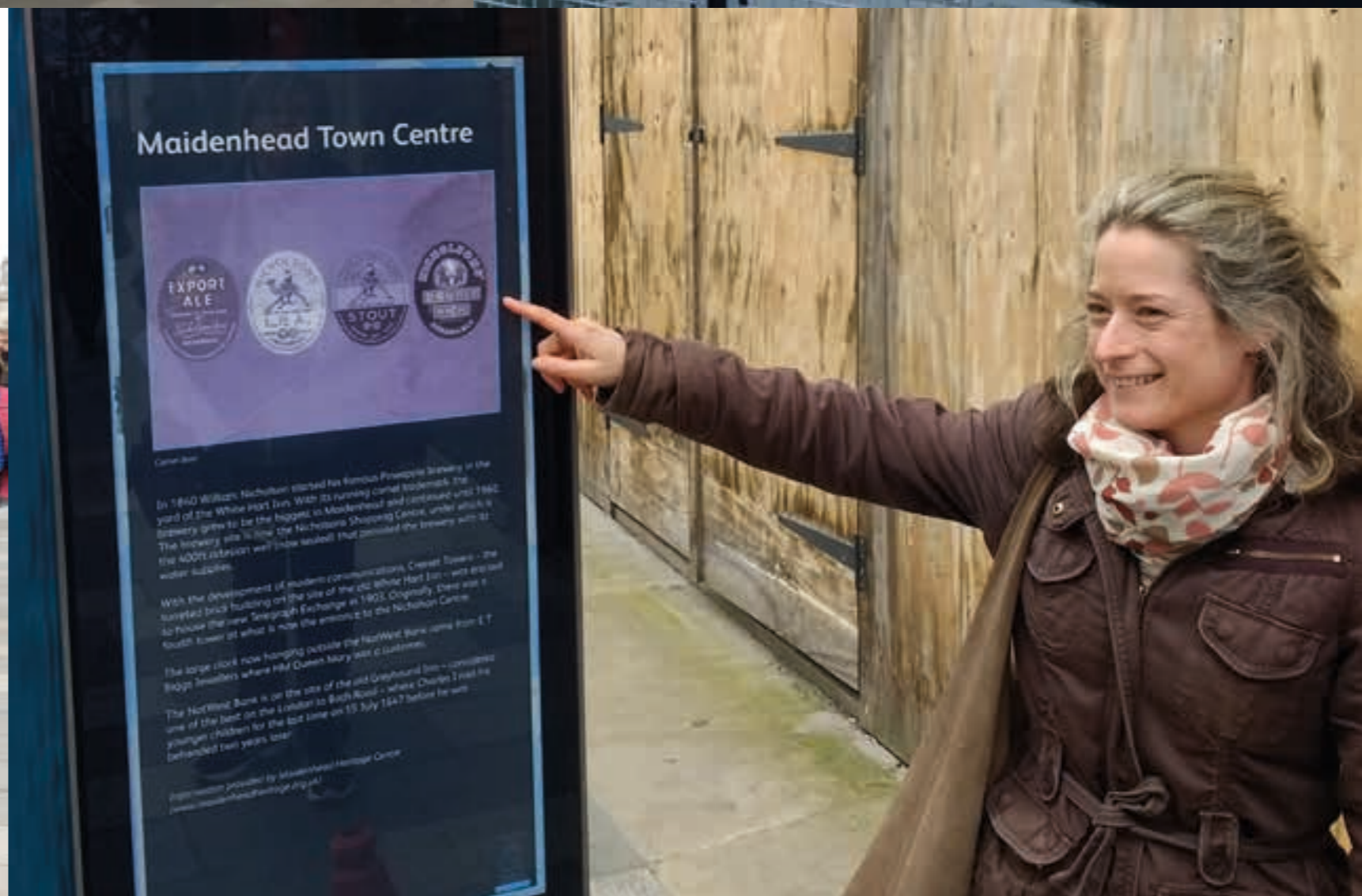
Team Tour



Team Tour



Team Tour



Maidenhead Town Centre



In 1840 William Nicholson started his famous Pilsener brewing in the yard of the White Hart Inn. With its running corn mill, the brewery grew to be the biggest in Maidenhead and continued until 1962. The brewery site is now the Nicholson Shopping Centre, under which is the 400ft railway well (now sealed) that provided the brewery with 22 water facilities.

With the development of modern communications, Crown Towers - the towered brick building on the site of the old White Hart Inn - was erected to house the new Telegraph Exchange in 1925. Originally, there was a fourth tower at what is now the entrance to the Nicholson Centre.

The large clock now hanging outside the PostWest Bank came from E.T. Briggs' premises where H&M Queen Mary was a customer.

The Hart Wind Bank is on the site of the old Greyhound Inn - considered one of the best on the London to Bath Road - where Charles I had his younger children for the last time on 15 July 1647 before he was beheaded two years later.

Information provided by Maidenhead Heritage Centre
www.maidenheadheritage.org.uk/

Set-up and Team Briefing



Introduction



Exhibition



Exhibition Conversations

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

“There’s nothing going on, welcome to ‘MaidenDead.’”

“We need something thought-provoking and architecturally controversial to put Maidenhead on the map.”

“We need community facilities as well as all these new flats.”

“There’s not enough car parking!”

Friday Workshop

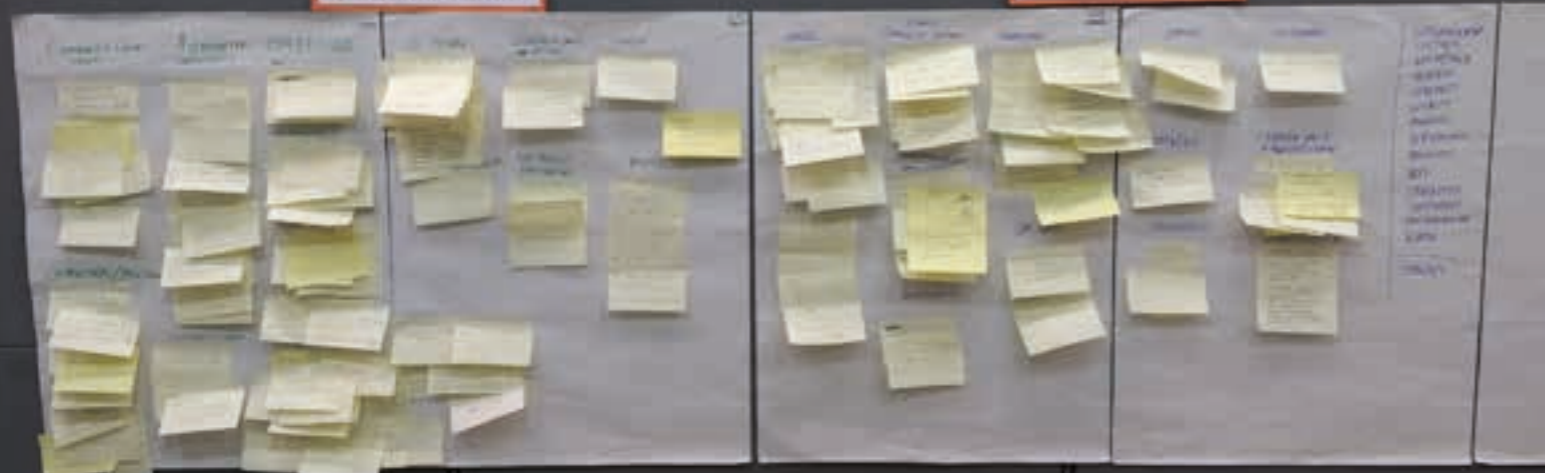


11.00am - 4.00pm, Saturday 23 March 2019
 Report Back at 7.00pm, Tuesday 26 March 2019 at St Mary's C
 St Mary's Close, 14 High Street, Maidenhead SL6 1YY

ARELI REAL ESTATE jtp.co.uk For more information please visit

NICHOLSONS SHOPPING CENTRE TODAY

PROBLEMS **DREAMS**



Problems:

- No heart of the community / No clear centre.
- No community centre
- No town square
- Ring road for cars - not pedestrian friendly
- Farmers, needs new home - 20ish stores (lose a mum's market)
- No evening activity - including families (bowling alley moved out of town)
- Lack of space for young people / teenagers
- No public space
- No art + crafts in centre for facilities or display space
- Connectivity with Landing - is currently enclosed
- Not enough car parking available + disabled spaces
- Mid-range clothes shopping lacking - children + men included
- Town centre feels like an island
- Unattractive townscape
- Green spaces outside the ring road
- No bookshop / Cultural towncentre
- Isolated pockets of development + connects to wider area
- Larger need larger stores sizes
- Car parking is expensive
- Losing town centre employment

Nicholsons Shopping Centre Community Planning Weekend

Friday Workshop

“This is a one off opportunity to think ‘BIG’, ‘UNIQUE’, ‘MEMORABLE’ - give Maidenhead an identity - retail is not the answer.”

“The town centre feels like an island and just isn’t appealing - outsiders don’t come to Maidenhead. There isn’t a ‘pull’ factor.”

“Make it a one stop shop - work, live, shop, enjoy.”

“A critical mass of interesting shops will attract more customers.”

“There are some nice buildings here but they’ve got lost.”

Friday Workshop

Issues

- Identity, reputation and lack of ‘draw’
- Other town centres have overtaken Maidenhead
- Unattractive townscape & poor image / design of Nicholson Centre
- Lack of variety of places to eat and drink, no nightlife
- Limited retail offer – lack of choice, early closing, low footfall, no bookshop or luxury brands
- Lack of supervised play areas
- No hang out spaces for teenagers / young adults
- Lack of a heart / focal point / meeting place
- Too many flats being built without additional facilities

Friday Workshop

Issues

- Poor access between West Street and High Street, and from town centre to riverside
- Loss of surface parking, expensive (compared to elsewhere), shortage of disabled places
- Limited bus services, especially in the evening
- Cycle links to and around the town are very poor
- Many arts and crafts groups, but fragmented with lack of facilities / town centre focus
- Green spaces are outside the ring road
- No Vision of what Maidenhead town centre should be

Friday Workshop

Actions

- Make shopping an experience, a destination with a difference - attract independent retailers
- More town centre employment to encourage lunchtime shopping
- Include space for small affordable units for start-ups & small businesses
- Create a central place for people to meet and 'hang out'
- Provide small and large shops, close together, covered shopping, quality food & drink offer
- Focus on local activities, events, heritage, a new home for the Farmer's Market

Friday Workshop

Actions

- Space for community use - meetings, activities for all ages, to encourage greater cross-fertilisation between groups
- Space where the 'arts' can be showcased and enjoyed
- Improve connectivity within the town centre and to river / nearby parks, with easy access for pedestrians & cyclists
- Electric jump on / off town centre public transport
- Focus on environment / landscaping / waterways – a well-designed and integrated public realm
- Better quality building and high environmental standards

Friday Workshop

Actions

- A mixed development to attract people from outside the area: see Crossrail as an opportunity; include attractive, affordable accommodation
- Learn from elsewhere: consider a 'big Idea', cultural draw, landmark building

Informal Shopping Centre Conversations

“We need to see a masterplan for the town.”

“We want to see more small scale and personal retail.”

“An arts centre, more restaurants and pop-up shops.”

“Bring water into the town centre.”

“Intimate squares and a finer grain of streets.”

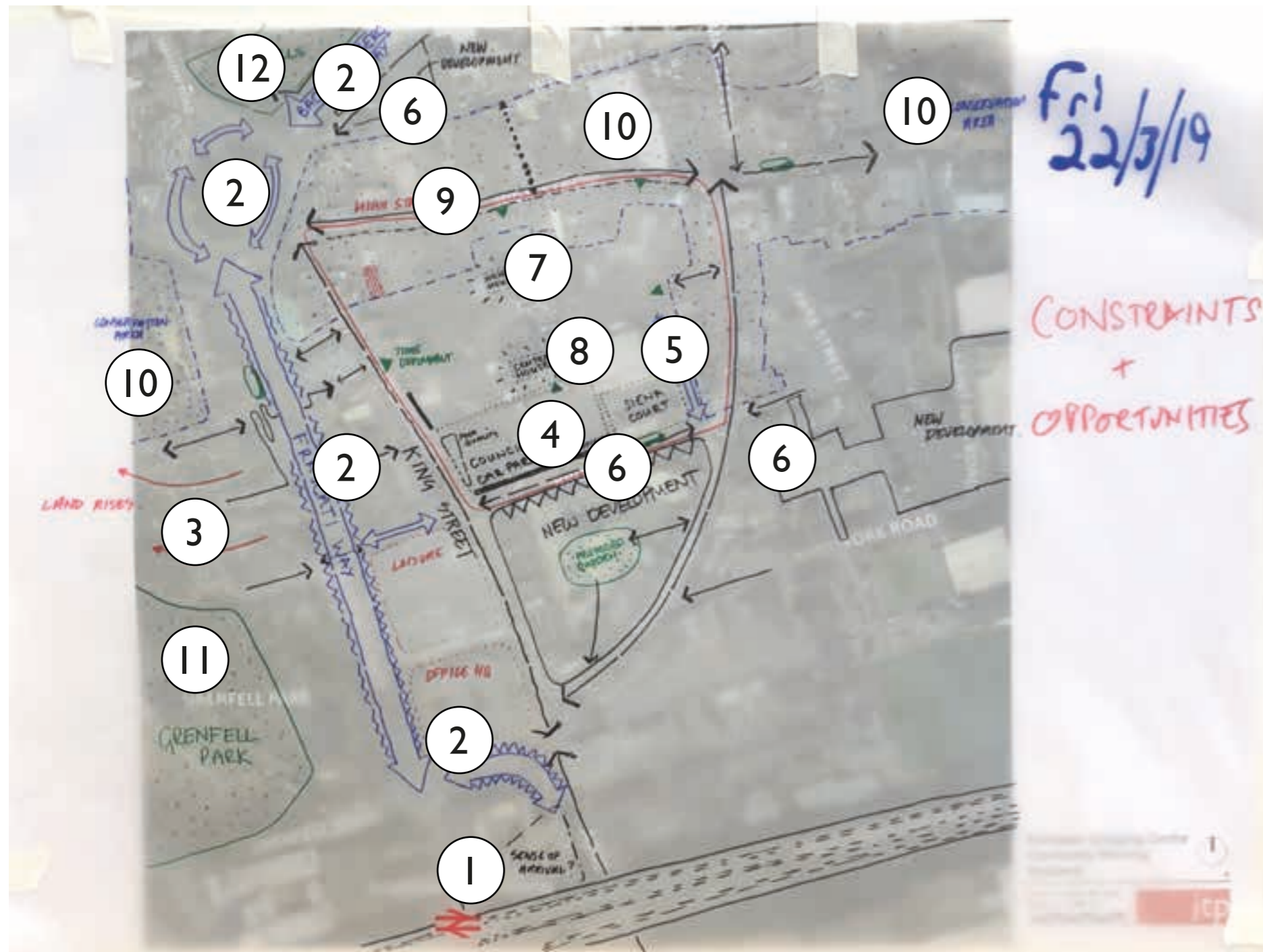
“Ensure the scale is right.”

“We want to keep this process going and stay involved.”

Constraints and Opportunities



Constraints and Opportunities



1. Poor sense of arrival
2. Dual carriageway as barrier
3. Land rises to the West
4. Car park
5. Service ramp
6. New development frontage
7. Nicholson House
8. Central House
9. High Street frontage
10. Conservation area
11. Grenfell Park
12. Kidwells Park

Friday Hands-on Planning

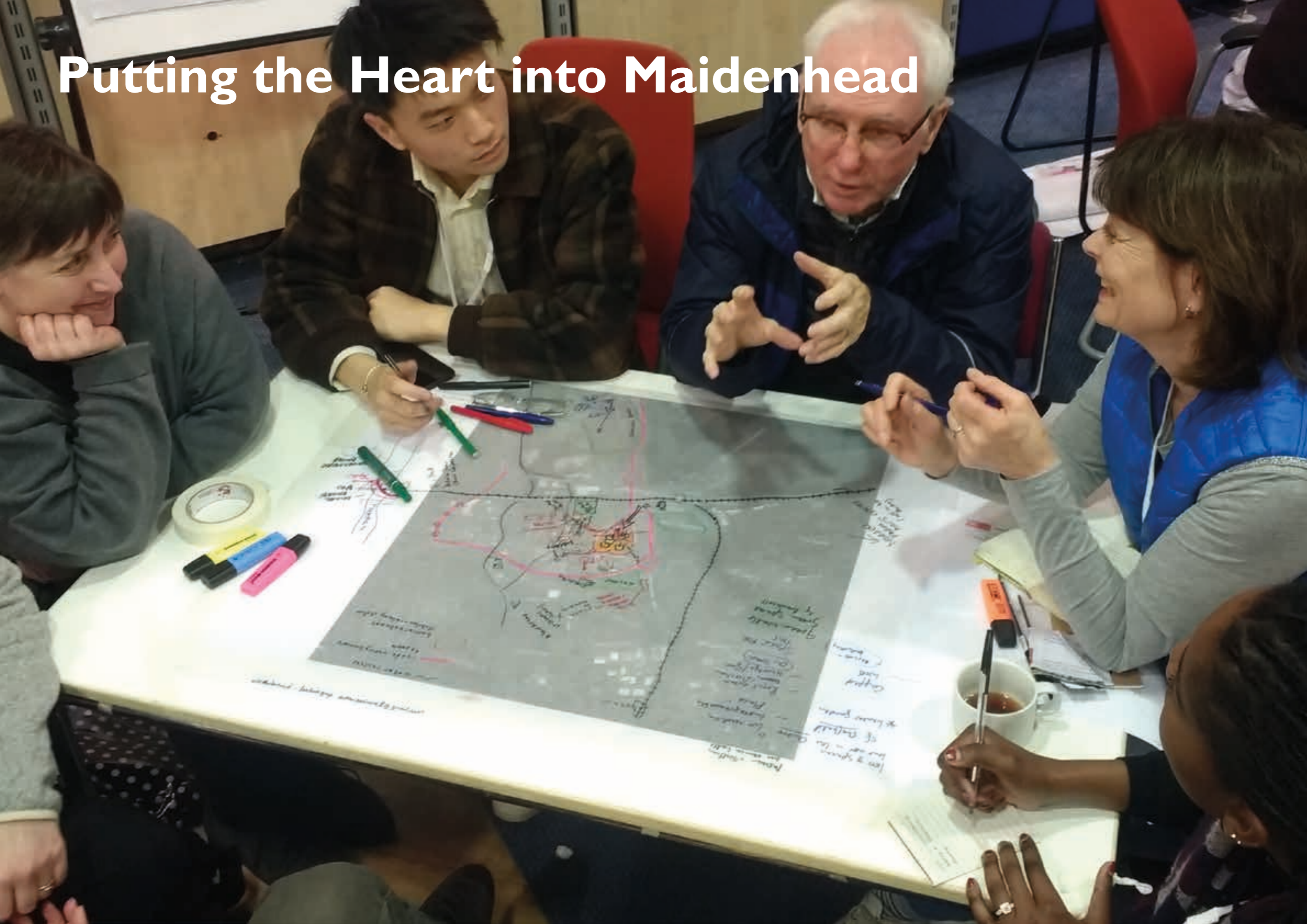


**Nicholsons Shopping Centre
Community Planning Week**
1.45pm - 5.30pm, Friday 22 March &
11.00am - 4.00pm, Saturday 23 March 2019
Report Back at 7.00pm, Tuesday 26 March 2019 at St Mary's Church Hall,
St Mary's Close, 14 High Street, Maidenhead SL6 1YY
For more information please visit jtp.co.uk/projects/maidenhead

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Putting the Heart into Maidenhead

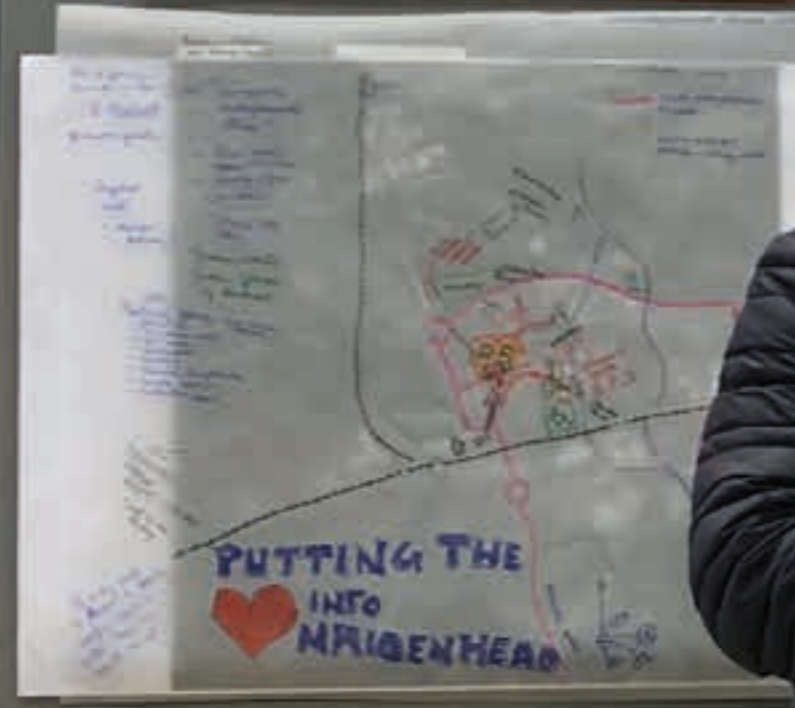


Putting the Heart into Maidenhead

Everyone welcome!

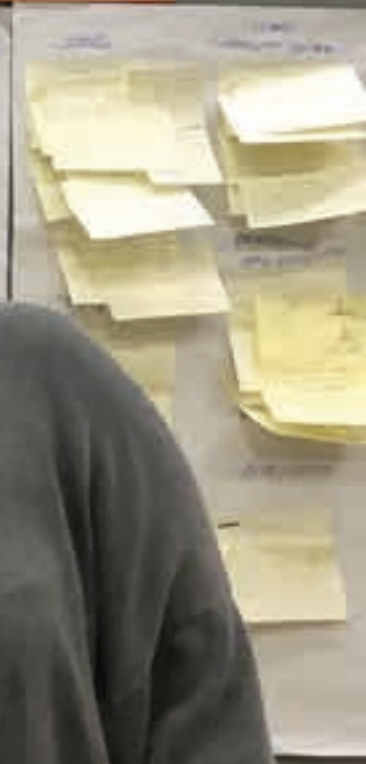
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HANDS-ON PLANNING



SOLUTIONS

DREAMS



Jolsons Shopping Centre
Community Planning Week

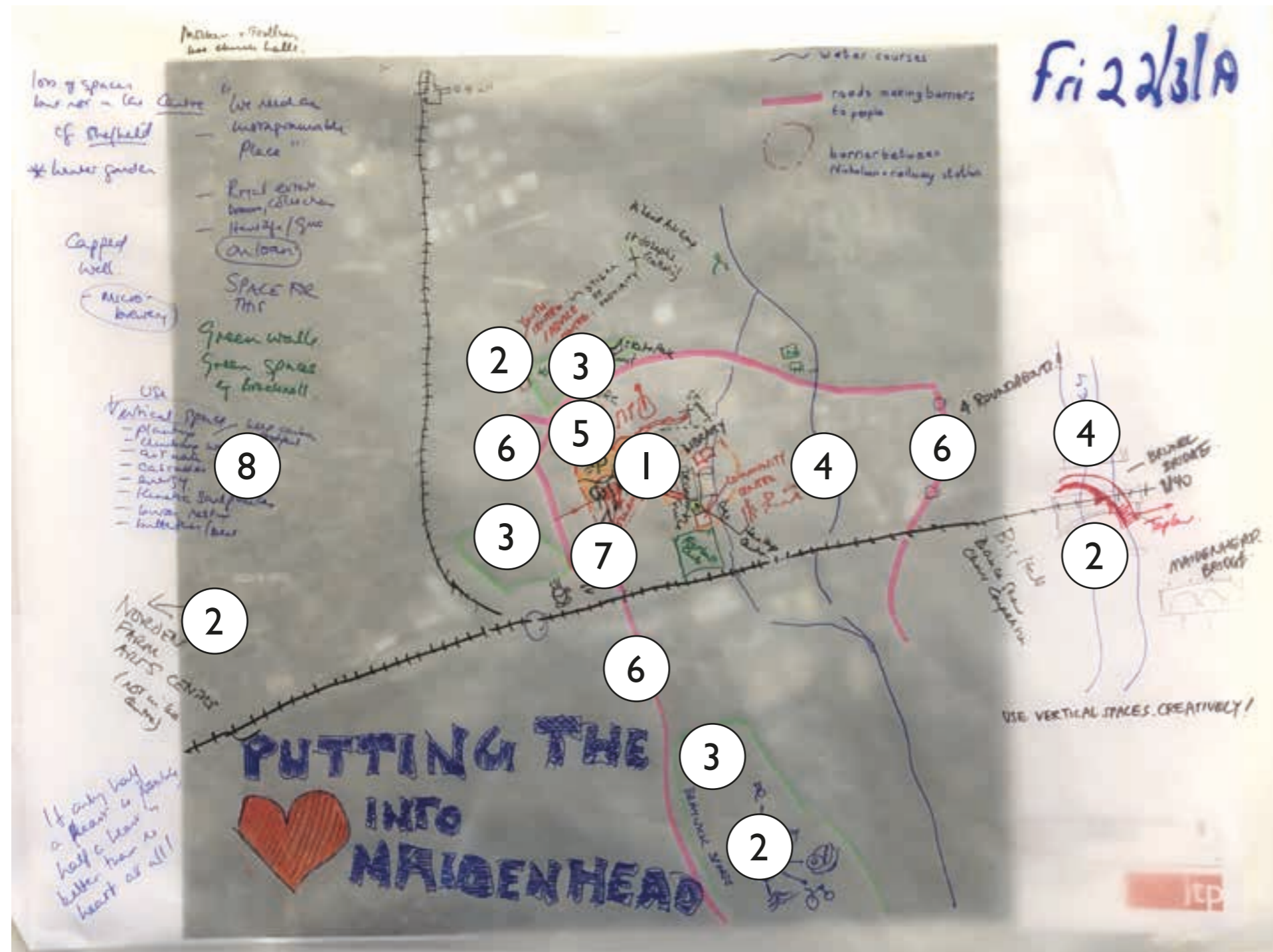
5.30pm, Friday 22 March &
4.00pm, Saturday 23 March 2019

7.00pm Tuesday 26 March 2019 at St Mary's Church Hall,

Jolsons
Centre in
& Secrets
Rock Lane
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Everyone

Putting the Heart into Maidenhead



1. A new community heart in the centre - including arts, crafts and drama
2. Complement assets around the town centre
3. Existing open spaces
4. Connect the waterways
5. Microbrewery referencing old brewery and well
6. Ring road is a barrier
7. Better connectivity from station through Landing site to Nicholsons and beyond
8. Taller buildings can be good for biodiversity e.g. green roofs, walls, etc

“We need an Instagrammable place”

Cosmopolitan - Vibrant - Cool

11.00am - 1.00pm
Report back at 7.00pm, Tuesday 26 March 2014
St. Mary's Close, 14 High Street, Maidenhead SL6 1YY

jtp.co.uk

For more information please visit jtp.co.uk

HANDS-ON PLANNING

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WHAT GOES WITH RETAIL?

ALMA
BRYAN
PETER
ANTHONY
NICK
JOHANNA

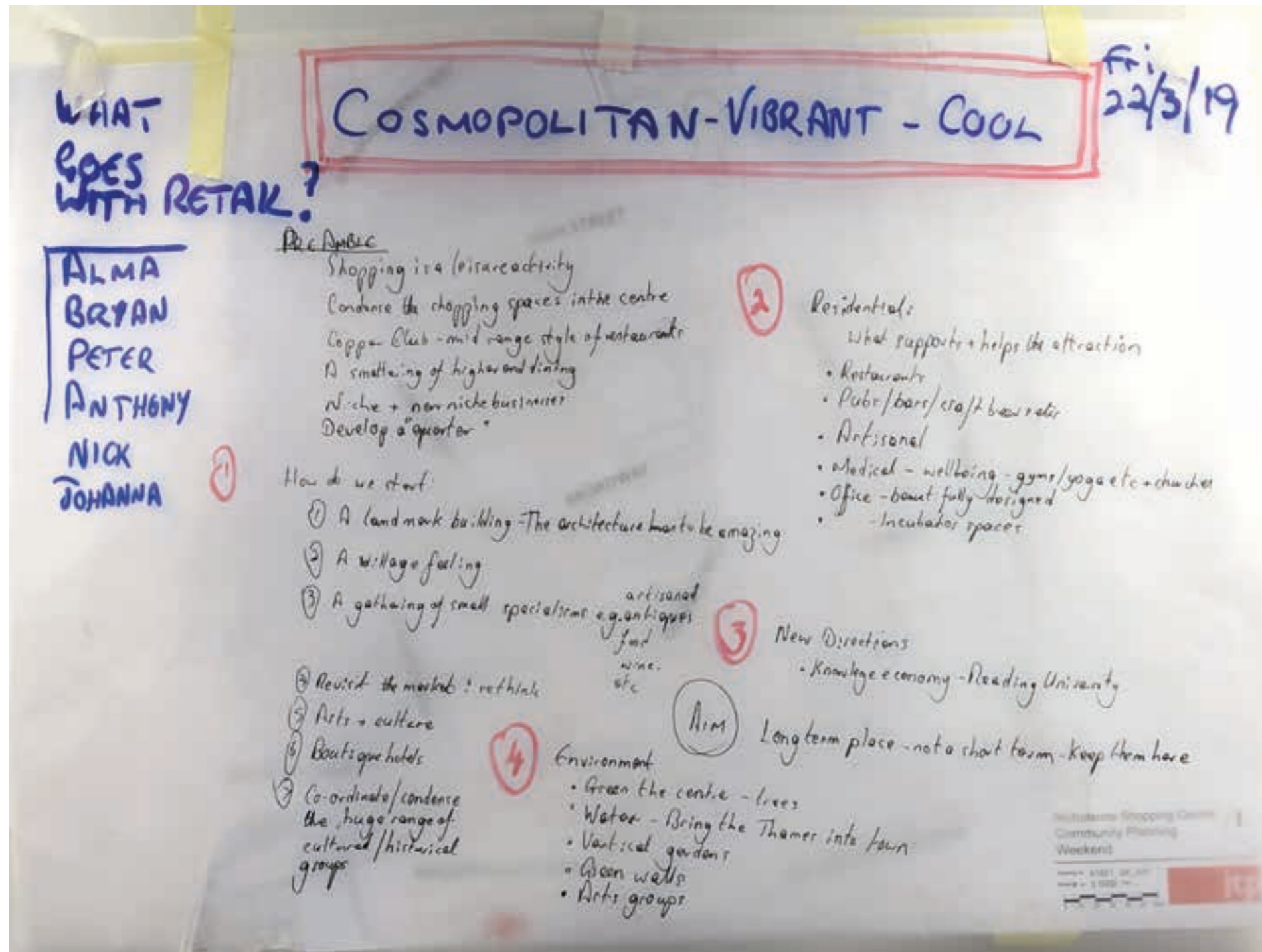
1 Shopping is a lifestyle
London & shopping spaces are central
Shopping is a mix of things, style of restaurants
to catering of higher end dining
shops are more niche businesses
Retail is a goal

2 Residential
used supplies help the
• Restaurants
• Pub/Bar/Cafe/Hotel
• Retail
• Retail - not in a good
• Office about fully developed
• Retail spaces

3 New Residents
• Family friendly, leading to
• Long term place - not a short term

4 Environmental
• Green the whole - trees
• Water - using the Thames into space
• Land use gardens
• Green walls
• Public groups

Cosmopolitan - Vibrant - Cool



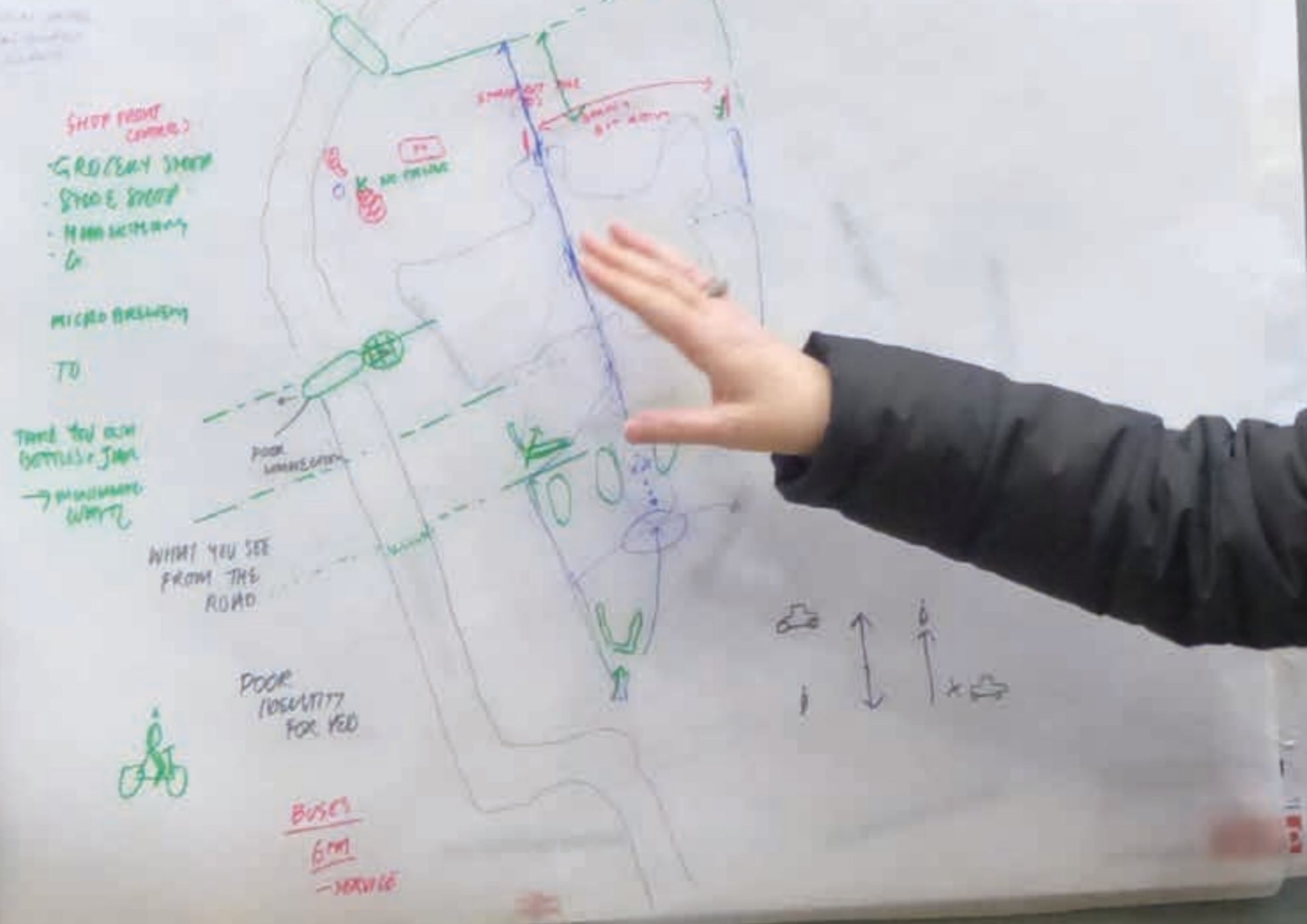
“We need activities day and evening, a market, somewhere to linger and do things.”

