

## “This is a once in a lifetime opportunity”

In March 2019 we held a Community Planning Weekend to help shape the future regeneration of this important part of Maidenhead town centre, creating a sense of place and a destination for shoppers, residents, businesses and visitors.

Since March we have been working to develop the proposals and this exhibition will be a chance to view the emerging proposals and talk with our design team.



We listened...

## Background

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 and visitors. It identifies:

- opportunities for new building, new streets and spaces
- improved shopping facilities and attracting new businesses
- creating new homes
- providing social and cultural attractions
- further improving the towns accessibility

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

The new owners of the shopping centre Tikehau Capital and partners Areli Real Estate bought the site from receivership and are committed to working closely with the local community to shape the future of the site and its relationship with the wider town. They appointed architects and urban designers JTP to facilitate the Community Planning process and design the masterplan solution.



We debated...



We drew together...



Aerial view of the site from the south



## 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 Designer



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.

## Landscape Architect



Exterior Architecture (ExA) is an award-winning team of creative and innovative Landscape Architects in the United Kingdom. The London and Manchester based studios work on a range of projects including master planning, public realm, green spaces and infrastructure, mixed use and residential developments, leisure, and resorts.

They understand the functional needs of their clients, and design spatial arrangements and details that establish a vibrant, living and growing landscape.

## Planning Consultant



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

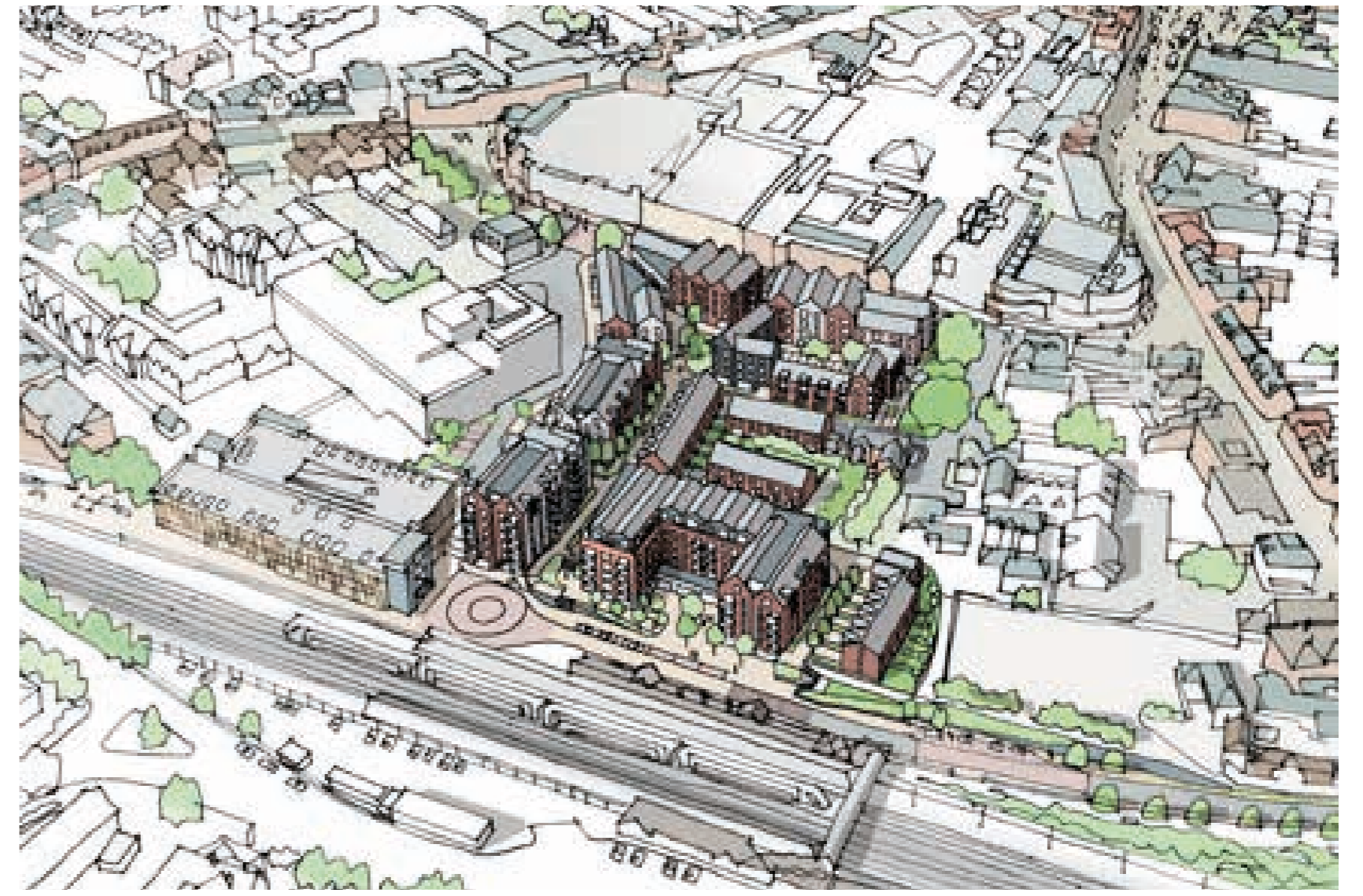
DP9 has a proven track record of delivering high profile planning consents and is currently advising on more than 500 live projects, ranging from small scale instructions to large, complex masterplanning proposals across all sectors.

## Transport & Engineering



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



Battersea Power Station, London



Aerial View from South West



Aerial View from South East



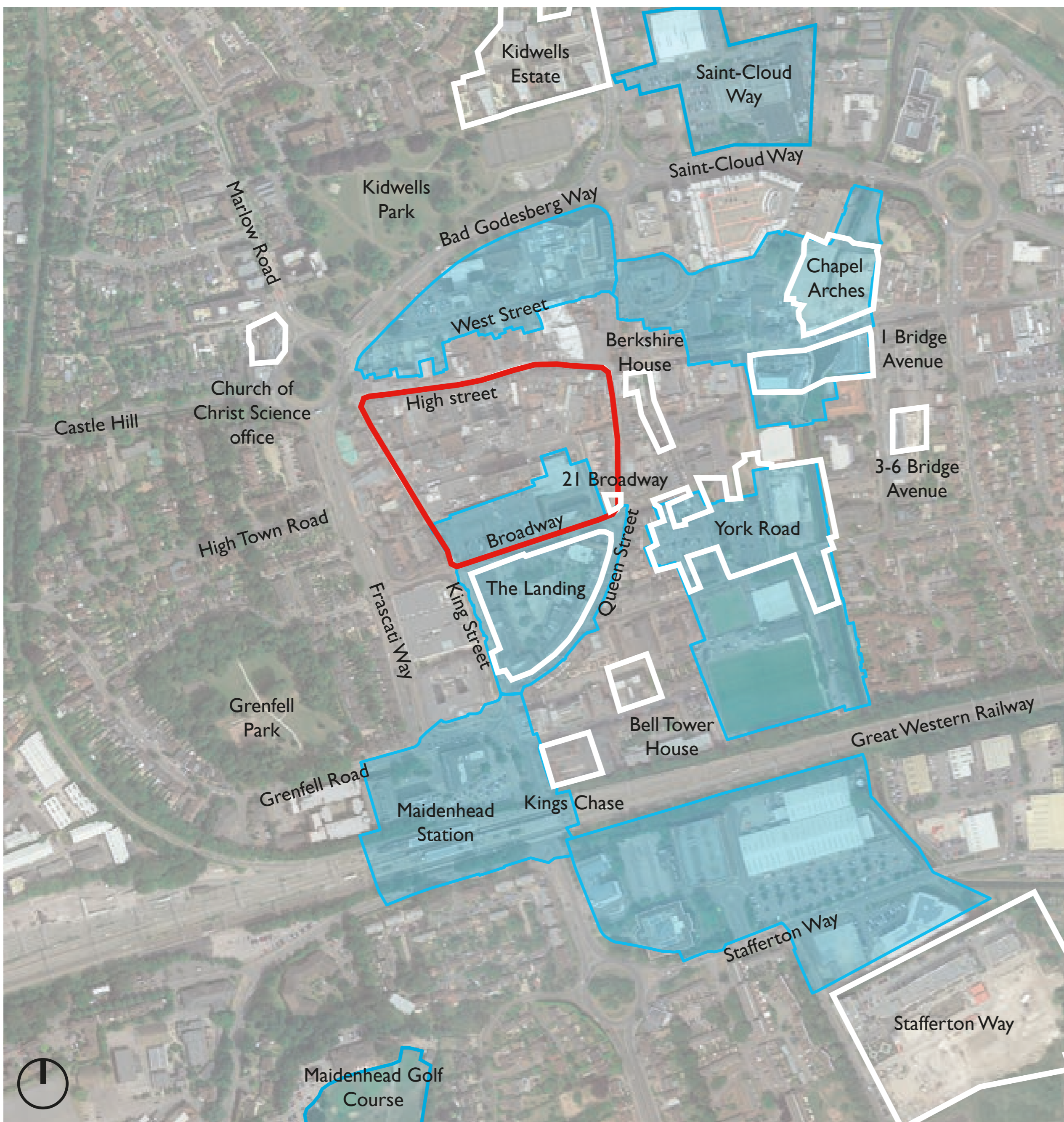
**Nicholsons Maidenhead**  
Creating a new heart for the town



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REAL ESTATE



Aerial view showing surrounding development



- Key:
- Consented developments
  - Nichols Site
  - Opportunity Areas - RBWM's key development projects:
    - Reform Road
    - St Clouds Way
    - West Street
    - York Road

**York Road**  
(Consented application)



Mixed Used Development with new civic square towards a landscaped waterfront

**West Street**  
(Opportunity area)



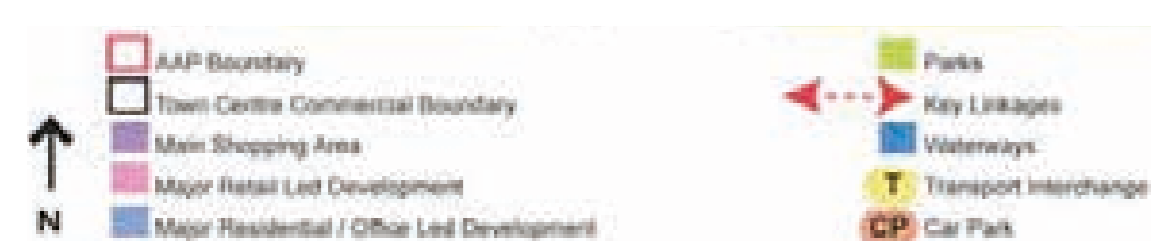
Mixed Used Development with improved links to Kidwells Park and the Moor

## Maidenhead Centre Area Action Plan

A Vision for the Town Centre



RBWM Maidenhead Town Centre APP 2011



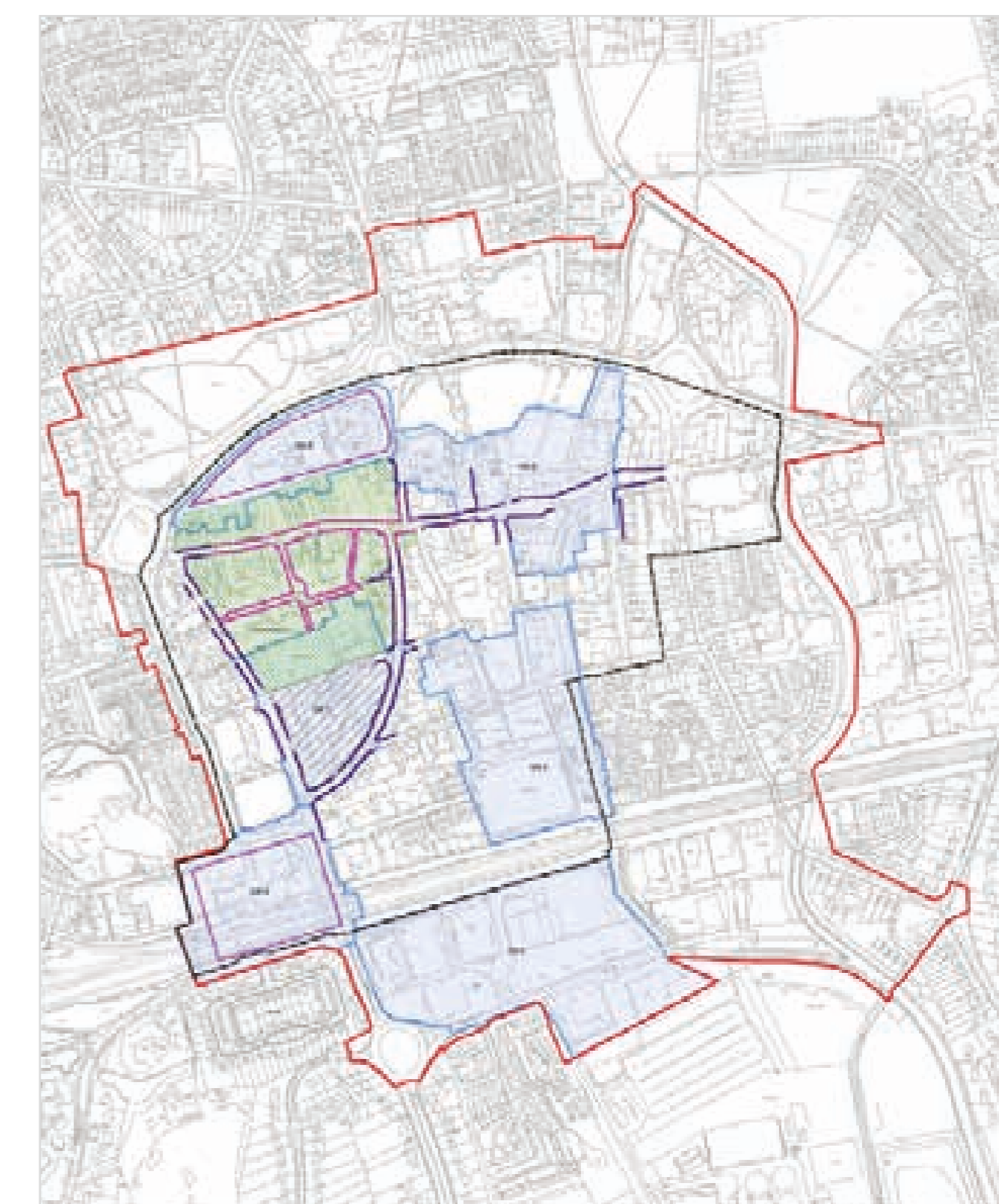
Movement through the Town Centre



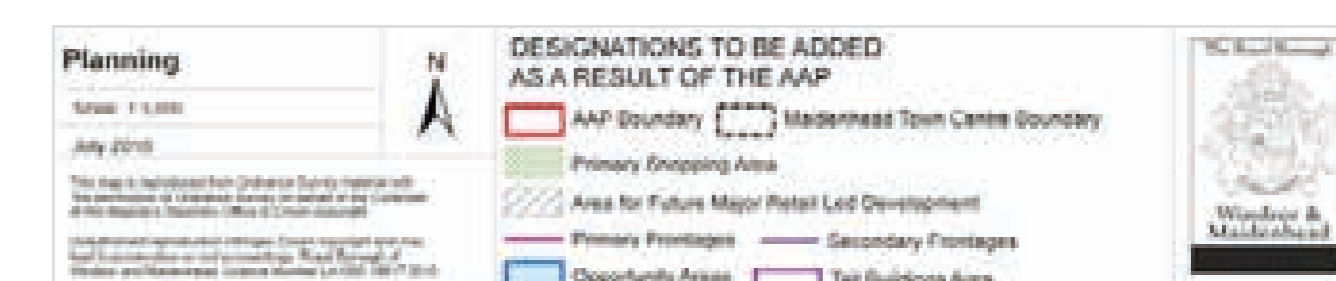
RBWM Maidenhead Town Centre APP 2011



New Designations as a result of AAP



RBWM Maidenhead Town Centre APP 2011



### 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.”*

## 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)

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

## 22 - 26 March 2019

Over 500 people took part in the Community Planning Weekend (CPW), which provided an opportunity for local people to share local knowledge and help shape the future plans for the area - through workshops, walkabouts and hands-on planning (HoP) groups.

Each day began with a Post-it discussion workshop. Local people were invited to share what they particularly liked and didn't like about the area; their dreams for the neighbourhood, and what they thought would make this an even better place to live.

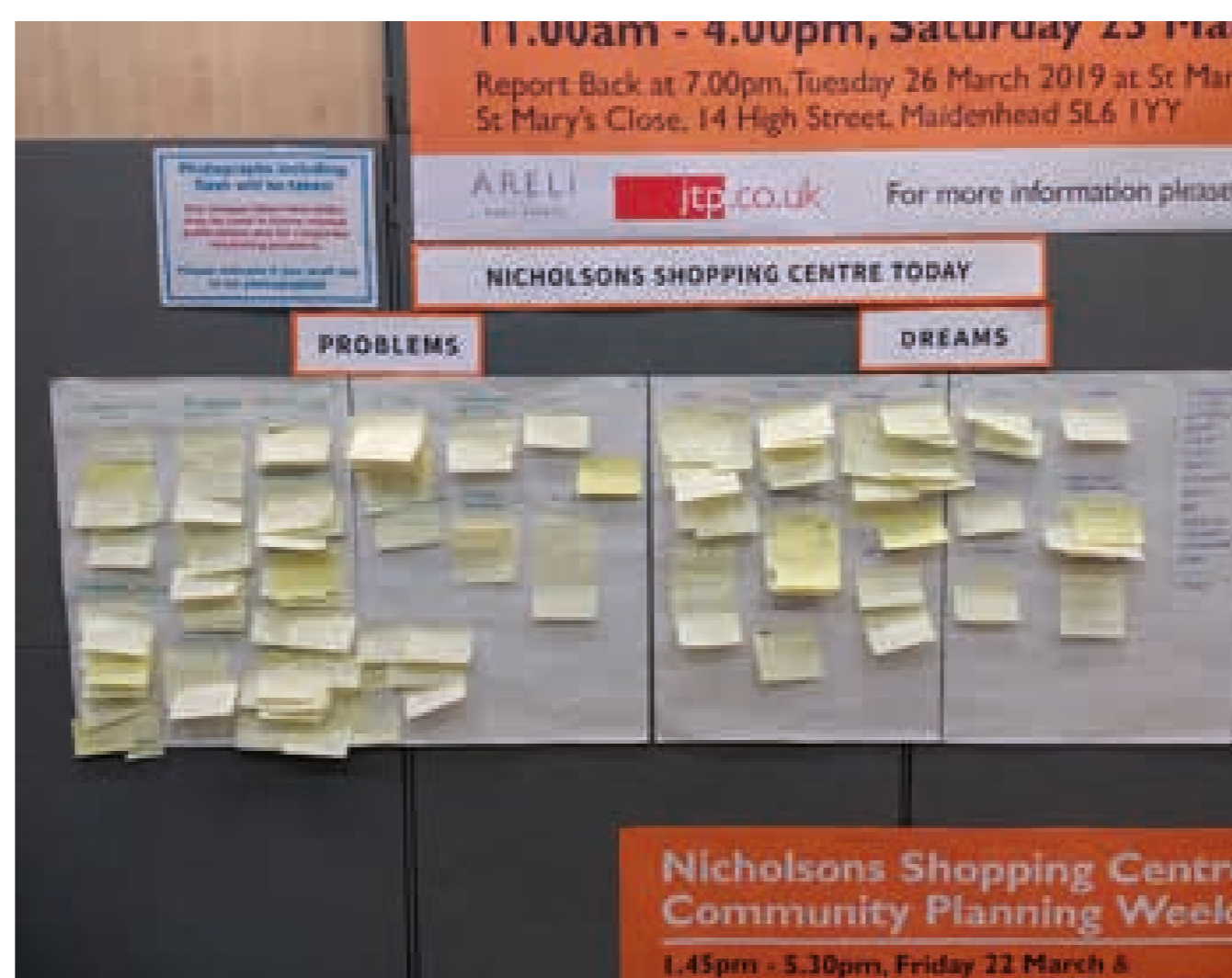
This was followed by themed Hands-on Planning workshops where local people worked with JTP architects to sketch out how their ideas could be incorporated into the proposals. A representative of each group then fed back to the whole room on what they had discussed and the possible solutions they'd come up with.

The following boards show some of the community's ideas. All quotes are from participants in the process.

