



# SLOUGH REGENERATION FRAMEWORK MASTERPLAN

PRESENTATION FOR OVERVIEW + SCRUTINY (10 September 2020)



# **Slough Regeneration Masterplan**

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## **Preparing the Regeneration Framework**

# REGENERATION FRAMEWORK PURPOSE

- Set out a **clear vision and spatial framework** for development and regeneration of Slough's Square Mile
- Identify the **opportunities for growth and transformation** on a site specific and area wide basis
- **Identify linkages** and opportunities for improved movement, transport and access in particular for people travelling by foot, bicycle and public transport
- Establish **design principles and development parameters and potential development quantum**s contributing to housing growth targets and employment generation
- Provide a **strategic delivery plan** setting out project phasing, priorities, timescales, delivery approaches

# **Slough Regeneration Masterplan**

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## **Vision for Slough's Square Mile**

# GROWING A PLACE OF OPPORTUNITY AND AMBITION

1. Slough children will grow up to be happy, healthy and successful
2. Our people will be healthier and manage their own care needs
3. Slough will be an attractive place where people choose to live, work and stay
4. Our residents will live in good quality homes
5. Slough will attract, retain and grow businesses and investment to provide opportunities for our residents



***The Regeneration Framework takes these priorities as a starting point for the spatial vision for Slough's Square Mile.***



# 1

## TO DELIVER a **21<sup>st</sup> century town centre** that is accessible + enhances health and well being



### PRINCIPLES

- Prepare a **coherent strategy** that recasts the centre as a focus for entrepreneurial activity, jobs, shopping and culture throughout the day and evening
- **Plan for the long-term** ensuring that the town benefits from **digital infrastructure** and provides an attractive and green place to invest, establish a business or live a healthy and happy life
- Encourage a **shift to sustainable modes** to reduce carbon emissions and improve air quality
- Introduce **urban greening** to increase biodiversity and enhance mental health
- Deliver **fantastic buildings and architecture, public spaces and streets** that utilise sustainable construction methods and materials

# 2

## TO DEVELOP an expanded **Central Business District** to the south of the railway station



### PRINCIPLES

- Deliver a **vibrant new office quarter** that takes full advantage of the enhanced access brought by the Elizabeth line and offers a high quality-working environment in the heart of the town
- Provide **accommodation for a range of businesses from established multi-national companies to new digital start-ups**
- Provide **a focus for jobs in the town centre**, that reflects the town's strong entrepreneurial and industrial past and builds on the towns status as 'the best place in which to work' in the UK



# 3

## TO REVITALISE the **shopping and leisure offer** in the town centre



### PRINCIPLES

- Promote redevelopment of the town's shopping centres with these replaced with a **street based shopping environment** as part of mixed-use development
- Focus on the quality of visitor experience with enhanced leisure, **cultural and food and drink offer**. This to include a town centre cinema and potential for street markets, events and meanwhile use
- Extend activity into the evening and establish a **strong evening economy** in the town
- Draw on the cultural diversity of Slough's residents to offer a **distinctive independent offer**



# 4

## TO DELIVER a range of new homes in the Square Mile



### PRINCIPLES

- Deliver a **significant proportion of the Council's housing need** within a highly accessible location
- **Increase the catchment population** to support a range of services in the town centre
- Deliver a **range of housing types and tenures** (including affordable homes), in response to the specific location and context of residential sites
- Higher density apartments close to the station and on central sites; more family accommodation on peripheral town centre sites
- Ensure that appropriate **community infrastructure** is provided to meet future needs

# 5

## TO STRENGTHEN Slough's **cultural offer**



### PRINCIPLES

- Deliver **new cultural facilities and spaces** as part of a stronger cultural offer that will enhance the standing of the town and its cultural identity
- Build on Slough's **multi-cultural and diverse community** and its grass roots arts and cultural organisations
- Invest in **education, innovation and life long learning**
- **Link cultural facilities** to complement the existing town centre offer including 'The Curve'
- Provision of **affordable studios and start-up spaces** for creative industries



# 6

## TO CREATE a **people focused public realm**



### PRINCIPLES

- Enhance the attractiveness of the town centre through a **unified public realm** that seamlessly links different parts of the town centre with one another
- Deliver a **network of connected streets and spaces** providing a focus for events and activities within the town centre
- Ensure that the main streets, including Wellington Street, William Street, Windsor Road and Stoke Road, are easy to cross for pedestrians