- Fine grain, outstanding architectural style
- Boutique, artisanal, specialty, intimate
- Markets - indoor, outdoor, pop-up
- Arts and culture
- Microbrewery
- Wellbeing, gyms, yoga, religion, faith
- Offices - start-ups, incubator, rent-a-desk
- Ease of movement and connectivity
- Environmental improvements
- A long term place to raise a family

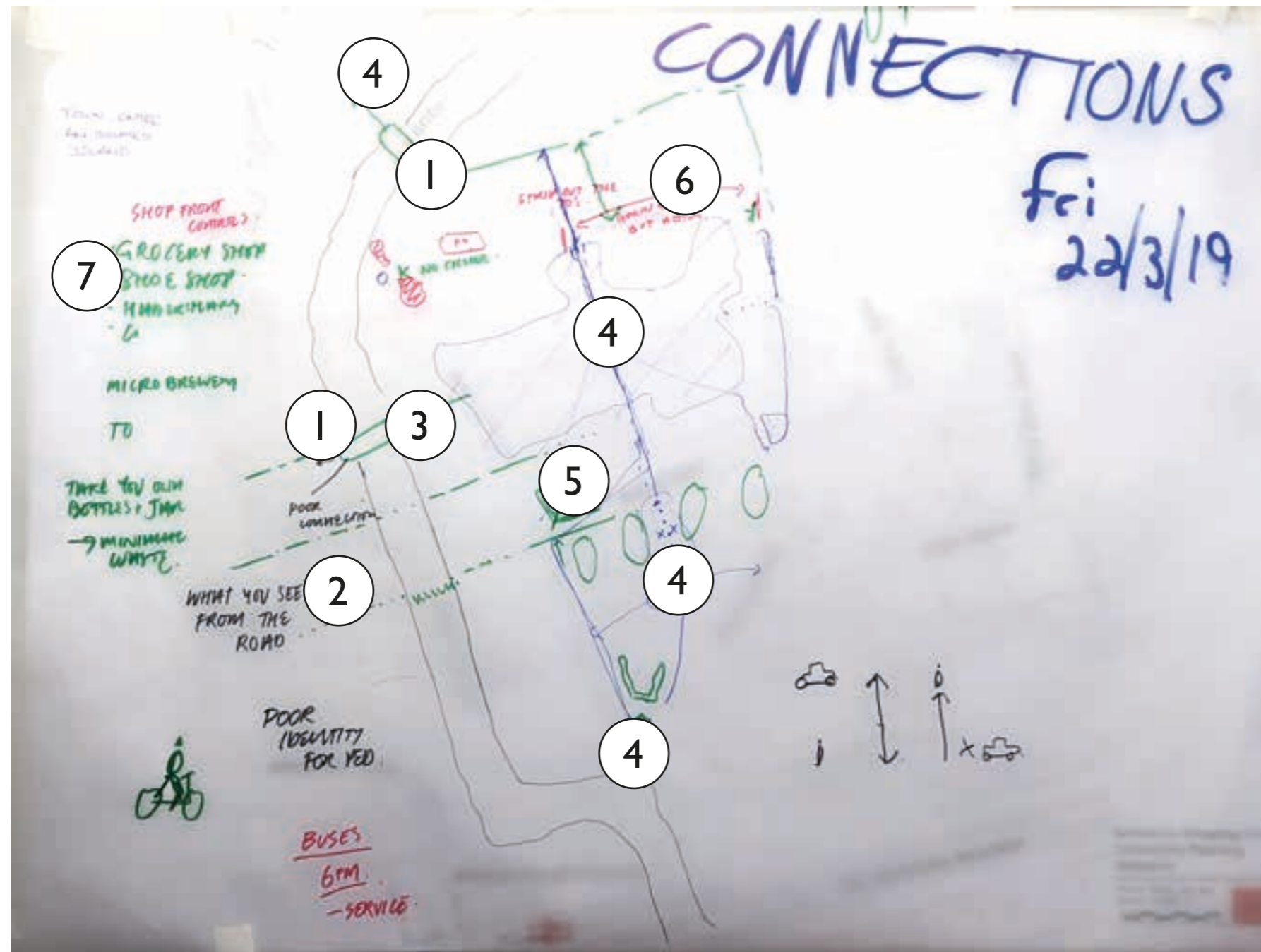
Connections



Connections



Connections



1. Disconnected town centre with poor connections
2. Poor visual appearance from outside ring road
3. Subways unattractive and feel unsafe
4. Improve connection from station, through Landing and Nicholsons to Kidwells Park
5. Relocate car park to strengthen this connection
6. Shop front improvement
7. A new distinguished retail & leisure experience - grocery, shoe shop, haberdashery and microbrewery

“There are terrible north-south links and a lot of people have to come in by car.”

5 'Core'ners



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5 'Core'ners

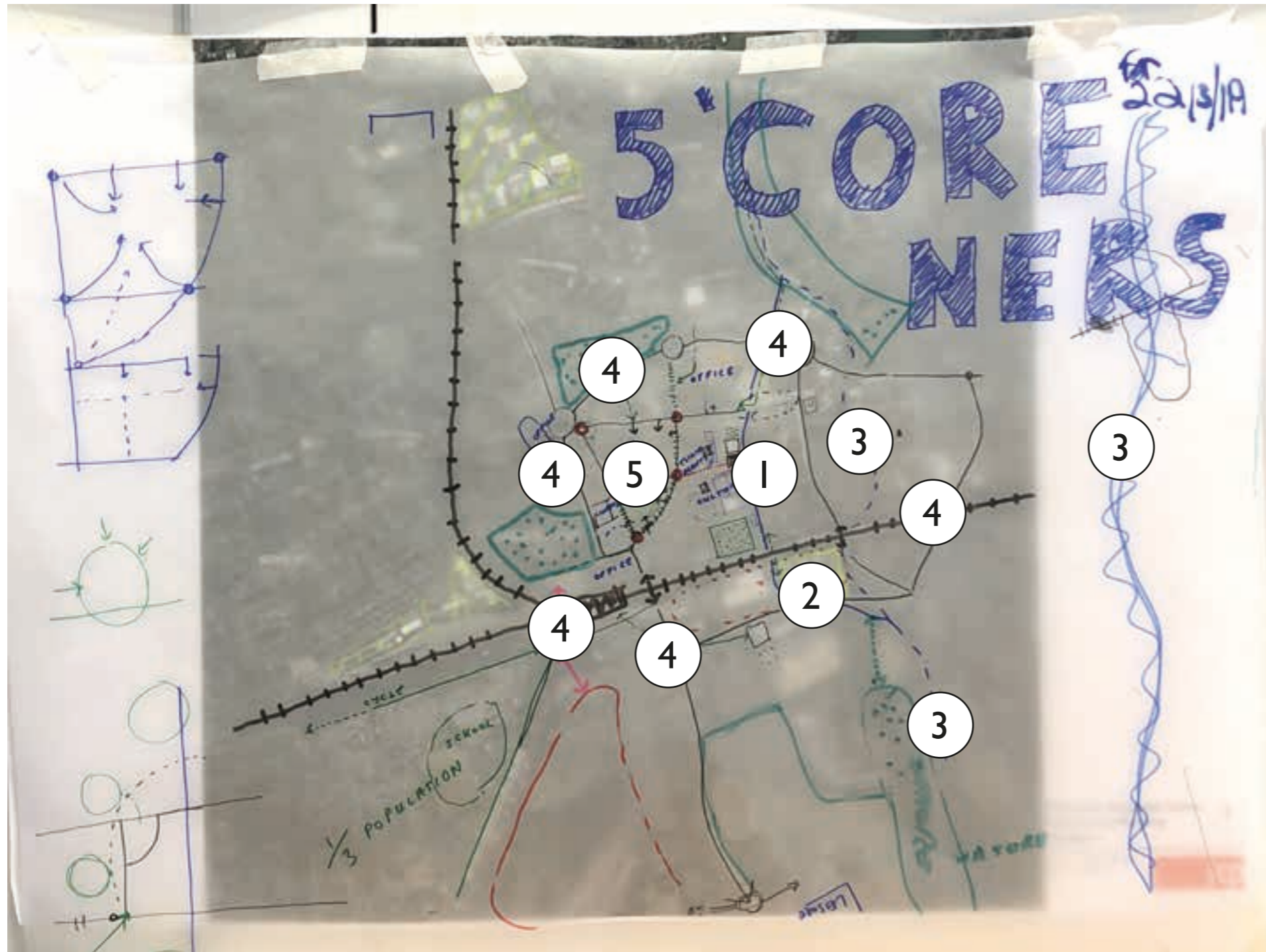
HANDS-ON PLANNING

PROBL

Handwritten notes and sticky notes on the left side of the image.



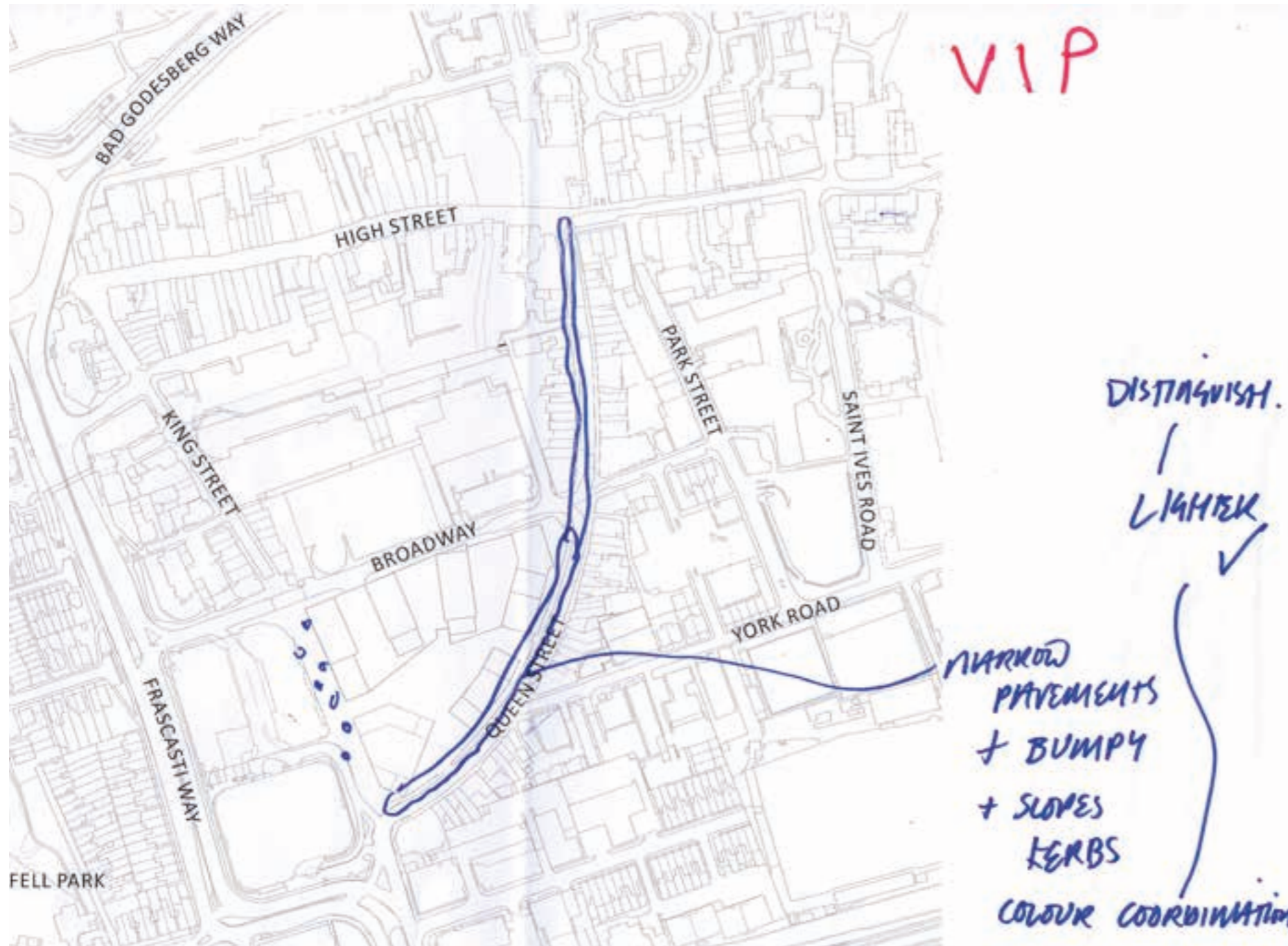
5 'Core'ners



1. Where is the town centre's heart?
2. Should the town centre be extended south of the railway?
3. Improve the pedestrian and cycle connections along and to the waterways
4. Improve pedestrian connectivity between parks and town centre
5. Nicholsons Shopping Centre is bounded by 5 corners. Celebrate the corners

“When you say it’s pedestrian unfriendly, it’s also cycling unfriendly.”

Meeks Speaks VIP



- Sensory surfaces to help navigation and awareness of hazards
- Use of colour to emphasise edges, levels and surface change
- Audible signage and way-marking

Maleeka, 12 (Meeks Speaks) is a local VIP blogger / speaker and advocate for accessible spaces and places

VIP = Visually Impaired Person

“Being visually impaired enables you to see in a different way - sight can be a distraction sometimes.”

Team Dinner at Thai Spoon



CONTINUES
SELECTED ITEMS ACROSS
D. FURNITURE AND HOME
IN STORE | ONLINE

Saturday High Street

FURTHER REDUCTIONS
M
SALE
UP TO
50% OFF
SELECTED ITEMS AND
CLOTHING, FURNITURE
AND HOME



Saturday High Street

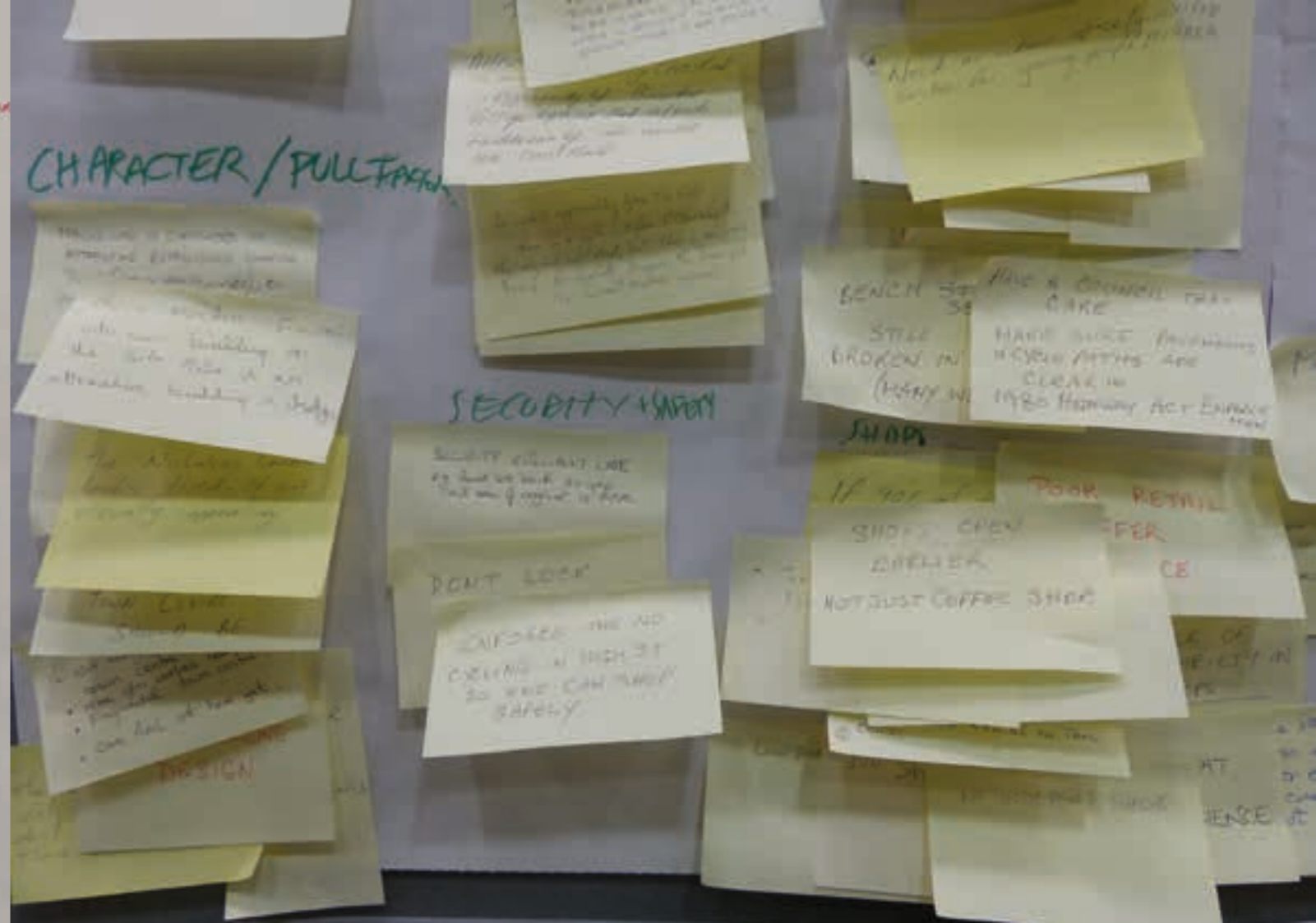
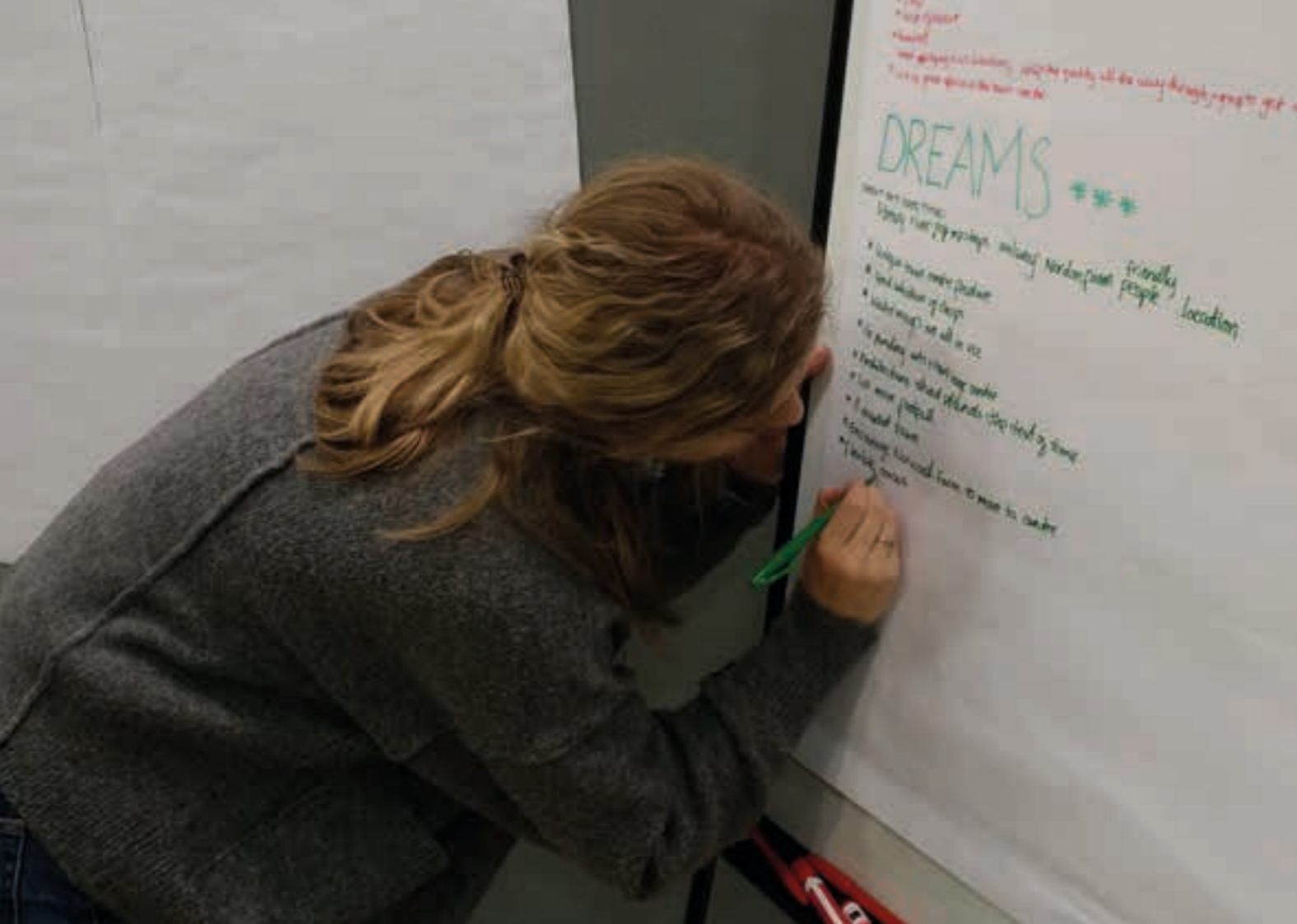
Aspirations

- More artisanal shops
- Interesting, unique and independent shops
- High end & higher quality goods shopping like John Lewis
- More varied food choices like London
- More live music venues
- Needs the people and footfall to sustain an active night-time economy

“The town centre is a little bit sad.”

“I’d like somewhere to get a decent chicken burger.”

Saturday Workshop



Saturday Workshop

“We seem to be the poor relation to Windsor, Wycombe, Marlow, Bracknell, Henley... everywhere!”

“Stop obsessing about parking – good public transport please.”

“We need to develop a positive attitude and an open mind.”

Saturday Workshop

Issues

- Lack of identity, character and 'life' in the town centre
- Depressing appearance of so many boarded up empty shops
- Lack of shops for certain items e.g. shoes / clothes
- Poor public realm – litter and not enough green spaces
- Lack of facilities for teenagers, and places for children to play while parents have 'nice coffee'
- Lack of community areas – places for old and young to gather
- Don't stereotype teenagers

Saturday Workshop

Issues

- Few entertainment attractions or attractive places that people want to visit
- No bus connection from town centre to Norden Farm Arts Centre
- Traffic bottlenecks at peak hours – esp. Maidenhead Bridge and Frascati Way
- Parking – price, small spaces, disgusting smell in the car park
- Social issues: poverty, homelessness, anti-social behaviour
- Insufficient affordable housing for the elderly
- No investment in quality planning
- Negative attitude towards the town

Saturday Workshop

Actions

- Create an attractive town centre ‘heart’ with improved public realm, green space and planting
- Design a plaza for multiple activities with a choice of places to eat and drink in the evening
- Attract a good mixture of smaller, independent specialist shops with bigger shops outside centre.

Quality is important

- Encourage civic and community pride by providing spaces for community groups, activities and events
- Focus on local arts, culture and heritage – exhibition spaces, links with Norden Farm Arts Centre

Saturday Workshop

Actions

- Provide a balanced mix of housing for all ages (affordable for low income and pensioners)
- Don't forget social / community needs - provide safe places for vulnerable people
- More leisure and recreation for young people in the town centre – they want to be included
- Old people don't just want a bed and a chair, they want things to do too
- Improve connectivity to Norden Farm, the river and Thames Path

Saturday Workshop

Actions

- Enough car parking, particularly disabled spaces; pay on return parking would be a plus
- Electric cars, scooter, rental by the hour, hop off and on buses, Park and Ride
- Make the most of the older buildings, along with architecture that stands the test of time
- Link 'opportunities' and consider a unique feature that draws people in
- Continue community engagement and develop a joined-up strategy involving private shareholders, Council and residents

Girls' Policy Forum

15 March 2019
2019 at St Mary's Church Hall
ad Sl...
information please visit jtp.co.uk/projects/maidenhead
entrance

Everyone welcome!

NS SHOPPING CENTRE TOMORROW

DREAMS

SOLUTIONS

HANDS-ON PLANNING

Handwritten notes on a large sheet of paper, including a yellow sticky note.

Young woman speaking into a microphone.

Young woman listening.

Person writing on a whiteboard.

Centre
g Weekend

Venue: Nicholsons
Shopping Centre in
former Argos & Secret
units by the Brock Lane
entrance

ch &
March 2019

Everyone

Girls' Policy Forum

Issues

- Looks old, bland, lack of colour, lack of lighting
- Council banners give false information
- Shops closing down and too many charity shops
- Lack of social spaces to hangout
- They didn't think ahead – knocked down the bowling alley – built a car park, then knocked that down to build flats!
- Too many flats in town centre
- Limited public transport
- Maidenhead is seen as the 'poor relation' to Windsor
- Perception of Youth Centre – *“If say I'm going there, people think I'm going for counselling.”*

Girls' Policy Forum

Actions

- Safe areas to hang out
- Jump in, bowling, arcade centres, gym, snooker, pool
- More restaurants and cheap places for students
- Primark, New Look, Next
- A place for picnics
- A place to paint the walls bright colours, graffiti wall
- Climbing wall, ice rink

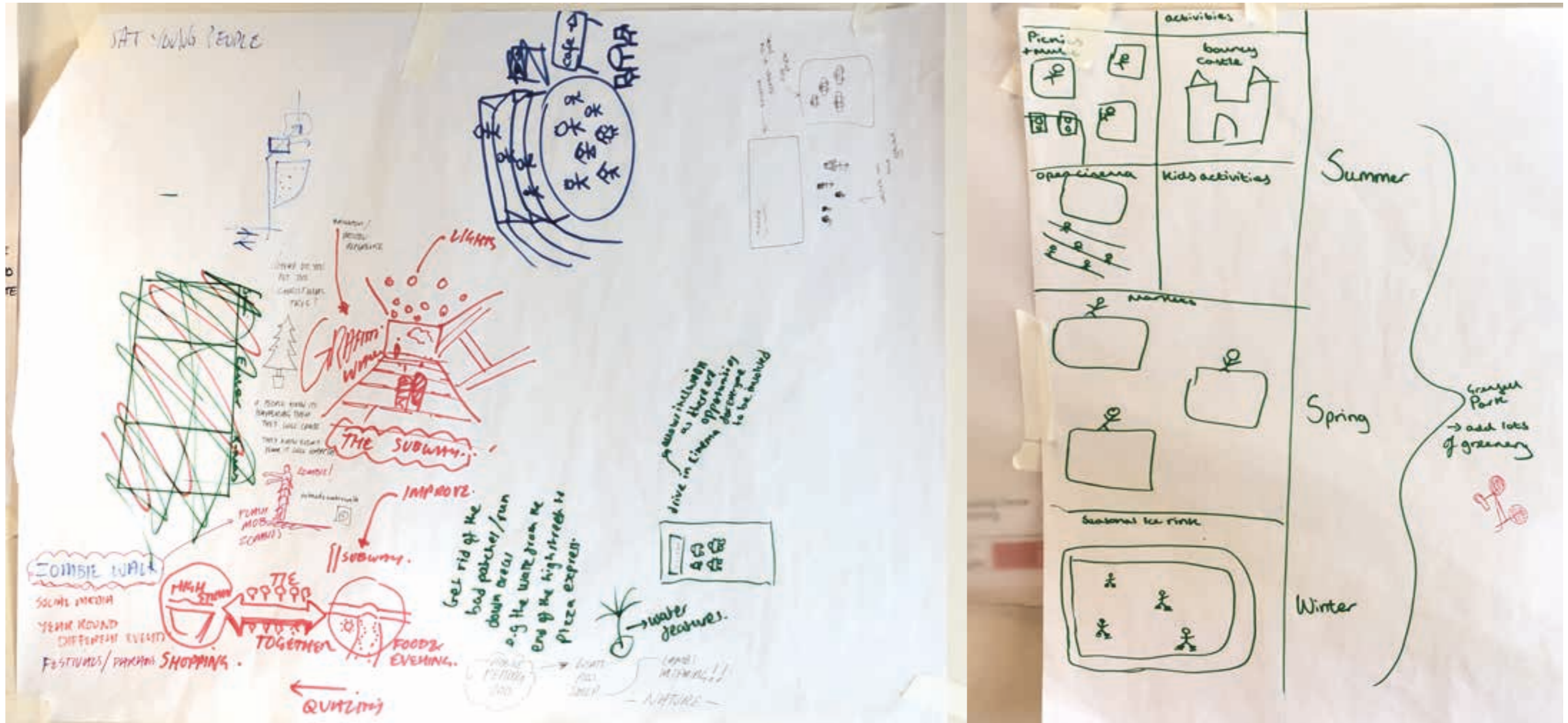
“I think the town needs some love and care and a bit of beauty.”

“The only place to go is the park but it doesn't feel safe.”

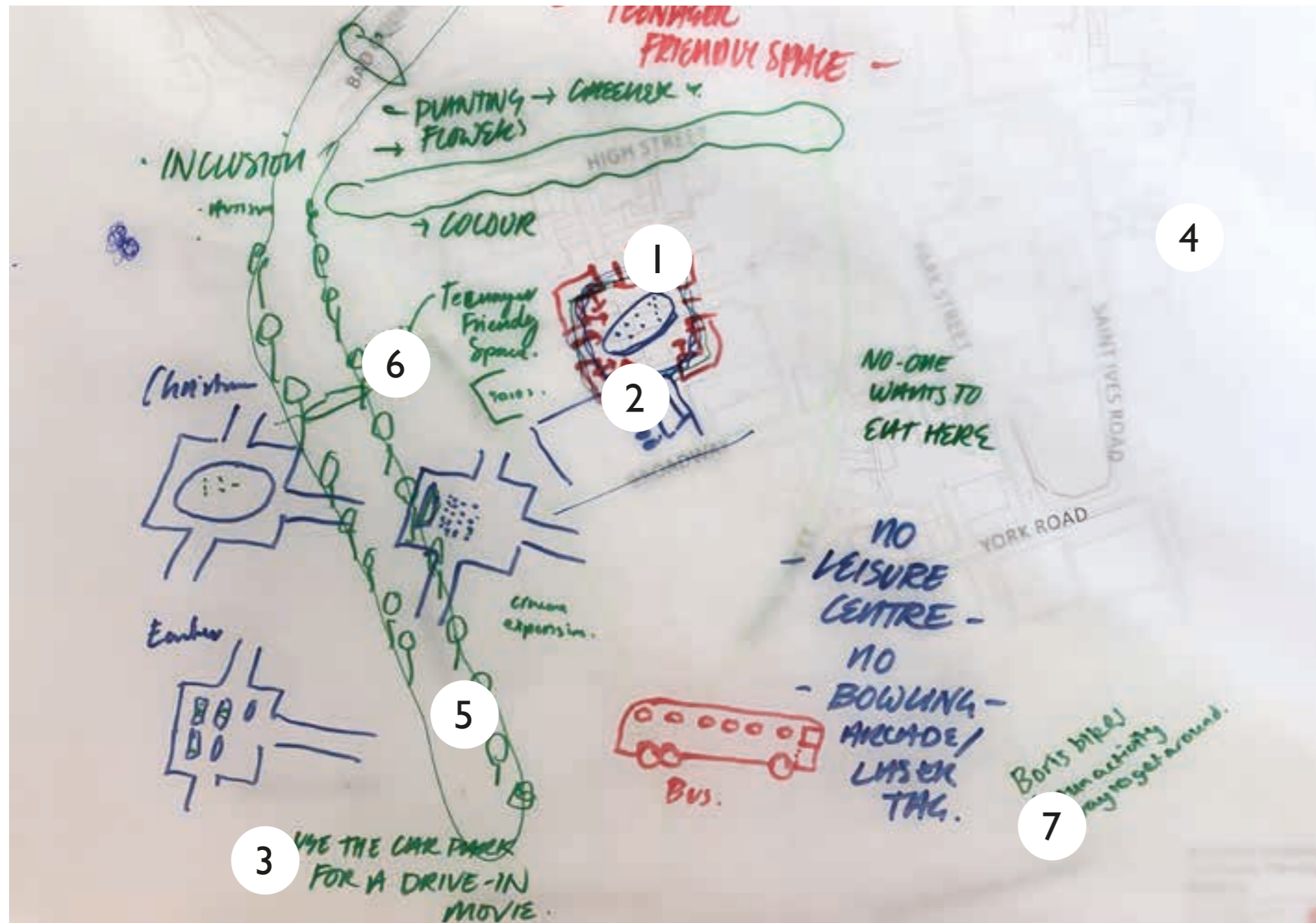
Girls' Policy Forum



Girls' Policy Forum



Girls' Policy Forum



1. Teenager friendly, flexible spaces
2. Flexible Central Square with amphitheatre seating
3. Meanwhile uses - zombie walk and rooftop drive-in cinema
4. Better connections from waterway bridge to High Street
5. Green the dual carriageway
6. Graffiti and lighting to brighten walls and subway
7. Bike hire scheme

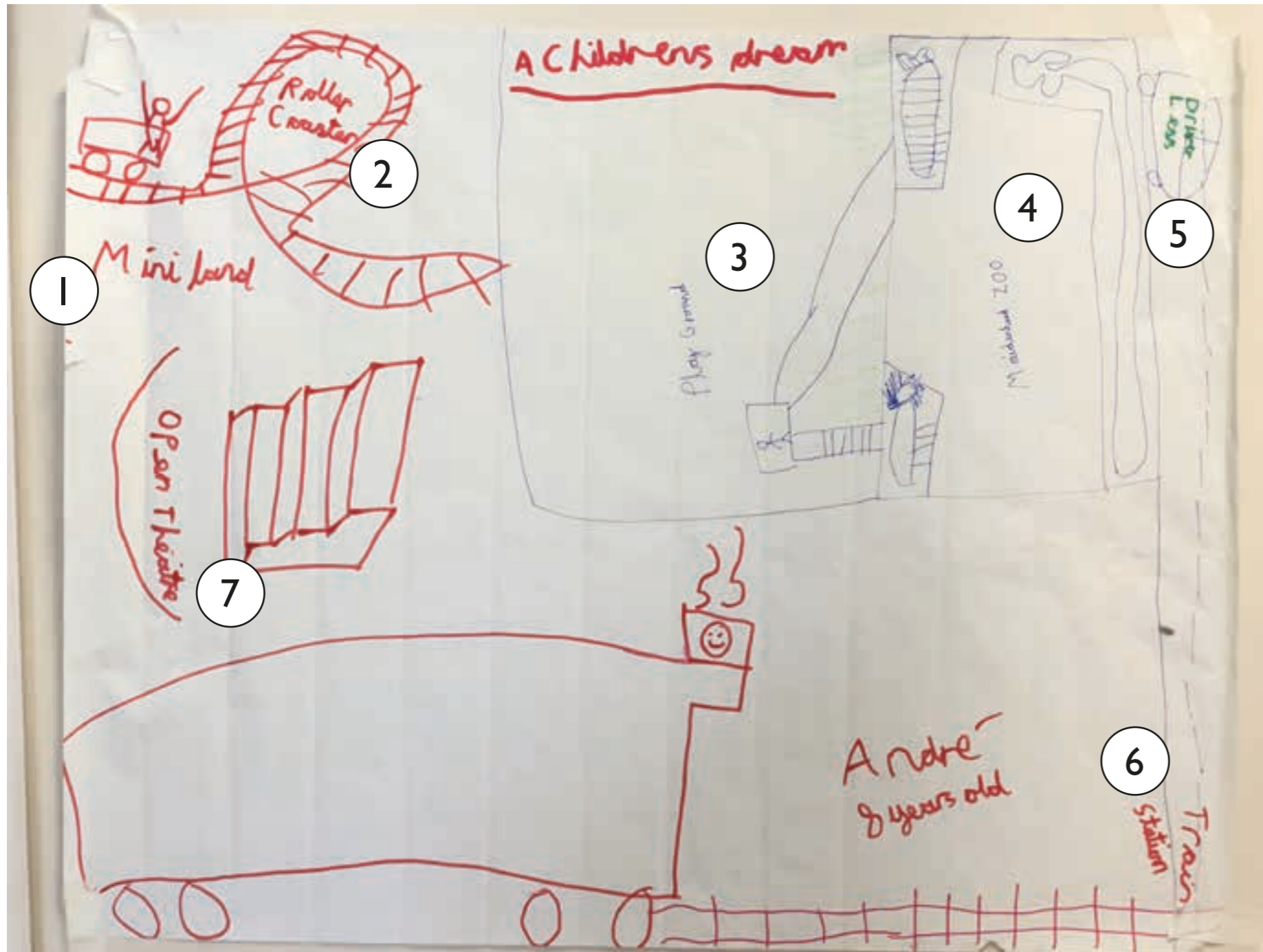
Young People



Young People - Dreams

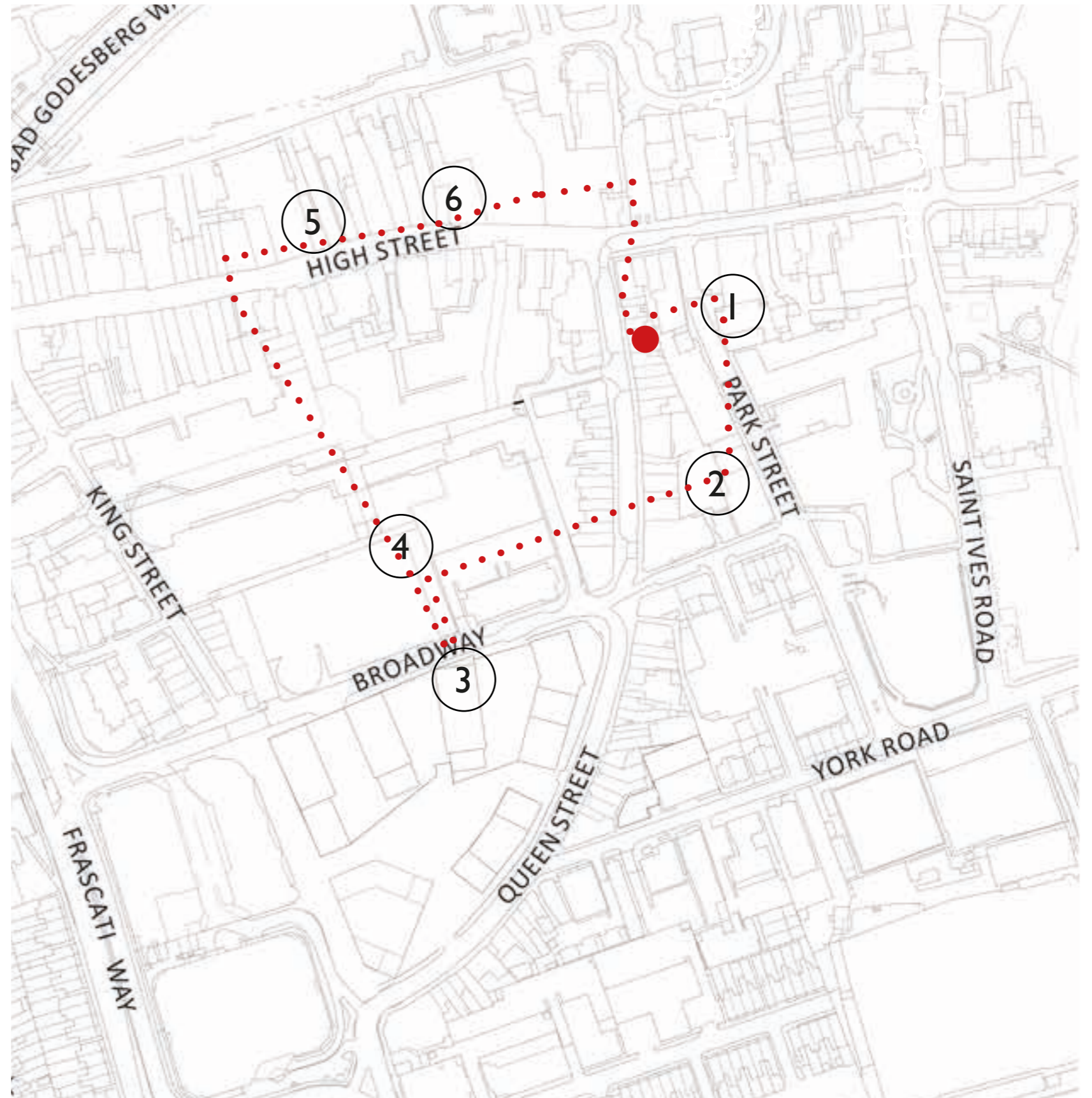


Young People - 'A Childrens Dream'