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



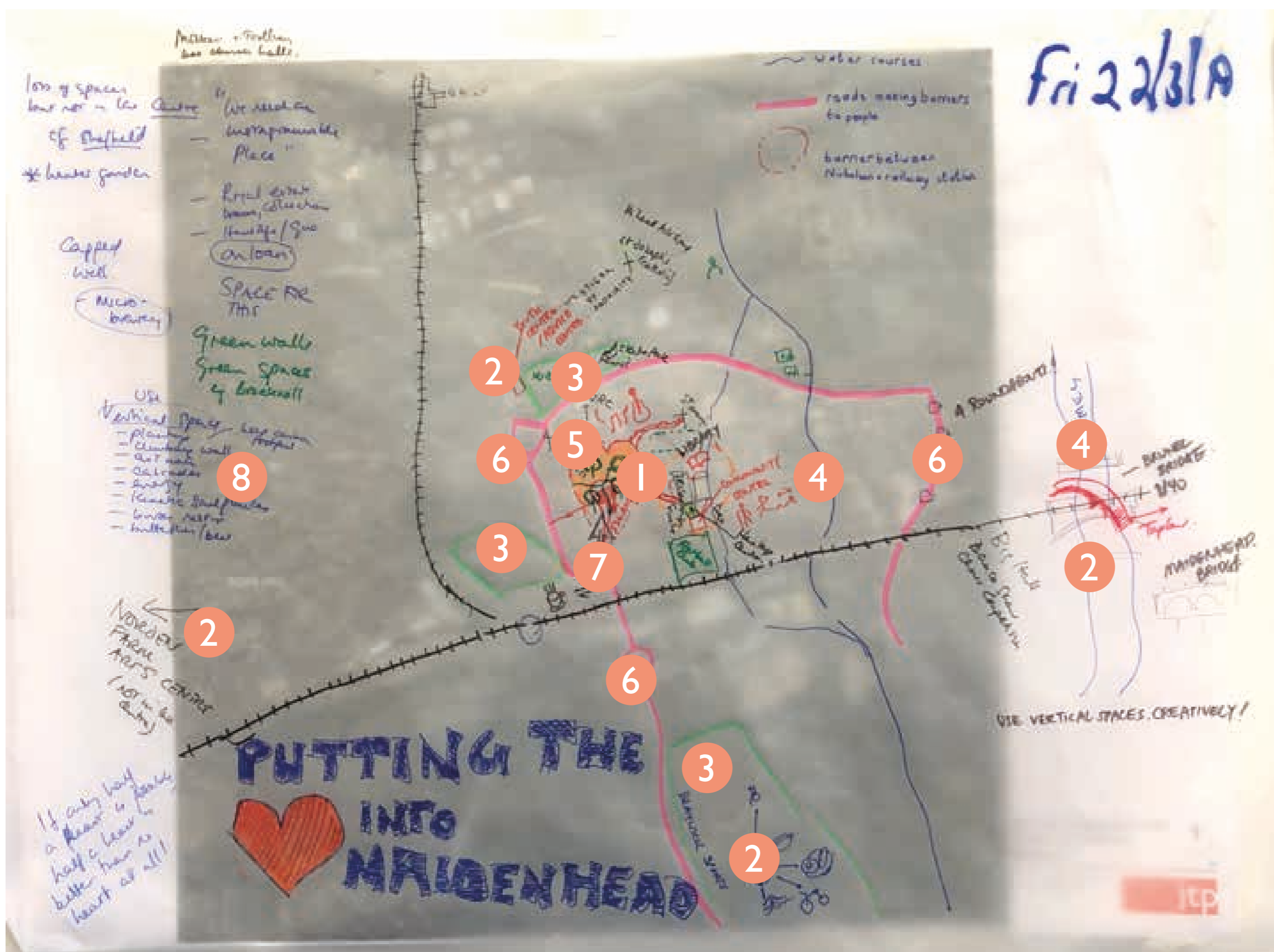
Background exhibition.



Post-it note workshop



Hands-on Planning workshop



Hands-on Planning drawing from Community Planning Weekend

### Key

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 Nicholson's and beyond
8. Taller buildings can be good for biodiversity e.g. green roofs, walls, etc



**Nicholson's Maidenhead**  
Creating a new heart for the town



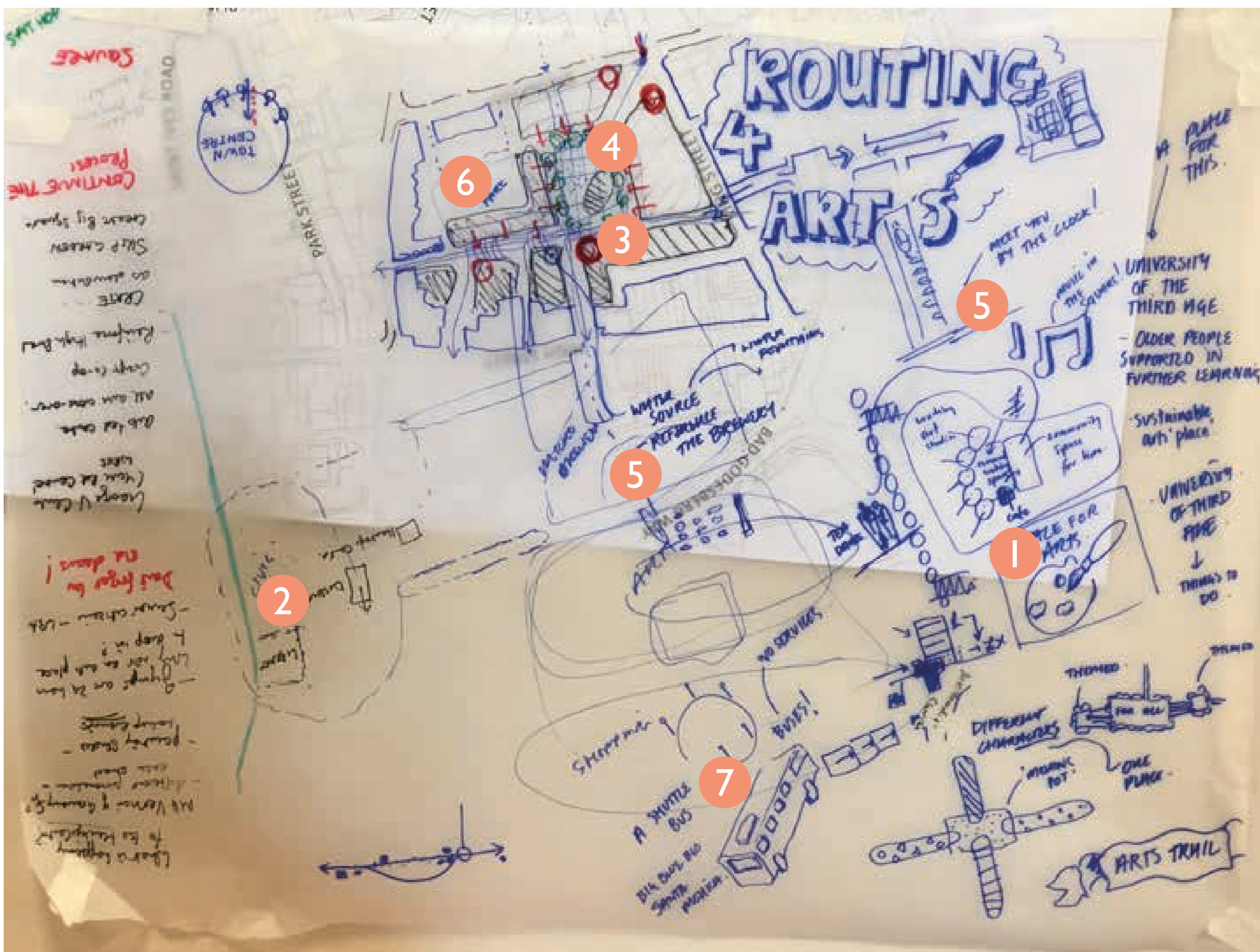
22 - 26 March 2019



Post-it workshop



High Street pop up



Hands-on Planning drawing from Community Planning Weekend

Key

1. 24 hour sustainable Arts Centre with subsidised rent
2. Meanwhile uses to generate interest & excitement during demolition/construction
3. Central public space with excellent connections
4. Introduce covered arcades
5. Reference historic architectural features - brewery, clock tower, etc
6. Relocate car park to improve route from station to centre of town and beyond
7. Electric shuttle bus loop via Leisure Centre and key points

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



## 22 - 26 March 2019

After the Community Planning Weekend, the design team analysed and summarised the ideas people had, in order to start shaping the proposals.

The following key themes are a summary of the various discussions and design workshops that had taken place prior to and during the Community Planning Weekend. The full text can be read in the broadsheet which can be found here:

[www.jtp.co.uk/projects/maidenhead/downloads](http://www.jtp.co.uk/projects/maidenhead/downloads)

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

Transform the town centre into a vibrant, mixed use destination.

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

### 2. Mixed uses

Inclusion of a broad range of housing, workspace, creative, cultural and community uses.

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

### 3. Be bold and create a new heart

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.”*

### 4. Creating a new town centre retail experience

Varied and independent shops and other complementary uses that offer “an experience”.

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



Report back from Hands-on Planning

### 5. Provision for arts, culture and leisure

There are 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!”*

### 6. Community focus and inclusivity

Should be designed around accessibility, empowerment and equity with 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.”*

### 7. Spaces for young people

‘A reason’ to come into the centre of Maidenhead with safe spaces to “hang out” and spaces that they can make their own.

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

### 8. Connectivity and parking

Improved pedestrian and cycle connections should be explored, together with sustainable modes of travel. 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.”*



Post-it workshop

### 9. Blue and Green Maidenhead

Protect the rural hinterland by providing higher density buildings in the centre. 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.”*

### 10. Development context and placemaking

A wider placemaking strategy is needed to help bring forward coordinated retail, leisure and public realm investment and management.

*“It’s crucial to manage the change.”*

### 11. Next steps

Ensure ongoing consultation with all sections of the community. Early wins, meanwhile uses and temporary installations should be encouraged.

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



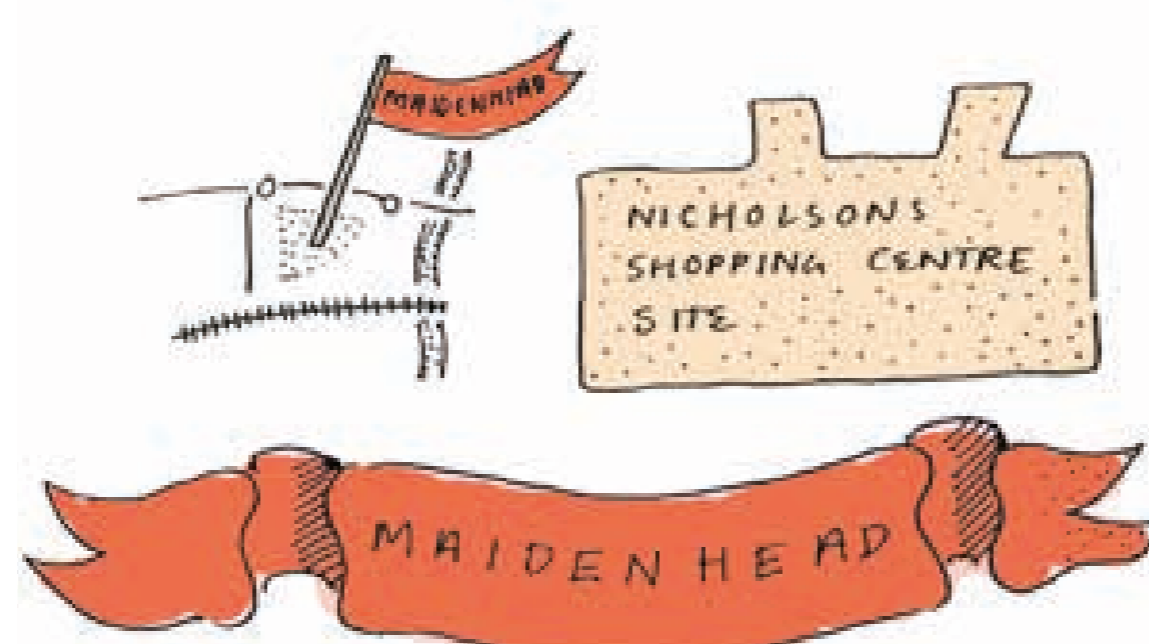
Girls Policy Forum

## 22 - 26 March 2019

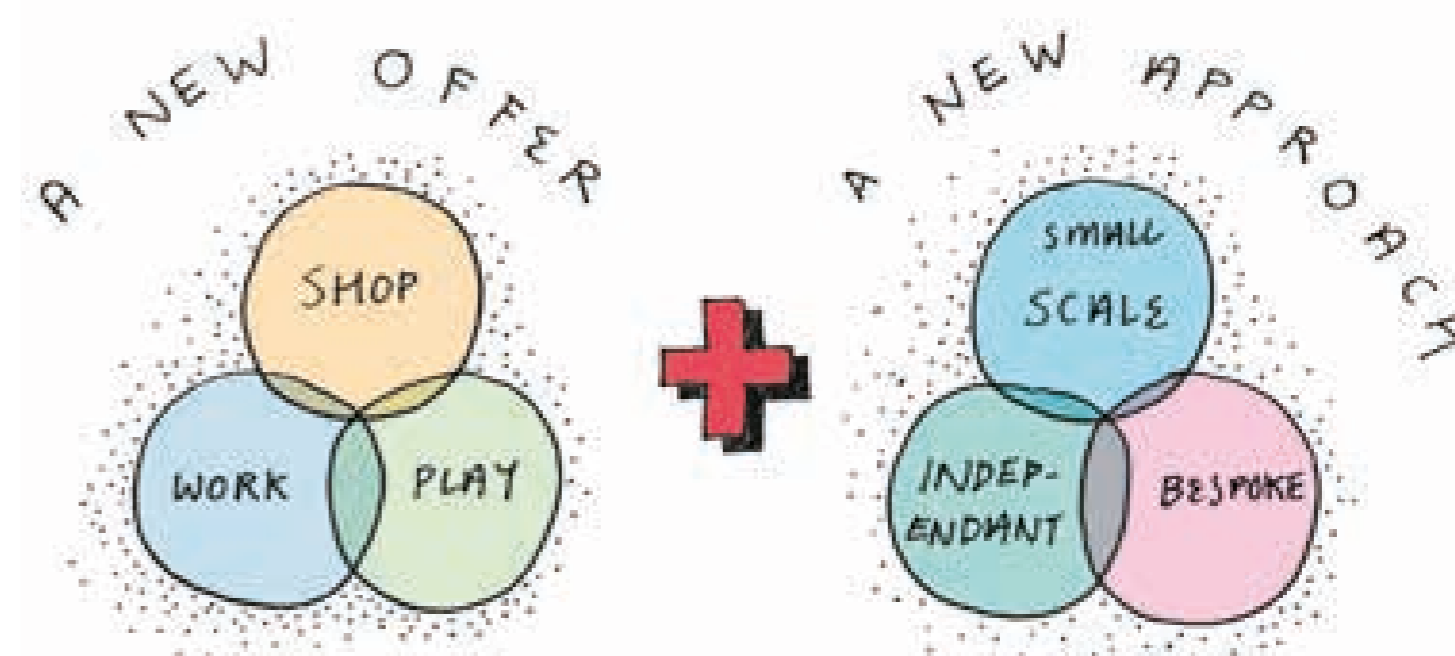
1. Symbolically the Heart of the Town



2. Creating Something Uniquely Maidenhead



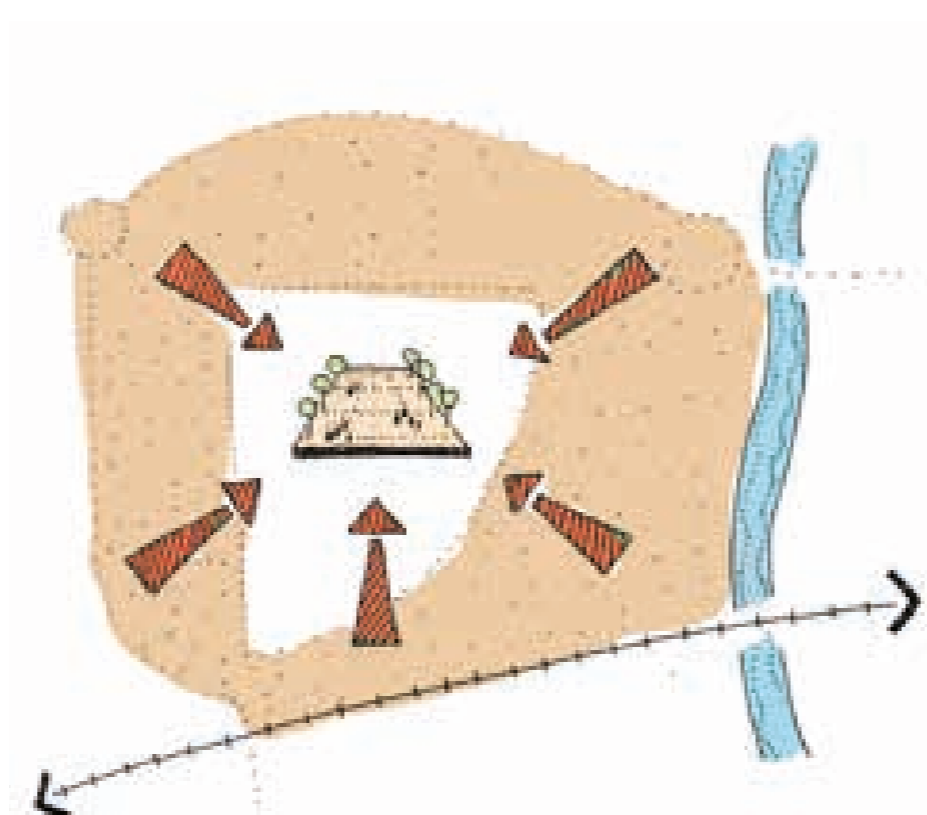
3. A new place to shop, work and play; small scale, independent and bespoke



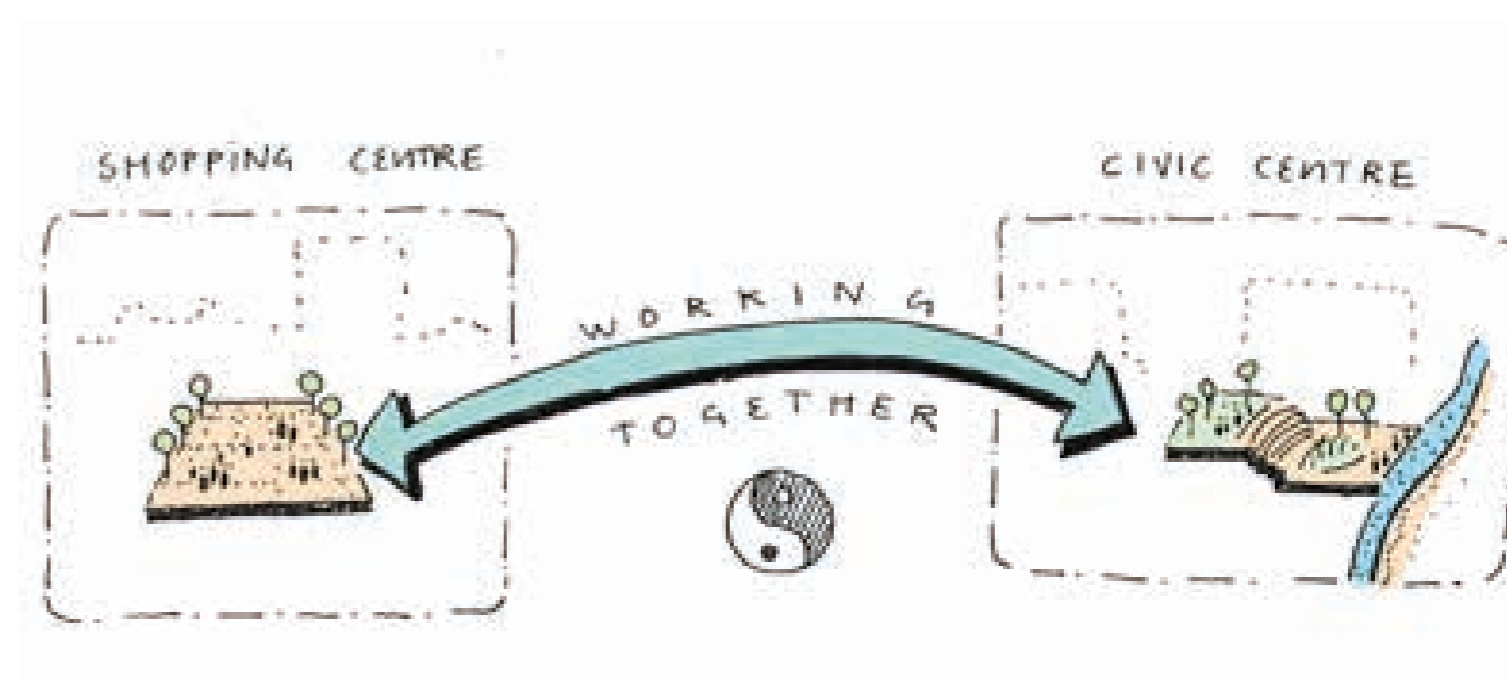
4. Environmental - Introducing Biodiversity



