



GERALDEVE

Queensmere Shopping Centre: Outline Planning Application

On behalf of: Green Monarch B1 2016 Limited and Green Monarch
B2 2016 Limited (as general partners of the Green Monarch ZC 2016 LP)
c/o British Land Property Management Ltd

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Executive Summary

This Planning Statement provides an overview of the Development Proposals submitted as part of an Outline Planning Application for the redevelopment of the Queensmere Shopping Centre, High Street, Slough, SL1 1LN (the 'QM OPA').

This Planning Statement was originally prepared by Icen Projects Limited and submitted as part of the planning application for the redevelopment of the Queensmere Shopping Centre in October 2021. Since this time, Gerald Eve LLP have become the Planning Agent for the application and have updated this document to reflect various amendments to the scheme since submission. The amendments contained within this revised version of the Planning Statement have all been carried out by Gerald Eve LLP.

The Queensmere Shopping Centre forms part of a wider area of land that comprises both the Queensmere and Observatory Shopping Centres, known as 'Slough Central'. The Slough Central area has been identified in the adopted and emerging Slough Borough Council (SBC) Local Plan documents as a one of the most important regeneration sites in Slough Town Centre. The QM OPA is the first phase of a wider development aspiration for Slough Central and is being brought forward as a standalone planning application. The Observatory Shopping Centre is included within the wider Slough Central area but is excluded from the QM OPA and does not form part of the application site (Site).

The QM OPA has been developed so that it works both with the Observatory Shopping Centre being retained but also to allow for the Observatory to be successfully redeveloped in the future alongside what is being proposed at Queensmere. Whilst the Applicant recognises the potential for the longer-term phased redevelopment of the Observatory as part of an overall strategy for the successful redevelopment of Slough Central, it does not form any part of this QM OPA seeking consent. A decision was taken following pre-application discussions with SBC to progress an outline planning application for the part of the Site containing the Queensmere Shopping Centre. Whilst the Applicant is hopeful that there may in the future be the potential for a planning application for the Observatory Shopping Centre to build upon the success of the Queensmere redevelopment, these two projects remain some time apart. At this stage, there remains uncertainty regarding the form, type and land use of the Observatory and therefore, it is only this outline planning application for the QM that is being brought forward.

The QM OPA is seeking outline planning permission for the following description of development (the Development Proposals):

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.

The Development Proposals have the potential to bring forward up to 1,600 residential homes, up to 40,000 sqm (GEA) of office floorspace, between 5,500 – 12,000 sqm (GEA) Class E (excluding offices) and F (excluding primary and secondary schools, indoor or outdoor swimming pool or skating rink), and up to 3,750 sqm (GEA) supporting Sui Generis town centre uses (comprising a range of the following uses: pubs, bars, and hot food takeaways up to 2,250 sqm (GEA) and the potential for either cinema or live music venue up to 1,500 sqm (GEA)), alongside improved public realm and landscaping throughout the Site, car parking and supporting infrastructure.

The Development Proposals constitute a significant regeneration opportunity for Slough. It will promote a healthy, successful place for people to live, work and visit, in line with Slough's Planning Policy and Corporate Strategy objectives. It proposes up to 1,600 much needed homes in the heart of Slough Central, whilst creating a new destination which provides long term sustainability and vitality to the town centre. The supporting Design Codes ensure that the QM OPA will deliver well designed buildings and urban spaces which will create the foundations for healthy, active lifestyles. It is a landmark redevelopment, which will form a key role in shaping a successful future for Slough.

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1. INTRODUCTION

- 1.1 This Planning Statement was originally prepared by Icen Projects Limited and submitted as part of the planning application for the redevelopment of the Queensmere Shopping Centre in October 2021. Since this time, Gerald Eve LLP have become the Planning Agent for the application and have updated this document to reflect various amendments to the scheme since submission. The amendments contained within this revised version of the Planning Statement have all been carried out by Gerald Eve LLP.
 - 1.2 This Planning Statement is submitted on behalf of Green Monarch B1 2016 Limited and Green Monarch B2 2016 Limited (as general partner of the Green Monarch ZC 2016 LP) c/o British Land Property Management Ltd (the Applicant) in support of an Outline Planning Application for the redevelopment of the Queensmere Shopping Centre, High Street, Slough, SL1 1LN (the 'QM OPA').
 - 1.3 The Queensmere Shopping Centre forms part of a wider area of land that comprises both the Queensmere and Observatory shopping centres, known as Slough Central.
 - 1.4 The 'Slough Central' area reflects the broader regeneration area as proposed in the Slough Borough Council (SBC) adopted Local Plan documents and the emerging Local Plan in the Strategic Regeneration Framework documents. These adopted and emerging documents allow for a phased redevelopment of both shopping centres to occur.
 - 1.5 The QM OPA is the first phase of a wider development aspiration for Slough Central and is being brought forward as a standalone planning application. The Observatory Shopping Centre is included within the wider Slough Central area but is excluded from the QM OPA and does not form part of the application site (Site). The QM OPA has been developed so that it works both with the Observatory Shopping Centre being retained but also to allow for the Observatory to be successfully redeveloped in the future alongside what is being proposed at Queensmere.
 - 1.6 Whilst the Applicant recognises the potential for the longer-term phased redevelopment of the Observatory as part of an overall strategy for the successful redevelopment of Slough Central, it does not form any part of this QM OPA seeking consent. A decision was taken following pre-application discussions with SBC to progress an outline planning application for the part of the Site containing the Queensmere Shopping Centre. Whilst the Applicant is hopeful that there may in the future be the potential for a planning application for the Observatory Shopping Centre to build upon the success of the Queensmere redevelopment, these two projects remain some time apart. At this stage, timescales for any future planning application for the Observatory remain uncertain.
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1.7 The purpose of this document is to provide details of the planning context and the planning policy justification for the Development Proposals that are the subject of the QM OPA. This document is submitted as a supporting document as part of the QM OPA and also includes a Retail Statement. The document consists of 7 chapters and is set out in the following order:

- Chapter 1 – Introduces the Planning Statement and provides an overview of it's content.
- Chapter 2 - The Site and Surroundings – sets out the planning context for the Site and the surrounding area.
- Chapter 3 - Development Proposals - provides an overview of the Development Proposals for which we are seeking permission as part of the QM OPA.
- Chapter 4 - Policy Context - this sets out both the local and national planning policies and the wider corporate strategies that are relevant to the Development Proposals.
- Chapter 5 - Planning Considerations - provides an assessment of the Development Proposals in respect of the relevant planning policies.
- Chapter 6 – Retail Statement – provides an overview of the changing nature of retail and sets out how the QM OPA Development Proposals will respond to this.
- Chapter 7 - Summary and Conclusions – provides an overall summary of the Development Proposals and sets out why the QM OPA should be considered favourably by SBC.

Site Ownership

1.8 The Queensmere Shopping Centre is owned by the Applicant. The proposed development of Slough Central is being managed by British Land (BL), who act as Development and Asset Manager. The Applicant also owns the adjacent Observatory Shopping Centre through a wholly owned subsidiary. The Observatory Shopping Centre does not form part of the QM OPA. The extent of ownership is detailed on Drawing PP01 (Site Location Plan and Ownership Boundary), also identifying land that sits outside of the ownership of the Applicant.

The Proposed Development

1.9 The QM OPA is seeking approval for the following 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.

2. THE SITE AND SURROUNDINGS

Site Description

2.1 The Site is located within Slough Town Centre and comprises a number of buildings within the red line boundary – these include:

- The Queensmere Shopping Centre (with associated multi-storey car park)
- Wellington House and Duke House
- 141 High Street
- 143 High Street
- 145 High Street
- 165 High Street
- Existing areas of public realm

2.2 The Site extends to c.4.82 ha and through the mix of buildings currently on the Site, it provides a range of retail, leisure, and office facilities with a small number of residential uses.

