

Queensmere Shopping Centre

Ref: P/19689/000

Site Location



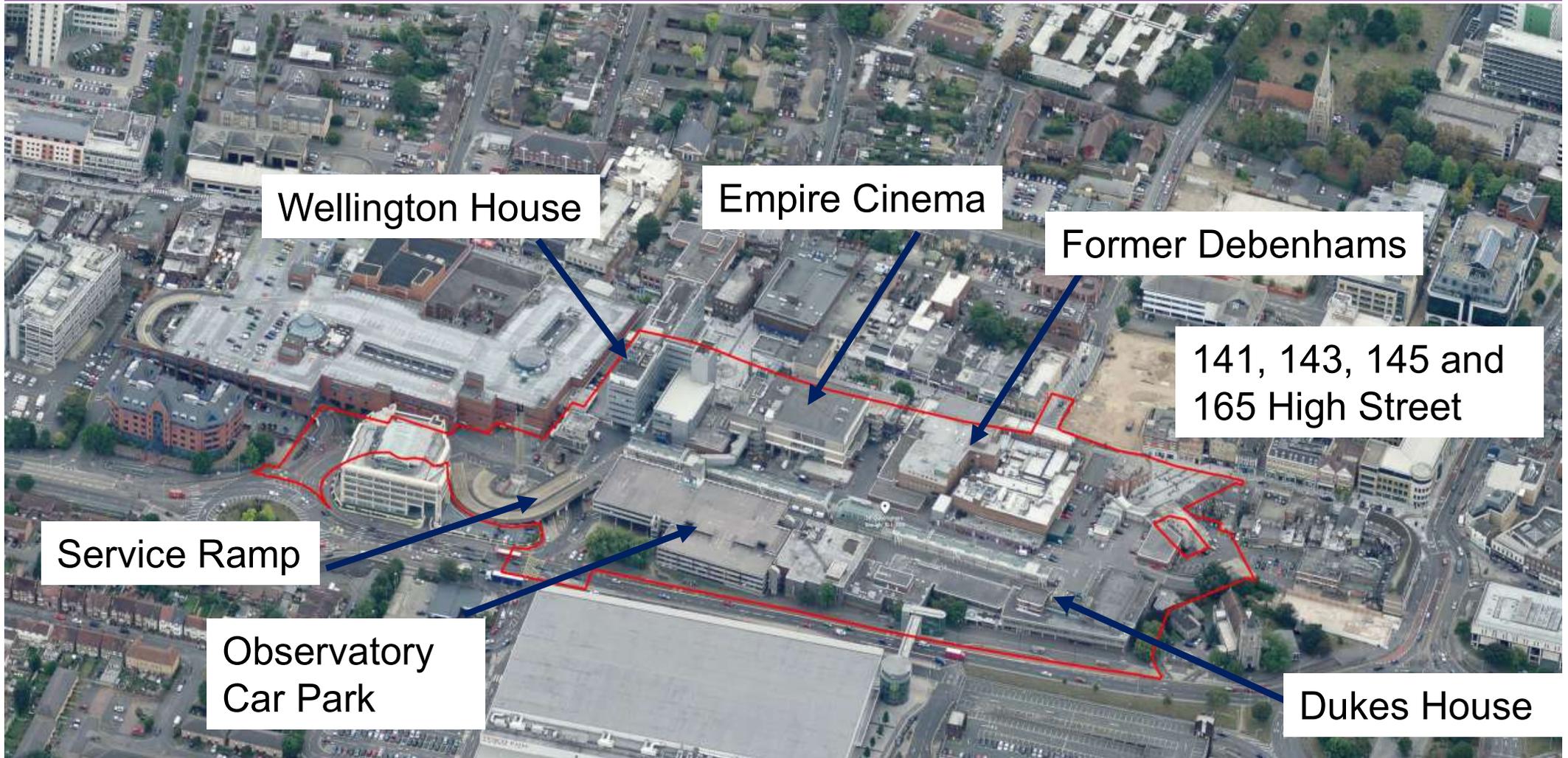
Aerial Views of the Site



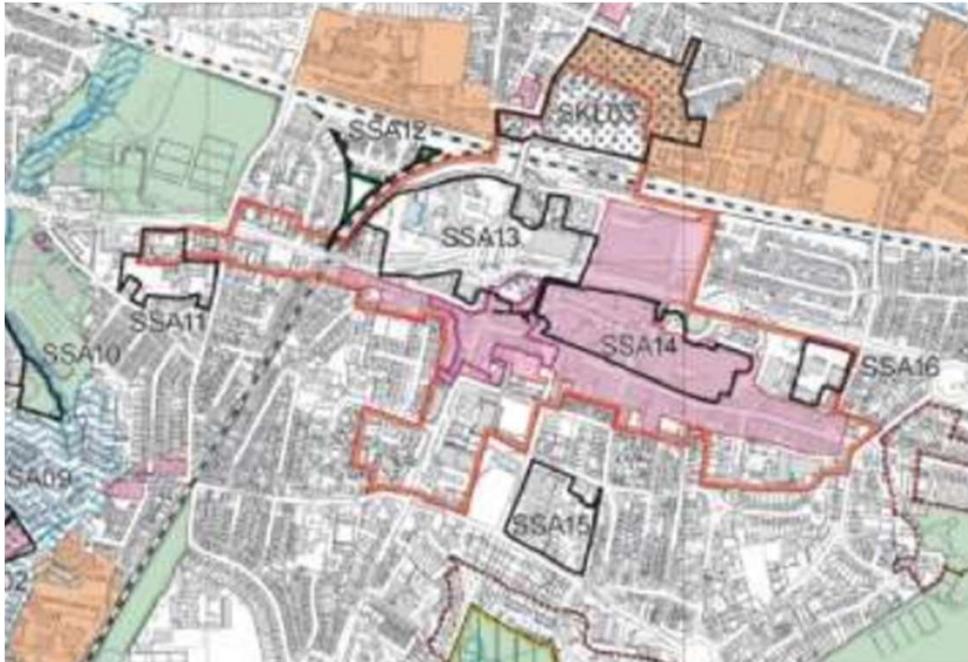
Site Plan- Red Line Plan



Aerial Views of the Site

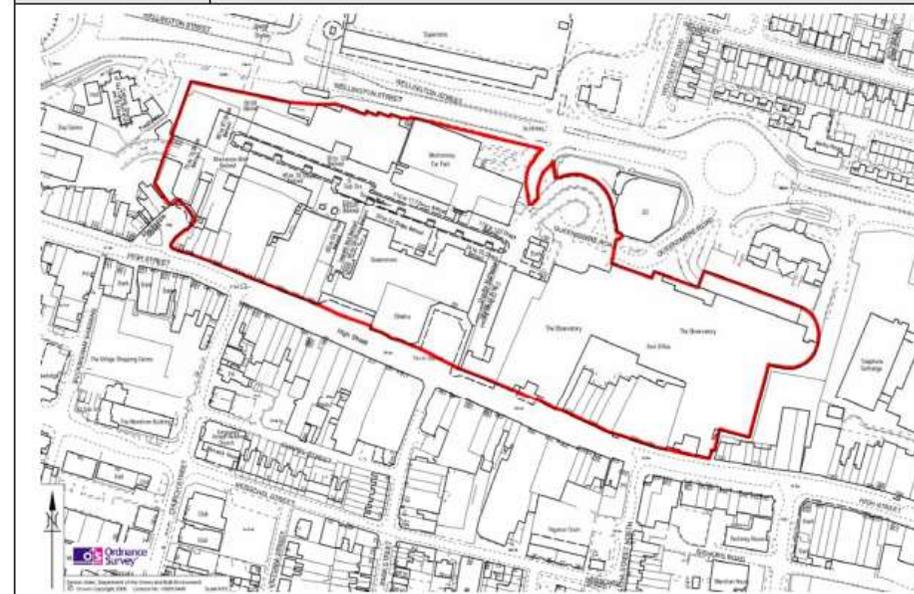


Site Planning Context



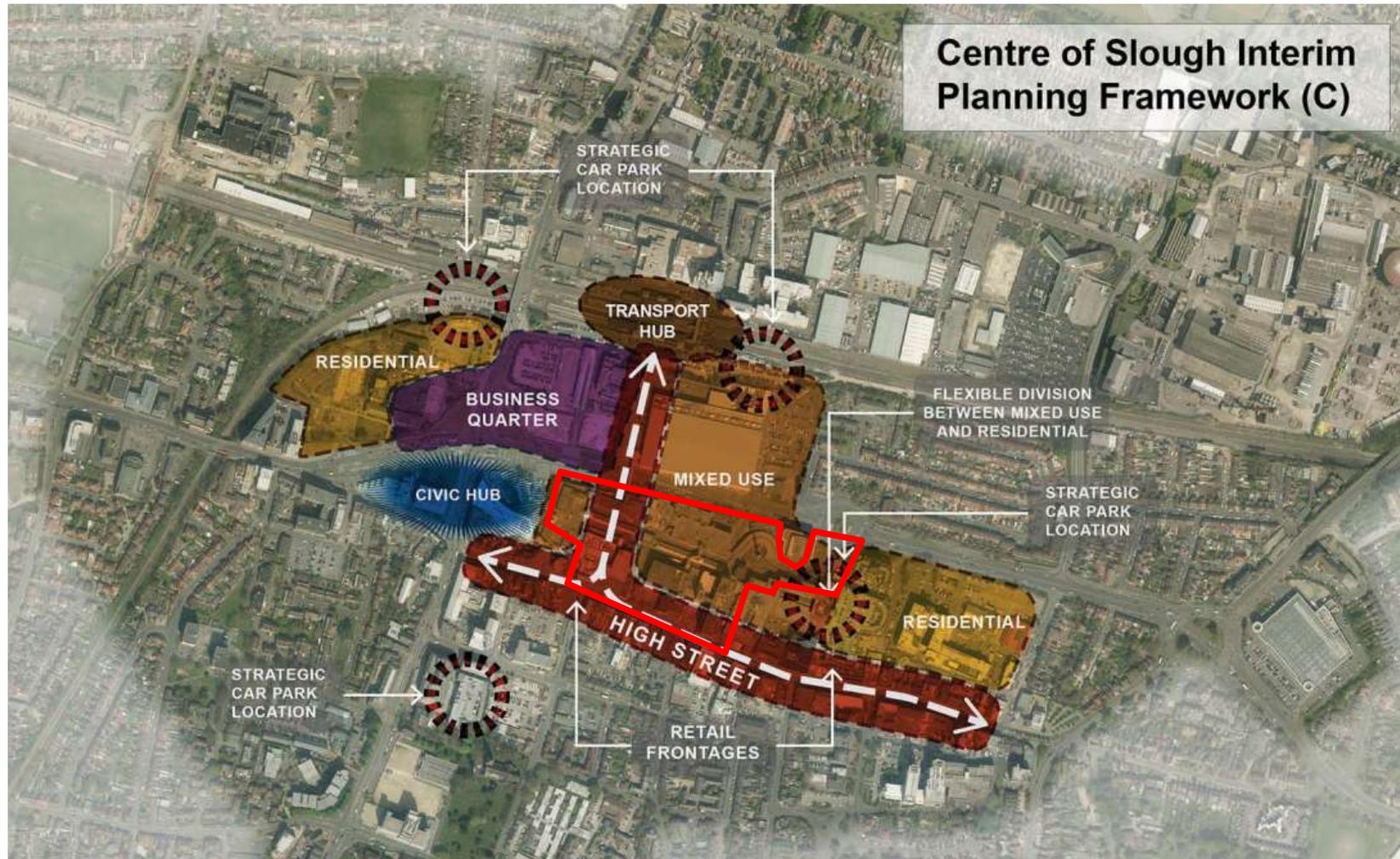
A Development Brief was produced by Criterion Capital, Barton Willmore and Douglas Wallace in 2007, the Council is broadly supportive of the key proposals in this document. The original proposal included the comprehensive redevelopment and reconfiguration of the shopping centres; this incorporated an element of high density residential development into the scheme. The Council is supportive of the principle of the comprehensive phased redevelopment of the shopping centres including and supported by residential development.