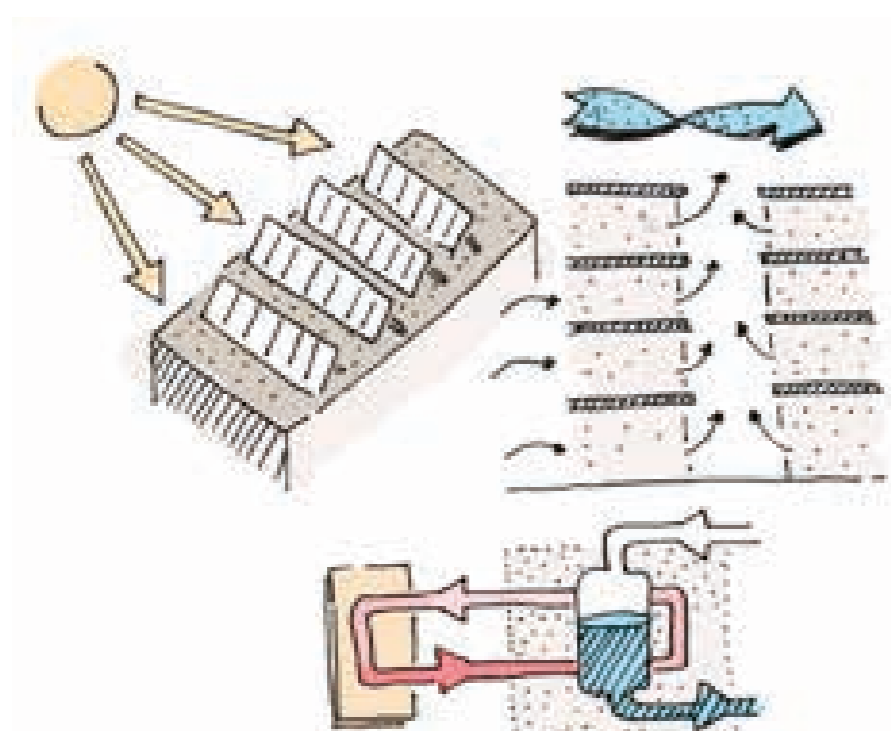
5. A Public Space and a New Focus for the Town



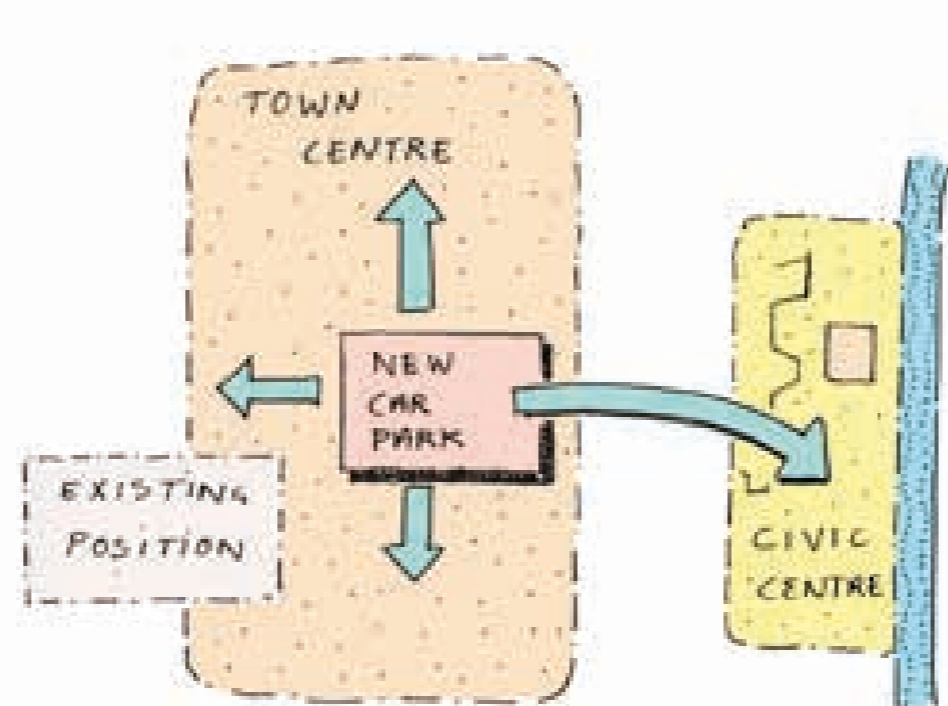
6. Working Together with the Civic Quarter



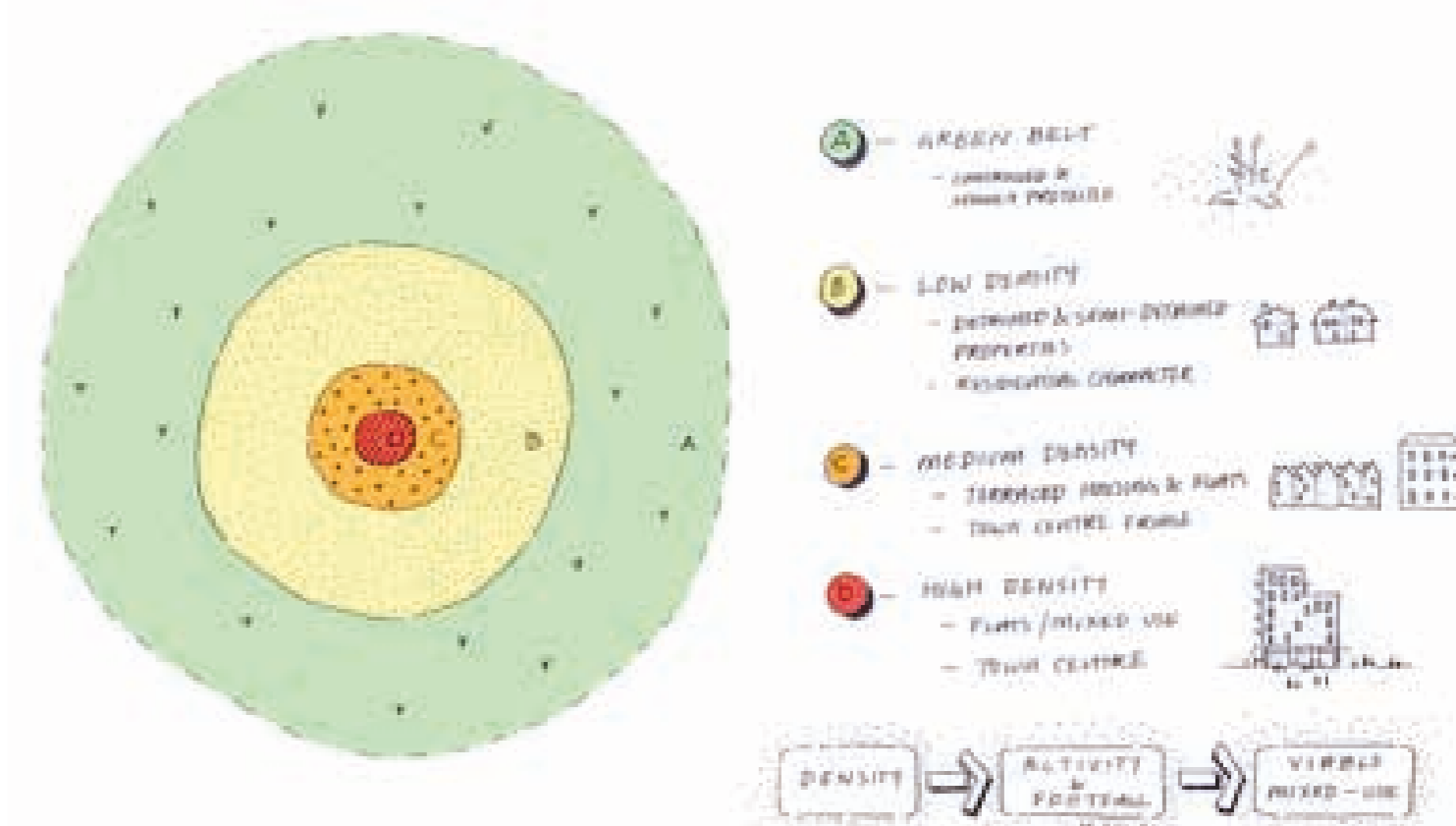
7. A Centre for generating renewable energy



8. Shared Parking



9. Increase density in the centre to protect the green belt.



## Illustrative Masterplan : 22 - 26 March 2019

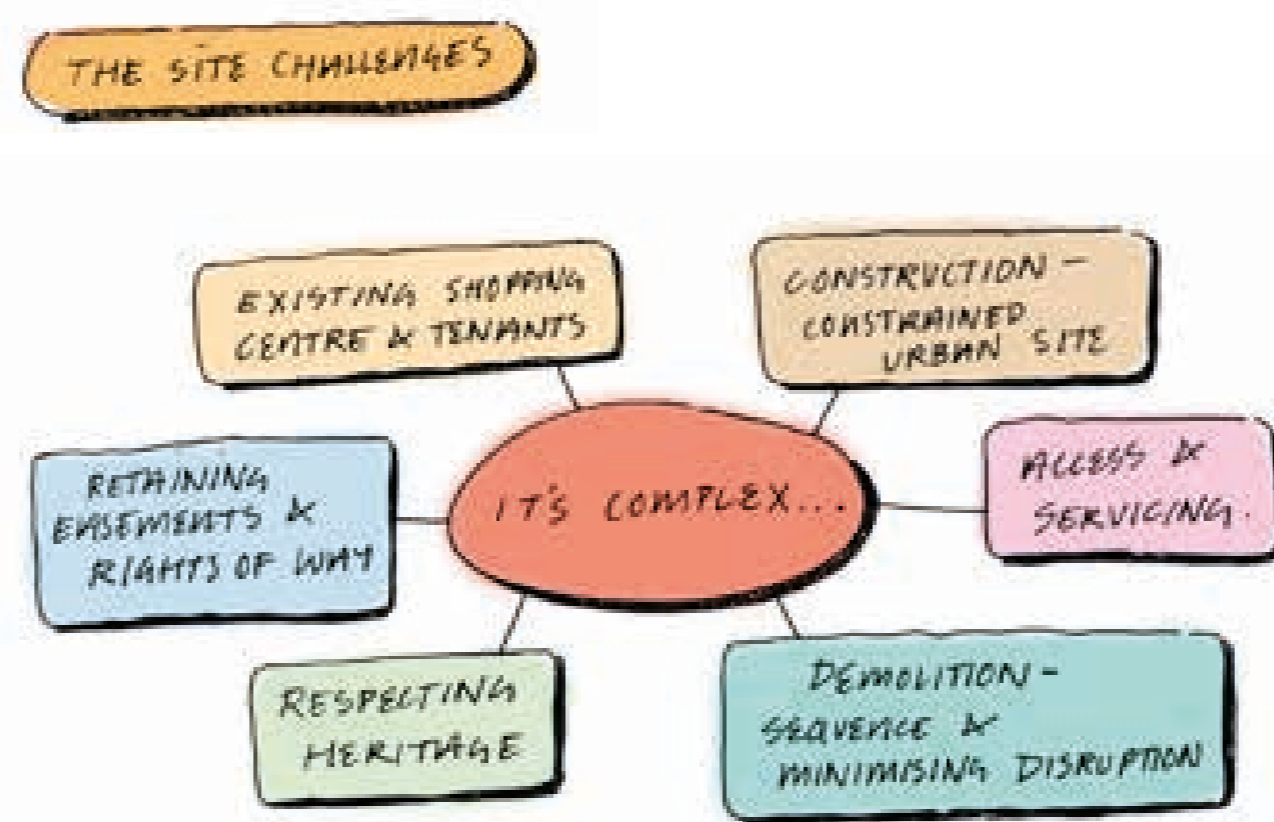


- |   |   |   |
|---|---|---|
| <p><b>1</b> Brewery Square<br/>An open square for markets, temporary structures, community events and water features. Square animated by a mix of active uses including cafes, restaurants</p> <p><b>2</b> Something Unique<br/>A unique opportunity for urban greening, bio-diversity and ecology, climbing wall</p> <p><b>3</b> Arts Space/ Retail<br/>A space to facilitate arts, culture and community events</p> <p><b>4</b> The Pavilion<br/>For open air events and performances and toilets</p> <p><b>5</b> The Well MicroBrewery/ Restaurants<br/>A new micro-brewery reflected the sites former use</p> | <p><b>6</b> Makers Space/ Office<br/>Artists and makers studio and workshop space</p> <p><b>7</b> The Lanes<br/>Independent and small scale shopping linking Nicholson's Place to High Street</p> <p><b>8</b> Broadway Landscape<br/>A shared surface to enable improved pedestrian accessibility between King Street and Brewery Square, Greening of The Broadway including SUDs and wildflowers linking to Civic Quarter</p> <p><b>9</b> Residents Gardens at Podium Level</p> <p><b>10</b> Brock Lane<br/>Linking Queen Street, King Street and Brewery Square with a mix of larger retail shops and smaller independent shops</p> | <p><b>11</b> Nicholson's House</p> <p><b>12</b> Service Access for retail uses</p> <p><b>13</b> Car Park<br/>A new multi-storey car park located between Nicholson's Place and Civic Quarter</p> <p><b>14</b> Opportunity of future pedestrian route from High Street to West Street</p> <p><b>15</b> Breathing new life into the Maidenhead Triangle, King Street, Queen Street and the High Street</p> <p>Housing<br/>A mixed community with a range of housing to include senior living co-living, apartments for sale and rent.</p> |
|---|---|---|

The Community Planning Weekend established a vision for the redevelopment of Nicholsons Shopping Centre as a one-off opportunity to 'uplift' the town centre including:

- A new vibrant, mixed use urban quarter for Maidenhead;
- New streets and public spaces with a rich mix of uses including retail, restaurants, arts & culture, community uses, workspace and housing to serve the whole community;
- A flexible square as a new heart for the town;
- Accessibility for all and enhanced connections from the town centre to the rest of the town, including links to the parks and other assets around the town, and;
- Restoration of the heritage and vitality of the High Street/Queen Street/King Street triangle.

A project of this scale and location is extremely complex and a number of challenges need to be addressed.



## The Site Challenges

Management of the existing tenants; Maintaining an attractive shopping centre until commencement of redevelopment

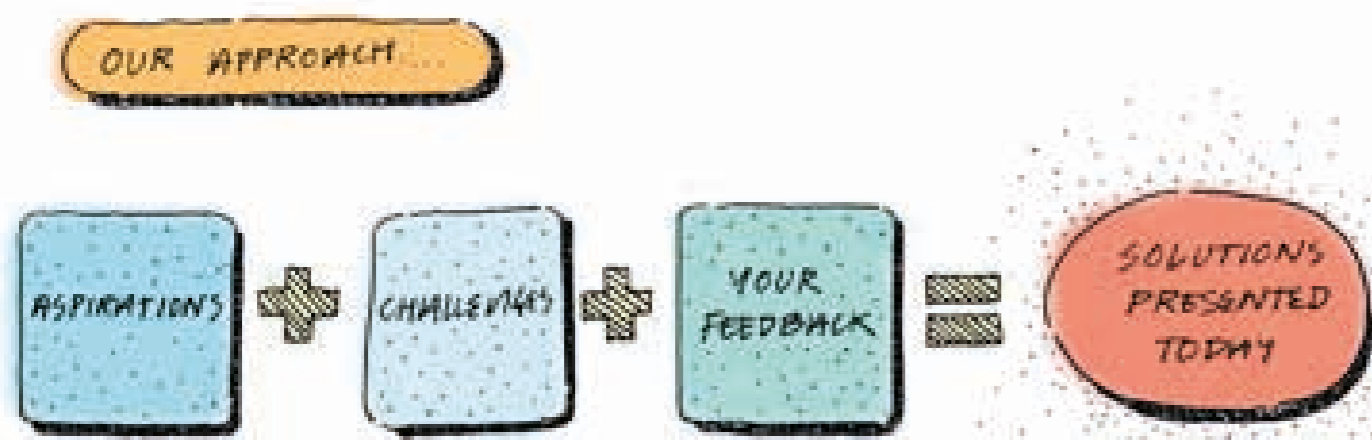
Retaining easements and rights of way; Ensuring the redevelopment addresses the legal and operational requirements of existing owners and operators around the edge of the redevelopment site.

Heritage; Respecting the scale and character of the adjacent Conservation Area and Listed Buildings

Demolition; The practicality of the demolition of the existing operational shopping centre and car park. Minimising nuisance and disturbance to neighbours and residents. Consideration of single phase or phased demolition and construction, and impact on overall development programme. Minimising off-site removal of materials as a result of demolition. Maximising on-site recycling

Access & Servicing: Ensuring good accessibility for all visitors including public transport, walking, cycling and by car. Accommodating and minimising the impact of servicing

Construction; Overcoming the complexities of construction on the constrained urban site. Managing construction access that minimises disruption and inconvenience.



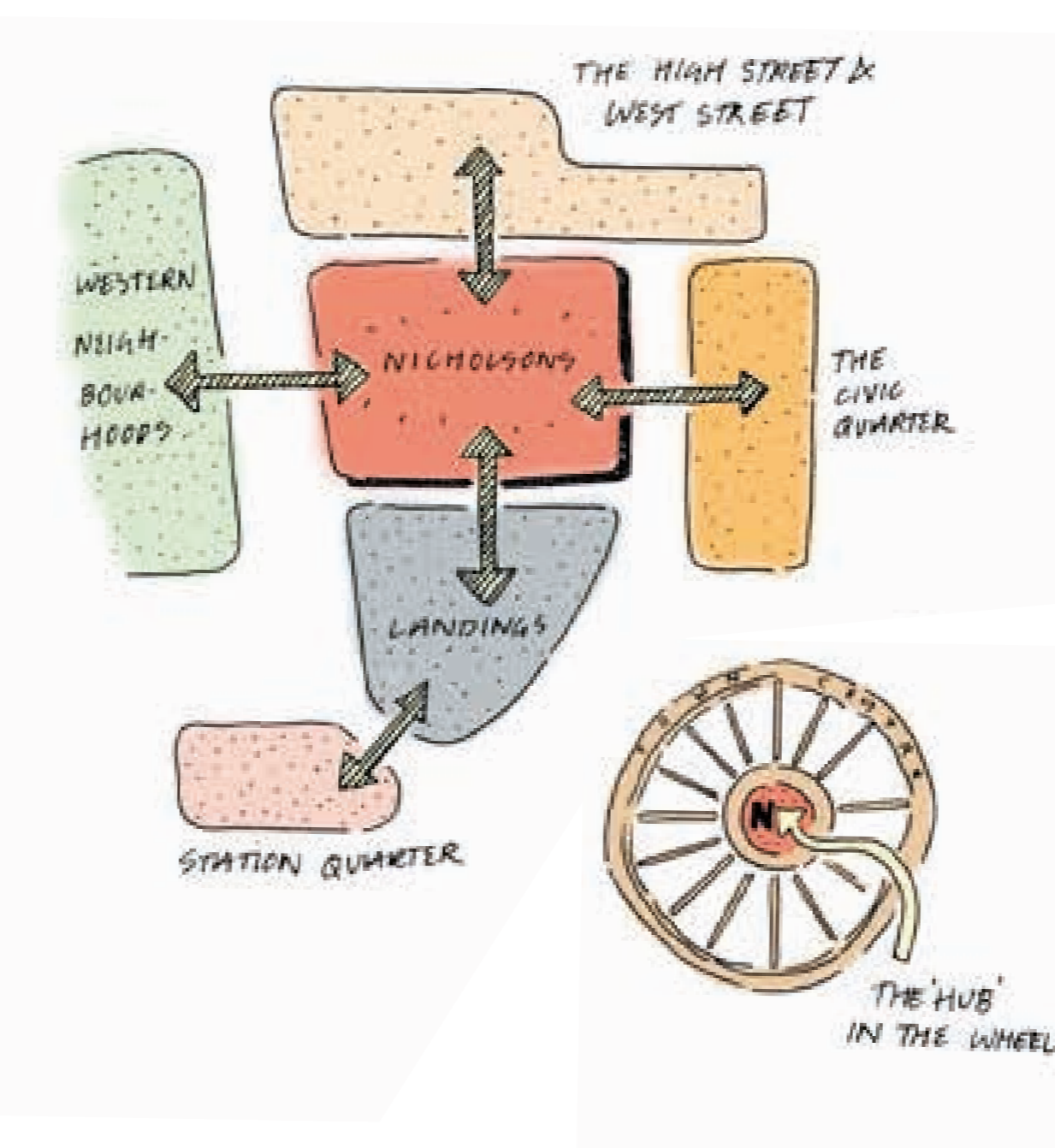
## Our Ambition

Quality; The aspiration for quality in materials and finishes of new buildings and public realm

An Exciting Mix of Uses; A strategy for the selection and choice of ground floor tenants based upon the creating and establishing an interesting and vibrant place rather than maximising returns from rent.