2.3 The Site is demarcated to the north by the A4 (Wellington Street) and to the south by the High Street. On the west it adjoins the Grade II Listed Church of Our Lady Immaculate and St Ethelbert and the St Ethelbert's Presbytery. To the east it adjoins the Observatory Shopping Centre and further afield a range of town centre buildings and retail uses. The extent of the Site boundary can be seen on **Plan PP01 (Site Location Plan and Ownership Boundary)**.

Site Specific Planning Designations

2.4 The Site is identified within the following planning policy designations on the SBC Local Plan Policies Map (2010). Further policy details can be found in Chapter 4 and Appendix A2:

- Town Centre Area
- Shopping Centres
- Site Allocation SSA14

Flood Risk

2.5 A review of the Environment Agencies Flood Risk Map for Planning shows that the Site is located in Flood Zone 1, and as such has a low probability of flooding.

Heritage and Conservation

2.6 The Site is not located within a Conservation Area and does not contain any Locally Listed or Statutory Listed Buildings. However, the Site is located nearby two Listed Buildings, namely the

Church of Our Lady Immaculate and St Ethelbert (Grade II Listed) and St Ethelbert's Presbytery (Grade II Listed). The Site also appears in key views from heritage assets further afield, including Windsor Great Park and Stoke Park. Full details of the heritage and conservation assets nearby the Site and the associated impacts can be found in the Built Heritage chapter of the Environmental Statement.

Planning History

- 2.7 As the Site comprises a number of town centre buildings, it has been subject to a range of planning applications over the years. However, these are primarily minor applications relating to shop front improvements, advertisement consent or changes of use and are largely not considered relevant to this planning application.
- 2.8 There is one major historic planning application to note. In 2015 SBC'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. The Section 106 Agreement was not signed and as such the application was never formally consented.

Surrounding Development Context

- 2.9 Slough Town Centre and the surrounding area is in the process of undergoing significant change and regeneration. There are a number of major developments which have been consented and which are anticipated either to come forward in the near future, or already under construction. There are also a range of planning applications for other major developments which are currently being considered by SBC. Many of these major applications/developments are of relevance to the QM OPA and the wider regeneration objectives for Slough Town Centre. We have summarised the surrounding development context in the table below¹.
- 2.10 Table 2.1 details the major planning applications and consents coming forward in the town centre and in wider Slough area, with the corresponding map (Figure 1) showing the location of these development sites in relation to the QM OPA Site.

¹ It is important to note that the development schemes set out in this table are for context only, they do not align exactly with the cumulative schemes considered in the ES.

Table 2.1 Emerging Surrounding Development Proposals

Site no.	Project Address	Description of Development	Status
1	Former Slough Central Library, Wellington Street	LPA ref: P/17238/000 - Mixed use development including: <ul style="list-style-type: none"> • Two new hotels, providing 244 rooms • 64 self-contained residential units • Two ground floor commercial units (379 sqm) • Buildings between 6-10 storeys in height. 	Approved in May 2018. Now under construction.
		New applications registered on the 14th May 2021 for a minor material amendment to subdivide the approved commercial floorspace into three units and update the use classes to Class E / F1 and Sui Generis (LPA Ref: P/17238/019) and a non-material amendment to alter the position of the commercial dividing walls (LPA Ref: P/17238/020).	No decision notices issued to date for the NMA or MMA.
2	Landmark Place, High Street	LPA Ref: F/10913/019 - Prior approval for change of use from Office to Residential to create 89 new units, ranging from studios, 1 bed and 2-beds.	Prior Approval granted May in 2021.
3	Buckingham Gateway, 132-144 High St	LPA ref: P/04303/048 – EIA Screening Opinion submitted in December 2020 for the following: <ul style="list-style-type: none"> • 291 residential units • 3,000 sqm commercial space Pre-application presentation to SBC in October and November 2020 suggested that the site could deliver buildings of up to 19-storeys.	No planning application has been submitted to date.
4	150-152 High Street	LPA Ref: P/01601/023 - Construction of a four-storey building to provide Class E commercial use at ground floor and 8 residential flats on upper floors.	Approved in October 2021.
		LPA Ref: P/01601/021 - Extension to first floor and addition of a second floor and part third floor and conversion of the upper floors to provide 4 x studio, 3 x 1bed and 1 x 2 bed flats.	Approved in November 2020.
5	186-188 High Street	LPA Ref: P/01914/027 – Construction of two storey roof extension at third and fourth floor level, a four-storey infill extension to front side, and 5-storey extension to the rear and side to provide 14 x residential flats.	Approved in October 2018.
6	190-192 High Street	LPA Ref: P/03079/017 – Redevelopment of the site to provide: <ul style="list-style-type: none"> • 63 residential units • 2 x commercial units • Heights of 6 – 8 storeys 	Resolution to grant at May 2021 committee. No decision notice issued to date.
7	Former BHS site, 204-206 High Street	LPA Ref: P/02683/015 – Section 73 application to vary P/02683/013 by adding 2 additional storeys to Block B to add 8 x 1bed flats, change the layout, and create flexible Class E ground floor floorspace.	Approved in March 2022.
		LPA Ref: P/02683/013 - Mixed use development comprising: <ul style="list-style-type: none"> • Retail, office, gym, and residential uses • 78 residential units • 3 buildings of 4,5 and 11 storeys 	Approved in March 2020.

