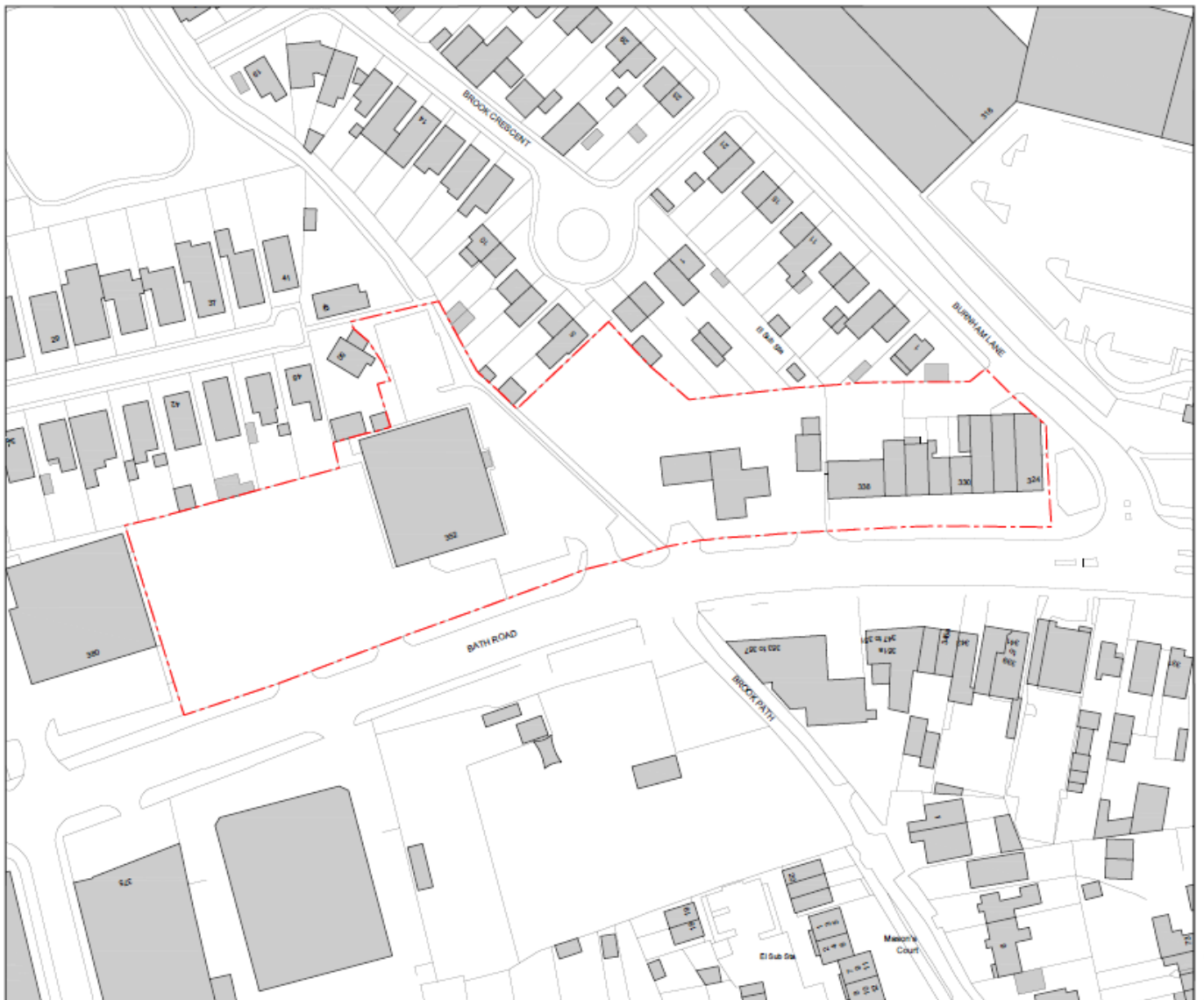


Registration Date:	N/A	Application No:	PREAPP/1403
Officer:	Neil Button	Ward:	Cippenham Green
Applicant:	Mackenzie Homes Ltd	Application Type:	Major
Agent:	Turley, 8th Floor Lacon House, 84 Theobald's Road, London WC1X 8NL		
Location:	324-374 Bath Road, Cippenham		
Proposal:	Demolition of all existing buildings and structures; and the [phased] construction of a residential development (Use Class C3) comprising a series of buildings, and all associated infrastructure, access, plant, public and semi-private realm, car/cycle parking, and hard and soft landscaping. 310 apartments and retail space are currently projected.		