Site Reference	SSA14	Ward	Upton
Address	Queensmere and Observatory shopping centres High Street, Slough		
Area (hectares)	5.83	Grid Reference	497920, 179830
Proposed Use:	Mixed: retail, leisure, restaurants/bars, car parking, residential, community		



Relevant strategic Objective(s)	A B C E F I K
Zoning	Flood Zone: 1 Town Centre Area Town Centre Shopping Centre
Current use(s)	Shopping centre, including restaurants/ cafes and cinema

Site Planning Context



Emerging Planning Context

The Proposed Spatial Strategy

November 2020

Regulation 18 Consultation

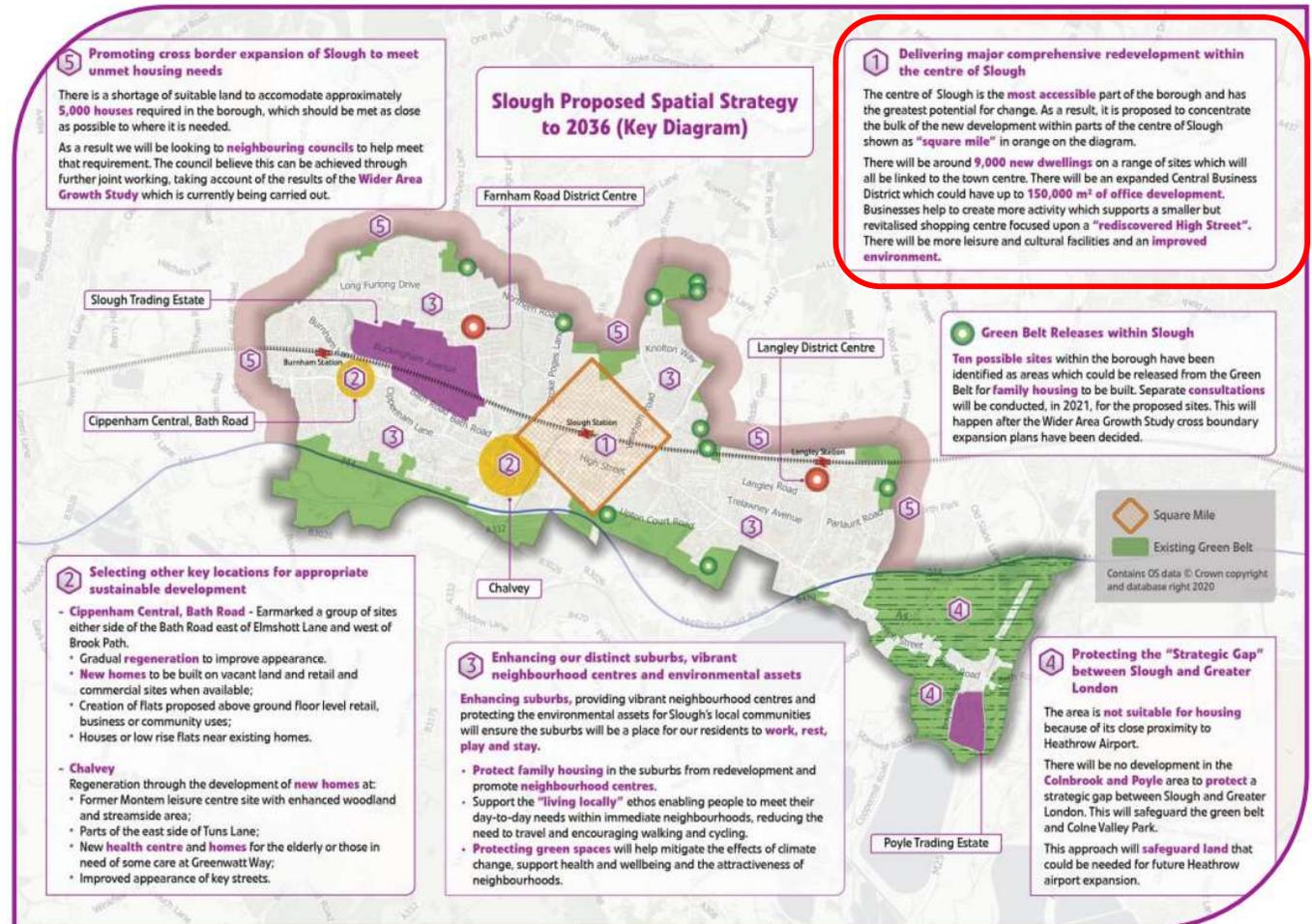


Figure 7 Key Diagram

Site Photographs



Wellington House



Empire Cinema

Site Photographs



Dukes House



Observatory Car Park

Site Photographs



Views from High Street (Looking West)

Site Photographs



St Ethelbert's Church/The Curve



Queensmere Entrance Via
Mackenzie Street

Site Photographs



HTC Building



Wellington Street (from Tesco junction)

Site Photographs



Observatory Shopping Centre



Verona House (Apartments)

Previous Planning Application- P/06684/015 (Withdrawn)



In 2015 Slough Borough Council's Planning Committee resolved to grant planning permission (subject to the satisfactory completion of a Section 106 Agreement) for the part redevelopment and extension of the Queensmere and Observatory Shopping Centres for enhanced retail and leisure floorspace and 675 residential units within four residential blocks (Ref. P/06684/015). This application was submitted on behalf of Criterion Capital. However, the Section 106 Agreement was not signed and as such the application was never formally approved, therefore this is not considered to be to an extant permission



Emerging Context



Fig. 61 - Building Heights - Emerging Context

Description of Development

Outline application (with all matters reserved) for the **demolition of buildings** and the phased redevelopment of the Site to provide a **mixed-use scheme** comprising **residential floorspace (C3 use and provision for C2 use)**; **flexible town centre uses floor space (Use Class E and Use Class F)**, provision for office floorspace (Use Class E (g) (i)), supporting **Sui Generis town centre uses** (including a range of the following uses: pubs, wine bars, hot food takeaway), **Sui Generis leisure uses** (provision for a cinema or live music venue); provision for the creation of **basements, car and cycle parking** (including provision for a **Multi-Storey Car Park**); **site wide landscaping, new public realm** including provision of a **new town square and public spaces** and associated **servicing**, associated **infrastructure, energy generation** requirements and **highways works**

Schedule of Floorspace

Use Class	Type of Use	Existing Floorspace (sqm)			Proposed Floorspace (sqm)	
		Existing Gross Internal Floorspace	Existing Gross External Floorspace	Gross External Floorspace to be Lost	Total Gross New External Floorspace Proposed	Net Additional Gross External Floorspace Following Development
Use Class C3 / C2	Residential	1,908 sqm	2,124 sqm	2,124 sqm	0 - 140,800 sqm (up to 1600 units)	0 - 138,676 sqm
Use Class E (g)(i) (above Ground level)	Office Space	5,941 sqm	6,458 sqm	6,458 sqm	0 - 40,000 sqm	0 - 33,542 sqm
Use Class E and Use Class F	Town centre uses	42,659 sqm	47,783 sqm	47,783 sqm	5,500 - 12,000 sqm	Reduction of between -42,283 sqm to -35,783 sqm
Sui Generis	Pub / Bar / Hot food take away	2,469 sqm	2,797 sqm	2,797 sqm	0 - 2,250 sqm	Reduction of between -2,797 sqm to -547 sqm
Sui Generis	Cinema / Live Music Venue	6,670 sqm	6,870 sqm	6,870 sqm	0 - 1,500 sqm	Reduction of between -6,870 sqm to -5,370 sqm
Car Parking	Potential to be provided within the building as sandwich parking / basement parking / in a MSCP on DZ6.	575 spaces	N/A	N/A	685 spaces	Increase in 110 spaces
Basement areas	Potential to include car parking, cycle parking, plant and supporting infrastructure.	6,593 sqm	6,791 sqm	6,791 sqm	0 - 24,355 sqm	0 - 17,564 sqm

Use Classes (in FA2 Floorspace Schedule)

1. *Class E and F will exclude F1(a) provision of education or F2(d) indoor or outdoor swimming pool or skating rink. Acceptable uses under Class E and F include the following. Note Class E(g)(i) offices is excluded as this is identified separately on the PA2 schedule:*
 - ii. *Class E (a) display or retail sale of goods, other than hot food.*
 - iii. *Class E (b) Sale of food and drink for consumption (mostly) on the premises.*
 - iv. *Class E (c) provision of financial services, professional services and other appropriate services in a commercial, business or service locality.*
 - v. *Class E (d) Indoor sport, recreation and fitness.*
 - vi. *Class E (e) provision of medical or health services.*
 - vii. *Class E (f) Creche, day nursery or day centre.*
 - viii. *Class E (g) Uses carried out in a residential area without detriment to its amenity.*
 - ix. *Class E (g) (ii) Research and Development of products or processes.*
 - x. *Class E (g) (iii) Industrial processes.*
 - xi. *Class F1 (a) Provision of Education (Note - we propose to exclude primary or secondary schools).*
 - xii. *Class F1 (b) Display of works of art.*
 - xiii. *Class F1 (c) Museums.*
 - xiv. *Class F1 (d) public libraries.*
 - xv. *Class F1 (f) public worship or religious instruction.*
 - xvi. *Class F1 (g) law courts.*
 - xvii. *Class F2 (a) shops.*
 - xviii. *Class F2 (b) Halls or meeting places for local community.*
 - xix. *Class F2 (c) areas or places for outdoor sports.*

Flexibility sought for either / or neither live music venue or cinema.

Form of Application

OUTLINE PLANNING APPLICATION

Documents for Approval

Documents for Consideration

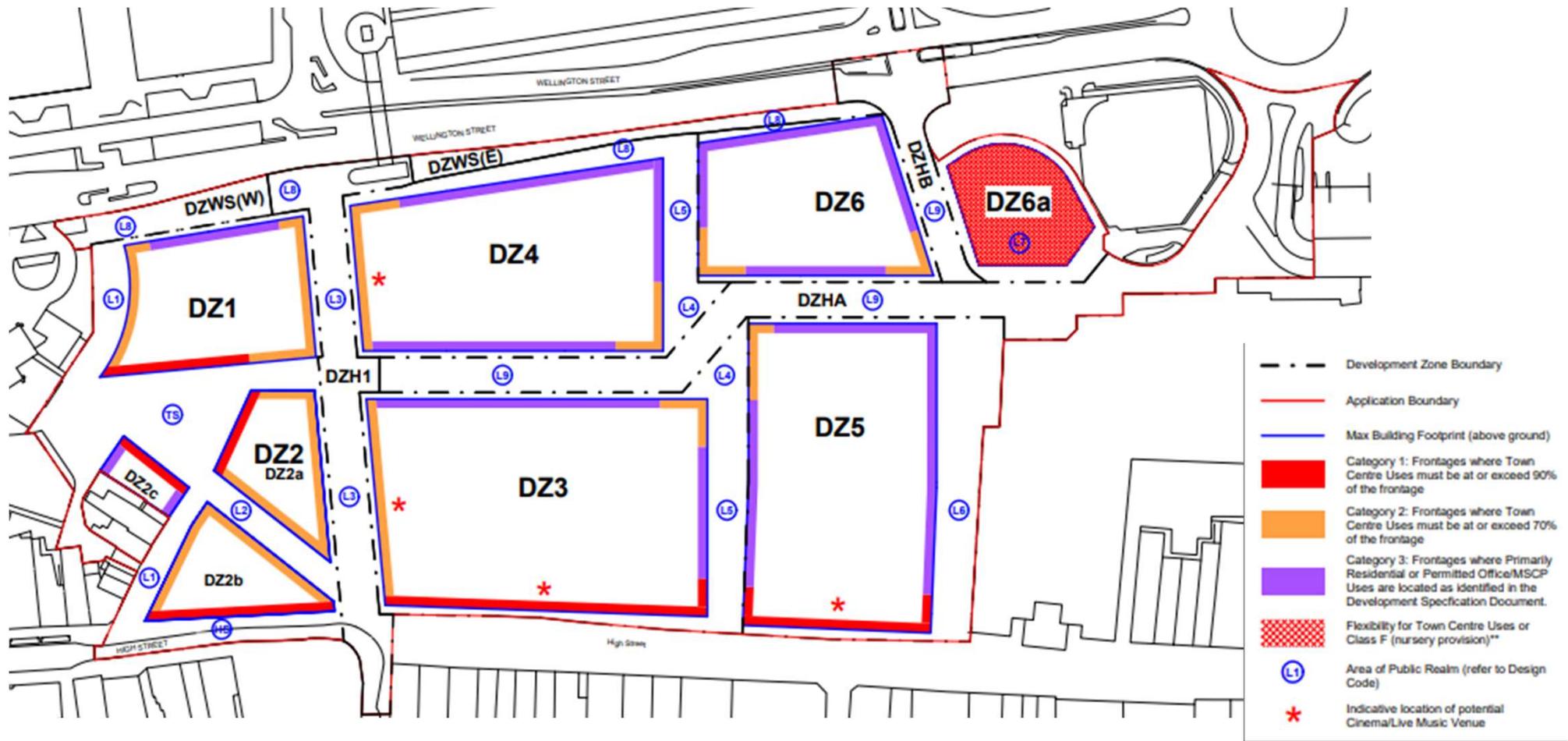
Illustrative / Supporting Documents

- Development Specification Document
- Design Codes (Mandatory Rules)
- Schedule of Plans (PA1)
- Schedule of floorspace (PA2)
- Site Location Plan and Ownership Boundary (PP01)
- Red Line Plan & Development Zone Boundaries (PP02)
- Demolition Plan (PP03)
- Existing Site Plan (PP04)
- Parameter Plans (see PA1 and table 3.1)

