

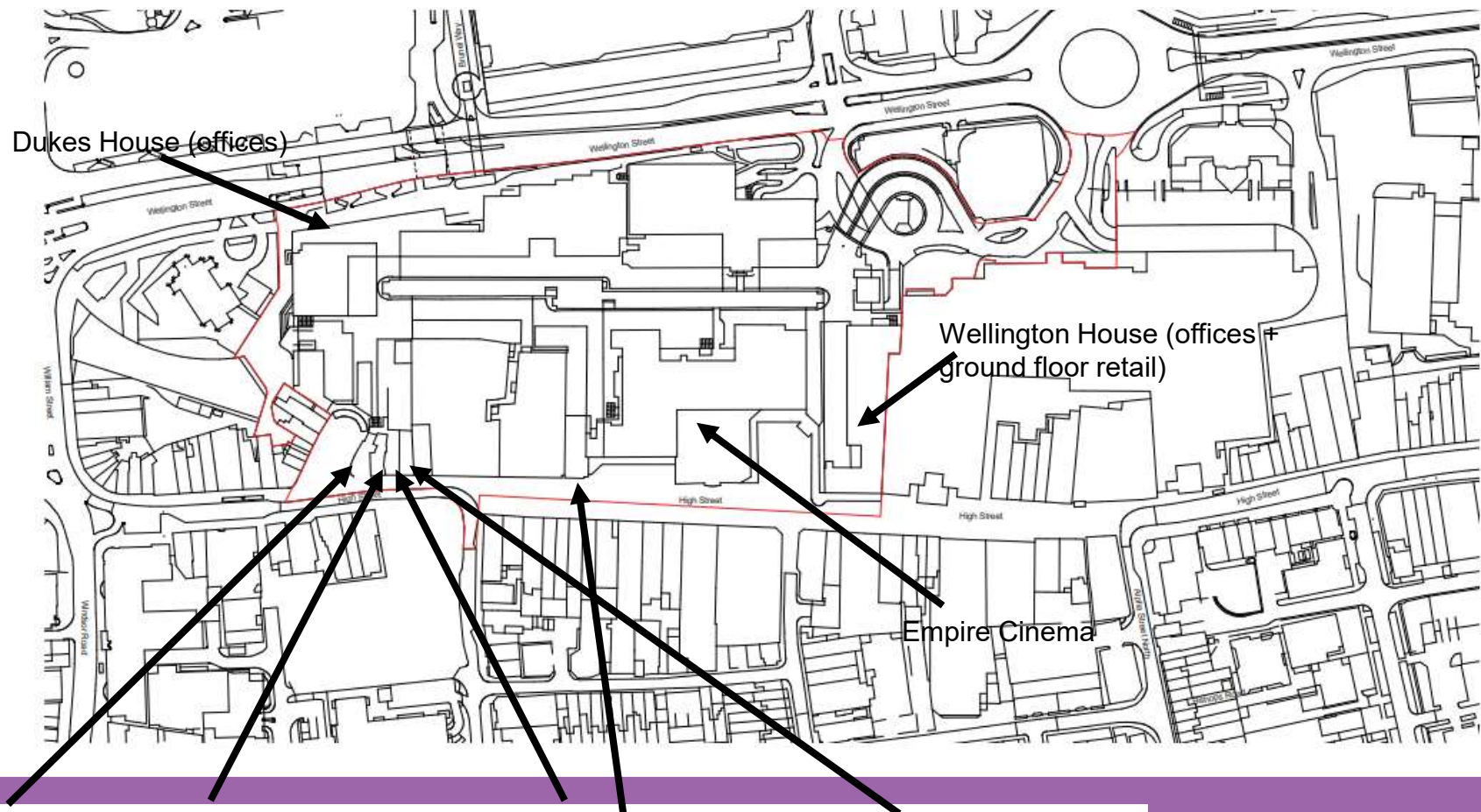
Queensmere Shopping Centre

Ref: PREAPP/1302

Red Line Site Plan



Existing Site



Tui and Vodaphone (141 High Street), Virgin Media (143 High Street), Admiral Insurance (145 High Street) and Bright Fixtures (165 High Street) + upper floor uses

Aerial View of Site



Aerial View looking east



Aerial View of Site looking west



Town Square and Empire Cinema



Wellington House



Queensmere Entrance (near former Debenhams)



Mackenzie Square + Queensmere Entrance by Sports Direct



Dukes House, Wellington Street adjacent to St Ethelberts Grade II listed Building



Queensmere Car Park



Queensmere Car Park



Previously Withdrawn Scheme

In 2015, a resolution to grant planning consent was gained for the redevelopment of the Queensmere Shopping Centre to provide 675 apartments and the redevelopment of the shopping centre with the provision of 1160sq m of additional retail space and a new 600 space car park.