## 7

# TO IMPROVE **connections** between the town centre and Slough's neighbourhoods and the wider area



## PRINCIPLES

- Create a **network of attractive and legible routes** linking the town centre with residential neighbourhoods, employment areas and leisure attractions including the significant open spaces that surround the town
- Promote and **deliver transport solutions that favour walking, cycling and public transport** (including MRT) as a means to access the town centre over the use of motor vehicles
- Take advantage of the excellent public transport accessibility provided by the railway station and **the Elizabeth line**
- Ensure that walking and cycling into the town centre, and from the centre to employment sites and leisure destinations, becomes a realistic and healthy choice

## 8

# TO DELIVER a **step change in the quality of design and architecture** in the Square Mile



## PRINCIPLES

- Establish **clear principles for the layout, scale and massing of development** that reinforce the network of routes and spaces in the town
- **Respect and celebrate the town's history and heritage**, and assess views to and from the town when considering the form, layout and scale of new development
- Promote **new buildings that positively respond to streets and spaces** whilst concealing servicing, parking and other non-active street frontages wherever possible
- Locate buildings of civic importance in prominent locations and celebrate these through their architecture **to aid legibility**
- Utilise the **roofscape to deliver urban greening** and to take advantage of views to the wider countryside and to Windsor Castle



## 9

# TO PROVIDE the **right amount of car parking** in the right locations



## PRINCIPLES

- Deliver an appropriate level of car parking to meet the needs of the town whilst recognising the need to reduce car borne trips
- Locate public parking at **convenient locations** on the approaches into the centre
- Ensure that the car **parking strategy is flexible** and can embrace future changes in mode share
- Encourage a switch **to electric vehicles** and promote **car club** schemes
- Consider longer term use of **park and ride** in order to reduce trips into the centre



# 10

## TO DELIVER **small interventions, events and early wins**



### PRINCIPLES

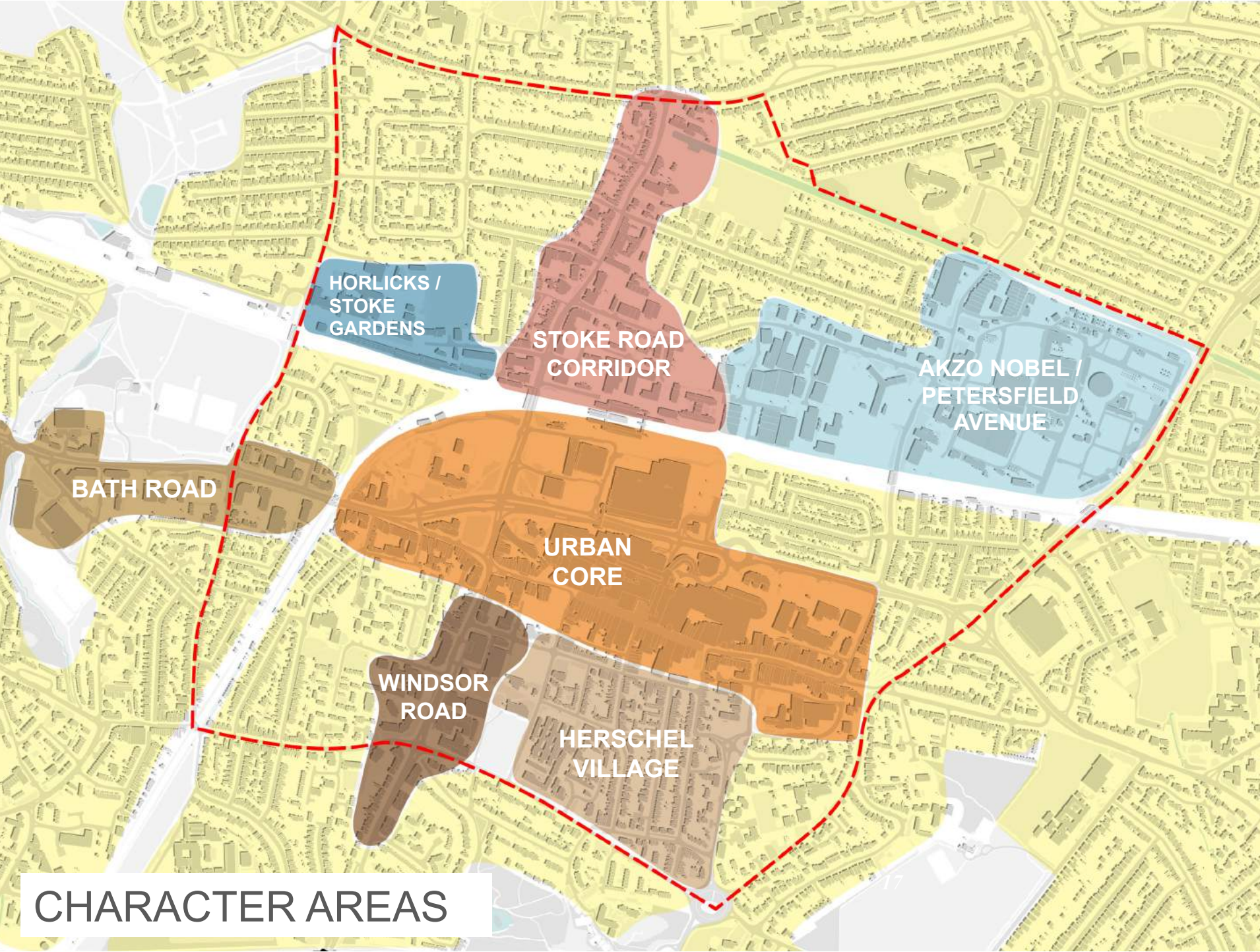
- Identify a programme of small interventions **that complement the larger scale development** opportunities including temporary uses, public realm or shop-front improvements or arts installations
- Celebrate the town's culture and community through **events and activities** that bring life to the town centre
- Encourage **community initiatives and activities** that bring greater pride and ownership in the town