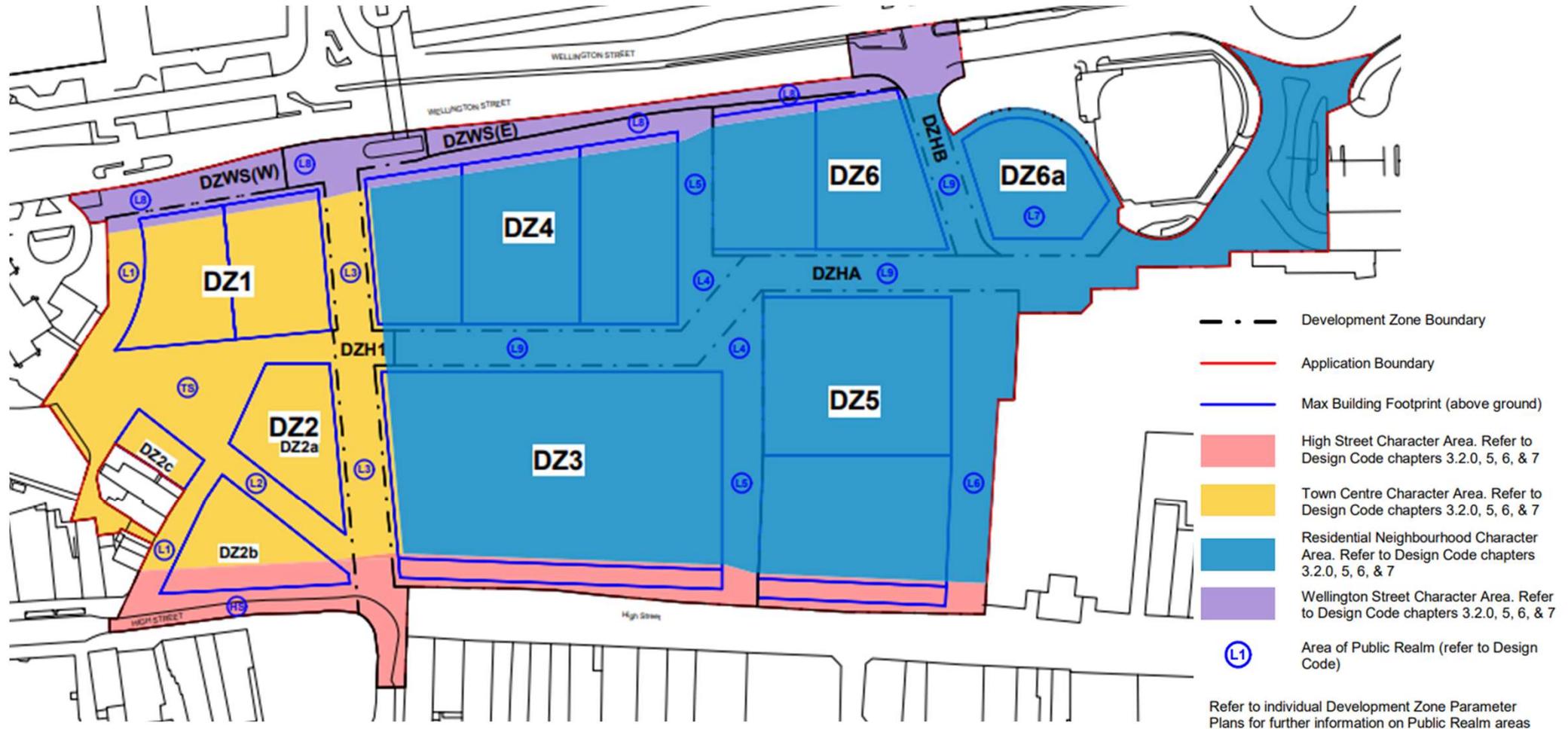
EIA

- Application Forms
- Design and Access Statement
- Design Codes (Design Guidelines)
- Schedule of Owners (PA3)
- Site Wide Illustrative Compositive Plan (ICP)
- Site Wide Illustrative Highways and Movement Plan (IHMP)
- Site Wide Illustrative Public Realm and Public Spaces Plan (IPR)
- Site Wide Illustrative Town Centre Uses Ground Floor Plan (ITCU)
- Site Wide Illustrative Phasing Plan (IPP)
- Site Wide Illustrative Max parameters (IMP)
- Site Wide Illustrative Landscape Plan (ILP)
- Supporting technical documents (see table 3.2)

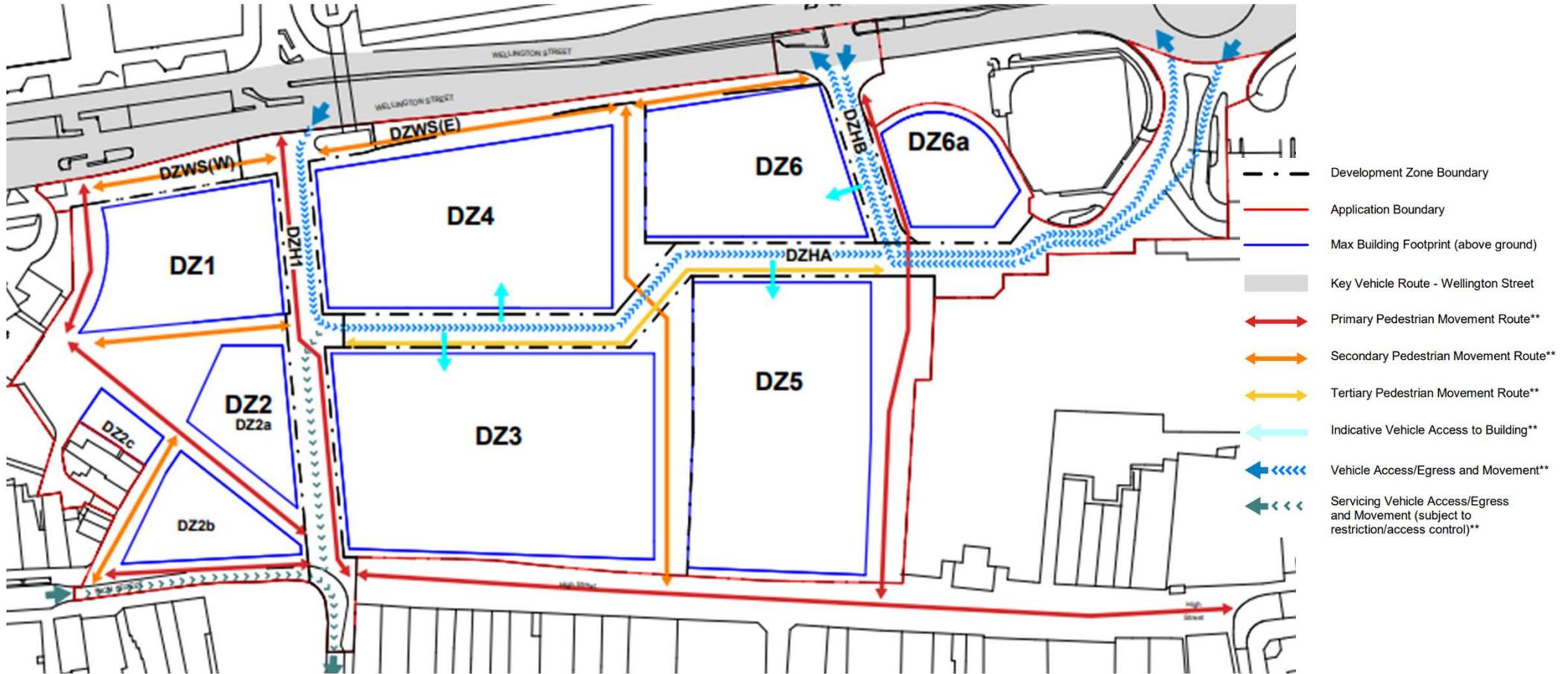
Site Wide Parameter Plans: Town Centre Uses



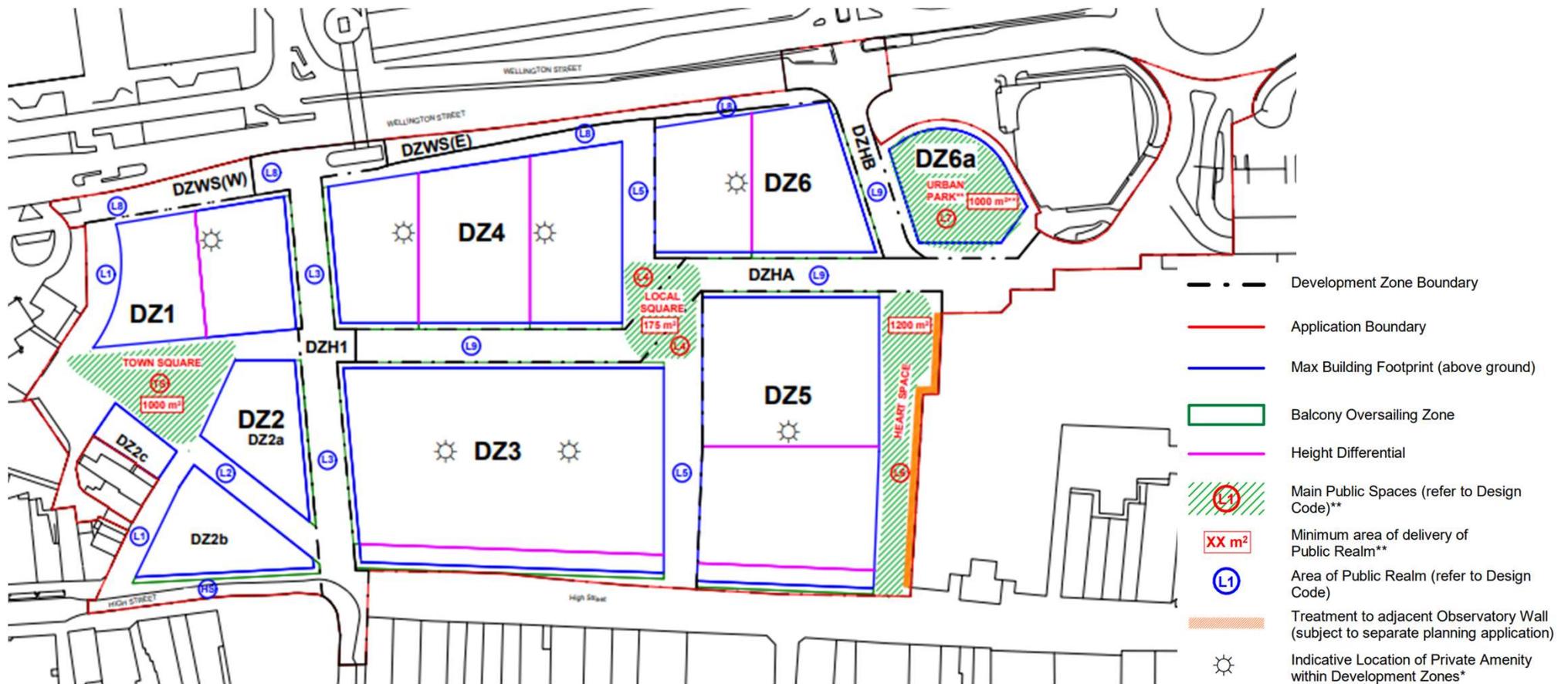
Site Wide Parameter Plans: Character Areas



