



The
NICHOLSON
QUARTER Maidenhead

NICHOLSON HOUSE

July 2021



AERIAL VIEW OF NICHOLSONS SHOPPING CENTRE FROM SOUTH EAST



KIDWELLS PARK

FRASCATI WAY

KING STREET

HIGH STREET

BERKSHIRE HOUSE

TO THE RAILWAY STATION

BROADWAY

QUEEN STREET

THE LANDING

THE MASTERPLAN



Nicholson House

Ground Floor



Upper Floors



THE NICHOLSON QUARTER IS DESIGNED AROUND A SEQUENCE OF OPEN STREETS AND SPACES THAT CONNECT AND KNIT INTO THE TOWN.

Sir Nicholas Winton Square is the heart of The Nicholson Quarter.

Nicholson Yard, White Hart Yard and Brewery Yard link the square to the High Street through interesting alleyways.

Moffatt Street is a new east-west street connecting King Street to the heart of the quarter.

Desborough Way is a new north-south street and route to the station.

On Broadway is Sydenham Place; a new public space greening this street.

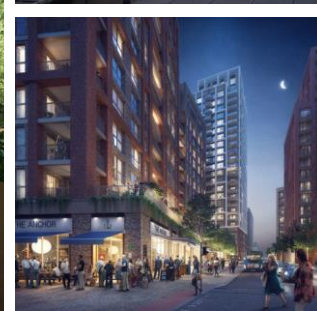
King Street is repaired through the creation of new frontages.

Brock Lane is brought back to life. A key connection to the rest of the town.

“We need something thought-provoking and architecturally controversial to put Maidenhead on the map.”

Maidenhead resident (Community Engagement)

A CLOSER LOOK AT NICHOLSON QUARTER



THE NICHOLSON QUARTER, MAIDENHEAD WILL HAVE A CENTRE OF GRAVITY, THE RESULT OF A COMMUNITY CONTRIBUTION TO CREATE A TOWN CENTRE THAT APPEALS TO ALL.

A heart that radiates energy with its effect felt throughout the town. A vibrant hub and focal point for arrival and gatherings, with a mosaic of places catering for everyday rituals and special occasions. Where all walks of life feel comfortable. Where the streets take on an adventure in the very place you call home.

“This is a very well thought through development.”

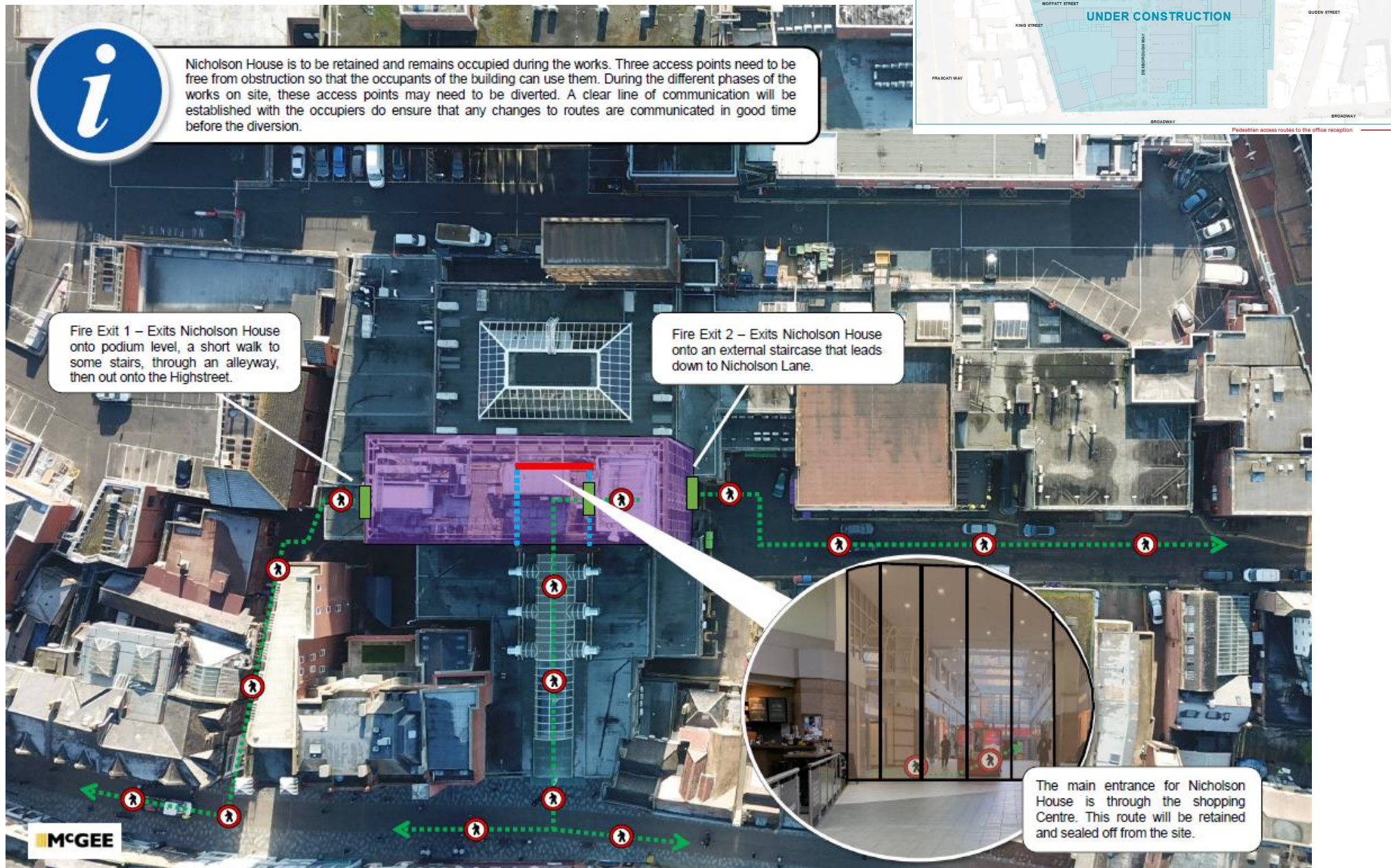
Maidenhead resident (Community Engagement)

