

GET LIVING LAUNCHES ITS FIRST BTR TOWN CENTRE DEVELOPMENT, ONE MAIDENHEAD



11/06/24

Get Living, the UK's leading build-to-rent operator of large-scale residential neighbourhoods, has launched its first mixed-use build-to-rent (BtR) development outside of a city centre, One Maidenhead.

Designed by architect Studio Egret West and developed by Hub and Smedvig, the new neighbourhood comprises 429 all-electric one to three bedroom homes with the option of fully-furnished, part-furnished or unfurnished apartments.

All four of the connected residential buildings have been completed ahead of schedule with the first residents moving into their new homes in May. Ahead of the launch, more than 330 people registered their interest in the scheme, with 22% of those already living in or local to Maidenhead.

Alongside the homes, residents benefit from 5,800 sq ft of interior amenity space, comprising an exclusive residents' lounge, co-working space, gym and concierge as well as private roof terraces and circa. 40,000 sq of public realm in the form of Halcyon Gardens, a new publicly accessible green space that links through to the town centre.

A range of cafes, shops and restaurants will also form part of the offering to residents and the wider community, with just under half of the commercial space currently in advanced negotiations.

The scheme has been designed and delivered with energy efficiency at front of mind. Extensive solar panels are located on the rooftops of the four buildings, with more than 10% of the energy for the site being supplied by on-site renewables and low carbon technologies. New ecological habitats have also been created, delivering a biodiversity net gain and visible urban greening.

One Maidenhead forms a key part of the market town's wider regeneration, including the revitalisation of the Nicholson quarter – a £500m town centre redevelopment initiative, and the transformation of the once neglected town centre channels into accessible waterways for all to enjoy. The scheme is located adjacent to the town's station, with direct access to London via the Elizabeth line and easy links out to Reading and the Berkshire countryside.

Rick de Blaby, Chief Executive Officer at Get Living, commented: "The launch of One Maidenhead marks a significant moment for Get Living's growth journey as we expand our footprint to more suburban areas. This is a place for commuters, families, retirees and students who want to benefit from all that Maidenhead and Berkshire has to offer, along with brilliant direct links into the Capital.

For press enquiries, please contact:
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“We know that the lack of housing supply across the UK is at crisis point, and schemes such as this, delivered on brownfield land with world-class architecture, energy efficient homes and landscaped community space, should act as blueprint for future housing delivery. Not only that, but they serve as a catalyst for further investment in communities and infrastructure that benefits all.

“With such high levels of early interest, and our first residents already enjoying their new homes, we have no doubt that One Maidenhead will be a brilliant scheme with its own diverse and dynamic community, and we hope its success will inspire and demonstrate to policy makers what can be achieved through collaboration and ambition.”

Damien Sharkey, Managing Director of HUB, said: “One Maidenhead has been designed with its residents and the wider community at the forefront of our considerations, to ensure it integrates seamlessly into the town centre and provides real value for years to come. With residents moving in, it is fantastic to see this new neighbourhood come to life.

As a key component of our wider masterplan, the high-quality homes and amenities we have delivered offer residents an excellent lifestyle. But further to that, new public spaces mean the local community is benefitting as well.

Trehaus, our timber-framed office building, will be the next component to be delivered in partnership with Smedvig as part of this impactful brownfield regeneration and we look forward to progressing with the plans for this site alongside our partners.”

In addition to its three operational neighbourhoods at East Village in Stratford, Elephant Central in London and New Maker Yards in Salford, Get Living has a secured pipeline of an additional 6,500 homes in major urban centres across the UK, including Birmingham, London and Leatherhead.

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