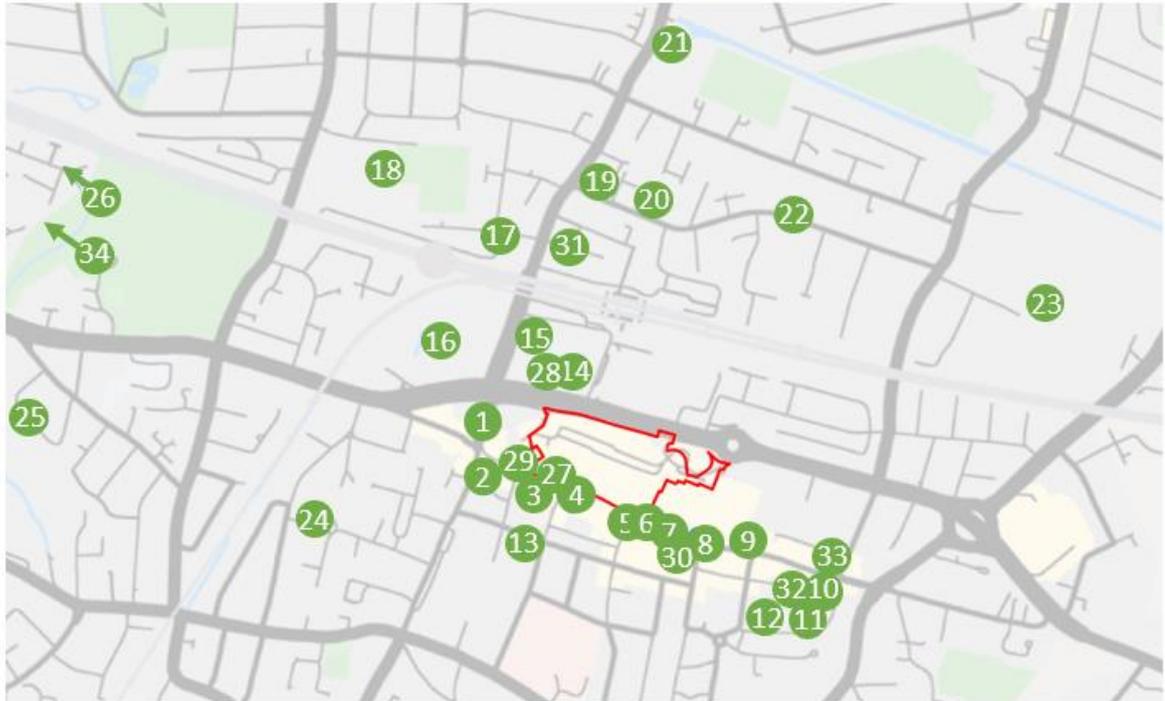
Site no.	Project Address	Description of Development	Status
8	234-236 High Street	LPA Ref: P/02418/038 - Conversion of existing first floor storage to residential flats and upward extension over ground and first floor to create 14 flats.	Approved in March 2021.
9	277-279 High Street	LPA Ref: P/01276/004 - Outline planning application for demolition and redevelopment of site for: <ul style="list-style-type: none"> • Three buildings of up to 12 storeys • 99 flats • 2 commercial units. 	Registered in October 2021. No decision notice issued to date.
		LPA Ref: P/01276/003 - Outline application for demolition and redevelopment of site for: <ul style="list-style-type: none"> • Three buildings up to 6 storeys • 57 flats • Ground floor retail/commercial units 	Approved in January 2020.
10	300 High Street	LPA Ref: P/08145/009 - Addition of 3 storeys to create 8 new flats registered June 2021 LPA Ref: P/08145/007 - Addition of 3 storeys to create 8 new flats and ground floor change of use registered November 2020.	June 2021 and November 2020 applications refused.
		LPA Ref: P/08145/008 – Change of use from pub (sui generis) to E (b) for the sale of food and drink on the premises registered May 2021.	May 2021 application approved July 2021.
11	Thames Central, Hatfield Road	LPA Ref: P/02411/022 - Construction of a side and roof extension to existing building to provide 56 apartments.	Registered in October 2020. No decision notice issued to date.
		LPA Ref: F/02411/021 - Prior Approval for a change of use from Offices to Residential to create 153 dwellings.	Prior approval given in October 2019.
12	The Switch, 1-7 The Grove	LPA Ref: F/01043/042 - Prior Approval for a change of use from Offices to Residential to create 69 flats.	Registered in July 2021. No decision notice issued to date.
		LPA Ref: F/01043/043 - Prior Approval for a change of use from Office to Residential to create 71 flats.	Refused in December 2021.
13	Aspire 2	LPA Ref: P/01508/042 - Residential development comprising <ul style="list-style-type: none"> • Part eight and part nine storey building • 238 flats 	Approved in June 2018.
14	The Future Works (TFW), 2 Brunel Place	LPA ref: P/02272/030 - Full planning application for Buildings 1TFW and 3TFW (situated either side of the 9 storey 2TFW). Proposals comprise two office buildings at 12 storeys (20,146 sqm office) and 11 storeys (11,832 sqm office) plus basements and a single storey pavilion building.	Resolution to grant in March 2021. No decision notice issued to date.
15	Former Octagon Offices	LPA ref: P/04888/022 - Mixed use office and retail scheme, comprising: <ul style="list-style-type: none"> • One 7 storey block • 15,803 sqm office floorspace • ground floor retail use of 326 sqm 	Approved in March 2021.

Site no.	Project Address	Description of Development	Status
16	North West Quadrant (Former Thames Valley University)	LPA ref: P/14405/000 – Proposals approved as part of the Heart of Slough hybrid planning consent, including: <ul style="list-style-type: none"> • 1,500 residential units • 2-18 storeys New proposals are going through pre-application discussions with SBC, with a new application to be submitted.	Heart of Slough application approved 2009. No evidence of application submission to date.
17	Stoke Gardens Regeneration Area	The Council approved recommendations to allow a CPO for the land to allow for its redevelopment by Berkeley Homes, linked to the Horlicks Factory development. No application has been submitted to date.	Emerging proposals, no application submitted.
18	Horlicks Factory, Stoke Poges Lane	LPA ref: P/00094/039 - Hybrid application for a residential-led mixed use development for: <ul style="list-style-type: none"> • Up to 1,300 new homes • Heights of up to 10-storeys • Range of commercial uses 	Approved in March 2020. Under construction.
19	Beacon House, 50 Stoke Road	LPA ref: P/06964/016 - Residential development for: <ul style="list-style-type: none"> • 118 new dwellings • One 8-storey block 	Resolution to grant in December 2020. No decision notice issued to date.
20	23-25, Mill Street	LPA ref: P/05806/007 - Residential-led redevelopment comprising <ul style="list-style-type: none"> • Part 4 / 6-storey block • 51 residential units 	Approved in July 2020.
21	Land adjacent to the Canal Basin (Stoke Wharf)	LPA Ref: P/07584/011 - Residential-led redevelopment comprising: <ul style="list-style-type: none"> • 312 residential units • 329 sqm commercial floor space (Class E) • 10 blocks ranging from 3-8 storeys 	Resolution to grant in February 2021. No decision notice issued to date.
22	Grace House, Petersfield Avenue	LPA Ref: P/19642/000 – Redevelopment to provide: <ul style="list-style-type: none"> • 5 storey building • 50 residential apartments 	Registered in September 2021. No decision notice issued to date.
23	Former Akzo Nobel site, Wexham Road	LPA Ref: P/00072/096 - Outline application for residential-led mixed use redevelopment for: <ul style="list-style-type: none"> • Up to 8 storeys • Up to 1,000 new dwellings • Flexible commercial use (retail, professional, restaurants, leisure) • Flexible commercial floorspace including all or some of the following use classes: B2, B8 and Sui Generis data centre. Reserved matters application for access, landscape and commercial floorspace - P/00072/108.	Outline application approved November 2020.
24	Tower House and Ashbourne House, Chalvey	LPA Ref: S/00020/005 - Demolition of existing buildings to provide: <ul style="list-style-type: none"> • 193 residential dwellings • 6 buildings ranging from 3-16 storeys. • 136sqm of flexible office/community/leisure space 	Approved in December 2019.

Site no.	Project Address	Description of Development	Status
25	Montem Leisure Centre	LPA Ref: P/07383/010 – Redevelopment to provide: <ul style="list-style-type: none"> • 212 new dwellings • 3-4 storey blocks 	Resolution to grant in January 2021. No decision notice issued to date.
26	324- 376 Bath Road	LPA Ref: P/19639/000 - Environmental Screening Opinion for the phased redevelopment of a series of different height blocks (potentially up to c. 11 storeys) for residential dwellings with associated parking, infrastructure and landscaping.	Registered in September 2021. No decision notice issued to date.
27	8-141 High Street	LPA Ref: P/00662/022 - Construction of new additional floors comprising 6 no. self-contained units with refuse and cycle storage. An appeal has been submitted on the grounds of non-determination (PINS Ref: 3288411).	Application registered in December 2020. No decision notice issued to date.
28	Future Works, 2 Brunel Place, Wellington Street	LPA Ref: P/02272/030 – Construction of two office buildings one at 12 storeys (20,146 sqm office floorspace) and 11 storeys (11,832 sqm office floorspace) and a single storey pavilion building. To include flexible uses at ground floor comprising a mix of office, parking, retail, financial and professional services, gym, café/restaurant, pub or drinking establishment, health centre dentist and / or community floorspace.	Resolution to grant in March 2021. No decision notice issued to date.
29	7 – 127 High Street	LPA Ref: P/03748/014 – Change of use from offices to residential (Class C3) including loft conversion to create 5 new units (2 x studio, 3 x 1 bed).	Approved in January 2022.
		LPA Ref: F/03748/013 – Prior approval for conversion of office space on first and second floors to 4 new dwellings (3 x 1 bed, 1 x studio).	Refused in March 2021.
30	210-216 High Street	LPA Ref: F/01190/029 – Prior approval application for additional floors to provide an additional 8 self-contained residential units.	Refused in January 2022.
31	Automotive House, Grays Place	LPA Ref: P/00072/096 – Demolition of existing building and construction of 61 residential apartments, basement car and cycle parking, bin store and ancillary development. <ul style="list-style-type: none"> • Between five and ten storeys • 45% 1-bed, 47% 2-bed, 8% 3-bed • 0% affordable housing proposed due to viability testing 	Application refused at committee in April 2021.
		LPA Ref: P/04290/009 – Demolition of existing building and construction of 51 residential apartments. <ul style="list-style-type: none"> • 23 x 1-bed, 2-person apartments • 11 x 2-bed, 3-person apartments • 17 x 2-bed, 4-person apartments 	Registered in December 2021. No decision notice issued to date.
32	Rose and Crown, 312 High Street	LPA Ref: P/04730/014 – Listed Building Consent for internal works to convert the first floor into a two-bed, three-person apartment.	Approved in January 2022.
33	331-333 High Street	LPA Ref: P/01991/011 – Change of use from first and second floor drugs rehabilitation centre (Class D1(a)) to a 4x residential flats (Class C3) & ground floor from E(a) use to E(g)(i) office use (Retrospective).	Registered in August 2021. No decision notice issued to date.

