

WELCOME

Welcome to our public consultation on our proposals for the rejuvenation of the Windsor Yards Shopping Centre. We want to hear your views in order to shape planned investment in the Centre.

We are firmly committed to delivering a scheme which enlivens the area, extends the mix of uses and creates a vibrant yet relaxing public realm, and which will bring greater footfall to the Centre during the day and night-time.

'The number of people visiting Windsor has fallen from a high of 8.25 million in 2016 to 5.75m in 2021 with 40% fewer people coming to Windsor Yards'

We are committed to overseeing a proactive and extensive public consultation around the proposals for the Centre and will be engaging with both local stakeholders and the general public to ensure any future application reflects the expectations of the local community.

At this exhibition you can:

- ⇒ View the proposals for planned investment in detail
- ⇒ Speak to the project team if you have any questions or queries
- ⇒ Let us know your feedback.



Bridgewater Way - looking south east towards former Fenwick's store (existing view)



Former Fenwick's store (existing view)

WINDSOR YARDS PAST AND PRESENT



Bridgewater Way looking from the Eye Academy unit (existing view)

The Windsor Yards Shopping Centre has been at the heart of the town centre for over four decades – it has changed little since it opened in April 1980, with the exception of the opening of the Waitrose and Travelodge in 2007. It remains a vital part of the shopping circuit which links the Station to Peascod Street and Thames Street.

However, the UK retail sector has rapidly evolved in recent years with the Centre feeling the effect of the massive increase in on-line shopping, a trend which has accelerated since the Covid 19 pandemic, dramatically changing consumer expectations.

Unfortunately, investment in the Centre has not responded to these changes, and this has resulted in retailers either pulling out altogether (such as Fenwick, Next, Lakeland, and Timberland), reducing the floorspace they occupy, or going out of business. This has led to increased vacancies and falling footfall. As a result, there is now an urgent need for improvements in order for the Centre to remain a key retail destination.

Following AEW's acquisition of the centre from Aberdeen Asset Management in 2021, a full review of the Centre has taken place, in parallel with attracting new retail occupiers in an attempt to improve the quality of the tenant mix. These early efforts have seen Ole & Steen, Mooboo and Clarendon Fine Art taking space within the heart of the scheme. However, the southern end of the centre remains relatively unattractive to retailers due to the poor environment and the loss of a principal anchor store.

The Centre provides an opportunity to introduce new uses into the heart of the town centre to improve the local economy without affecting its historic core.



Looking towards Travelodge entrance and pedestrian ramp to the Station (existing view)



View towards Bridgewater Way from Peascod Street (existing view)

KEY DRIVERS INFORMING THE PROPOSALS



The proposals seek to bring a new vibrancy to the Centre through the introduction of new uses and enhancements to the public realm.

To determine where additional floorspace can be accommodated and what mix of uses will best complement the existing retailers, and the wider town centre, we have undertaken extensive research.

The key drivers informing the proposals include:

- ⇒ **Planning policy** – Planning policy encourages sustainable development that promotes and enhances the role of Windsor Town Centre and its vitality and viability.
- ⇒ **The historic environment** – Any development in Windsor must be alive to the significant heritage issues within the town, and these have been thoroughly explored. The scale, bulk and massing of our Master Plan seeks to respond positively to existing heritage assets (including listed buildings), the conservation area and longer distance views into and out of the town.
- ⇒ **Improving the retail offer** – The proposals will bring new high-quality brands to Windsor and improve the image of the town as a sustainable and high-quality shopping destination.
- ⇒ **Widening the range of uses** – introducing a new boutique cinema, additional office floorspace, additional hotel accommodation and more homes will stimulate the evening economy and create a safer and more vibrant environment.
- ⇒ **Driving increased footfall** – The proposed public realm improvements will further increase footfall, enlivening the Centre and encouraging visitors to stay longer.
- ⇒ **Promoting sustainable development** – The proposals seek to retain as much of the existing built form as possible and only seek to demolish the parts of the existing Centre that are unable to accommodate the additional floorspace proposed. This approach is complemented by adopting modern construction methods and technologies, and using renewable materials; which will reduce the carbon footprint of the scheme.

MASTER PLAN PROPOSALS



The proposed Master Plan which forms the basis of this consultation provides an opportunity to create a true retail and leisure experience and enhance the town's position as a leading destination in the Thames Valley area. These proposals are an exciting chance to revitalise the Centre by bringing in significant new investment and creating up to 600 new jobs to the benefit of the wider economy.