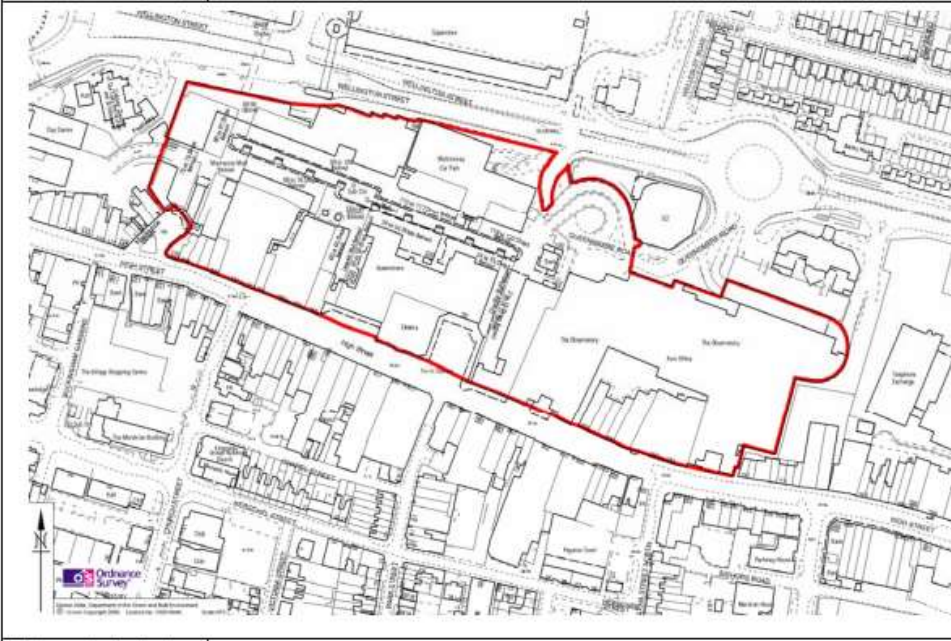
Previously Approved Scheme



SSA14 – Strategic Site Allocation 14 (DPD Allocations Document 2010)

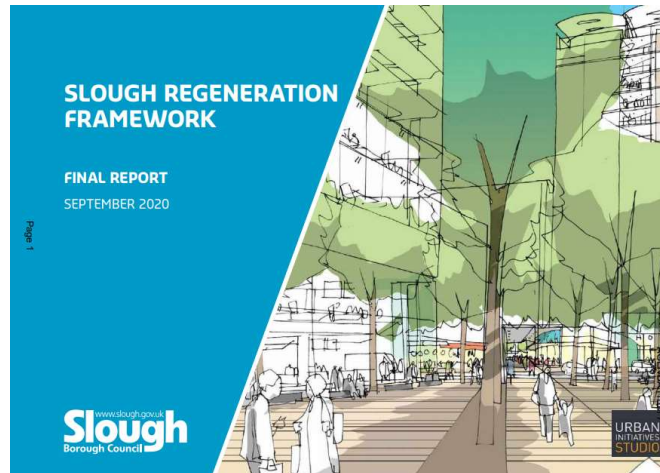
Site Reference	SSA14	Ward	Upton
Address	Queensmere and Observatory shopping centres High Street, Slough		
Area (hectares)	5.83	Grid Reference	497920, 179830
Proposed Use:	Mixed: retail, leisure, restaurants/bars, car parking, residential, community		

- To establish the principles for the comprehensive redevelopment and/or reconfiguration of the Queensmere and Observatory shopping centres.
- To ensure that the future development of the shopping centres positively contributes to the wider regeneration proposals for the town centre; particularly the Heart of Slough.
- To support development proposals that will encourage further retail investment in the town centre.