A Curated Public Realm; Investing and promoting the hosting of events and initiatives that contributes to establishing an exciting town centre.

## THE KEY SITE; CRITICAL TO GETTING THE TOWN CENTRE RIGHT...



## The Scheme Deliverables

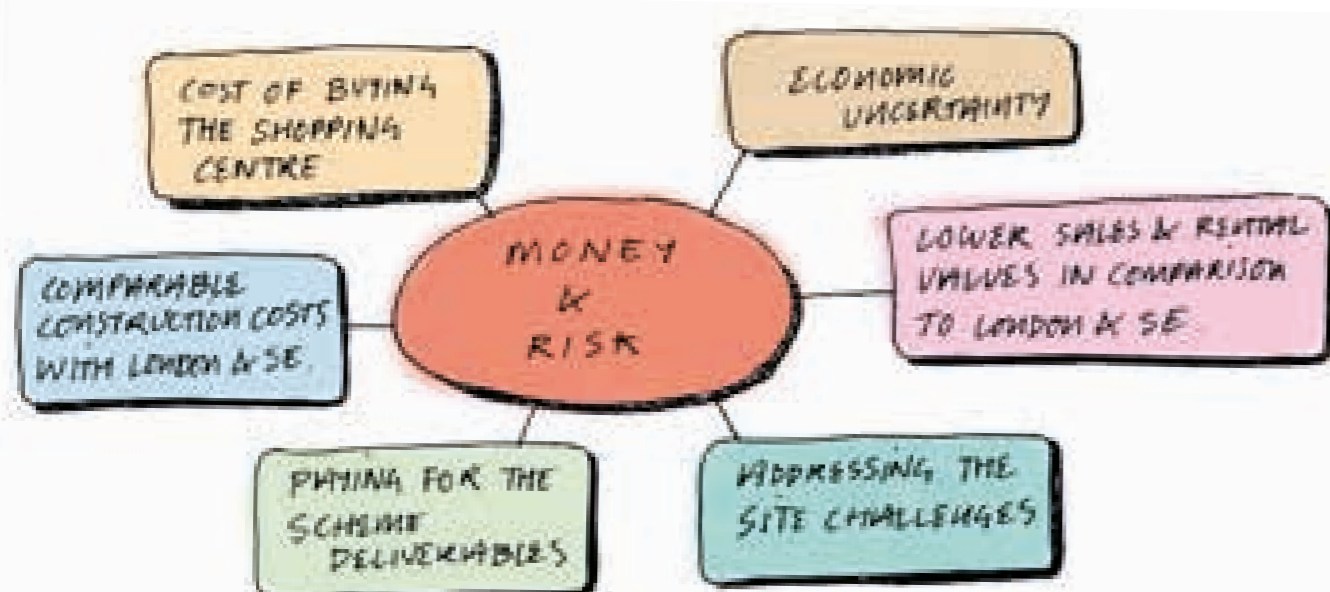
Public Realm; The provision of over 5,500 sq. m of new public realm (over one acre) and landscape, creating new streets and spaces connecting to High Street, King Street, Queen Street and The Broadway

Car parking; Construction of a new multi-storey car park including cycle parking, car club and electric charging points

Sustainability; Constructing energy efficient buildings. Minimising CO2 emissions

Bi-diversity; maximising bio-diversity gain and ecology in the public realm and on roofs of buildings.

## THE FINANCIAL CHALLENGES



## The Financial Challenges

Acquisition of Nicholsons Shopping Centre; The costs incurred in the purchase of the existing shopping centre

Development Costs; Construction costs in Maidenhead are comparable to other areas within the south-east of UK and London.

Sales and Rental Values; Sales and rental values significantly below in comparison to other areas within the south-east of UK and London

Economic Uncertainty; undertaking a project of this complexity within a challenging and uncertain economic climate.



Central public space with enhanced street links



Existing nolli plan - shopping centre closed



Proposed nolli plan

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

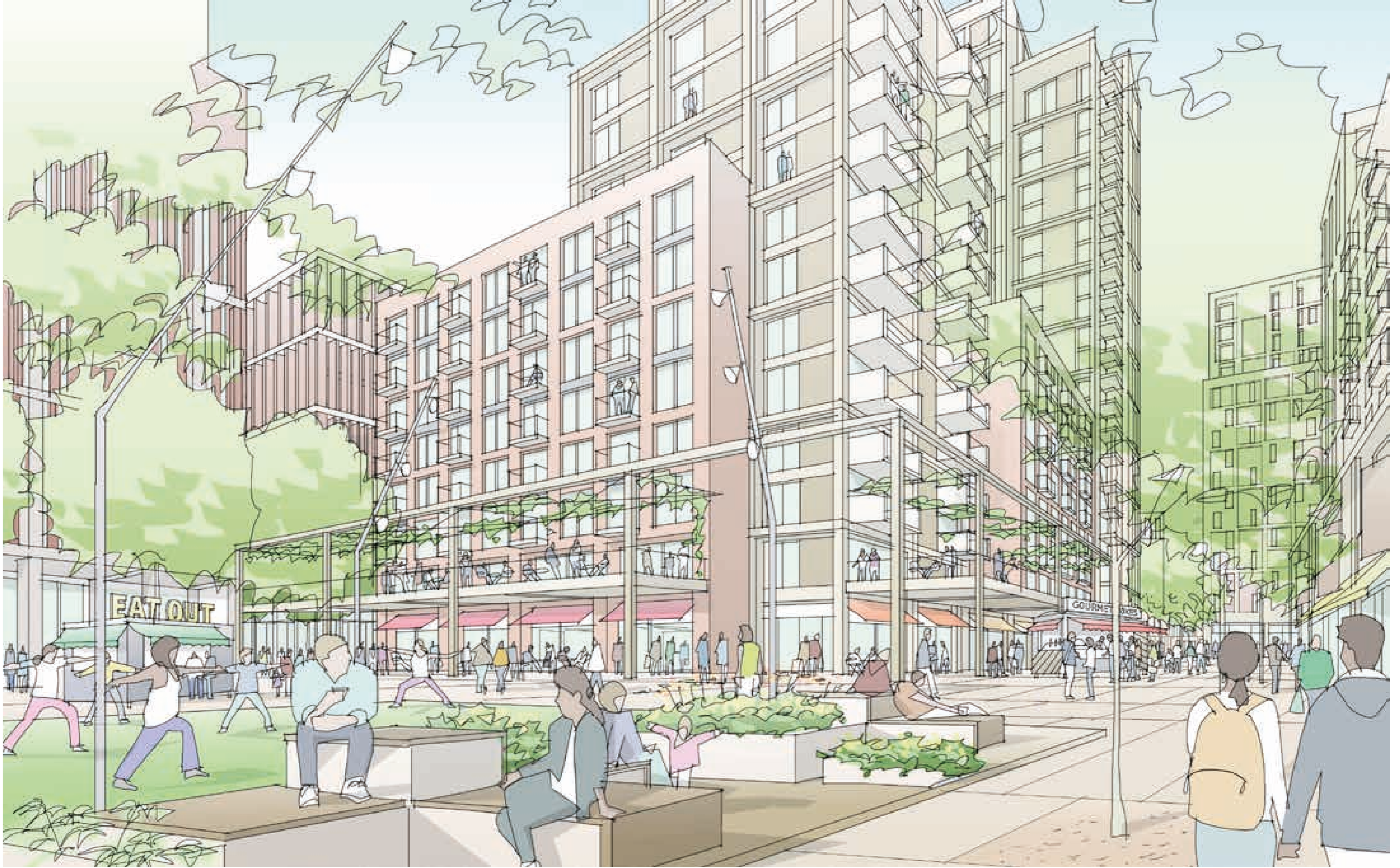
*“Create a destination place which provides an interesting experience for people coming shopping. There should be sheer enjoyment in wandering around.”*



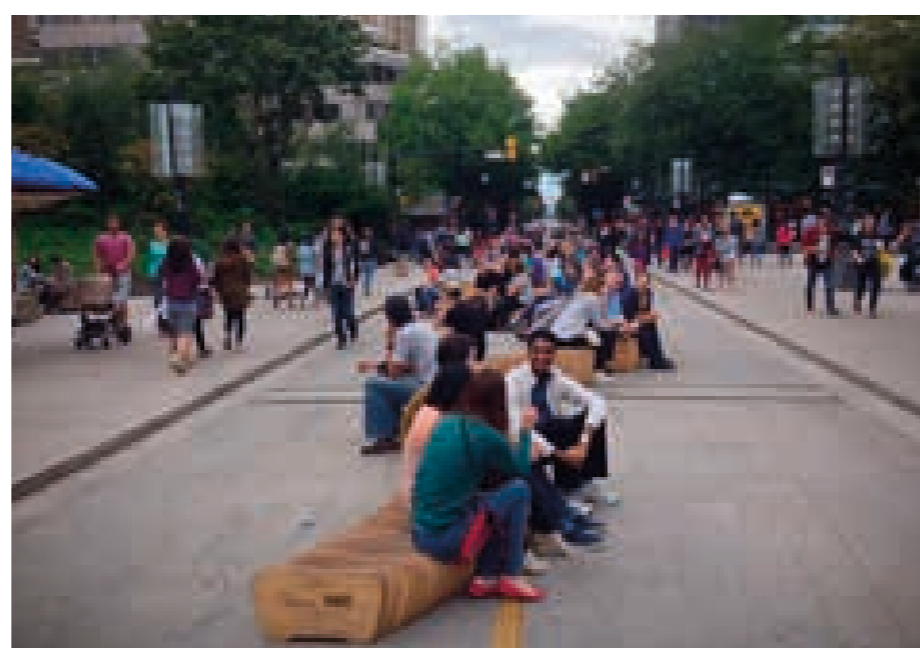








Public mixer



Key Plan

A place for gathering...

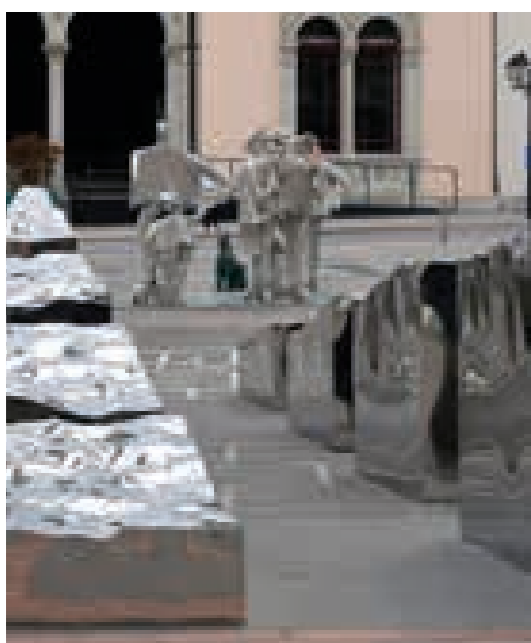


A platform for the community



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

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



Unique



Playful

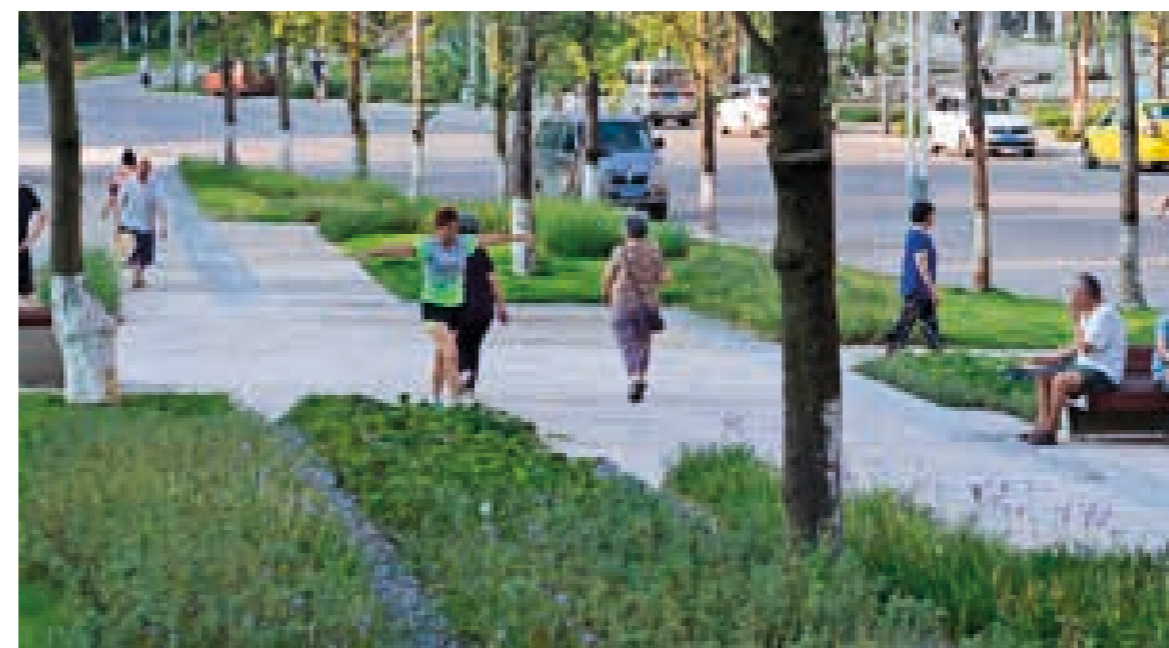


*“The town needs a heart.”*



Key plan

An active arrival space...



Directional planting



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

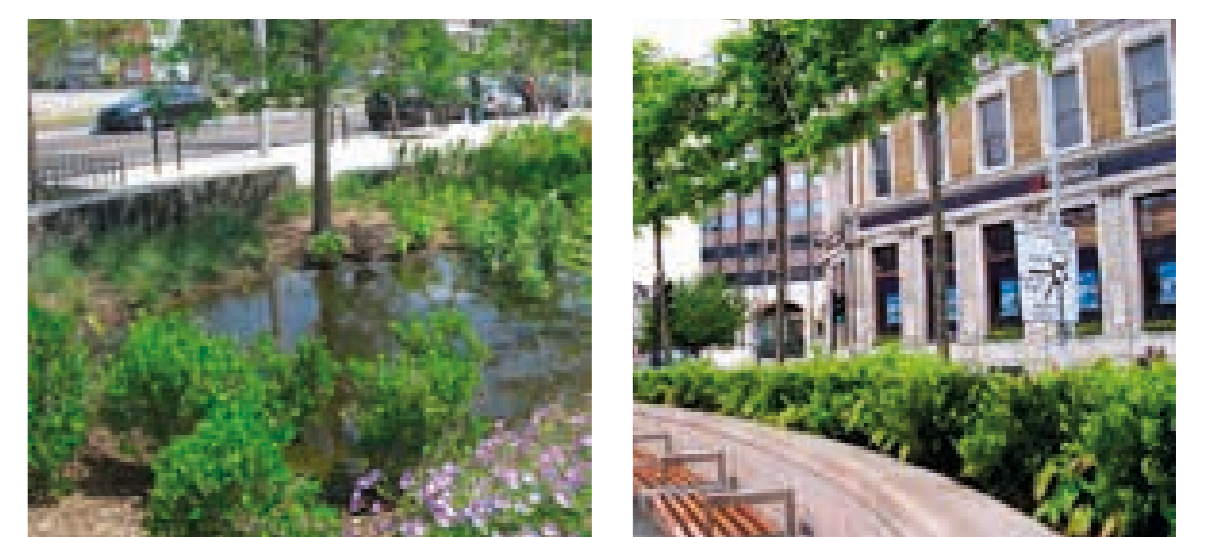
*“Learn from elsewhere: consider a ‘big Idea’, cultural draw, landmark building”*



Wayfinding trees

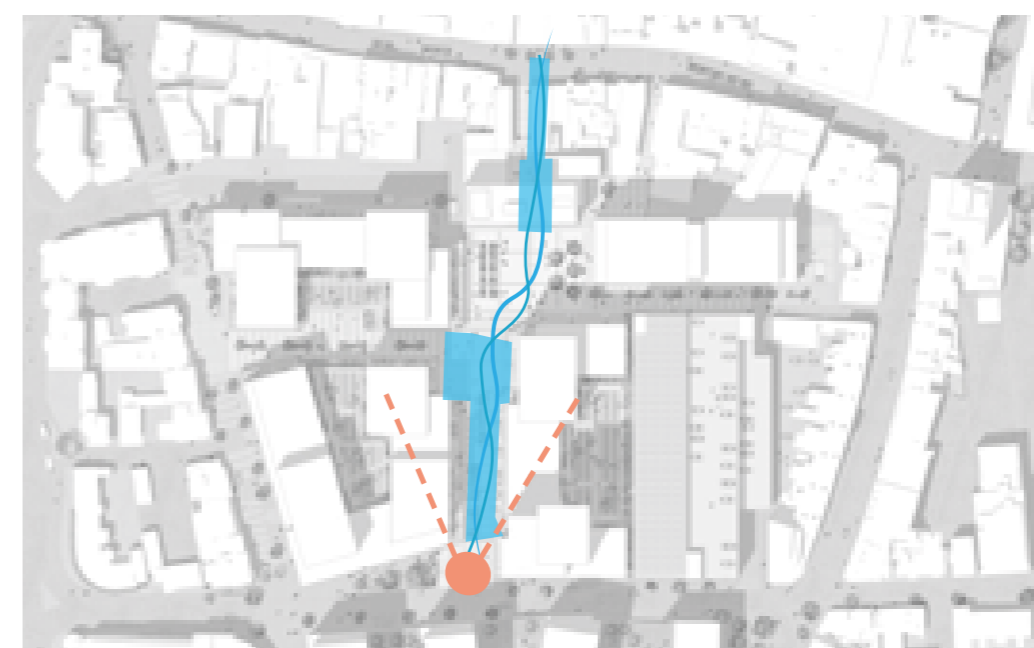
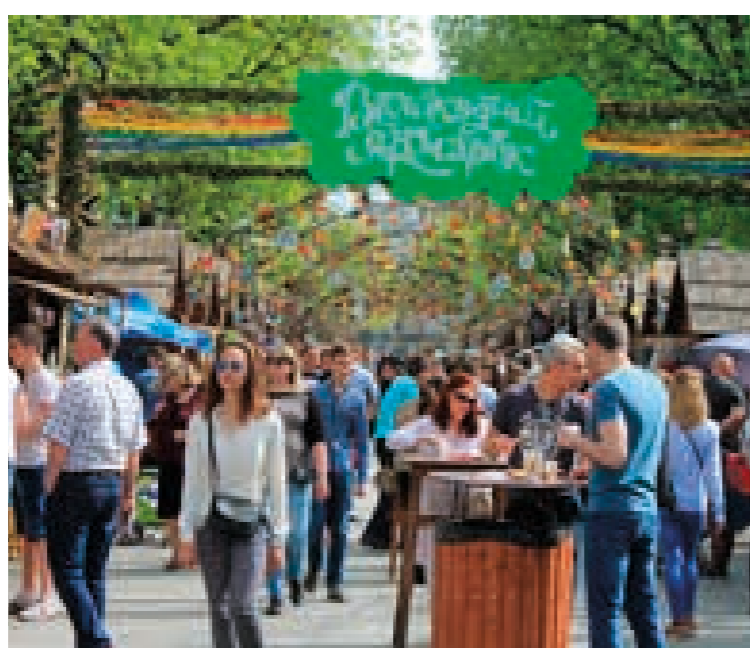


Biophilia



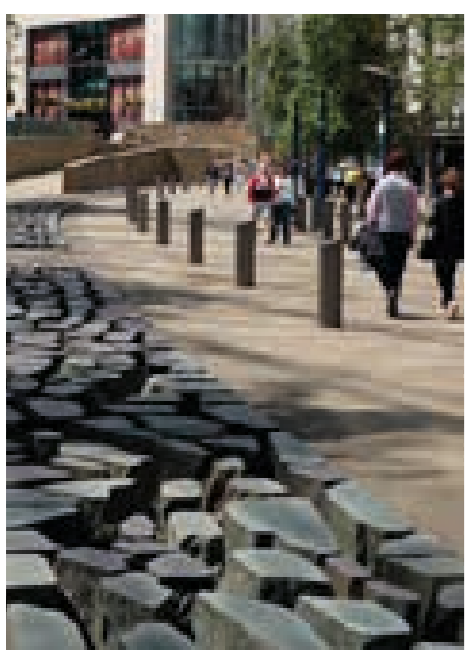


Memorable passage

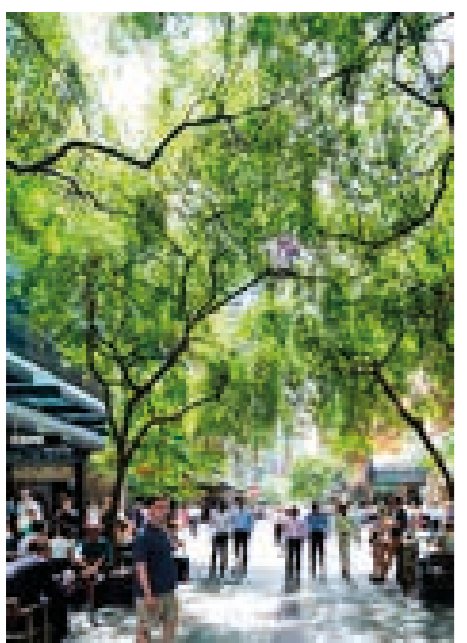


Key plan

A connection through the site...



