

# New landmark development planned for southern gateway to Maidenhead

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 to the Royal Borough of Windsor & Maidenhead, Royal London and developers XLB Property, are consulting with local residents and town centre workers to gather views on the emerging plans. This public exhibition is your opportunity to consider these and give us your feedback.



**Aerial view of Statesman House and Braywick House today. Red line marks the development boundary**



**Aerial view of proposed development looking north east from Braywick Road**

## Planning background

The two existing buildings, Statesman House and Braywick Gate were built around 20 years ago and are no longer suitable as modern office space. Statesman House has been vacant since earlier this year and Braywick Gate will become vacant in 2026.

This site is situated within the Stafferton Way Opportunity Area and forms part of the Maidenhead Town Centre regeneration area. Planning policy seeks the redevelopment of this site.

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. It also provides a sustainable location for new homes.

To achieve this, these two existing buildings will be demolished and the emerging proposals shown here 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 in addition to associated public realm space and car parking.

Members of the development team are here today to answer your questions and there are feedback forms available for you to complete and leave in the box here at the exhibition.



View from the south along Braywick Road



View looking east from Braywick Road and Shoppenhangers Road

# New offices and new homes



View from Braywick Road footpath towards the entrance lobbies of Office buildings A & B

## Office buildings A & B

These 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.

The top floors will have partial outdoor roof terraces and amenity space for fitness or social use by the office workers and to house the building's plant equipment.



View showing outdoor terraces on roofs of office buildings



Braywick Gate elevation, showing New King's Chase redevelopment, the railway line and Offices B and A (Residential building is behind Office B and is to be the same height)



Aerial view of proposed development looking north east from Braywick Road

## Residential building

The nine-storey, chevron-shaped residential building, which will be the same height as the office buildings, will run north-south between the new office buildings, the railway embankment and the existing Stafferton Way multi-storey car park.

A landscaped residential street will separate the residential and office uses and the entrances of the office buildings will face Braywick Road.

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



View of residential amenity space. View shows electrical sub-station in centre and Stafferton Way multi-storey car park on right



View of residents' amenity space



View of Residential building from new footpath and cycleway along railway embankment

# Access & 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. There will be some surface level parking as well as undercroft parking beneath the residential building.

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.



View along new widened footpath towards Braywick Road. Railway embankment on the right and the new Residential building and residents' amenity area to the left.



View shows new residential road between Residential building and Office B. This would be a no through road for vehicles.

## Sustainability

The development will seek to achieve a low carbon footprint and be an exemplar of sustainability in line with RBWM's Climate Emergency and conforming with the Council's guidelines on:

- BREEAM (sustainability assessment standards)
- Energy consumption
- Renewable energy generation
- Water use and recycling
- Biodiversity
- Waste, recycling and composting
- Air, noise and light pollution

# 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.



View along new residential road with trees and planting areas



View shows new Courtyard and residential road between Residential building and Office B.



View showing outdoor terraces on roofs of office buildings



View of residents' amenity space

# 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



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.



# Next Steps

We hope you find this exhibition useful and informative.

If you have any further questions, please ask one of the team here today.

We are preparing our plans before submitting them to Royal Borough of Windsor & Maidenhead in early 2020 as a hybrid planning application. There will be a detailed application for Office building A and an outline application for Office building B and the Residential building.

Should planning consent be granted, works would start on the demolition of Statesman House and the construction of Office building A. Works on Office building B and the Residential building would follow after the vacation of Braywick Gate in 2026.

We are keen to understand your views to ensure they are properly taken account of during the consultation process.

All feedback will be reviewed and analysed and your views and comments will be used to further evolve our plans.

Please complete a feedback form and post it in the box provided or return it by post to the address on the form. The closing date for receipt of feedback forms is Friday 20th December 2019.

In the meantime, if you have any further comments or questions, please use the contact details below:

Go to the [www.statesman-and-braywick.co.uk](http://www.statesman-and-braywick.co.uk) website and click on 'Contact' at the top of the page.

Alternatively, you can write to:

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