# Slough Regeneration Masterplan

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## Spatial plan





HORLICKS /  
STOKE  
GARDENS

STOKE ROAD  
CORRIDOR

AKZO NOBEL /  
PETERSFIELD  
AVENUE

BATH ROAD

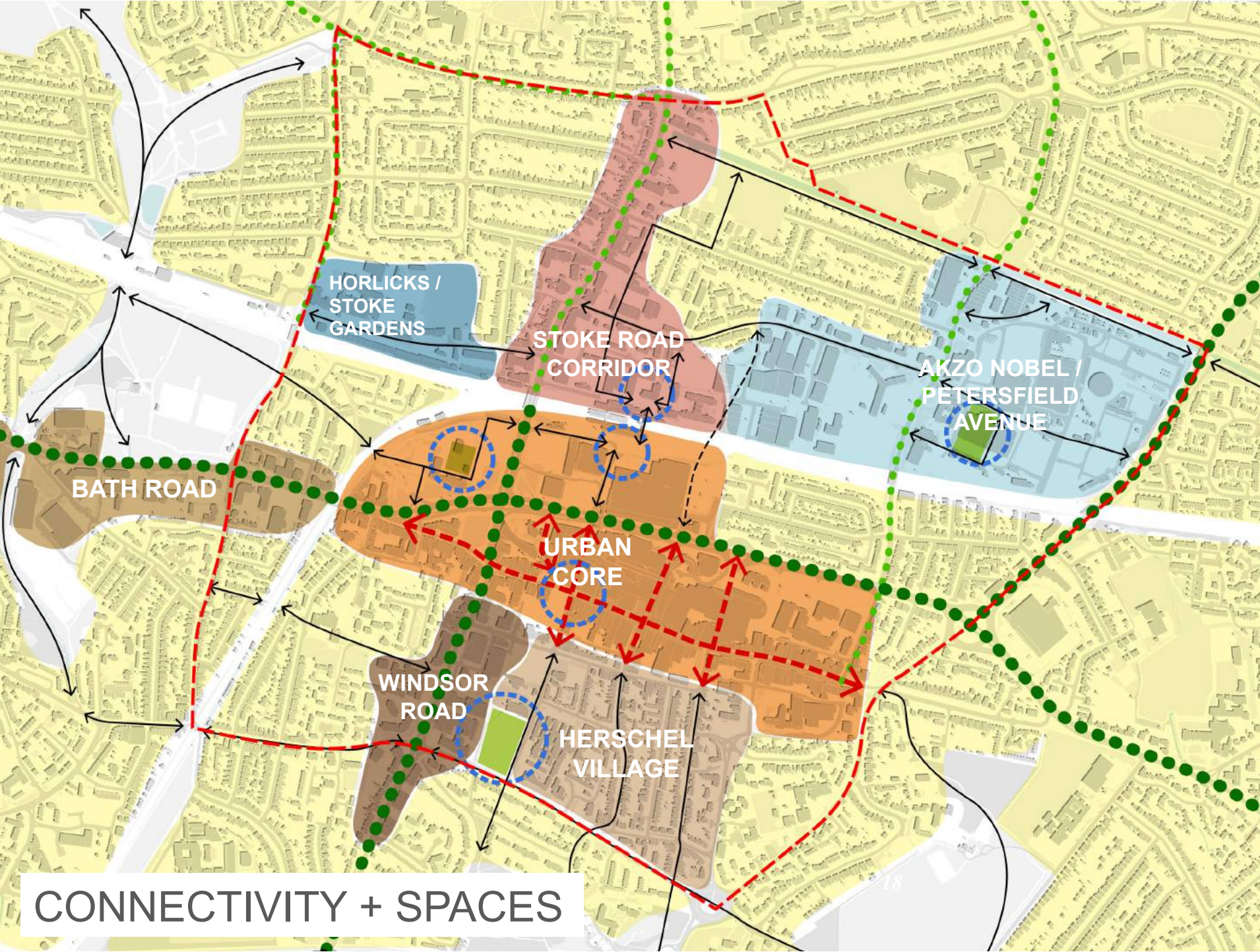
URBAN  
CORE

WINDSOR  
ROAD

HERSCHEL  
VILLAGE

**CHARACTER AREAS**





HORLICKS /  
STOKE  
GARDENS

STOKE ROAD  
CORRIDOR

AKZO NOBEL /  