Site Wide Parameter Plans: Movement Plan

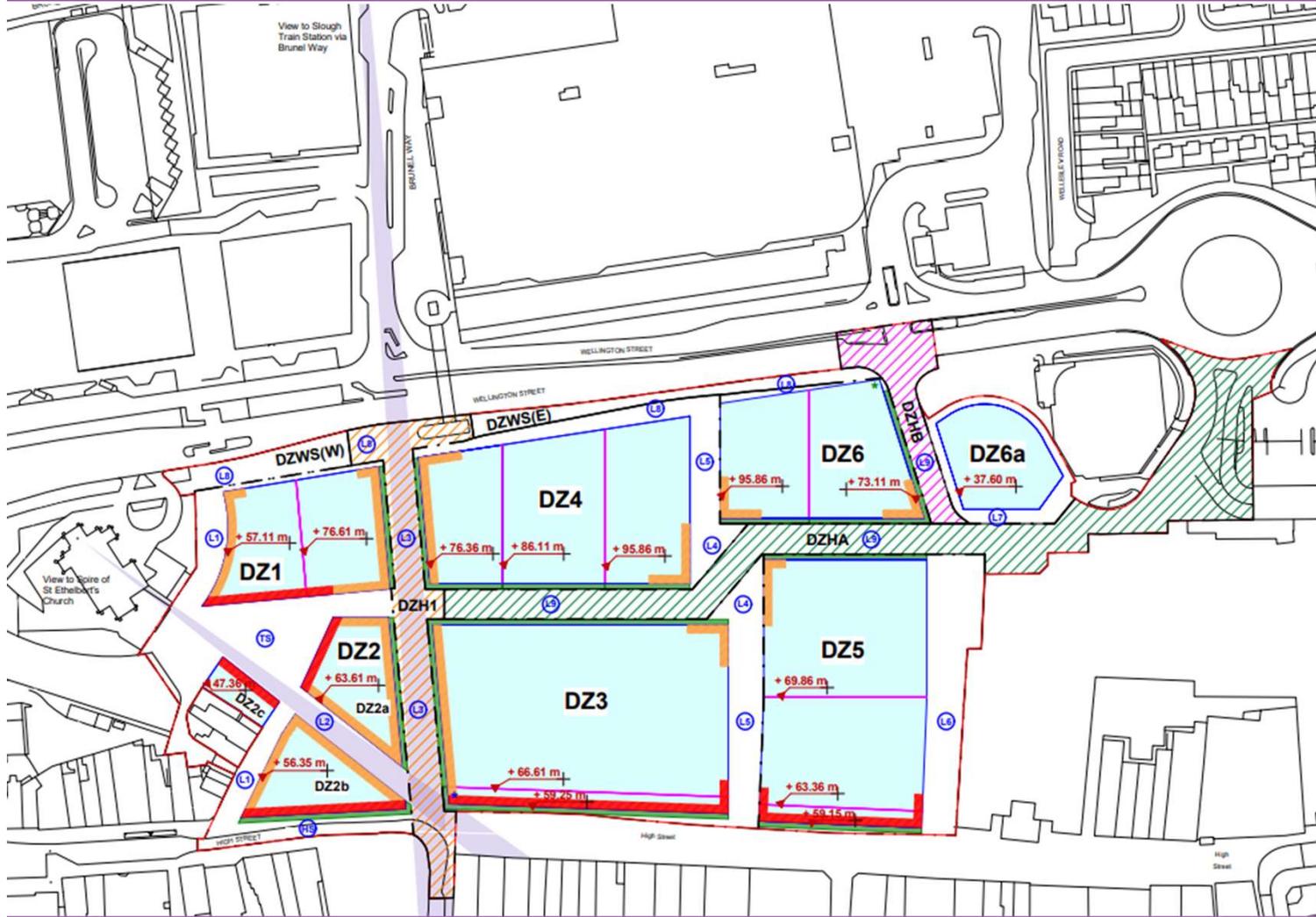


Site Wide Parameter Plans: Public Spaces and Amenity Areas



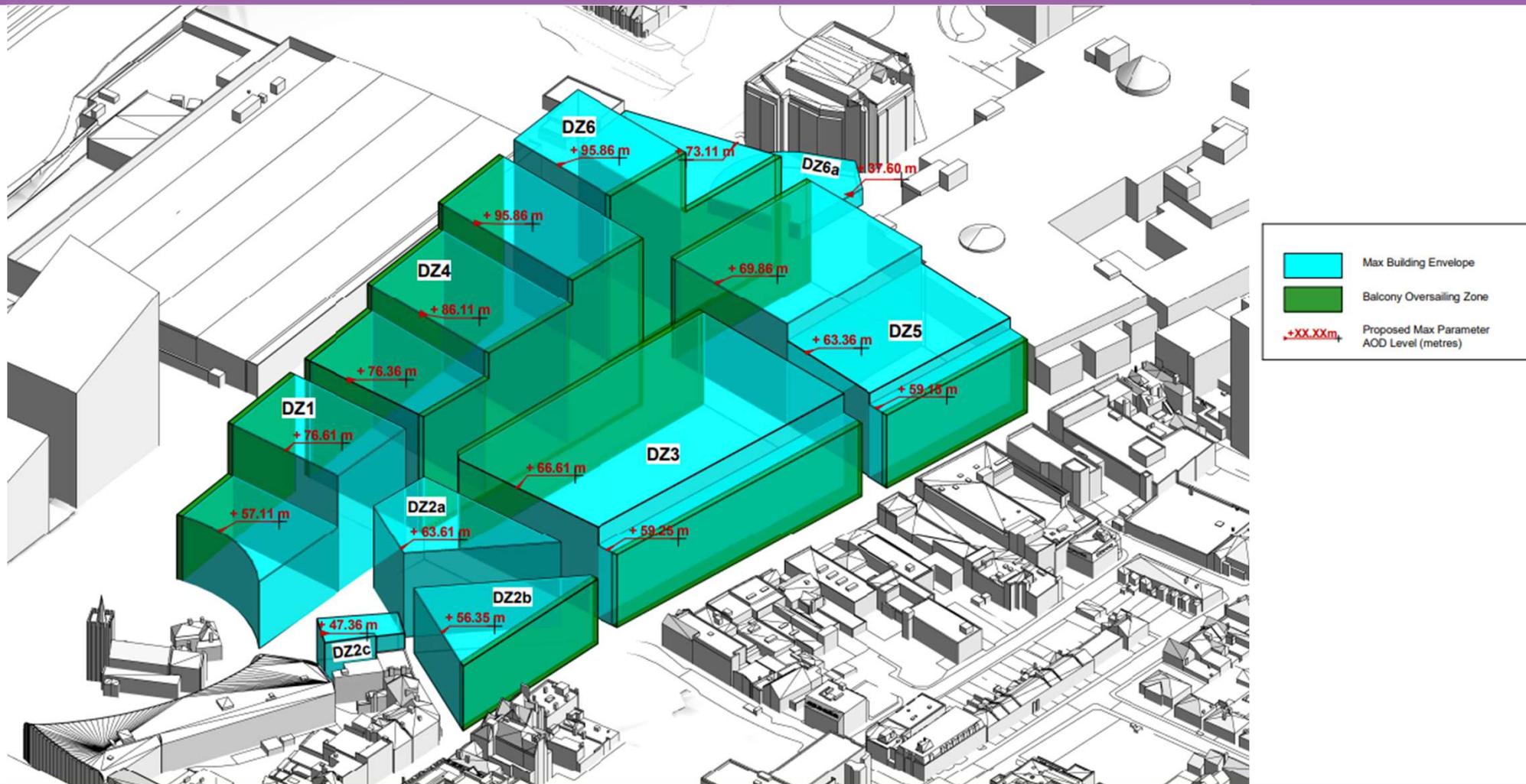
Refer to individual Development Zone Parameter Plans for further information on Public Realm areas

Site Wide Parameter Plans: Composite Plan

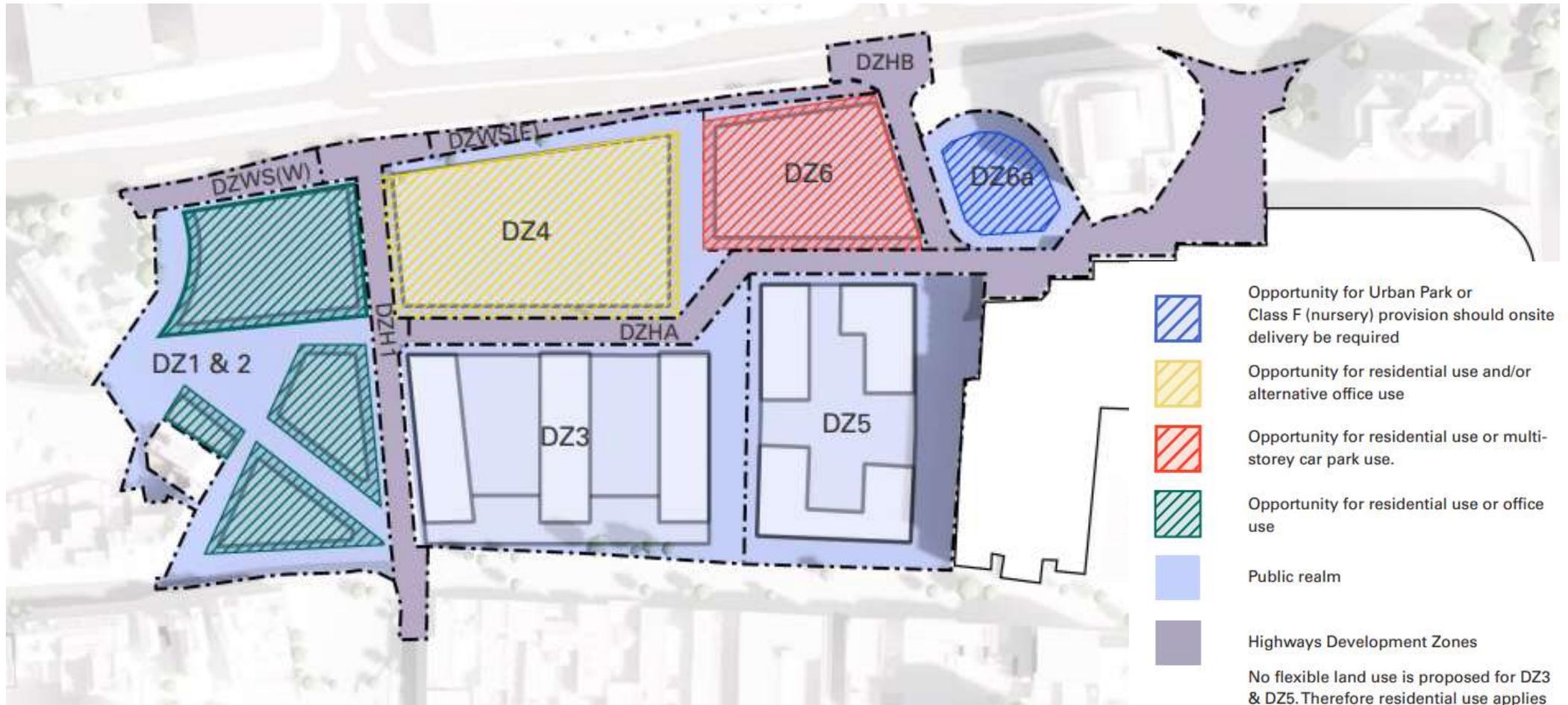


- Development Zone Boundary
- Application Boundary
- Max Building Footprint
- Balcony Oversailing Zone
- Height Differential
- Key Viewing Corridors**
- Highways Zone DZHA*
- Highways Zone DZHB*
- Highways Zone DZH1*
- Proposed Max Parameter AOD Level (metres)
- Area of Public Realm (refer to Design Code)
- Frontages where Town Centre Uses must be at or exceed 70% of the frontage
- Frontages where Town Centre Uses must be at or exceed 90% of the frontage
- * Cutback required to DZ3 to a minimum height of +38.5m AOD to ensure Key Viewing Corridor** to St Ethelbert's Church Spire is protected.
- * Cutback as required to DZ6 to a minimum height of +39.36m AOD to facilitate highways visibility for vehicles exiting the site via Queensmere Road.