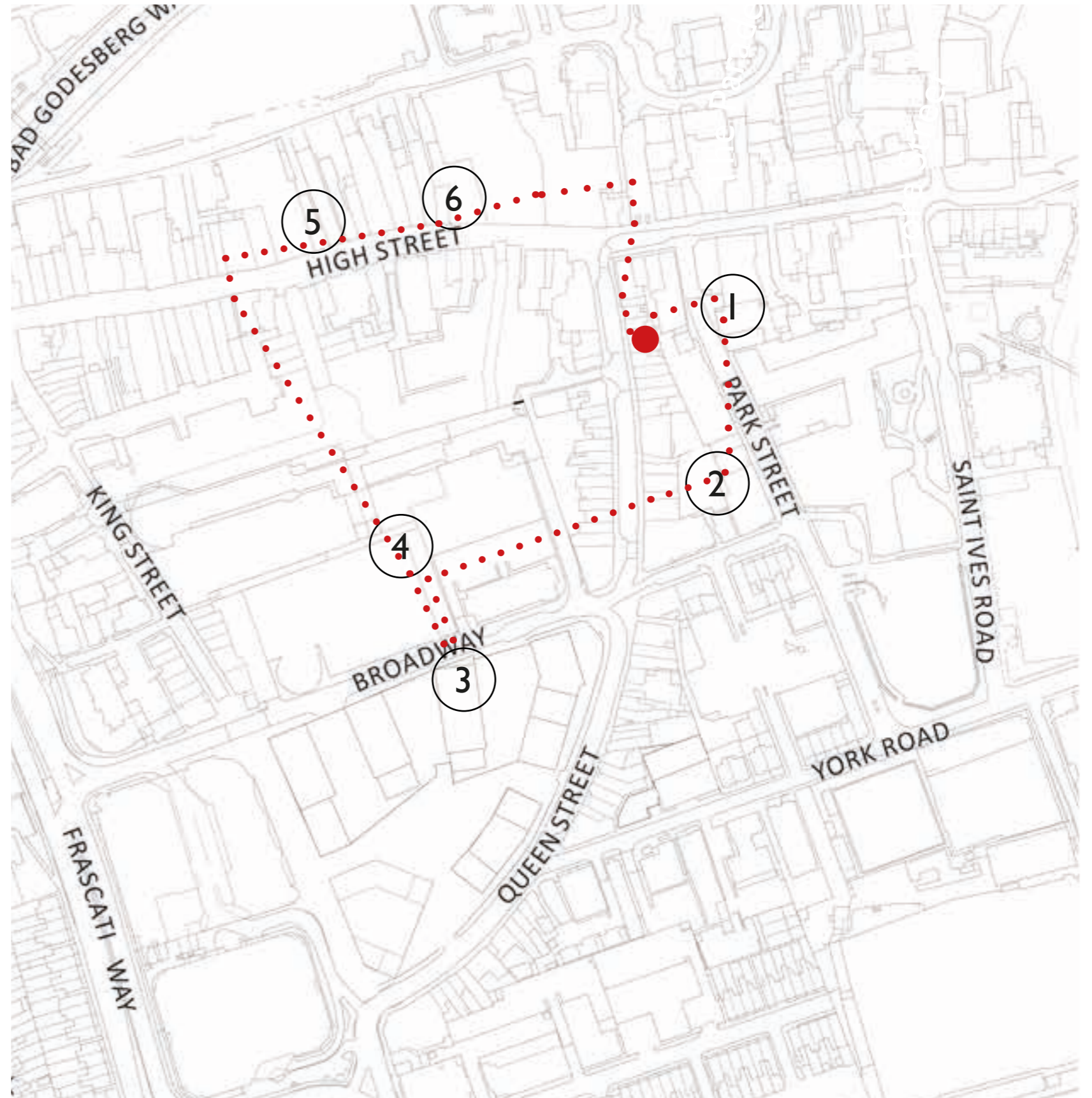


1. Model Village
2. Roller coaster
3. Playground
4. Zoo
5. Driverless electric cars
6. Better connected train station
7. Open air theatre

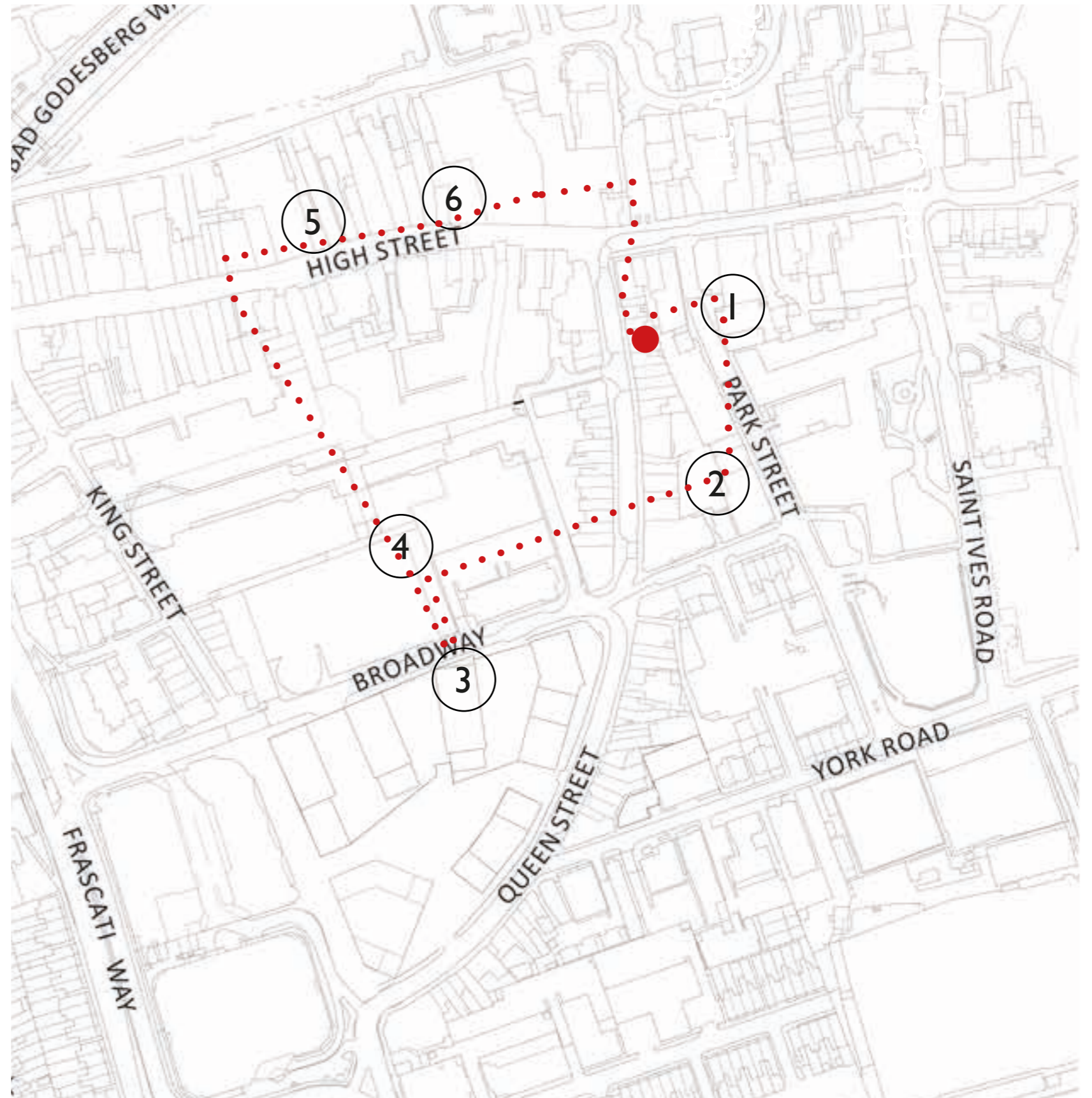
Town and Key Buildings Walkabout



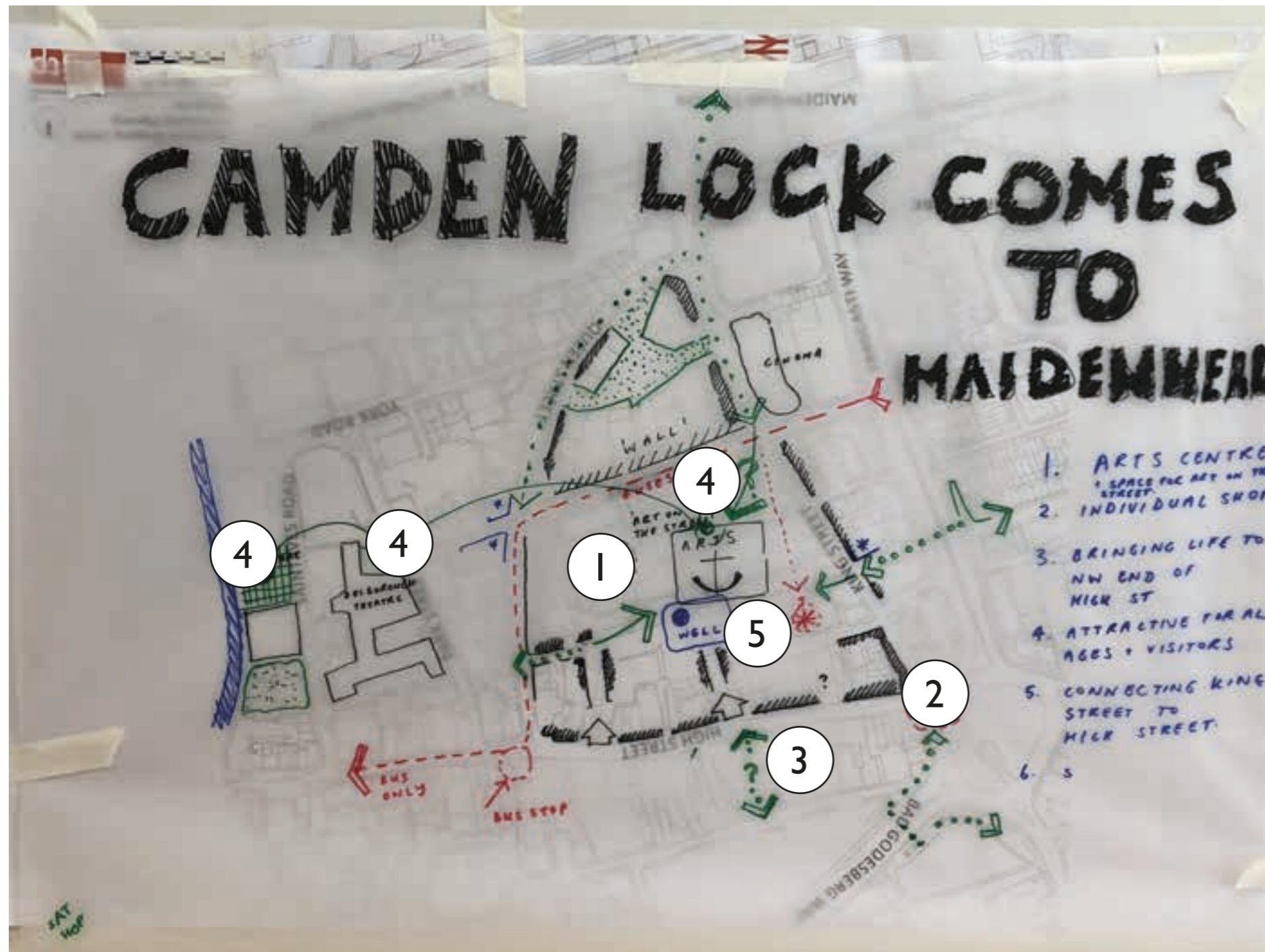
Town and Key Buildings Walkabout



Town and Key Buildings Walkabout



Town and Key Buildings Walkabout



1. Arts Centre and space for 'Art on the Street'
2. Bringing life to the north west end of the High Street
3. Connecting West Street to the High Street
4. Sequence of 'Stepping Stone' of destinations across the town centre
5. Use of the old brewery well on site as a feature

“Art on the Street’ was a fantastic way of getting people to the town centre.”

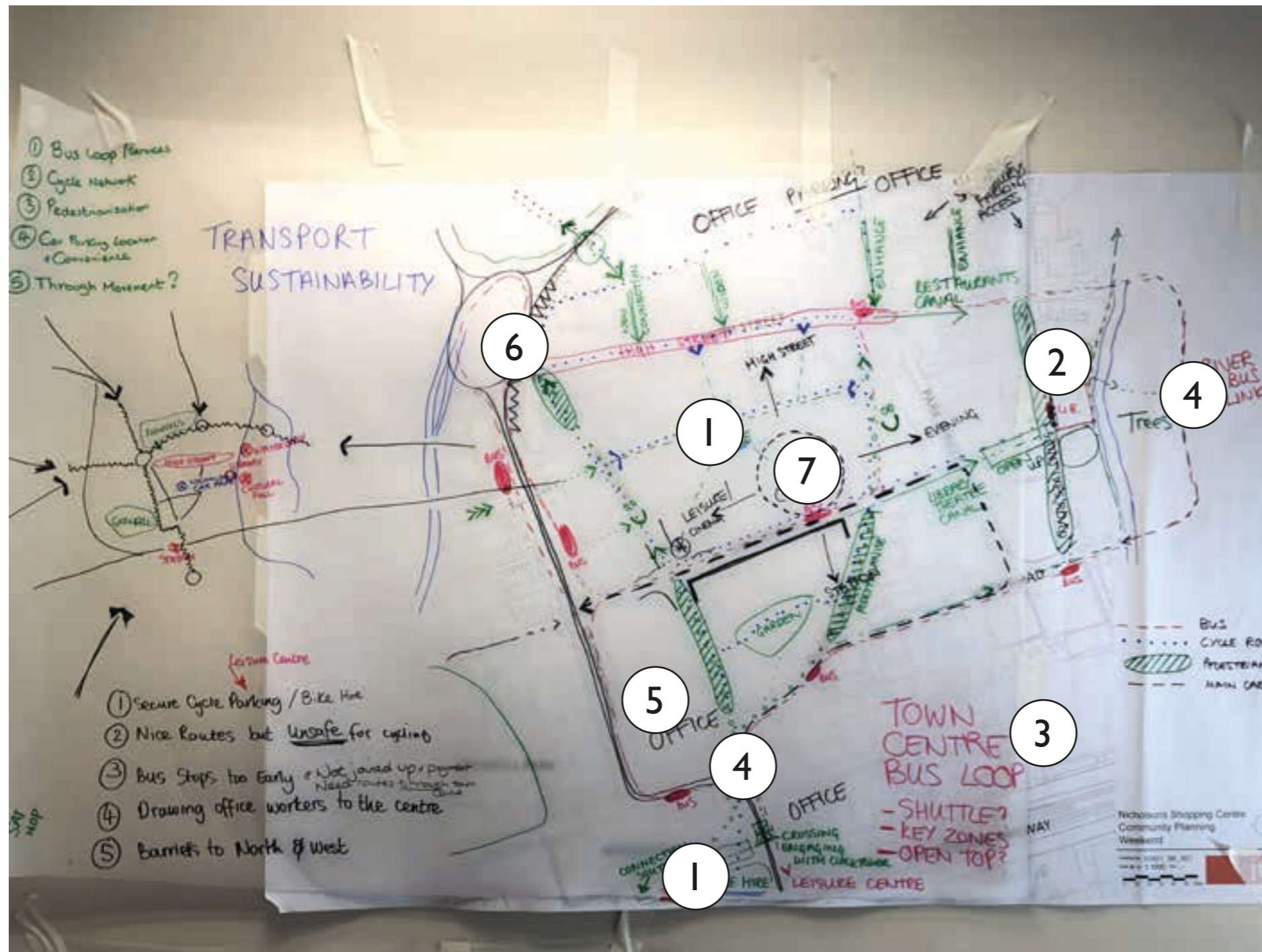
Saturday Hands-on Planning



Transport Sustainability



Transport Sustainability



1. Lack of secure bicycle parking/cycle hire
2. Attractive routes to cycle but feels unsafe
3. Last bus stops too early, routes are not joined up and payment systems are out dated
4. Town centre bus loop
5. Draw office workers to the centre
6. Barriers to the north and west
7. Move the car park?

“Parking a car cannot be the primary factor in determining how the town is laid out!”

Routing 4 Arts



Thursday 25 March 2019
Friday 26 March 2019 at St Mary's Church Hall,
100 High Street, Maidenhead SL6 1YY

Routing 4 Arts

Everyone
welcome!

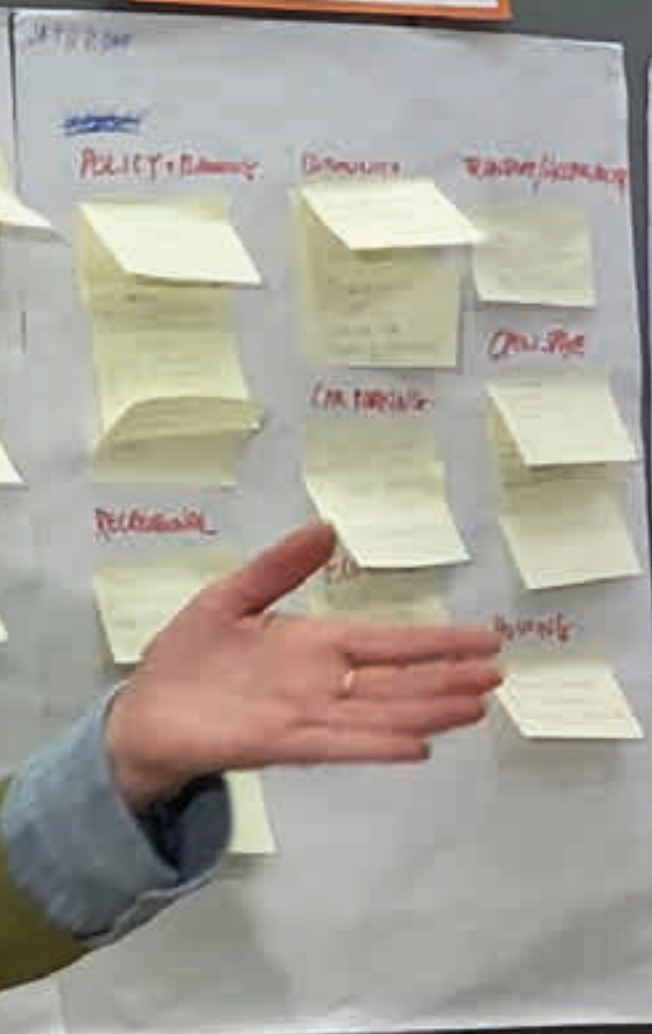
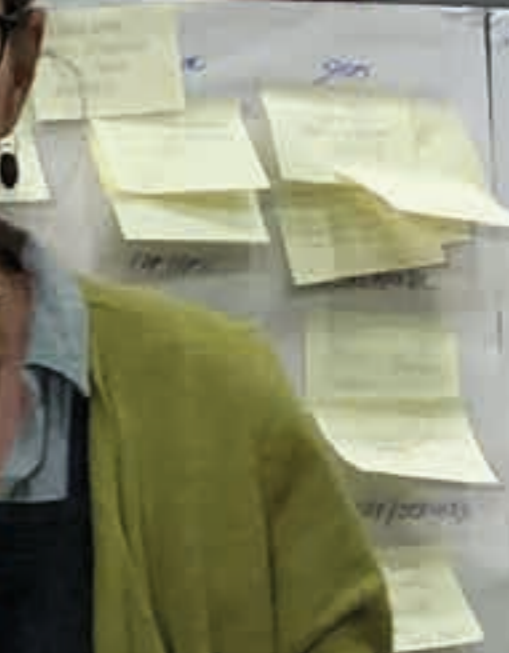
For more information please visit jtp.co.uk/projects/maidenhead

NICHOLSONS SHOPPING CENTRE TOMORROW

HANDS-ON PLANNING

DREAMS

SOLUTIONS



Fair Process



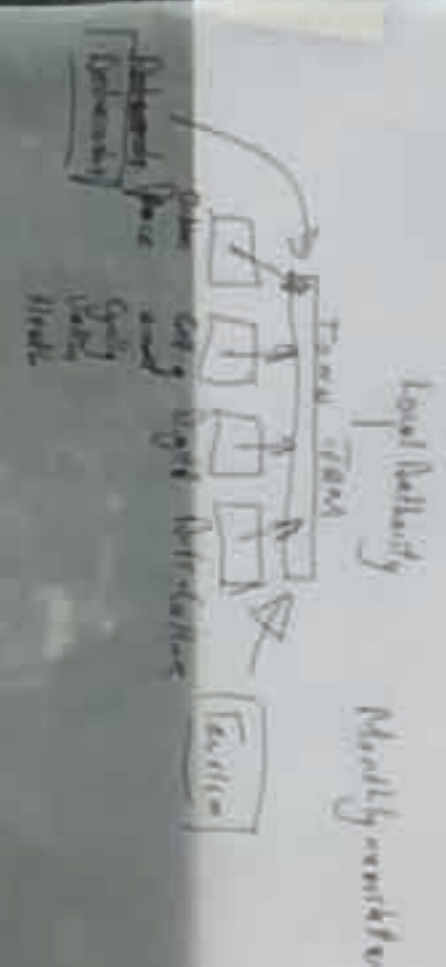
Fair Process

NICHOLSONS SHOPPING CENTRE

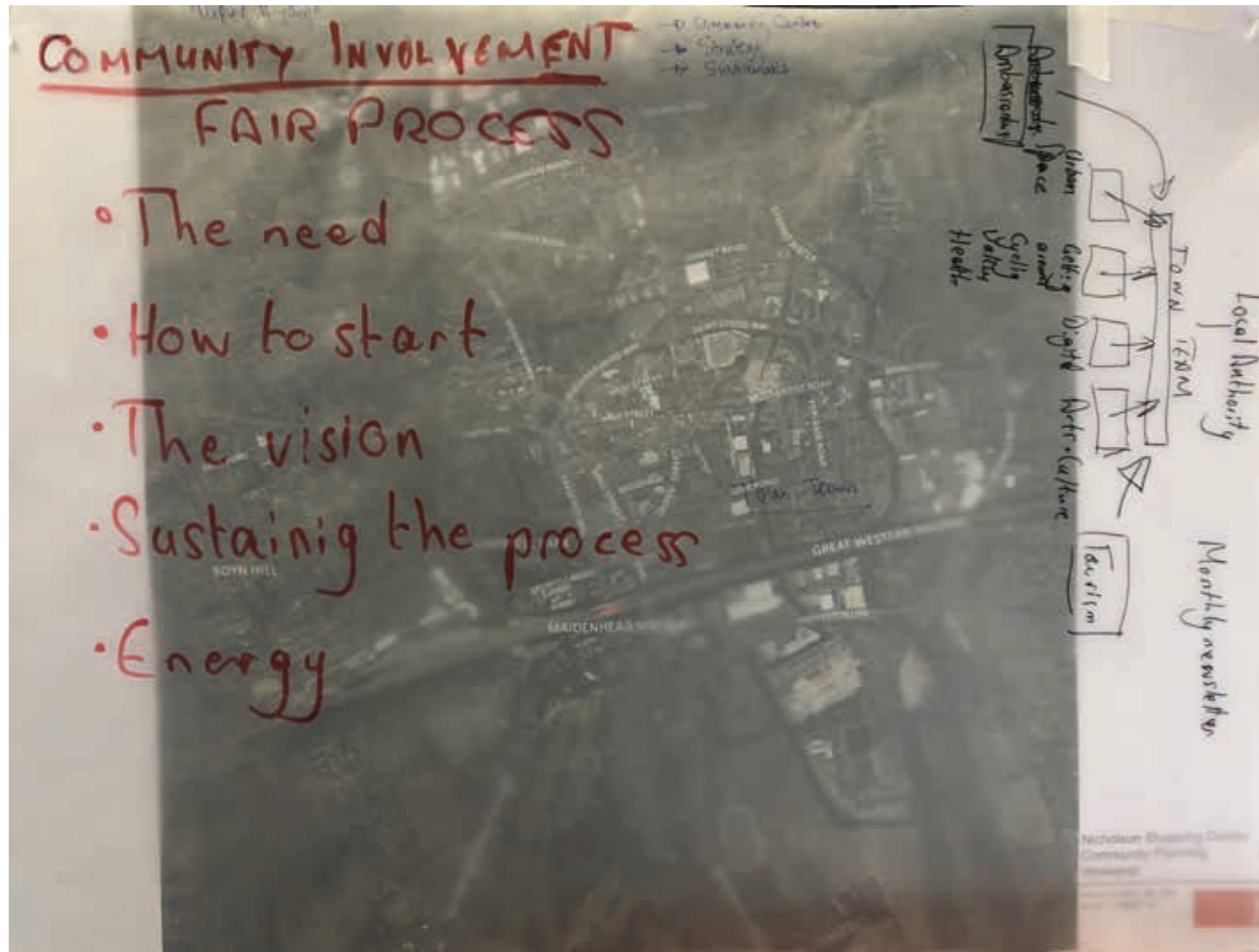
HANDS-ON PLANNING

COMMUNITY INVOLVEMENT FAIR PROCESS

- The need
- How to start
- The vision
- Sustaining the process
- Energy



Fair Process



1. Continue community engagement to inspire involvement - business and residents
2. Create of a well - supported/resourced Community Forum
3. Represent arts and culture, faith groups, health and wellbeing, festivals, urban space, tourism, business, 'Wild Maidenhead', etc
4. Expand to a Good Maidenhead Policy - apprenticeships, jobs and a strong commitment to local businesses

“Use our energy – keep us involved!”

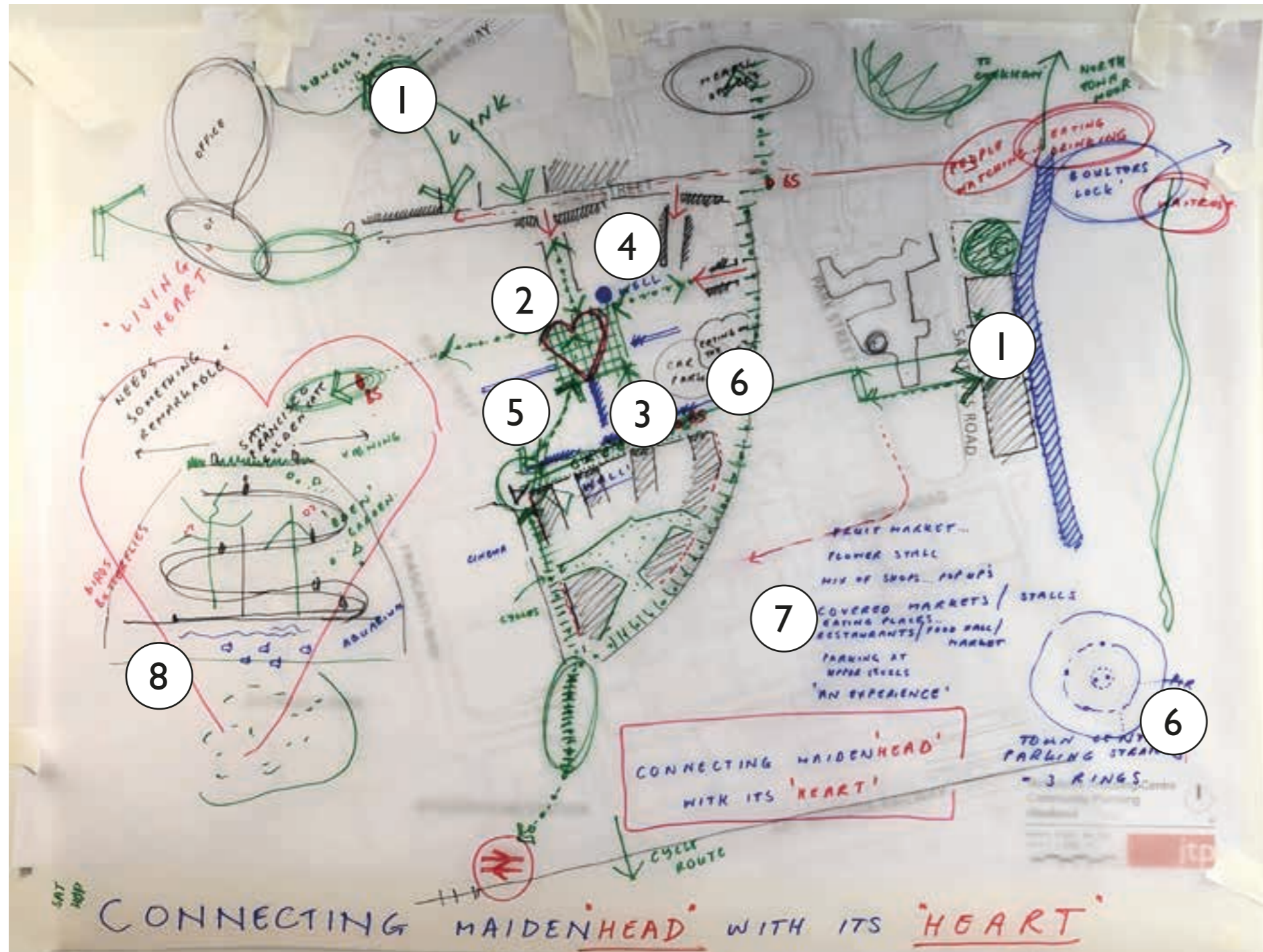
Connecting Maiden'head' with its 'Heart'



Connecting Maiden'head' with its 'Heart'



Connecting Maiden'head' with its 'Heart'



1. Strengthen links to existing spaces - Kidwells Park and the waterway, etc
2. Something remarkable - a new central Heart
3. A focal space which connects to its surroundings
4. Revive the old well
5. Bring nature back to the town centre
6. Relocate the car park
7. Events, covered markets, performances and pop-up stalls surrounded by a mixture of uses
8. The Eden Garden, a vertical aquarium and aviary with a rooftop restaurant and viewing area

“We need something special, something remarkable”

Next Steps Workshop

Think 20-25 years ahead

Lessons learned / learn from elsewhere

- Take a look at other local - or worldwide - towns as good examples
- Understand previous issues and plans and what prevented them from proceeding

Continue engagement

- Set up community-based working groups, focusing on specific issues e.g. cycling, culture
- Regular meetings with community (plus Council, JTP, Areli)
- Ongoing feedback on progress of development

Next Steps Workshop

Methodology

- Define the Vision and key objectives
- Ensure sufficient resource for engagement
- Ongoing engagement / consultation

Explore idea of “something special”

- e.g. San Francisco: natural history museum, aquarium, butterflies, etc

“Get more of Maidenhead involved - talk to the Advertiser, U3A groups and others.”

“Keep us involved in the process.”

Team Dinner at Smokeys



Team Working

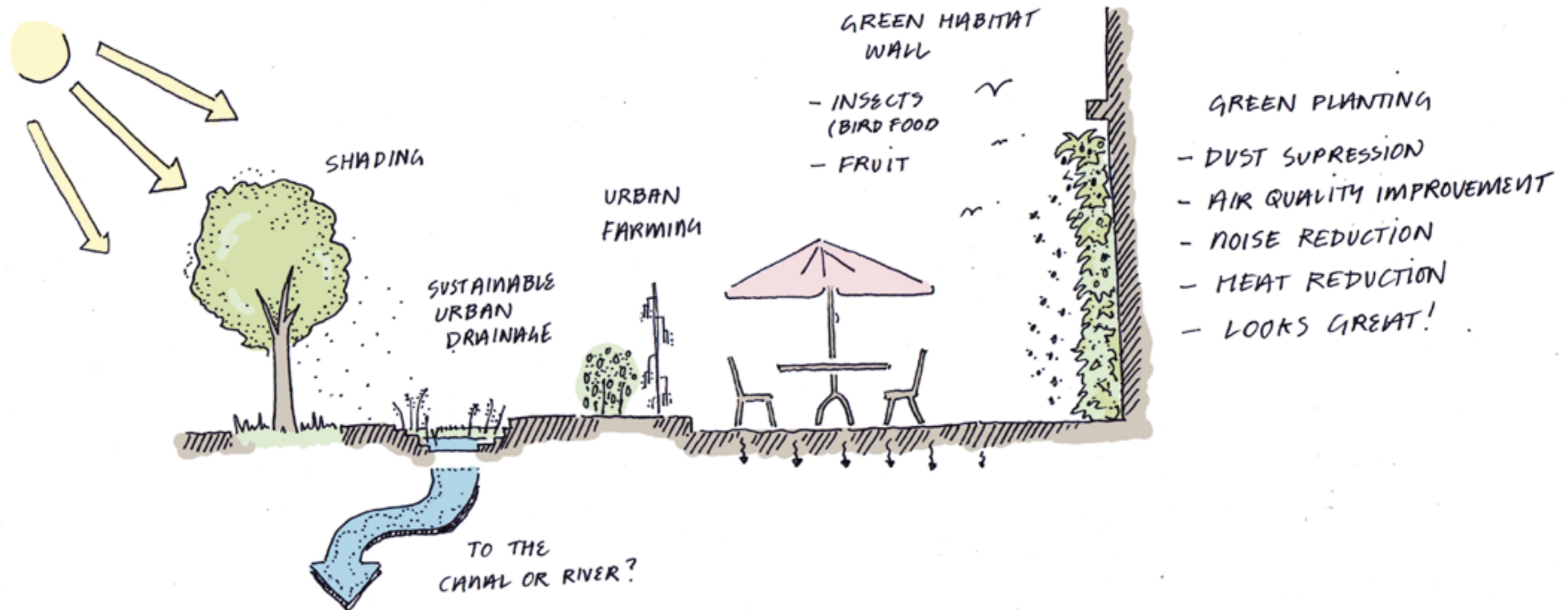


Wild Maidenhead Conversation

Street Biodiversity

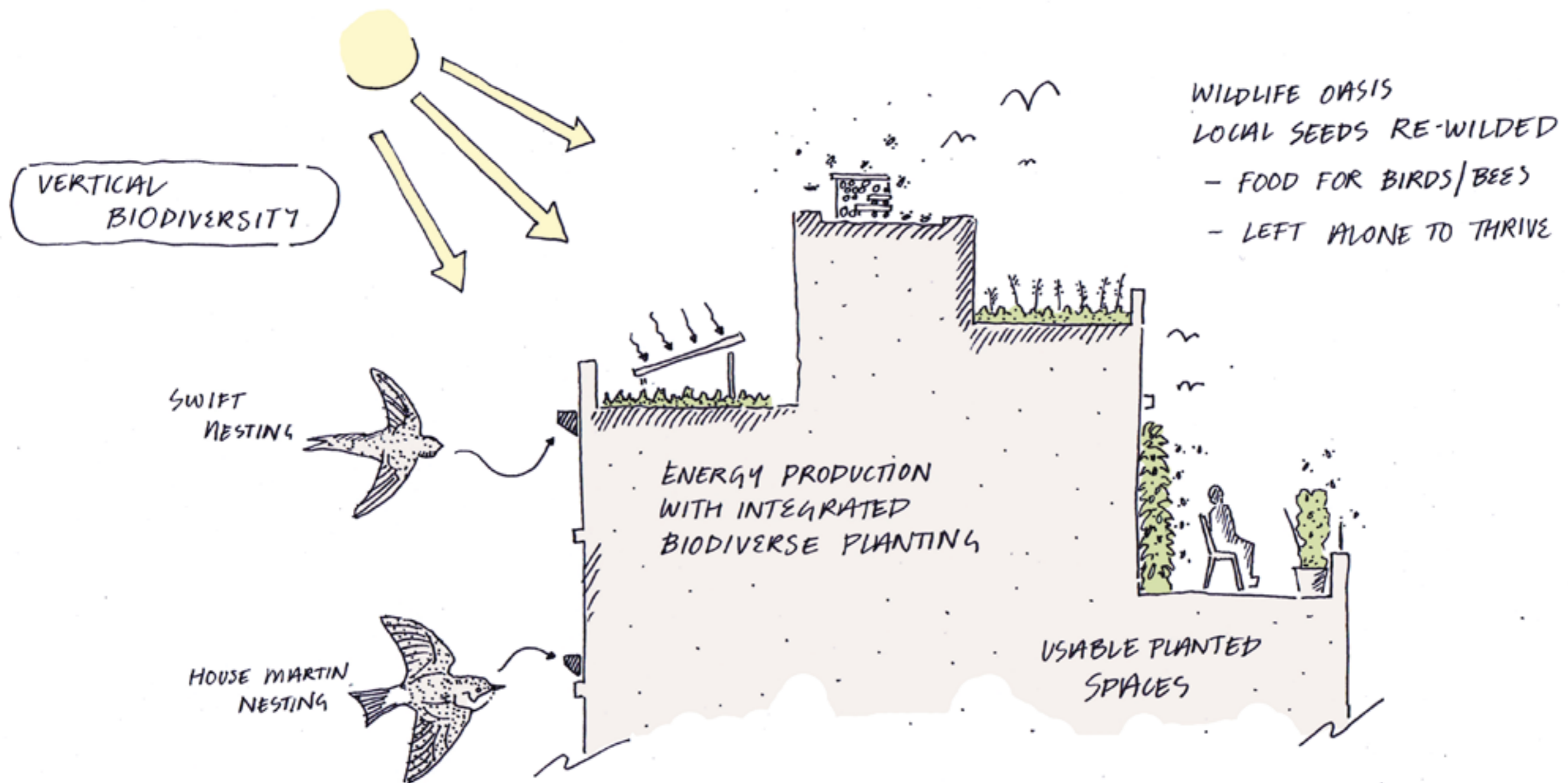
VERTICAL BIODIVERSITY

- FOR HUMANS, ANIMALS & INSECTS



Wild Maidenhead Conversation

Vertical Biodiversity



A SERVICE STATION FOR BIRDS & INSECTS FLYING FROM ONE PLACE TO ANOTHER, AS WELL AS A HOME FOR OTHER SPECIES

Sustainability Principles

Nicholsons:

- The beating heart providing energy for the community
- An artery in the local water network
- Nurtures local biodiversity
- Recirculates valuable materials
- At the heart of a healthy community

Key Themes

The following key themes are a distillation from the discussions and design workshops that have taken place throughout the Community Planning Weekend.