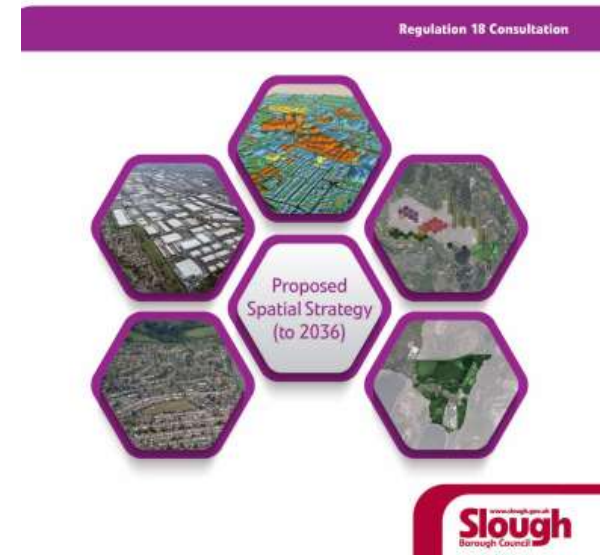


Emerging Planning and Regeneration Policy Frameworks

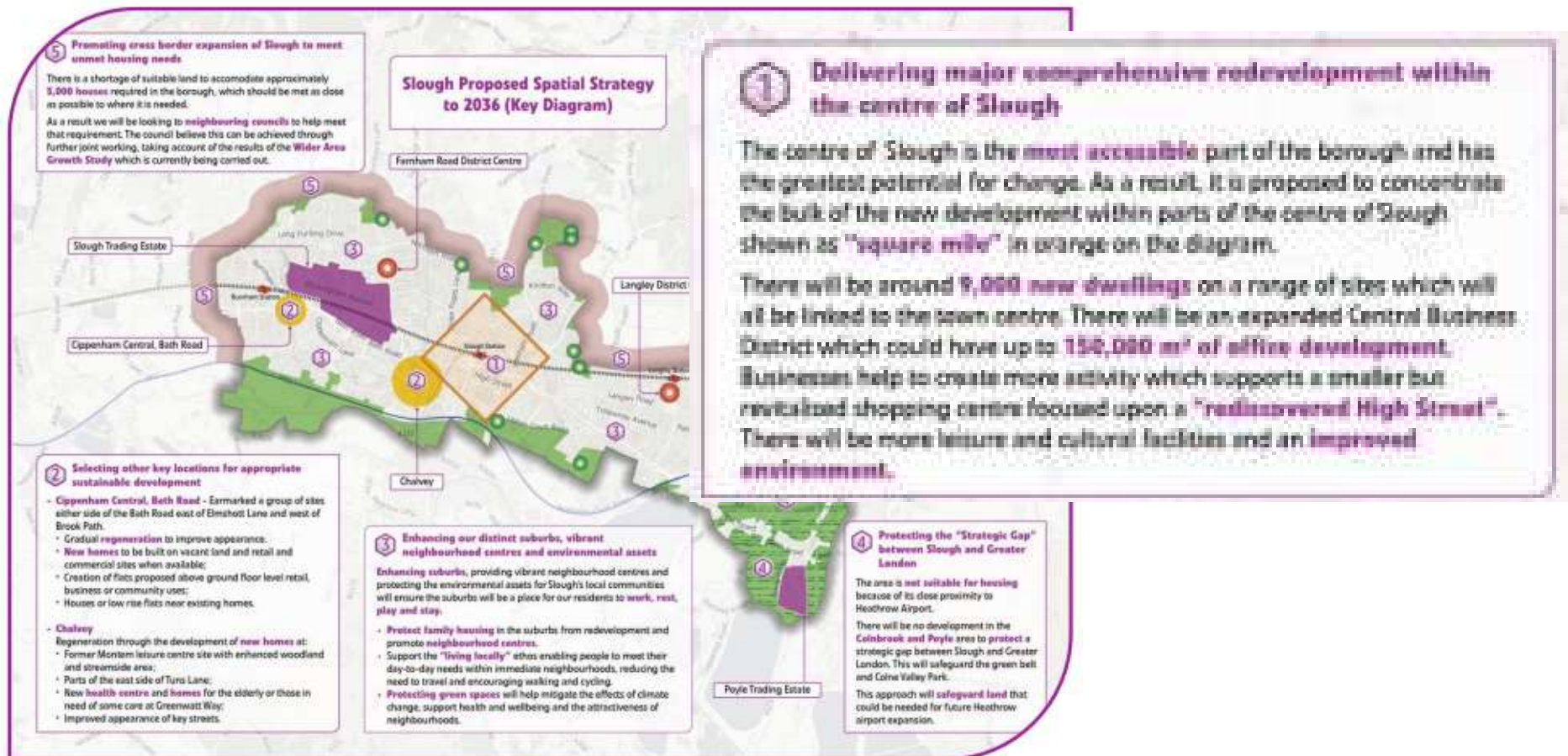
Slough Local Plan 2016-2033
Centre of Slough
Interim Planning Framework



The Proposed Spatial Strategy
November 2020

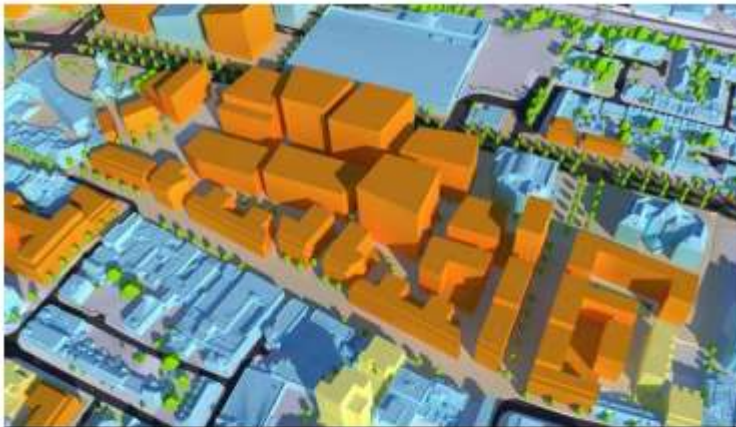


Proposed Spatial Strategy 2020



Centre of Slough Regeneration Framework (2020)

