MAIDENHEAD REGENERATION
Maidenhead has a bright future as a centre for business, commerce, culture and leisure.

Sitting in the heart of the Thames Valley, convenient to London and Heathrow, and with excellent road and rail links, Maidenhead is in the perfect position to do business, while good quality schools, excellent leisure facilities and attractive suburbs make the town a great place to live.

We have a thriving economy with more than 7,700 VAT registered businesses, the highest in Berkshire, making it a great borough for business. This includes a higher than national and regional average of technical, communication and IT businesses and the availability of a skilled and qualified workforce of 87,000.

There are many national and international headquarters and major offices in the town – Three, Fujitsu, GSK, Adobe, Hitachi, Johnson and Johnson. The visitor economy is a significant feature of the area with Windsor Castle and Legoland Windsor among the top 20 visitor attractions in Britain.

We draw in over 7 million visitors each year to the Borough at places like Windsor Castle, Ascot Racecourse and Windsor Racecourse.

We are embarking on an ambitious regeneration programme for Maidenhead with major investment taking place ahead of the arrival of Crossrail in 2019.
**West Street**
- 21,000m² of office
- 310 residential units
- Leisure provision including hotel, food and drink offer

**Broadway - The Landing**
- 5,000m² of retail
- 36,000m² of office
- 200 residential units
- Leisure uses including cafés and restaurants
- Replacement multi-storey car park

**York Road**
- 14,000m² of office
- 200 residential units
- Public square, green space, café and restaurant uses on ground floor
- Community and cultural facilities

**Station**
- 15,750m² of office
- 50 residential units
- Train, bus and taxi interchange
- Enhanced public realm at the station concourse and improved linkages with the town centre

**St Clouds Way**
- Future development

**Chapel Arches and Waterways**
- Future development

**Reform Road**
- Future development

**Stafferton Way**
- 9,000 - 15,000m² of office
- New multi-storey car park
- 4,000m² of non-office employment use

**OPPORTUNITY AREAS**

- Additional office, residential and leisure uses
- Enhanced public realm and improved linkages
- Enhanced connectivity with the town centre

- Community and cultural facilities
- Public square, green space, café and restaurant uses on ground floor
- Train, bus and taxi interchange
A VISION FOR MAIDENHEAD

There is a clear vision for the future of Maidenhead, with 6 key development areas designated for regeneration.

Now is an exciting time to be a part of the transformation of the town. Winning the Thames Valley Town of the Year 2014 award demonstrates the borough’s commitment to delivering the creative and inspiring schemes being proposed to achieve better place making, a vibrant economy, spaces for people and better movement and accessibility of the town centre.

We want Maidenhead town centre to become the distinctive heart of the community, a place that celebrates its green Thames Valley setting. A town which is both accessible and welcoming, with a vibrant economy, providing an appealing home to people and commerce. This is our vision and what we set out to achieve.

Bob Dulson, Chairman for the Partnership for the Rejuvenation of Maidenhead (PRoM)

REGENERATION

will result in:

- Up to 1,000 residential units in the town centre
- Nearly 100,000 m² of new office space identified in the Area Action Plan
- An enhanced retail offer for the town
- Additional town centre and commuter parking, improved station public realm and bus, rail and taxi interchange
- Quality public realm including a town square, community and cultural facilities
- Improved leisure offer for town including cafés and restaurants
- Regenerated town centre waterway, bringing the Thames to the town
- Improved links to London with Crossrail, making Canary Wharf just 55 minutes away

Image: Broadway Landing area
Maidenhead – Thames Valley Town of the Year 2014

£230m proposed investment in the Broadway area by London & Aberdeen Group

£90m investment in Chapel Arches mixed use redevelopment from the Shanly Group

£8.15 million committed by RBWM for Broadway Car Park enhancements

Many high tech HQ’s including Adobe, Fujitsu, Three, Hitachi Europe, Johnson & Johnson and more

Well educated and highly skilled workforce

Unrivalled connectivity with the M4, M25 and Heathrow