PROPOSAL

OUR PROPOSAL IS TO:

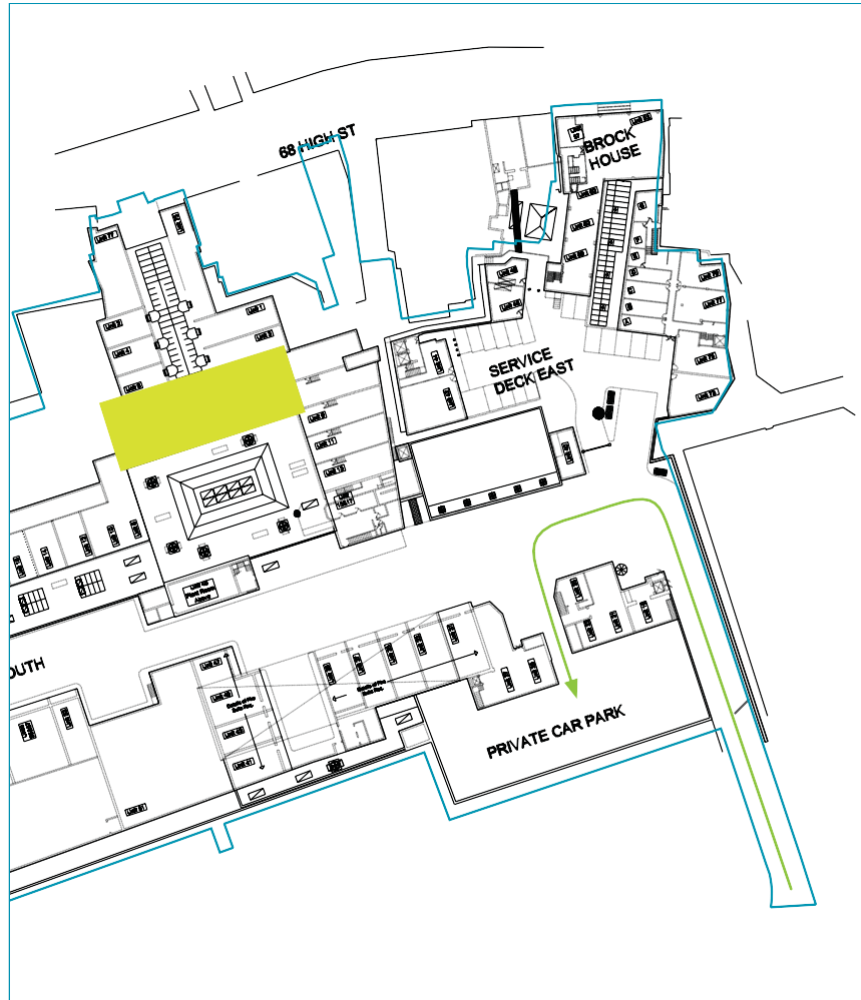
- Maintain pedestrian access and fire escapes
- Provide temporary and permanent servicing routes
- Provide a temporary parking solution and grant spaces in the new Multi-Storey Car Park
- Undertake improvement works to the ground floor, agree a method statement, party wall awards and programme
- Ensure the structural integrity of Nicholson House during demolition and construction
- Maintain existing utilities and services
- Deliver this as quickly as possible