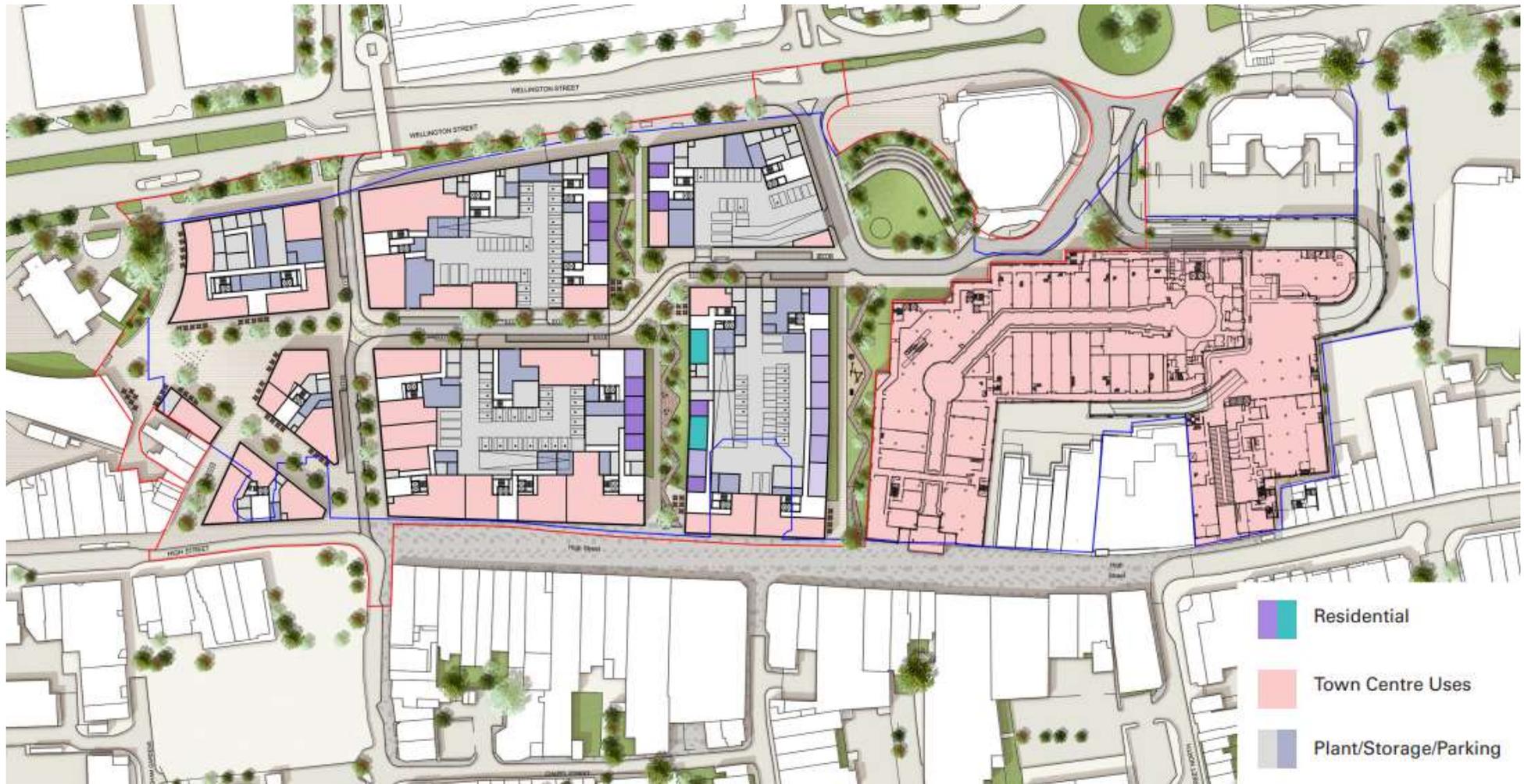
Maximum DZ Heights - 3D Parameters



Flexible Upper Floors in DZ1, DZ2, DZ4 & DZ6



Illustrative Ground Floor Plan



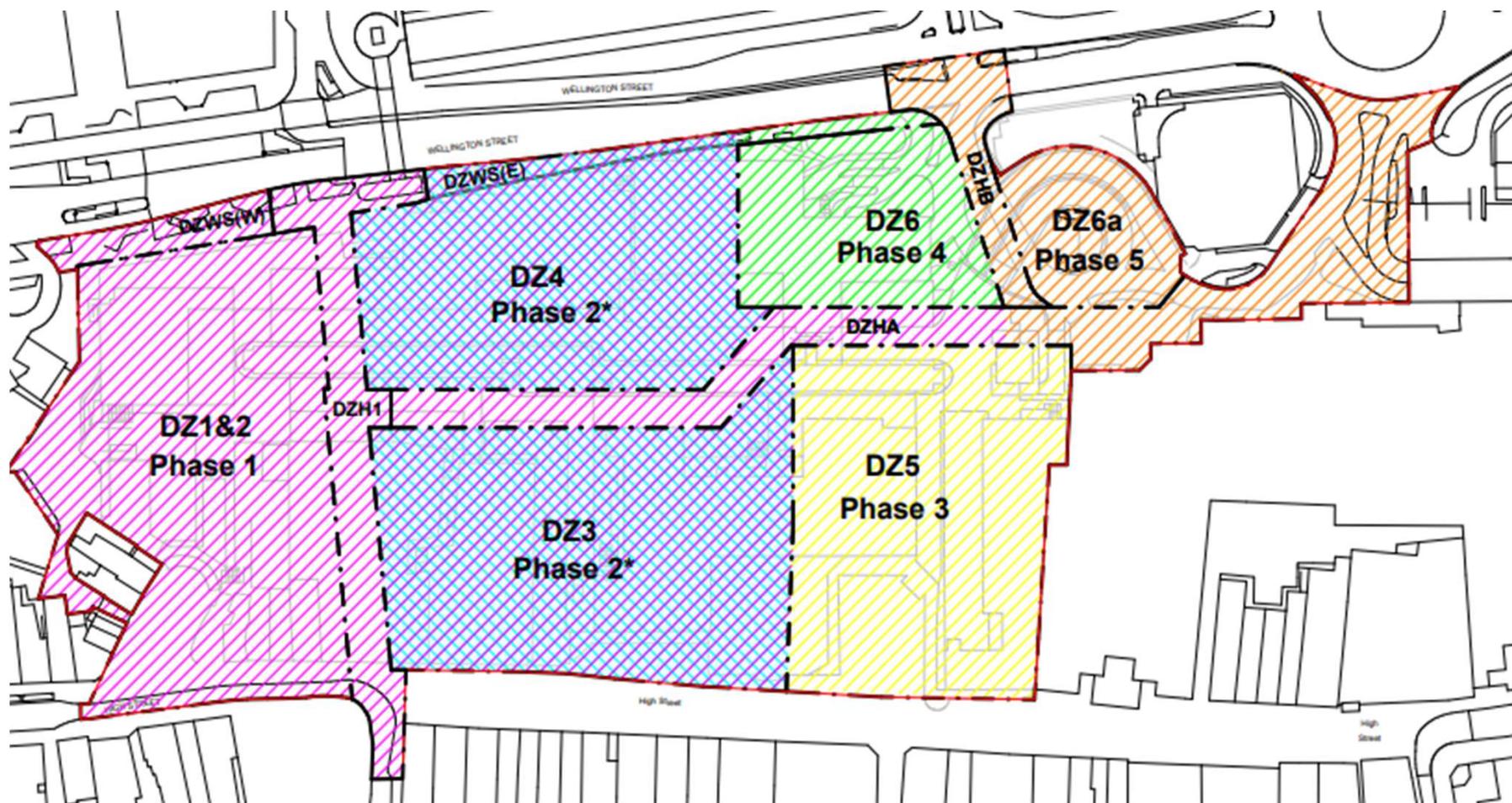
Illustrative Upper Floor Plan



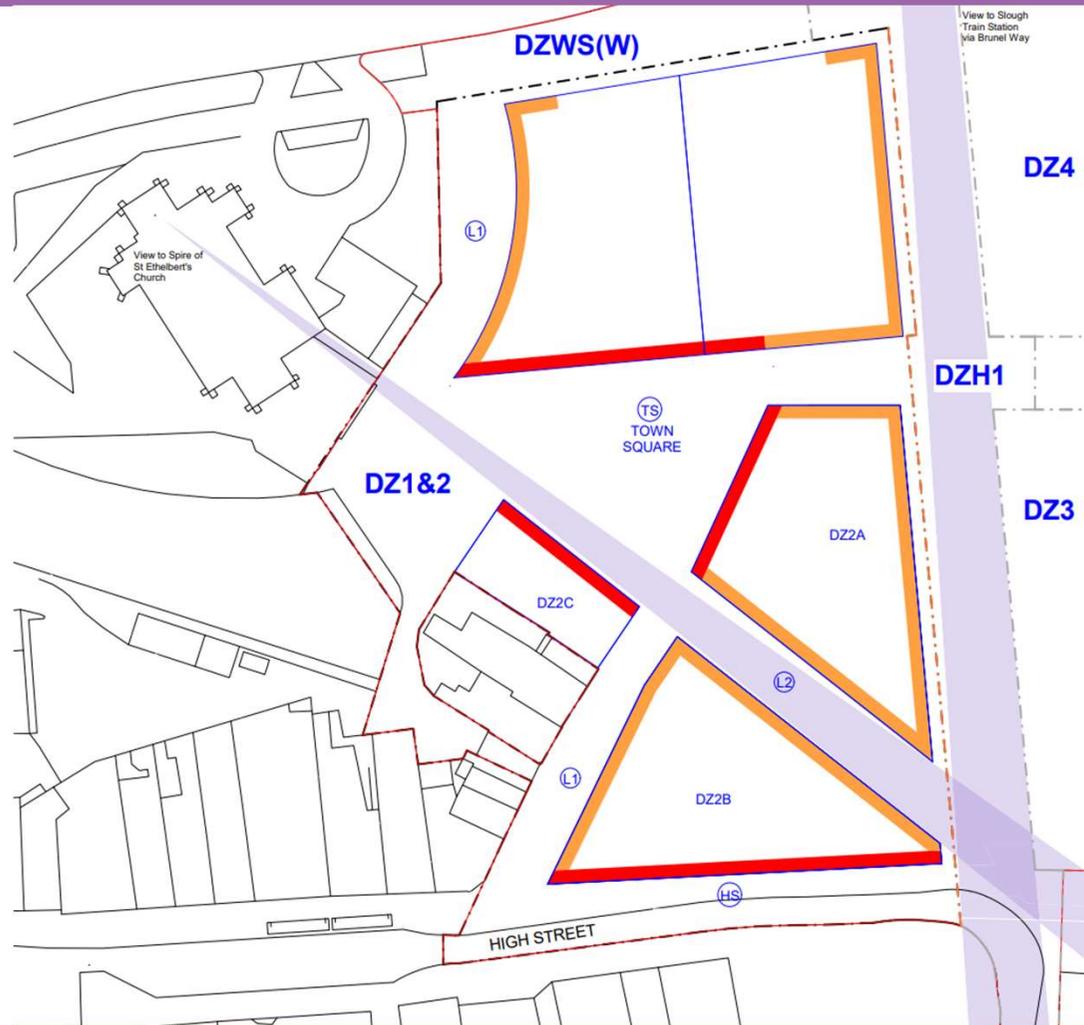
Illustrative Landscape and Public Realm Plan



Illustrative Phasing Plan



Development Zones 1 & 2 Parameter Plan



	Development Zone Boundary
	Application Boundary
	Max Building Footprint (above ground)
	Development Zone Boundary with a limit of deviation of +/- 2m
	Frontages where Town Centre Uses must be at or exceed 70% of the frontage*
	Frontages where Town Centre Uses must be at or exceed 90% of the frontage*
	Area of Public Realm (refer to Design Code)
	Key Viewing Corridors. Refer to ICP**

Design Code – Regulation Plan

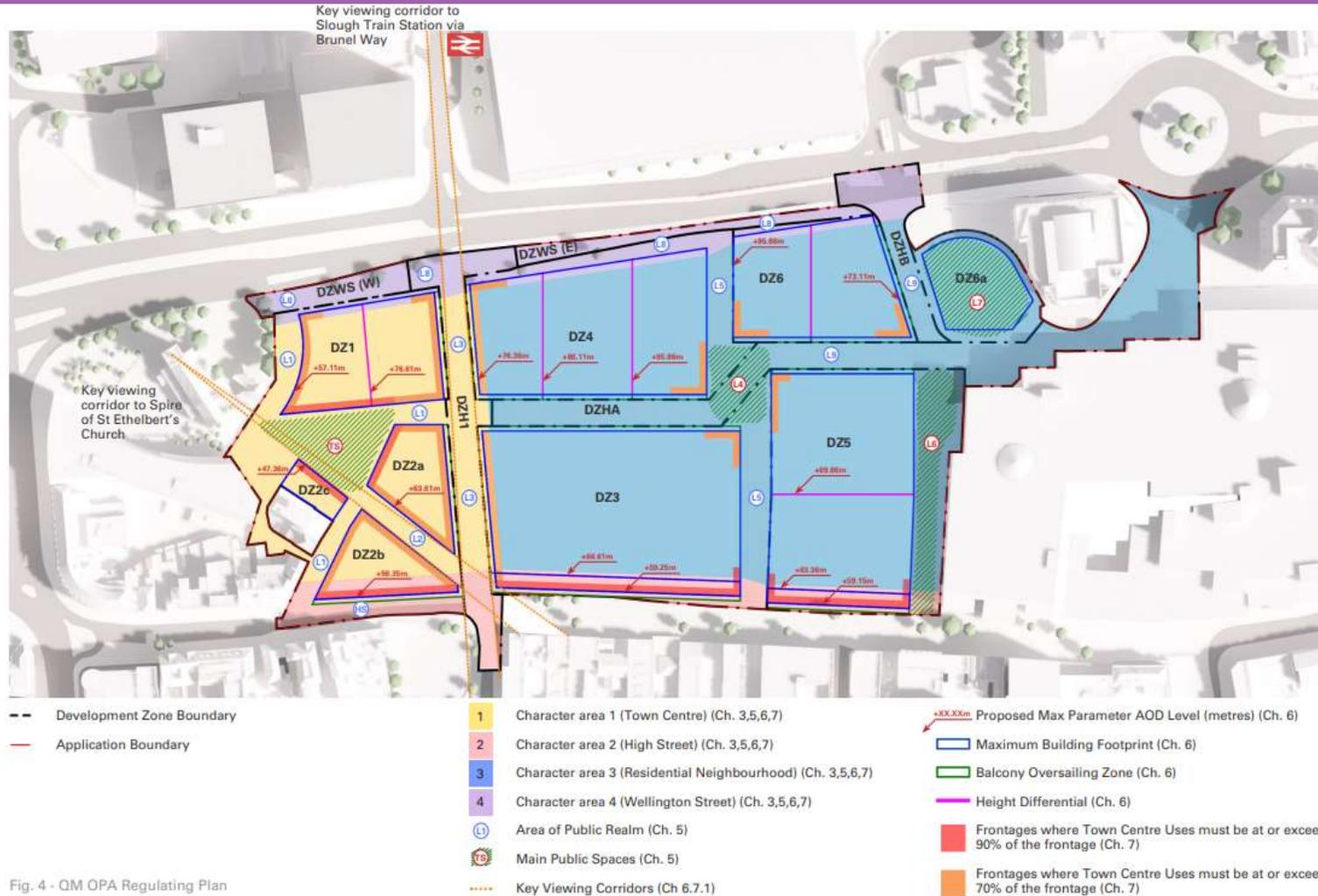


Fig. 4 - QM OPA Regulating Plan

Design Code - Extracts

M3/1 The masterplan proposes four distinct character areas that must be provided to respond to the specific site context and create varied identity within the development, as identified on the QM OPA 'Sitewide Character Areas Plan SWCAP' Parameter Plan.

These distinct character areas are supported by and should be read in conjunction with Mandatory Codes relating to Public Realm (Chapter 5), Built Form (Chapter 6), and Use (Chapter 7).

- 1 Town Centre Character Area
- 2 High Street Character Area
- 3 Residential Neighbourhood Character Area
- 4 Wellington Street Character Area



Fig. 40 - Plan identifying proposed character areas relative to existing character features

Design Code - Extracts

M5/44 A formal civic square with a minimum 1000m² of flexible space for events must be delivered as part of the Town Centre Character area.

M5/46 The Town Square must be designed as a predominantly hard landscaped space with a min. 600sqm paved area to ensure flexibility.

M5/47 A minimum of 9 No. medium sized trees as specified in Section 5.1.5 Street Trees & Planting must be incorporated into the design to frame and delineate the flexible central space.

M5/48 Public seating must be provided within the Town Square in compliance with the requirements set out in Section 5.2.1 Town Centre Character Area.