PETERSFIELD  
AVENUE

BATH ROAD

URBAN  
CORE

WINDSOR  
ROAD

HERSCHEL  
VILLAGE

CONNECTIVITY + SPACES





# ILLUSTRATIVE MASTERPLAN



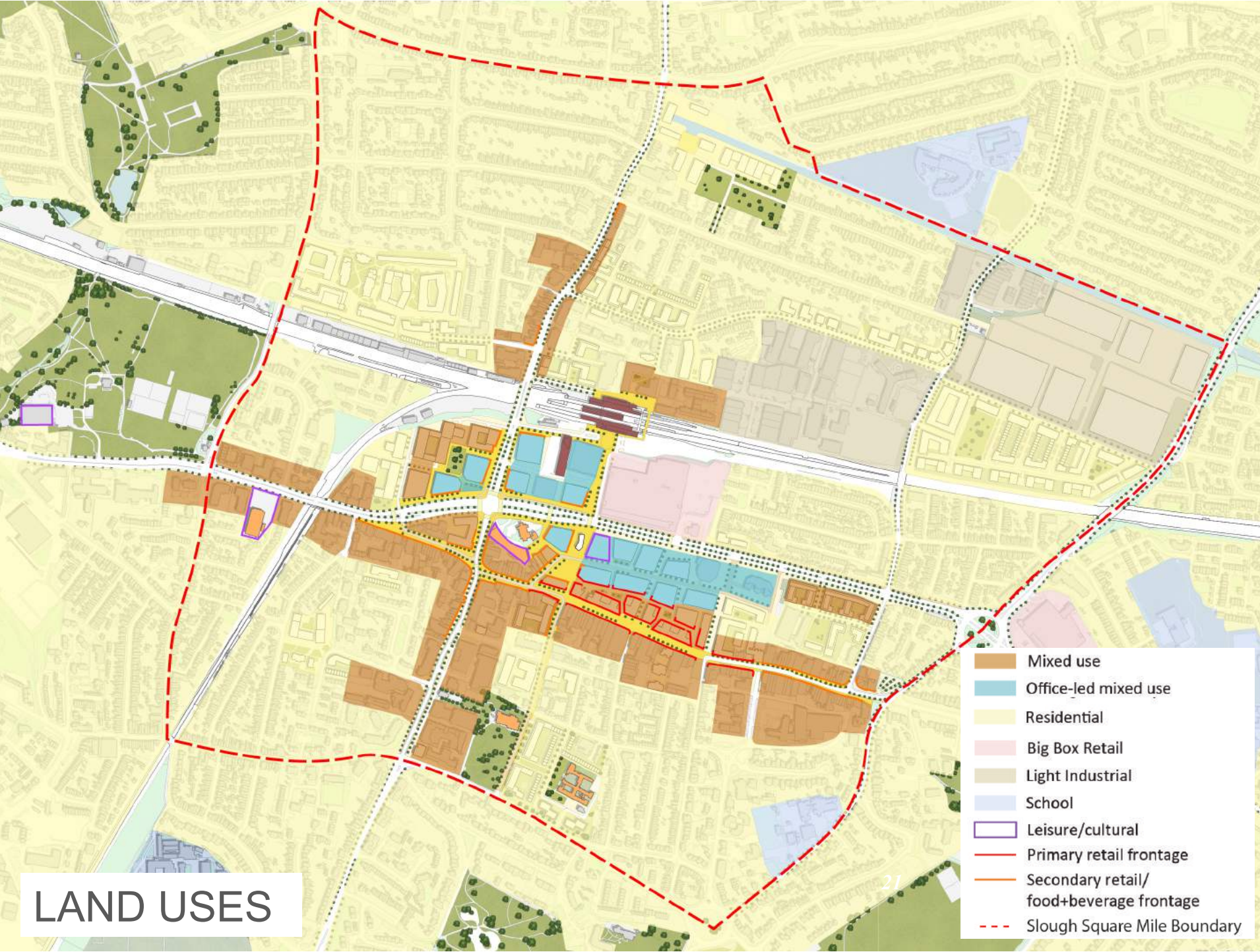


### DEVELOPMENT POTENTIAL

- 115 – 280,000m<sup>2</sup> office floorspace
- 14 – 15,500m<sup>2</sup> retail floorspace
- 6,700m<sup>2</sup> leisure / cultural floorspace
- 5,000m<sup>2</sup> education / innovation floorspace