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 vacant land north side of Bath Road alongside the mixed commercial/residential properties 324-336 Bath Road and Enterprise and Thrifty Car Rental businesses, Cippenham. The western part of the Site (including Thrifty and Enterprise Car Rental sites) is located within the Cippenham Strip Selected Key Location SKL01 in the Local Plan. The applicant is seeking permission for a high density residential development on the site which comprises the erection of two development blocks ranging from 2-11 storeys to provide approx. 310 residential flats, undercroft and surface level ground floor car park, cycle storage, landscaping and access arrangements. The applicant is targeting between 15-20% of the units to be affordable pending the outcome of the financial viability review and pre-app design discussions.

To date, a number of pre-application planning meetings, including a Design Review Panel (held by Design South East on 26th August 2021) have been held and the latest proposals have been amended to take into account officer feedback. The applicant is in the process of carrying work on their public engagement exercise and has engaged with Lead Members, Ward Councillors and the Leader of the Council.

It is understood that the owner/agents are in discussion with other landowners/parties of adjoining and adjacent sites on Bath Road (including Slough Borough Council Asset Management) 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 is located on Bath Road in Cippenham, some 2 miles west of Slough Town Centre and within a 10 minute walk to Burnham train station. Burnham train station will be served by Crossrail/Elizabeth Line.

It has easy access by road/public transport to Slough, Slough Trading Estate and to M4. The site is well serviced by retail, being next door to Bath Road Shopping Park, home to a host of national retailers including Next, Boots, B&Q and M&S. Local convenience shops and restaurants are on the doorstep and Cippenham School is easily accessible by a 5 minute walk. Cippenham Recreation Ground, a large green open space, is located nearby to the North.

Bath Road is a major vehicular artery lined with large, standalone retail and light industrial units, set amongst small scale suburban grain. The road severs the areas to the North and to the South and the connectivity between these is poor. The car dominated road environment is not conducive to pedestrian movement or cycling. The Site is bisected by a public footpath (Brook Path) which provides pedestrian connections between Burnham and Cippenham.

Whilst the immediate area to the east, west and south of the site is largely commercial, characterised by big box commercial units, the area to the north including Iona Crescent, Burnham Lane, Brook Crescent and Compton Close is low rise residential. Iona Crescent comprises predominantly bungalows with rear gardens that abut the development site. It is noted there is a circa 2-3m wall at the northern boundary of the site adjacent to the rear of Iona Crescent. A similar height boundary wall/fence exists between the northern site boundary and the rear gardens of the dwellings on Burnham Lane and Brook Close. A number of these gardens contain substantial outbuildings and structures. Some gardens are unusually cramped and contain limited useable amenity areas.

As set out above, the Development Plan envisages the sites along Bath Road to come forward for redevelopment with this site being one of a number being promoted at this stage.

Overall, the site can be described as underutilised, previously developed, highly sustainable and well-connected ('brownfield') land.

It is noted that the western part of the site is substantially within Flood Zone 3 which comprises land that has a 1 in 100 or greater annual probability of river flooding; or Land having a 1 in 200 or greater annual probability of sea flooding.

No existing trees of ecological value. The western part of the site (Site A) is cleared, vacant and hoarded up (i.e. former commercial buildings have been demolished). The eastern part (Site B) consists of terraced mixed use building comprising commercial and residential uses.

Slough Local Development Framework Site Allocations, November 2010:

The western part of the site (west of 336 Bath Road) 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.

Proposed Spatial Strategy 2020 (Emerging Local Plan)

The western part of the site is located within the Cippenham Central Key Location in the Proposed Spatial Strategy. The Spatial Strategy aims to *“regenerate this area of Cippenham, provide new housing and provide space for some employment uses. This would be achieved through redevelopment of either all or most of the existing buildings/vacant sites to provide primarily new residential accommodation. This, combined with public realm improvements would improve the environment for this part of the A4 corridor”*.

The Spatial Strategy recommends that *“Comprehensively planned or comprehensively coordinated redevelopment is required to deliver regeneration and to optimise the capacity of the site for new homes and for highway/transportation improvement in particular safe access and traffic flow”*.

The site is considered to be in a sustainable location as recognised in Paragraph 14.26 of the emerging Proposed Spatial Strategy (November 2020) which notes that it *“is not far from Burnham station (650m walking distance) [Note: Expected to be served by the Elizabeth Line/Crossrail by 2022], is on a major bus route and has retail and community facilities nearby such as Elmshott Lane shopping parade, a library combined with community hub, church halls, Cippenham recreation ground and a doctors surgery. The location means it’s a reasonably sustainable site in terms of local travel and travel to some nearby towns and London”*.

