

November 2019

New Offices and Homes for Maidenhead Town Centre

New landmark development planned for southern gateway to Maidenhead



CGI view of proposed gateway development from the south along Braywick Road

Plans are being prepared for new offices and new homes to be built on the corner of Braywick Road and Stafferton Way to create a landmark southern gateway entrance to Maidenhead town centre.

Royal London, the owners of the site, are proposing the redevelopment of the two existing office buildings – Statesman House and Braywick Gate – to create approximately 24,000 square metres of new offices and around 125 new apartments.

Before submitting a planning application for approval to the Royal Borough of Windsor & Maidenhead, Royal London and developers XLB Property, will be consulting with the local community during December to gather views on the emerging plans.

One of the existing office buildings, Statesman House, was vacated earlier this year and Braywick Gate will be vacated in 2026.

As part of the ongoing regeneration of Maidenhead's town centre, this location has been identified for the creation of a modern and attractive gateway entrance from the south.

To create this, the two existing buildings will be demolished and replaced with two office buildings of up to seven storeys and one residential building of eight storeys.

The new offices and homes will be built in line with the highest principles of environmental sustainability.

Public consultation – have your say

The development team will be canvassing the views of local residents and town centre workers on the emerging designs with engagement teams touring Maidenhead town centre during early December.

A two-day, drop-in public exhibition will also be held in an exhibition trailer next to Statesman House on Braywick Road to allow people to view the plans, ask questions and give their feedback.

Drop-in Exhibition -
Outside Statesman House, Braywick Road
Friday 6th December 3:30pm - 7pm
Saturday 7th December 10am - 2pm

A consultation website has also been set up, www.statesman-and-braywick.co.uk which will be updated with full details about the proposals at the time of the exhibition.



Aerial photo of Statesman House and Braywick Gate buildings today. The site boundary is outlined in red



View looking east from Braywick Road and Shoppenhangers Road

New offices and new homes

The emerging proposals are for a mixed use office and residential development of three buildings, two of which will be offices and the third for around 125 new flats. The buildings will be located in and around a series of high quality and varied landscaped areas.

This site is situated within the Stafferton Way Opportunity Area and forms part of the Maidenhead Town Centre regeneration area. Its location close to the railway station and the town centre creates an exciting opportunity for multiple businesses or a single operator looking for a headquarters building in a prime landmark location in addition to providing a sustainable location for new homes.



Aerial view of proposed development looking north east from Braywick Road



View from alongside railway embankment of new residential building with office building B to the right



Outdoor terraces on roofs of office buildings

Design and layout

The emerging plans show how the office buildings will front Braywick Gate and Stafferton Way but will be set back to allow for a widened footpath and cycle way.

The height of the office buildings will be six and seven storeys with partial top floor outdoor terraces to add interest and design originality to the views towards and into the site.

The nine-storey, chevron-shaped residential building will run north-south between the new office buildings, the

railway embankment and the existing Stafferton Way multi-storey car park to the east of the site.

A landscaped residential street will separate the residential building from the office buildings which have entrances facing Braywick Road.

To the east of the residential building will be a communal garden and open area for all residents.

Landscaping and public realm

A comprehensive landscape design around the new development is being planned. This will be varied to provide outdoor amenity space for residents and office workers with pedestrian and cycle access.

Around the offices will be new tree planting and an office arrival space. A new street will be created through the site

There will also be a green open space for residential communal and private amenity spaces for the residents.

Access and parking

The current vehicle access to the site that is shared with the multi-storey car park off Stafferton Way, will be retained and improved with the introduction of a mini roundabout.

The location of the proposed development promotes increased use of sustainable travel modes (walking, cycling and public transport) being next to the railway station, recreational/sports areas and the town centre.

Parking for both the office and residential buildings will be provided on site with a similar number of spaces to those currently provided.

The current footpath that runs alongside the railway embankment to the north of the site will be upgraded to create an attractive pedestrian and cycle route to the new flats and offices and onto the Stafferton Way retail park beyond.

Also, the current roadside footpath around the site along Braywick Road and Stafferton Way will be widened and upgraded to include a shared cycle way.



Looking north along residential street with offices on left, new flats on right and railway embankment and town centre beyond

Community benefits

- Attractive new offices to create employment opportunities close to the station and Maidenhead town centre
- New housing to meet local demand
- Attractive landscaped areas for the enjoyment of office workers and residents
- Improved pedestrian and cycle links through and around the site to the station and the town centre
- Creation of a landmark southern gateway entrance to Maidenhead town centre
- A highly sustainable development that will feature energy-conservation and waste-reducing measures to minimise its carbon footprint

Who's behind the plans?

Royal London is a wholly owned, autonomous subsidiary of the Royal London Insurance Group. It owns the Maidenhead site and is a UK-based investment management company that invests across a broad range of core asset classes including fixed income, equities, multi-asset, cash and property.

XLB Property is an established property company appointed by Royal London to masterplan and redevelop the Maidenhead site.



View looking towards new offices from Braywick Road

Get in touch

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