Directional water motifs



Active

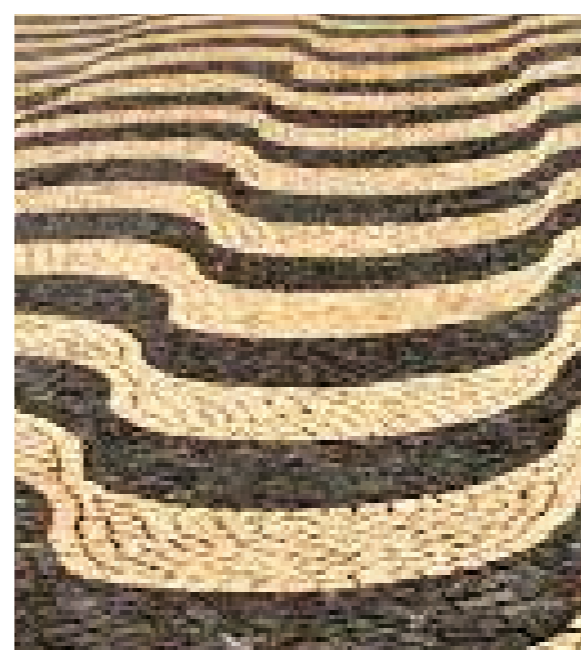
*“There are terrible north-south links and a lot of people have to come in by car.”*

*“Quality is important”*

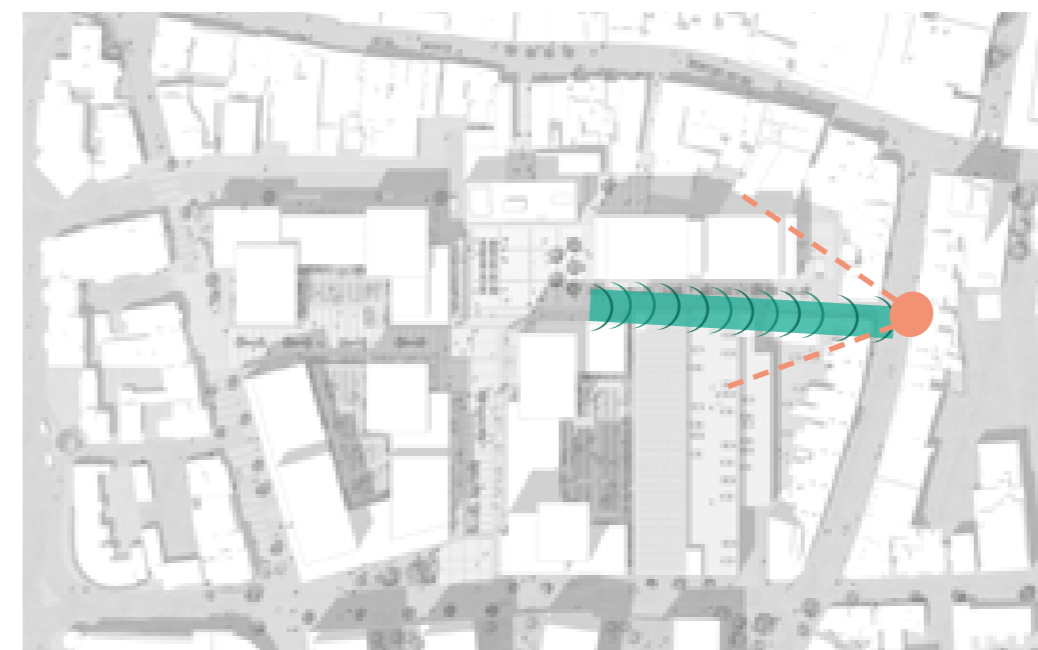
*“A critical mass of interesting shops will attract more customers.”*



Workology



Unique



Key Plan

A place for creativity...



Distinct Arcade Feature



“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!”

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



A local, artisan retail experience...

Intimate scale

Key plan



Vertical greening



Planting

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

*“Include space for small affordable units for start-ups & small businesses”*

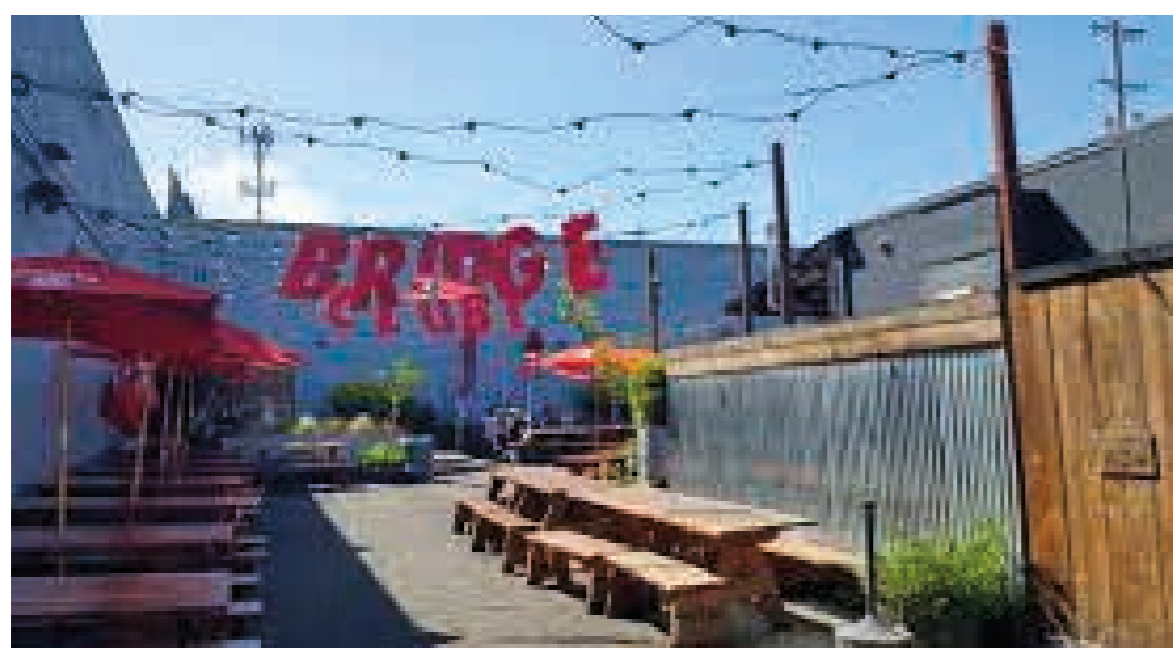
*“More varied food choices like London”*



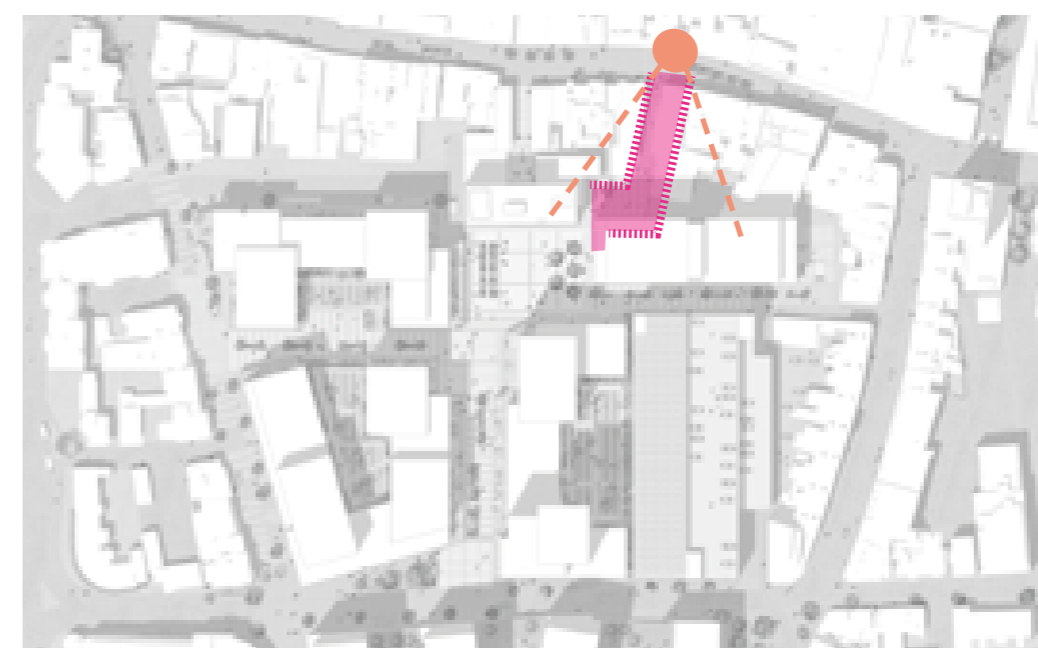
**Nicholsons Maidenhead**  
Creating a new heart for the town



**ARELI**  
REAL ESTATE

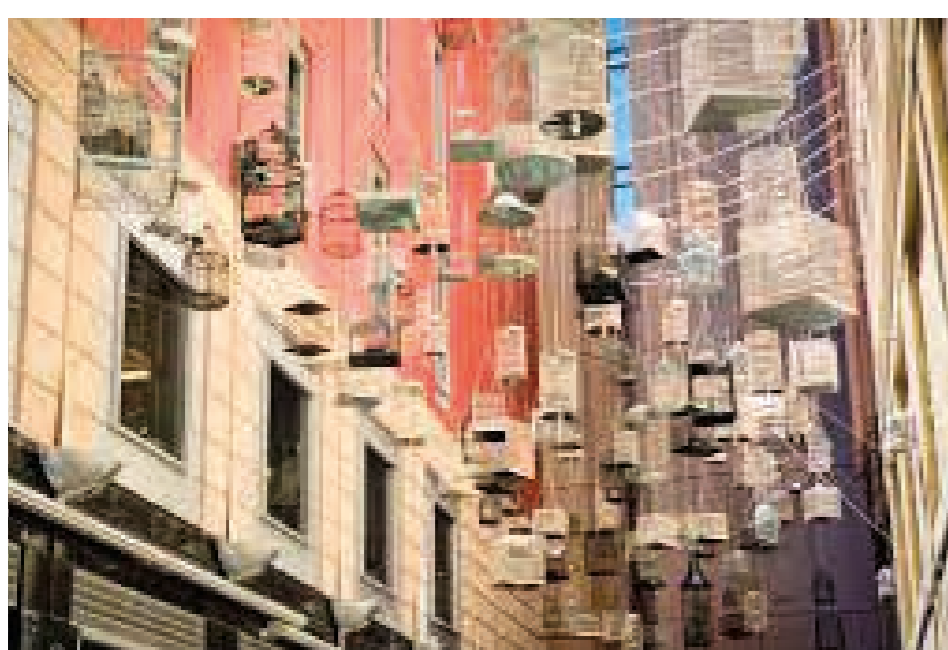


Urban exploration



Key plan

A discovered space...



Memorable passage

*“Intimate squares and a finer grain of streets.”*



Celebration of heritage

*“We need an Instagrammable place”*



Safe surfaces



Planting containers



Key plan

Tying into the Community...

*“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!”*

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



Arrival from the Station...

Street planting

Key plan

*“Nicholsons should be seen as part of a wider town connection”*

*“It is a critical node as you arrive from the station”*



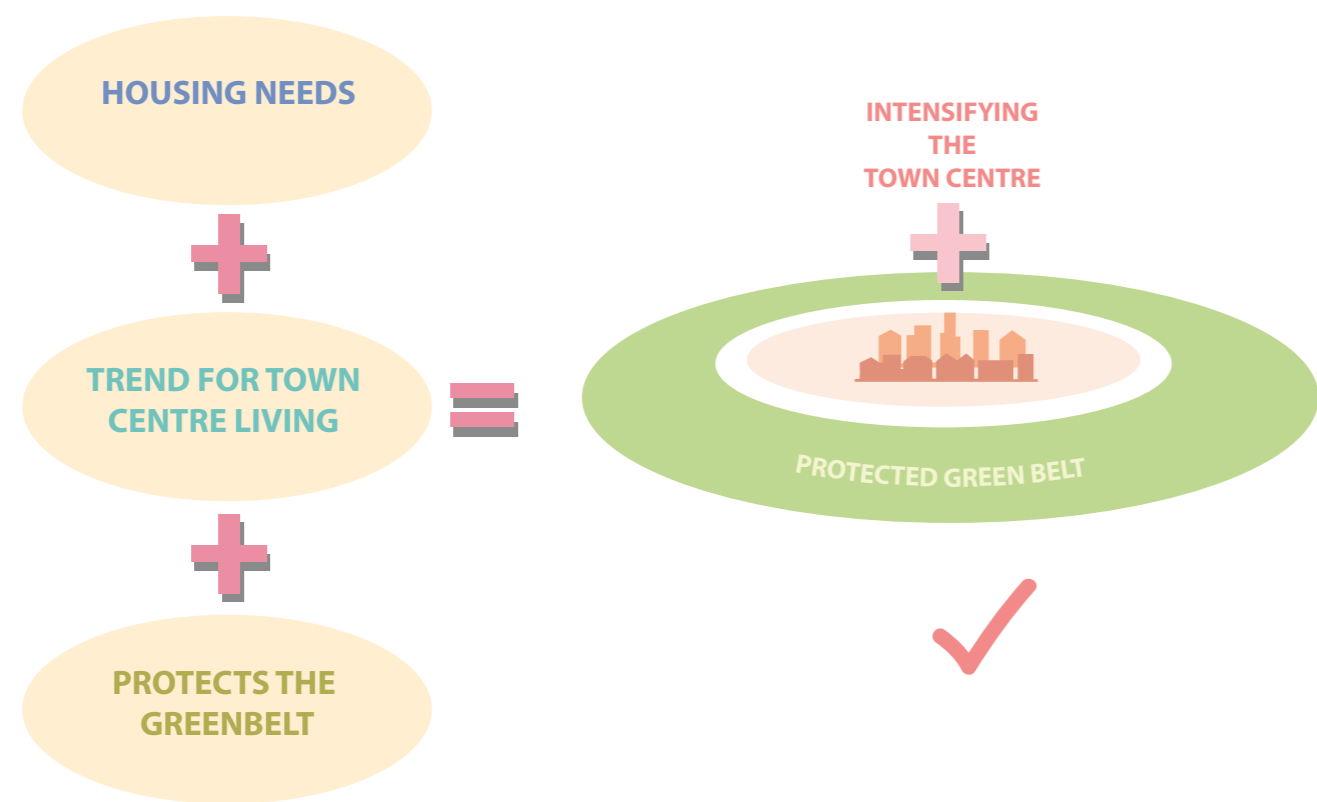
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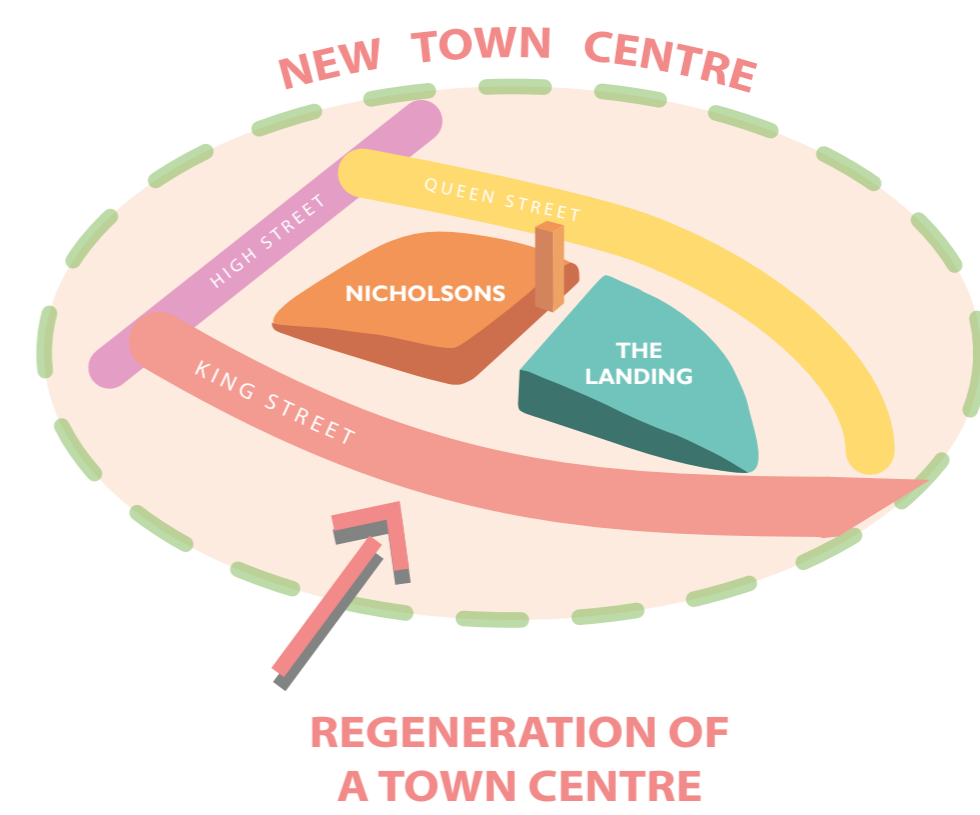


## Intensification



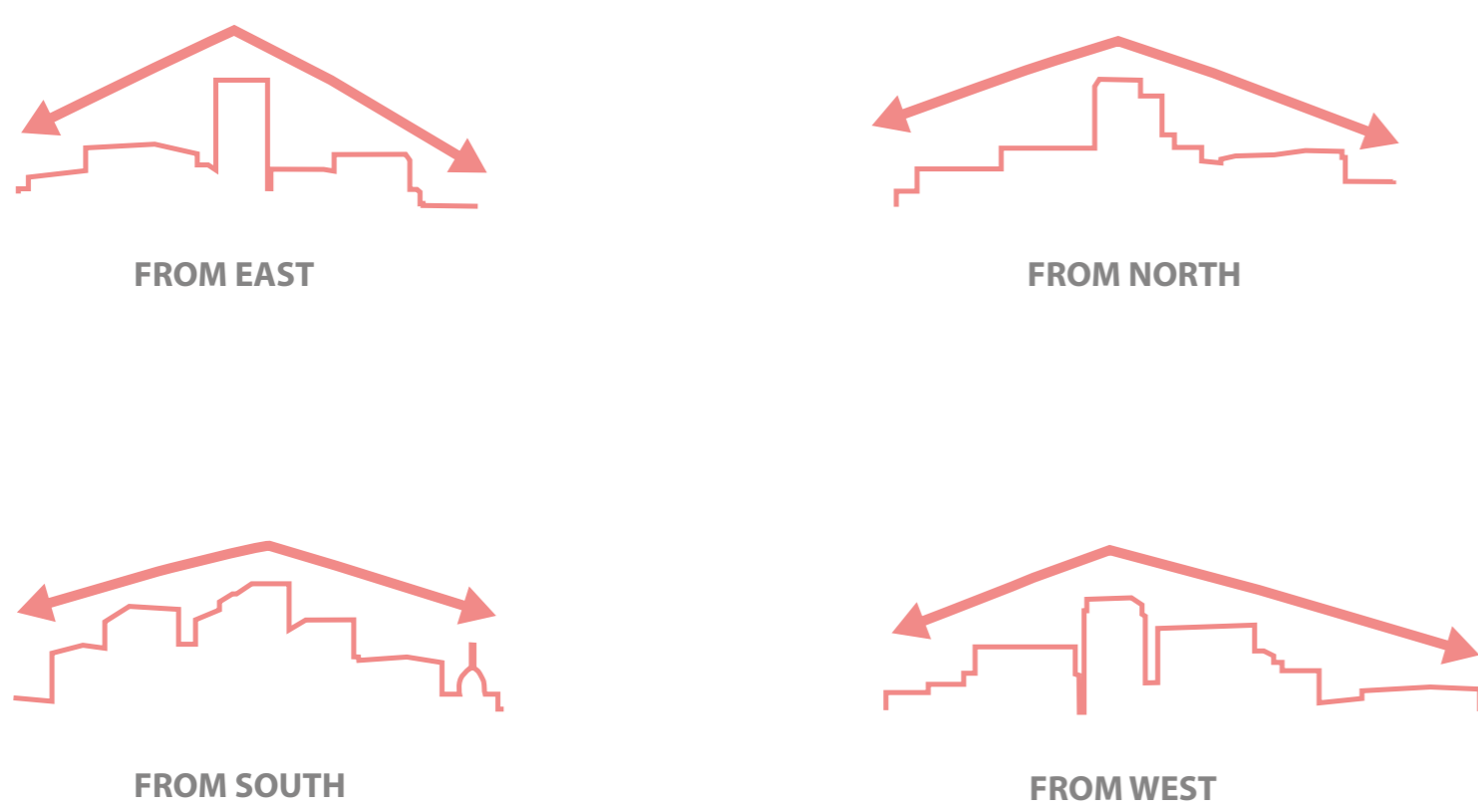
To respond to the housing need, the trend for town centre living and to protect the green belt, the town centre must intensify. This has already started and The Landing scheme reflects a step change for Maidenhead and the reinvention of the town centre.