All quotes are from participants at the Weekend.



Key Themes

I. One-off opportunity to “uplift” the town centre

In its heyday, Nicholsons Shopping Centre was an important part of a thriving Maidenhead town centre. However, in recent years, due to changing shopping habits and a lack of investment, the town’s retail offer as a whole has fallen behind other places. Today around 90% of the town’s retail spend leaks out from Maidenhead to neighbouring towns. The retail offer in the Nicholsons Centre has declined with the loss of many national brands, leaving many empty shop units, and causing the Centre to go into administration in 2018.

The imminent opening of the Elizabeth Line (Crossrail) has focused attention and participants at the Community Planning Weekend recognised that there is now a clear and unique opportunity for investment to transform the town centre into a vibrant, mixed use destination, with the redevelopment of the Nicholsons Centre site playing a key role.

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

Key Themes

2. Be bold and create a new heart

The Nicholsons Centre occupies a key site within Maidenhead town centre. The current building is no longer fit for purpose - it is tired, outdated, with a limited and declining retail offer. There is strong support for the developers to be bold, redeveloping the site to bring forward a new town centre “quarter” with a rich mix of uses, with a new public square creating a new heart for the town and re-establishing a thriving day and evening economy.

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

Key Themes

3. Mixed uses

It is crucial to use this opportunity to establish Maidenhead's town centre as a unique destination, giving people a reason to go there. The inclusion of housing, workspace, creative, cultural and community uses will add vitality and increase footfall to support existing businesses and attract new ones. Participants supported the need for a broad range of housing, including senior living and co-living, to bring life into the centre.

“Make it a one stop shop - work, live, shop, enjoy.”

Key Themes

4. Creating a new town centre retail experience

The decline of the retail offer means that the town centre doesn't live up to contemporary expectations and no longer provides many items that local residents need and want. Internet shopping and the proximity of other more attractive town centres draws people away from Maidenhead and the Elizabeth line is likely to compound this trend. However, there are still many valued local independent and national retailers who need an appropriate environment in which to trade. There was a strong desire to reinvent the town centre as a hub with varied and independent shops and other complementary uses that offer “an experience” and something unique. Rejuvenating the High St / Queen St / King St triangle will be key to the renaissance of the town centre.

“If you picked up all the independent shops that are here already and put them on the High Street, you'd get Marlow.”

Key Themes

5. Provision for arts, culture and leisure

An improved arts, culture and leisure offer should be part of the Nicholsons Centre regeneration, with daytime and evening provision, including a re-provided night club. There is a keen arts and culture focused community who work hard to promote Maidenhead as a creative town. As well as an opportunity for self-expression, artistic endeavour is used to enhance wellbeing and as a means to combat social isolation. There are however limited spaces for classes, studios and exhibitions and new facilities should be provided in the town centre.

“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!”

Key Themes

6. Community focus and inclusivity

Maidenhead town centre should be designed around accessibility, empowerment and equity. Maidenhead has an ageing population and many vulnerable residents whose daily needs should be met in the town centre. Participants wanted a range of shops selling affordable necessities as well as more specialised and ‘high-end’ items. There should also be affordable places to socialise within the new development.

“I appreciate the neediest members of our society are not seen as ‘glamorous’ but providing services for them is essential to a healthy town.”

Key Themes

7. Young people

Young people wanted ‘a reason’ to come into the centre of Maidenhead and echoed adults’ aspiration for a regenerated, mixed use town centre. However, some young people reported feeling stigmatised or excluded and they wanted to play a part in shaping the future. The teenagers at the Community Planning Weekend expressed a desire for a safe space to “hang out” and spaces that they could make their own.

“Don’t stereotype young people - we want to be part of the community.”

Key Themes

8. Connectivity and parking

The ring-road is a physical barrier to the west and north of the town centre and improved pedestrian and cycle connections should be explored, together with greening. Whilst there is a desire to promote sustainable modes of travel such as improved bus services and Park + Ride, car parking remains an important element in the centre. The existing parking provision should be relocated to a less visually dominant part of the site with access from the Broadway made two way.

“We are sitting in an opportunity area - we must connect things up.”

Key Themes

9. Blue and Green Maidenhead

Maidenhead was described as an “island of brick in a sea of green” and participants want to ensure that Maidenhead’s rural hinterland is protected. To that end, the provision of higher density housing close to the station and other amenities is important. Redevelopment of the Nicholsons Centre should provide defined streets and open spaces with opportunities for trees and planting in the town centre. Parks are a key asset and stronger connections with the town centre should be established. There was a desire from participants to encourage biodiversity, provide vertical greening and respond to the town’s proximity to existing waterways.

“A leafy space would be nice, a place where we are proud to spend time.”

Key Themes

10. Development context and placemaking

Participants felt that the town centre needs a wider placemaking strategy to help bring forward coordinated retail, leisure and public realm investment and management. The reinstatement of streets, a flexible focal space for markets and performances and a well-designed landmark building could help give Maidenhead town centre an exciting new identity. The road network provides a clear distinction between dense town centre development areas and lower density outside the centre.

“It’s crucial to manage the change.”

Key Themes

11. Next steps

Weekend participants appreciated the opportunity to participate in shaping the plans for the redevelopment of the Nicholson Centre site and want ongoing consultation with all sections of the community, including the development of a consultation app and the establishment of a Community Forum to continue face to face engagement. There are opportunities to learn from ideas and positive experiences elsewhere. Early wins, meanwhile uses and temporary installations should be encouraged.

“There must be a fair process – where all groups can have their say.”

Nicholsons Shopping Centre

Community Planning Weekend 22 to 26 March 2019

On behalf of Tikehau Capital and all the team at Areli Real Estate, thank you to everyone who took part in the community planning weekend and the report back at St Mary's Church on Tuesday 26th March. After this exercise, it's very clear that the people of Maidenhead are very passionate about their town and also very keen to see positive change.

Thank you also to Councillor Simon Dudley and other members / officers of the Royal Borough of Windsor and Maidenhead who have encouraged us to think more broadly about the Town and also engage with the community at this early stage.

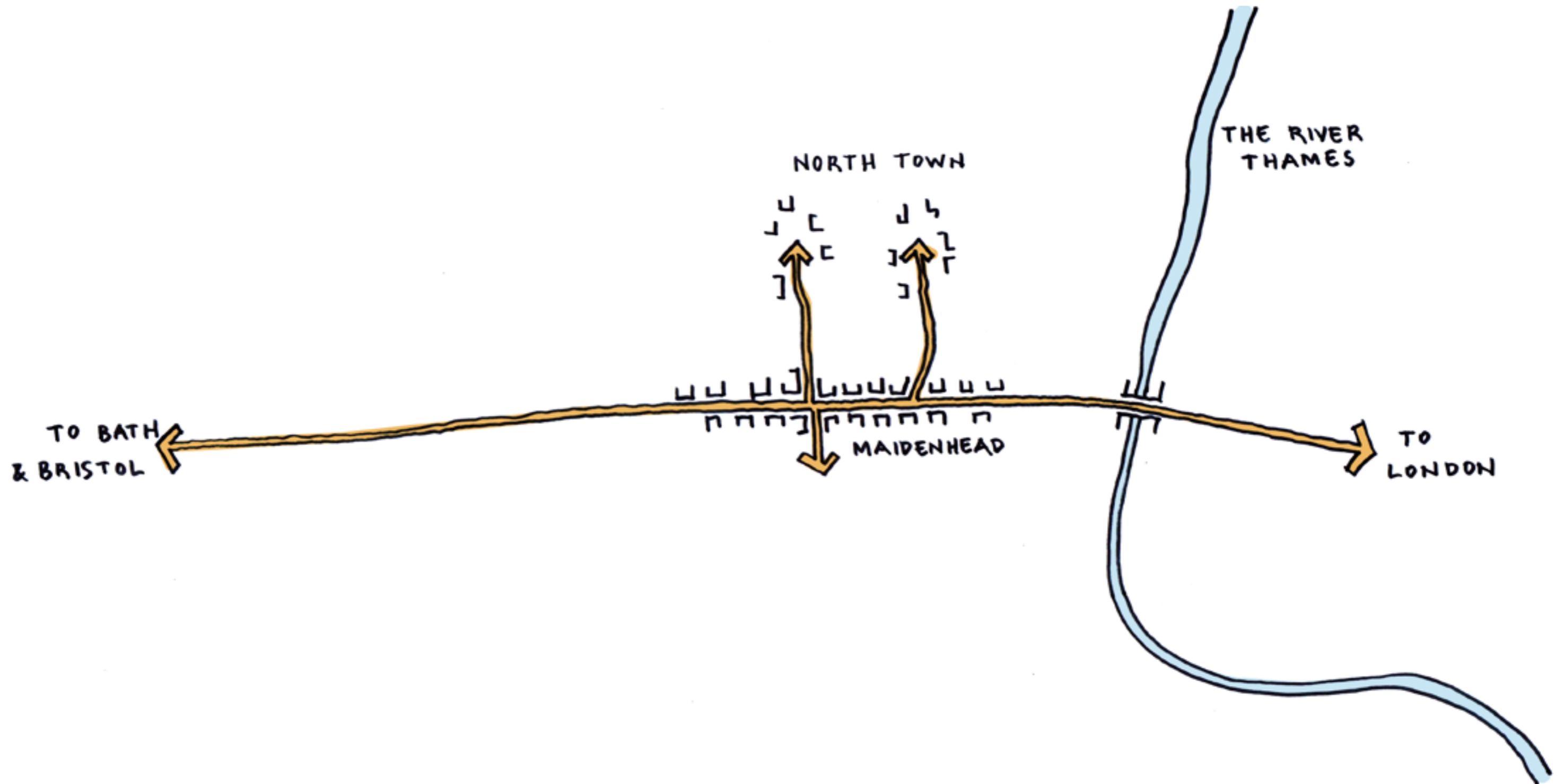
We will continue to work constructively with RBWM and start working up the illustrative plans we showed you at the report back. As promised we will also continue the positive engagement with the community setting up a community forum and undertaking further formal consultation in due course. Your role in the future of Nicholsons is key and I hope you will continue to engage as we go forward.

Finally, after completing this initial process, it is very clear that the redevelopment of Nicholsons Shopping Centre is a huge opportunity and one that could have a significantly positive impact on the town. These are goals I believe we both share and I look forward to working with you to achieve them.

Your faithfully

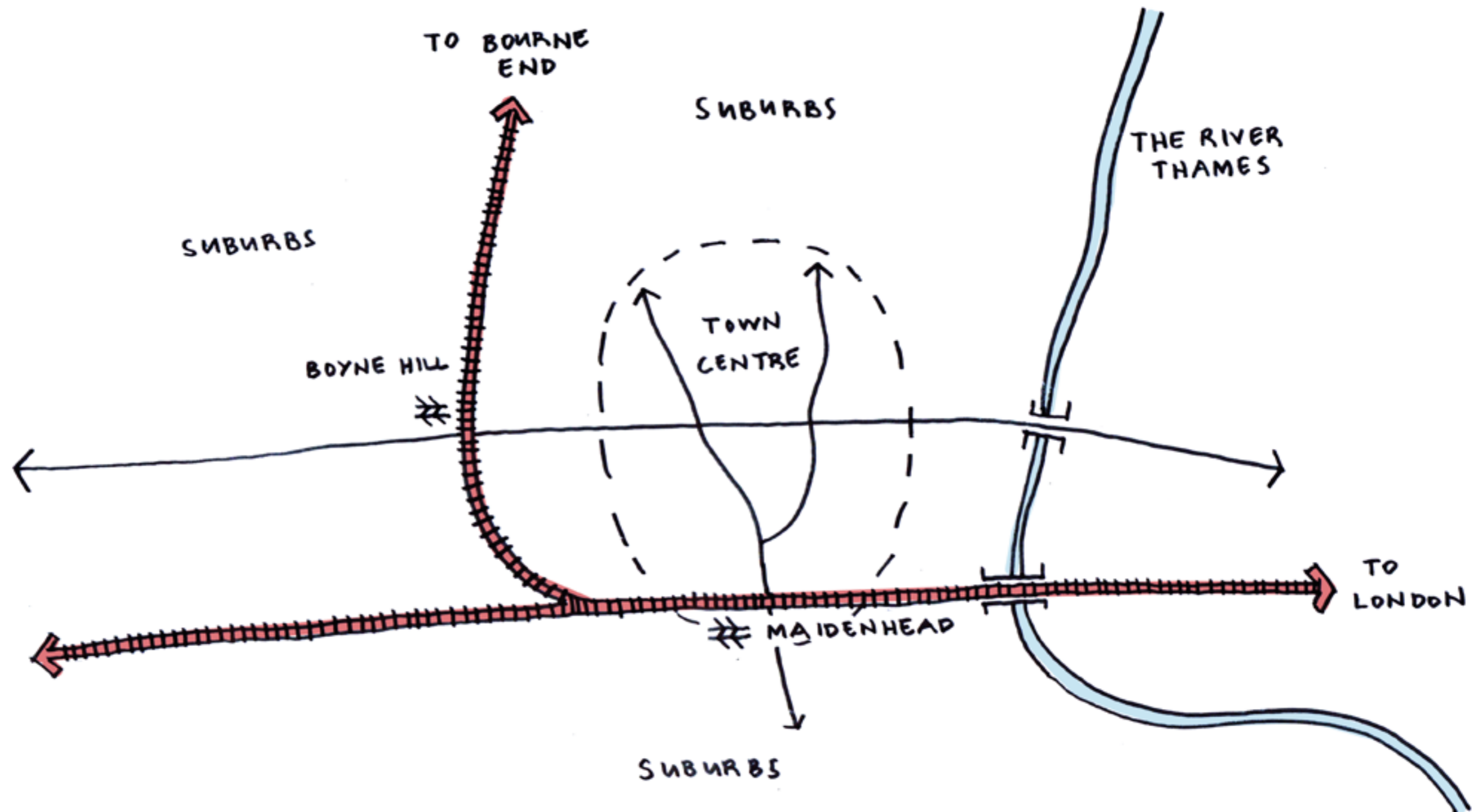
Rob Tincknell
ARELI Real Estate Limited

How has Maidenhead Grown?



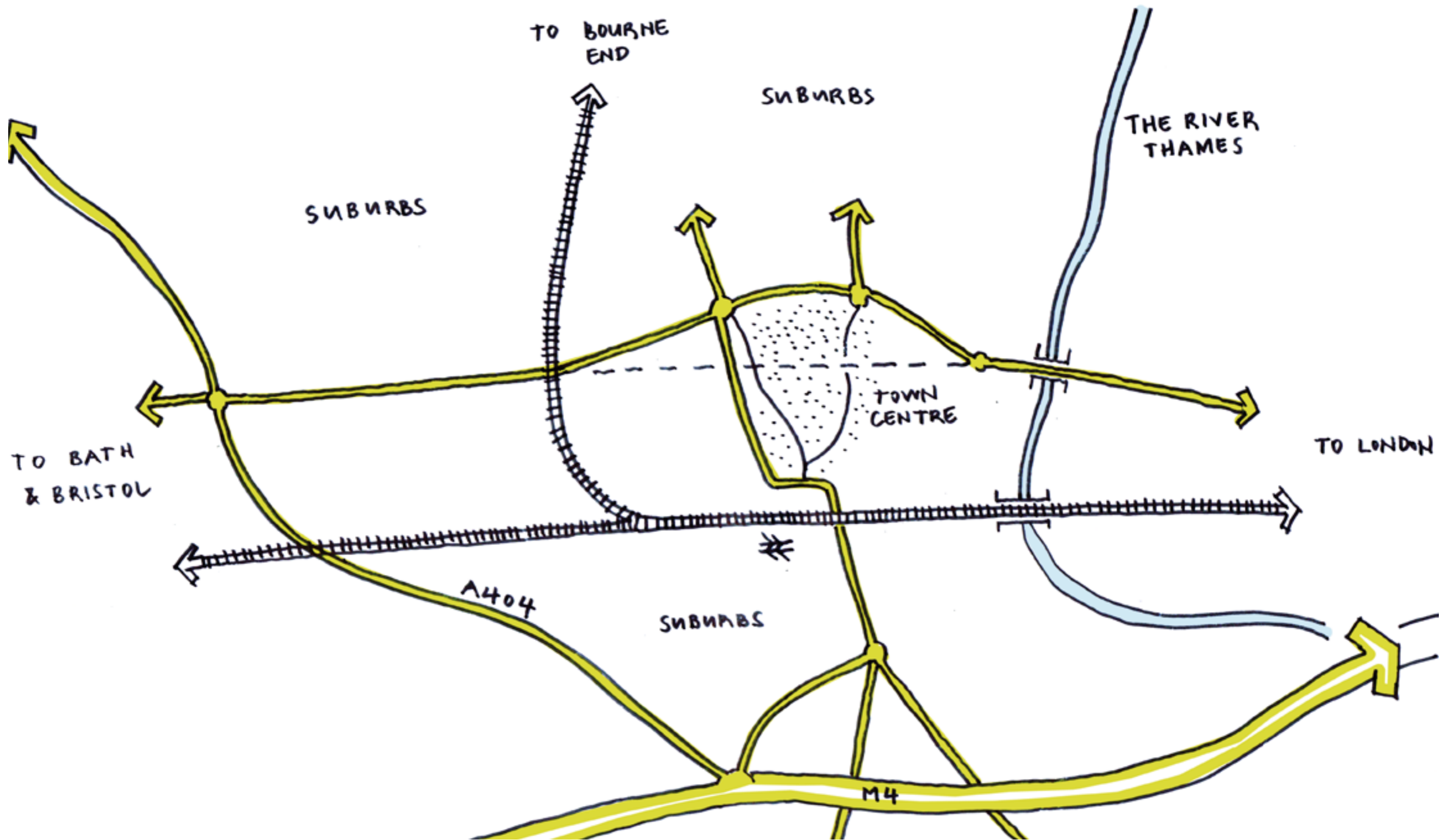
Maidenhead was a popular stopping point along the Great Western Road between London and Bristol. The town was arranged along a high street.

How has Maidenhead Grown?



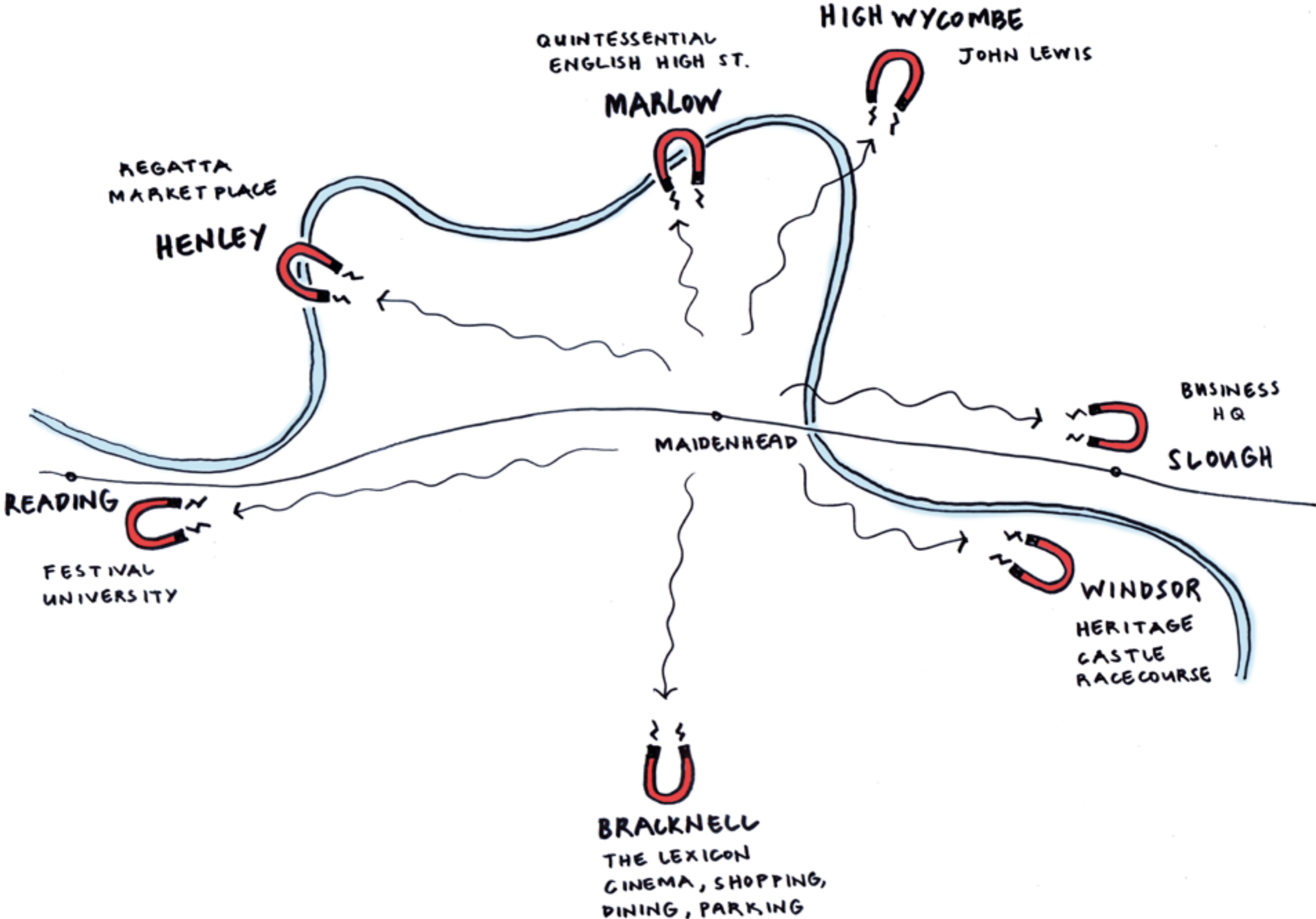
The railway arrived with two stations, Maidenhead to the south and Boyne Hill to the west of the town centre.

How has Maidenhead Grown?



More recently, major roads have improved connectivity but ringroads have severed the town centre from the surrounding town, leaving the town centre as an island in the centre

Competing Destinations



The towns surrounding Maidenhead have strong identity and appeal, attracting people and money out of the town, leaving a dead town centre behind

Local Centres



Bracknell



Windsor



Reading



Slough

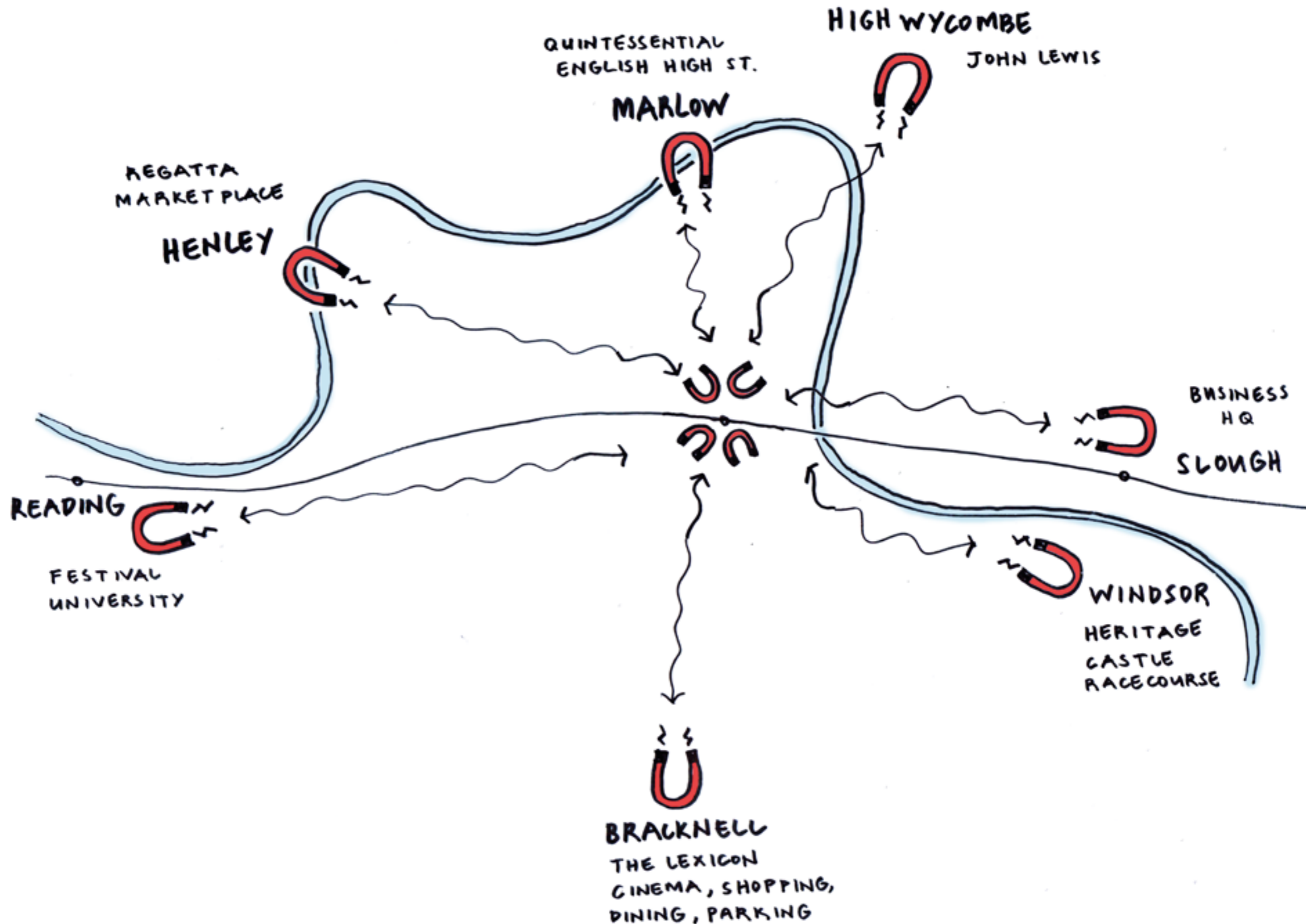


Henley



Marlow

...It's time to catch up!



Maidenhead must find its own identity, different to those around it, to put the town back on the map and attract people back into the town centre

An aerial, black and white photograph of Maidenhead, showing a dense urban landscape with numerous buildings, streets, and green spaces. A large, white question mark is superimposed in the center of the image, positioned over a large, multi-story building. The text 'A Vision for Maidenhead' is written in a bold, white, sans-serif font across the upper middle portion of the image.

A Vision for Maidenhead

?

Placemaking

Battersea Power Station



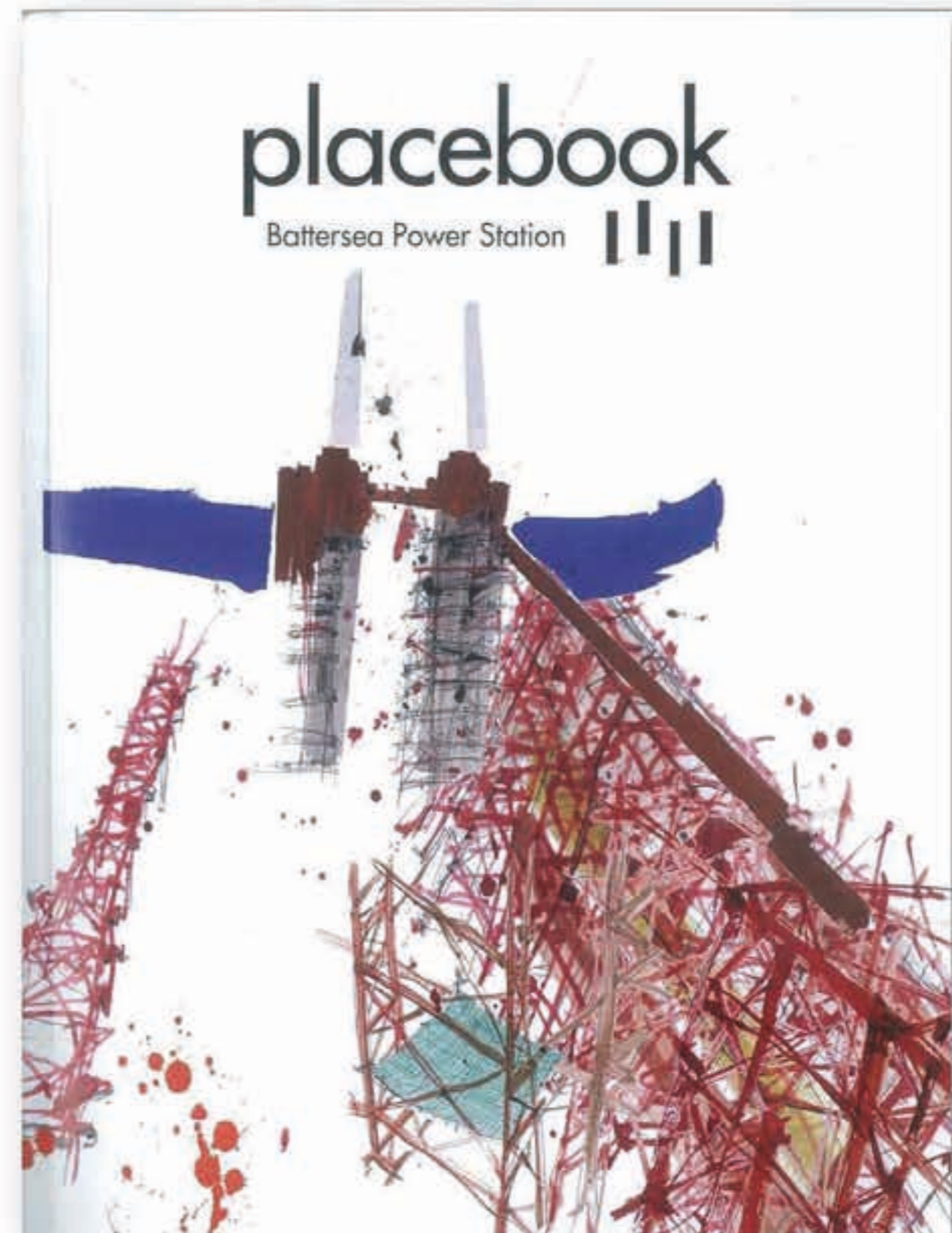




Placebook

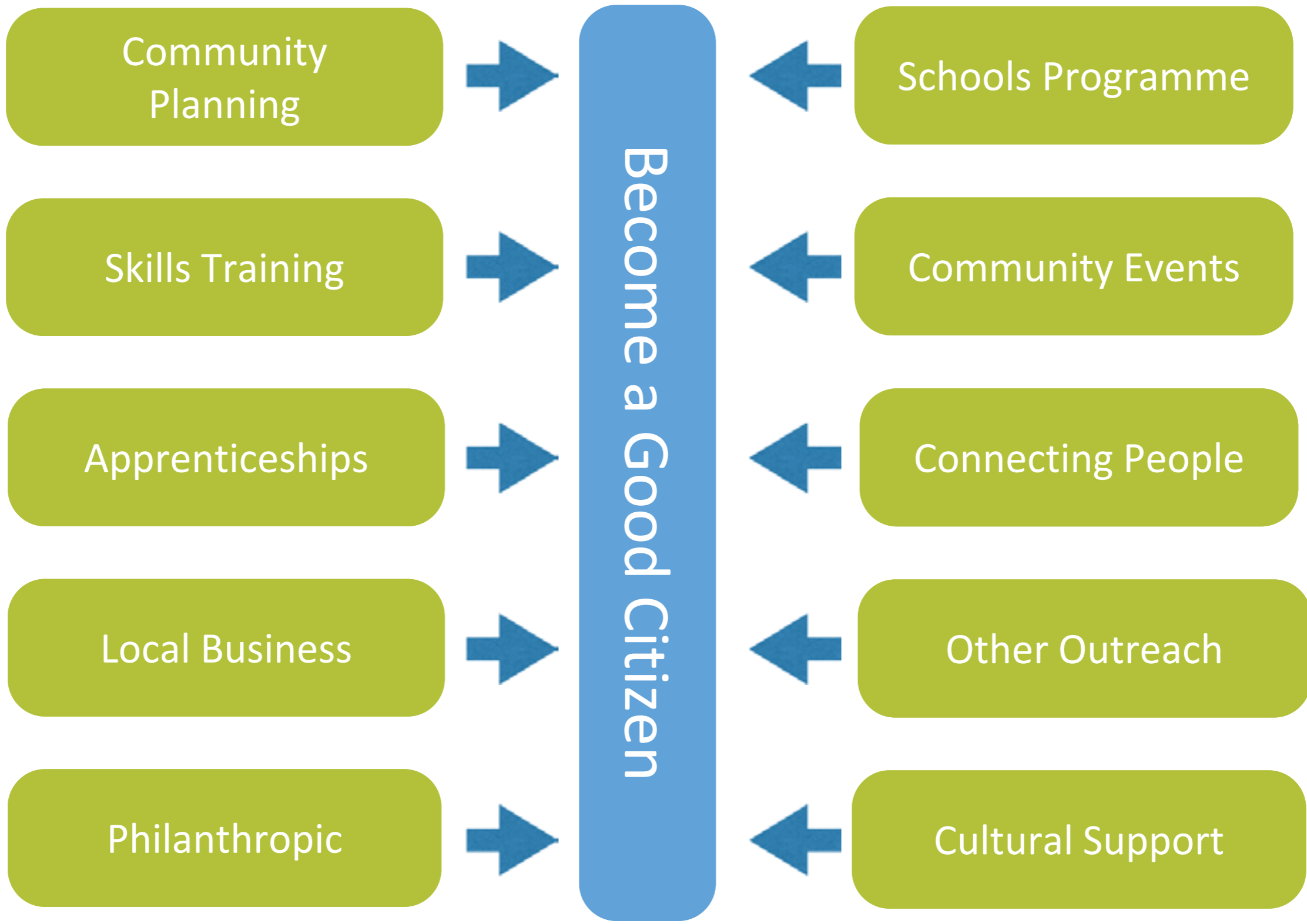
The Battersea Power Station Placebook summarises strategic approaches to living, working, playing, shopping, learning, belonging, connecting and evolving as defined through the 'thinking battersea' process.