Site 11 – Slough Central



POTENTIAL CAPACITY:

- Minimum of 1,000 residential dwellings
- Minimum 50,000 up to 200,000 sq m offices
- Minimum 10,000 sq m retail
- Minimum 5,000 sq m leisure (inc F&B/cinema)

OVERARCHING DELIVERY APPROACH:

Private sector / developer led. Phased development. Potential for Council to facilitate site assembly using requisite powers, if justified.

KEY DELIVERY PARTIES:

Landowner, developer

DELIVERY TIMEFRAME:

0-15 years; phased development to allow relocation of existing retailers / occupiers and in order to allow market absorption of new stock into the market. Phase 1: 0-10 years; phase 2: 5 -15 years



Proposed Spatial Strategy 2020 – Key Development Planning Principles/Requirements

The redevelopment [of the Queensmere Site] should provide:

- Comprehensive mixed use scheme which follows the broad principles set out in the Centre of Slough Interim Planning Framework and the Regeneration Framework.
- New **retail and leisure** facilities which will create an attractive and vibrant centre. This will include new **food and beverage outlets and a cinema** which will help to sustain an evening as well as day time economy. This could also include provision for **new cultural facilities**.
- Approx **50,000 m2 of offices** could be built along Wellington Street as part of the “workplace led” regeneration strategy.
- A **substantial amount of housing** throughout the redevelopment with a concentration at the eastern end, possibly in a new residential quarter. This should include a range of accommodation including the maximum reasonable provision of **affordable housing**;
- A **high standard of architecture** will be required in order to deliver this dense city centre scale development;
- The **tallest buildings** should generally be to the **north alongside Wellington Street**, which should become a new “address street”. The height of buildings should **step down towards the High Street** in the south where they should generally be a **maximum of 6 stories** in order to retain its human scale.
- The **scale and nature of development at the western end** of the sites needs to **reflect and enhance the setting of St Ethelbert’s church and The Curve**;

Proposed Spatial Strategy 2020 – Key Development Planning Principles/Requirements

The redevelopment [of the Queensmere Site] should provide:

- A **new pedestrian route** (with active frontages) will be created which links the High Street to the railway station via an improved Brunel Way.
- The whole site will need to be **permeable with convenient and attractive links to the rest of the town centre.**
- Buildings should be set in a **high quality public realm** that includes areas of **planting** and **semi-mature tree planting.**
- New **areas of public open space** will have to be provided including a “**civic square**” adjacent to, or part of, the new pedestrian link from the High Street to the railway station.
- Opportunities should be taken to provide **landscaped roof gardens** on the tops of buildings.
- The **views of the surrounding area should be optimised**, particularly those of Windsor Castle to the south. A public viewing area could be provided to create an attraction and enhance the appreciation of the area.
- Potential creation of a secondary “neighbourhood” of shops and leisure uses behind the High Street frontage;
- The layout should put **pedestrians first.**
- **Vehicular access to the public car parks** should be from **Wellington Street;**

Pre-Application Proposals for Queensmere Shopping Centre (Outline Planning Application)

The development will include the phased demolition of all buildings and phased redevelopment of the Queensmere Shopping Centre and associated land for up to **350,000 sqm** across six Development Zones (DZs), to provide a **mixed-use scheme**, including:

- **Up to 1,600 residential units** [Class C3 and up to 20% of which could be Class C2 use]
 - **0 sqm – 40,000 sqm office space** [Class E]
 - **5,500 sqm – 12,000 sqm retail, food and beverage uses** (Class E and Class F (Use Class F would not include primary or secondary schools under F1(a))).
 - **0 sqm – 1,500 sqm live music venue/cinema** (Sui Generis)
 - **0 sqm – 2,250 sqm bar/hot food takeaway** (Sui Generis)
 - Additional flexibility in basement footprint allowance.
 - Up to **550 car parking spaces**.
-
- 14 Year Build Out Period
 - Phasing/Build out from the west to east of the site;
 - A Meanwhile Use strategy is to be prepared as part of the planning application.
 - Flexible land uses sought for upper floors in Development Zones 1 and 2 and Development Zones 4 (for offices OR residential) and 6 (Multi storey car park or Residential/MSCP);
 - The Application is proposed to be submitted in outline form with all matters reserved.
 - Documents submitted for approval will comprise parameter plans and mandatory design codes, alongside an Environmental Impact Assessment (EIA).
 - The application has been prepared with an illustrative masterplan which indicates one 'possible' scenario to the development.