## Marking Regeneration



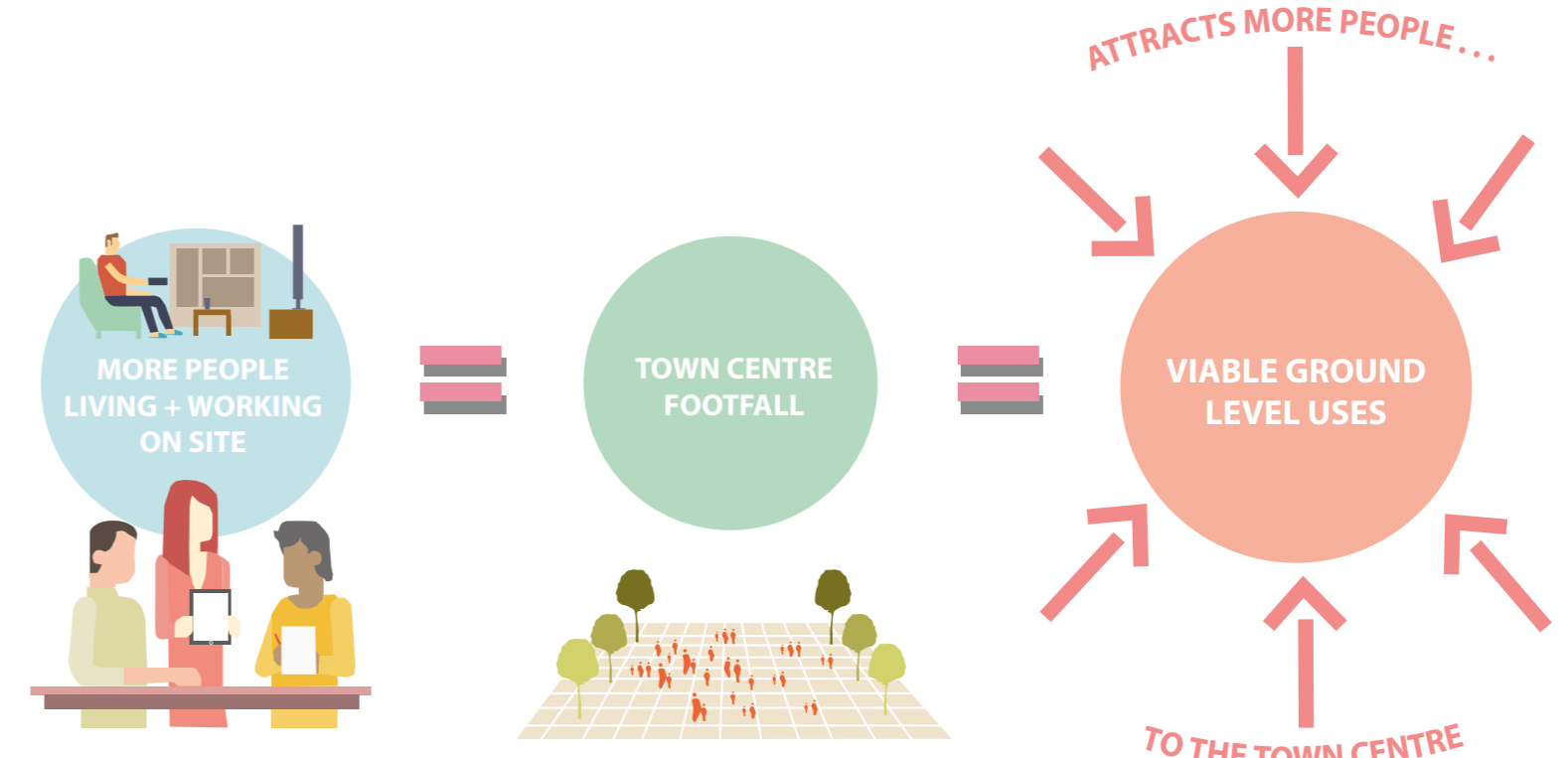
We propose to complete the townscape setting with The Landing and provide a new focus to the cluster with a taller 'Landmark' building at its apex to differentiate the cluster and together mark the regeneration of Maidenhead town centre.

## Shaping the Cluster



The cluster form has been considered so that it is recognisable from the approach to the town from all directions.

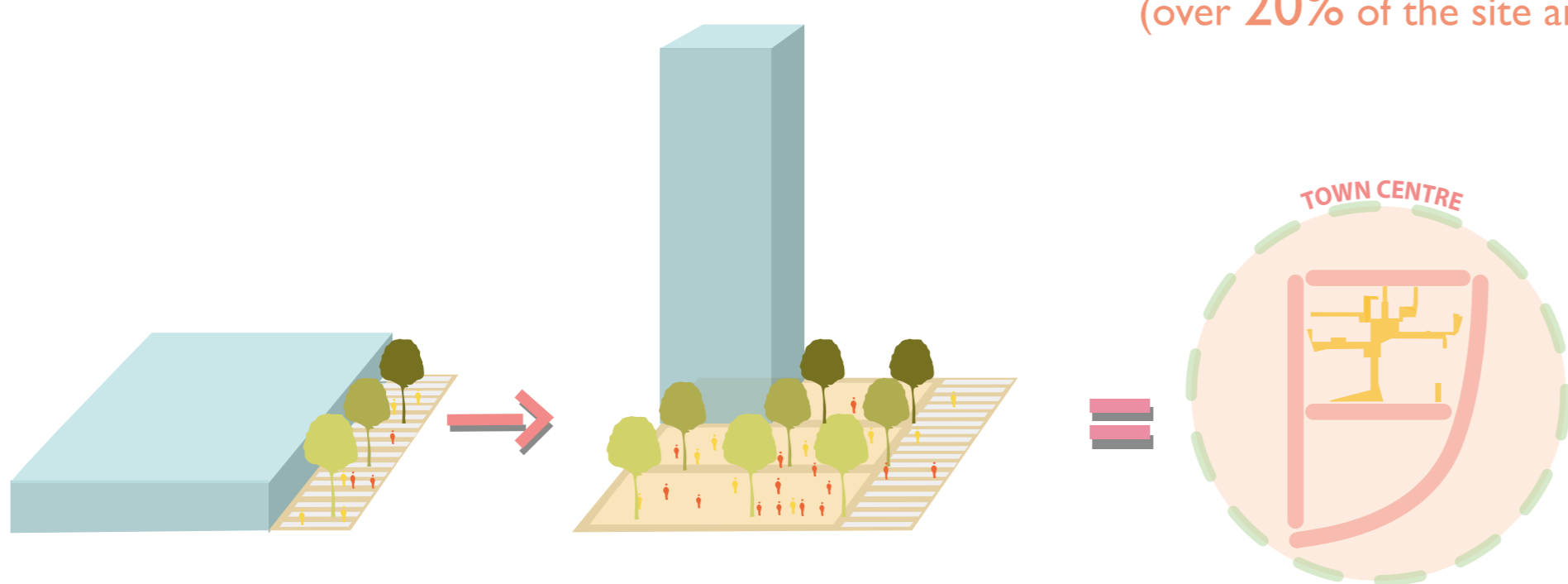
## Density Driven Footfall



Higher densities of development are required. Only through having more people living and working on the site can we support engaging and active ground level uses, which in turn will attract others to the town centre.

## Making Public Space

5,500 sqm fully accessible Public Open Space (over 20% of the site area)



By building taller, land can be given over to open space and therefore create the network of streets and spaces that will bring new life to the site; invigorating the High Street, King Street, Queen Street, and the Broadway, passing on benefits to the whole of the town centre.

## A Family of Building Types



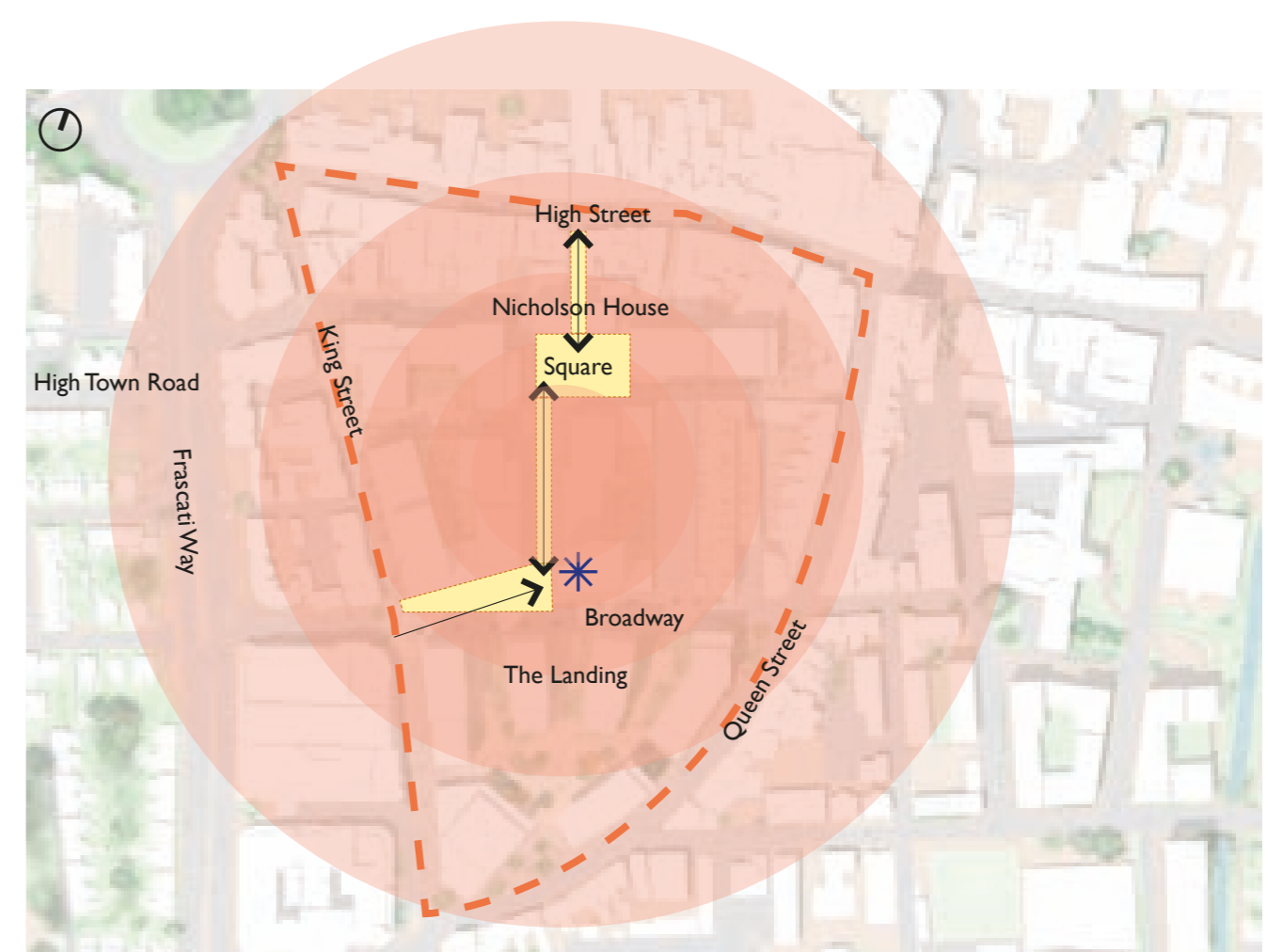
The proposals consist of four differentiated groups of buildings; a 'Landmark' building, 'Tall' buildings, 'Mid-rise' and 'Edge buildings' and these together fulfil different roles within the cluster and allow it to respond to its particular context.

## Where is the Central Space?



The single storey height difference between The Landing's tall buildings fails to distinguish between the three buildings in this respect. Our 'Landmark' building would mark with distinction, the new public realm network and its improved levels of permeability.

## Central Location



The redevelopment of the Nicholsons site will require a certain scale of development to be viable and deliverable. There are a number of options of how the scale of the buildings could achieve this quantum of development. Including some taller buildings for example, might allow other buildings to be lower which would improve daylight and sunlight in specific areas such as Brewery Square. The Landing development to the South of Nicholson's has recently been consented and proposes buildings of 16 -17 storeys.



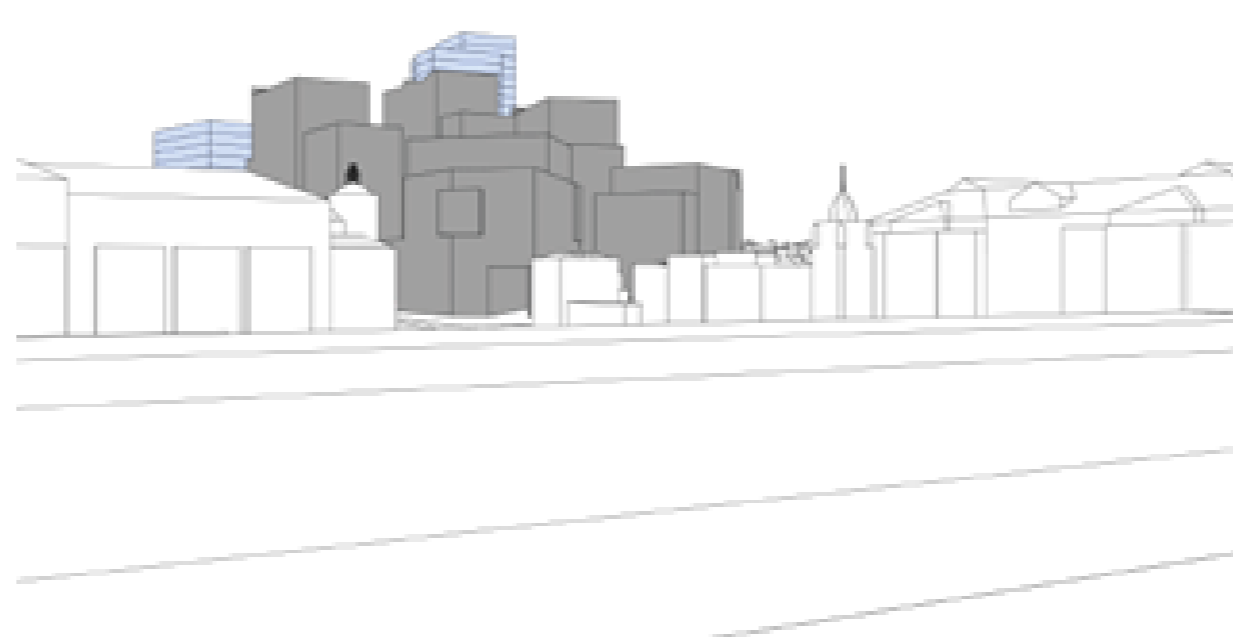
Key Plan



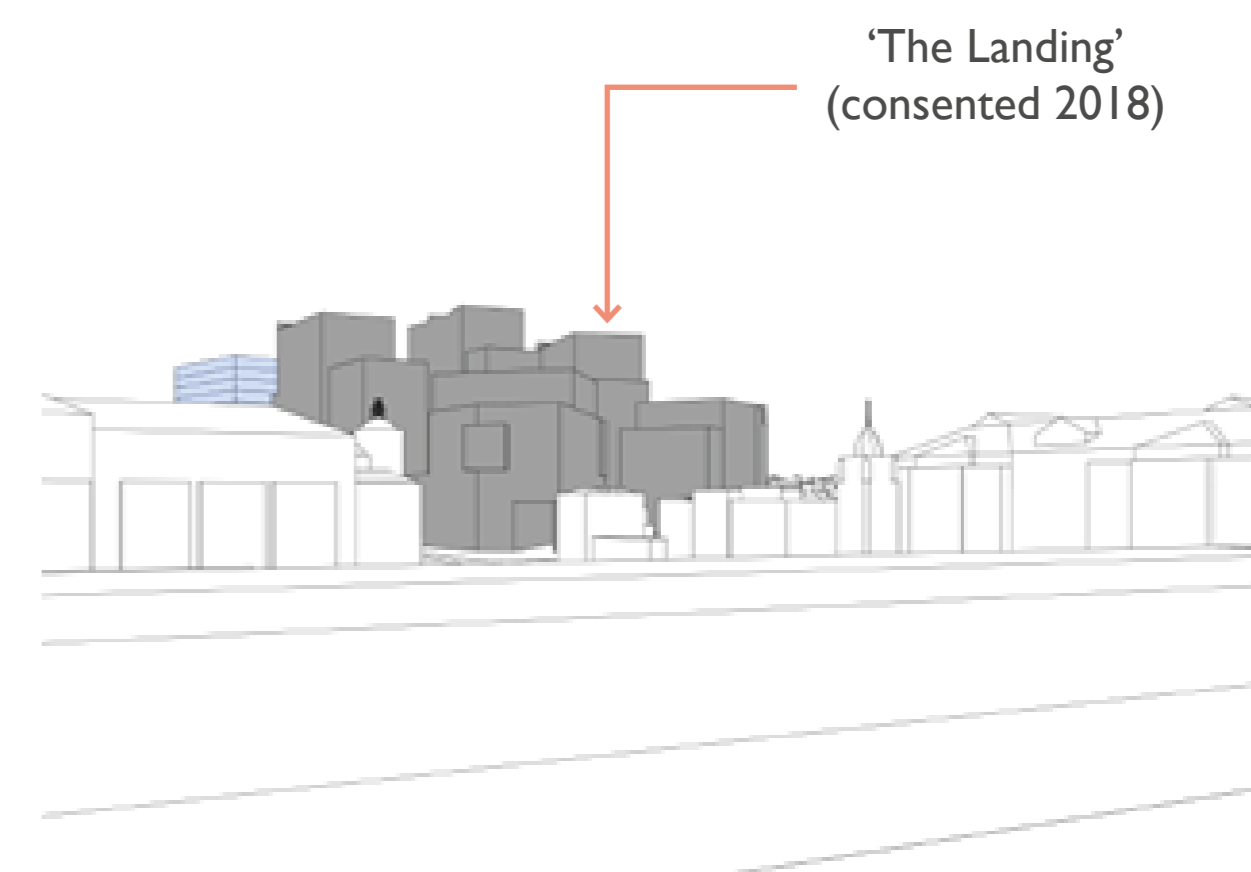
View from station platform

## 1. Welcome to Maidenhead, arriving by train

■ Nicholsons  
■ The Landing (consented)



