

WELCOME

INTRODUCTION

Thank you for coming to this engagement event, to review and discuss the ideas for the Vision for Maidenhead Town Centre.

The face of Maidenhead Town Centre is changing fast with several developments around the town as well as changes to the road network and the front of the railway station.

In order to bring all this work together and communicate a strong and supported vision the Royal Borough of Windsor & Maidenhead (RBWM) has appointed JTP to work with local stakeholders and the wider community to develop and create a shared Placemaking Vision and Charter for Maidenhead Town Centre.

The Placemaking Vision and Charter will promote, guide and direct future development and change within the town centre and will ultimately be signed up to by RBWM and partners.

The Vision and Charter will:

- describe and illustrate the place RBWM, communities and partners wish to create;
- sit fully within the 'Make Maidenhead' brand;
- promote, guide and direct future development and change, and;
- inform investors and developers about the expectations and aspirations of the community.

Future areas of work such as a mobility/transportation strategy, a parking strategy, public realm design standards, etc. will be identified, directed, shaped and guided by the Vision and Charter.

COMMUNITY PLANNING DAY

The Community Planning Day is being organised by JTP architects, RBWM and Make Maidenhead.

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

After the public workshop day, the JTP team will then use the outputs to create a draft Vision and Charter document which will be consulted on before being fully signed up by RBWM and partners in the new year.

The draft Vision and Charter will be presented back to the community on **Tuesday 14 January 2020**.

COMMUNITY PLANNING DAY PROGRAMME

Saturday 23 November 2019

Nicholsons Shopping Centre

10.00am	Doors open & exhibition begins
10.10	Town centre walkabout guided groups (returning to venue at around 11.00)
11.00	Refreshments
11.15	Welcome and introduction
11.30	Dialogue Workshop: Maidenhead Town Centre Tomorrow
	Young People's Workshop
12.45pm	Lunch break
1.30	Hands-on Planning Groups
	Young People's Workshop
2.45	Refreshment break
3.00	Feedback from Hands-on Planning Groups
3.30	Dialogue Workshop: A Charter for Maidenhead Town Centre
4.00	Workshops and exhibition conclude

REPORT BACK PRESENTATION PROGRAMME

Tuesday 14 January 2020

St Mary's Church

6.45pm	Doors open
7.00	Report Back of the Vision and Charter for Maidenhead Town Centre
8.30	Close



COLLABORATIVE PLACEMAKING APPROACH

jtp COLLABORATIVE PLACEMAKING:
BUILDING A VISION TOGETHER

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

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

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

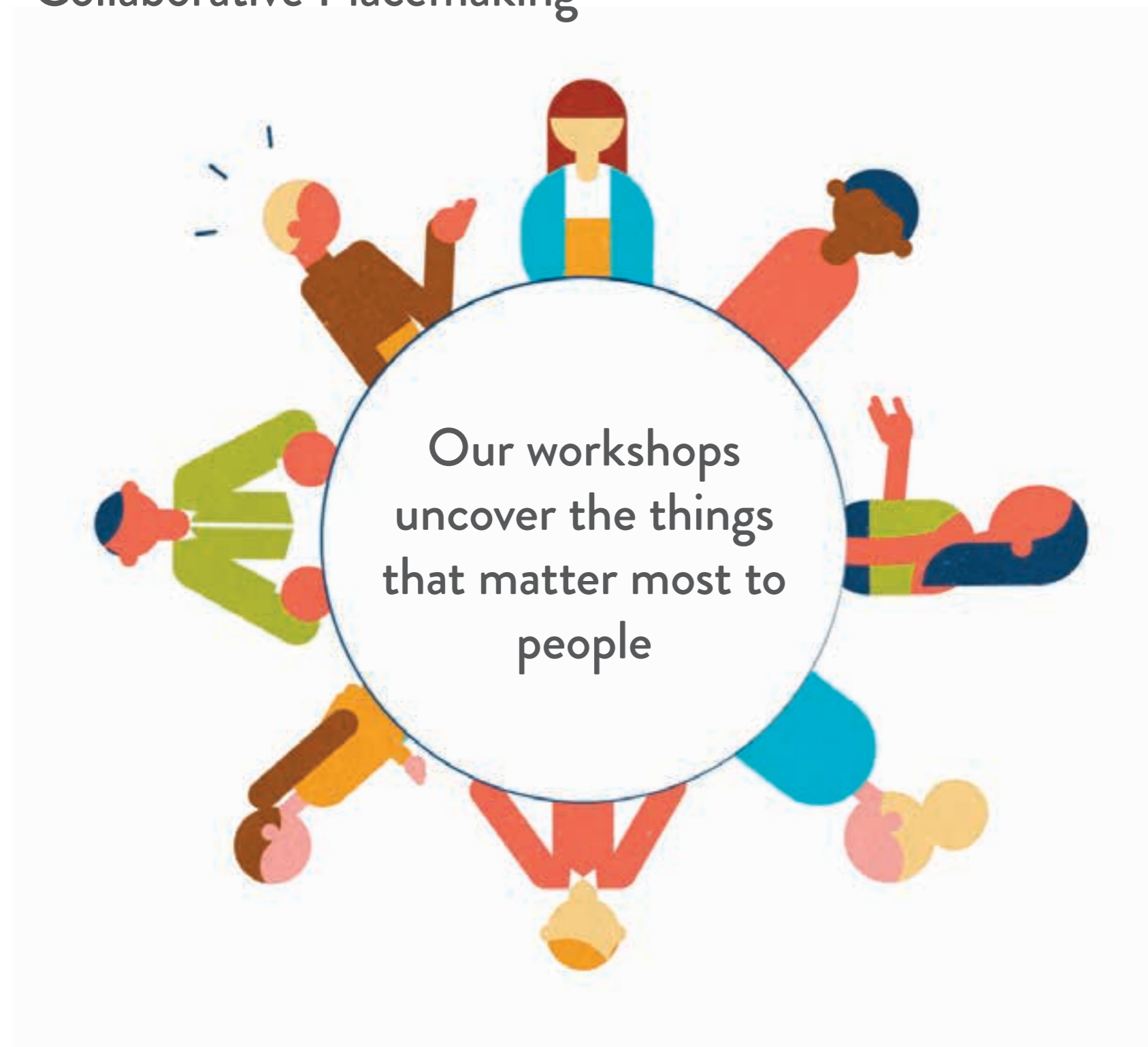
Understanding the DNA of a place is fundamental to successful placemaking. We don't stop until we truly get under the skin of a place and identify what makes it special.

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

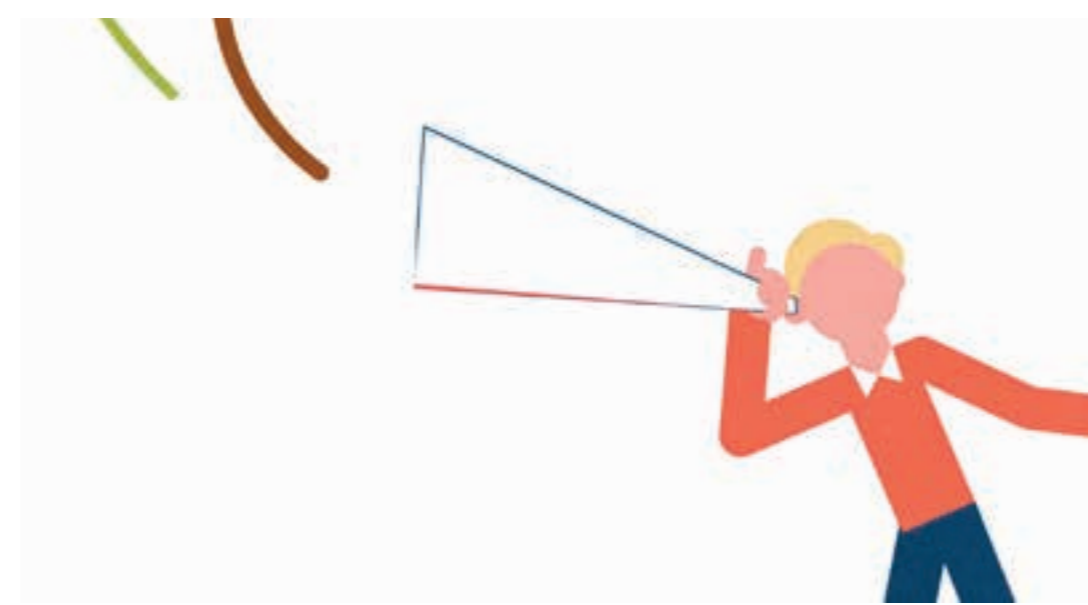
Creating begins with the visioning process and ends with physical interventions. Along the way there are many issues to resolve and many actions to co-ordinate.