- 48,000m<sup>2</sup> B8 industrial floorspace
- 7,400 new homes

# ILLUSTRATIVE MASTERPLAN





# LAND USES

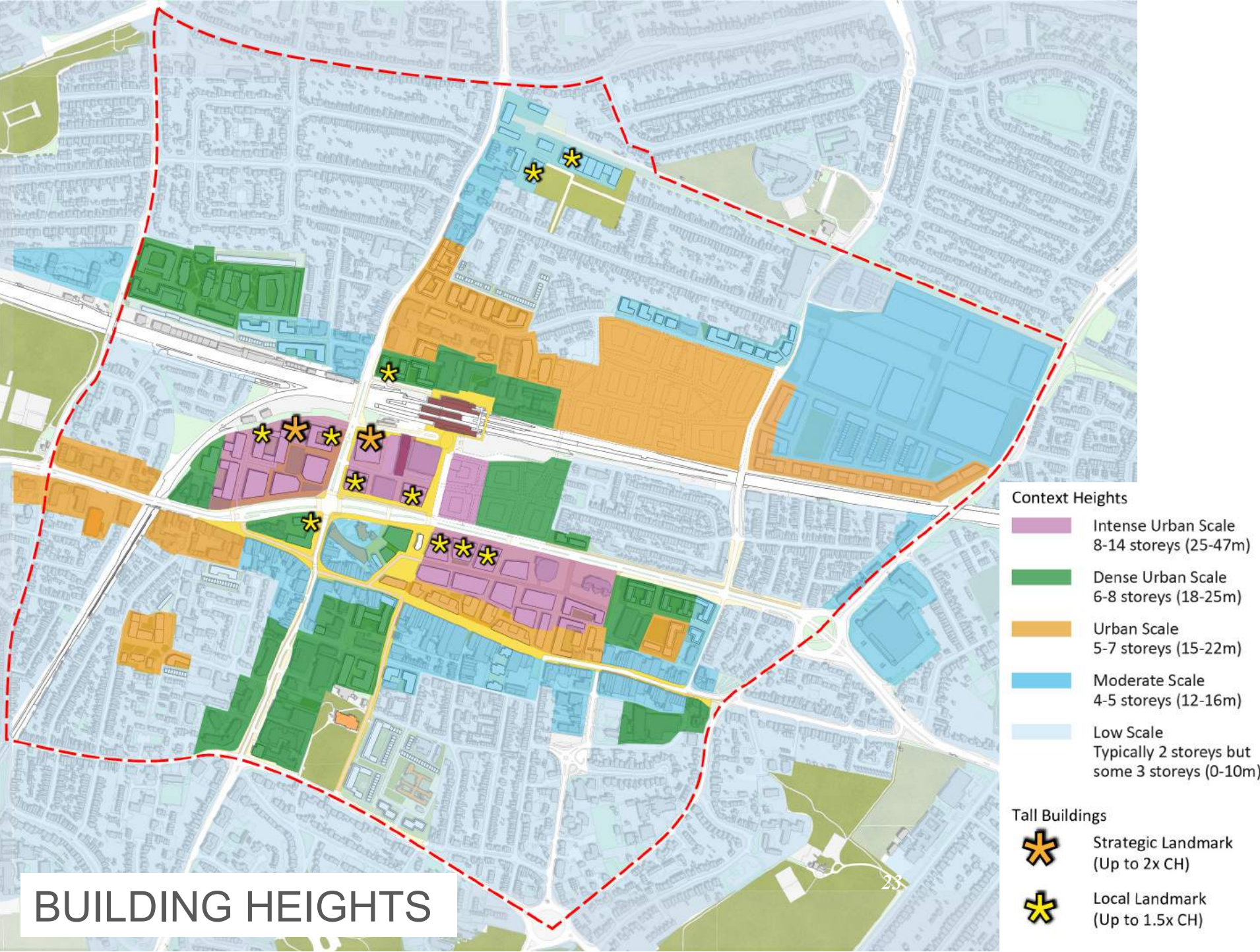
- Mixed use
- Office-led mixed use
- Residential
- Big Box Retail
- Light Industrial
- School
- Leisure/cultural
- Primary retail/food+beverage frontage
- Secondary retail/food+beverage frontage
- Slough Square Mile Boundary