Option 1 - up to 25 storeys



Option 2 - up to 17 storeys

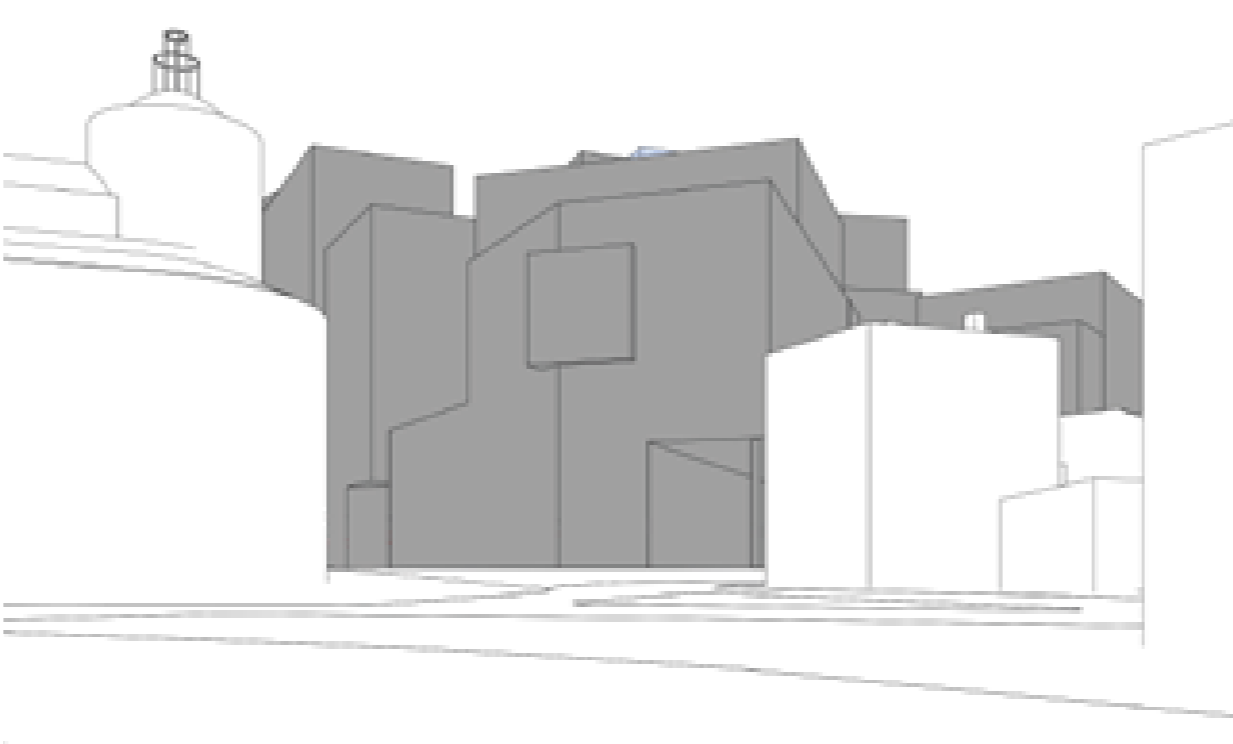


Key Plan

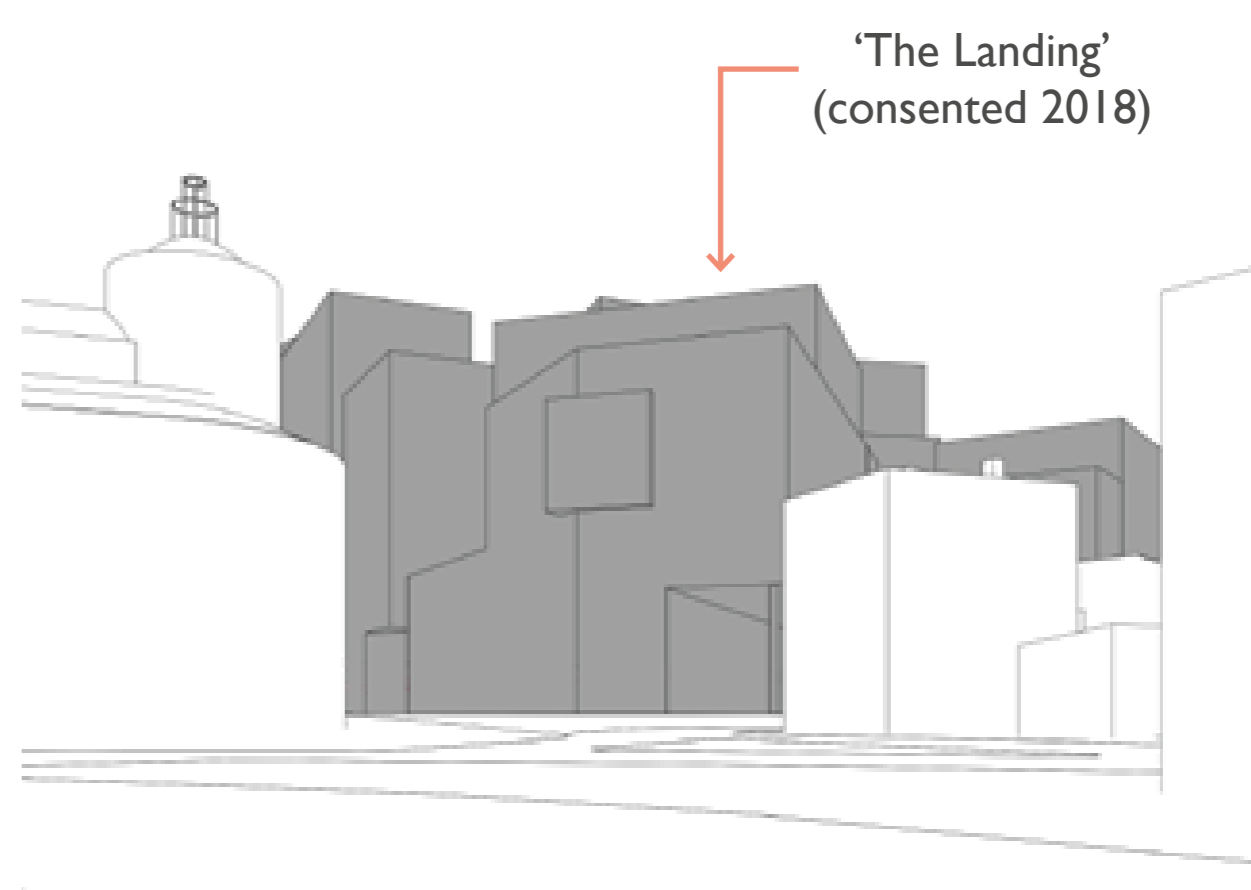


View from Queen Street south

## 2. Looking towards the town centre



Option 1 - up to 25 storeys



Option 2 - up to 17 storeys



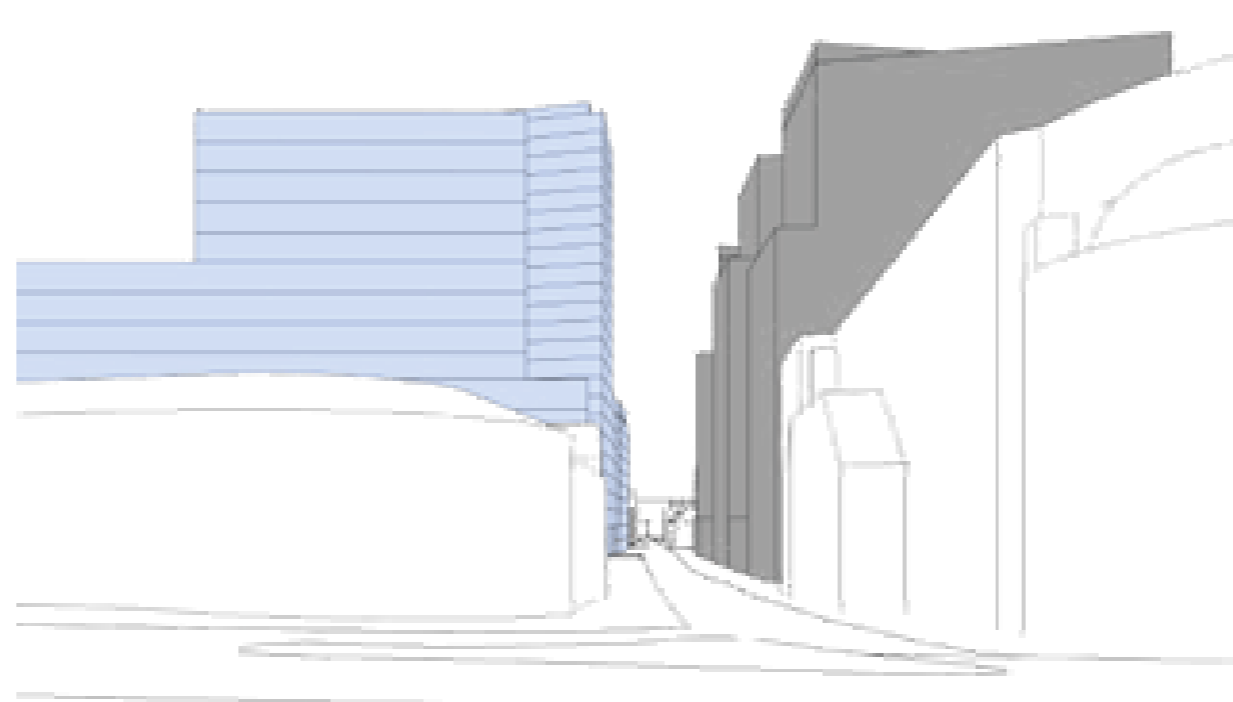
Key Plan



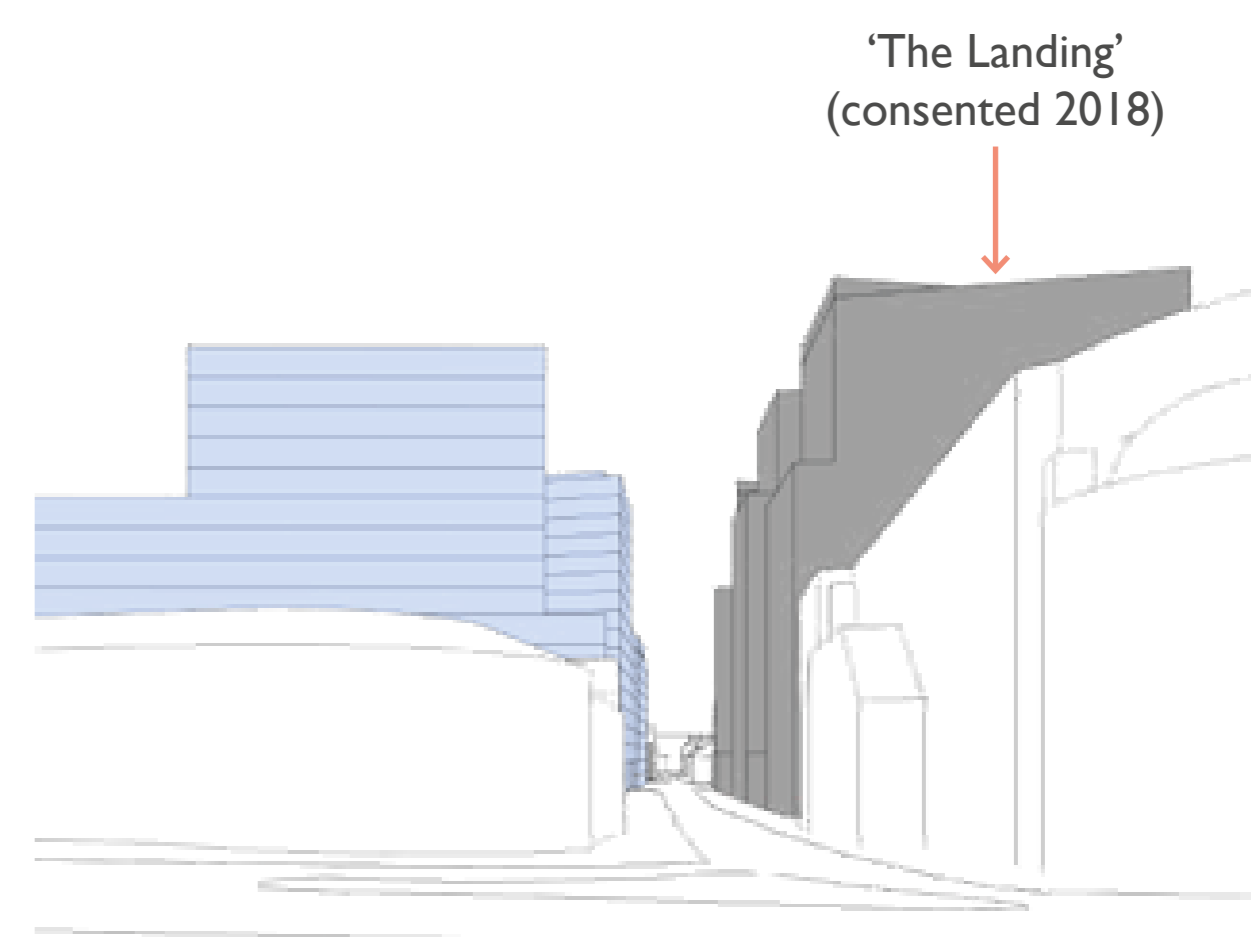
View from Frascati Way

## 3. Creating a new Gateway

■ Nicholsons  
■ The Landing (consented)



Option 1 - up to 25 storeys



Option 2 - up to 17 storeys





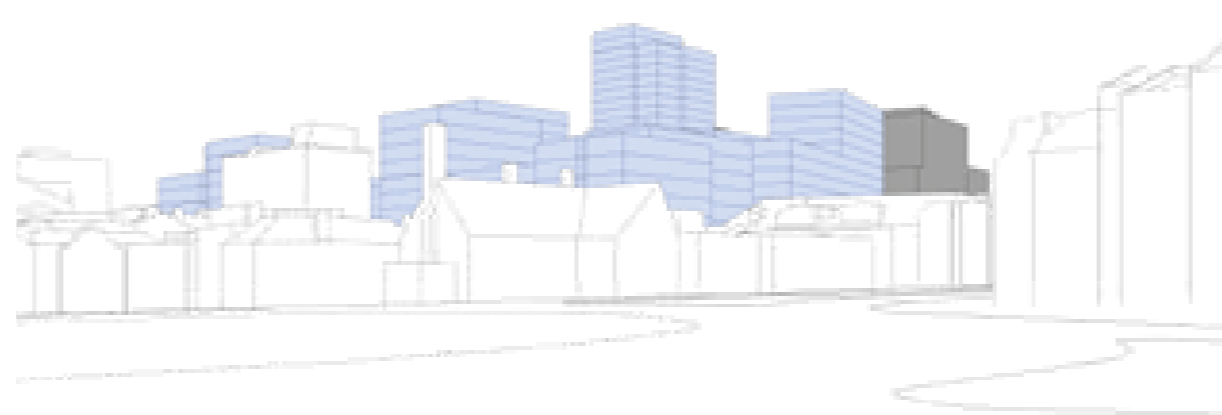
Key Plan

## 4. Approaching from the North West

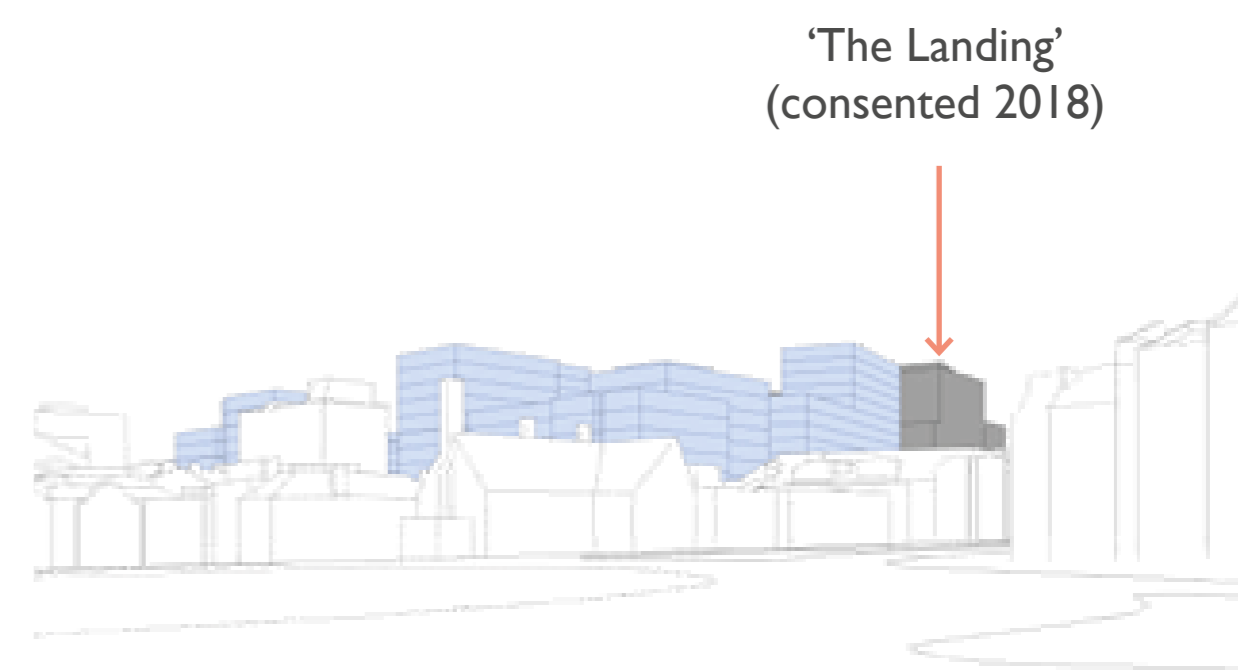
Nicholsons  
 The Landing (consented)