It is the repository for the key creative ideas of the project, and guides design briefing, and also letting, events organisation, marketing and PR strategies. It also functions a Thought Leadership marketing and PR











The Town Strategy

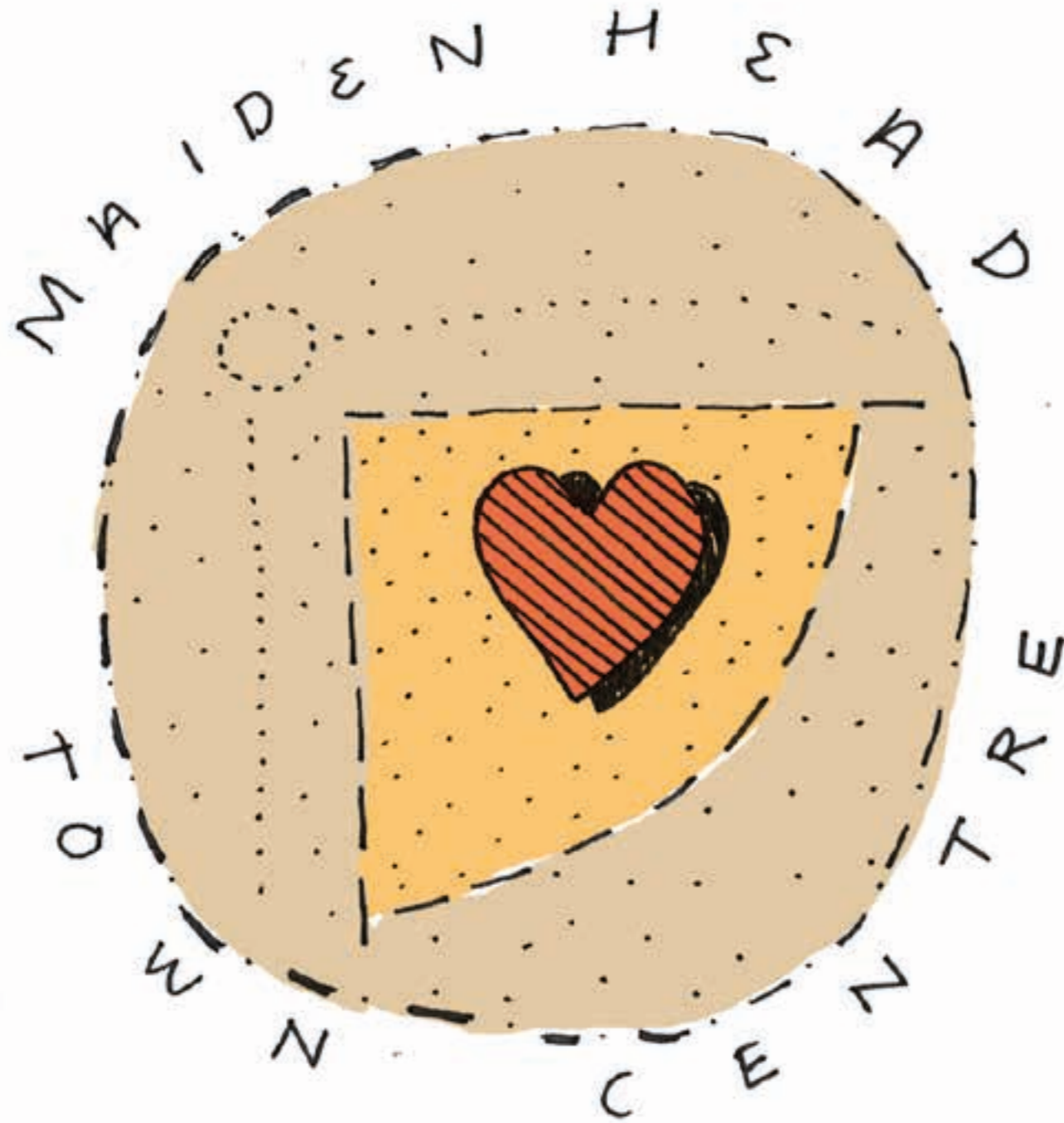
The Role of Nicholsons -

- 1 - Symbolically the Heart of the Town
- 2 - Creating Something Uniquely Maidenhead
- 3 - A Public Space & A New Focus for the Town
- 4 - Working together with the Civic Quarter
- 5 - A new place to shop, work and play; small scale, independent and bespoke
- 6 - Environmental – Introducing Biodiversity
- 7 - A Centre for generating renewable energy
- 8 - Shared Parking

The Town Strategy

The Role of Nicholsons -

I - Symbolically the Heart of the Town



SYMBOLICALLY THE HEART OF THE TOWN

The Town Strategy

The Role of Nicholsons -

2 - Creating Something Uniquely Maidenhead

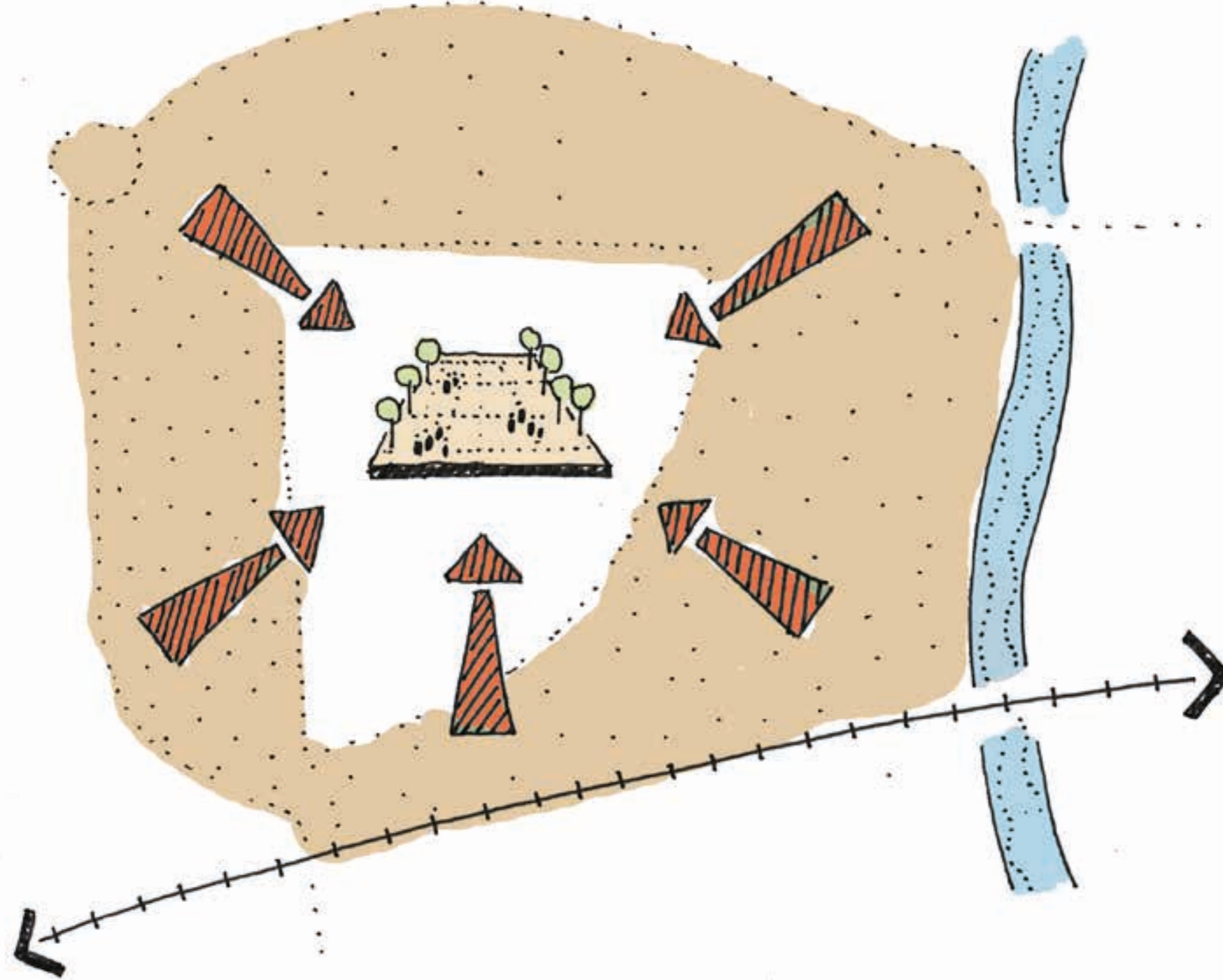


IDENTITY: CREATING SOMETHING
UNIQUELY 'MAIDENHEAD'.

The Town Strategy

The Role of Nicholsons -

3 - A Public Space & A New Focus for the Town

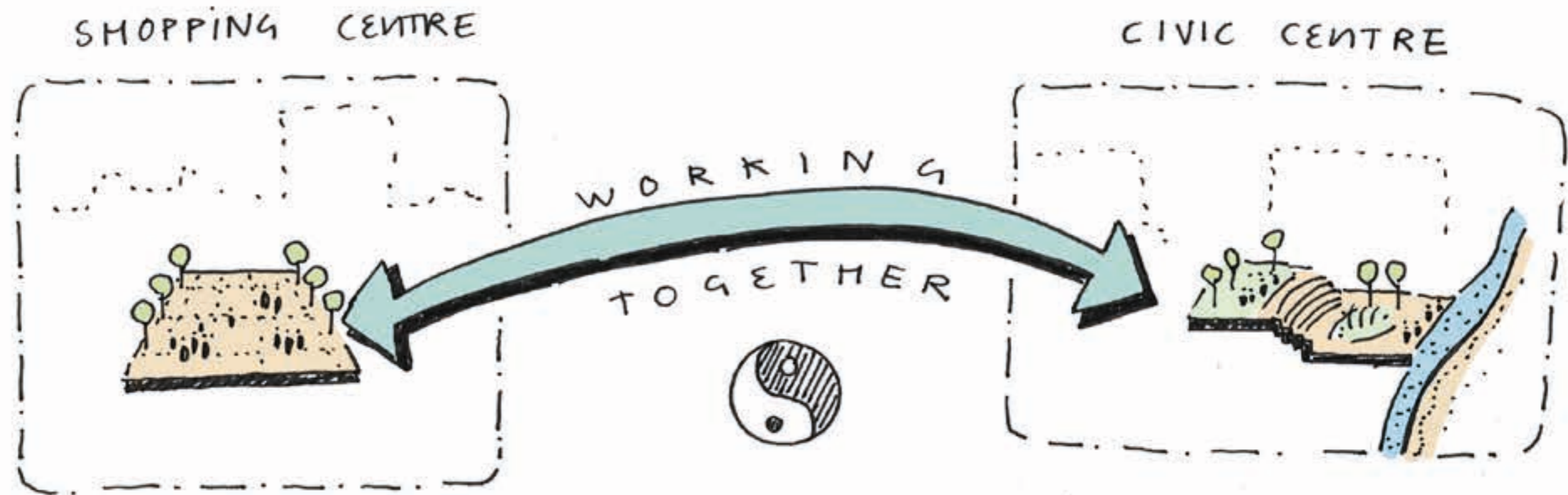


A PUBLIC SPACE - A NEW FOCUS FOR THE TOWN

The Town Strategy

The Role of Nicholsons -

4 - Working together with the Civic Quarter

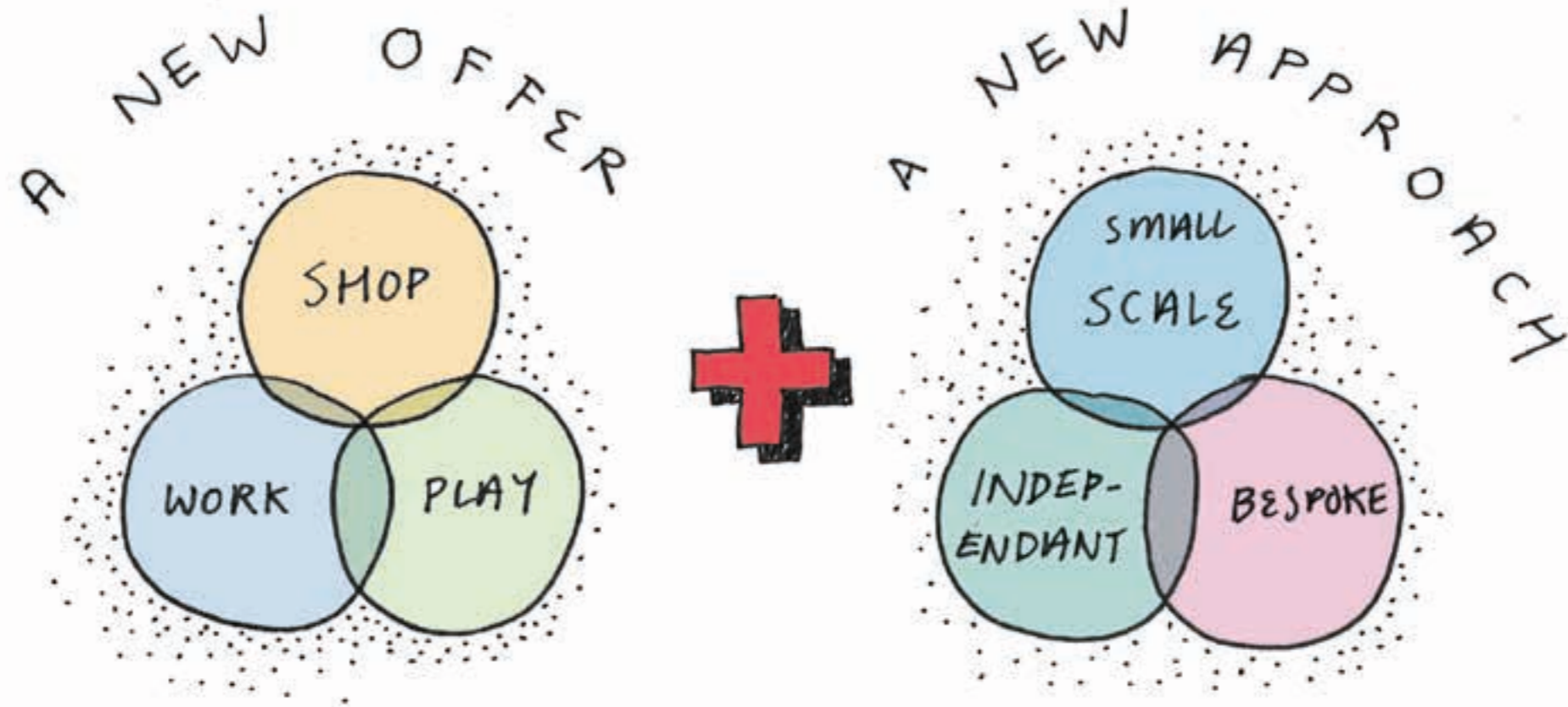


A COUNTERPOINT - YIN AND YANG - CIVIC & CREATIVE WORKING
TOGETHER

The Town Strategy

The Role of Nicholsons -

5 - A new place to shop, work and play;
small scale, independent and bespoke



A NEW OFFER ; SHOP, WORK, PLAY -
SMALL SCALE, INDEPENDANT, BESPOKE

The Town Strategy

The Role of Nicholsons -

6 - Environmental – Introducing Biodiversity

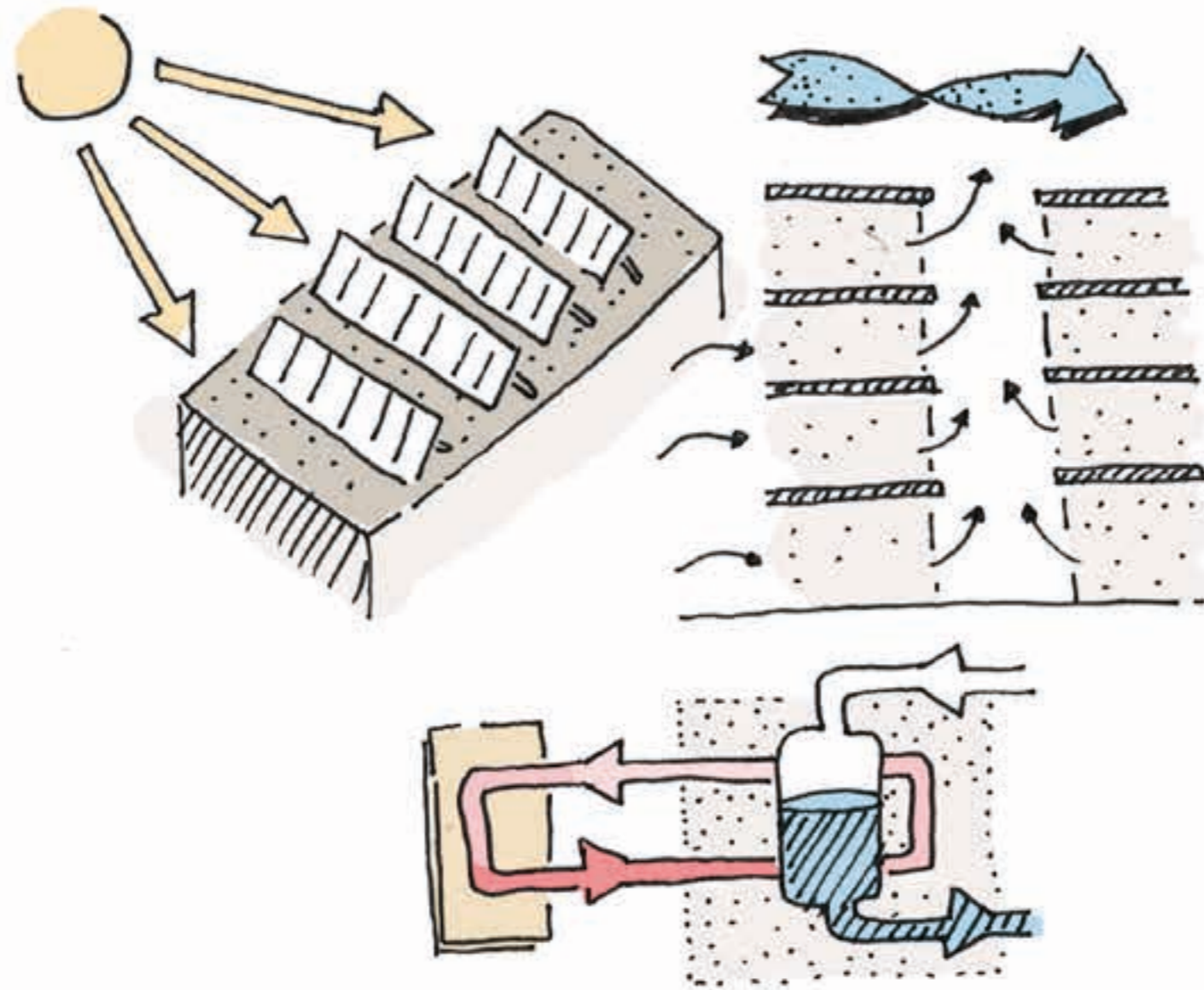


ENVIRONMENTAL : INTRODUCING BIODIVERSITY
AND ECOLOGY

The Town Strategy

The Role of Nicholsons -

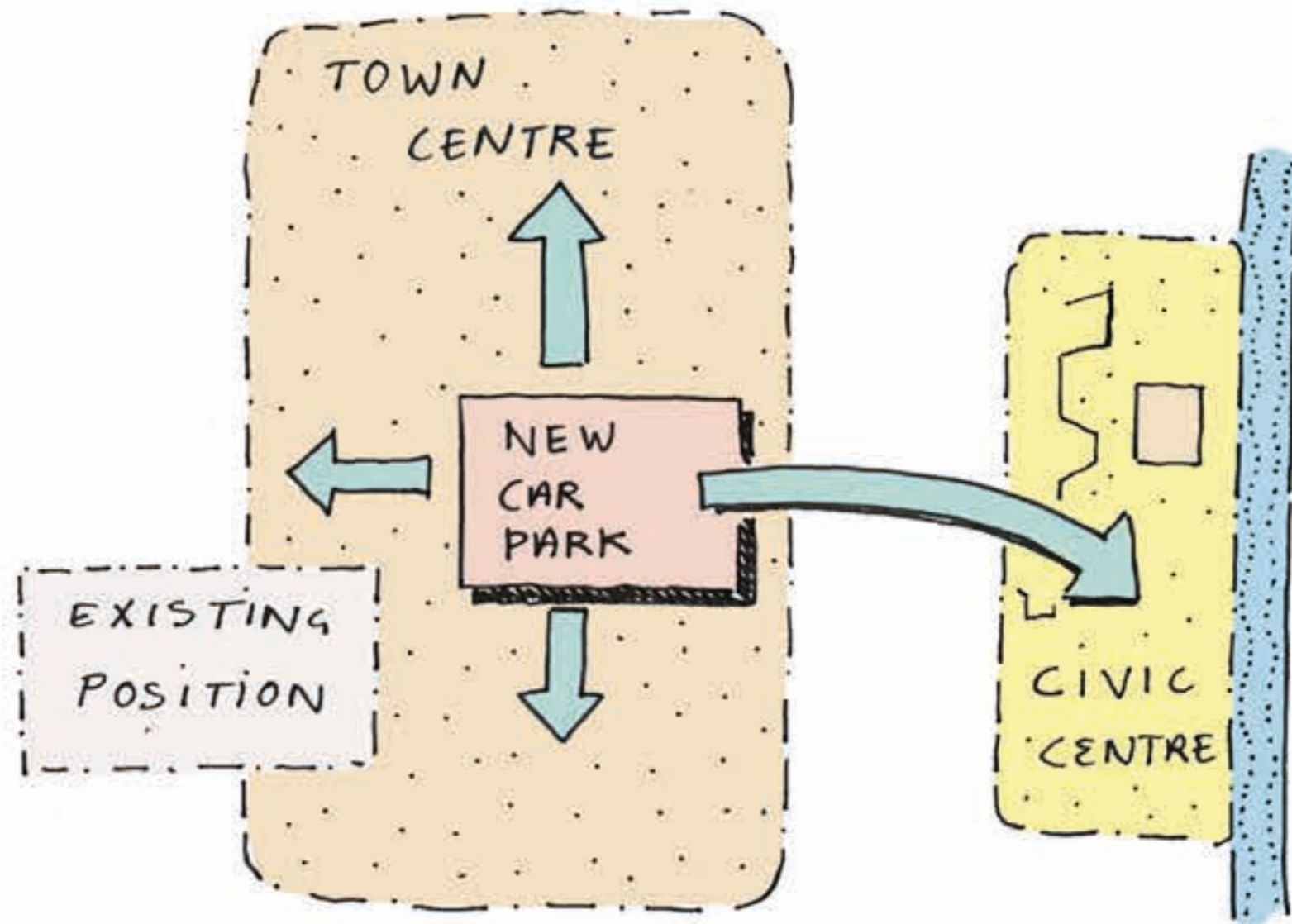
7 - A Centre for generating renewable energy



ENERGY : GENERATING RENEWABLE ENERGY

The Town Strategy

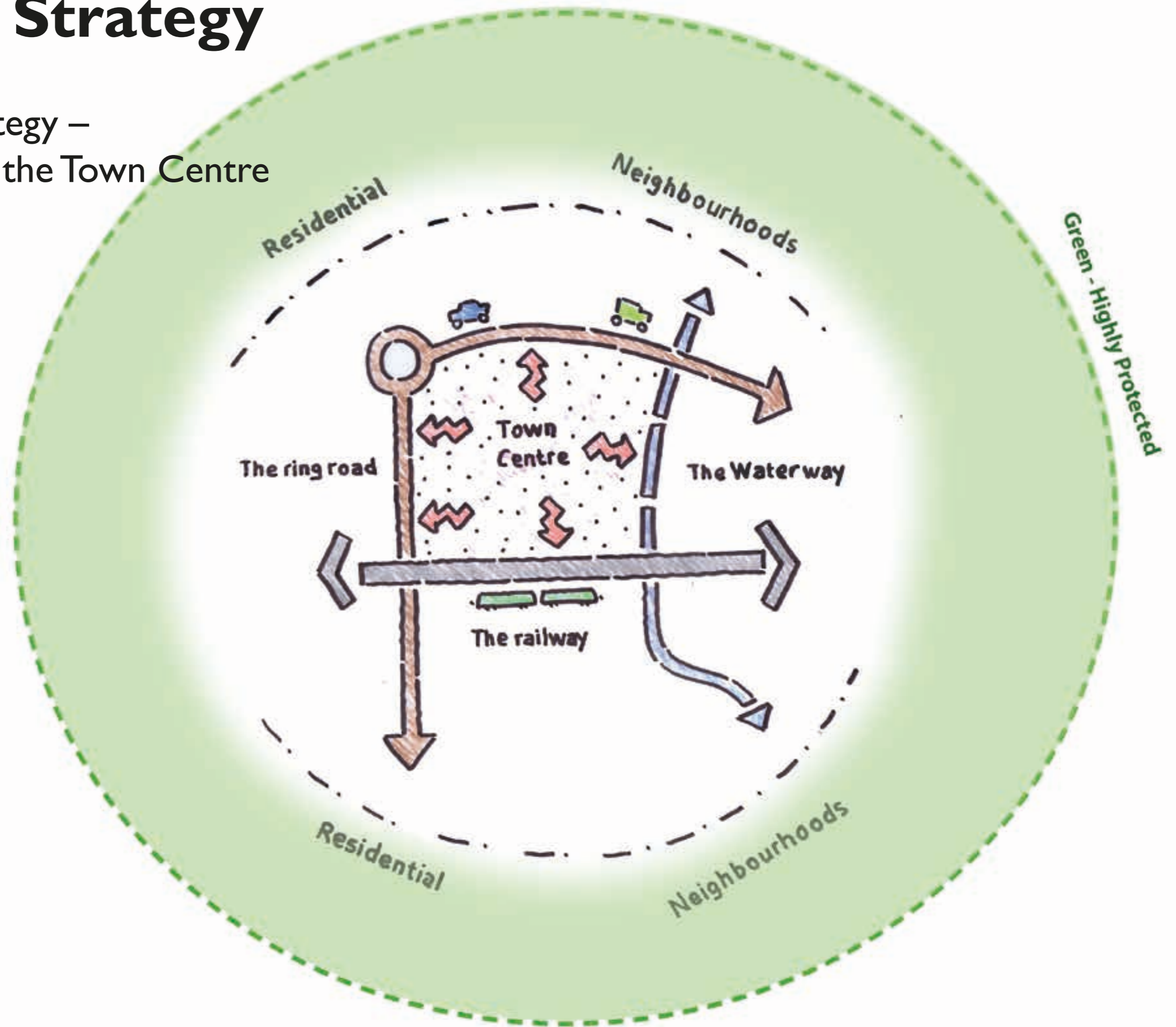
The Role of Nicholsons - 8 - Shared Parking



THE NEW CAR PARK IS MORE CENTRALLY
LOCATED, SERVING THE TOWN CENTRE AND
THE CIVIC CENTRE

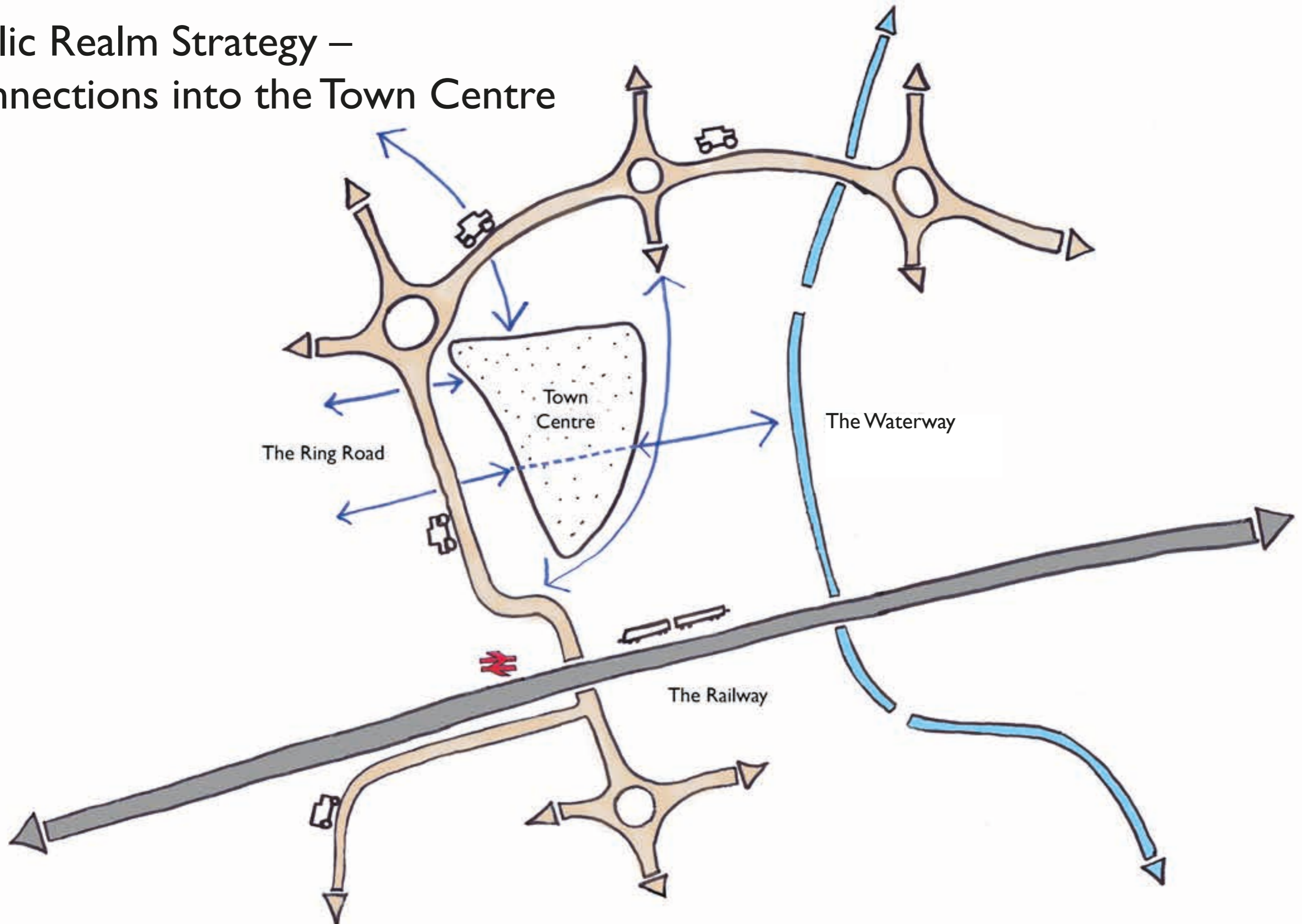
The Town Strategy

Public Realm Strategy –
Connections into the Town Centre



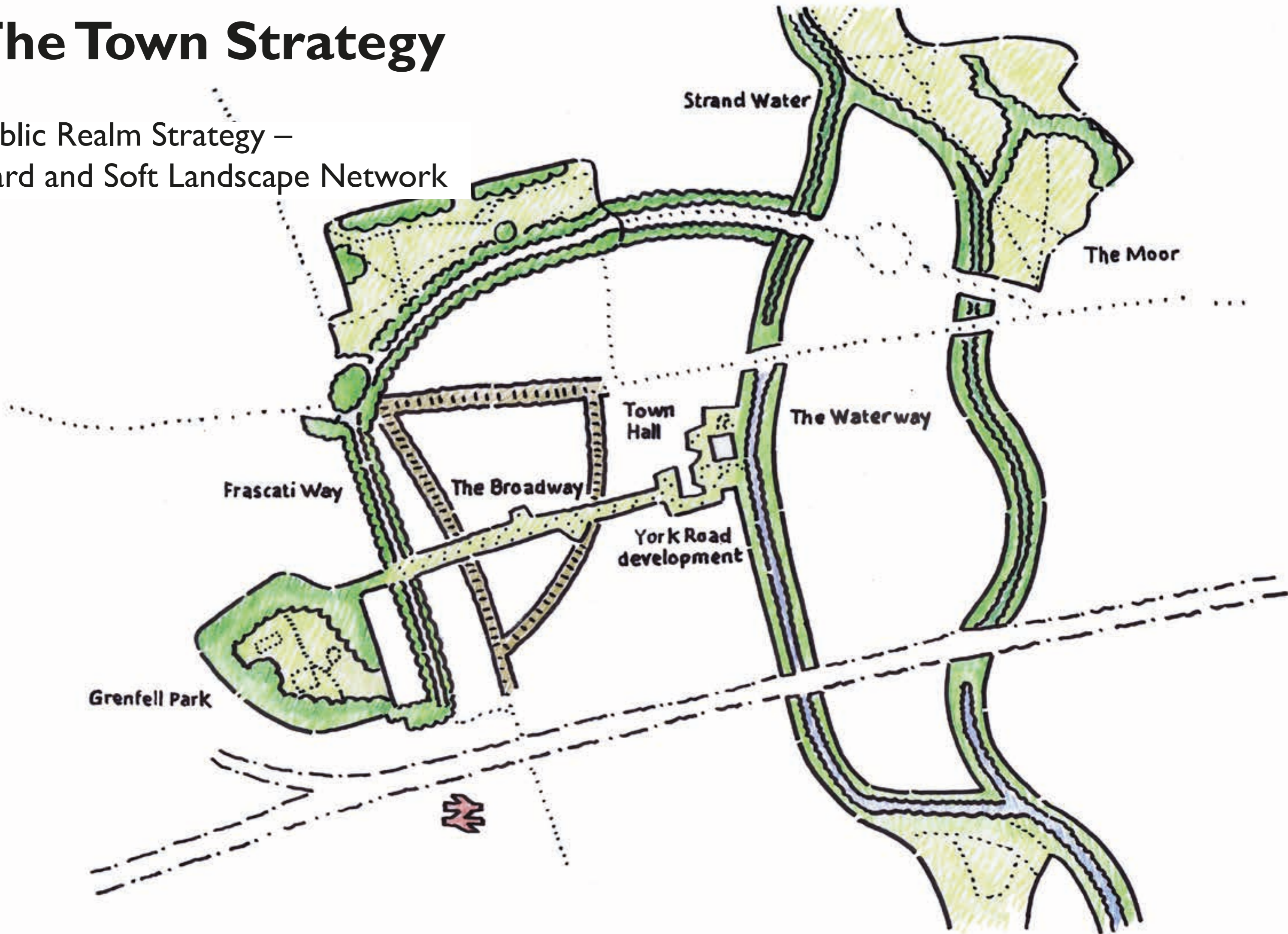
The Town Strategy

Public Realm Strategy – Connections into the Town Centre



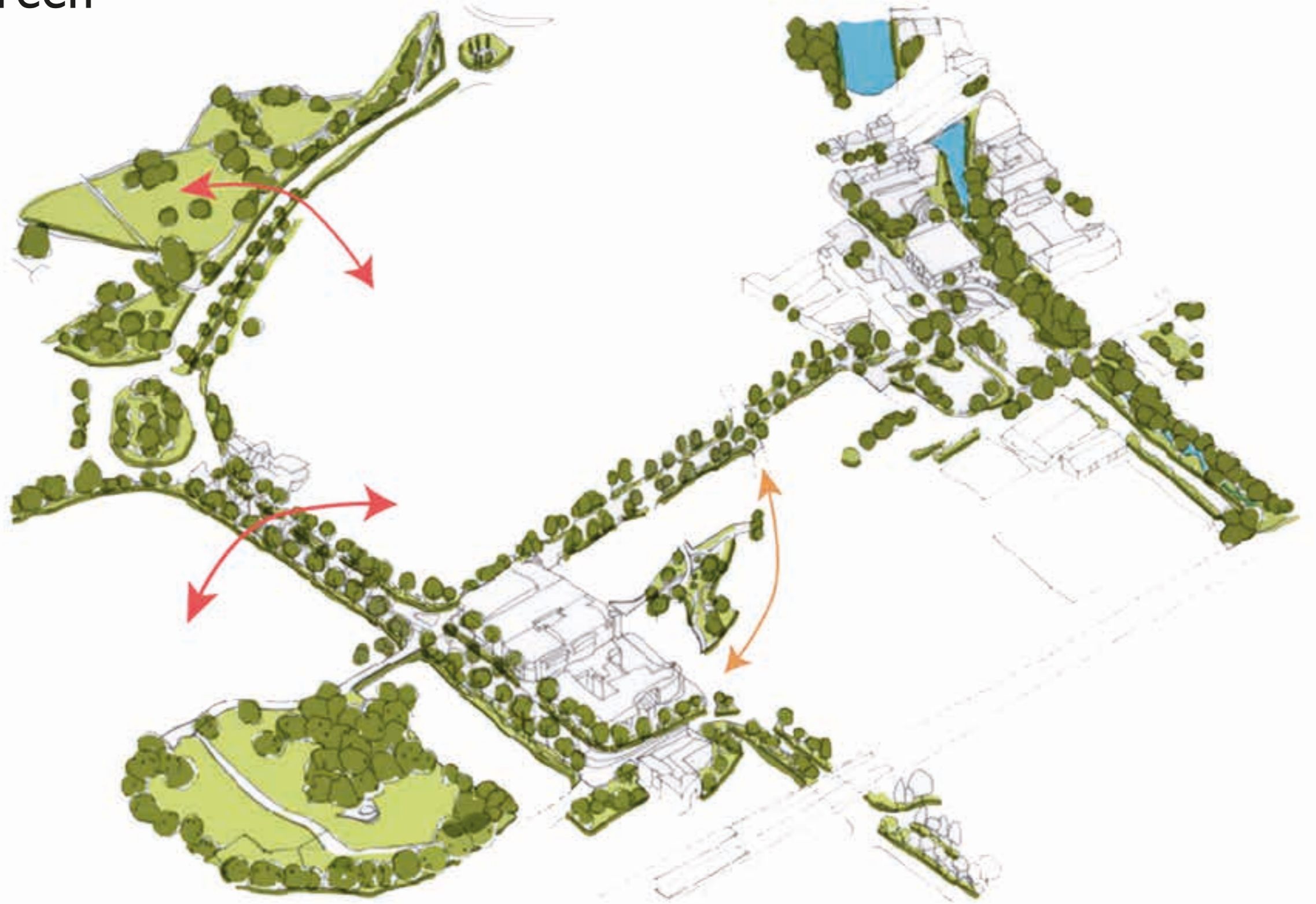
The Town Strategy

Public Realm Strategy –
Hard and Soft Landscape Network



The Town Strategy

Public Realm Strategy –
From Grey to Green



Public Realm Strategy - Frascati Way

- Hard, unattractive 'grey' environment
- Car dominated, with pedestrians behind barriers and in subways
- Inconsistent public realm
- Blank frontages