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

"Collaborative Placemaking"



We listen



We debate



We draw together



We create new places and breathe life into old ones



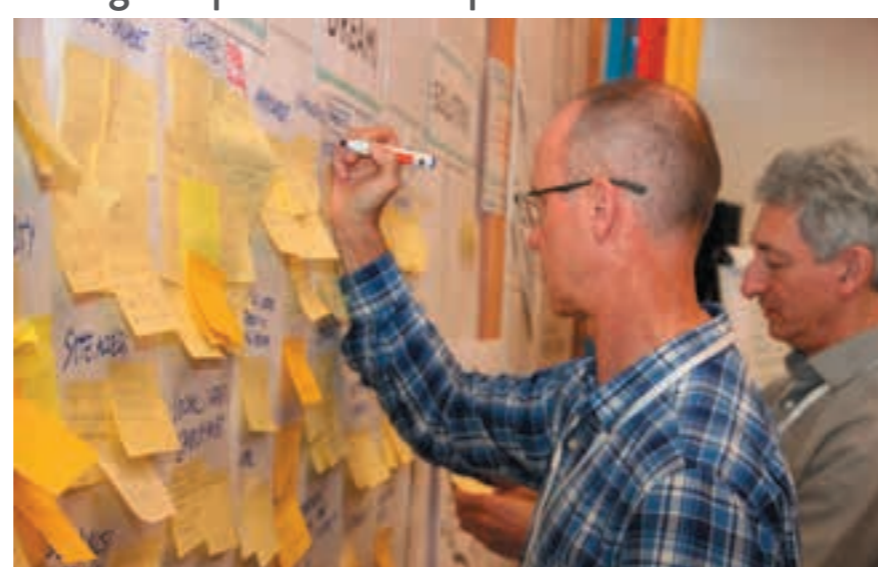
Hands-on Planning Workshop



Young People's Workshop



Dialogue Post-it Workshop



Dialogue Post-it Workshop



Report Back



Hands-on Planning Workshop

THE TEAM



The Royal Borough of Windsor & Maidenhead (RBWM) council are delivering exciting and ambitious plans for regeneration in Maidenhead, building a town for everyone along with our partners.



Make Maidenhead is here to shout about all the great things that make the town what it is now and what it will be in the future.



JTP is a practice of architects and urban designers with extensive experience of delivering successful places for both the public and private sectors throughout the UK and internationally.

JTP seeks to shape places where life in all senses can flourish; places that are economically thriving, creatively stimulating, environmentally footprint-free, with a powerful sense of identity. In short, places where people can lead happy and healthy lives and feel they belong.



West Street



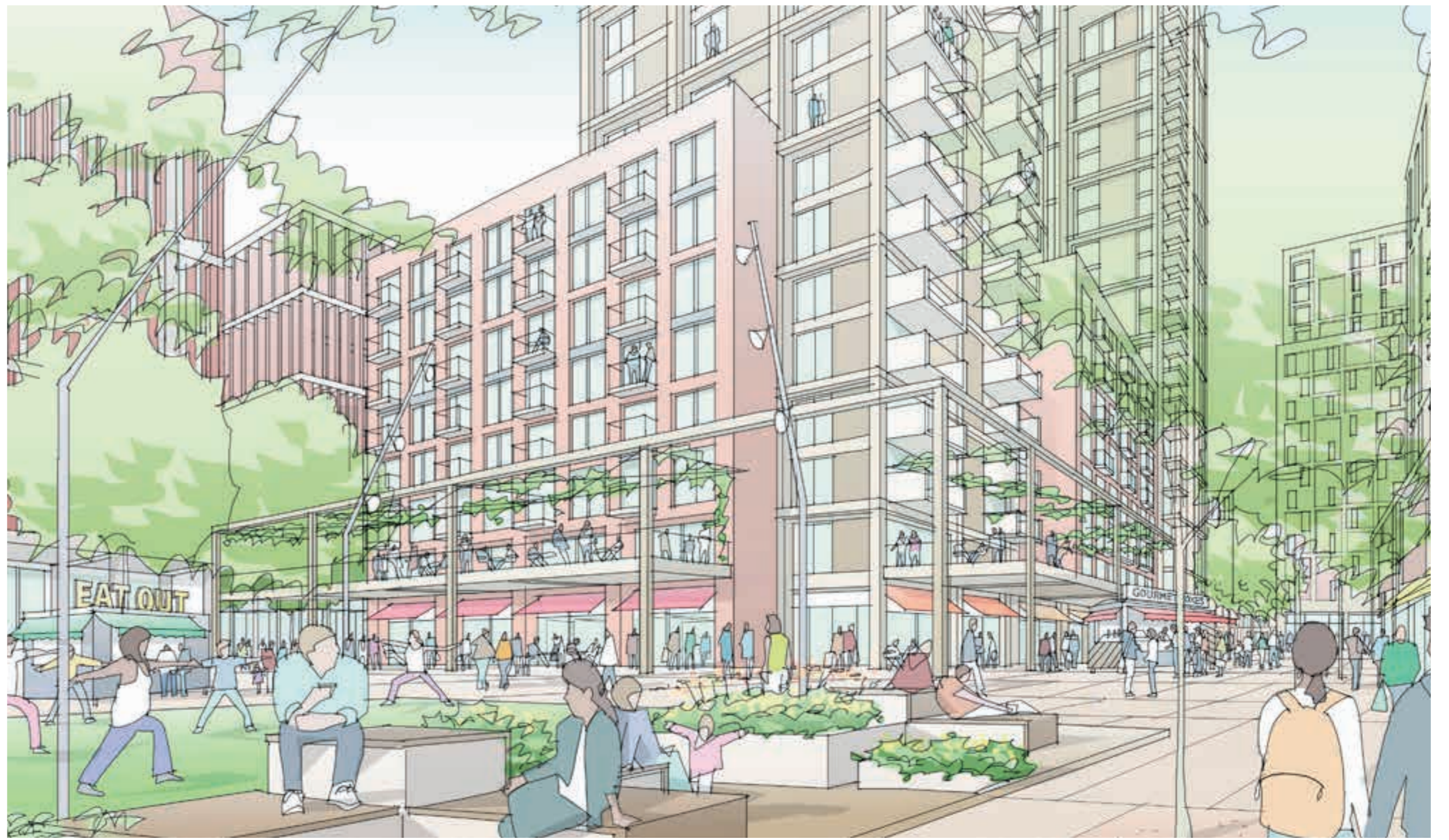
The Landing



York Road



Chapel Arches



Nicholsons Shopping Centre



Central Winchester Regeneration



Scarborough Renaissance



The Maidenhead Vision Community Planning Day is being organised by JTP on behalf of the Royal Borough of Windsor and Maidenhead. For more information please visit jtp.co.uk/projects/visionmaidenhead or contact the Community Planning team at community@jtp.co.uk or on Freephone 0800 0126 730.



