

MAIDENHEAD VISION

Maidenhead, as the heart of the Royal Borough, will be a green and thriving Thames-side town to live, work and visit. The community, businesses and council will work collaboratively to revitalise and Make Maidenhead a sustainable, locally distinctive and well connected destination for everyone - with safe, inclusive, high quality public spaces and a wide variety of amenities and attractions to restore civic pride in the town centre.

CHARTER THEMES



ACTIVE TRAVEL



TOWN CENTRE OFFER



HIGH QUALITY PUBLIC REALM AND BEAUTIFUL BUILDINGS



A BEACON FOR SUSTAINABLE DEVELOPMENT



A GROWING TOWN



LOCAL DISTINCTIVENESS

ACTIONS

1

RING ROAD STRATEGY

2

GREENING MAIDENHEAD

3

MAXIMISE THE ASSET OF WATERWAYS

4

PLAN FOR SOUTHERN EXPANSION MASTERPLAN

5

MOVEMENT STRATEGY

6

RBWM 'LEADING BY EXAMPLE'

7

WORKING WITH THE BUSINESS COMMUNITY

8

DIGITAL MAIDENHEAD

9

ON-GOING ENGAGEMENT

MAIDENHEAD VISION CHARTER

A 15 YEAR VISION FOR THE TOWN CENTRE

REPORT BACK NEWSLETTER 14 JANUARY 2020



Over 300 people participated at the Maidenhead Vision Community Planning Day on Saturday 23 November 2019 at Nicholsons Shopping Centre to help shape a new Vision and Charter for Maidenhead Town Centre. In addition, many other people were engaged around Maidenhead through the build-up process with pop up exhibitions, talks, workshops and meetings to gather views and aspirations for the future.

Participants articulated their vision for an attractive, well-connected, sustainable town centre, with a rich mix of uses to support a balanced, vibrant day and evening economy and cultural scene at the heart of the Royal Borough. Retail, markets, leisure, arts and culture, civic services, work places and residential, linked parks and spaces and access to water, providing a destination for everybody regardless of their background or abilities.

“Build a socially, culturally, and aesthetically vibrant Thames-side town!”

With several regeneration projects underway in Maidenhead Town Centre, and a number in the pipeline, it is important that the vision for the future ensures the town centre continues to develop and meet the needs of the community now and in the future.

Following the Community Planning Day, the team from JTP analysed and summarised the outcomes and drew up the Vision Charter proposals which were reported back to the community on Tuesday 14 January 2020 at St Mary's Church in the town centre.

The new Vision 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 future areas of work, including future transport and parking strategies and public realm design standards.

The draft Vision and Charter Points are set out overleaf and we would like to hear from you if you have any comments by 5.00pm Thursday 23 January 2020. The full draft Vision Charter document more fully describes the Vision, Charter Themes and Actions and will be available to view online at www.jtp.co.uk/projects/visionmaidenhead from noon, Wednesday 15 January with the deadline for comments again by Thursday 23 January. Following receipt of comments, JTP will finalise the Vision and Charter document and submit to the RBWM and partner organisations.

MAIDENHEAD VISION CHARTER

A 15 YEAR VISION FOR THE TOWN CENTRE

The following draft Vision and Charter Points have been drawn up to reflect the aspirations of the community and stakeholders for Maidenhead Town Centre. If you have any comments on the Vision and Charter Points please send them by 5.00pm Thursday 23 January 2020 by email to community@jtp.co.uk or by post to Community Planning, JTP, Unit 5, The Rum Warehouse, Pennington Street, London E1W 2AP.

15 YEAR VISION FOR MAIDENHEAD TOWN CENTRE

Maidenhead, as the heart of the Royal Borough, will be a green and thriving Thames-side town; a vibrant place to live, work and visit. The community, businesses and council will work collaboratively to revitalise Maidenhead and make it a sustainable, locally distinctive and well-connected destination for everyone – with safe, high-quality public spaces and a wide variety of amenities and attractions to restore civic pride in the town centre.



CHARTER POINTS

We, the people of Maidenhead, civic leaders and representatives of the business, voluntary and community sectors, are jointly committed to the new Vision Charter for Maidenhead Town Centre.

1. We commit to shaping a town centre with a rich, balanced mix of uses, to support a vibrant day and evening economy that welcomes and serves everyone regardless of their background or abilities and promotes a collaborative community.
2. We commit to developing a movement hierarchy within the town to prioritise pedestrians, cyclists and public transport by creating an environment where active travel will be the first rational choice.
3. We commit to a shift in approach to the ring road corridor away from simply maintaining a highways function and increasing capacity for the car to one that accommodates a range of functions and facilitates the reconnection of the town and its centre.
4. We commit to supporting local, independent businesses and community initiatives to establish local sustainable supply chains, to nurture start-ups and new initiatives and create supportive networks and training, volunteering and employment opportunities throughout the town.
5. We recognise the importance of the arts in nurturing creativity and promoting community cohesion and commit to supporting them in the town.
6. We will champion the delivery of inclusive, attractive and animated public realm that prioritises new trees and planting to bring life back into the town and restore pride in the centre.
7. We will seek the highest design quality in new buildings, ensuring that they will not only stand the test of time but be good for the health of their residents and good for the local environment.
8. We commit to creating a town that is good for nature, where both wildlife and people can flourish, and we commit to achieving net biodiversity gain on all town centre projects.
9. We commit to Make Maidenhead a beacon for sustainable development in the heart of the Royal Borough including working towards achieving net zero carbon on new developments in the town centre.
10. We commit to embracing the opportunities of a growing town centre to provide high quality and well-connected living, leisure and working environments both north and south of the railway.
11. We commit to promoting improved connections to the south of the railway line, including along the Cut and the potential for a new pedestrian and cycle link under the railway, from the Maidenhead Football Club site.
12. We commit to celebrating and promoting Maidenhead's heritage and local distinctiveness and protecting and enhancing the existing heritage, townscape, water and landscape assets of the town that make it unique.
13. We commit to supporting the strengthening of existing landscape and water assets with enhanced green connections, sensitively developing mixed use building frontages facing the water, beautifying and greening the public realm and activating the waterways.