PEDESTRIAN ACCESS DURING DEMOLITION AND CONSTRUCTION



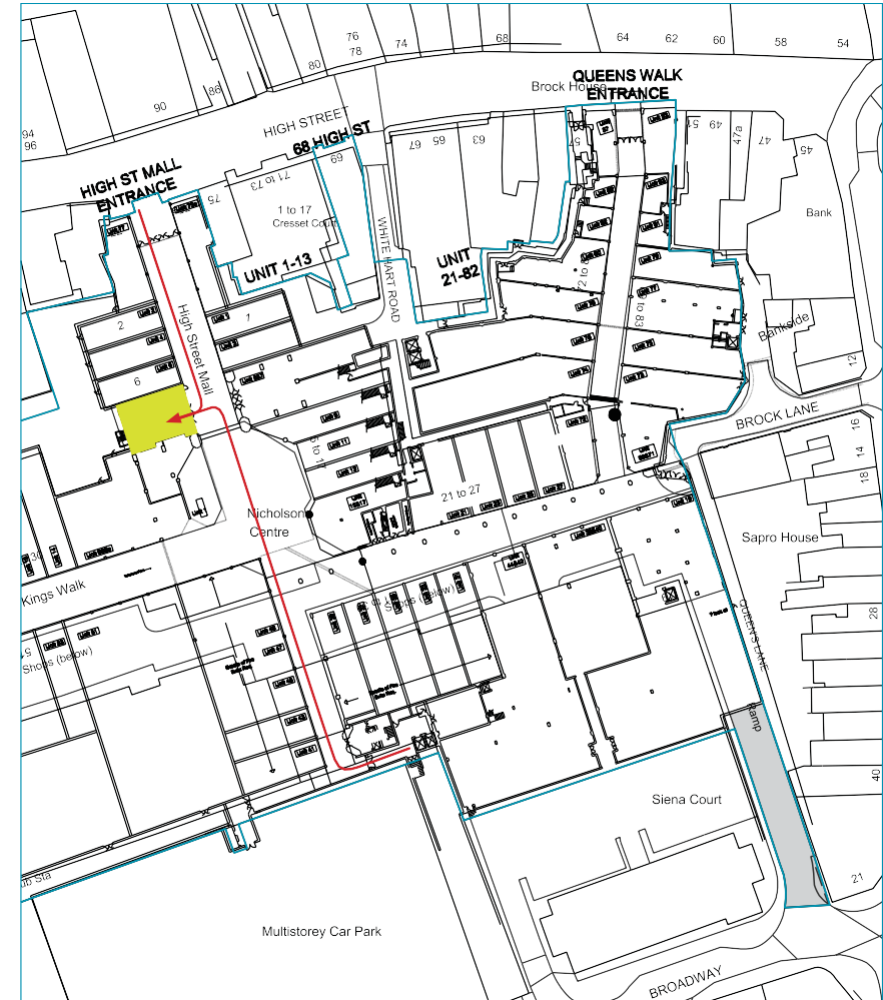
EXISTING CAR PARKING AND ACCESS

SERVICE DECK MOVEMENT



NICHOLSON HOUSE

GROUND FLOOR MOVEMENT

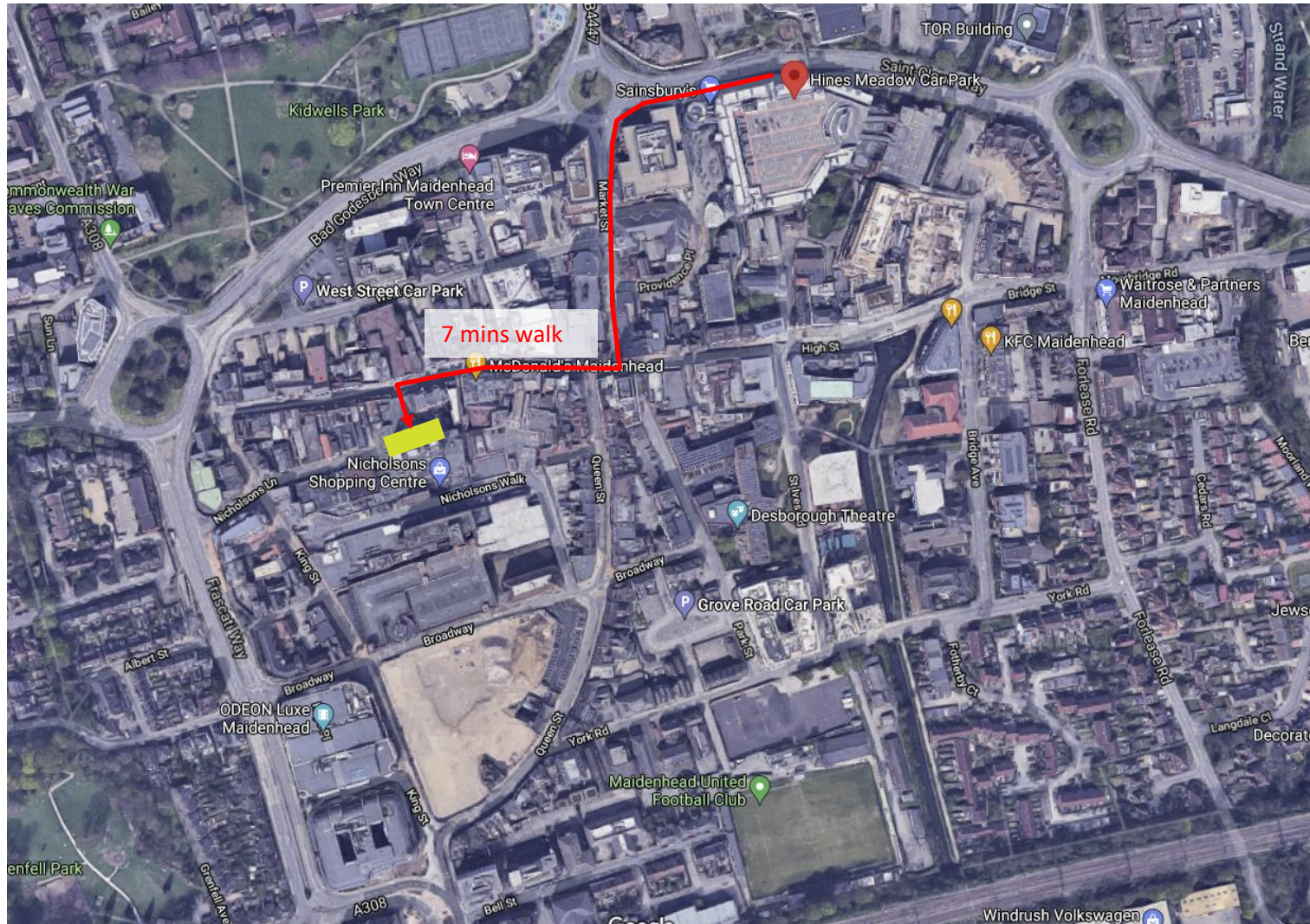


Access into Car Park
Pedestrian routes to Nicholson House reception

TEMPORARY CAR PARKING AND ACCESS