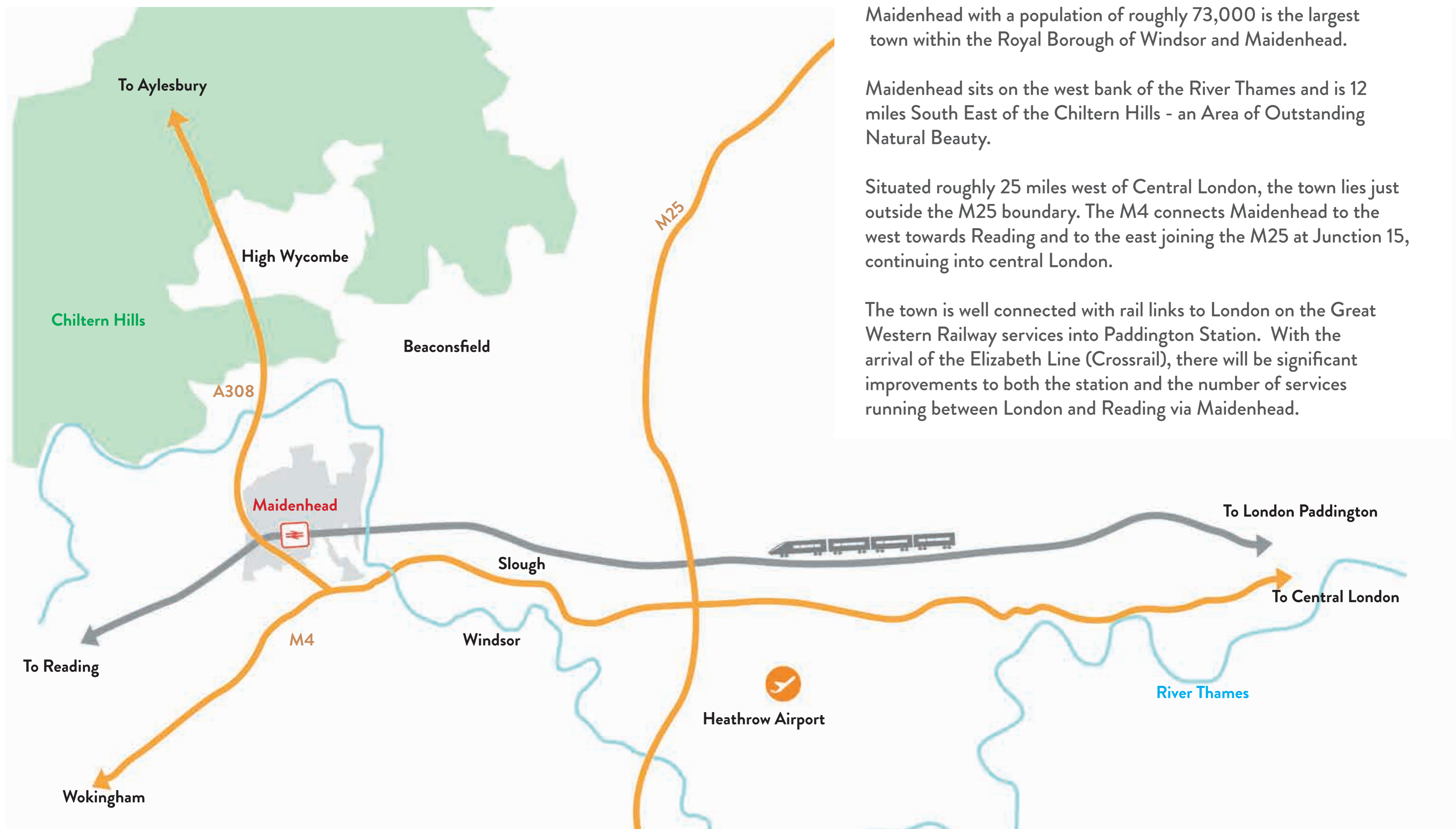
WIDER CONTEXT

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

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

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

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



LOCAL CONTEXT

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

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

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





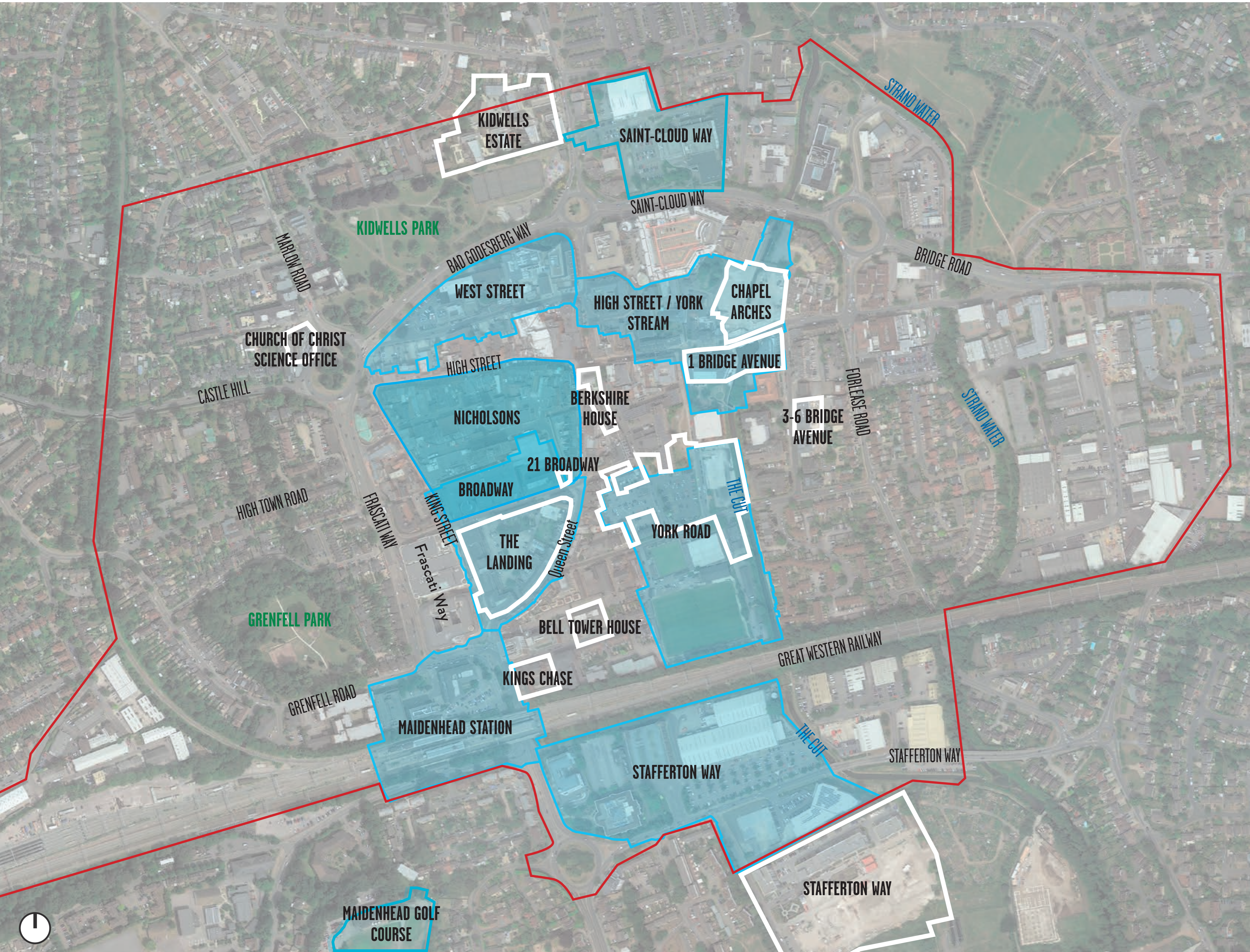
Aerial View from South West






Aerial View from South West



SURROUNDING DEVELOPMENTS



Key

-  Consented developments
-  Opportunity Areas
-  Maidenhead Town Centre Area identified in the emerging Borough Local Plan



Aerial View from South

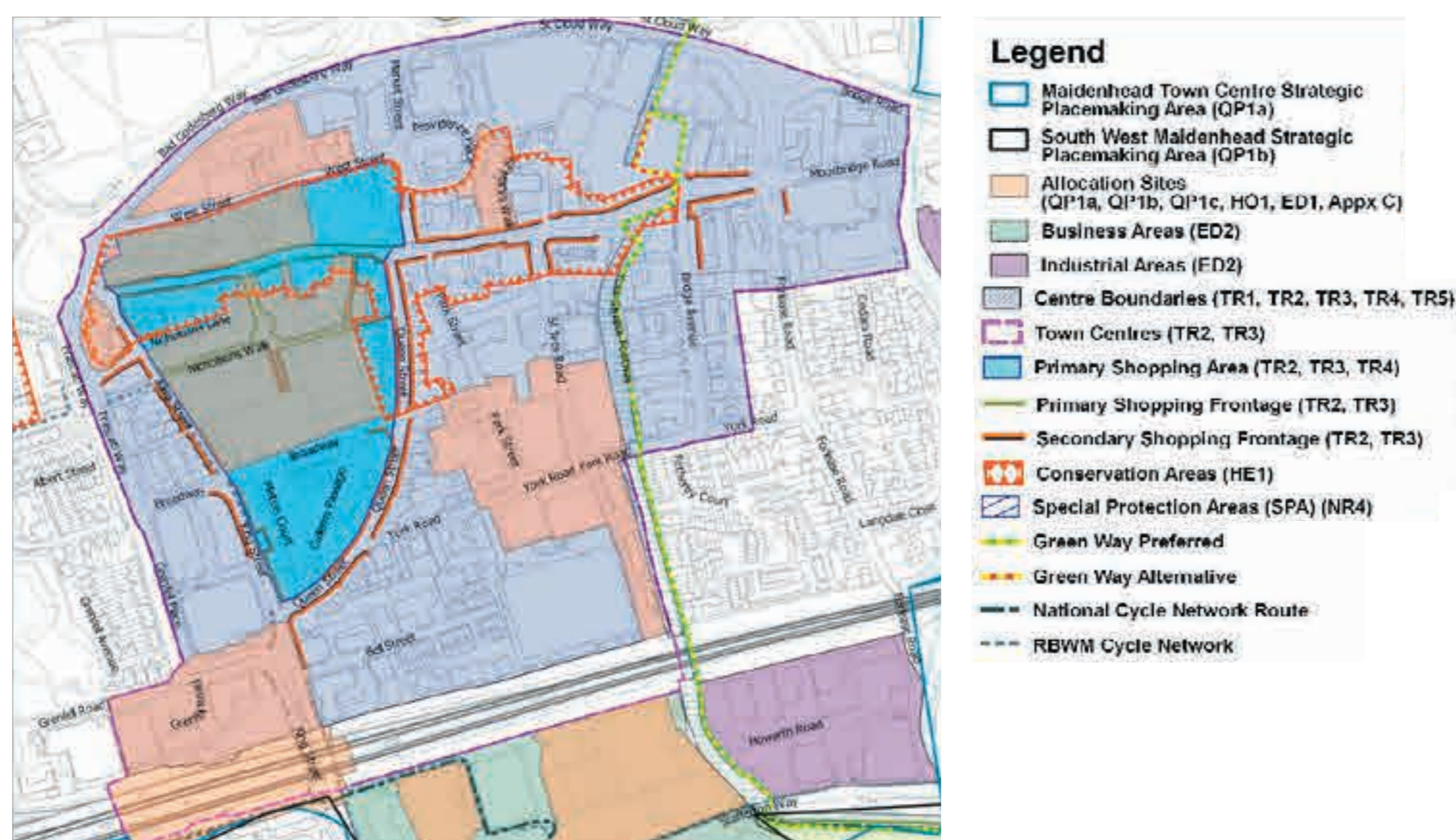


PLANNING CONTEXT

EMERGING BOROUGH LOCAL PLAN

Maidenhead Town Centre has been identified within the emerging Borough Local Plan (BLPSV) as a location to accommodate future growth and new development as part of a wider spatial strategy for the area.