Site no.	Project Address	Description of Development	Status
34	324-376 Bath Road	LPA Ref: P/19639/000 – Environmental Screening Opinion - Demolition of all existing structures and a phased development of a series of different height blocks (potentially up to c. 11 storeys) for residential dwellings with associated parking, infrastructure and landscaping.	Decision issued in October 2021 – EIA not required.

Figure 1: Map of Emerging Surrounding Development Proposals



3. THE PROPOSED DEVELOPMENT

- 3.1 This section provides an overview of the Development Proposals which are the subject of this OPA. The description of development is as follows:

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.

Structure of the QM OPA

- 3.2 The QM OPA is seeking approval for the information set out in the supporting **Parameter Plans**, the **Schedule of Floorspace (PA2)**, the **Development Specification Document**, the **Design Codes (Mandatory Rules)** and the **Sitewide Plans** for approval which have been submitted as part of this OPA. The Design Code document contains a series of Mandatory Rules which must be followed with any future Reserved Matters Applications (RMAs). The Mandatory Rules reflect key masterplanning principles and are clearly set out for each Development Zone in the Design Code. The Design Code document also includes non-mandatory Design Guidelines which set out principles which should be adhered to. The Design Guidelines are also clearly identified in the Design Code as not being for approval and will not form a fixed part of the planning approval.
- 3.3 The QM OPA is comprised of a series of individual Development Zones, each of which is subject to maximum parameters identified on associated Parameter Plans. For each Development Zone, Parameter Plans set Maximum Building Heights, together with a Maximum Building Footprint. This creates a maximum envelope for each Development Zone within which a building or buildings could be delivered (“Development Block(s)”).
- 3.4 A **Schedule of Floorspace (PA2)** sets out a sitewide maximum limit for each of the land uses proposed in the QM OPA. In addition to this sitewide maximum floorspace limit, the Development Specification Document provides maximum limits for the different land uses that could be delivered in each Development Zone and minimum quantum of Town Centre Class E and F uses and specified Sui Generis uses per DZ.
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- 3.5 DZ1&2 are shown on a combined Parameter Plan with a combined floorspace allowance in the **Development Specification Document**, and contains four individual Development Blocks. All other Development Zones could include single or multiple Development Blocks. The maximum floorspace limits in the Development Specification Document relate to the Development Zone as a whole, rather than an individual Development Block and so could be drawn down across individual or multiple Development Block /s.
- 3.6 The maximum parameters of all of the Development Zones, and the maximum amounts of floorspace set out for each Development Zone in the **Development Specification Document** could not all be built out in full due to the sitewide limitation of floor area in the **PA2 Schedule of Floorspace** for which approval is sought. The QM OPA therefore seeks flexibility to draw from the sitewide **Schedule of Floorspace (PA2)** to provide a range of land uses across the different Development Zones, such that the location and type of certain land uses to be delivered across the different Development Zones remains flexible at the outline application stage. The precise quantum of each land use to be delivered per Development Zone will be secured at Reserved Matters Application stage on a phased/Development Zone basis and will need to be in accordance with the PA2Schedule of Floorspace and Development Zone floorspace schedules in the Development Specification Document.
- 3.7 Flexibility is also sought on the phasing of the delivery of the Development Zones. Together the **Parameter Plans, PA2 Schedule of Floorspace, Development Specification Document, Mandatory Rules within the Design Codes**, and the **Sitewide Plans for approval** provide a framework that informs and controls all future Reserved Matters Applications for each Development Zone.

Development Zone Boundaries

- 3.8 The QM OPA Site has been split into a series of Development Zones (DZ) - 1 & 2, 3, 4, 5, 6, 6A, and Wellington Street – and three Highways Zones – Highways Zone 1, Highways Zone A and Highways Zone B. The **Red Line Plan (PP02)** shows where the Development Zones are located across the Site. Parameter Plans have been prepared for all of the Development Zones and Highways Zones as noted in **Table 3.1** below. The Development Specification Document describes the QM OPA and the Development Zones in significant detail. This Planning Statement therefore only seeks to summarise the key points and the flexibility sought within the QM OPA. For further detail, please refer to the Development Specification Document which is the formal document submitted for approval.

Table 3.1 Parameter Plans for Approval

Parameter Plan Reference	Parameter Plan Title
<i>Sitewide Parameter Plan</i>	
PP01	Site Location Plan and Ownership Boundary

Parameter Plan Reference	Parameter Plan Title
PP02	Red Line Plan & Development Zone Boundaries
PP03	Demolition Plan
PP04	Existing Site Plan
<i>Development Zone Parameter Plan</i>	
PPDZ1 &2 (A)	Development Zone 1 & 2 Parameter Plan A
PPDZ1 &2 (B)	Development Zone 1 & 2 Parameter Plan B
PPDZ1 &2 (C)	Development Zone 1 & 2 Parameter Plan C
PPDZ3 (A)	Development Zone 3 Parameter Plan A
PPDZ3 (B)	Development Zone 3 Parameter Plan B
PPDZ3 (C)	Development Zone 3 Parameter Plan C
PPDZ4 (A)	Development Zone 4 Parameter Plan A
PPDZ4 (B)	Development Zone 4 Parameter Plan B
PPDZ4 (C)	Development Zone 4 Parameter Plan C
PPDZ5 (A)	Development Zone 5 Parameter Plan A
PPDZ5 (B)	Development Zone 5 Parameter Plan B
PPDZ5 (C)	Development Zone 5 Parameter Plan C
PPDZ6 (A)	Development Zone 6 Parameter Plan A
PPDZ6A (A)	Development Zone 6A Parameter Plan A
PPDZ6A (B)	Development Zone 6A Parameter Plan B
<i>Development Zone Parameter Plan (no buildings)</i>	
PPDZWS	Development Zone WS – Wellington Street (East & West) Parameter Plan
PPDZH1	Development Zone Highways 1 Parameter Plan
PPDZHA	Development Zone Highways A Parameter Plan
PPDZHB	Development Zone Highways B Parameter Plan

3.9 Each Parameter Plan provides information on the extent of development which could come forward in each Development Zone. There are three different types of Parameter Plans, plan A, plan B and plan C, the information contained within each Parameter Plan is summarised in the table below:

Table 3.2 Parameter Plans Contents

Parameter Plan Type	Parameter Plan Title
A	Proposed Maximum Parameter AOD Heights (and height differentials)
	Maximum Building Footprint (above ground)
	Balcony Oversailing Zones

Parameter Plan Type	Parameter Plan Title
	DZ Boundary Limits of Deviation
B	Areas of public realm
	Areas for landscaping
	Ground floor frontages which must be at or exceed 51% or 75% Town Centre Uses ²
	Location of Access and Egress (where applicable)
C	Maximum Building Footprint (above ground)
	Maximum Basement Extents Coverage (20%, 50% or 100% where applicable)

3.10 As set out above the information on the Development Proposals for each Development Zone can be found on the Parameter Plans and a description of these can be found in the Development Specification Document.