Paragraph 14.34 states that *“it is not proposed for the site to have a cluster of tall buildings. This would not be suitable for the character of Cippenham and such scale of development is only appropriate for the Centre of Slough”*. However, the Spatial Strategy in para 14.34 states that *“the Council recognises “that quite high density development might be needed to achieve the redevelopment aim and this would be part of the character of the A4 frontage of this part of Cippenham in contrast to the typical suburban character and established stable residential areas away from the A4”*.

Paragraph 14.35 states that *“To ensure the new housing provides for both local and town wide needs, a mix of housing accommodation is required in terms of form, size and tenure and to attract a range of households to the area”*.

Paragraph 14.36 states that *“High quality public realm is needed for new development and existing highway areas to improve the appearance of the area for residents and the image of the town. The site has a frontage on the A4 and has an important entry point to the town. Part of that public realm enhancement should include where practical, major landscaping including street trees”*.

Paragraph 14.38 states that *“part of the site is liable to flood and so the design and layout of any development would have to take account of this”*.

Paragraph 14.39 states that “Redevelopment of any plot must not hinder reasonable redevelopment of adjacent plots”.

With reference to the pre-application site – Paragraph 14.41 states that *“the two plots on the north side next to the culverted brook will need to provide land for a pedestrian/cycle link to Cippenham Recreation Ground. Improved cycle/pedestrian links to Burnham Station and Cippenham Recreation Ground will be required to make the site more sustainable”*.

Site History:

No relevant planning history

The Proposal:

The Developer/Applicant is intending to submit a Full Planning Application for the demolition of all existing buildings and structures; and the [phased] construction of a residential development (Use Class C3) comprising a series of buildings, and all associated infrastructure, access, plant, public and semi-private realm, car/cycle parking, and hard and soft landscaping. Approx. 330 residential units (Use Class C3) with a car parking ratio between 0.7-0.8 spaces per dwelling are proposed.

The proposed development is arranged in six linear blocks orientated on a north south axis. Undercroft car parking sits beneath the landscaped podium levels. The podium is accessed from three entry points, two from Bath Road and one from Burnham Lane to the east. Ancillary residential use is proposed within parts of the ground floor (ie: management offices).

The Brook Path access is conceived as a shared surface for vehicles and pedestrians, improving the Brook Path link and leading to a residence pocket park in the north of the site and to Cippenham Recreation Ground beyond. All servicing of the development will take place on site, with perimeter roads running along the northern boundaries of the site with access to car parking and designated areas for service vehicles. Primary vehicle access points to the west off Bath Road and east along Burnham Lane will provide routes through the development for delivery and servicing. Residential entrance lobbies to each of the buildings address Bath Road and Burnham Lane creating some active frontages at ground floor level.

The buildings step up in height across the site from north to south, starting at two storeys, rising up four storeys and then up to a maximum of 11 storeys facing Bath Road. Along Bath Road the buildings also vary in height, from west to east they are arranged in a valley form, with the highest buildings on the approach to the development from each direction along Bath Road and stepping down towards the centre adjacent to Brook Path. From the west buildings range from 10 to 8 storeys and from the east from 11 to 7 storeys.

The palette of the external materials has been selected to reference the construction typologies of the historic buildings along Bath Road and the Site's industrial past. With Slough's rich history of brickmaking from as early as 1442 up to 1924, the proposals include the use of predominately crisp brick details and a varied coloured tonal palette, which references the industrial shed typology.

The darker brick tones will be used to articulate the first two storeys forming a plinth which grounds the building in to the new landscaping. As the building steps up in height towards Bath Road, the brick work lightens in colour creating clear forms and softening the taller element of the proposal.

This will be contrasted with balcony designs to provide some visual interest and hierarchy to the external envelope together with grouped windows creating verticality and spandrel panel design that echoes the art deco undertones and industrial context. A calm palette of textures and colours is proposed in order that the development sits comfortably within the wider townscape.

Along Bath Road the windows will be ordered and grouped together in a regular pattern creating a clear hierarchy to the facade, while to the north and rear of the buildings the window pattern changes to become irregular. This irregular arrangement together with both the stepping up of the building height from north to south and change in tonal brickwork produces a laying to the buildings which is intended to accentuate the perspective of the building as the increase in height to the south.

The indicative dwelling mix comprises a range of predominantly 1 and 2 bed apartments with a small number of 3 bed units.