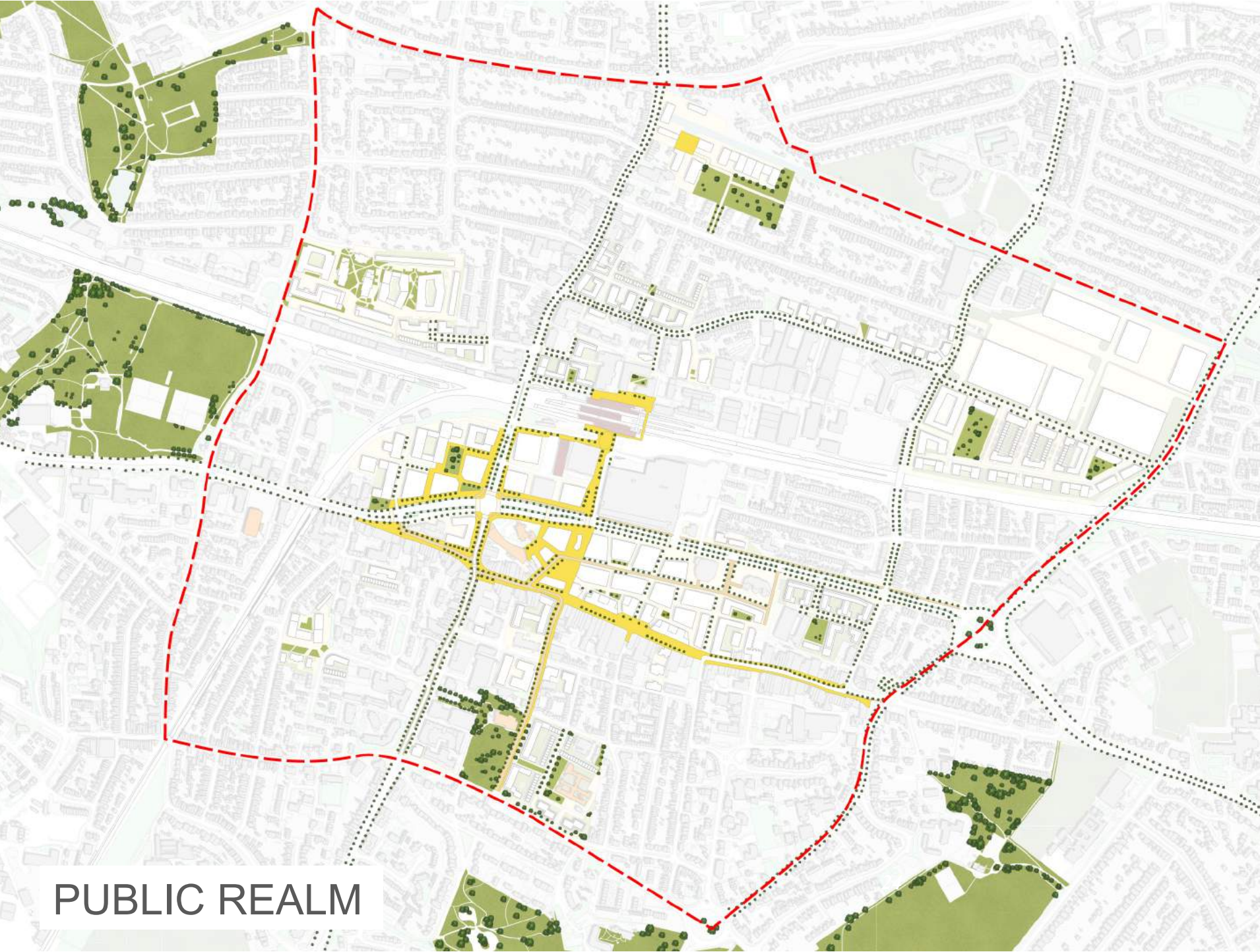
MODELLING BUILDING HEIGHTS





# BUILDING HEIGHTS





PUBLIC REALM





BRUNEL WAY





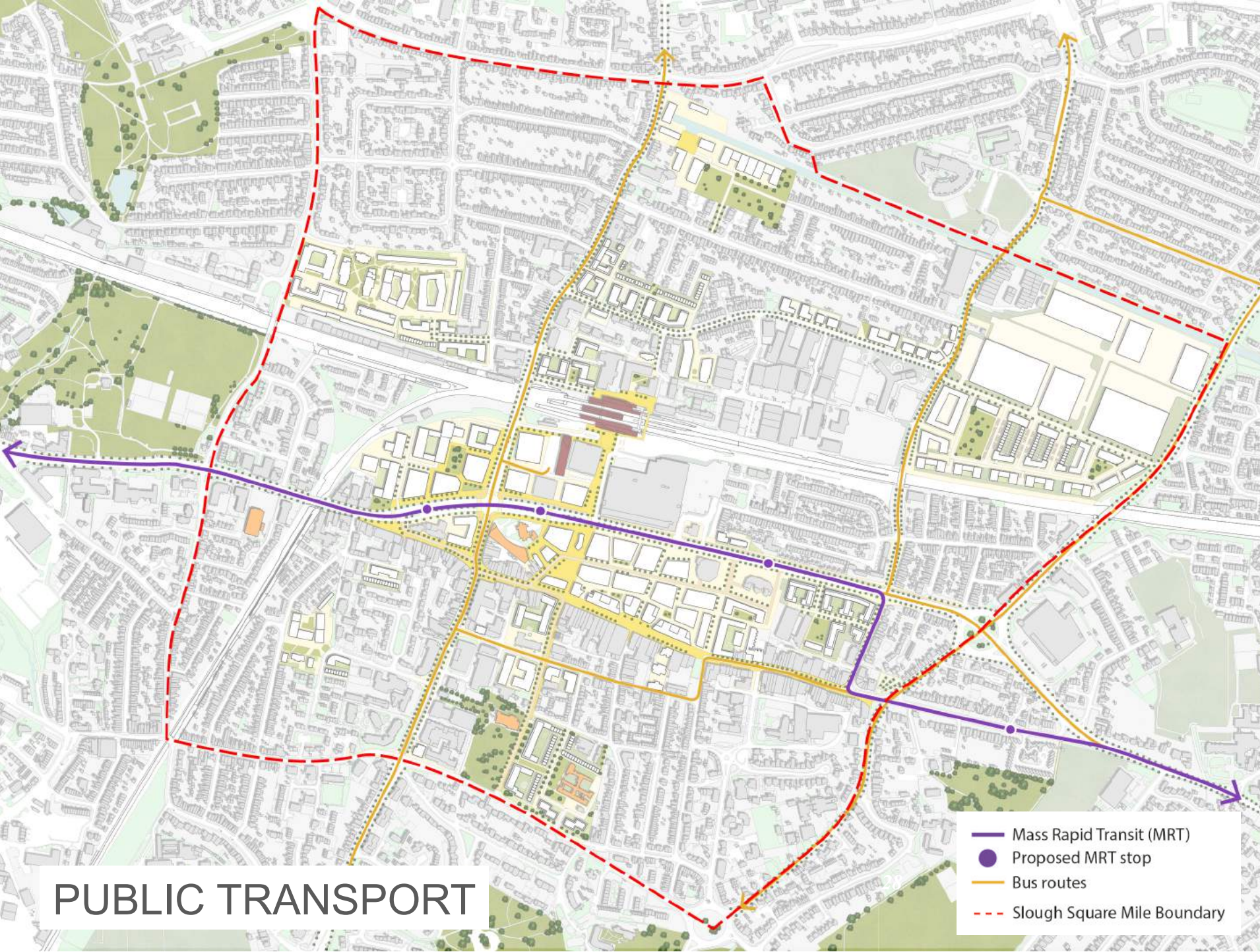
HIGH STREET EAST





HIGH STREET WEST





# PUBLIC TRANSPORT

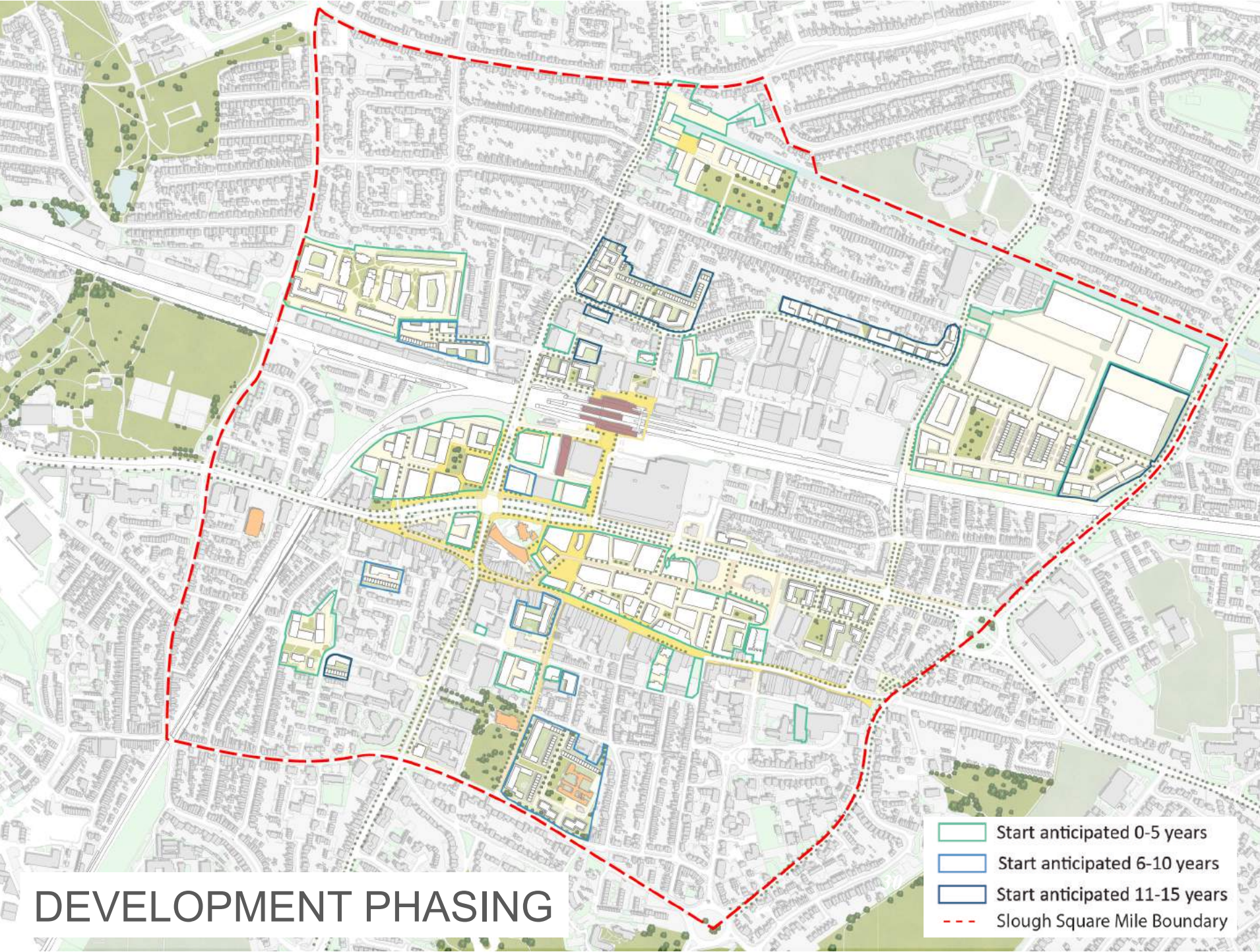
- Mass Rapid Transit (MRT)
- Proposed MRT stop
- Bus routes
- - - Slough Square Mile Boundary





WELLINGTON STREET





# DEVELOPMENT PHASING

- Start anticipated 0-5 years
- Start anticipated 6-10 years
- Start anticipated 11-15 years
- Slough Square Mile Boundary



- Six development under construction in the Square Mile
- Two further proposals with prior approval (office conversion to residential)
- Seven other proposals with planning permission including the Horlicks site and Akzo Nobel
- Larger sites anticipated to be delivered over next 15 years

SITE	1-5 years	6-10 years	11-15 years	16-20 years
North West Quadrant	Phase 1	Phase 2	Phase 3	
Former Horlicks site	Phase 1	Phase 2		
Former Akzo Nobel	Commercial Residential Ph 1	Residential Ph 2	Residential Ph 3	
Slough Central	Phase 1	Phase 2	Phase 3	Phase 4
Buckingham Gateway				

## DEVELOPMENT PHASING