Public Realm Strategy - Frascati Way

- 'Greened' boulevard, with trees, planting and consistent paving
- Slow the traffic
- Improved at grade crossing
- Use art to reinforce events and crossing points along the route
- Improve the environment of the road, noise, air quality

Public Realm Strategy - Broadway



- Blank non-active frontages
- Inconsistent, broken into pieces
- Poor quality public realm
- No identity and no relationship to waterway

Public Realm Strategy - Broadway

- Seen as part of a wider town connection to the Town Hall and waterway
- Consistent approach to landscape approach
- Linear rain gardens with planting and SUDS
- Dotted with benches, plant life and wildlife

Public Realm Strategy - Broadway



- Seen as part of a wider town connection to the Town Hall and waterway
- Consistent approach to landscape approach
- Linear rain gardens with planting and SUDS
- Dotted with benches, plant life and wildlife

Public Realm Strategy - High Street



- Mix of fine buildings and poor quality lower infill development
- Activity falls away at western end
- Connectivity is poor when shopping centre is shut
- Consistent along length without places to stop and sit

Public Realm Strategy - High Street

- Reinforce high street offer with relocated shops from shopping centre
- Make 24 hour connections through to West Street and new streets in the development
- Mark new connections with small spaces to create 'moments' along the high street
- Quality, sensitive infill buildings to reinforce the character of the conservation area

Public Realm Strategy - Queen Street



- Fine curving street with a unique character
- Some attractive buildings to its northern end with a good rhythm of frontages
- Inconsistent quality of shops and cafes
- Narrow pavements with poorly integrated car parking and servicing

Public Realm Strategy - Queen Street

- Recognise the uniqueness of the curving street and importance in connecting the office area to the station
- Encourage use of awnings, hanging street signage and quality lighting to animate the street
- Integrate the parking and loading in a shared surface to make the pavements feel more generous and encourage spill out from shops

Public Realm Strategy - King Street



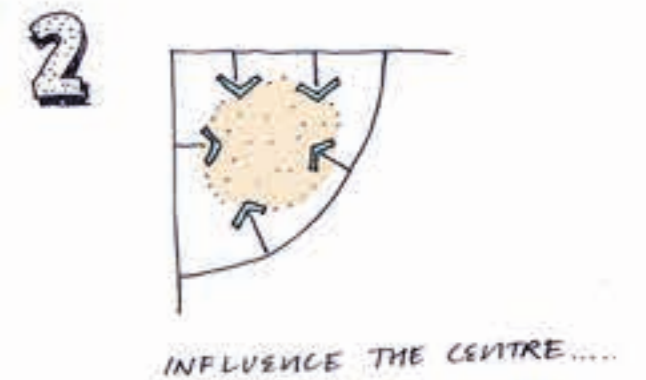
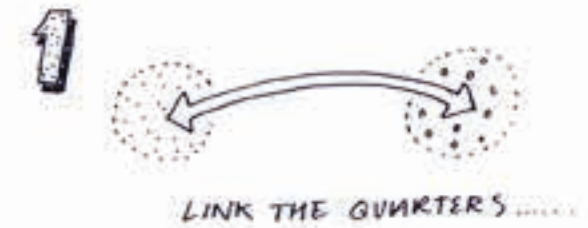
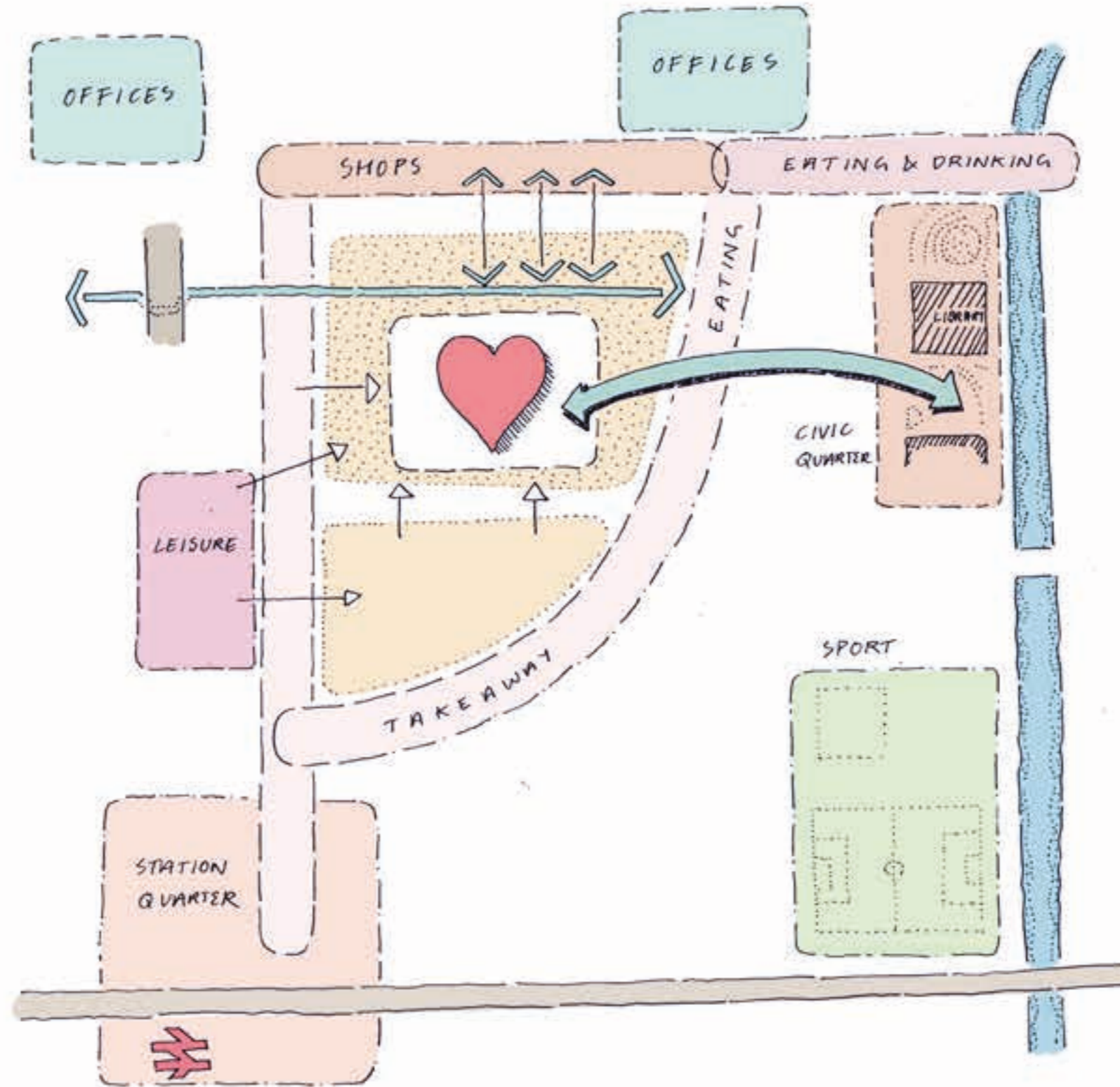
- One sided street, with blank frontages
- Planting acts as a barrier
- Mixed uses with cinema and restaurants to the south and convenience shopping and small office entrances to the north
- Car park dominates corner

Public Realm Strategy - King Street

- Active uses to both sides to 'complete' the street
- Reinforce the 'small business offer' of the street
- Space marking the crossing point of King Street and Broadway and new route into the development
- Regular street trees to soften the route

The Town Strategy

Public Realm Strategy –
Joining It All Up



The Town Strategy

The Ring Road - Severing The Historic Links



Maidenhead
1900



Maidenhead
Current Day

The Town Strategy

The Ring Road - Humanising The Road

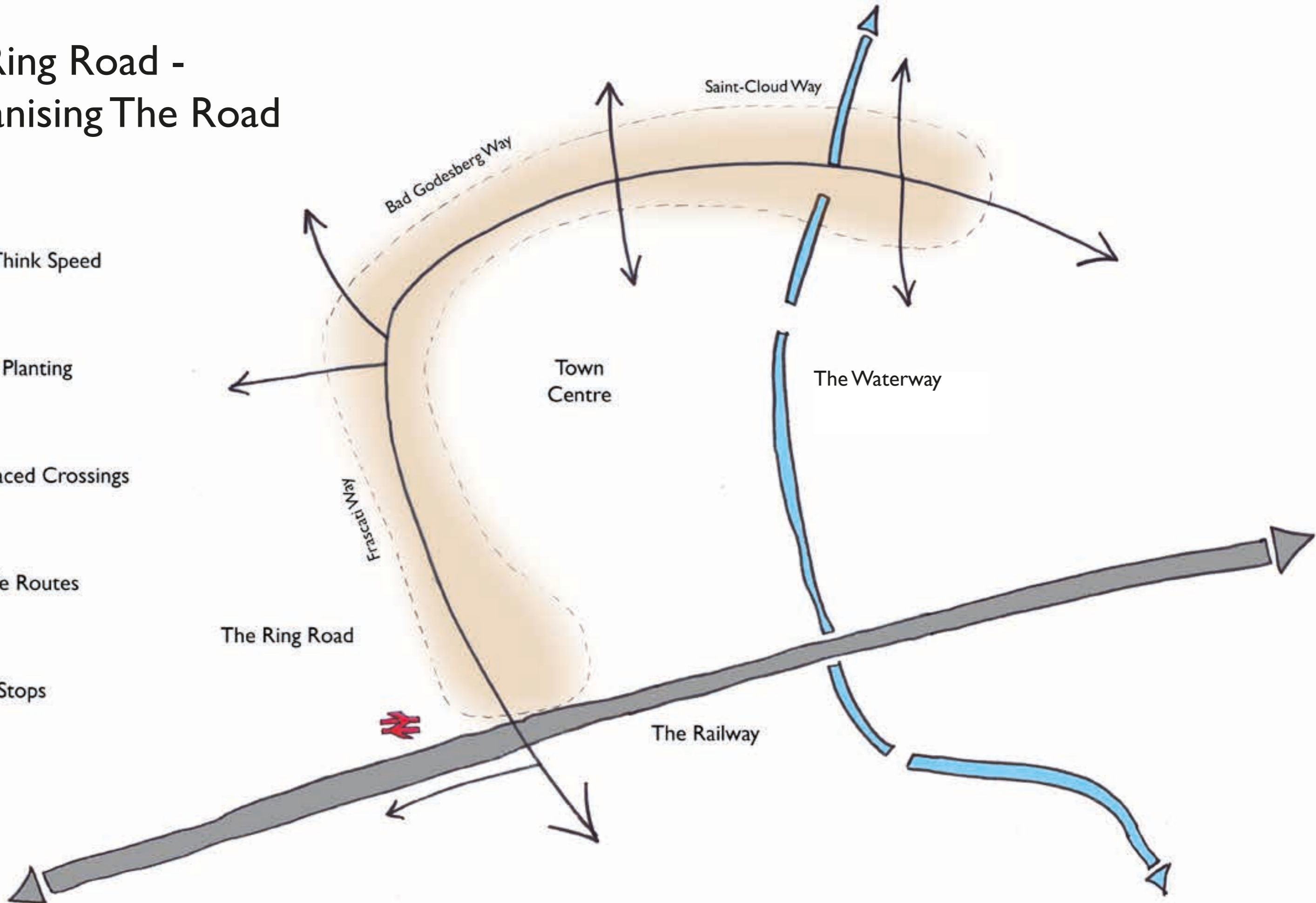
1 * Re-Think Speed

2 * Tree Planting

3 * Surfaced Crossings

4 * Cycle Routes

5 * Bus Stops



The Town Strategy

The Ring Road - Humanising The Road



- Retain Capacity
- Reduce Emissions
- Slow Speed & consistent = less accelerating + stopping
- Introduce Surface Crossing
- Improve Air Quality



- Improves Identity
- Improve Air Quality
- Enclosure + containment: Reduces Speed
- Improves Ecology + Bio diversity



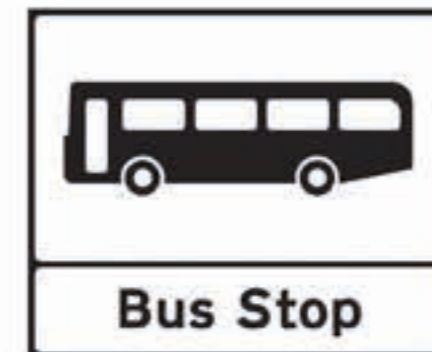
- Traffic Management
- Improves Pedestrian + Cycle Connectivity
- Encourages modal shift - Walk Not Car
- Improves Safety
- Improves Arrival Sense
- Provides Economic Stimulus



- Reinforces Wider Town Centre Cycle Network
- Encourages modal shift - Cycle Not Car
- Improves Air Quality

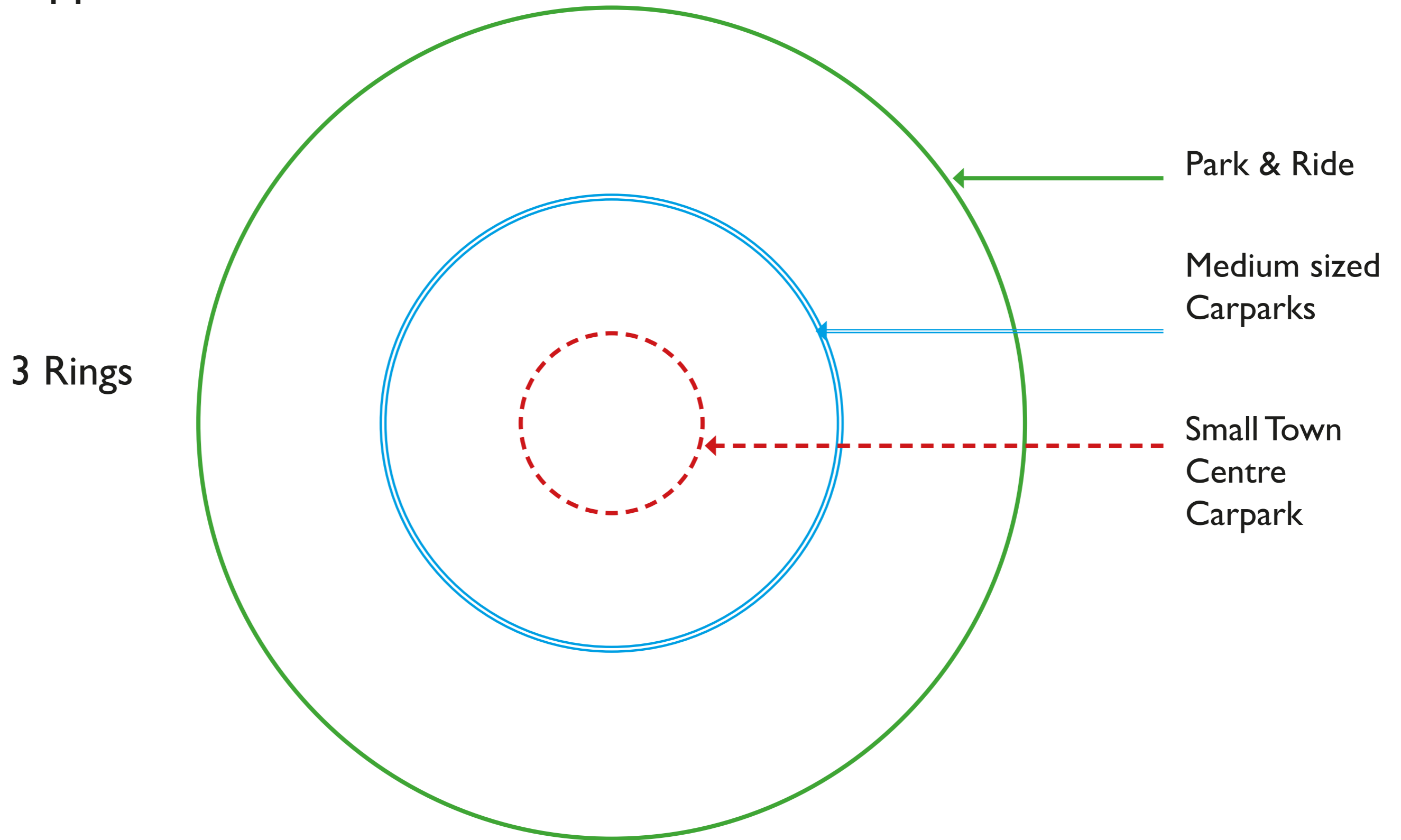


- Encourages Modal Shifts
- Improved Safety
- Improves Air Quality



The Town Strategy

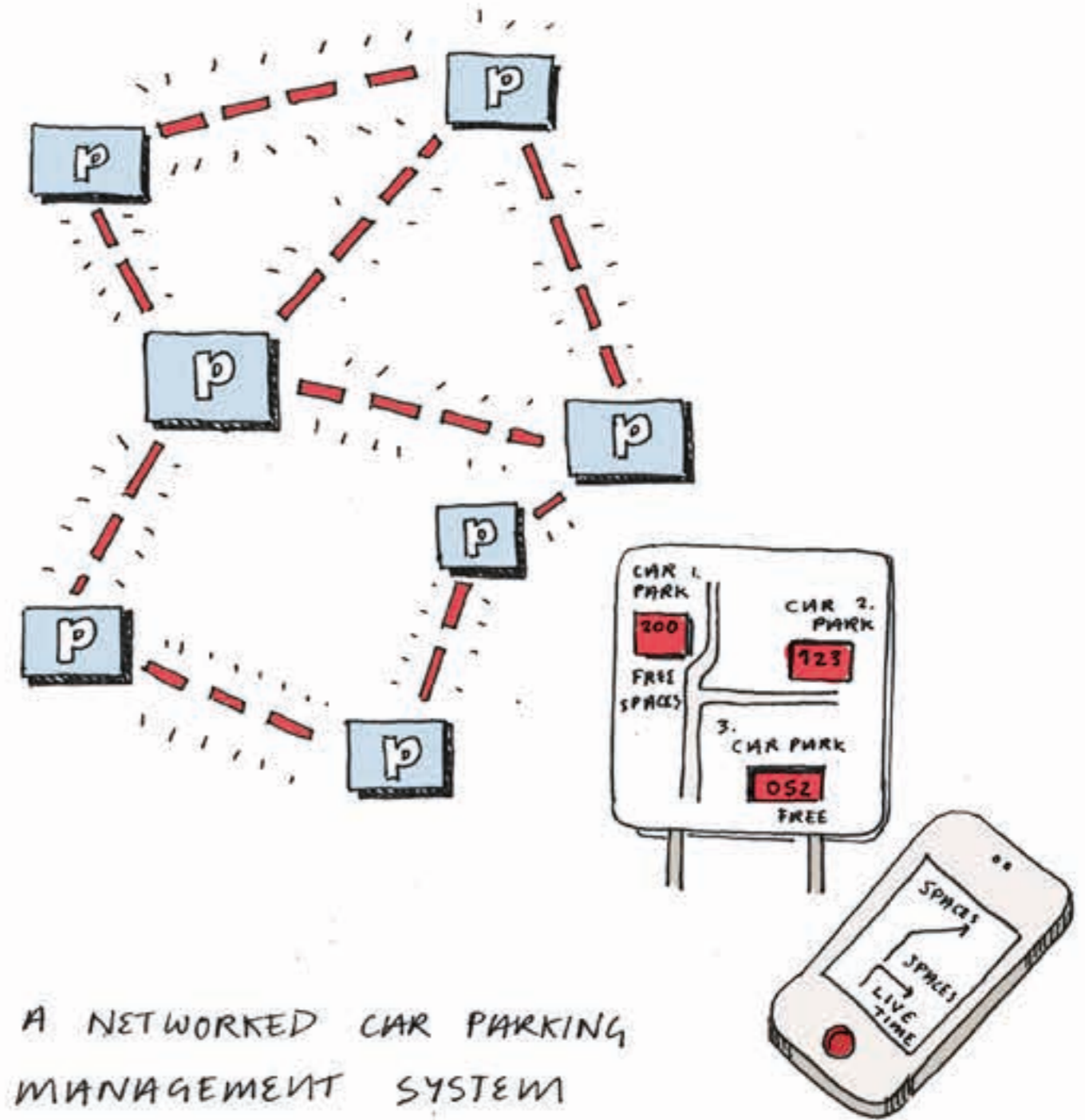
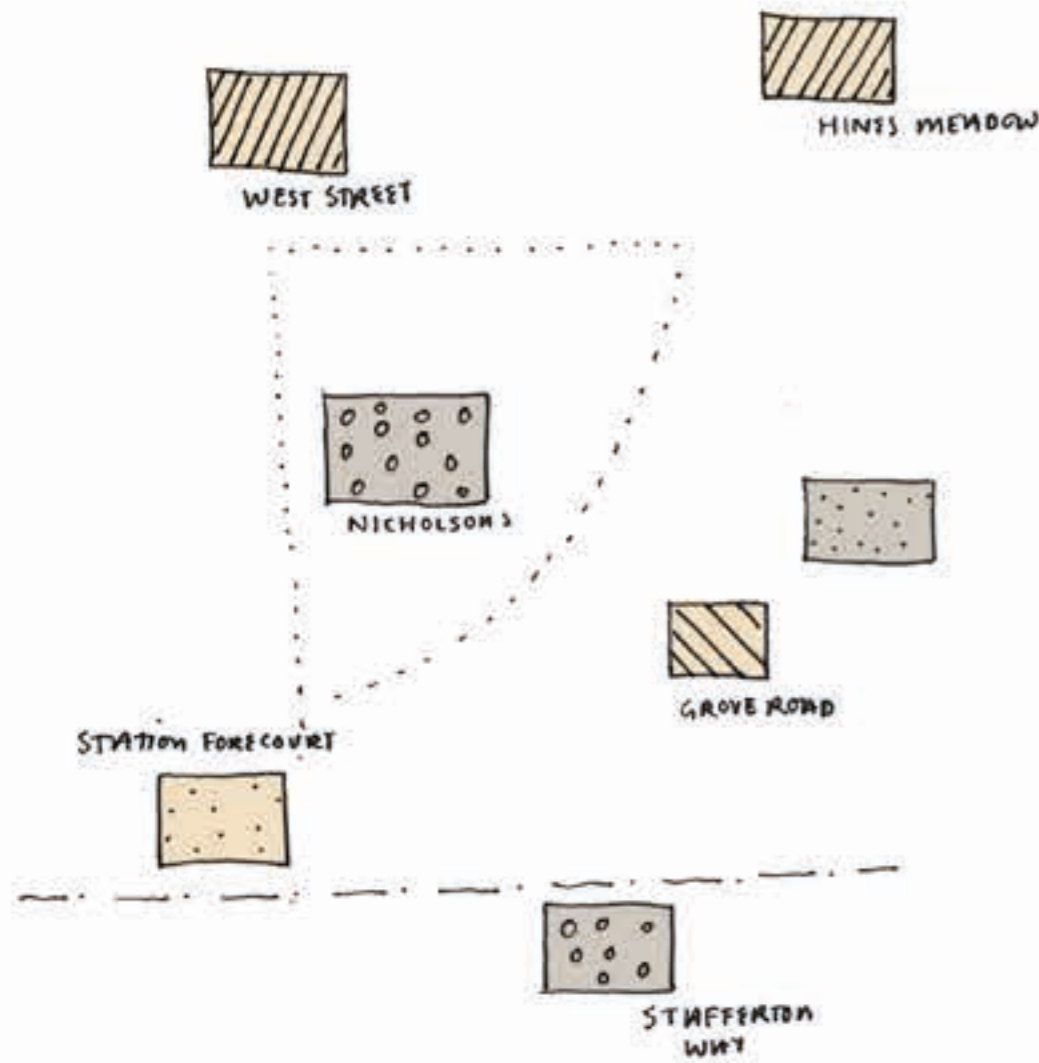
Car Parking Strategy - A Zoned Approach to Provision



The Town Strategy

Car Parking Strategy

Better Utilising The Network

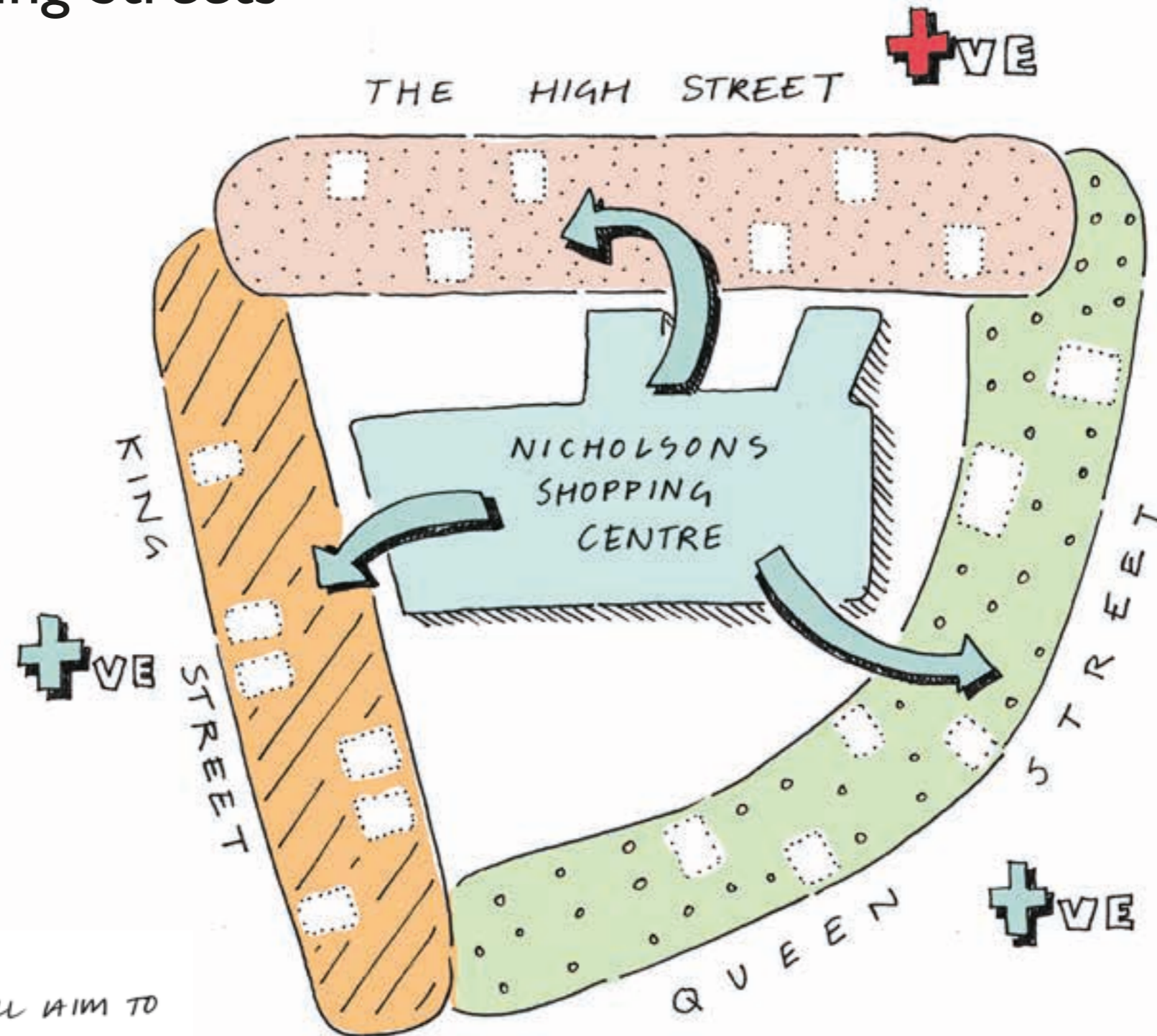


INDEPENDANT STAND ALONE PARKING PROVISION

A NETWORKED CAR PARKING MANAGEMENT SYSTEM

The Town Strategy

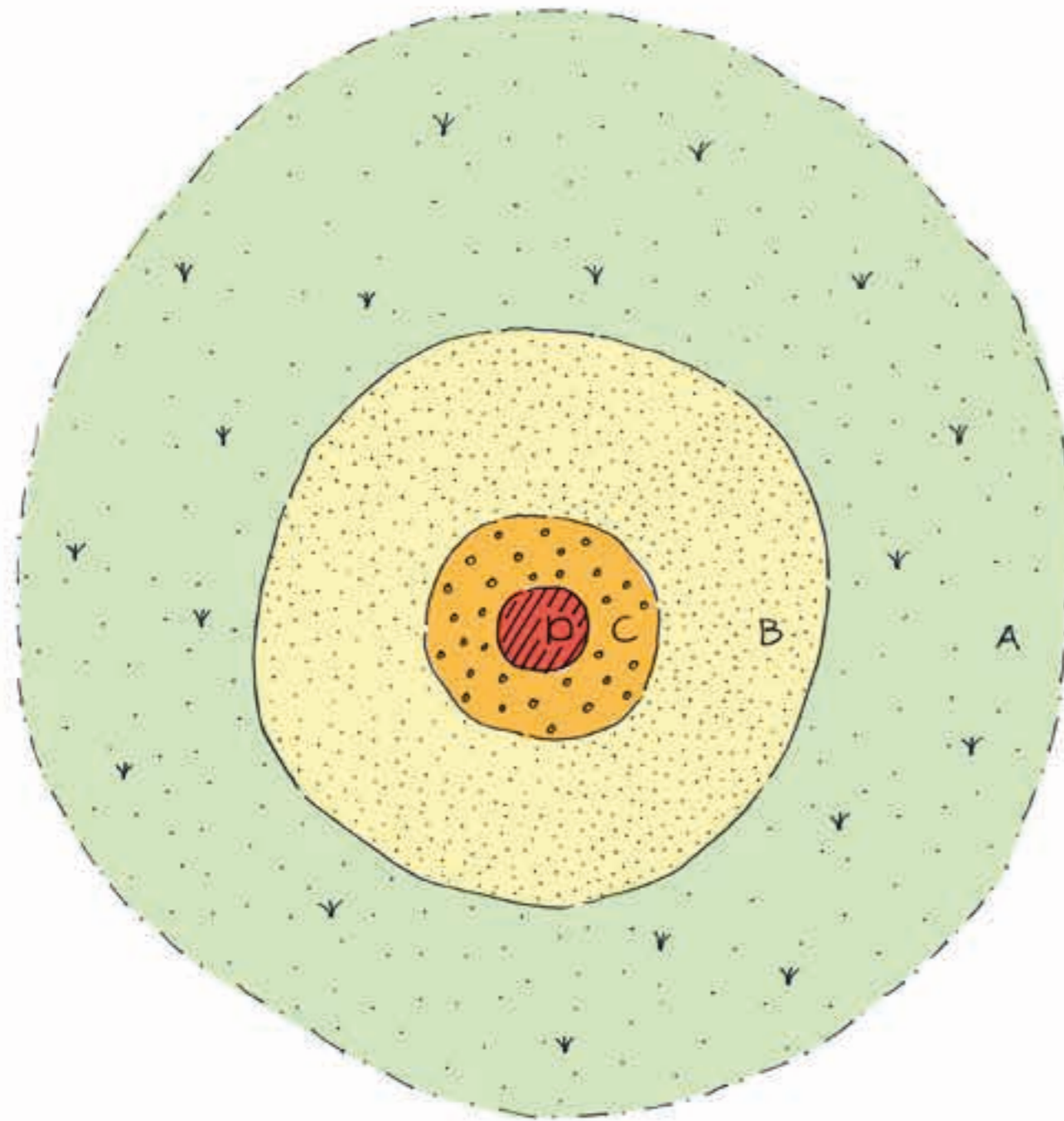
Retail Strategy – Reinforcing The Existing Streets



THE RETAIL STRATEGY WILL AIM TO REINFORCE THE OFFER OF THE TOWN'S KEY RETAIL STREETS

The Town Strategy

Design Strategy – Understanding Density in The Town



A – GREEN BELT
- CONTROLLED & HIGHLY PROTECTED



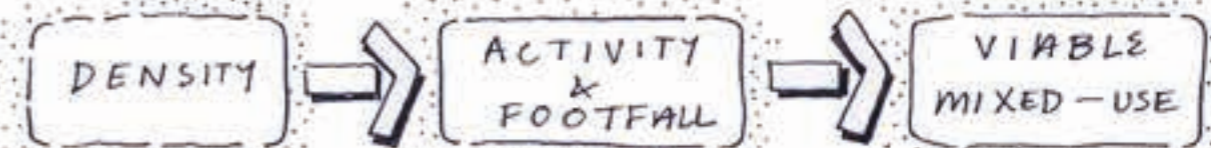
B – LOW DENSITY
- DETACHED & SEMI-DETACHED PROPERTIES
- RESIDENTIAL CHARACTER



C – MEDIUM DENSITY
- TERRACED HOUSING & FLATS
- TOWN CENTRE FRINGE



D – HIGH DENSITY
- FLATS / MIXED USE
- TOWN CENTRE



UNDERSTANDING DENSITY IN THE TOWN

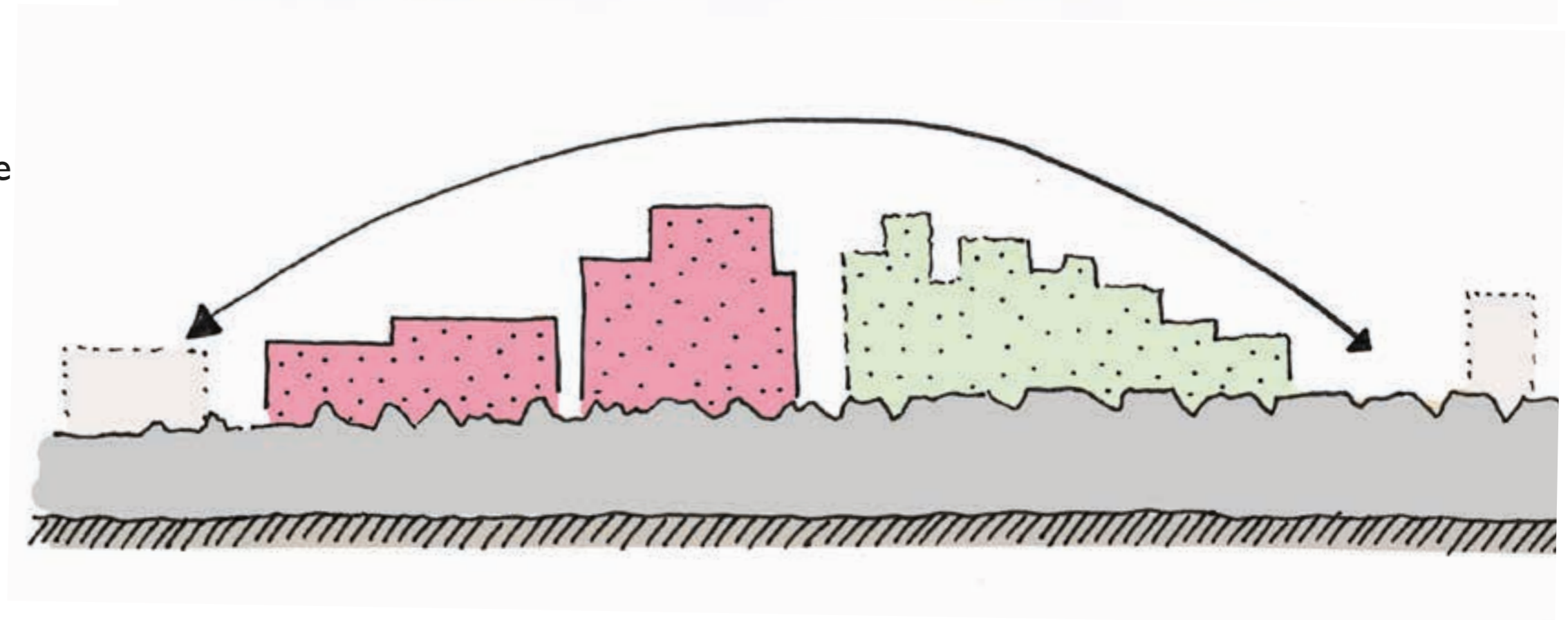
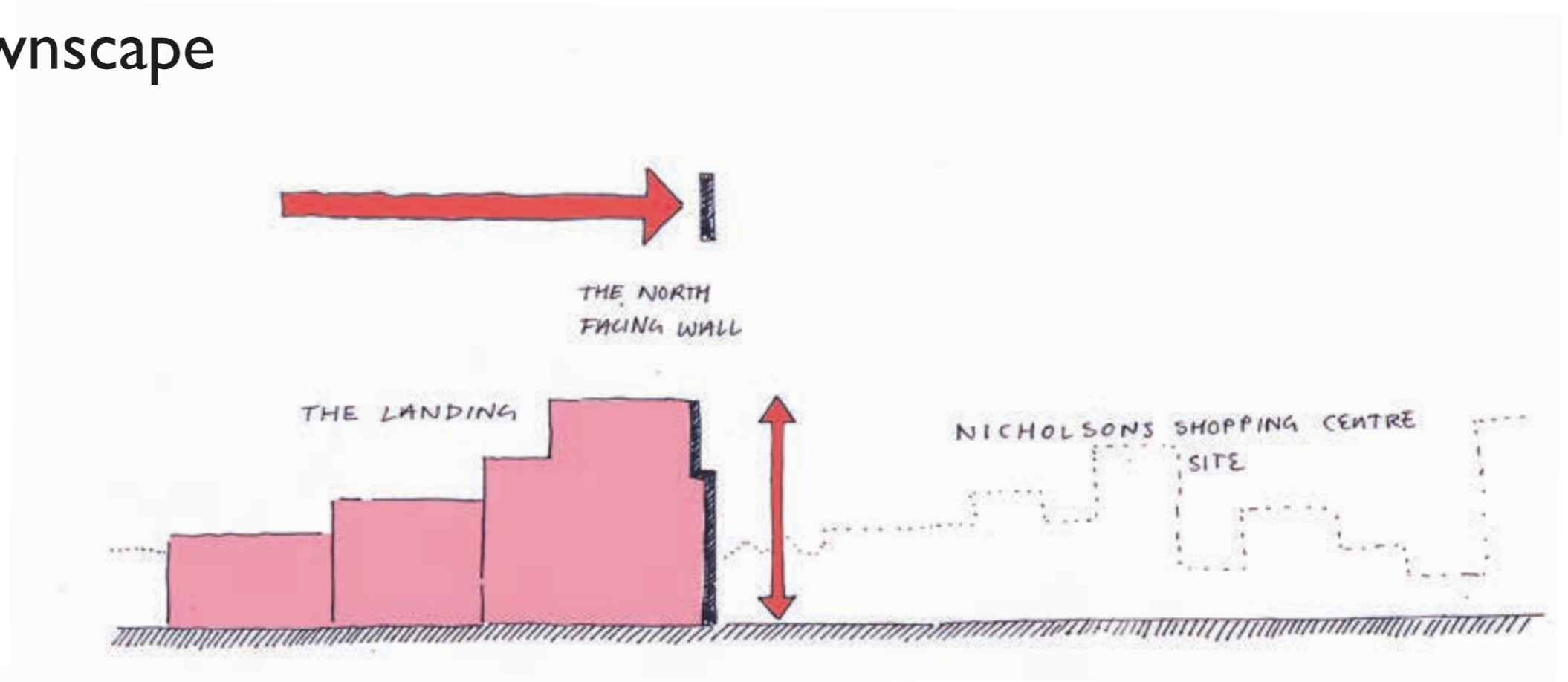
The Town Strategy