The Borough Council recognised the importance of ‘placemaking’ as part of planning for future growth and development, and as a result commissioned Hyas Associates to work alongside Officers to prepare the placemaking study which considers the particular issues, influences and opportunities relating to the Maidenhead Town Centre area. The Study has been prepared against the policies in the submission version BLPSV and the evidence base in place at submission. In 2019 a Borough-wide Tall Buildings study was commissioned in response to a change in the approach to tall buildings in the BLPSV. The 2019 work includes a methodology for characterising tall buildings and development context across the Borough in order to provide a framework for an approach to tall buildings.



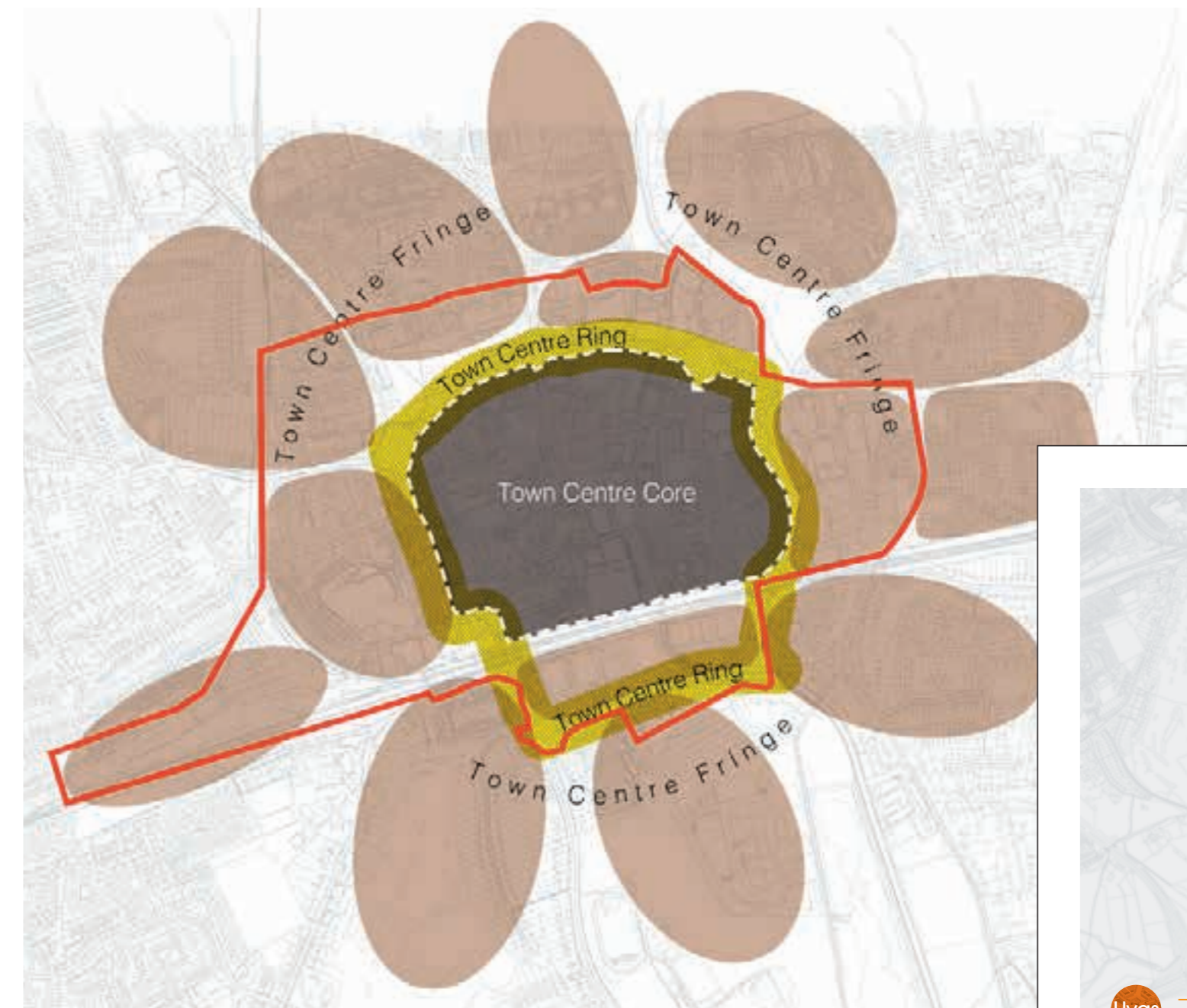
Excerpt from the emerging Borough Local Plan Policies Map (MAP 1)



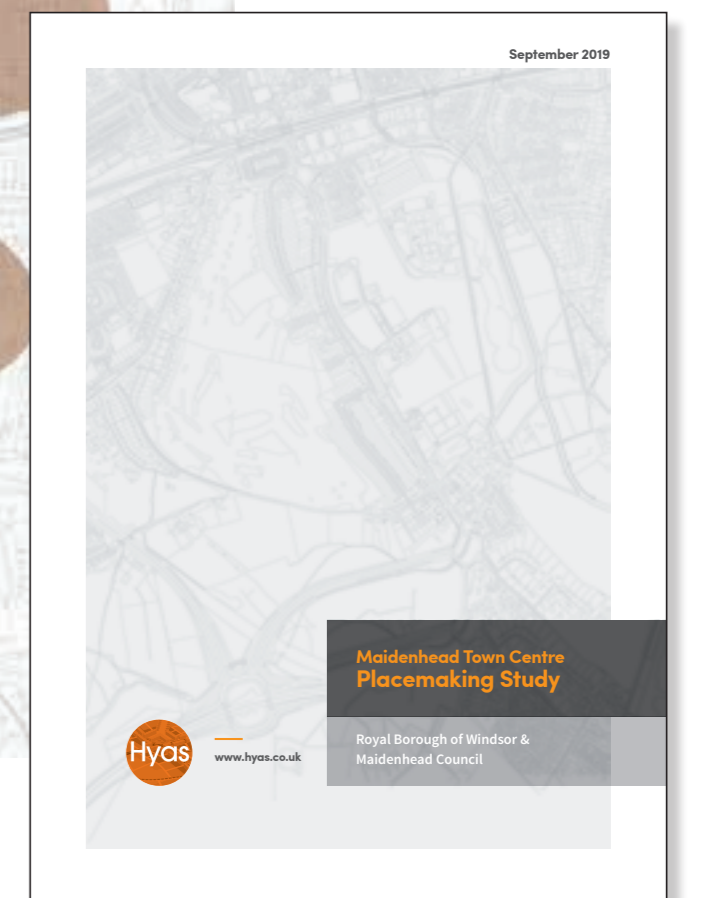
Maidenhead Town Centre AAP - Tall Buildings Appraisal (July 2010)

PLACEMAKING STUDY

The Placemaking Concept Plan defines three distinct areas within which different challenges and opportunities exist:



Placemaking Concept Plan



Town Centre Core

A compact centre with easy pedestrian movement throughout the town with services and facilities in close proximity, enabling Maidenhead to be a successful and sustainable place to live and visit. The road, rail and waterway corridors have had a negative influence and the core town area is in a ‘strangle hold’ by the ring of barriers which surround it.

Town Centre Ring

The Ring area comprises the road corridor to the north and west of the central area, the railway to the south and the Strand waterway to the east. Each of these presents a barrier to movement between the Town Centre Core and the wider area. It is the first impression as visitors approach Maidenhead which provides a physical and physiological obstacle. As a result the true qualities of Maidenhead are not reflected. There is an opportunity to improve this environment to reconnect the town with its hinterland.