Proposed Land Uses

3.11 As part of this OPA, the Applicant is seeking planning permission for the mix of uses set out in Table 3.3 across the whole Site. The QM OPA seeks flexibility to provide a range of land uses, within a maximum floorspace, and for the location of certain land uses to remain flexible at the outline application stage. To provide sufficient information for the application to be assessed, a sitewide maximum limit for the land uses proposed in the QM OPA is set out in the **PA2 Schedule of Floorspace**. In addition, the **Development Specification Document**, submitted for approval with the QM OPA, also provides maximum limits for the land uses proposed on a Development Zone basis and minimum quantum of Town Centre Class E and Class F uses and specified Sui Generis uses per DZ.

² The definition of Town Centre Uses included in the QM OPA is a bespoke definition. This definition has been produced to provide clarity on what uses will be included in the assessment of 51% or 75% or more 'Town Centre Uses' where the Parameter Plans require 51% or 75% and above of these identified ground floor frontages to be a defined Town Centre Use. Within this bespoke definition, where capitalised, Town Centre Uses include: Class E uses (excluding offices), Class F uses (excluding primary and secondary schools, indoor or outdoor swimming pool or skating rink), Sui Generis uses (including bars, pubs, hot food takeaways and live music venue, cinema) and residential and office entrances. For the Sui-Generis uses (pub / bar / hot food takeaway) – this category of floorspace includes the ability to delivery uses as a public house, wine bar or drinking establishment, as a drinking establishment with expanded food provision, and as a hot food takeaway for the sale of hot food where consumption of that food is mostly undertaken off premises.

Table 3.3 QM OPA Overview of Proposed Uses and Flexibility Sought

Proposed Use	Quantum / Description
<p>Residential (Use Class C3 / C2)</p>	<p>The QM OPA allows for the provision of up to 1,600 residential units (Use Class C3). Residential uses are permitted within Development Blocks in DZ1&2, DZ3, DZ4, DZ5 and DZ6. Flexibility is sought for up to 20% of residential units, sitewide, to be within Use Class C2 to respond to market demand should it arise in the town centre (but providing flexibility for the scenario within which C2 accommodation is not provided).</p> <p>A proportion of affordable housing will be provided by the Development Proposals.</p>
<p>Office Space (Use Class E(g)(i))</p>	<p>The QM OPA allows for the provision of between 0 – 40,000 sqm office floorspace. Flexibility is sought on Development Blocks in DZ1&2 and DZ4, between office and/or residential use of the above ground floors, excluding any mezzanine levels. This flexibility is proposed to be mutually exclusive as between residential or office use within each individual Development Block in DZ1&2. That means that above ground floor in DZ1&2, excluding any mezzanine level, the land use is proposed to be either office or residential use (save that other uses from the floorspace tables might also be integrated at upper levels with office or residential uses).</p> <p>The individual Development Blocks within DZ1&2 can each be considered separately. In DZ4, the use of the above ground floors, excluding any mezzanine level, is not mutually exclusive between office and residential uses. That means Development Block(s) in DZ4 can operate independently within a Development Zone as to whether they are in office or residential use or a mix on the upper floors, provided they accord with the floorspace ranges for that DZ as set out in the Development Specification Document and the overall limit on floorspace as set out in the PA2 schedule. Office entrances may also be provided at ground level (this is accounted for within this office floorspace range).</p>
<p>Use Class E (excluding offices) and F (excluding primary and secondary schools,</p>	<p>The QM OPA proposes a range of floorspace (5,500 sqm to 12,000 sqm) within Use Class E (excluding the office floorspace which is set out separately) and F (excluding primary and secondary schools, indoor or</p>

Proposed Use	Quantum / Description
<p>indoor or outdoor swimming pool or skating rink)</p>	<p>outdoor swimming pool or skating rink)³. The location for these uses is not being fixed in the QM OPA, as the application allows for a range to be provided within each Development Zone; controlled by the Schedule of Floorspace PA2.</p> <p>It should be noted that Use Class E (excluding office uses) and F (excluding primary and secondary schools, indoor or outdoor swimming pool or skating rink) are included within the definition of Town Centre Uses in the Development Specification Document, and on the Parameter Plans which set out details of frontages which must exceed 51% or 75% of these defined Town Centre Uses.</p> <p>At the RMA stages there may be a situation where Town Centre Uses may need to extend into the upper floors. In these situations, the RMA will justify the use of the upper floor for the Town Centre Use and ensure that it is consistent with the approved Schedule of Floorspace (PA2) and the approved floorspace ranges for each DZ.</p>
<p>Live Music Venue / Cinema (Sui Generis)</p>	<p>Between 0 – 1,500 sqm⁴ (Sui Generis) of floorspace could come forward as a live music venue or a cinema. The QM OPA recognises that Sui Generis uses fall outside of a Use Class in the Use Classes Order and therefore are individually specified. Flexibility is sought for either use/or neither use being provided on Site. Flexibility on location is sought across a number of DZ's excluding DZ1&2 albeit that possible locations for the live music venue or cinema are indicated on the Parameter Plans, should either or both come forward. The PA2 Schedule of Floorspace sets out the sitewide floorspace limit on Sui Generis uses. The Development Specification Document sets out the floorspace ranges for each Development Zone. These include an allocation for specified Sui Generis Uses. These specified Sui Generis uses are grouped into two categories each of which is subject to a maximum floorspace limit:</p>

³ Whilst the maximum floorspace cap for Class E & Class F uses is stated as 12,000 sqm (GEA) and the maximum floorspace cap for Sui Generis uses is stated as 3,750 sqm (GEA), we propose to limit the combined maximum floorspace cap across both Class E & F and Sui Generis uses to 12,000 sqm (GEA).

⁴ Whilst the maximum floorspace cap for Class E & Class F uses is stated as 12,000 sqm (GEA) and the maximum floorspace cap for Sui Generis uses is stated as 3,750 sqm (GEA), we propose to limit the combined maximum floorspace cap across both Class E & F and Sui Generis uses to 12,000 sqm (GEA).