Design Strategy – Creating Cohesive Townscape

New developments need to be considered together to understand the “Whole”

Taller buildings should together form a cohesive “Cluster”

We have taken our reference for height from the new denser developments that intensify the centre



The Town Strategy

Understanding The Grain

Historic Grain - Maidenhead 1897



The Town Strategy

Understanding The Grain

The Grain Today
With the Shopping Centre to the Middle



The Town Strategy

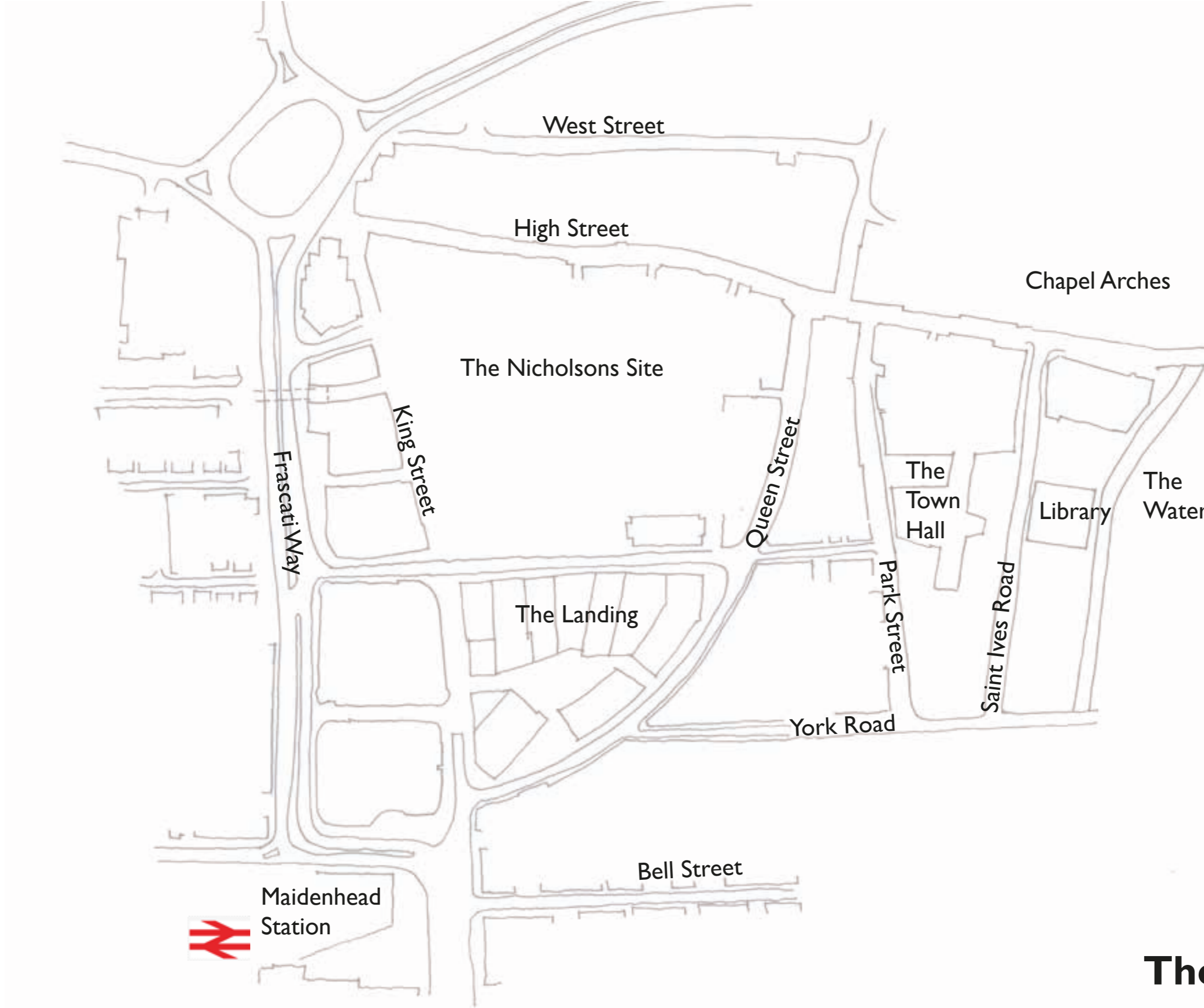
Understanding The Grain

Proposed Grain

Improving the Town Centre's grain –
breaking down the footprint



Masterplan Framework



Maidenhead Station

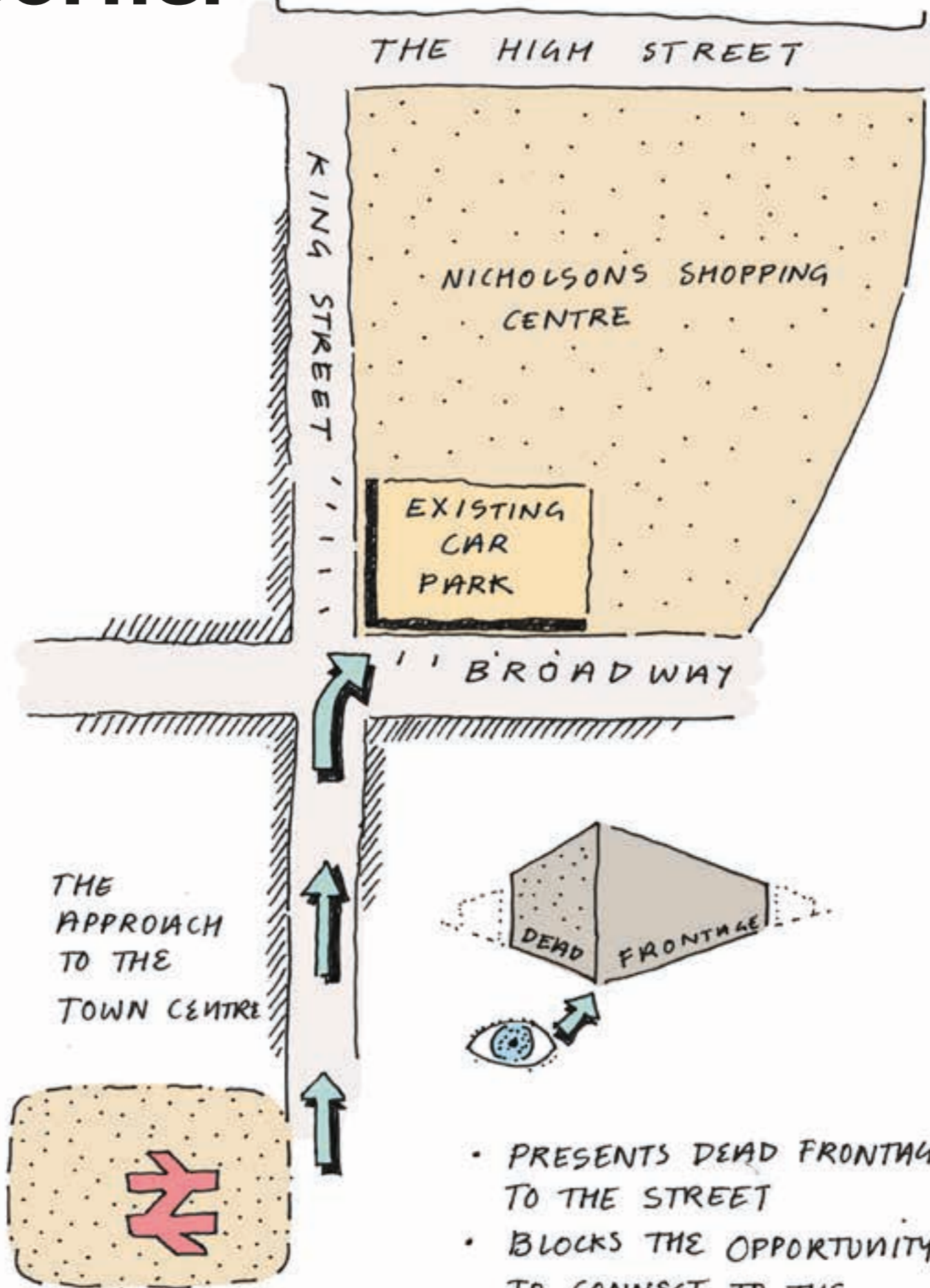
The Existing Site

I. Car Parking



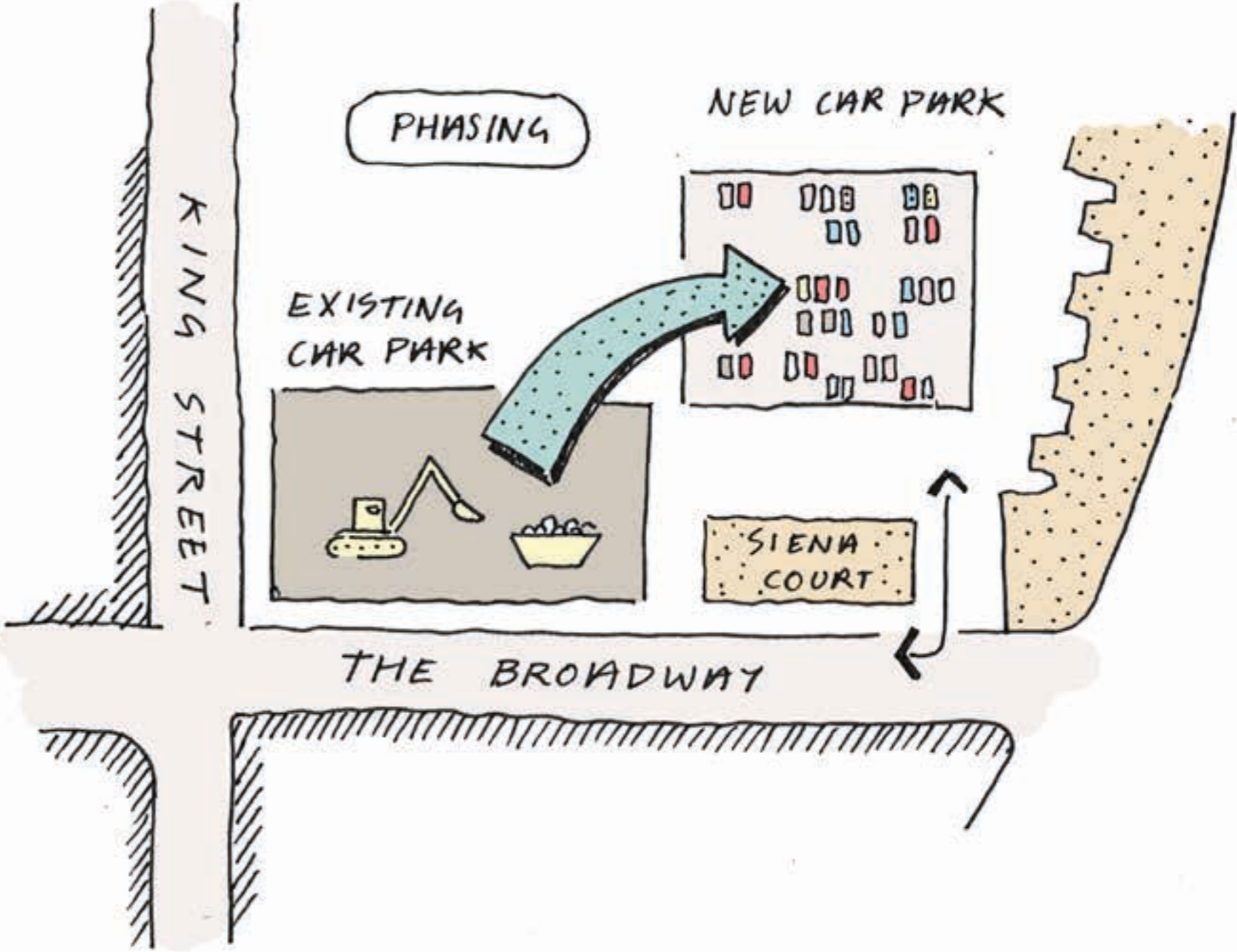
- Demolish the existing car park
- New car park central to the town

Blocking the Corner



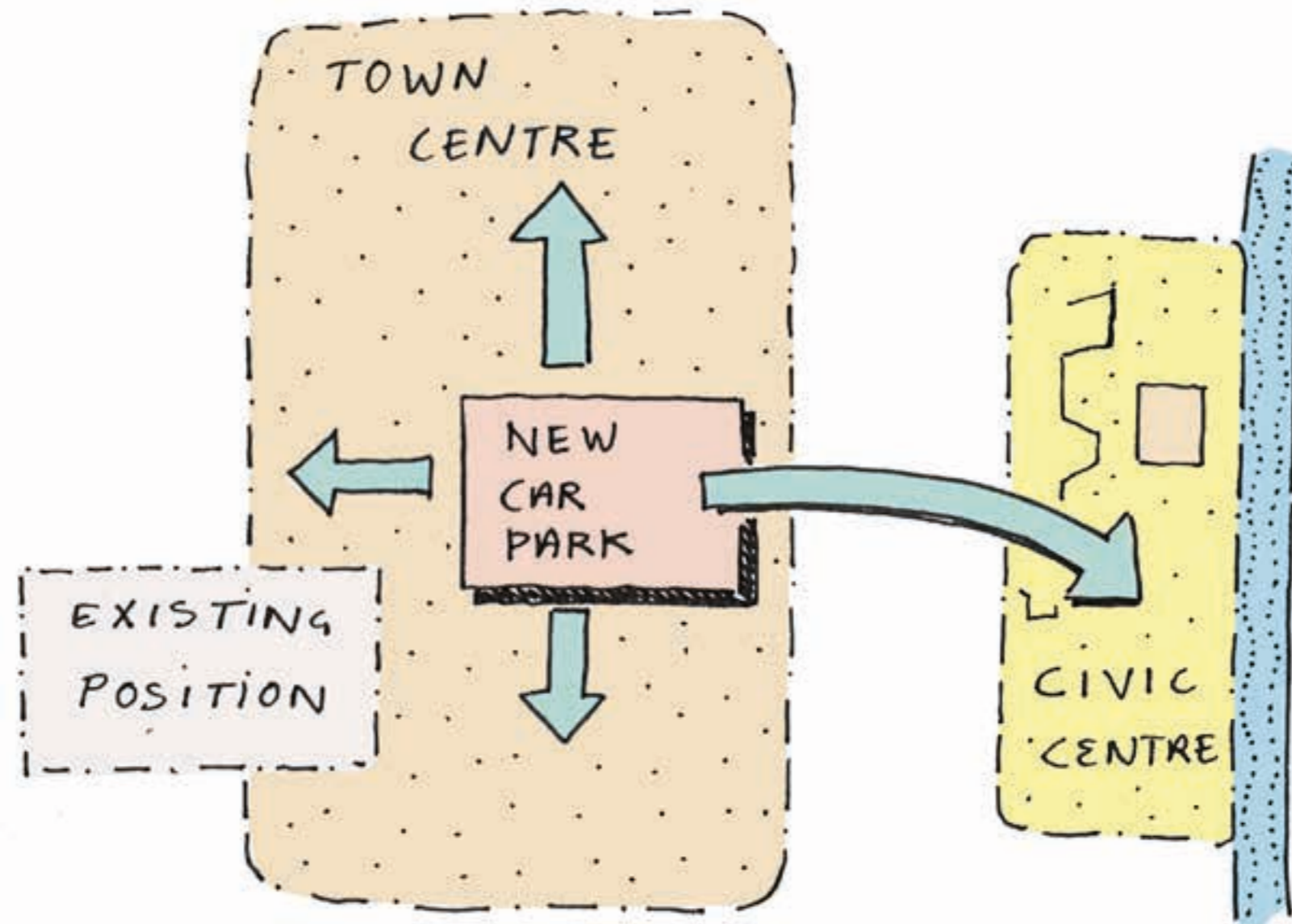
- PRESENTS DEAD FRONTAGE TO THE STREET
- BLOCKS THE OPPORTUNITY TO CONNECT TO THE CENTRE OF THE SITE.

Phased Delivery



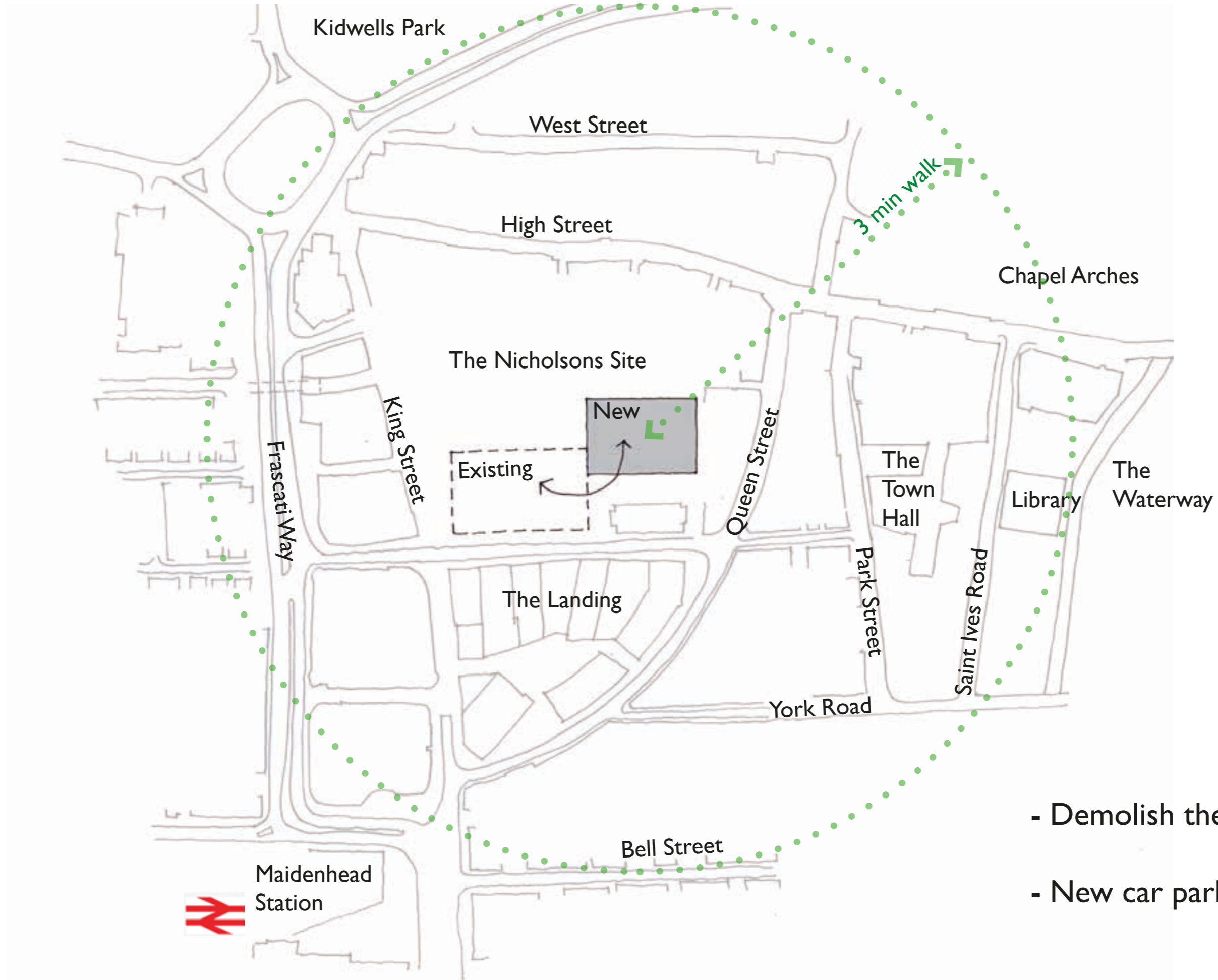
THE NEW CAR PARK CAN BE LOCATED TO ALLOW FOR ITS CONSTRUCTION BEFORE THE EXISTING ONE IS DEMOLISHED .

A Central and Shared Facility



THE NEW CAR PARK IS MORE CENTRALLY
LOCATED, SERVING THE TOWN CENTRE AND
THE CIVIC CENTRE

I. Car Parking



- Demolish the existing car park
- New car park central to the town

2. Elizabeth Walk - a New North-South Street



- A north-south pedestrian route between the train station and the High Street

3. Brock Lane - a New East-West Street



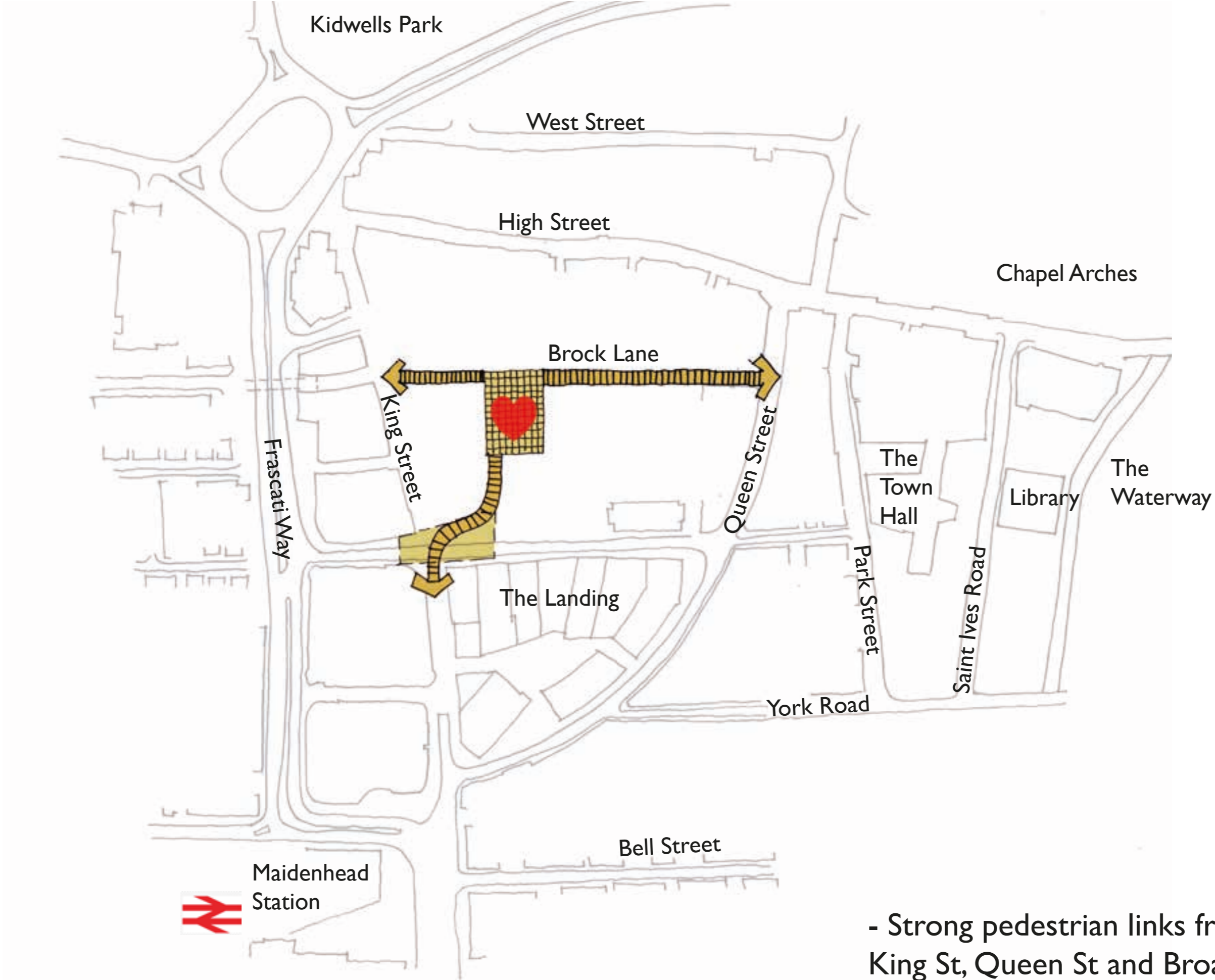
- An east-west pedestrian route between Frascati Way and Queen Street

4. Brewery Square - a New Heart for the Town



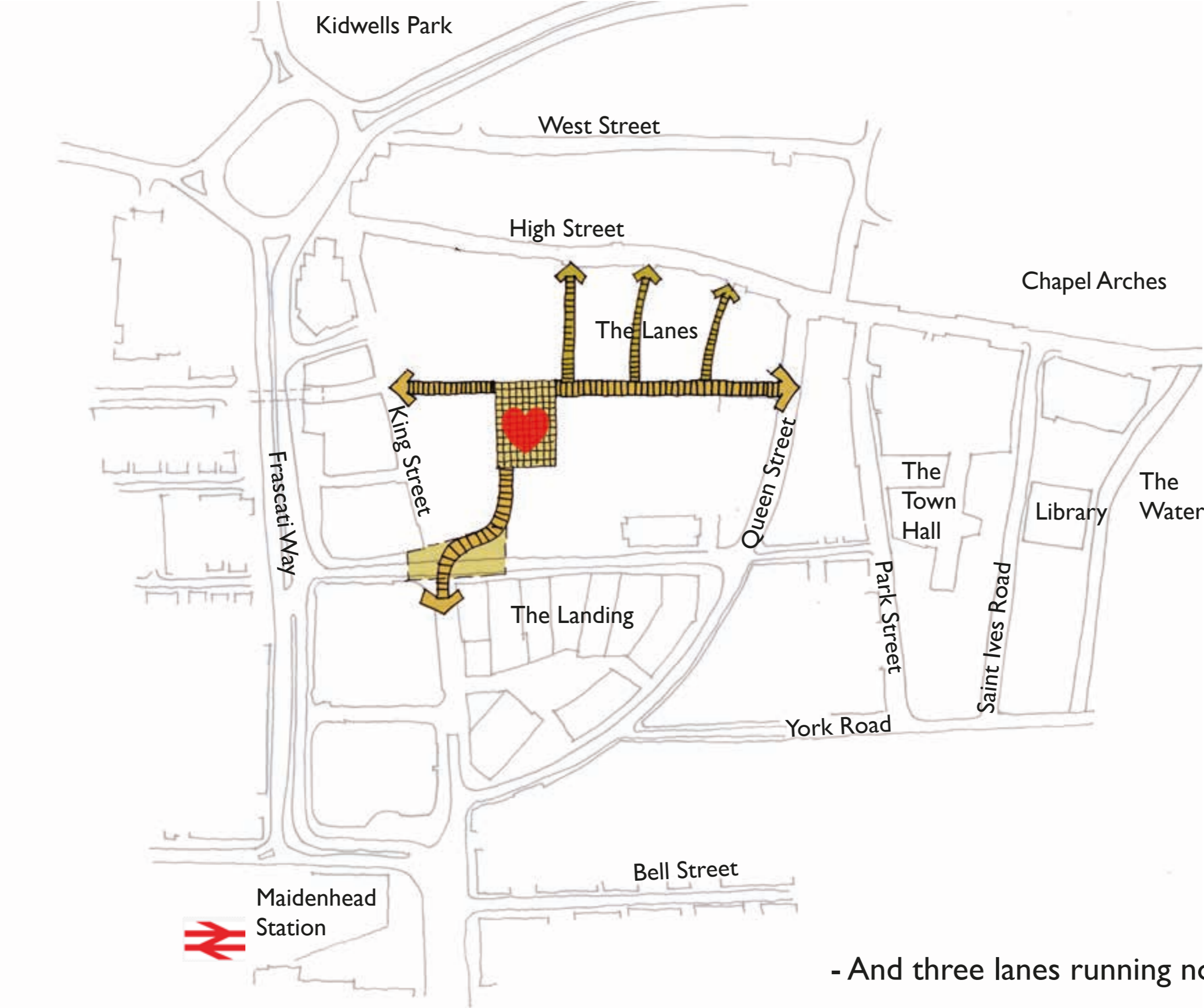
- Brewery Square where the routes cross
- A new focal point for the town

5. Street Connections



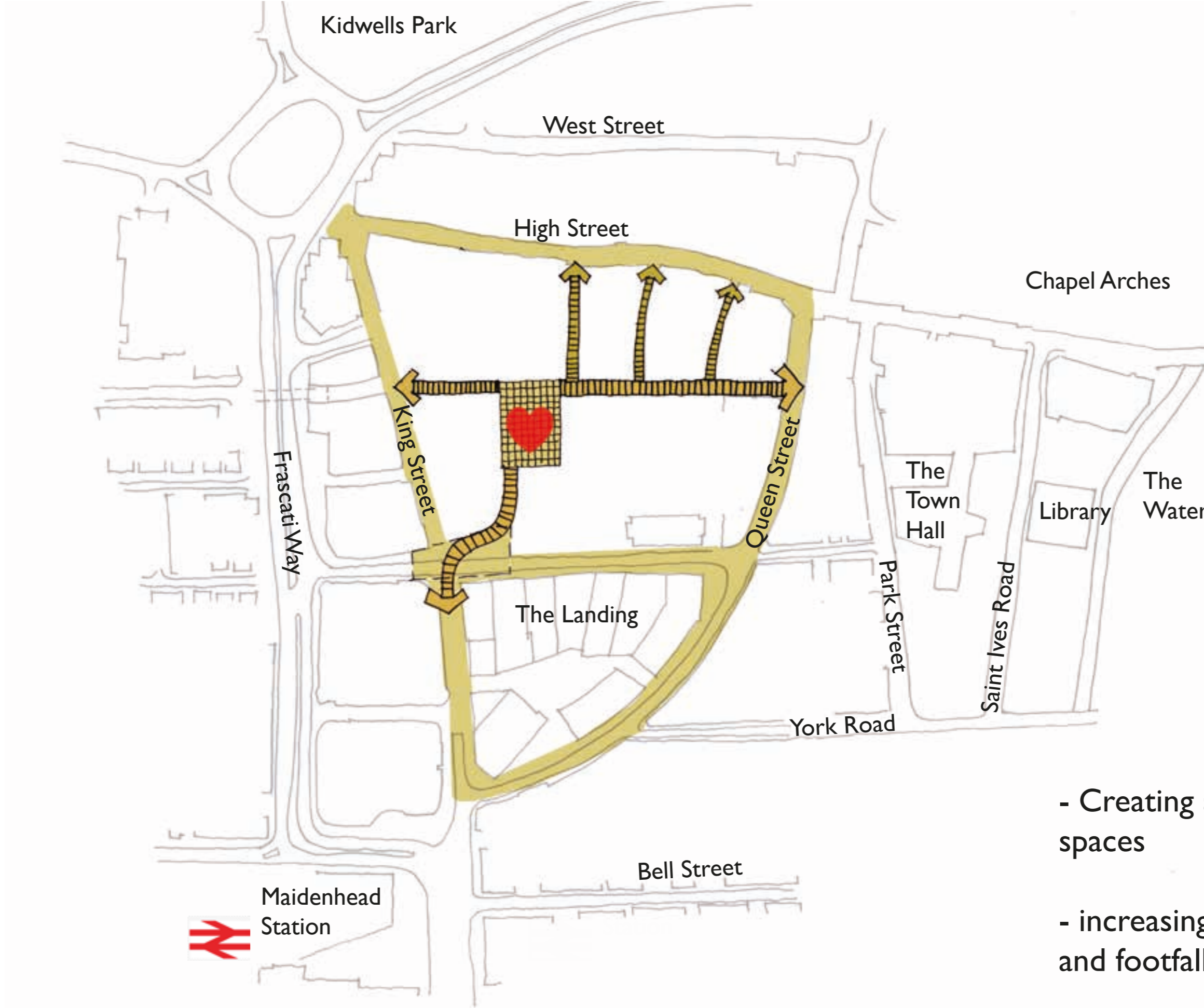
- Strong pedestrian links from the square to King St, Queen St and Broadway

6. Lane Connections to the High Street



- And three lanes running north to the High Street

Breathing life into the Maidenhead Triangle



- Creating a network of streets and spaces
- increasing permeability, activity and footfall in the town centre

