

Registration Date:	N/A	Application No:	PREAPP/1213
Officer:	Neil Button	Ward:	Cippenham Green
Applicant:	N/A	Application Type:	Major
Agent:	GAA Design Suite 1, First Floor, Aquasulis, 10-14 Bath Road, Slough, SL1 3SA		
Location:	HSS Tool Hire Shop, 375 Bath Road, Cippenham, SL1 5QA		
Proposal:	Demolition of existing Tool Hire shop and associated structures and erection of a part 4, part 9 part 12 storey residential led mixed use development to provide 119 flats with amenity terraces, ground floor flexible use and car park with creation of new vehicular access from/to Stowe Road.		



PRE-APPLICATION PRESENTATION

Introduction:

The applicant has entered into pre-application discussions with Slough Borough Council Planning officers regarding the redevelopment of the land which comprises the HSS Tool Hire Shop at 375 Bath Road, Cippenham. The Site is located within the Cippenham Strip Selected Key Location SKL01 in the Local Plan. The applicant is seeking permission for a residential led mixed use development on the site which comprises the erection of a single building ranging from 4-12 storeys to provide approx. 119 residential flats, ground floor commercial/retail use and associated ground and mezzanine level car park, cycle storage, landscaping and access arrangements. The applicant is targeting 20% of the units to be affordable.

To date, a number of pre-application planning meetings have been held and the latest proposals have been amended to take into account officer feedback. The applicant will be commencing work on their public engagement exercise shortly.

It is understood that the owner/agents are in discussion with other landowners/parties of adjoining and adjacent sites on Bath Road in close proximity of the site acknowledging the site's designation Key Location (SKL01) which promotes a comprehensive approach towards redevelopment

The Site and Surroundings:

The site comprises the HSS Tool Hire shop at 375 Bath Road which consists of a single level warehouse style building set back from Bath Road behind a parking forecourt (served by a vehicular access). Stowe Road is located immediately to the west. The building comprises a flat roofed block at the site frontage with two adjoining parallel pitched corrugated roof structures to the south. The Site is located on the southern side of Bath Road approx. 200m from the junction of Burnham Lane to the west. The rear of the building faces onto a small servicing yard with access gates behind a bricked wall. The eastern block backs onto the northern flank wall of No. 1 Stowe Road which comprises a one and a half storey bungalow which has been recently extended to create additional accommodation within the roof space.

Surrounding the site, on Bath Road are a range of retail or employment uses, the majority of which are occupied by car showrooms (Volvo, Skoda/Seat), or warehouse style retail outlets/showrooms (eg: Better beds, Sports Direct/Dreams, Himalayan Carpets, Halfords etc). The property to the east comprises a Skoda/Seat car showroom which contains a large open parking/display area. The property on the opposite side of Stowe Road to the west is the Sports Direct/Dreams Retail Stores which frontage is perpendicular to Bath Road and fronts onto a car parking area. There is an Esso Petrol Station located to the west of Sports Direct/Dreams with an associated shop. This part of Bath Road comprises two lanes in both directions with the majority of sites accessed by separate vehicular accesses and contain open car parking areas.

The area to the south comprises a predominantly low rise residential area with bungalows and one and a half storey buildings on Stowe Road and Masons Road.

The site is designated in the Council's Core Strategy 2006-2026 as an Existing Business Area and is also located within a Selected Key Location (SKL01) for Comprehensive Regeneration. The Cippenham Bath Road and Elmshot Lane Local Shopping Parades are located a short distance from the site to the west.

Slough Local Development Framework Site Allocations, November 2010:

The site is located within a Selected Key Location (SKL01) for Comprehensive Regeneration. The SKL01 allocation confirms that the loss of existing business area may be permitted in order to allow for residential or mixed use development. It also noted that there is an opportunity for comprehensive redevelopment and regeneration of the area. Any residential or mixed use development should be comprehensively planned in a way which:

- Improves the appearance of this important main road frontage
- Provides some family housing at the rear of the site
- Includes suitable amenity areas or gardens
- Minimises the number of access points onto the A4
- Provides for cycleways where appropriate
- Overcomes all flooding and drainage issues
- Protects the amenities of adjoining residential areas

The site is within a Key Location which is identified as an Area of Major Change in the Core Strategy. If the car sales operation ceases on the various sites there would be the opportunity to comprehensively regenerate this important main road frontage in a way which would improve its appearance and make better use of the land. The site could be redeveloped for residential use, even though it is currently zoned as an Existing Business Area.

The design and layout of any comprehensive development would have to take account of flooding and drainage issues, the juxtaposition of adjoining residential property and the need to create an attractive and distinctive development on this important main road frontage.

Site History:

The relevant planning history for the site is set out below:

P/03444/001: Change Of Use To Depot for Storage Distribution Servicing and Hire of Building and Domestic Equipment together with Alteration to the External Appearance of the building (As Amended 6th March 1989). Approved 19th April 1989.

P/03444002: Installation of two illuminated free standing panel signs and an illuminated heading board (amended plans received on 23.11.89). Approved 13th December 1989.

Site History of adjoining site (to the south) at 1 Stowe Road:

P/10627/001: Construction of side dormers and raising roof to form new bedrooms. Approved 12th January 2018. The planning permission comprises no conditions restricting the glazing or opening of the dormer windows within the reconstructed and raised roof.

The Proposal:

The proposals comprise the demolition of existing Tool Hire shop and associated structures and erection of a part 4, part 9 part 12 storey residential led mixed use development to provide 119 flats with amenity terraces, a podium landscaped garden, ground floor flexible commercial use and a ground and mezzanine level car park with creation of new vehicular access from/to Stowe Road.

The proposed dwelling mix comprises 65 units x 1 bed, 14 x 2 bed 3 person dwellings, 38 x 2 bed 4 person dwellings and 3 x 3 bed 5 person apartments (a total of 119 units). The applicant is targeting 20% of the apartments to comprise affordable homes subject to viability. 664 sqm of Ground Floor flexible Commercial Space (Class E) is provided.

The ground and mezzanine level car park will provide space for 74 spaces which comprises a ratio of 0.62 spaces per dwelling. 119 cycle spaces will be provided in the cycle stores.

The maximum height will be at the northern end with ground floor and mezzanine and 11 floors (12 storeys in total) above and the south with ground floor and mezzanine and two floors (3 storeys). The central element is 9 storeys.

The planning submission target date would be first quarter in 2021.