



## A new cultural quarter in the heart of Maidenhead

Mixed-use redevelopment at York Road, Maidenhead

Royal Borough of Windsor and Maidenhead

### ICENI PROJECTS – CASE STUDY

# A significant opportunity to regenerate a key area of Maidenhead Town Centre, creating a new cultural quarter and civic square as part of a mixed use development.

Iceni assisted Countryside Properties with the competitive tender to the Royal Borough of Windsor and Maidenhead for the regeneration of four key sites around Maidenhead Town Centre, including strategic planning advice and planning strategy to support the tender submission. Following the announcement of Countryside Properties as the chosen development partner, Iceni were appointed to prepare the planning application for the York Road redevelopment site. In addition to co-ordinating the planning application, Iceni also prepared the heritage, townscape, social infrastructure and economic assessments.

The scheme comprises of 229 dwellings, cultural/community/commercial floorspace, a new civic square and a new waterside route along the York Stream. These public realm improvements formed a key part of the proposals due to the fact Maidenhead Town Centre currently lacks a high-quality public space, and the site currently comprises of surface car parking which creates a harsh landscape and detracts from the urban environment.

Following a resolution to grant at planning committee, the scheme was referred to the Secretary of State, who decided not to call-in the application and permission was granted in December 2018.

## 5 interesting facts about the project

### 1: A NEW CULTURAL AND CIVIC QUARTER

The scheme will be tied together by high-quality spaces including a new square capable of hosting community events, along with new food and beverage outlets next to the York Stream. The Maidenhead Heritage Centre will be provided with enhanced floorspace within the new development.

### 2: PRIME CONSULTATION

In addition to dedicated meetings with key stakeholders and community groups, the project team held public exhibitions. These events were attended by over 2,500 people, including Prime Minister Theresa May.

### 3: LOCATION LOCATION LOCATION

The development will provide hundreds of new homes in the town centre, sustainably located close to excellent public transport links and a range of services.

### 4: SIGNIFICANT REGENERATION

The scheme is a crucial part of Maidenhead's regeneration and the first of several sites brought forward by the Joint Venture between Countryside Properties and the Royal Borough of Windsor and Maidenhead.

### 5: ECONOMIC BENEFITS

The scheme will support 344 direct and 550 indirect jobs during the construction phase and 96 - 114 jobs during the operational phase of the development.

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