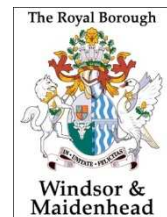


Maidenhead Regeneration Programme

Advisory Access Forum Presentation

December 2016



Key drivers of the Regeneration in Maidenhead

- Residents asking for change and improvements to our environment
- Housing Needs Assessment – about 7,000 housing units over the next 10 years
- Crossrail – cutting journey times to central London
- Austerity cuts in public service funding making us look at our assets and how best to use them

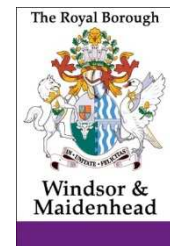


Transforming Maidenhead

Maidenhead has embarked on the most comprehensive town centre regeneration it has ever seen. New places, spaces and features, shops, homes and offices are set to transform the town. With new places to go and things to do at the heart of the community, Maidenhead will be a town we can all be proud of.

Our priority is to make Maidenhead **a place that works for everyone:**

- Great schools for children.
- Good job opportunities.
- Affordable Homes





What's planned in the town centre and beyond....

- Up to 5,000 new homes
- Nearly 140,000m² of quality office space attracting new business
- Additional town centre parking, improved station approach and a potential bus, rail and taxi interchange
- Restored and revitalised waterways and community and cultural facilities
- Improved leisure opportunities including cafes and restaurants

What we will deliver

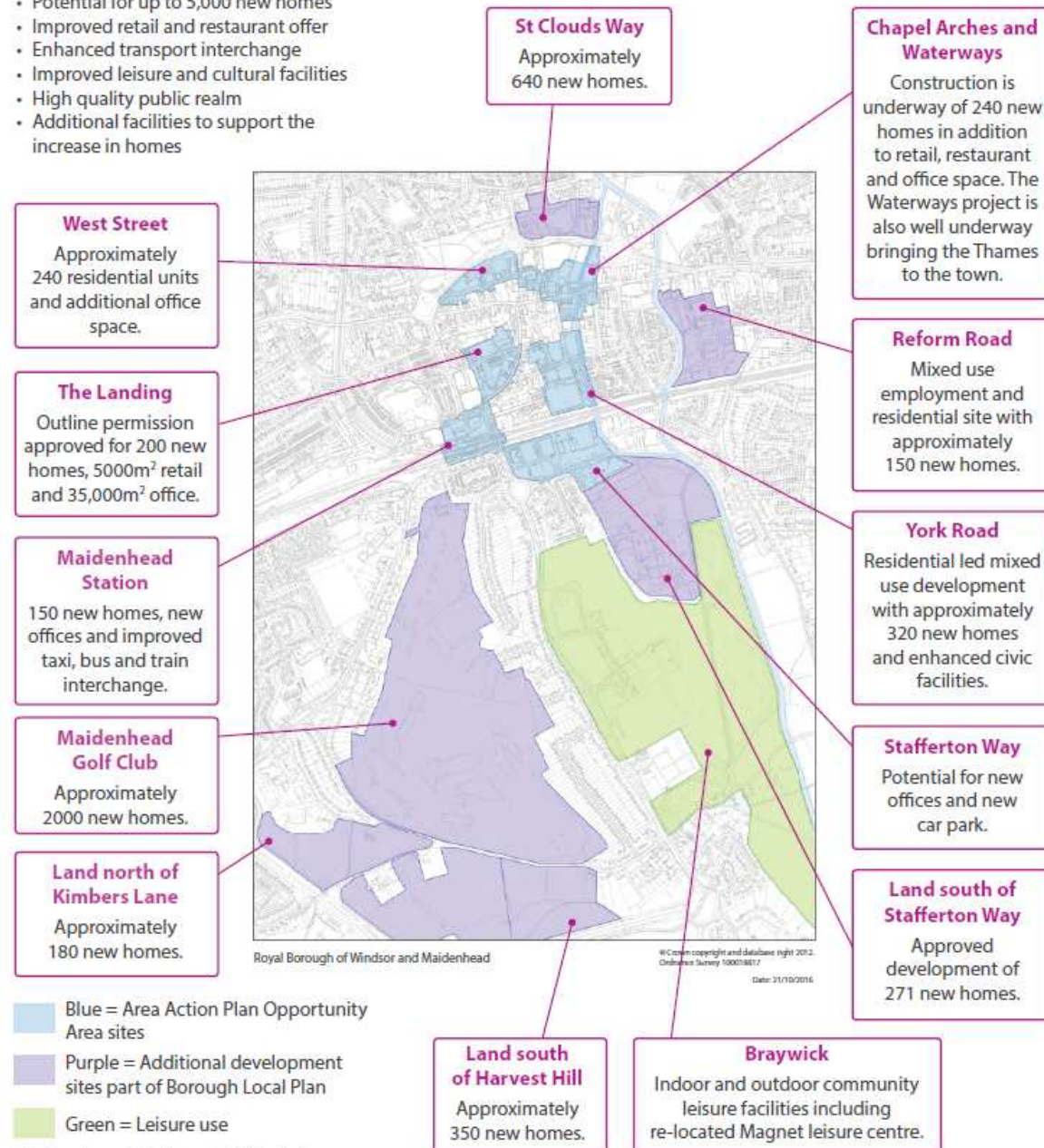
Alongside private investment the council has committed to invest in:

- £70m on **schools**, including building a new school.
- £30m in **sport and leisure**.
- £30m in improving the **infrastructure** including new car parking and improved roads.
- £3m in a **cultural and community facility**.
- £5.5m in the **Waterways** project to bring the Thames into the town.
- A new **public square** outside the Crossrail station.
- **Re-provision of parking** on council owned sites.



What's planned in and around the town centre

- Potential for up to 5,000 new homes
- Improved retail and restaurant offer
- Enhanced transport interchange
- Improved leisure and cultural facilities
- High quality public realm
- Additional facilities to support the increase in homes



* All site numbers are indicative and subject to planning



How we will deliver

- Appointing a JV partner for 4 of the key sites in Council ownership (York Road, West St, Reform Road and St Cloud Way).
- Similar approach to select a development partner(s) to work with the Council in delivering Maidenhead Golf Club.
- Conversion of land assets to income-producing property assets (a mixture of residential, ground and commercial rents).
- Assets will also provide housing for key workers supporting wider priorities.
- Income achieved can be used to fund services for residents.
- Ensures the council is using its assets proactively for the benefits of residents.

Engagement and consultation

- Working with PROM to develop new engagement and communication plans.
- Ensuring residents and local stakeholders are fully involved in the development of the area.
- Some formal consultation with local residents has already been carried out on sites through different processes.
- Further consultation will be carried out with residents on the detailed proposals for each site as they are taken forward.

When will we deliver

Action	Timeframe
Commence EU-compliant process to select JV developer	July 2016
Shortlist JV developers	Late September 2016
Select JV developer and sign contracts	May 2017
Planning Application York Road	October 2017
Start on Site York Road	September 2018
Completion York Road	September 2021
Planning Application West Street	October 2017
Start on Site West Street	November 2018
Completion West Street	June 2020
Planning Application Reform Road	January 2018
Start on Site Reform Road	January 2019
Completion Reform Road	December 2020
Planning Application for new Magnet Leisure Centre at Braywick Park	April 2017
Start on Site of Leisure Centre	November 2017
Completion of Leisure Centre	June 2019
Planning Application St Clouds Way	June 2018
Start on Site St Clouds Way	September 2019
Completion St Clouds Way	June 2021
Completion of the Landing Project	December 2019
Selection of development partner for Maidenhead Golf Club.	Detailed timescales being developed.
Development of the Station Opportunity Area	Detailed timescales being developed.
Improved car park at the Nicholson's Centre and potentially a new car park in Stafferton Way.	Detailed timescales being developed.