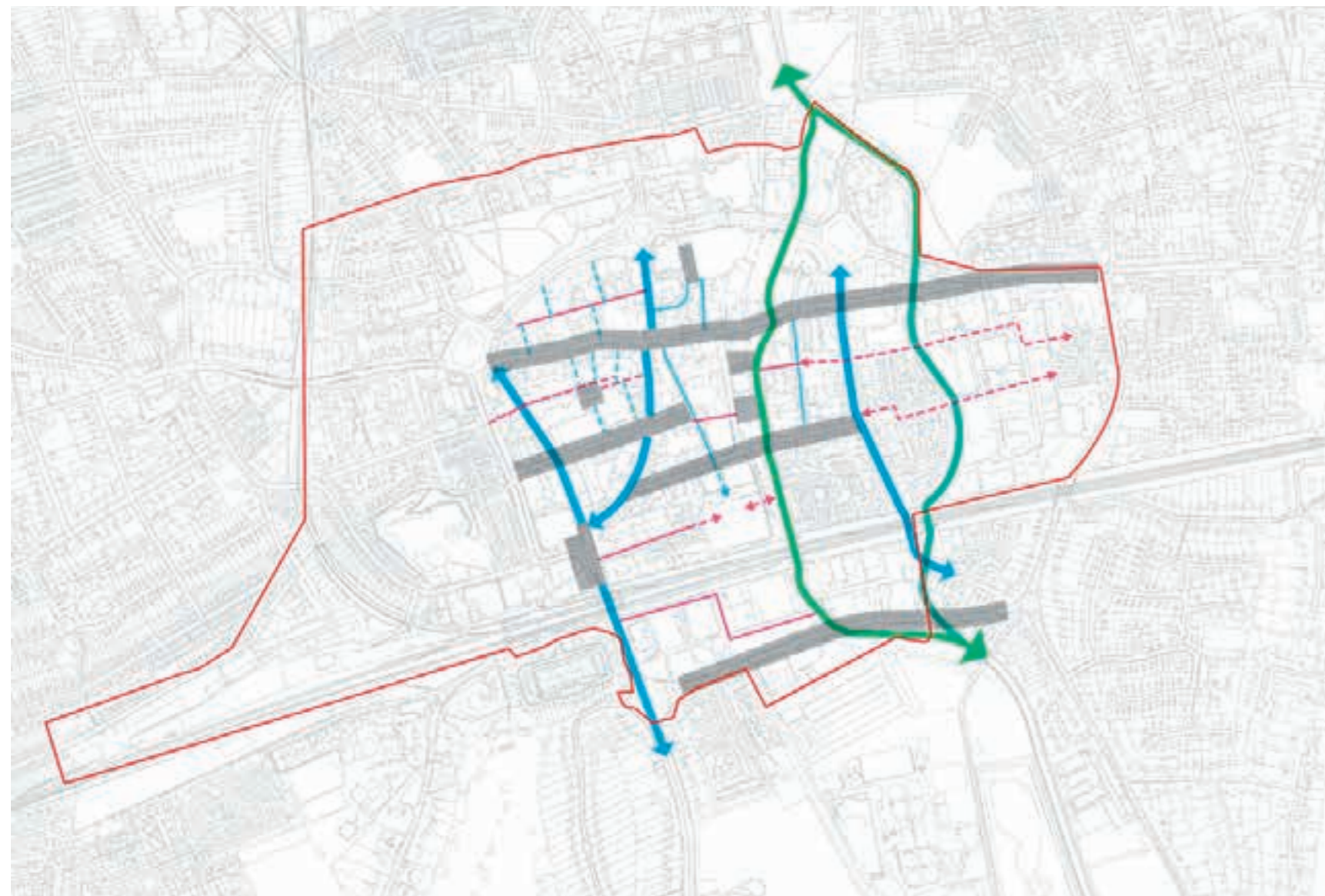
Town Centre Fringe








Beyond the ring, the fringe of the town is not subject to the same development expectations as the Town Centre Core, there exists a number of established neighbourhoods within very close proximity to the town centre, but whose direct and convenient access to the town centre is denied due to the ring of barriers surrounding the Town Centre.

CREATING LEGIBILITY

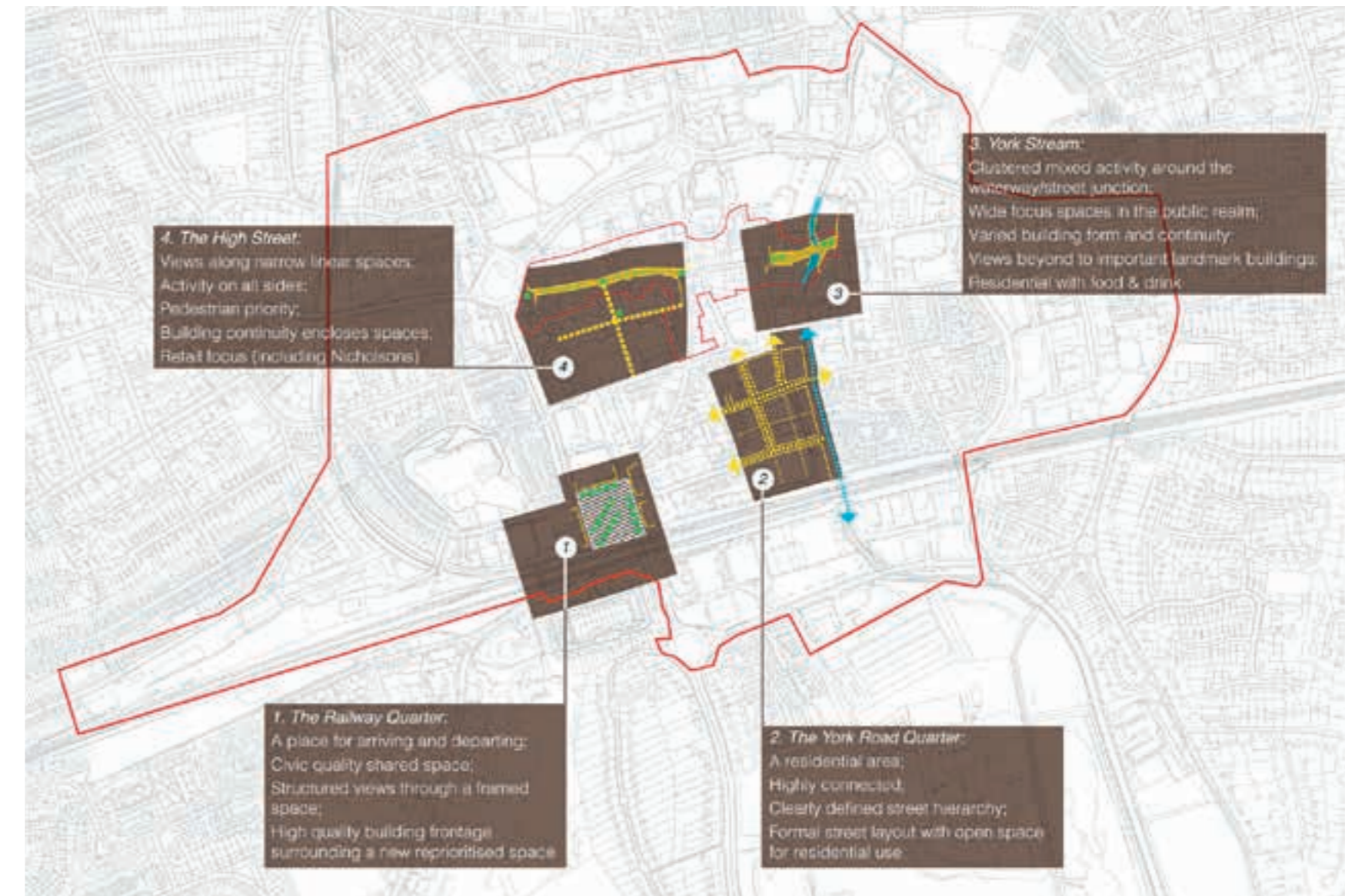


TOWN CENTRE CONNECTIVITY



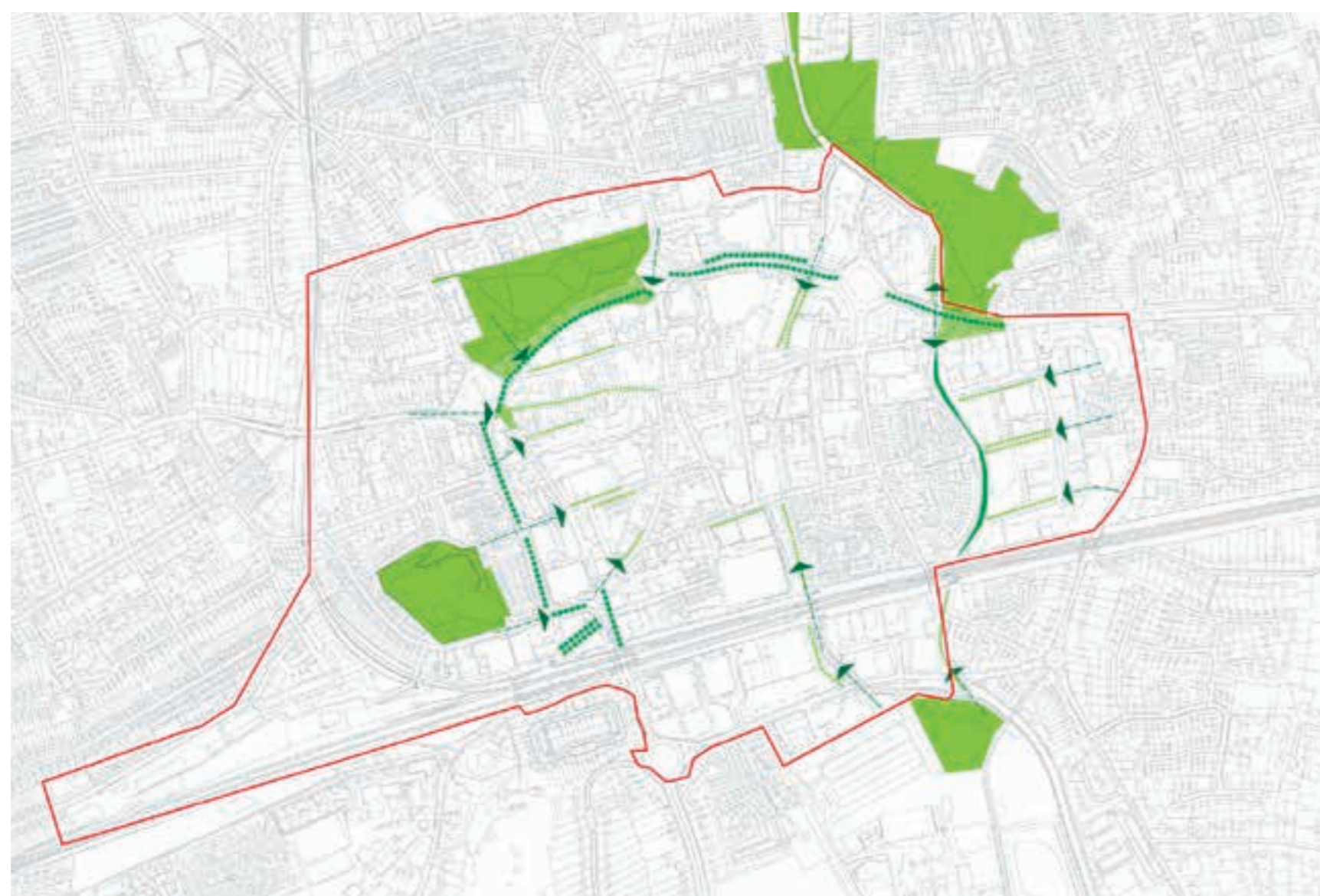
-  E-W public realm corridors
-  Improvements to primary north-south routes, including York Stream waterway connections
-  Opening access the Strand Waterway
-  Improvements to existing secondary north-south connections
-  Potential new secondary north-south connections
-  Improvements to existing secondary east-west connections
-  Potential new secondary east-west connections