Summary

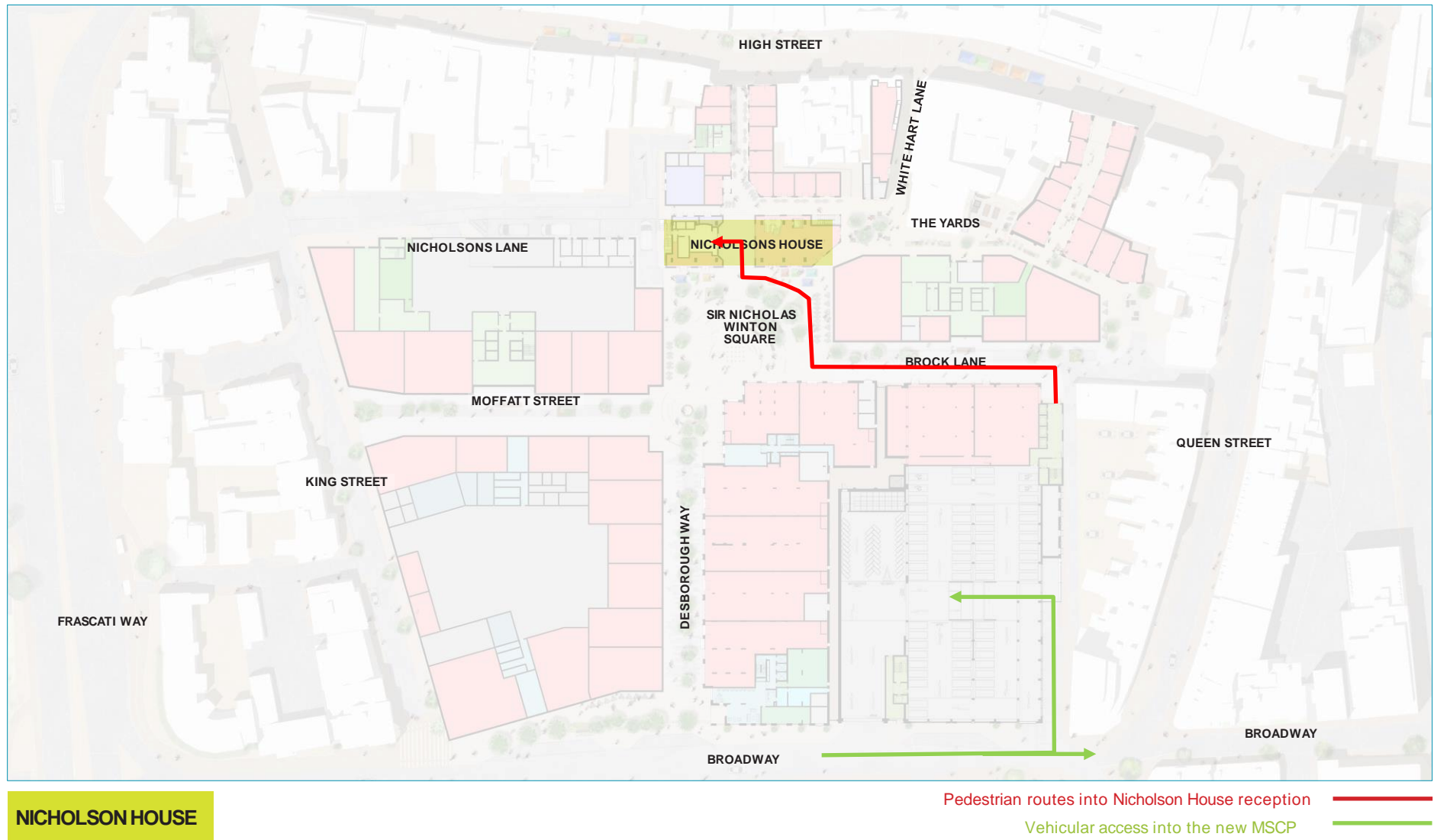
- Car parking spaces will be temporarily re-provided in the RBWM owned Hines Meadow car park, which is approximately 7 minutes walking distance from Nicholson House
- Temporary provisions will be in place for 2 – 2.5 years
- Quantum of spaces to be re-provided is TBC