Proposed Use	Quantum / Description
	<ul style="list-style-type: none"> • Sui Generis town centre uses (pubs, wine bars and hot food take away); and • Sui Generis (live music venue/ cinema).
Pub / Bar / Hot Food Takeaway (Sui Generis)	<p>Between 0 – 2,250 sqm⁵ (Sui Generis) of floorspace could come forward for use such as a bar, pub or hot food take away. The QM OPA recognises that Sui Generis uses fall outside of a Use Class in the Use Classes Order and therefore are individually specified. The QM OPA does not propose to allocate specific locations for the identified Sui Generis uses. Instead, the PA2 schedule sets out the sitewide floorspace limit on these uses. The Development Specification Document sets out the floorspace ranges for each Development Zone. These include an allocation for specified Sui Generis Uses. These specified Sui Generis uses are grouped into two categories each of which is subject to a maximum floorspace limit:</p> <ul style="list-style-type: none"> • Sui Generis town centre uses (pubs, wine bars and hot food take away); and • Sui Generis (live music venue/ cinema). <p>Between 0 – 2,250 sqm of floorspace could come forward for use as a bar, pub or hot food takeaway. Flexibility is sought for the quantum of its provision and the location across a number of DZs.</p>
Car parking	<p>The QM OPA proposes a cap of 685 car parking spaces. This is proposed as up to 550 for a residential scheme, with a further 135 spaces provided should the office development come forward in DZ4. Flexibility is sought as to the location of residential and office car parking sitewide. DZ3, DZ4, DZ5 and DZ6 include an option for residential car parking requirements to be accommodated on site, either as level/s of sandwich parking, basement parking or a mix of the two. Car parking for DZ1&2 could be incorporated within the allowance set out for DZ3 or DZ4 depending on which Development Zones comprise the first phase of development. Flexibility is also sought for residential car parking to be provided as a</p>

⁵ Whilst the maximum floorspace cap for Class E & Class F uses is stated as 12,000 sqm (GEA) and the maximum floorspace cap for Sui Generis uses is stated as 3,750 sqm (GEA), we propose to limit the combined maximum floorspace cap across both Class E & F and Sui Generis uses to 12,000 sqm (GEA).

Proposed Use	Quantum / Description
	MSCP on DZ6. Should the flexible option of office use be progressed on DZ4, its car parking will be provided in a MSCP on DZ6.
Ancillary Space	Flexibility is sought to bring forward up to c.24,355sqm of basement ancillary floorspace. These are set out in Parameter Plan (C) for the relevant Development Zones. This basement ancillary space has the potential to include car parking, cycle parking, plant, and supporting infrastructure within these spaces. For DZ3, DZ4, DZ5 and DZ6 the QM OPA applies for up to 100% of the maximum building footprint coverage to be a below ground basement. For DZ1 flexibility is sought for up to 20% of the maximum building footprint be a below ground basement. For DZ2a, DZ2b and DZ2c flexibility is sought for up to 50% of the maximum building footprint be a below ground basement for each. The QM OPA confirms that the basement would be no more than 5m below the lowest finished floor level per DZ.

3.12 As well as the mix of uses proposed as part of the OPA, the **Parameter Plans, Design Codes (Mandatory Rules)** and **Sitewide Plans** for approval seek approval for a range of other elements. These are described below, with further information on controls offered by the Parameter Plans described within Chapter 5 and 6 of the Development Specification Document.

Scale and Massing

3.13 The Parameter Plans set out the Maximum Building Heights which could be developed as a result of the OPA. These heights range across the Site from 37.60 AOD to 95.86 AOD (note that the existing ground levels across the site range from +30.5m AOD to +32.4m AOD), with heights generally stepping down towards the High Street at the south and the Grade II Listed Church of Our Lady Immaculate and St Ethelbert and the St Ethelbert's Presbytery to the west and stepping up towards Wellington Street and the eastern half of the Site. Please refer to the Parameter Plans for further details on the scale and massing.

Public Realm and Amenity

3.14 The QM OPA will provide substantial public realm and communal and private amenity space across the Site as set out in further detail within the Parameter Plans, Development Specification Document and Design Code (Mandatory Elements) all submitted for approval. The principal public realm areas within the set are set out below:

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- **The Town Square** – this square sits in the middle of the Development Blocks within DZ1&2. The Town Square will have a minimum area of 1,000 sqm.
 - **The Local Square** – this square sits between DZ3, DZ4, DZ5 and DZ6. The Local Square will have a minimum area of 175 sqm.
 - **The Heart Space** – the heart space runs down the east side of DZ5 adjacent to the Observatory Shopping Centre. The Heart Space will have a minimum area of 1,200 sqm.
 - **The Urban Park** – this space will sit within the undeveloped area of DZ6A (assuming that an Urban Park comes forward rather than a nursery in this location). If an Urban Park is to be delivered within DZ6A, it will have a minimum area of 1,000 sqm.
 - **The Gateway Space** – this space runs along the north side of the Site adjacent to Wellington Street.
 - **The High Street** – this runs along the south side of the Site.

3.15 Further information and additional detail on the Site context and the Development Proposals can be found within the Development Specification Document and the Design and Access Statement.

4. PLANNING AND CORPORATE POLICY CONTEXT

- 4.1 This section provides an overview of the national and local planning and SBC corporate policy context which has informed the Development Proposals and the planning consideration for the QM OPA. Whilst an overview of the policy context is provided below, a full, detailed schedule of the relevant planning policies can be found in Appendix A2.

Local Planning Policy Context

- 4.2 The UK Planning System has a plan-led approach. Section 38(6) of the Planning and Compulsory Purchase Act 2004 states that:

“if regard is to be had to the development plan for the purpose of any determination to be made under the Planning Acts the determination must be made in accordance with the plan unless material considerations indicate otherwise”.

The Adopted Local Development Plan

- 4.3 The adopted Local Development Plan for SBC will be used by SBC to determine the QM OPA. The Local Development Plan consists of:
- Core Strategy Development Plan Document (2008).
 - Site Allocations Development Plan Document (2010).
 - The Local Plan Saved Policies (adopted 2004, saved policies 2010); and,
 - The accompanying Proposals Map (2010).
- 4.4 The Site is subject to Site Allocation SSA14 in the Site Allocations DPD (2010) and outlines that it is suitable for *“the comprehensive redevelopment and/or reconfiguration of the shopping centre”* to provide *“a mix of retail, leisure, restaurants and bars, residential, community and car parking”*.
- 4.5 The principle of high-density mixed-use residential development in the town centre is identified within the Core Strategy (2008). Core Policy 1 (Spatial Strategy) outlines that *“Proposals for high density housing and other intensive trip generating uses, such as major retail or leisure, will be located in the appropriate parts of Slough town centre”*. Whilst no sites are referenced by name within these policies as being in ‘appropriate parts’ of the town centre, it should be considered that given the central location of the Site and proximity to the train station, it would be appropriate location for high density development. Core Policy 3 (Housing Distribution) and Core Policy 4 (Type of Housing) also support
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this, with the more recent Interim Planning Framework (2019) identifying the wider Slough Central site as suitable for tall buildings.

4.6 Furthermore, other Core Strategy Policies such as Policy 5 (Employment) and Policy 6 (Retail, Leisure and Community facilities) reiterate that the town centre is the preferred location for “Intensive employment generating uses, such as offices” and that “*all new major retail, leisure and community developments will be located in the shopping area of Slough town centre*”. Therefore, the principle of a mixture of uses, including residential redevelopment, is aligned with the adopted Core Strategy,

4.7 Within the Local Plan, Policy S15 (Diversification of uses) supports the introduction of new uses into the town centre, stating that “*proposals which aim to diversify the activity found within Slough Town Centre will be permitted if it can be shown that the vitality and viability of the town centre will be increased*”.

Developer Guides

4.8 SBC have also prepared a range of Developer Guides to assist developers who are preparing *residential* or commercial schemes. These are guidance documents which build upon the policies set out in the adopted Local Development Plan. The Developers Guides of relevance to the QM OPA are:

- Part 2 – Developers Contributions and Affordable Housing (2017)
- Part 3 – Transport and Highways Guidance (2008)
- Part 4 – General Development Guidance (2008)
- Part 4 – Update to Refuse and Recycling Storage for New Dwellings (2018)
- Part 4 – Supplement Space Standards for Residential Development (2018)

Emerging Development Plan

4.9 SBC are preparing a new Local Plan for Slough, which will set the policies and guide *development* through to 2036. The new Local Plan will replace the existing adopted Local Development Plan. SBC have started the first formal stage of the new Local Plan preparation with a Regulation 18 consultation on the proposed Spatial Strategy between November 2020 to January 2021. Publication and examination of the new Local Plan is planned for the end of 2022 and early 2023.

