

P T A L

Kidwells Estate, Maidenhead

design: 2009
start on site: 2010
completion: 2015
site area: 1.26h
program: mixed tenure group of apartment buildings containing 204 apartments with undercroft parking.
client: One Housing Group
contractor: tbc
construction cost: £tbc million

On 16th December 2009, following 18 months of negotiations with the Royal Borough of Windsor and Maidenhead Council, PTAL obtained a planning consent, subject to agreement of a S106, for One Housing Group for the redevelopment of their Kidwells Estate in the centre of Maidenhead.

The scheme replaces 1960's built apartment blocks containing 84 social flats with a mixed tenure group of apartment buildings containing 204 apartments, 84 of which remain as affordable to house the existing residents on the site. The new blocks, varying from 3 – 6 storeys, provide 3 and 4 bed family dwellings as well as 1 and 2 bed apartments.

The site's long southern boundary fronts onto the important Green Flag status Kidwells Park. The design limits north facing single aspect apartments to 6% on a scheme that achieves a density of 165 dwellings per hectare. Parking at 78% is located in a semi-basement under the southern blocks, allowing a central landscaped public open space to be planned as car free.

The site layout also solves a complex phasing strategy to re-house existing tenants without them having to leave their estate during construction. Work is scheduled to commence demolishing existing housing in the summer of 2010 and the whole site is expected to take five years to complete.

Alan Williams, Group Development Director at One Housing Group, said: "We are delighted to have received planning consent and look forward to starting work to transform the Kidwells Estate into a development that will benefit not only existing residents but the local community as a whole."



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