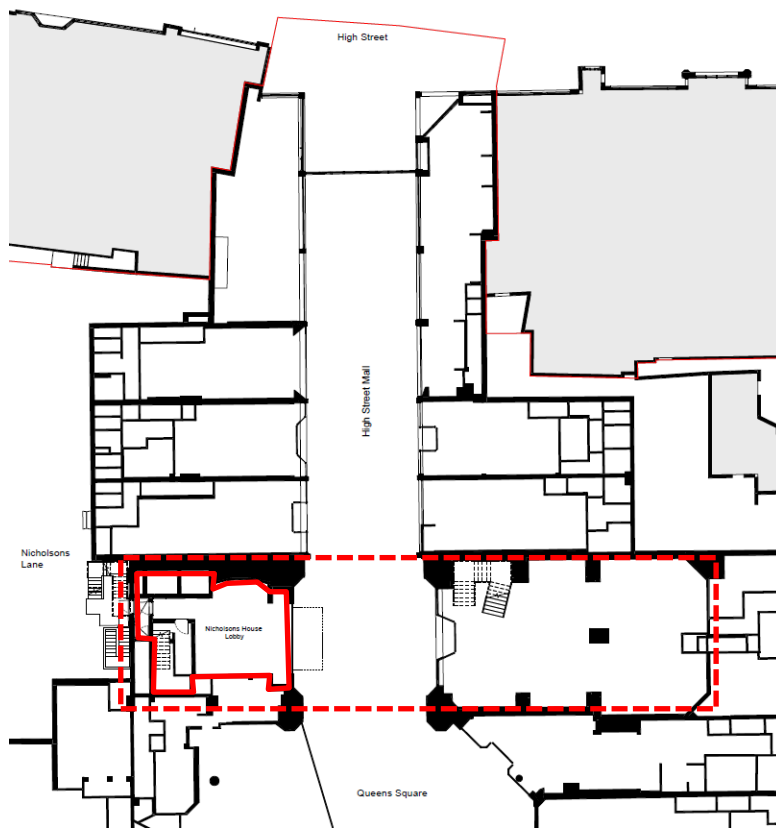
NEW MSCP ACCESS

Summary


- Car parking spaces will be permanently re-provided in the basement of the brand new MSCP, which is secure and has a dedicated vehicular access off Broadway
- Pedestrians can exit the basement at ground level via either of the two lift cores, with the primary core providing access directly on to Brock Lane, which is a short walk to the Nicholson House reception
- Quantum of spaces to be re-provided is TBC