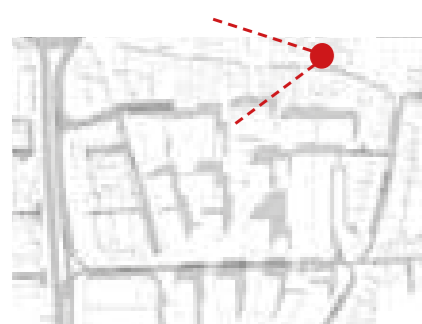
View from Castle Hill roundabout



Option 1 - up to 25 storeys



Option 2 - up to 17 storeys

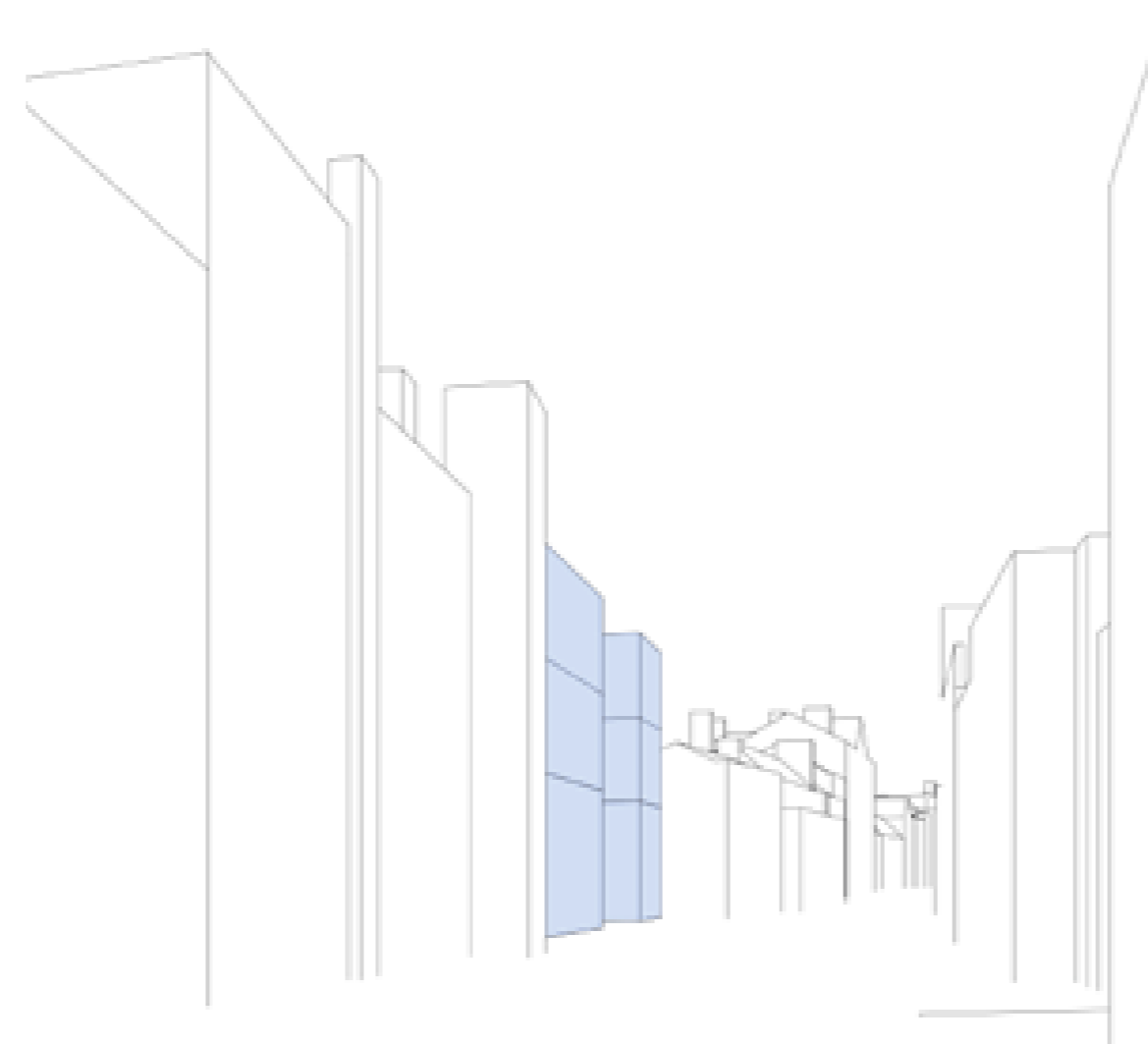


Key Plan

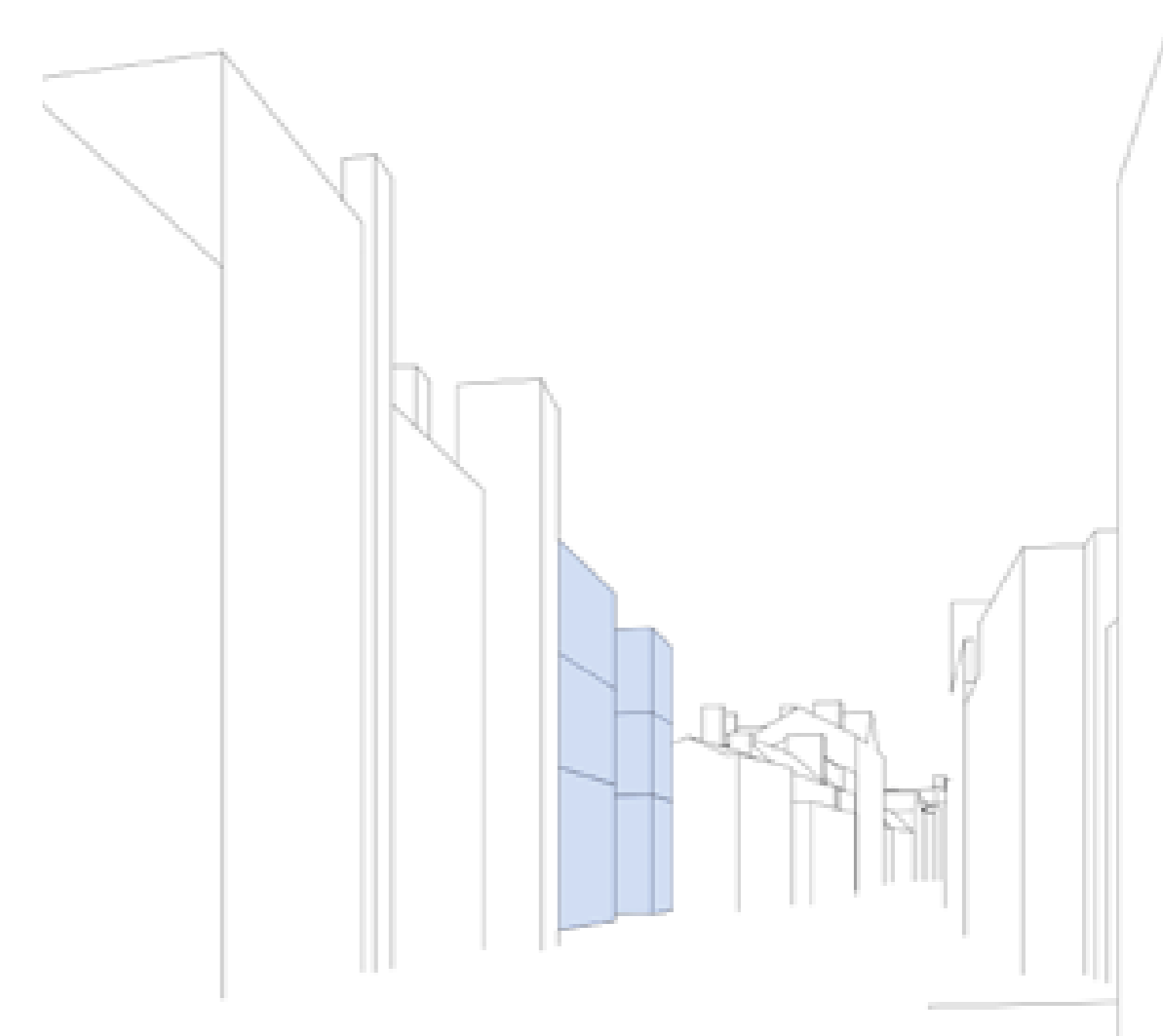
## 5. Respecting the historic High Street setting



View from High Street (Nicholsons entrance)



Option 1 - up to 25 storeys



Option 2 - up to 17 storeys

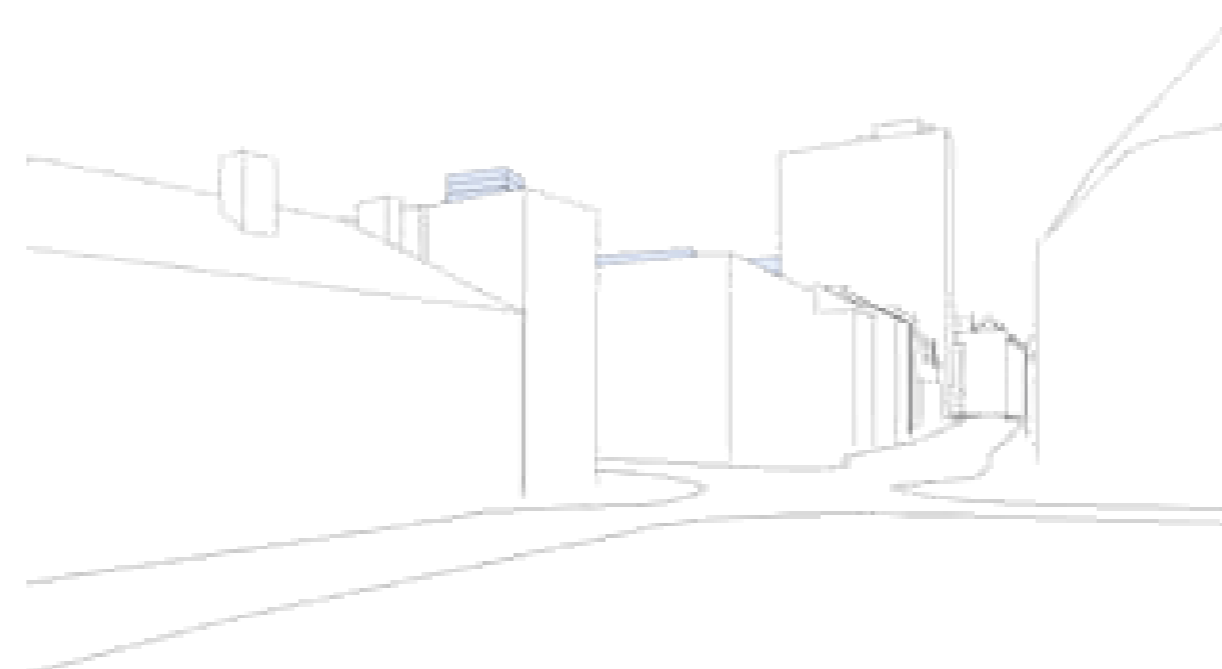


Key Plan

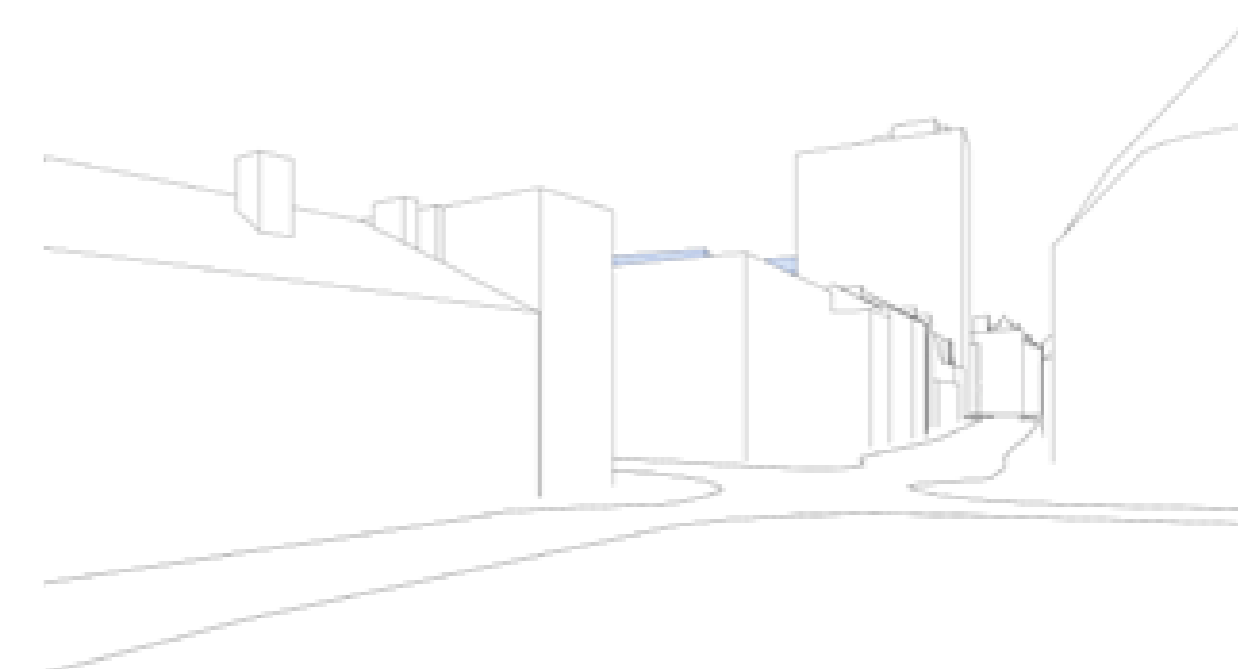
## 6. Respecting the historic High Street setting



View from High Street East (The Bear)



Option 1 - up to 25 storeys



Option 2 - up to 17 storeys

Two options are being considered;

**Option 1:** The Buildings should be no higher than those proposed in the Landing development (up to 17 storeys).

**Option 2:** Buildings are no higher than that as proposed in the Landing development with the exception of one centrally located building which could be up to 25 storeys which helps daylight/sunlight and also signals the centre of the town.



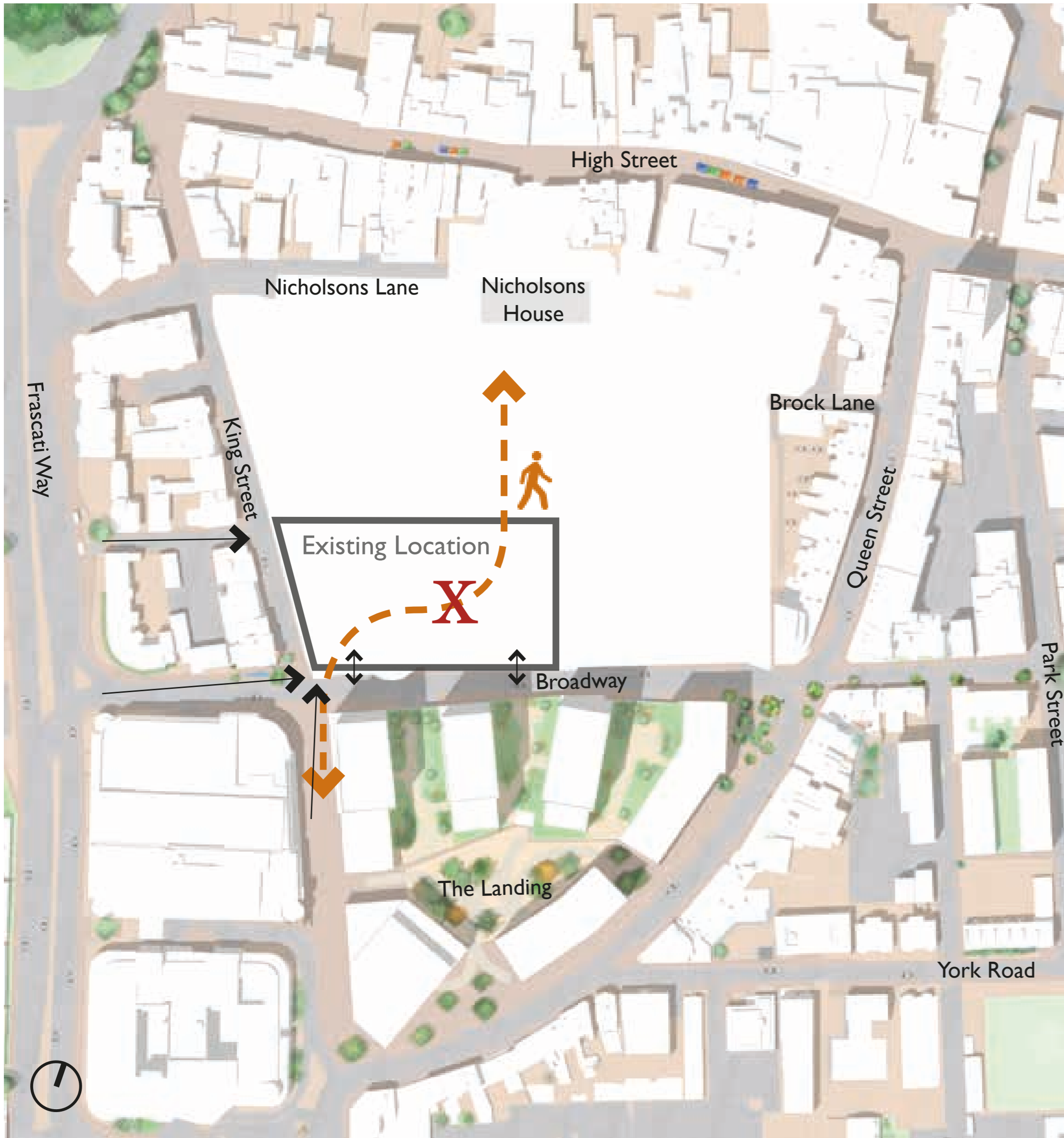
17 Storey Option



25 Storey Option

Please use the questionnaire (Q20) to express your preferred option.





Car park location as existing

## POSITIVES

- Easy to find
- Easy to access from Broadway

## NEGATIVES

- Blights a number of key approaches into the town centre
- Severs a north-south route



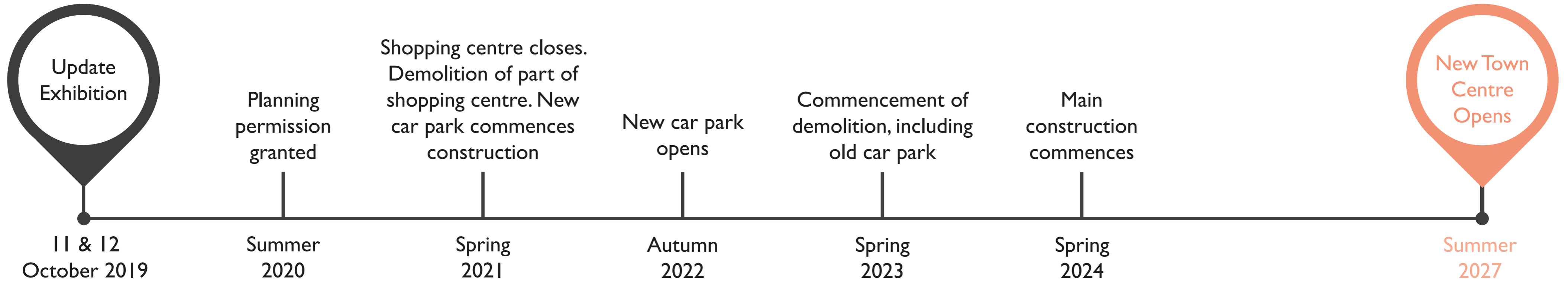
Car park location as proposed

## POSITIVES

- Easy to find
- Easy to access from Broadway
- Allows a north-south route
- New car park can be built before the old one is demolished
- More central location within the Town
- Reduced impact on Broadway frontage
- Allows for connection to Brock Lane

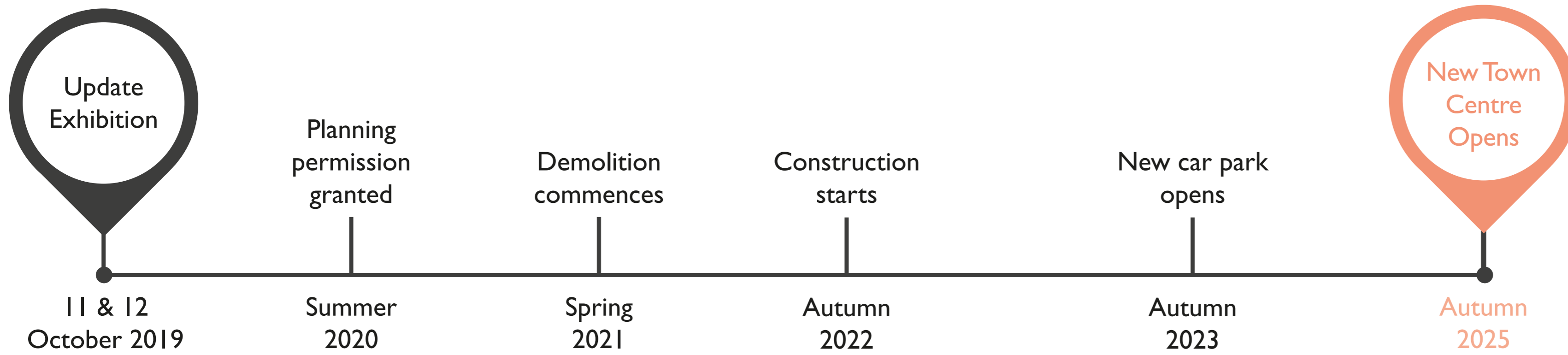
We have considered several options for the Masterplan phasing and have identified two viable options;

## Option 1



**Option 1:** Keep the existing car park until the new car park is built, to ensure parking spaces are available throughout the redevelopment, meaning that the construction and reopening of the site will take longer. An anticipated construction period of 7 years and open date of late 2027.

## Option 2



**Option 2:** Demolish all of the existing buildings to allow construction and the reopening of the site to start earlier. An anticipated construction period of 5 years and open date of 2025.

Please use the questionnaire (Q22) to express your preferred option.



*“Just get on with it!  
We need the change now.”*



## Feedback

Now is your chance to view the outcomes of the Community Planning Weekend held in March, and study the emerging proposals for the site. Please continue to help us develop the proposals by either speaking to us in person, by completing a questionnaire form or by emailing [community@jtp.co.uk](mailto:community@jtp.co.uk).

**web:** [jtp.co.uk/projects/maidenhead](http://jtp.co.uk/projects/maidenhead)

**email:** [community@jtp.co.uk](mailto:community@jtp.co.uk)