Fig. 90 - Illustrative Town Square Location Diagram

Illustrative Plan – 3D Visual (Residential)



Illustrative Plan – 3D Visual (Residential)



Illustrative Plan – 3D Visual (Office/MSCP Scenario)



Illustrative Images – Illustrative Views of Wellington Street and DZ1/DZ4



Illustrative Images – Illustrative Views of Town Square & DZ1, DZ2B and DZ2C



Fig. 144 - Illustrative perspective of new Town Square looking towards church & Curve



Illustrative Images – Illustrative Views of DZ2A and DZ2B



Illustrative Images – Illustrative Views of North-South Route & Spine Road



Fig. 192 - Illustrative perspective view of service spine route (looking west)

Illustrative Plan – Illustrative Views of High Street



Illustrative Plan – Illustrative Views of Local Square & Urban Park (DZ6A)



Townscape and Visual Impact

RV18 JUNCTION OF A332 WINDSOR ROAD AND A4 WELLINGTON STREET, LOOKING SOUTH-EAST



Townscape and Visual Impact

RV26 THE COPPER HORSE WITHIN WINDSOR GREAT PARK, LOOKING NORTH



Townscape and Visual Impact

RV4 JUNCTION OF LEITH CLOSE AND WELLESLEY ROAD, A RESIDENTIAL ROAD LOOKING SOUTH



S106 Planning Obligations

- Provision of **12.5% Affordable Housing in Phase 1** comprising 100% Intermediate Dwellings (for sale or rent). This will be no less than **75 x homes**.
- Review Mechanisms securing up to **19% Affordable Housing** (within whole site) in Min Residential (950units) Scheme and **12%** of Max Residential (1600 units) Scheme
- To deliver the **Town Square, North to South Route between High Street and Wellington Street** and connect the Spine Road to the existing HTC Junction.
- Commitment to **actively market the site** to secure provision for **Town Centre Leisure uses of up to 1,500sqm**.
- Provision of **on-site EV car club for up to 16 spaces** and delivery of infrastructure, power supply and charging points.
- Strategy for the provision of **Public Art** within the QM OPA site (including Boundary edges within Land Ownership).
- Requirement to submit for approval a **Public Realm/Operations Management Strategy and Community Safety Plan**
- Requirement to participate, co-ordinate and attend a **Post Decision Design Review Panel**
- Financial Contribution of up to **£3.500,000 towards Sustainable Transport Improvements within Slough Town Centre/Square Mile** and within the immediate vicinity of the site
- Site-wide strategy for **Meanwhile Uses**
- Sustainable Design and Construction Measures securing agreement of BREEAM framework requirement for future RMAs.
- Provision of on-site cycle and pedestrian routes;
- Financial Contribution (of **£100,000**) towards **employment and training initiatives** in the borough
- Submission for approval of a **Local Employment, Skills & Training Strategy** to promote local construction & operational jobs in the development.
- Financial contribution of **£220,000 towards air quality monitoring** within the town centre, in the vicinity of the site
- Financial Contribution of up to **£4.898,494 (less the 'actual' costs of the construction and fit out of a Nursery if DZ6A comes forward for this use) towards education** (based on standard formula in Developer Guide).
- Financial Contribution of up to **£912,000** towards providing precautionary measures reducing recreational and visitor pressure on **Burnham Beeches SAC** including but not limited to improvements to **Upton Court Park**, and/or towards management and maintenance of visitor facilities within Upton Court Park and other suitable alternative green spaces in Slough as deemed appropriate by SBC in consultation with Natural England.
- **Travel Plans** (for residential, nursery and flexible town centre, office and sui generis land uses) and monitoring
- **S278 on and off-site highways works**
- **Car Park Management Plan**

END



Meanwhile Strategy/Phasing

SC Phasing – Principles / Assumptions



Key Notes / Assumptions:

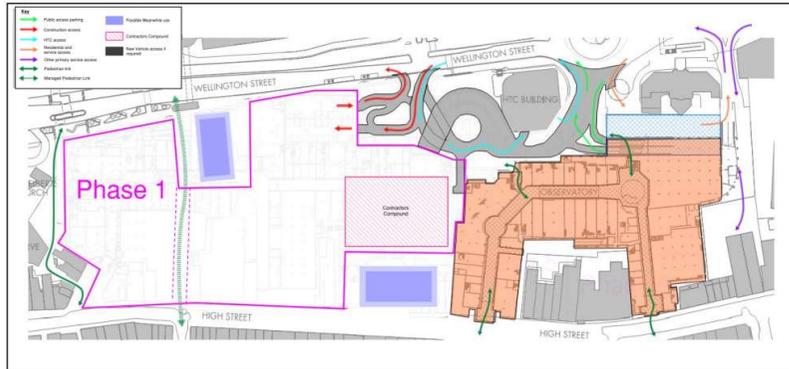
- Observatory retained and trading
- Queensmere demolition - single phased.
- Construction works generally West to East across the site, away from the completed area.
- Further details subject to further CEMP as stated in the ES material, to be provided at RMA stage.

Queensmere Development Site

Observatory retained and trading

Indicative 'Potential' Construction Phasing

SC Phasing – Phase 1 Construction (DZ1, DZ2 & DZ3)

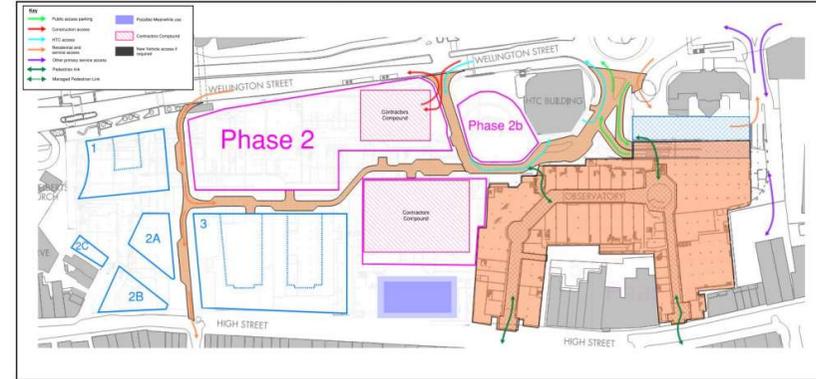


Key Notes / Assumptions:

- Phase 1 (DZ1, 2 and 3) activated for construction.
- Meanwhile use opportunity areas established, including partial re-use of existing Town Sq
- Managed pedestrian routes through the site established when practical and safe to do so.

Phase 1 Construction Programme
 DZ1 and DZ2: Q4 2025 to Q4 2027 (24 months)
 DZ3: Q4 2025 to Q4 2028 (36 months)

SC Phasing – Phase 2 (DZ4) / Phase 2b Construction (QM Rd)



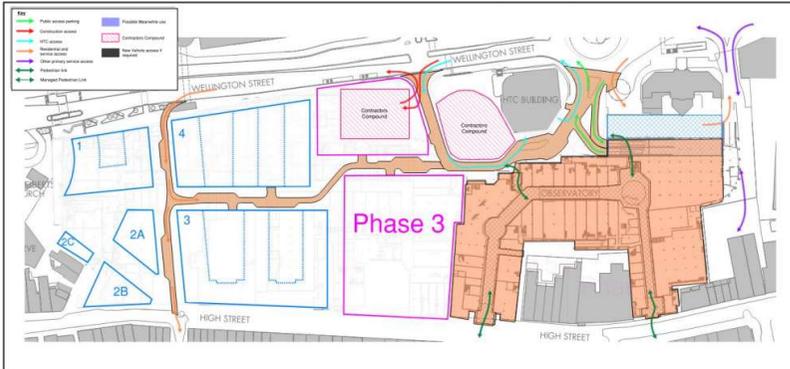
Key Notes / Assumptions:

- Phase 2 (DZ4)
- DZ4 activated for construction
- Contractors compound maintained from Phase 1
- Phase 2b (QM Road)
- Overpass / spiral ramp demolished
- QM Rd activated for construction
- Spine Road completed up to HTC roundabout

Phase 2 Construction Programme
 DZ4 - 36 months

Phase 2b Construction Programme
 Overpass Demolition and QM Road - 12 months

SC Phasing – Phase 3 Construction (DZ5)



Key Notes / Assumptions:

- Spine Road and Queensmere Road complete
- Contractors compound maintained and expanded to eastern side of QM road.
- Phase 3 (DZ5) activated for construction

Phase 3 Construction Programme
 DZ5 - 36 months

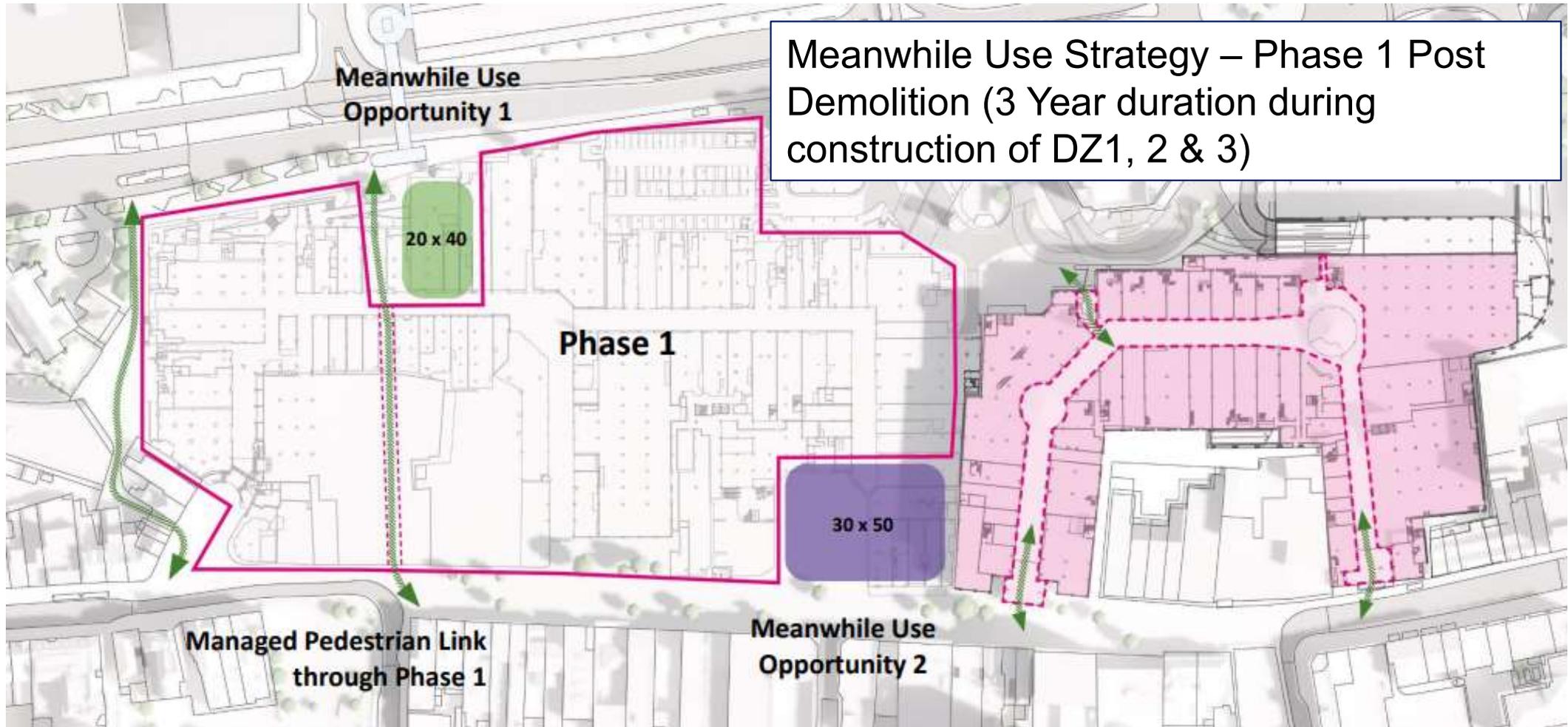
SC Phasing - Phase 4b Complete



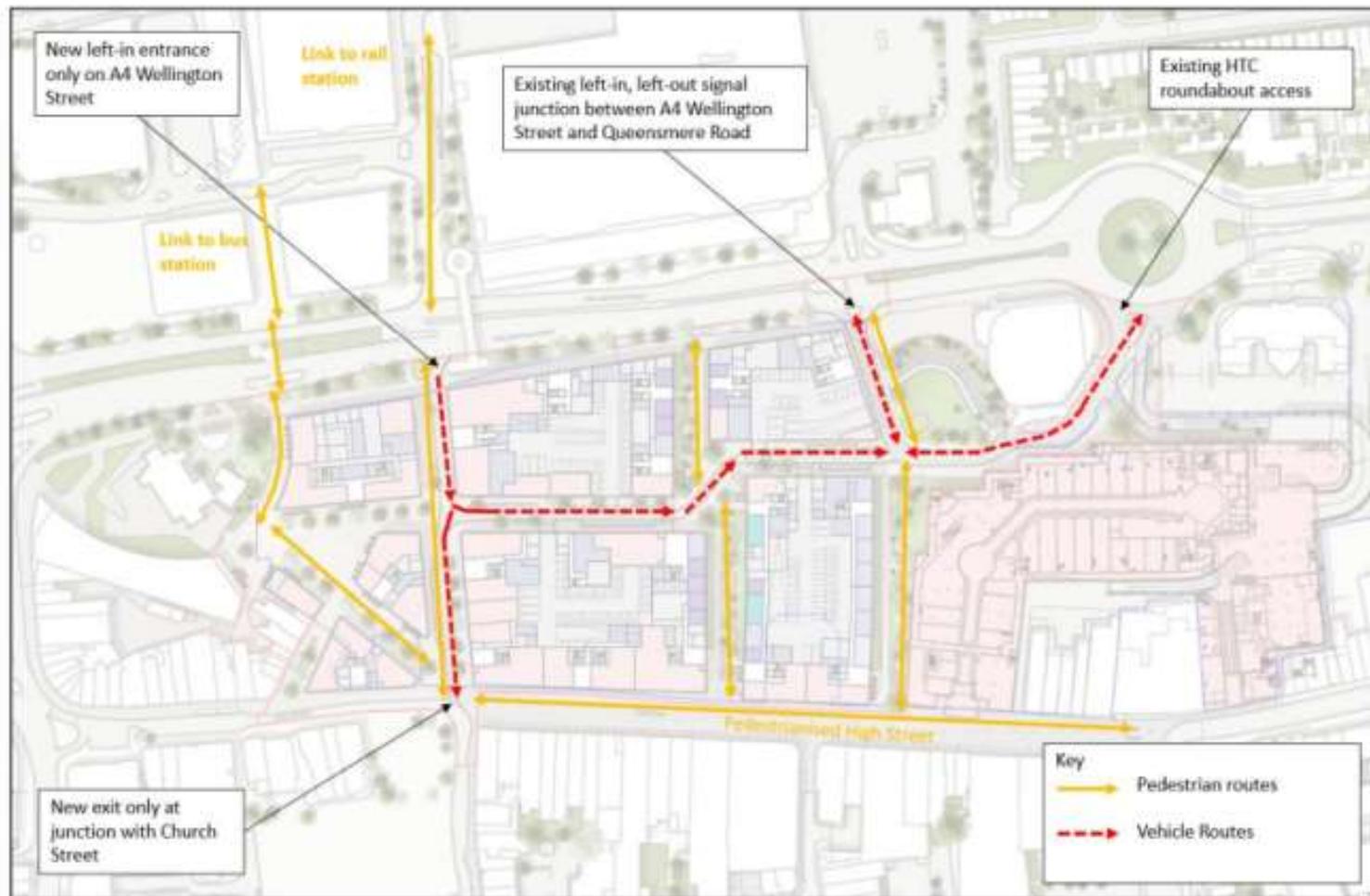
Key Notes / Assumptions:

