Countryside and the Royal Borough of Windsor & Maidenhead (RBWM) aim to build a thriving town centre with new homes, shops, businesses and community areas for residents old and new to enjoy. Local residents are being invited to come and learn more about the plans, and share their opinion on the transformation of the four areas, at York Road, West Street, Saint-Cloud Way and Reform Road.

The Joint Venture Partnership

Countryside is the leading estate and urban regeneration specialist in London and the South East and has been building new homes and communities since 1958. We have a consistent track record within the house building sector for pro actively partnering with local authorities, promoting award winning quality design of new residential and mixed-use schemes.

The Joint Venture Partnership have also commissioned a number of other very experienced professionals such as planning consultants and architects to support the design and consultation process.
distinctly maidenhead

THE VISION

“Maidenhead will become the distinctive heart of the community, a place that celebrates its green Thames Valley setting, which is welcoming, attractive and accessible to all, and provides a strong economic focus for the wider community.”

Strategic sites for development:
This is a fantastic opportunity to bring life and vitality to neglected perimeter and entrance-ways into Maidenhead Town Centre, as well as its central hub, and important natural waterways.

The Partnership will focus on the redevelopment of four council-owned sites at York Road, West Street, Reform Road and Saint-Cloud Way.

The regeneration covers over 6.3 hectares and has the potential to deliver 1,200 homes, new shops, restaurants and offices. A stunning new cultural quarter will be created in the heart of the town.

An important part of this is to ensure homes are available in a variety of tenures including affordable housing, shared ownership and Help to Buy.

Those living and working in the borough will have an exclusive six-week buying period prior to releasing to the open market.

Development timeline:

- **SPRING 2018** - YORK ROAD AND WEST STREET PLANNING APPLICATION
- **SUMMER 2018** - SAINT-CLOUD WAY PUBLIC EXHIBITION
- **WINTER 2018** - YORK ROAD AND WEST STREET START ON SITE
- **2020** - REFORM ROAD PUBLIC EXHIBITION
- **WINTER 2020** - FIRST HOMES COMPLETED AT YORK ROAD
- **2021** - FIRST HOMES COMPLETED AT WEST STREET

West Street
- Mixed Use development
- Improved underpass
- Activated streetscape
- Improved link to Kidwells Park and the Moat

York Road
- Mixed Use development
- New civic square
- Landscaped waterfront
- Improved routes to and from waterways

Saint-Cloud Way
- Over 500 new homes
- New green spaces
- New public square
- Private balconies and terraces

Reform Road
- Over 300 new homes
- Mixed use development
- New green spaces, pocket parks, and waterfront open space