Five development opportunities have been identified:

1. The Southern Development Site (SDS) – the former Fenwick store
2. The Central Residential Area to the west of Bridgewater Way
3. Eastern Development Area – between Bridgewater Way and 113–115 Peascod Street
4. The Travelodge Site
5. The Multi-storey Car Park

An important part of the scheme will be the associated public realm enhancements which will create an attractive, vibrant visitor environment. The enhancements will include new seating, lighting, new surface materials and new soft landscaping which will greatly increase the biodiversity of the area.

SOUTHERN DEVELOPMENT SITE



Existing view looking north along Charles Street – car park entrance and with the service road in the centre of the picture.



Charles Street – showing proposed Southern Development Site, with improvements to the car park entrance and service road.



Looking south along Bridgewater Way (existing view)



Looking south along Bridgewater Way towards the proposed Southern Development Site, with new landscaping

Two options have been explored for the Southern Development Site with various combinations of retail, office, residential and hotel uses.

The site stretches from Peascod Street through to Charles Street, but due to existing site constraints, which include the retention of the existing lower level servicing and parking, the decision has been made to redevelop the former Fenwick store.

It is proposed to deliver a mixed-use area comprising almost 60,000 ft² net of office space and a hotel. The link between the residential area to the west of the scheme and Bridgewater way will be retained but built over to maximise the commercial floor space. Outdoor amenity space is provided for tenants at ground, fourth and fifth floors, making this highly attractive office space. The 101-room hotel would sit above the retail units, that front onto the pedestrian access from Peascod Street. The hotel entrance would be adjacent to the office foyer, creating an active ground floor frontage, overlooking a fully landscaped pocket park with trees, flowers and seating.

CENTRAL RESIDENTIAL AREA

The Central Residential Area sits at the heart of the site to the west of Bridgewater Way.

The ground floor of the building provides ten retail units with twenty-six residential units across two upper floors.

The proposal includes the extensive refurbishment of the existing apartments and adds a further 6 units.



Existing view of residential accommodation over shops



Proposed view of the refurbished residential accommodation on upper floors.

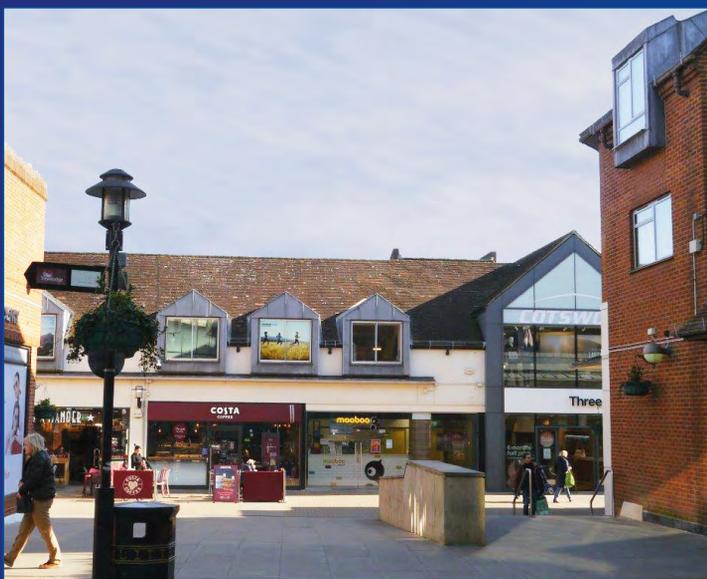


Looking towards the Central Development Site, residential accommodation on upper floors (existing view)



Looking into existing residential courtyard from the roof of the car park (as existing)

EASTERN DEVELOPMENT AREA



The existing shops on Bridgewater Way



The proposed Cinema at first floor level and the enhanced pedestrianised area.

Windsor's existing cinema, The Screen, is located to the south of the town centre and screens about six 'second release' movies a month. It is generally acknowledged that the town would benefit both economically and culturally from a cinema offering a fuller range of new releases.

Our current plans look to provide a four-screen cinema with a capacity of up to 400 seats on the east side of Bridgewater Way, above the existing Cotswold store. The scale of the cinema has been enabled by the recent purchase of the existing retail units at 113-115 Peascod Street. As the cinema will result in a significant loss it will need to be subsidised by the other elements of the scheme if it is included. Discussions are currently well underway with several leading boutique cinema operators.