Illustrative Masterplan



West Street

High Street

Nicholson's Lane

Brock Lane Arcade

Brewery Square

Carpark

King Street

Queen Street

Town Hall

Theatre

Library

Frascati Way

Park Street

Siena Court

Broadway

The Landing

The Waterway

Illustrative Masterplan



West Street

High Street

Nicholson's Lane

Brock Lane Arcade

Brock Lane Arcade

King Street

Brewery Square

Carpark

Siena Court

Broadway

The Landing

Frascati Way

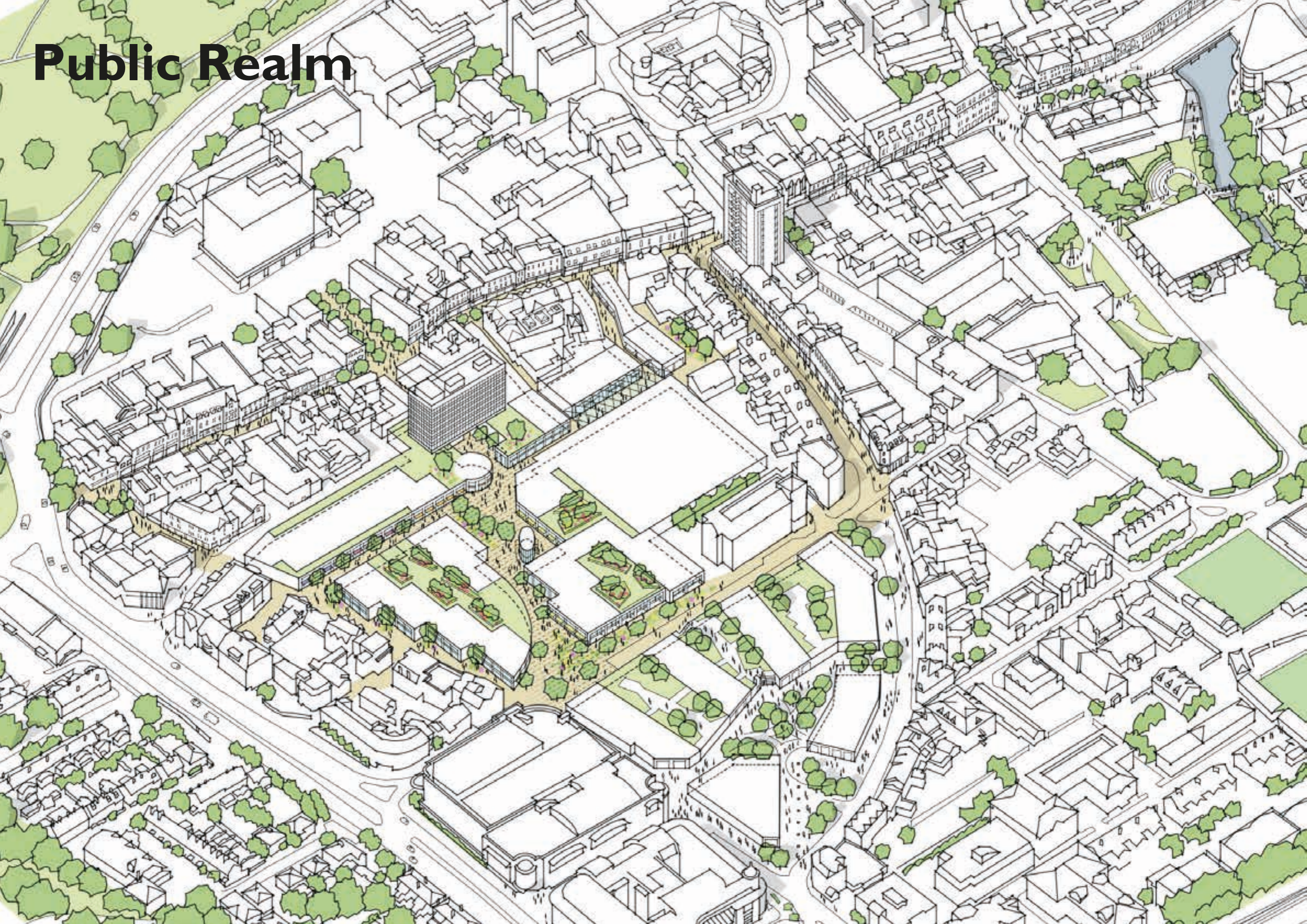
Queen Street

Park Street

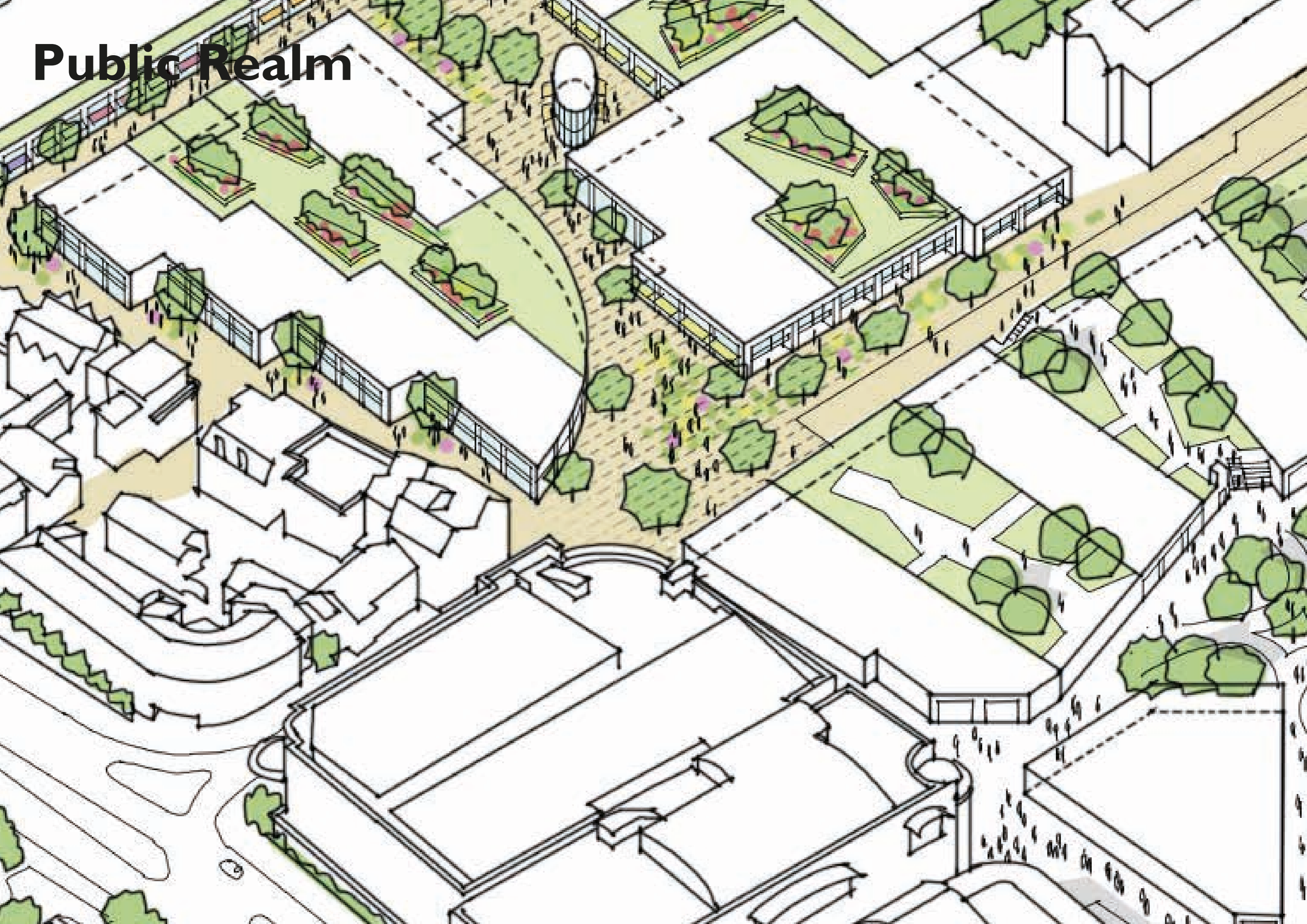
Town Hall

Desborough Theatre

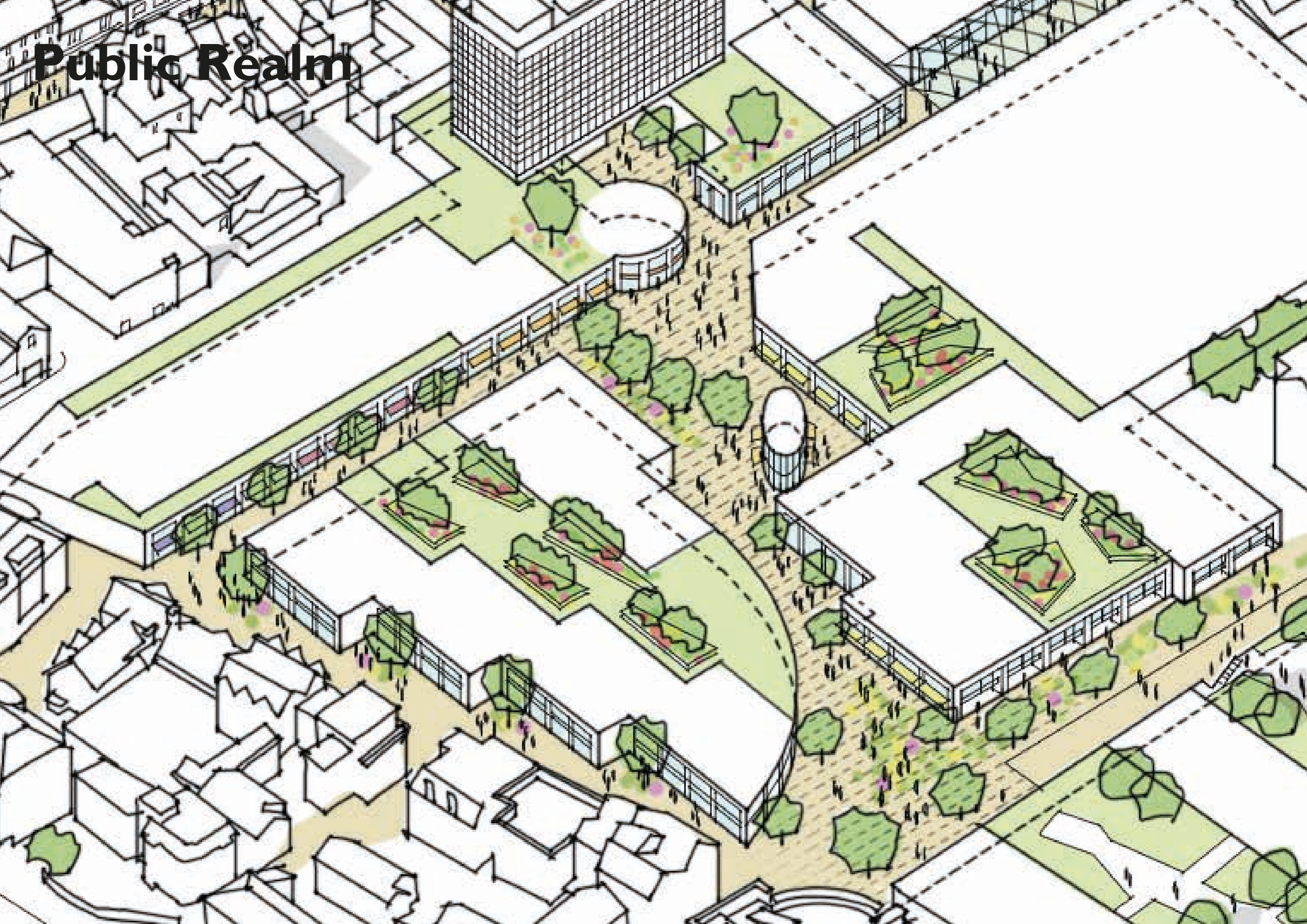
Public Realm



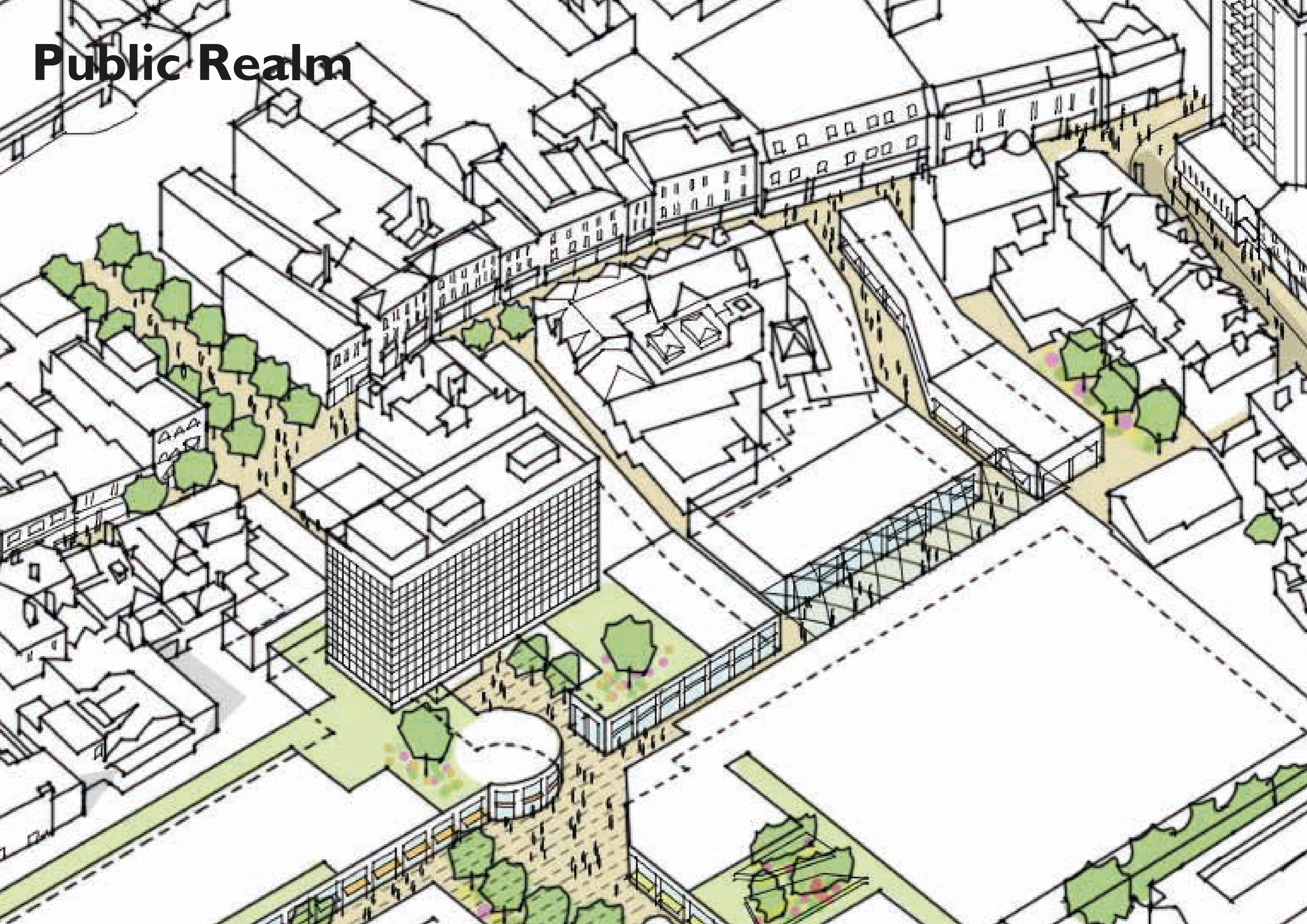
Public Realm



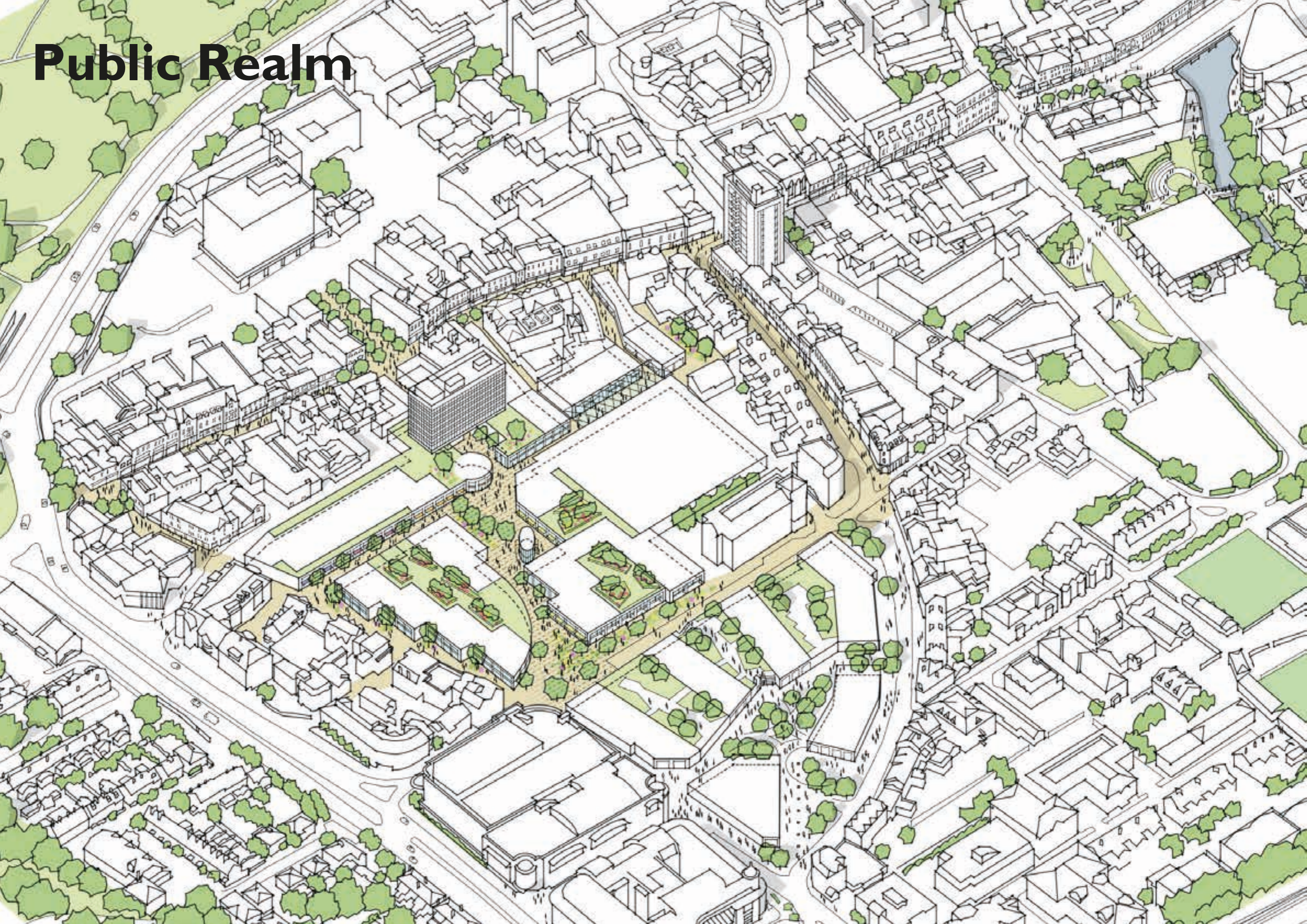
Public Realm



Public Realm



Public Realm



Illustrative Masterplan



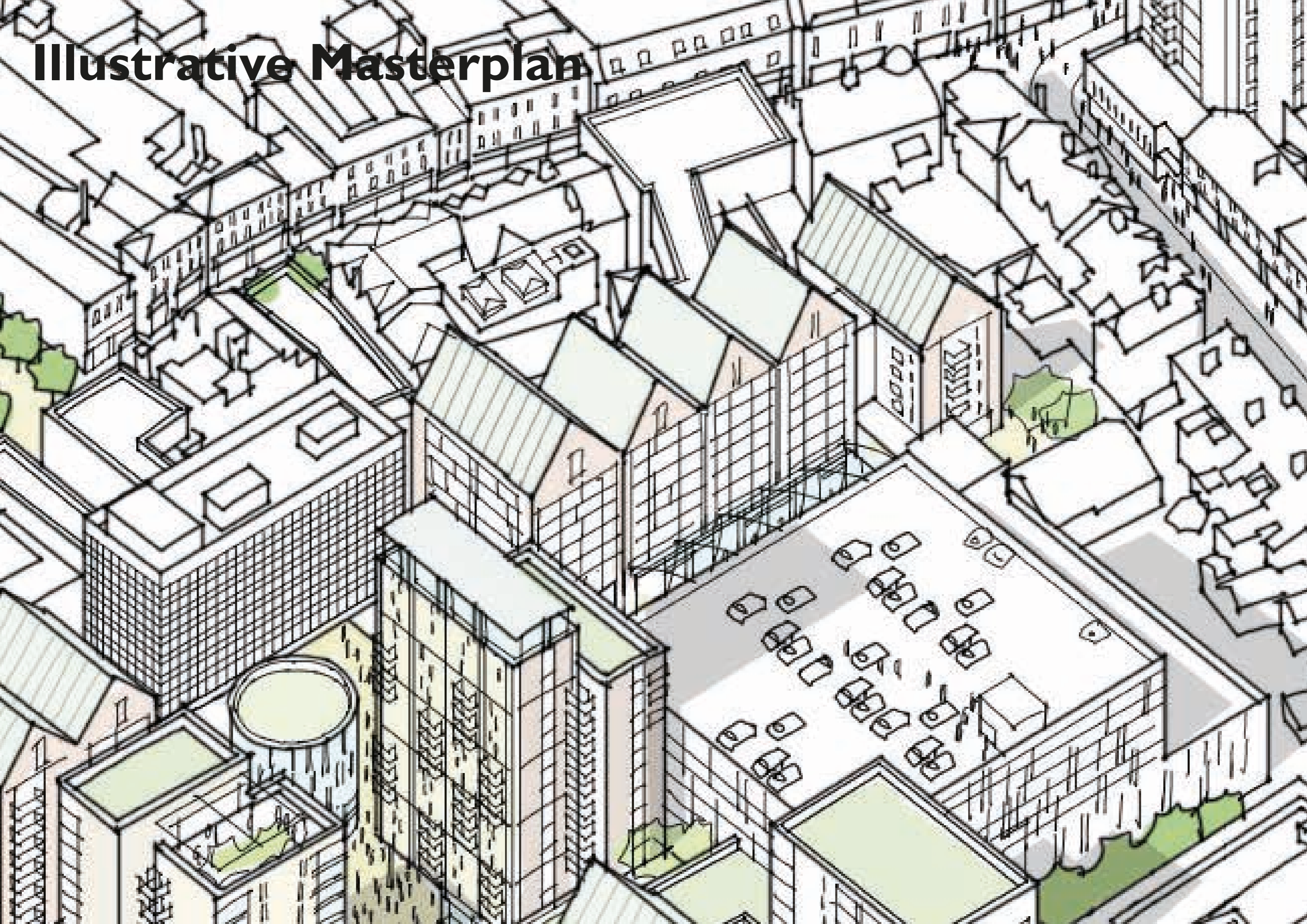
Illustrative Masterplan



Illustrative Masterplan



Illustrative Masterplan



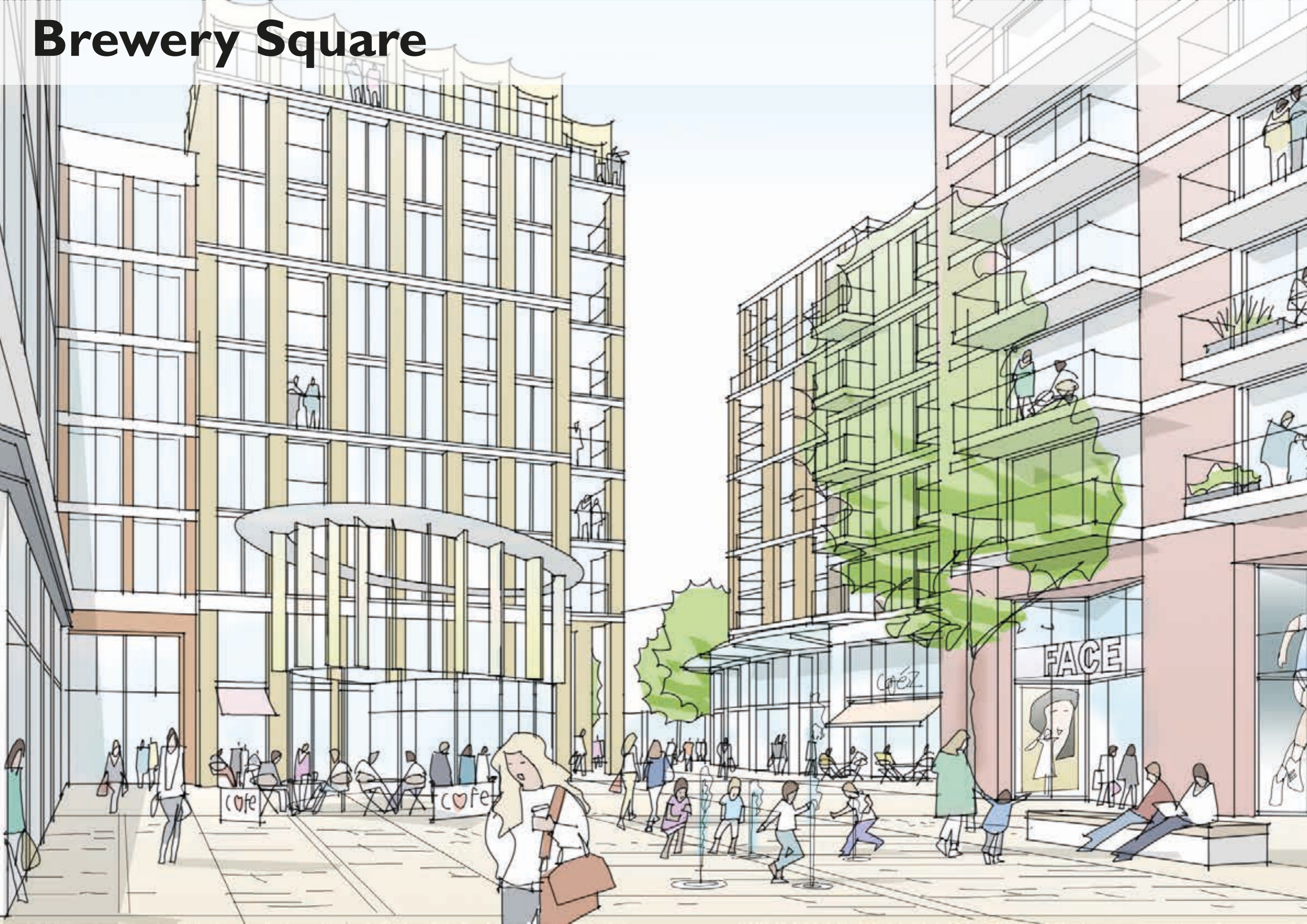
Illustrative Masterplan



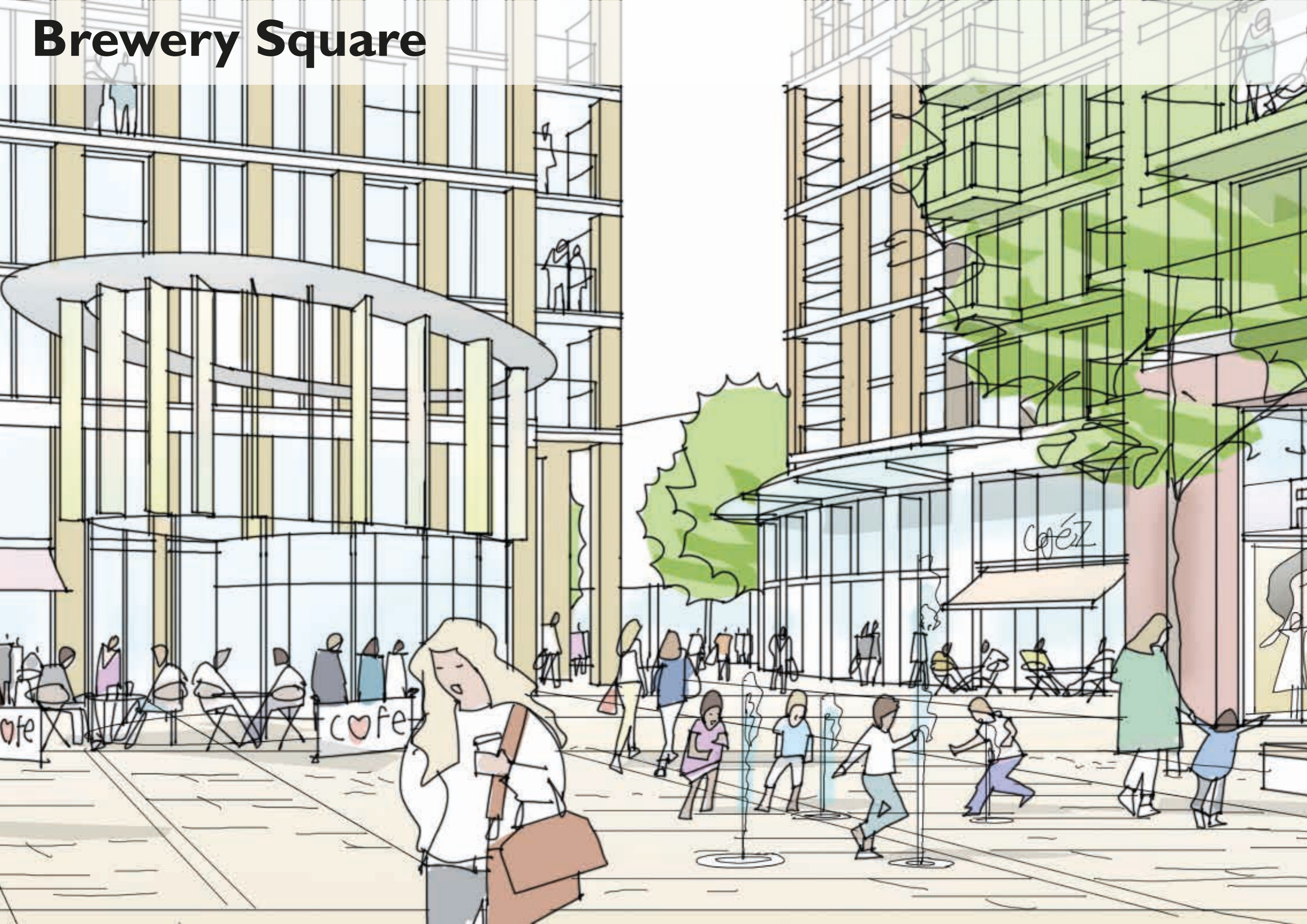
Brewery Square

- Create a new connected heart for Maidenhead
 - A flexible space that can support year-round activities and community events
 - Surrounded by independent food shops and restaurants
 - Creates an address for the artists centre
 - Connected by east west arcades to form a partly sheltered route
-

Brewery Square



Brewery Square



Elizabeth Walk



Brewery Square Festivities



Brewery Square Festivities



Something Unique



Something Unique



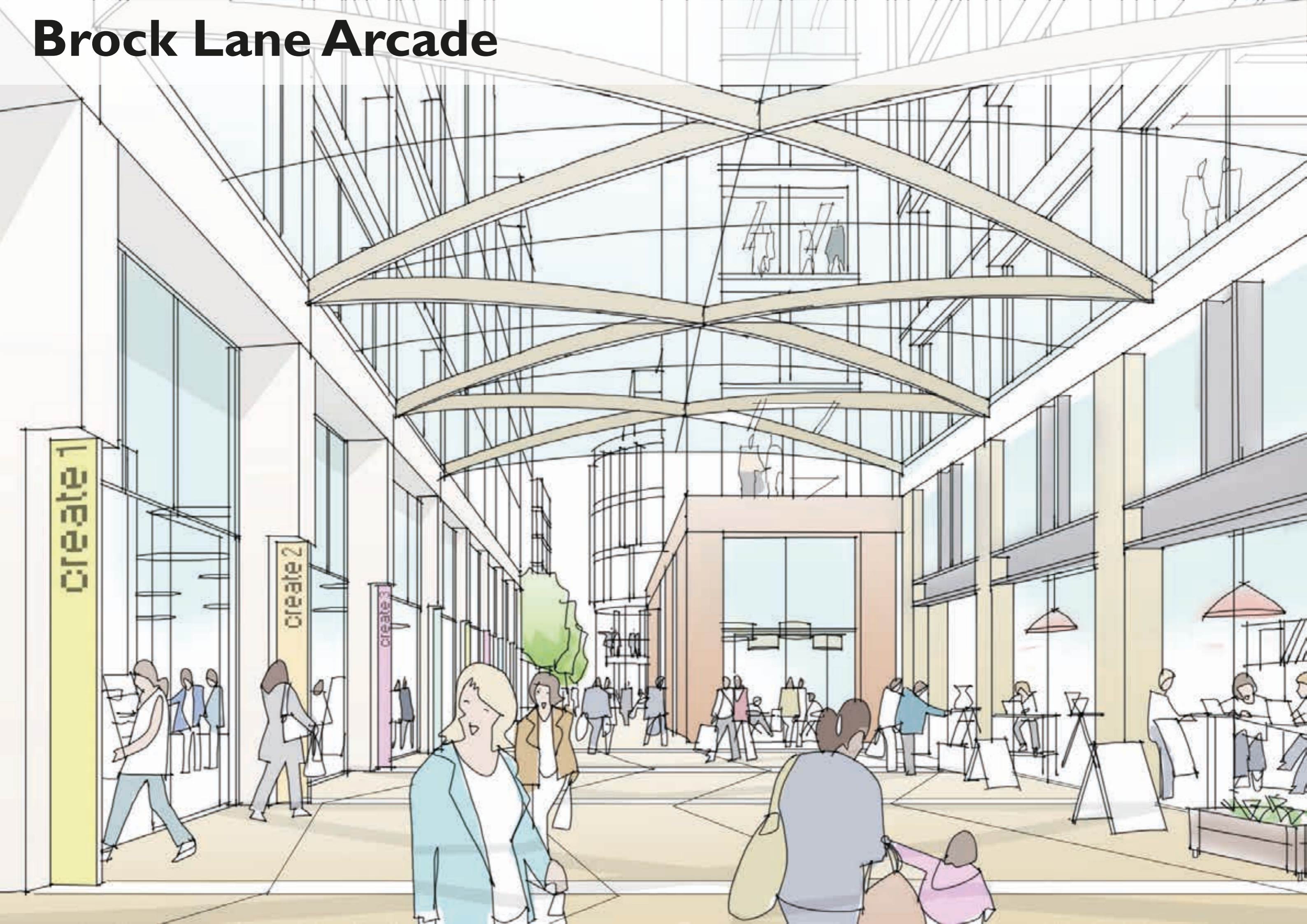
The Well Microbrewery



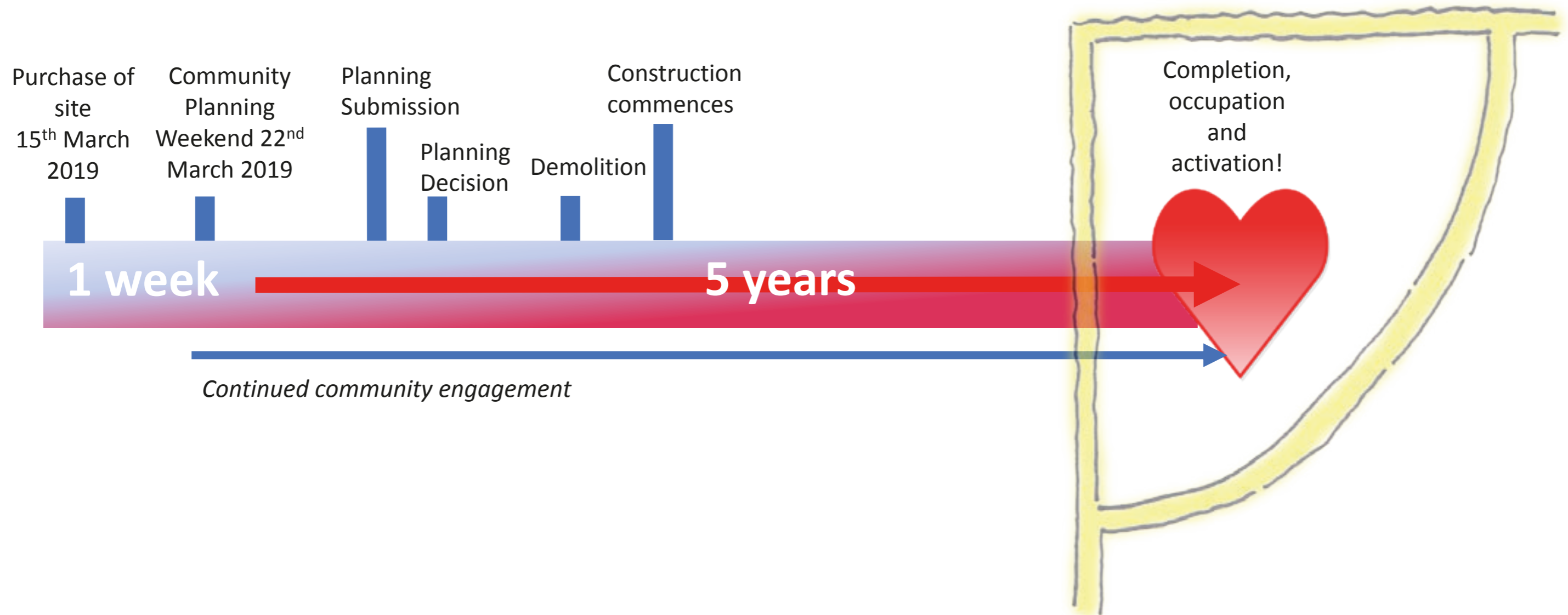
The Lanes

- Recognise historic importance of routes
- Bring a smaller scale grain to the proposals
- Open up routes to encourage people through the site
- Create colourful and interesting places, with street art and lighting

Brock Lane Arcade



Development Programme



The Way Forward

1. Set up a dedicated Community Forum
2. Work with the Local Authority and Town Centre Partnership on a Town Centre Placemaking Strategy
3. Continue robust consultation
4. Develop a consultation app to help us reach the younger demographic
5. Consider a Good Citizen of Maidenhead policy including apprenticeships, jobs, commitment to local businesses, etc

Thank You!