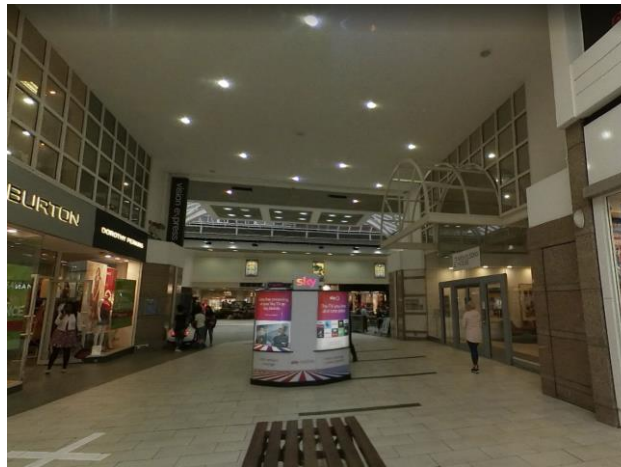
EXISTING SITUATION



Nicholson House

Ground Floor 

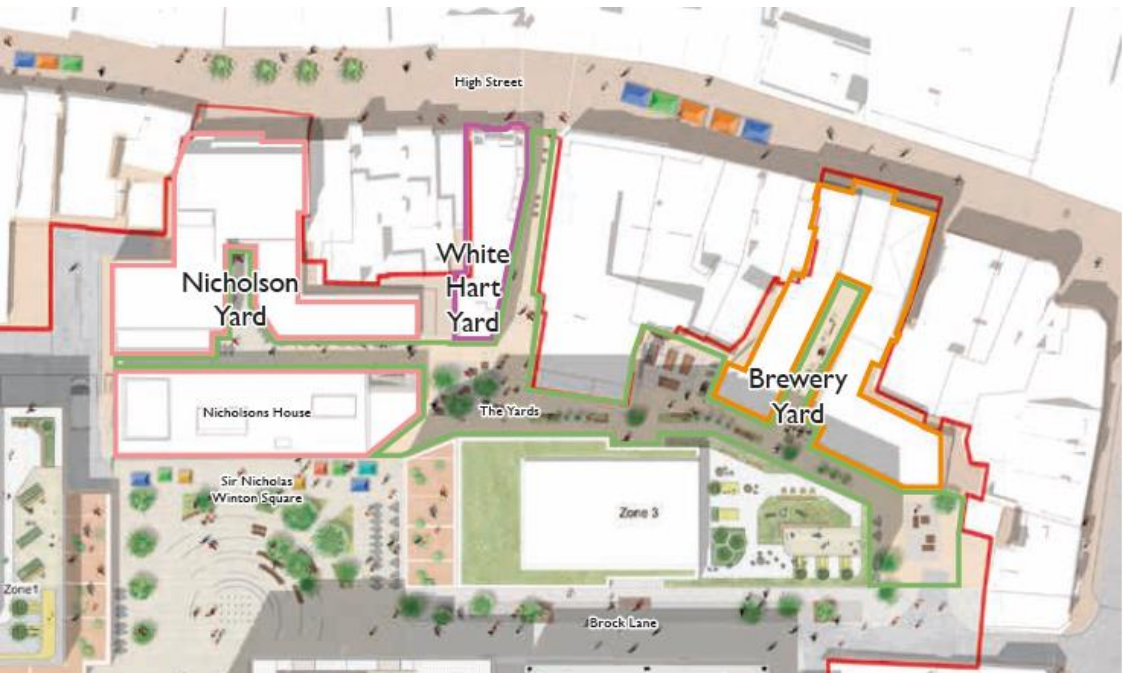
Upper Floors 



PROPOSED

ZONE 2 – THE YARDS

The masterplan has been designed to fully integrate Nicholson House into the masterplan. The entrance retains its prominence within the heart of the retail district, with convenient access to Sir Nicholas Winton Square, and more direct connections to bus connections on Broadway as well as to railway links at Maidenhead Station



Unit Type	Proposed Unit Count	Total GIA (m ²)
Flexible Use (A1-A5, D1, D2)	15	1435m ²
Office	7	1288m ²
Refuse	1	120m ²
Plant	3	28m ²
TOTAL		2871m ²

- KEY:**
- Nicholson Yard
 - White Hart Yard
 - Brewery Yard
 - The Yards Landscaped Area



ZONE 2A

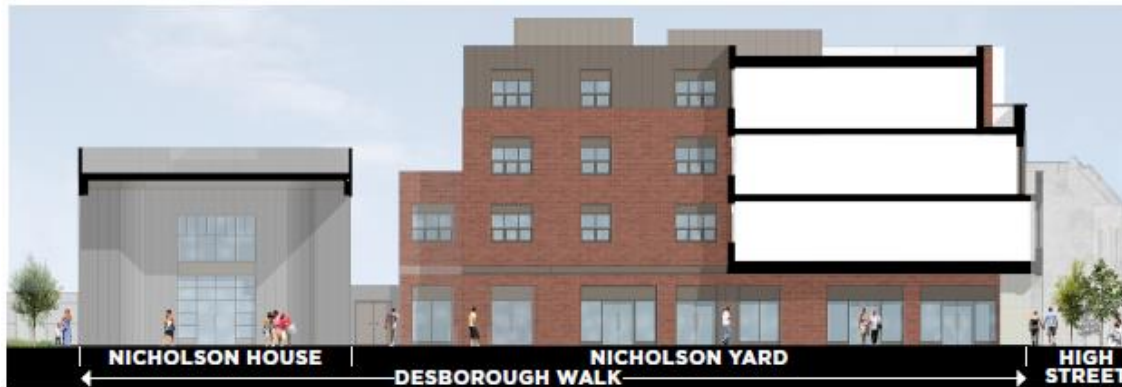


PROPOSED WORKS

NICHOLSON HOUSE



Elevation A-A - View looking South from the High Street



Elevation B-B View looking West along Desborough Walk



Elevation C-C - View looking North from Sir Nicholas Winton Square

Proposed Works to Nicholson House

- Ground floor strip-out and refurbishment (specification / design TBC)
- A new façade system, consistent with the surrounding proposals, makes use of curtain walling with a large, glazed opening with critical effect arrangement to the framing with a coated bronze/zinc finish (final specification TBC)
- Robust metal kicker plates are provided to the base of the glazed elements for legibility and safety. Robust metal cladding panels make up the non-glazed portion of the façade, including to the new dedicated refuse stores for the Nicholson House office.



PROGRAMME

Start on Site		Sep-22
Demolition / Enabling Works	Start Date	Oct-22
	Demolition Period	9 months
Phase 1 – Zone 4 (MSCP)	Start Date	Aug-23
	Construction Period	27 months
Phase 2 - Zone 2 (The Yards)	Start Date	Aug-23
	Construction Period	17 months
Phase 3 – Zone 5 (Private Resi)	Start Date	Sept-23
	Construction Period	35 months
Phase 4 – Zone 6 (Senior Living)	Start Date	Sept-23
	Construction Period	31 months
Phase 5 – Zone 3 (Office)	Start Date	Aug-23
	Construction Period	24 months
Phase 6 – Zone 1 (Office)	Start Date	July-23
	Construction Period	24 months



The
NICHOLSON
QUARTER Maidenhead