CHARACTER & DISTINCTIVENESS



- 1. The Railway Quarter**
 - A place for arriving and departing
 - Civic quality shared spaces
 - Structured views through a framed space
 - High quality building frontage surrounding a new reprioritised space
- 2. York Road Quarter**
 - A residential area
 - Highly connected
 - Clearly defined street hierarchy
 - Formal street layout with open space for residential use
- 3. York Stream**
 - Clustered mixed activity around the waterway/street junction
 - Wide focus spaces in the public realm
 - Varied building form and continuity
 - Views beyond to important landmark buildings
 - Residential with food and drink
- 4. The High Street**
 - Views along narrow linear spaces
 - Activity on all sides
 - Pedestrian priority
 - Building continuity encloses spaces
 - Retail focus (including Nicholsons)






GREENING OF CORRIDORS



-  Existing open spaces located within the fringe area yet contributing strategically as significant assets for the town as a whole.
-  Potential to expand the influence of green spaces into neighbouring highways and public realm areas to increase the sense of green setting for the town. This may require reprioritising traffic and the sharing of some spaces.
-  Strategic greening of surrounding corridors to provide a heightened perception of Maidenhead as a green town and improve the corridor environment between the town centre and the fringe. This could include tree planting in various forms as well as other public realm greening and greening of building opportunities.
-  Greening opportunities along secondary routes to improve views and legibility from the fringe.
-  View from the fringe towards the town centre.

PEDESTRIAN & CYCLE CONNECTIVITY

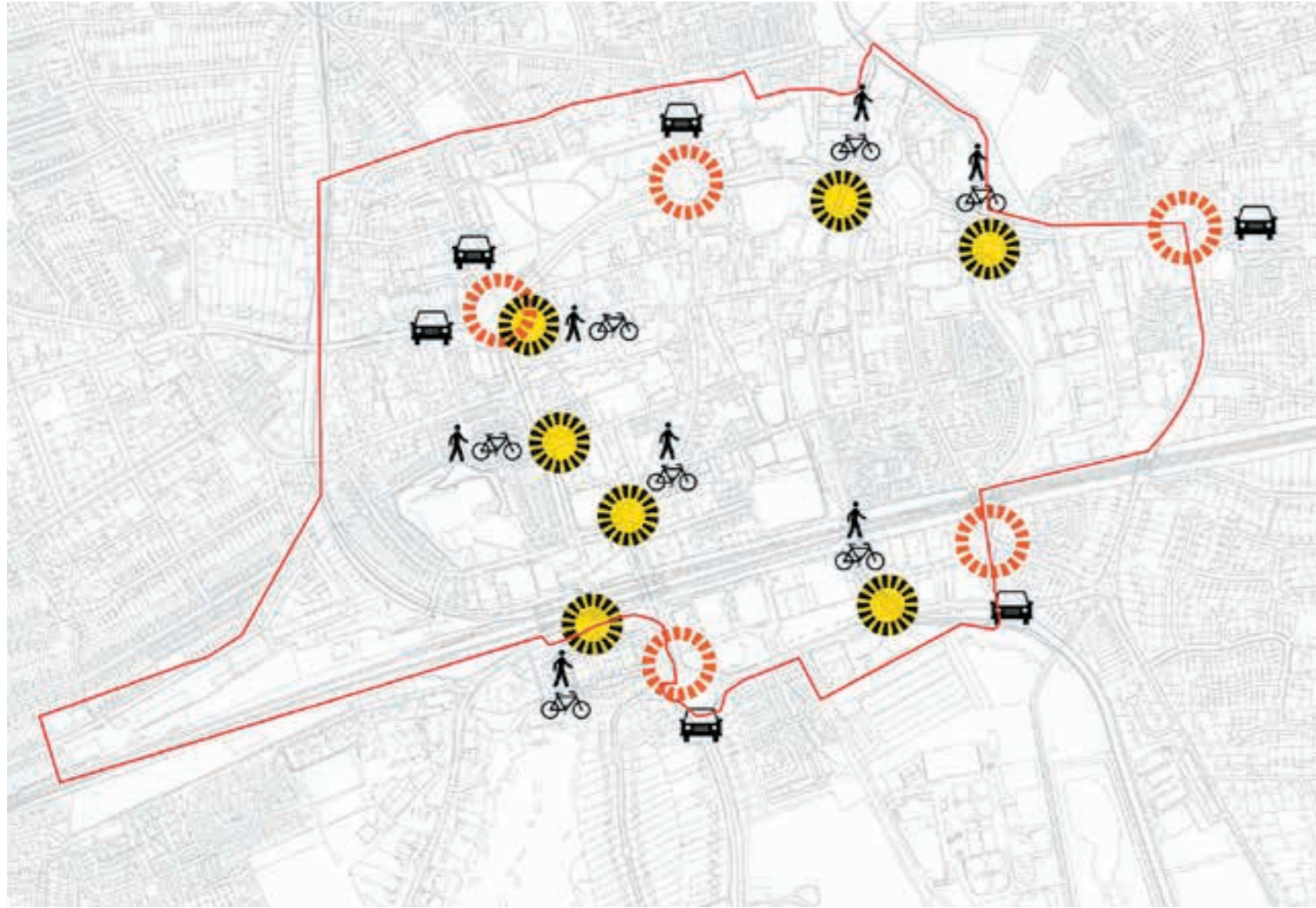




-  A series of opportunities around the fringe area to create at grade crossings, increasing pedestrian priority in this area, contributing to legibility and the quality of the public realm and with the potential to act as a traffic management and calming measure at the same time.
 -  Some junctions have a very large footprint which is occupied by highways. The potential to reclaim areas of highway for the public realm, and to share these spaces will improve connectivity and the quality of the environment in these locations.
- Improved links with:  Existing streets  Green spaces  Waterways



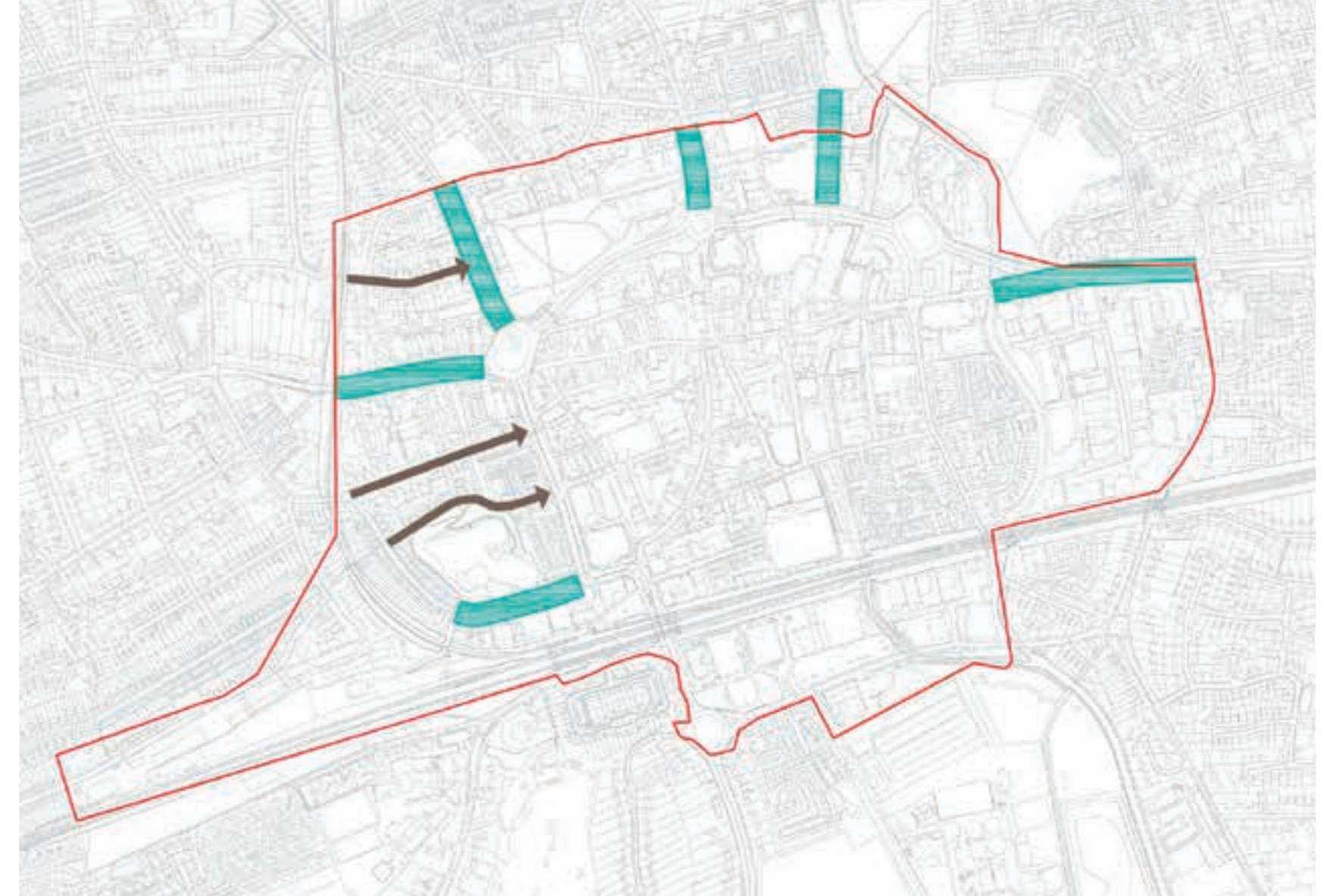
TOWN CENTRE PLACEMAKING STUDY



TOWN CENTRE 'GATEWAYS'