4.10 Whilst the new Local Plan is still in its early stages of preparation, SBC have prepared the proposed Spatial Strategy and a number of other strategies which are of relevance to the *Development* Proposals. Only limited weight can be applied to the details set out in these documents as they are not adopted planning policy or guidance. Nevertheless, the content has been considered in the

preparation of the Development Proposals. These documents are set out below, with further details provided in the subsections below.

- The Proposed Spatial Strategy (Regulation 18 Consultation, November 2020)
- Centre of Slough Regeneration Framework (September 2020)
- Centre of Slough Interim Planning Framework (July 2019)
- Protecting the Suburbs Strategy (June 2020)

Proposed Spatial Strategy (2020)

- 4.11 This document is part of the emerging SBC Local Plan and it sets out the vision and objectives for the scale and quality of development that will come forward in Slough in the future. This document states that the QM and OBS shopping centres “*perform many of the traditional town centre functions in Slough, but are outdated and, like many, have lost their attractiveness*”. The document identifies other sites in the town centre where the potential for significant future development is recognised, including the former BHS (High Street) and the Future Works sites, both of which have planning consents, and the Buckingham Gateway (High Street) and the North West Quadrant sites which have emerging proposals. The Proposed Spatial Strategy identifies Slough Central (the name given to the wider area including both the QM and OBS shopping centres) as “*the biggest opportunity for regeneration in the Centre of Slough*”, therefore noting its significance in bringing forward development alongside the other town centre sites, to support the future of the town centre.
- 4.12 The document sets out that the overall objective for the redevelopment of Slough Central is to deliver the “*phased redevelopment of the site*” to transform the area into an “*attractive, vibrant, well connected place*” that will help to meet local housing needs, whilst also providing much needed town centre uses. To deliver this, the supporting Site Allocation SSA14 within the Site Allocations DPD supports the current approach, stating that the Council “*is supportive of the principle of the comprehensive phased redevelopment of the shopping centres including and supported by residential development*”.

Centre of Slough Regeneration Framework (2020)

- 4.13 This document has been prepared by SBC to inform the emerging Local Plan and contains a masterplan and a vision for the spatial development aspirations of the centre of Slough. Whilst this document has informed the emerging Local Plan, it is not adopted policy. In this document, the significant decline and high vacancy levels of the existing shopping centres is noted. However, it is clearly considered that this offers an opportunity for transformative change, and for Slough Central to play a role in creating a more coherent and attractive Town Centre.
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- 4.14 This document identifies Slough Central as one of Slough's key development sites, noting that the Site is the "*largest, centrally located development opportunity in Slough town centre*". The development opportunity is noted to include the potential for a phased development with a mix of residential and town centre uses which will integrate with the existing High Street and other cultural buildings such as the Curve. The document is supportive of the delivery of high-density development on the Site due to its highly accessible location only a short walk from the train station. High-density housing is also supported in this location, as this aligns with the Council's strategy on protecting the suburbs.

Centre of Slough Interim Planning Framework (2019)

- 4.15 This document was produced by SBC to help inform the development of the Centre of Slough Regeneration Framework. It provides contextual guidance on SBC's ambitions for the town centre and whereas it is not a formal policy document, it provides an evidence base and direction of travel for the emerging draft Local Plan and future planning policy. It considers SBC's aspirations for the Centre of Slough and begins to identify how those aspirations can come forward through development. This document notes that the most significant change that will take place in the centre of Slough will be the redevelopment of Slough Central and that parts of the Slough Central site would be suitable for tall buildings.

Protecting the Suburbs Strategy (2020)

- 4.16 This document was produced to inform the preparation of the emerging Local Plan. The document is clear that family housing will be protected and delivered in the suburban areas of Slough, in order to protect the local community and character of these locations and ensure that higher density development is able to come forward in the Centre of Slough. The findings of the document are clear that the role suburban areas will play is in "*retaining large family homes and providing extra bedrooms for families, rather than providing significant numbers of additional housing units*" whilst "*major comprehensive development delivering significant housing*" is directed to the town centre.

SBC Corporate Policy Context

- 4.17 The Council have also published a number of Corporate Strategy Documents which have influenced the Development Proposals and will inform the direction of the Borough over the coming decades. Whilst these are not planning documents, they address matters such as commercial and economic aspirations for the Borough and as such provide relevant considerations for schemes such as the QM OPA which seek to transform the town centre and the local economy.

Slough Borough Council Five Year Plan 2020-2025

- 4.18 This document sets out the Council's vision, the long-term priority outcomes for the Borough and the steps which will be taken within the next five years to deliver their vision. The priority outcomes include attracting, retaining, and growing businesses and investment to provide opportunities for
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residents, making Slough an attractive place where people choose to live, work, and stay and ensuring residents are healthy and have access to good quality homes. This is to be delivered through sustainable, quality development and there is a long-term priority of regenerating major town centre sites, attracting investors and occupiers to buy into a clear vision and masterplan for the centre of town. The redevelopment of the Slough Central area will be not only a catalyst for, but also strongly contribute towards these outcomes.

Inclusive Growth Strategy 2020-25

- 4.19 SBC have produced this strategy to ensure that all residents can benefit from the future investment in and transformation of Slough. The regeneration of Slough Town Centre is highlighted as a key example of this, with the aim to ensure that *“it becomes a symbol of the Borough’s future”*. Within this document are a number of key strategic priorities, which include connecting and celebrating Slough, creating inclusive and sustainable neighbourhoods, and ensuring that regeneration and infrastructure unlock growth.

Joint Wellbeing Strategy 2020-25

- 4.20 This document is overseen by the Slough Wellbeing Board, a partnership between various public, private, and voluntary sector groups to improve the long-term health and wellbeing of Borough residents. The strategy focuses on four priority areas: starting well (focusing on the health and wellbeing of young people); integration (adult social care); strong, healthy, and active neighbourhoods (increasing happiness and satisfaction of local people in their area); and workplace health. Through the delivery of a high quality new residential-led development, Slough Central will contribute to increased satisfaction, happiness, and pride of residents in their town and neighbourhood and help to deliver these outcomes in the long-term.

Slough 2040

- 4.21 An aspirational document which outlines the vision for the future of the Borough created by local residents, Councillors and Community Groups. Among the aspirations are:

- The creation of a vibrant town centre which has become a destination of choice, an attractive and modern, accessible place which blends together a mixture of residential, leisure, retail, and business.
 - A strong, thriving, and diverse economy, with businesses with strong ties to the area and good jobs for local residents.
 - Attractive new green neighbourhoods, which are well connected by a transport network which prioritises public and active transport.
 - A Carbon Neutral and sustainable town.
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5. PLANNING CONSIDERATIONS

5.1 This section sets out the key planning considerations arising from the Development Proposals, setting out a reasoned justification for the QM OPA in the context of national and local planning policy, alongside the specifics of the Site and its surroundings.

5.2 The Development Proposals have been assessed against the existing saved Local Plan and Core Strategy policies, with the emerging development plan documents and strategies, which will form the new Local Plan, providing material considerations along with the NPPF. Consideration is also given to the Council's corporate strategy documents, which provide an understanding of the role the QM OPA will play in helping to meet the Council's corporate goals.