- Phase 4b (Public Realm / Nursery) complete

Meanwhile Strategy/Phasing



Pedestrian and Vehicle Routes



Existing Building Heights

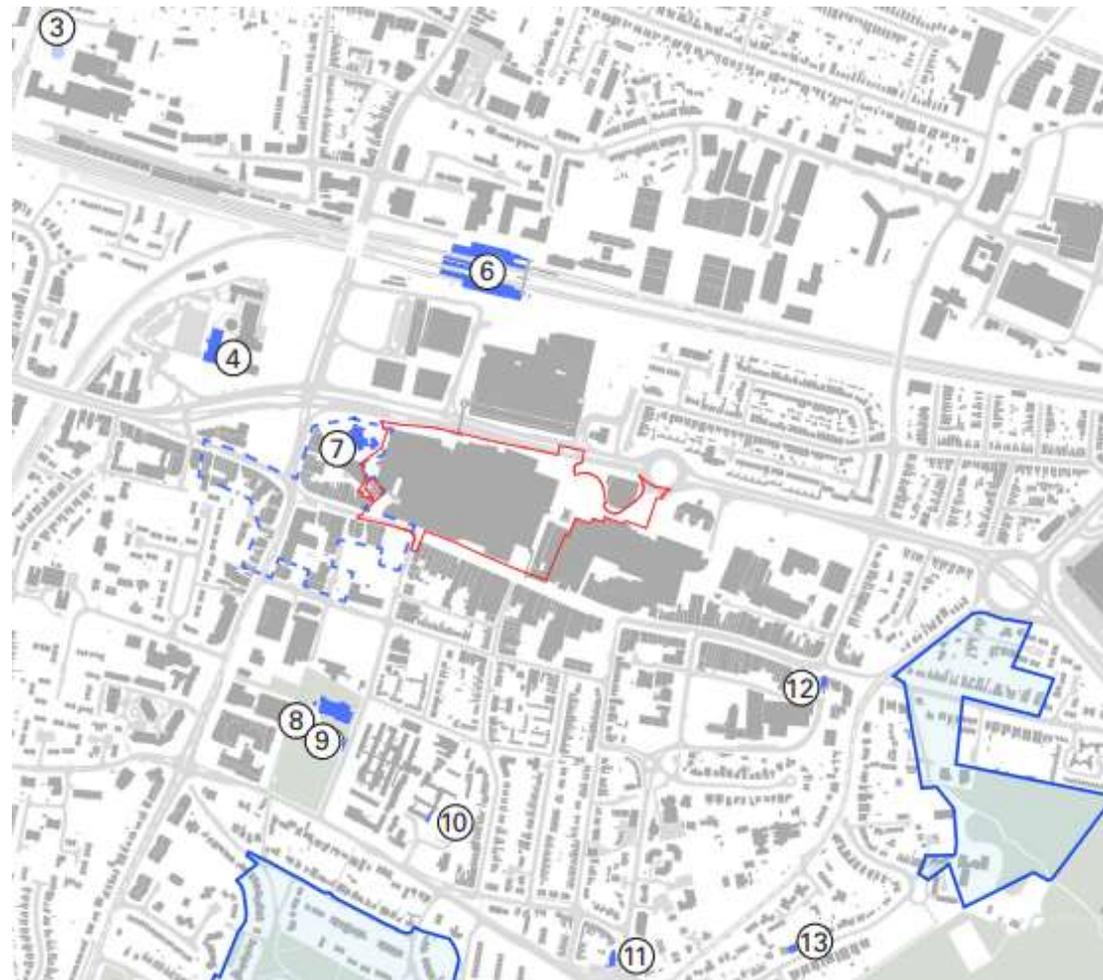
The tallest buildings within the centre of Slough are currently focussed within the existing site and in the close context of the existing site.



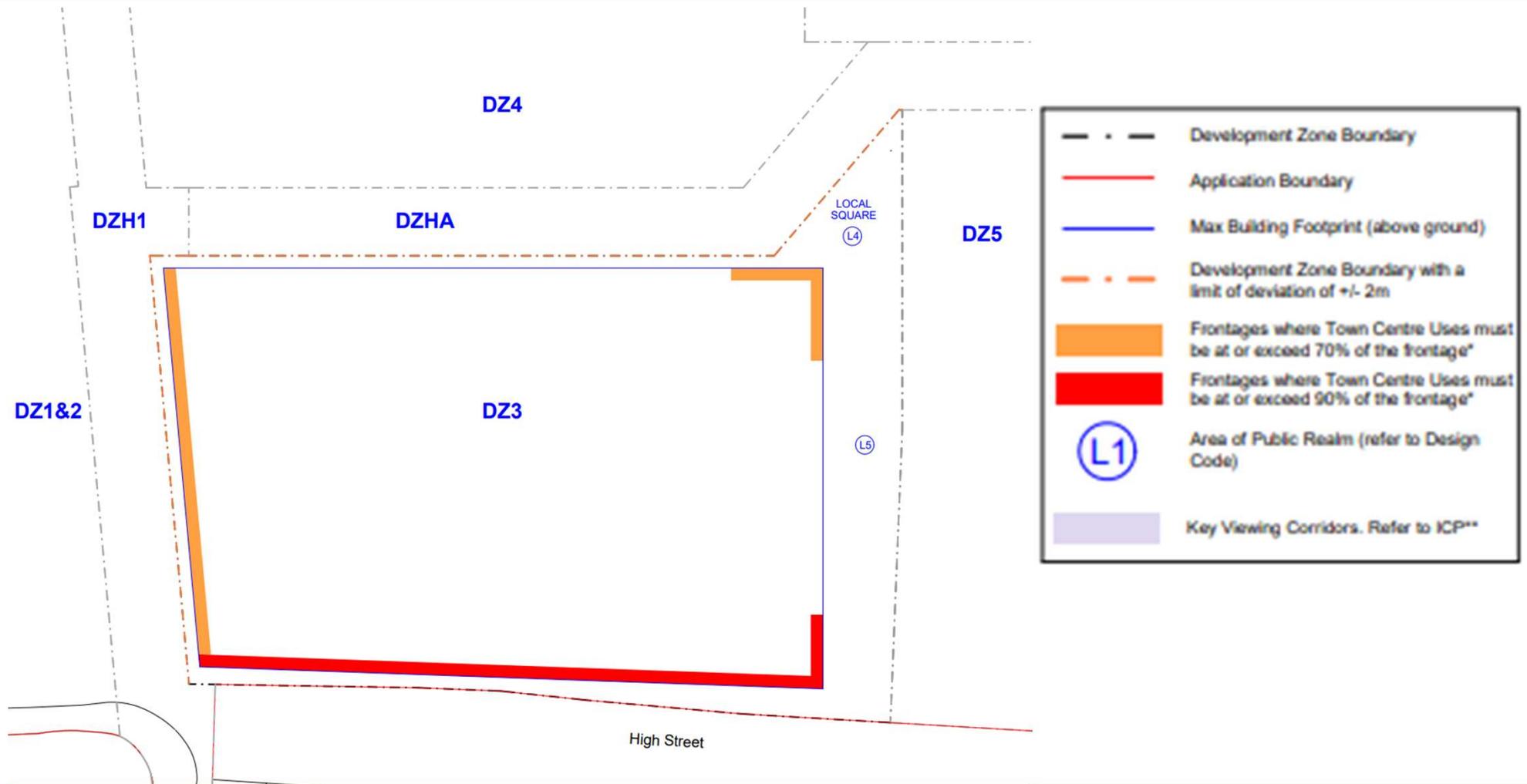
Fig.60 - Building Heights - Existing Context

Designated Heritage Assets

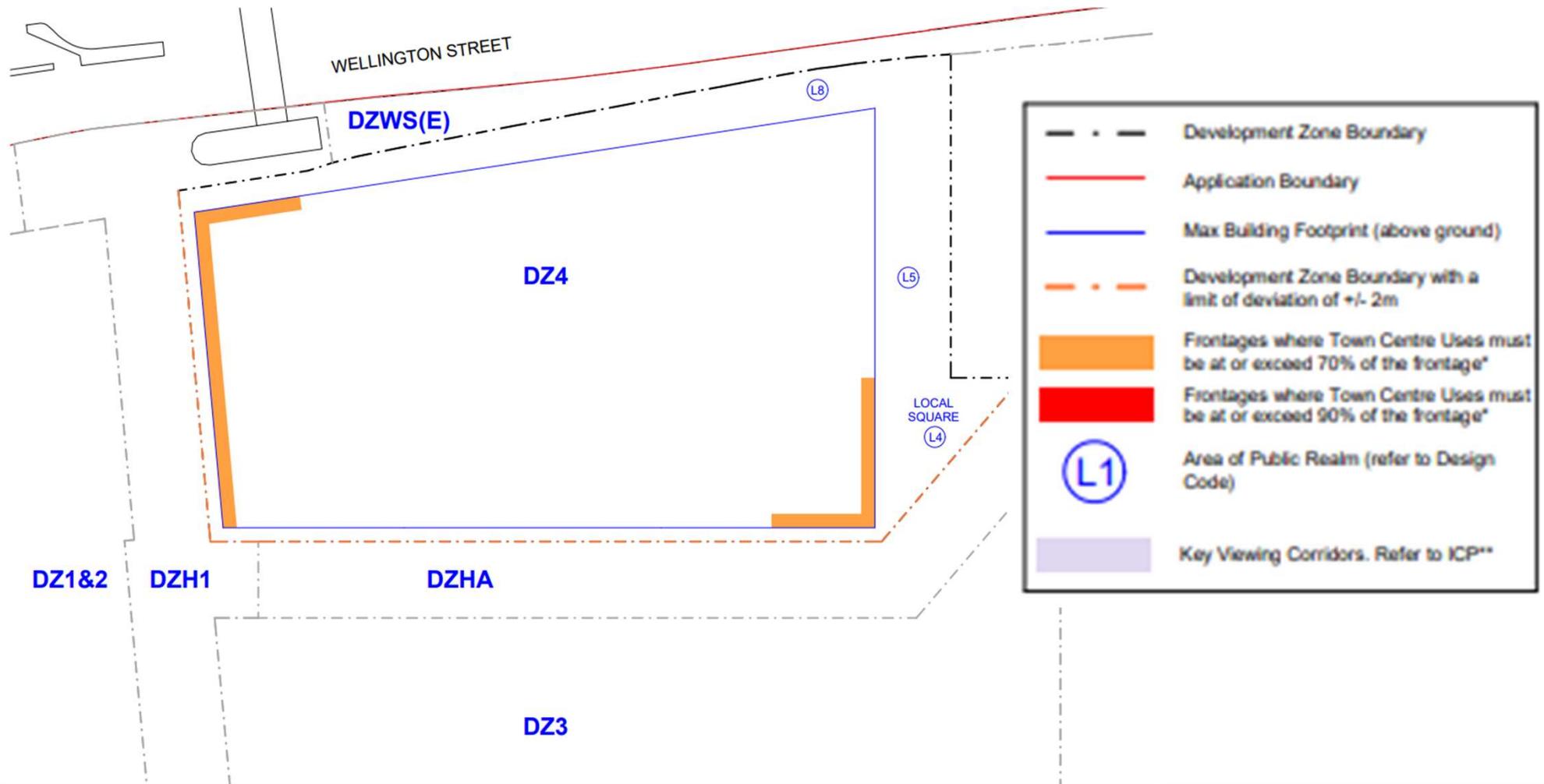
-  Conservation Area
-  Old Town Area
-  Grade II*
-  Grade II
-  Grade I