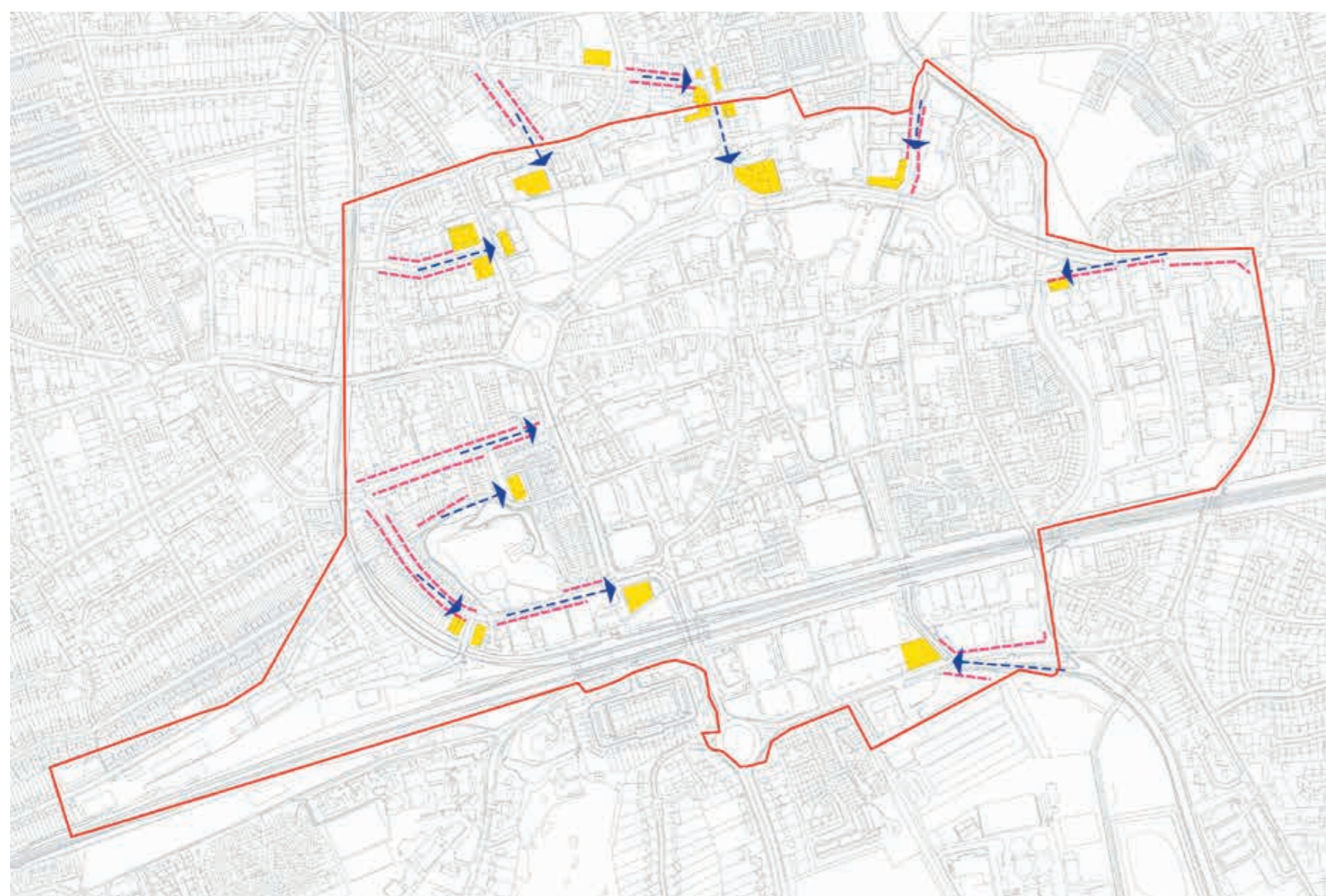
-  Gateways at vehicular routes into the town. Any significant improvements to these gateways are conditional upon fundamental changes to traffic priorities and reclaiming of land from the highway for public realm and development.
-  A multitude of other gateways along cycle and pedestrian routes into the town provide the opportunity for small interventions to create high impact in these gateway locations.




KEY ROUTES & STREETS FOR ALL



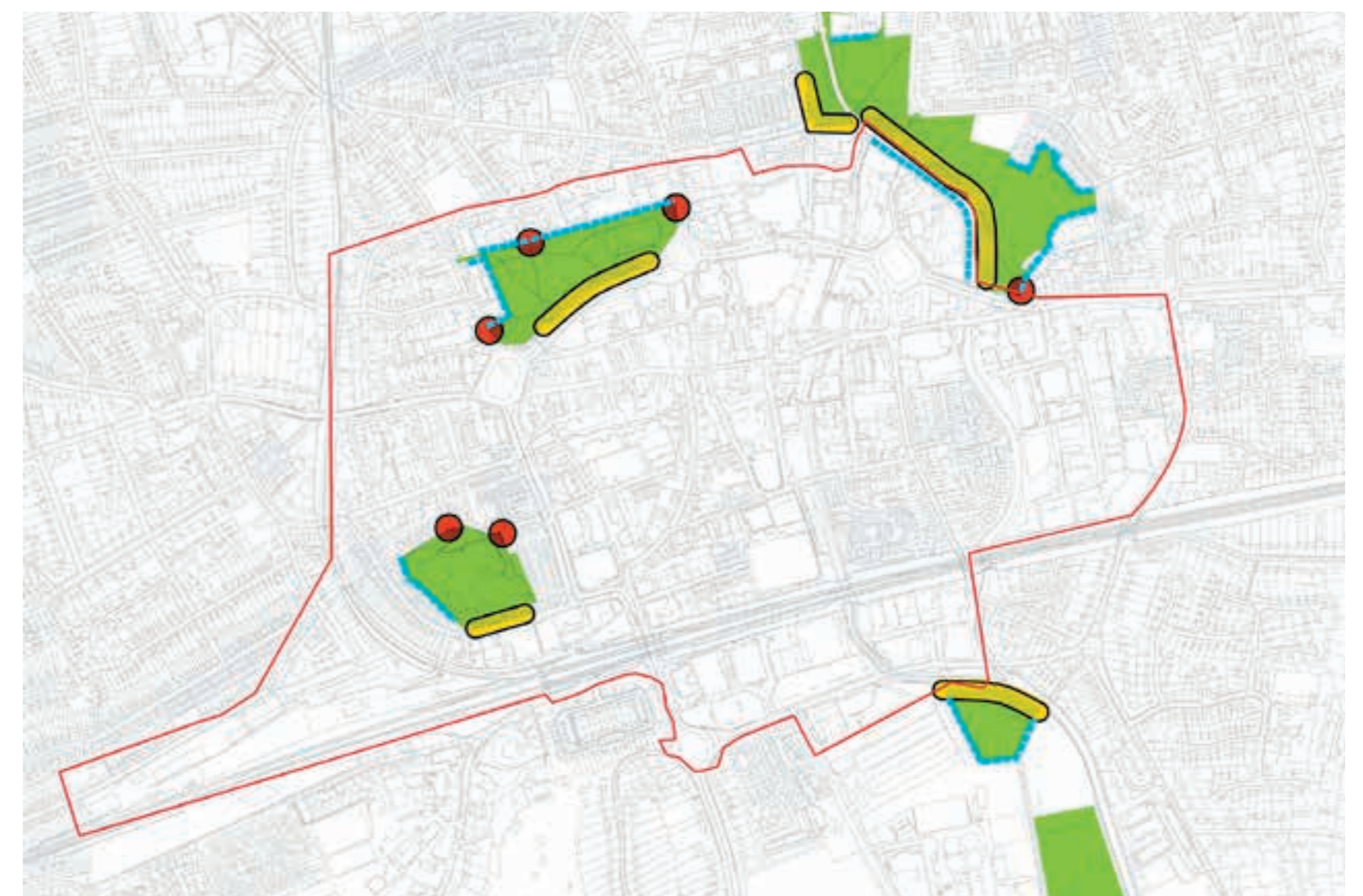
-  Key routes towards town where congestion affects the quality of the environment around the fringe. These corridors could benefit from better public realm management to provide more comprehensive safe pedestrian environments. The potential for dedicated cycle routes along these corridors should also be explored.
-  Secondary streets are generally attractive residential areas and have the potential to become more sociable neighbourly places with improvements to communal and shared spaces, better street parking design and greater priority afforded to pedestrians whilst still connecting people to the town centre.




