

INTRODUCTION

MAIDENHEAD VISION AND CHARTER

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 'we 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 PROCESS

The Community Planning Process will engage established groups and also specifically target engagement for more 'hard to reach' groups including young people and young adults.

The work is starting up this month and will run through the Autumn with a Community Planning Day taking place on Saturday 23 November, which will include opportunities to participate in walkabouts, workshops and hands-on planning design groups.

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.

INFORMATION

For further information or to register your interest in being part of the Maidenhead Town Centre Placemaking Vision and Charter process please visit jtp.co.uk/projects/visionmaidenhead or contact the JTP Community Planning team at community@jtp.co.uk or on Freephone 0800 0126730.



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.



West Street



The Landing



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.



York Road

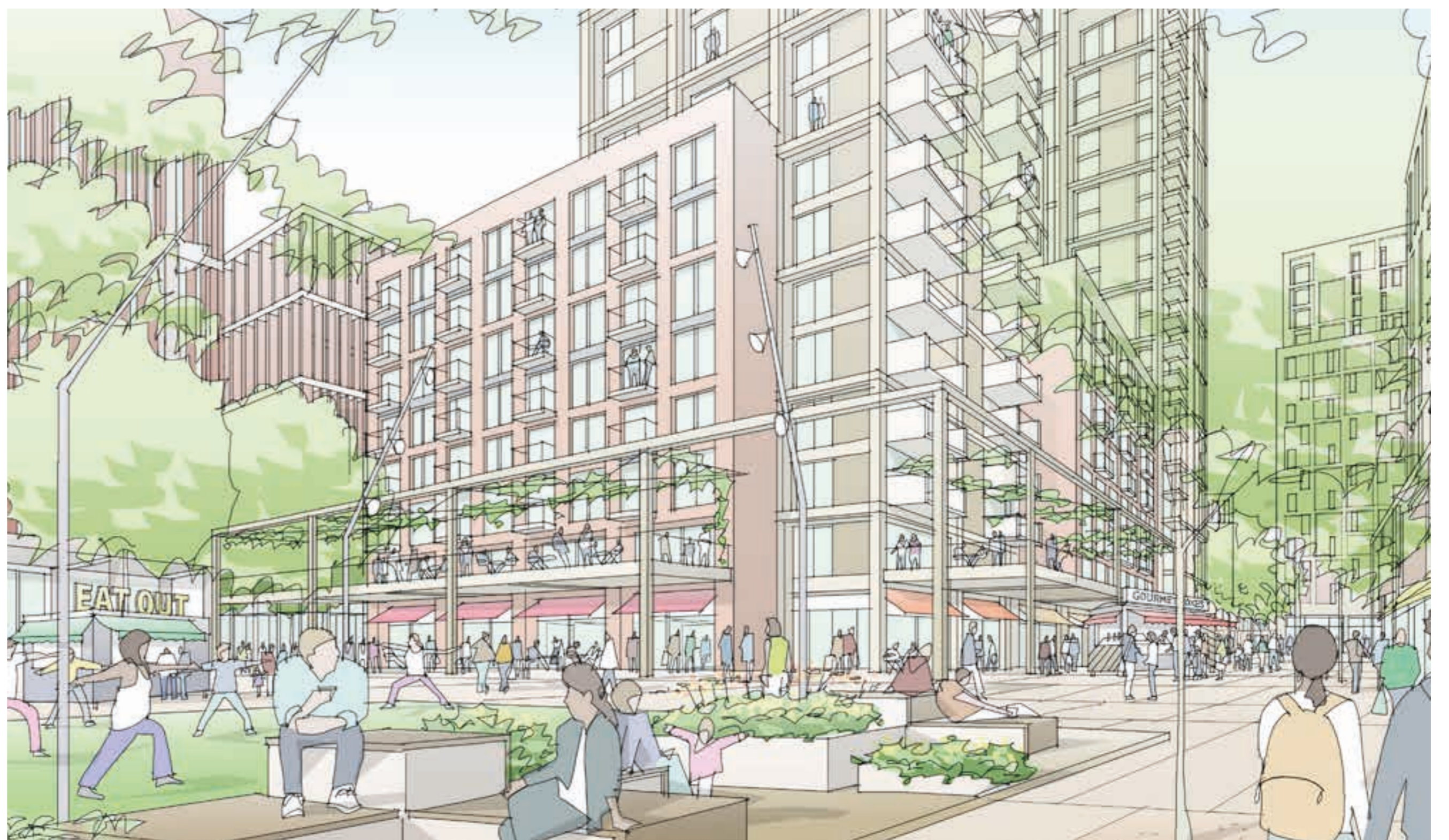


Chapel Arches



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.



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.



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



COMMUNITY PLANNING DAY

The Community Planning Day will be a chance to share local knowledge and contribute to creating the new Vision and Charter through facilitated workshops, walkabouts and hands-on planning groups. There will also be an exhibition explaining the background to the town centre regeneration and team members will be on hand to answer questions.

The day will start at 10.00am with hour-long guided walking groups - if you would like to join a group please if you can let us know in advance by emailing community@jtp.co.uk.

Participation in the day of workshops starting at 11.15am is on a drop-in basis – there is no need to pre-register – and you can stay for a short while, a couple of hours or for the whole event if you are able to.

REPORT BACK PRESENTATION

Following the public workshop day, the JTP team will analyse and summarise the outcomes and draw up an illustrated Vision and draft Charter for Maidenhead. This will be presented back to the local community - date and venue to be confirmed.

VISION AND CHARTER DOCUMENT

Following the Report Back, JTP will prepare a Vision and Charter document for further consideration prior to submission to RBWM and partner organisations.