The existing River Island and Superdry stores in Peascod Street will remain, and eight new residential apartments will be created on the upper floors.



Looking Southeast along Peascod Street, with Superdry and River Island stores on right (Part of the Eastern Development Site)



Proposed new residential units above Superdry and River Island stores, which will be retained.

TRAVELODGE EXTENSION



Travelodge from the steps to the station (existing view)



Proposed new entrance foyer to Travelodge and additional family guest rooms at roof top level.



Proposed view of Travelodge from Station car park with the new upper floors identified.



View of Travelodge (right) on Goswell Road with exit from car park

Tourism is a key part of Windsor's economy and increased hotel space is crucial in growing the tourism sector as it recovers following the Covid pandemic.

To this end, Travelodge is looking to extend its existing hotel and would like to increase the number of bedrooms from 113 to 157, with mainly family sized rooms being added. In addition, the entrance foyer is to be extended at ground floor level, which will be much more prominent and help address anti-social behaviour issues around the existing building.

Below the existing Travelodge are four large ground floor retail units and the existing Waitrose which is located at first floor level. The two-storey roof top extension will not affect the existing retail space, although the ground level units may be reconfigured to provide greater flexibility.

MULTI STOREY CAR PARK REFURBISHMENT



Main elevation of multi-storey car park on Charles Street (as existing)



Proposed internal improvements to car park: new surface marking parking bays, improved lighting and pedestrian areas.

The multi storey car park (MSCP) is accessed from Charles Street with seven staggered floors providing 766 spaces split over 13 levels.

The construction of the Southern Development site (the former Fenwick and Lakeland buildings) requires the reconfiguration of lower-level ramps and the consequent loss of up to 30 parking spaces. As the proposed new uses (the additional residential, hotel, office and cinema floorspace) would increase the demand for parking, we are reviewing the option to add two further half levels to provide up to 100 car spaces.

The proposals include the refurbishment of the multistorey car park by changing the internal surface coatings, remarking spaces, providing pedestrian and circulation zones and introducing new LED lighting.

PUBLIC REALM IMPROVEMENTS



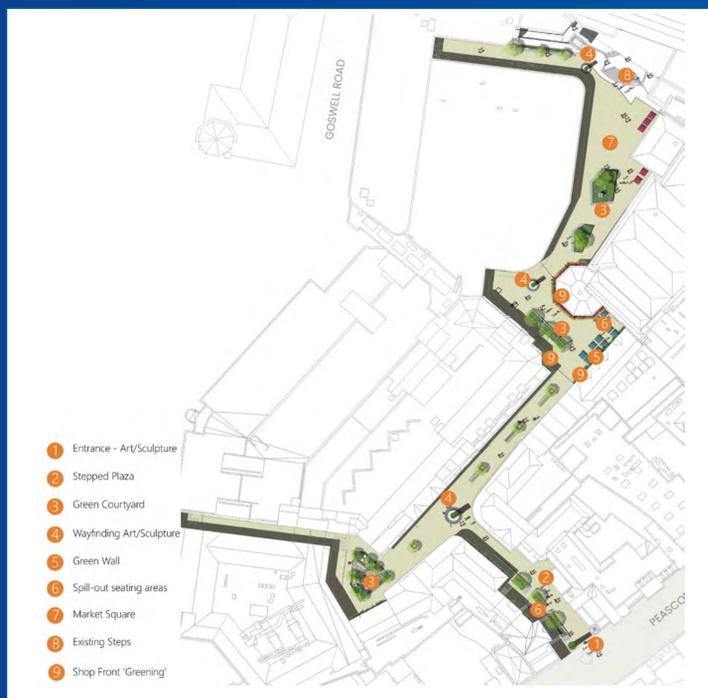
Proposed public realm improvements along the link to the Centre from Peascod Street



Existing view towards Daniel Department Store.



Potential location of planters and landscaping along Bridgewater Way.



Masterplan of proposed public realm improvements.

A range of public realm enhancements are proposed to complement the new development. These improvements are an integral part of the Masterplan and will create an attractive, vibrant, visitor environment which reflects the £100m investment proposed.

The objective for the public realm is to reflect the quality of the repurposed, refurbished and new build elements, to create a better experience, drive footfall and extend dwell time within a new and beautiful pedestrianised environment. The enhancements will include new seating, lighting and soft landscaping, as well as new surface materials.