SMALLER OPPORTUNITIES & LEGIBILITY



-  Retain and enhance corner buildings and buildings aligned with key views in their role as landmarks in key views - not necessarily requiring significantly tall buildings.
-  Development opportunities, including small ones, should consider the continuity of building line along streets where views are created. Contrast of building line - narrowing, or setting back affects the view. This can be negative but also useful for framing views.
-  Views around the fringe help sense of place and navigation and can be enhanced by recognising focal point and maintain building line continuity.

CHARACTER & DISTINCTIVENESS



-  Improve legibility of accesses to parks
-  Edges of parks in need of improvement - increased overlooking better sight lines, lighting and access.
-  Explore expanding the influence of the park by incorporating the adjacent highways as shared public realm, increasing permeability and the integration of the parks.



SURROUNDING AREA PHOTOGRAPHS



1 Norden Farm Centre for the Arts



2 The Old Swan Uppers



3 The Crown



4 Boulter's Lock



5 Maidenhead Bridge



6 Maidenhead Railway Bridge



7 The Hind's Head

LOCAL PHOTOGRAPHS



Key Plan with emerging Borough Local Plan Town Centre Area



1 King Street looking North



2 Grenfell Park



3 Underpass to West of Frascati Way, seen from High Town Road



4 Castle Hill bridge



5 The Crescent Footbridge Artwork



6 Kidwells Park



7 St Mary's Walk to High Street



8 Brock Lane looking at entrance to Nicholson's Shopping Centre



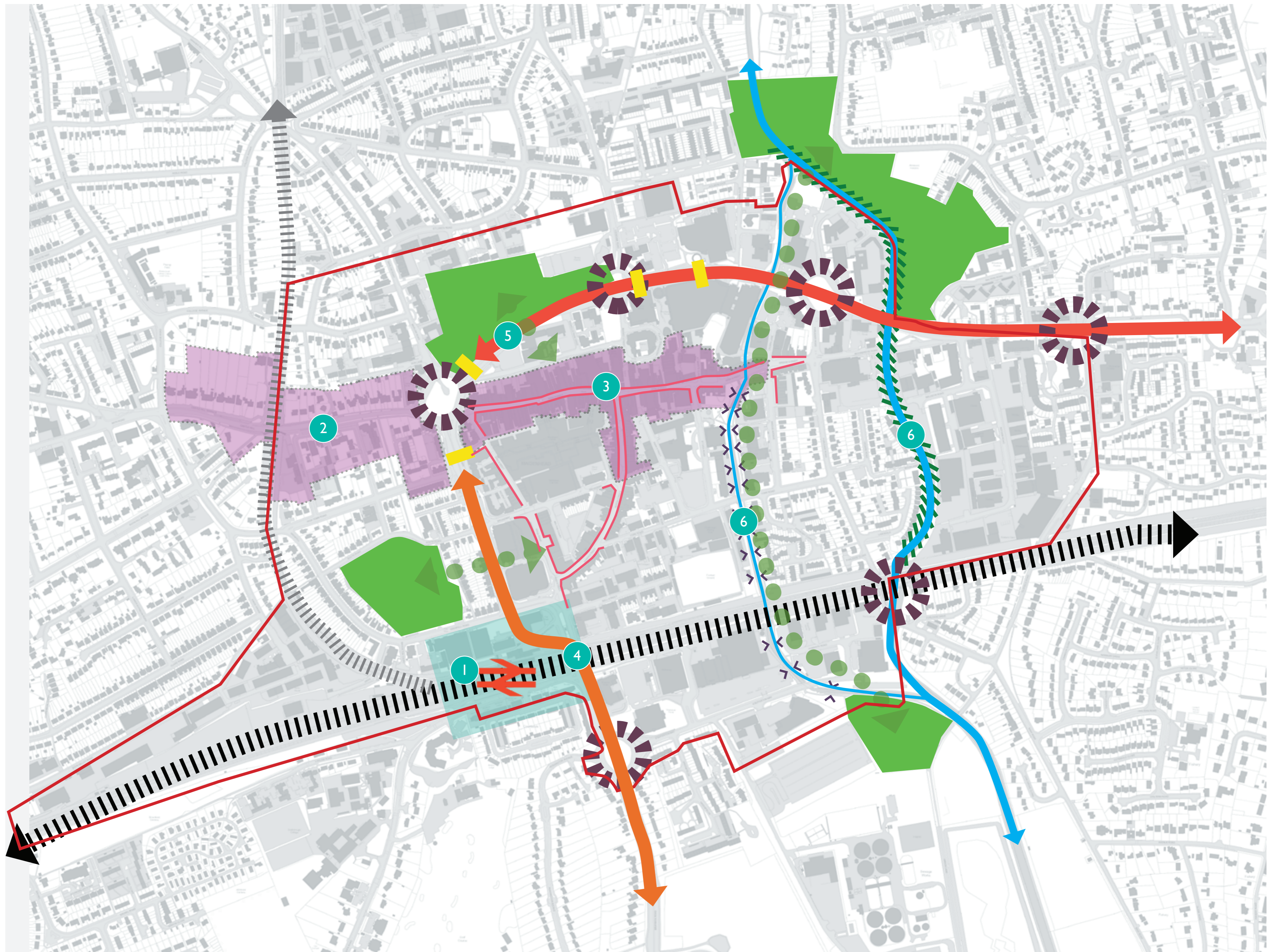
9 High Street looking East



10 Chapel Arches



CONSTRAINTS & OPPORTUNITIES



KEY

- | | | | | | |
|--|--|--|---|--|---|
| | Existing Railway, services towards London Paddington (East) and Reading (West) | | Deep cutting waterway | | Maidenhead Train Station |
| | Disused railway line between High Wycombe and Bourne End | | Conservation Area | | Castle Hill, Maidenhead Conservation Area |
| | A308 Road | | Maidenhead Train Station Improvement Area | | Maidenhead Town Centre Conservation area |
| | A4 Road | | Existing underpass (pedestrian) | | Weak permeability between town centre core and town centre fringe due to Railway lines and a road acting as physical barriers |
| | Existing Waterways | | Vehicular Gateways into Town | | Weak accessibility to green open spaces from town centre core |
| | Treeline | | Key shopping frontages | | Weak and difficult accessibility to waterways |
| | Green Open Space | | | | |
| | Potential to create green link | | | | |



HISTORY: RIVERS, ROADS AND RAILWAYS



1280 - 1777 Road & Coach Travel

Emerging trade & regional connections (Coach)

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



1780 - 1871 Coach & Rail Travel (WRC)

Regional Connections (Rail - Boyne Hill Station)

- The first Maidenhead station opened in 1838 on a line operated by The Wycombe Railway Company (WRC), connecting existing popular stagecoach network to east and west.
- Boyne Hill station and the railway track defined the western edge of the town. This resulted in a distinct residential zone (west) and a town centre (east) placed between the wharfs, key roads network and the new railway line.



1871 - 1950 Rail Travel (GWR)

Global Trade & National Connections (Rail)

- In 1835 Brunel's Great Western Railway (GWR) utilised a natural island on the Thames south of the road crossing to build a rail bridge connection, retaining barge navigation of the river.
- The mainline station opened in 1871, closing the Boyne Hill Station.
- The newly established station and King Street tunnel under the main line altered gravity of the town to the south, creating a new key node, as well as to creating a physical southern edge to the town.
- Soon the road and river network, and their supporting trades were eclipsed by this rapid method of non-stop transport allowing travel between cities in a matter of hours, not days.



1950 - Present: The Car

Motorways, Ring Roads & Pedestrianisation

- The arrival of the M4 to the south of the town resulted in suburban development to the south, expanding the town albeit disconnected beyond the boundary of the railway line.
- In 1973 the four lane ring road was finished to the north and west, disconnecting the routes and grain of the town from that of the surroundings, one way traffic routes were introduced to the town centre.
- The town is now defined by these new loose and wide surrounding edges, rather than the legacy of strong tight routes through the town.
- The internal shopping centre with connected car parking further reduces the street activity of the town.



COMMUNITY OUTREACH



Berkshire College of Agriculture

In the run up to the Community Planning Day the JTP team has set up in various location in and around Maidenhead to talk with a wide range of people within the community as well as local businesses to talk about their aspirations for the future of Maidenhead Town Centre and to publicise the Community Planning Day.

Places and organisations visited included:

- Norden Farm Centre for the Arts
- Maidenhead United FC
- Cookham
- Berkshire College of Agriculture
- Magnet Leisure Centre
- Maidenhead High Street
- Nicholsons Shopping Centre
- Maidenhead Train Station
- Bray
- Holyport
- Cox Green



Maidenhead Train Station

“It’s a whole town, not just a series of development sites”

“Town centres should attract people - we don’t want a dead town centre.”



Holyport



Cookham

“Create a culture of excellent service for all shops to make them attractive to shoppers!”

“You’ve got to think outside of the box, the same shops, more coffee shops approach won’t work.”



Cox Green



Nicholsons