The new Vision and Charter will describe and illustrate the future of Maidenhead Town Centre and inform developers about the expectations and aspirations of the community. It will also help guide a number of other future areas of work, including the future transport and parking strategies and public realm design standards.



Young People's Workshop



Post-it Workshop



Hands-on Planning Workshop



Hands-on Planning Workshop



Site Tour



Report Back

COMMUNITY PLANNING DAY PROGRAMME

Saturday 23 November

Former Argos Unit, Nicholsons Shopping Centre, Maidenhead SL6 1LB

10.00am	Exhibition opens
10.10	Town centre walkabout guided groups <i>(returning to venue at around 11.00)</i>
11.00	Refreshments
11.15	Welcome and introduction
11.30	Dialogue Workshop - Maidenhead Town Centre Tomorrow Young People's Workshop
12.45pm	Lunch break - lunchtime refreshments will be provided
1.30	Hands-on Planning Groups Young People's Workshop (continued)
2.45	Refreshment break
3.00	Feedback from Hands-on Planning Groups
3.30	Dialogue Workshop: A Charter for Maidenhead Town Centre
4.00	Close - workshops and exhibition concluded

TOWN CENTRE GUIDED WALKABOUT GROUPS

10.00-11.00am, Saturday 23 November 2019.
Meet at former Argos unit Nicholsons Centre.
Returning to Nicholsons Centre in time for the
Introduction and start of workshops.

REPORT BACK PRESENTATION

Date and venue to be confirmed, Maidenhead

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



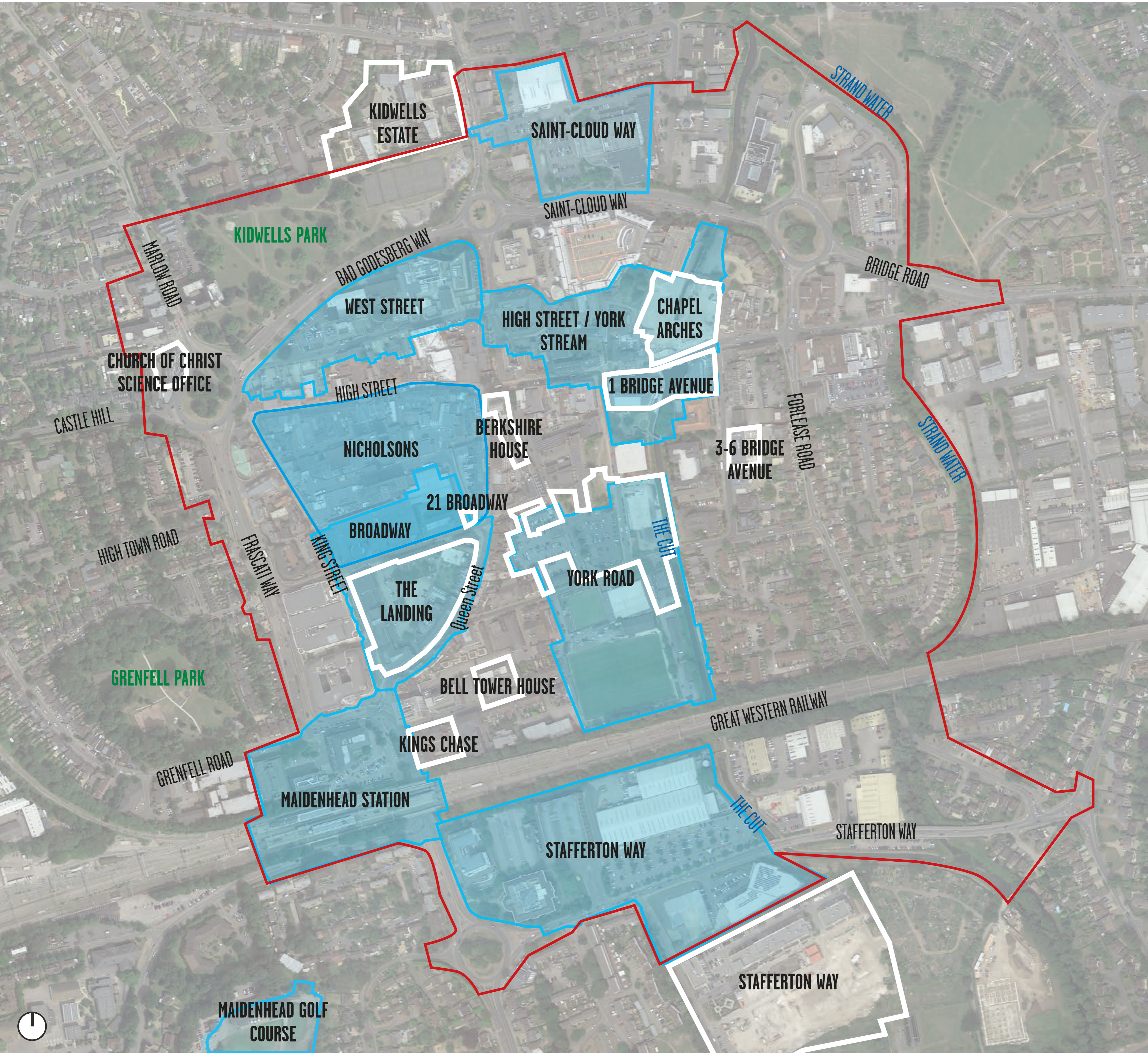
Aerial View from South West



Aerial View from South West



SURROUNDING DEVELOPMENTS



Key



Consented developments



Opportunity Areas



Maidenhead Town Area Action Plan Boundary