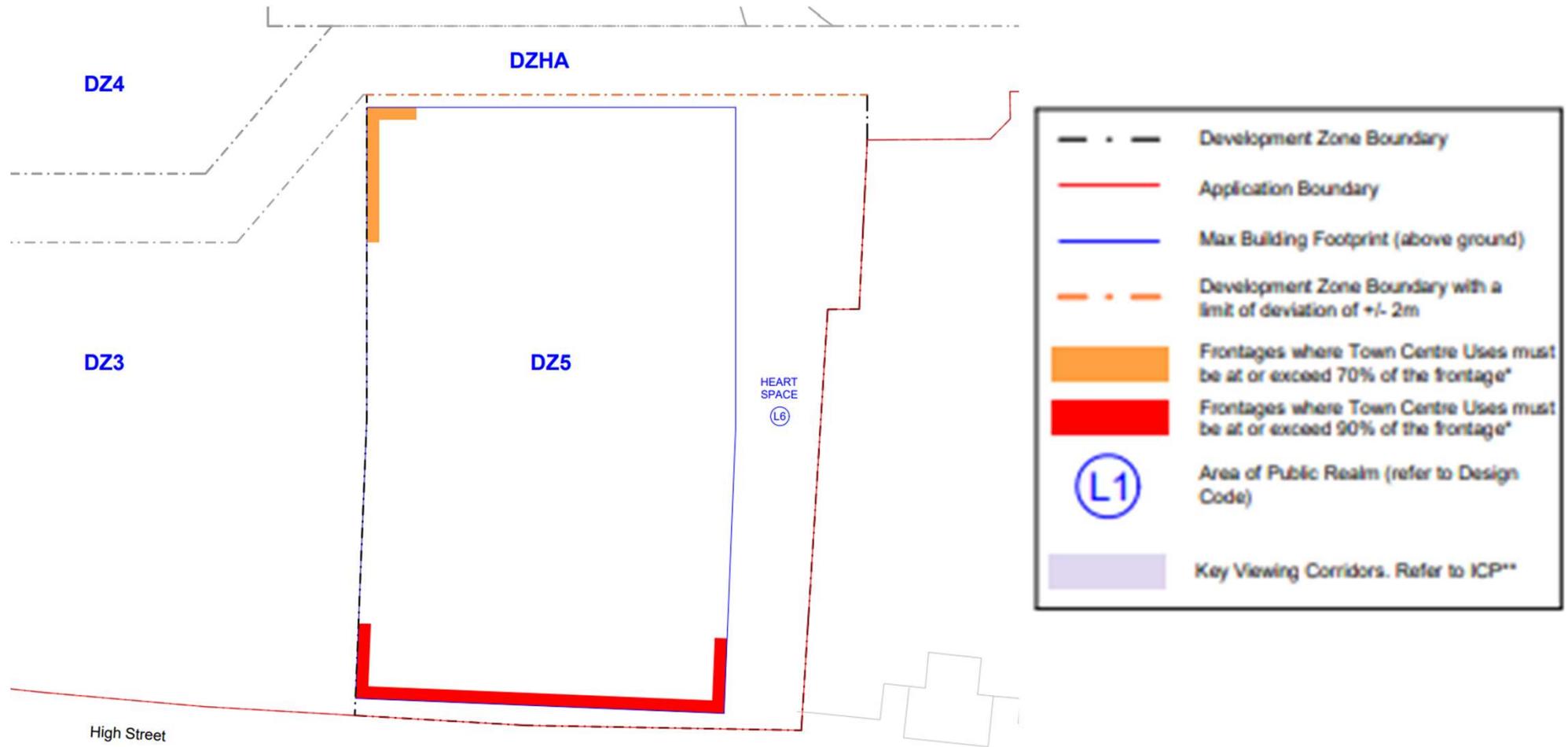
Development Zone 3 Parameter Plan



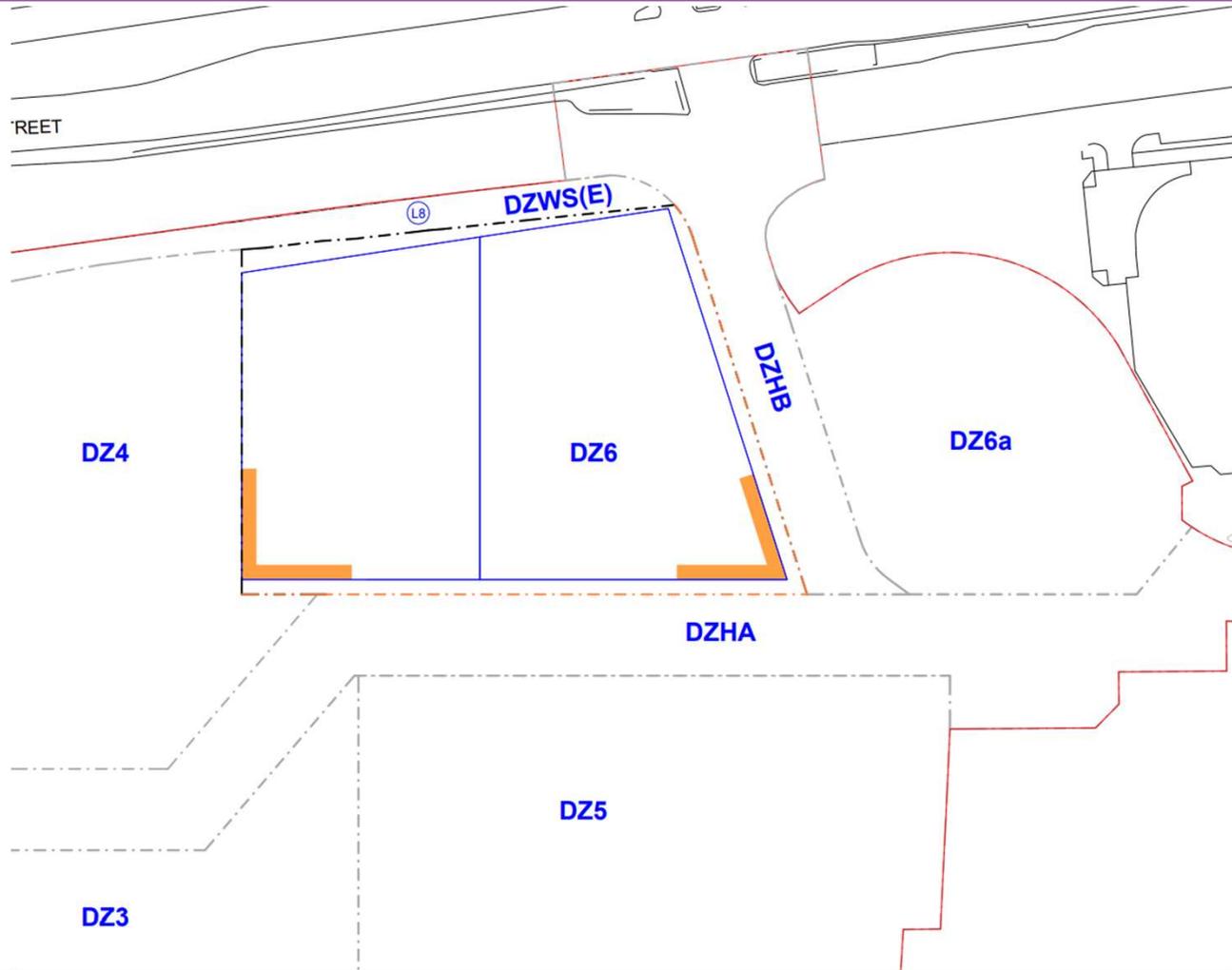
Development Zone 4 Parameter Plan



Development Zone 5 Parameter Plan

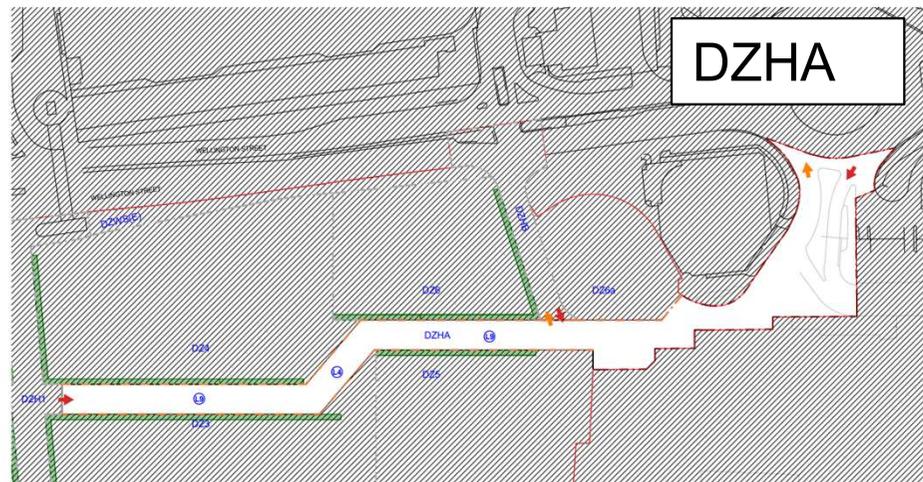
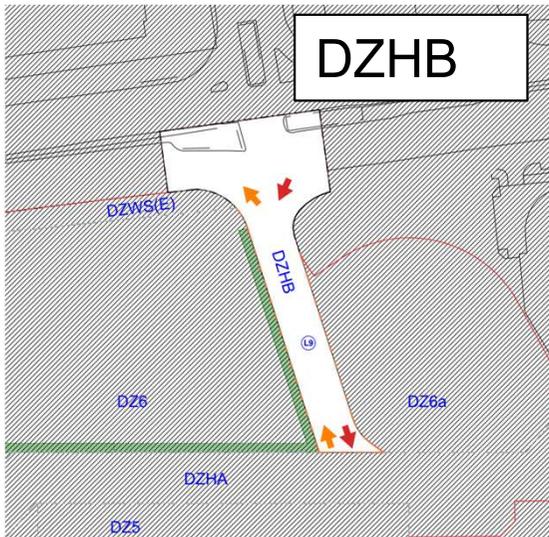
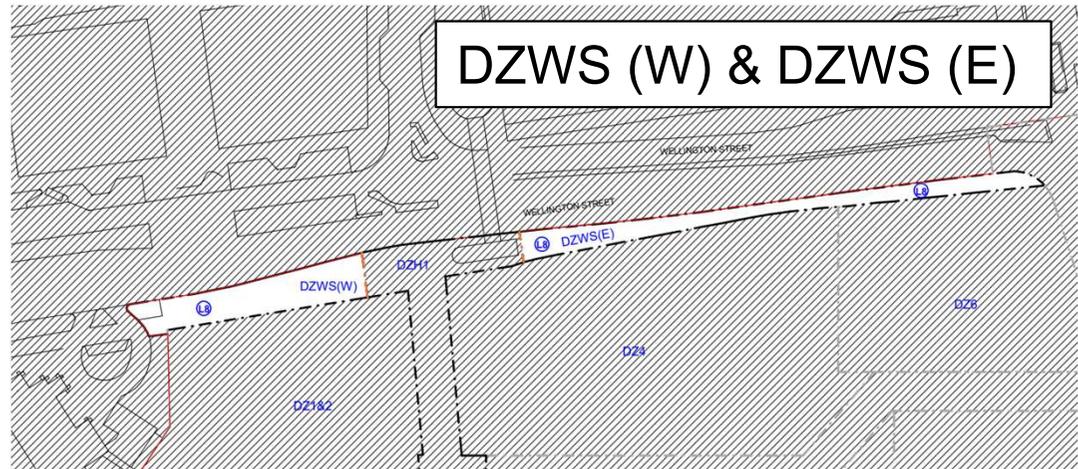


Development Zone 6 Parameter Plan



	Development Zone Boundary
	Application Boundary
	Max Building Footprint (above ground)
	Development Zone Boundary with a limit of deviation of +/- 2m
	Frontages where Town Centre Uses must be at or exceed 70% of the frontage*
	Frontages where Town Centre Uses must be at or exceed 90% of the frontage*
	Area of Public Realm (refer to Design Code)
	Key Viewing Corridors. Refer to ICP**

Development Zone Parameter Plans



Existing Queensmere Shopping Centre



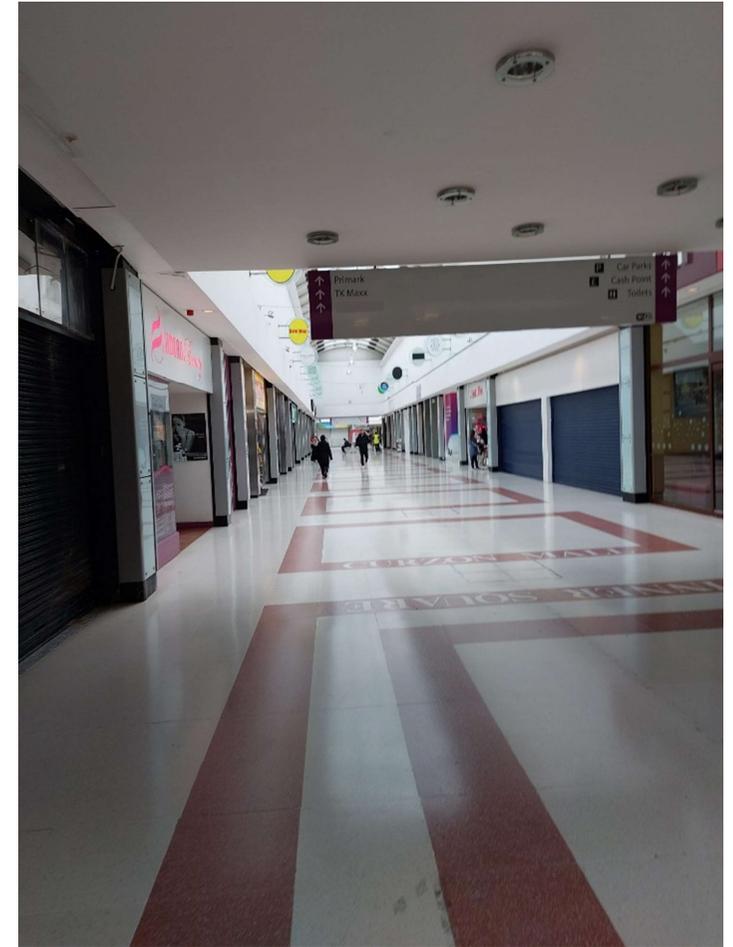
Existing Queensmere Shopping Centre



Existing Queensmere Shopping Centre



Existing Queensmere Shopping Centre



Existing Queensmere Shopping Centre