As the proposals seek to improve the leisure experience, the new external seating terraces and more clearly defined public spaces will enhance the linkages to the rest of the town centre and encourage visitors to stay longer.

We propose retaining the existing footbridge crossing Charles Street which links to the residential area to the west of the town centre. We propose improvements to the bridge itself which would include new lighting and finishes, along with new weather protection and greening of the bridge structure.

Overall, the improvements to the pedestrianised Centre will greatly increase the biodiversity of the area through the introduction of a varied planting scheme.

KEY BENEFITS

These proposals contain a range of benefits for local residents and the wider local economy:

- ⇒ **Economic benefits** – These proposals represent an investment commitment by AEW UK Ltd of £100 million and would create up to 600 full time equivalent new jobs, depending on the final mix of uses.
- ⇒ **An improved retail offer** – A revitalised Windsor Yards Shopping Centre will attract new retail brands into Windsor, help to encourage existing retailers to remain in the Centre, increase retail occupancy rates and provide a more diverse retail experience for consumers.
- ⇒ **A more active evening economy** – With the potential to enhance the leisure content of the scheme, the proposals will help create a more active evening economy which will be to the benefit of the existing occupiers and multiple businesses in the wider town centre.
- ⇒ **Public realm improvements** – A diverse range of public realm improvements to enhance the attractiveness of the Centre and create a more welcoming and safer environment for visitors.
- ⇒ **Sustainability and environmental benefits**
 - Proposals will include the reduction of embodied carbon by ensuring the maximum possible retention of existing structures, the use of recycled materials, and the adoption of modern methods of construction to minimize waste.
 - Passive design measures such as improved fabric efficiency will be implemented to deliver better thermal performance, aided by natural ventilation to improve operational energy performance.
 - Other benefits include: the future proofing of the development to ensure a minimum EPC target of 'B'; the installation of renewable energy sources to assist in achieving 'Net Zero'; a minimum rating of BREEAM of "Excellent"; and significant biodiversity net gains across the Estate with green landscaping.



Existing view of the link into the Centre from Peascod Street



Existing view along Charles Street



Proposed public realm improvements to the entrance from Peascod Street



The proposed residential accommodation fronting onto Peascod Street, above the shops

PUBLIC REALM IMPROVEMENTS

Appearance and Materiality

There is an opportunity to enliven the Centre through the use of a variety of building material, bricks, render finishes, natural and composite stone to complement and contrast with existing materials. Our vision is to create a Centre that has its own identity that is vibrant and attractive yet integrates with the wider town centre.

1



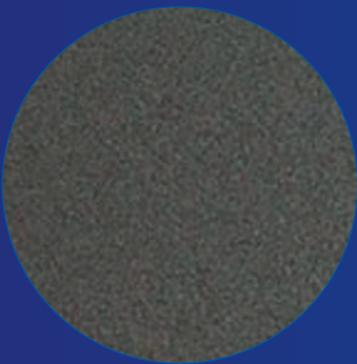
2



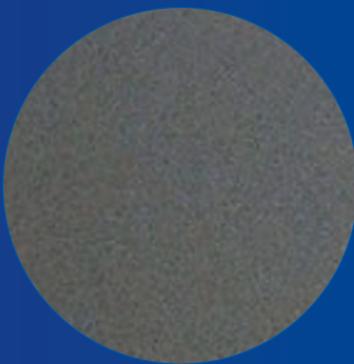
3



4



5



6



7



8



9



RENAMING THE CENTRE

The Centre was opened in 1980 and was formally known as King Edward Court. The Centre was rebranded as Windsor Yards in 2017.

As part of this consultation process, we welcome your opinions on whether the Centre should be renamed and, if so, we would like to hear your suggestions.

Please feel free to post a suggested name to this board.

NEXT STEPS

Thank you for coming to our consultation. Your feedback is essential in helping us to shape our proposals.

It is envisaged that a planning application will be submitted in Autumn 2022 with the expectation that it will be determined in early 2023.

The Centre will remain open during construction with the intention of completing construction by early 2025.

You can have your say by:

-  Providing your comments and feedback via the website - windsorconsultation.co.uk
-  Completing a comment form available today
-  Emailing us at info@windsorconsultation.co.uk
-  Calling us on 0203 026 3143.

Our Team



Bridgecore

Carter Jonas

HolderMathiasarchitects



tp bennett