Presumption in Favour of Sustainable Development

5.3 The NPPF states that the purpose of planning is to help achieve sustainable development. Paragraph 7 sets out that, at a very high level, that the objective of sustainable development can be summarised as meeting the needs of the present without compromising the ability of future generations to meet their own needs. Paragraph 8 sets out the three objectives of sustainable development, comprising economic, social, and environmental considerations. The sustainability of the proposals having regard to these aspects is discussed further in the conclusion of this statement.

5.4 A fundamental principle at the heart of the NPPF is the presumption in favour of sustainable development. For decision-taking, Paragraph 11 sets out that this means:

- Approving development proposals which accord with an up-to-date development plan without delay; or
- Where there are no relevant development plan policies, or the policies which are most important for determining the application are out-of-date, granting permission unless:
 - i. The application of policies in the NPPF that protect areas or assets of particular importance provides a clear reason for refusing the development proposed; or
 - ii. Any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies of the NPPF taken as a whole

5.5 Recent appeal decisions (Ref. APP/J0350/W/20/3265328) have found that SBC is unable to demonstrate a deliverable five-year housing land supply, and as such, the policies which relate to housing supply in the Local Development Plan are considered out-of-date in accordance with

footnote 7 of the NPPF. This triggers the presumption in favour of sustainable development set out in the Paragraph 11 of the NPPF.

- 5.6 Nevertheless, consideration has been given to the sustainability and environmental impact of the Development Proposals. The Core Strategy (2008) Policy 8 sets out the Council's approach to sustainable development, noting that "*all development in the Borough should be sustainable, of a high quality design, improve the quality of the environment and address the impact of climate change*".
- 5.7 Whilst it is not a formal policy document, the Proposed Spatial Strategy indicates that the QM OPA aligns with the future direction of policy making, stating that "*the bulk of the new development will go in the Centre of Slough in accordance with the guiding principle that development should be located in the most accessible locations which have the greatest capacity to absorb growth and deliver social and environmental benefits*".
- 5.8 The QM OPA planning application, including this Planning Statement and the suite of technical documents, has assessed the Development Proposals against all relevant planning policies and material considerations. It has demonstrated that the Development Proposals accord with the strategic objectives of national and local policies and represents sustainable development.
- 5.9 Based on our review of the relevant sustainability policies and the justification of the Development Proposals set out throughout the rest of this chapter, we conclude that the QM OPA would not harm areas or assets of particular importance or result in any adverse impacts which would significantly and demonstrably outweigh the benefits, when assessed against the policies of the NPPF taken as a whole. As such the presumption in favour of sustainable development should apply, and permission should be granted.

The Principle of a Residential-led Mixed-Use Redevelopment

- 5.10 The Development Proposals set out as part of this QM OPA involve the demolition of the existing Queensmere Shopping Centre and other town centre buildings to provide a mixed-use development as detailed in Section 3 of this Planning Statement.
- 5.11 The QM OPA seeks outline permission for the mixed-use redevelopment of this key town centre site. The Development Proposals are residential led, with scope for up to 1,600 residential units to be delivered. There is flexibility built into the QM OPA, with potential for up to 40,000 sqm of office floorspace to be delivered alongside residential units. However, if the total 40,000 sqm of office floorspace did come forward, the number of residential units that could be delivered would be reduced to up to 950 units. This is still a significant quantum of residential units, and the Development Proposals would remain a residential-led mixed use development. Initially, this section will examine
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the wider principle of mixed-use redevelopment, before focusing on the principle of town centre residential development.

- 5.12 The mixed-use redevelopment of the Site is supported by both the adopted planning policy and emerging SBC aspirations which are informing the direction of the emerging SBC Local Plan, as well as the national policies set out in the NPPF.
- 5.13 At a local level, the Development Proposals are supported by Core Strategy Policy 1 (Spatial Strategy), which outlines that development should take place within the built-up area on previously developed land. This scheme accords with this policy, which also requires that proposals for high density housing and other intensive trip generating uses, such as major retail or leisure are located in Slough Town Centre.
- 5.14 The SBC Site Allocation Document (2010) is also supportive of mixed-use development on the Site as it allocates the whole Slough Central site for mixed-use redevelopment, comprising residential, retail, leisure, restaurants, bars, and community. Since the adoption of the Site Allocation DPD in 2010, the in-principle support for the mixed-use redevelopment of the Site, led by residential use, has been established – as SBCs Planning Committee approved the Criterion Capital Application in 2015 for the part redevelopment of the Site, for enhanced retail and leisure floorspace and 675 residential units within four blocks (Ref: P/06684/015). Whilst the Section 106 agreement was never finalised, the resolution to grant at Planning Committee shows support from SBC for mixed-use development in this location.
- 5.15 It is understood that SBC cannot currently demonstrate a five-year housing land supply. As such, the policies in the Adopted Development Plan which relate to housing supply are out of date, and as such, consideration has also been given to the emerging policy direction, which is arguably grounded in a more contemporary understanding both of the current and future needs of Slough and wider social and economic trends. These emerging documents are also supportive of the mixed-use redevelopment of the Site.
- 5.16 The Centre of Slough Interim Planning Framework (2019) highlights in Chapter 7 that the Council will *'support innovation, growth and regeneration and ensure the Town Centre is the focus for high density housing and major retail, leisure, office and cultural development.'*
- 5.17 Further support is outlined within the Proposed Spatial Strategy (2020), which will form the basis of the new Local Plan. This document outlines that *'the overall objective is to encourage the comprehensive mixed-use redevelopment of the shopping centres which will transform the area into an attractive, vibrant, well-connected place that can provide for some of the important shopping, leisure, cultural and business needs'* whilst also meeting some of Slough's housing needs.
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- 5.18 The Centre of Slough Regeneration Framework (2020) identifies the Slough Central site as being the *'largest, centrally located development opportunity in Slough town centre'*, with one of the documents key objectives being to *'promote redevelopment of the town shopping centres with these replaced with a street-based shopping environment as part of a mixed-use development'*. The document also sets out key principles for the redevelopment of Slough Central, noting as the first development principle that the development proposals should result in the *'establishment of a mixed-use quarter on this large and prominent site within Slough's urban core'*.
- 5.19 Mixed use development, comprising both residential and commercial, within town centres, is also supported at national level. Paragraph 86 of the NPPF explains that *'planning policies and decisions should support the role that town centres play at the heart of local communities' by 'promoting their long-term vitality and viability - by allowing them to grow and diversify in a way that can respond to rapid changes in the retail and leisure industries, allows a suitable mix of uses (including housing, and reflects their distinctive characters'*.
- 5.20 In line with this, as part of the ambition to deliver a residential-led development within the town centre, these proposals comprise a considerable quantum of residential floorspace, with the potential to deliver up to 1,600 dwellings as part of the QM OPA redevelopment.
- 5.21 The need for more housing at a local level is strongly supported, through adopted policies within Slough's Development Plan, the housing need evidence base and emerging policy. The latest Slough Housing Delivery Action Plan (2019) sets out that there are very few developable greenfield sites left in Slough (as a result of Green Belt constraints), therefore making the delivery of housing more challenging (albeit that we acknowledge the Council's consultation on Proposed Release of Green Belt Sites for Family House, November 2021). The adopted Core Strategy (2008) acknowledges this by setting a target for 95% of all housing development in Slough to be on previously developed land, and 50% of all dwellings to be built in the town centre. The overall strategy for housing distribution, set out in the Core Strategy, is one of *"concentrating development and spreading the benefit"*, with the Core Strategy looking to build a minimum of 3,000 dwellings in the town centre, in order to reduce the number of houses delivered in the other smaller, existing residential neighbourhoods and suburbs. The position in the Core Strategy is based on housing targets at the time of the plan (2008); however, Core Policy 3 notes that if there is any additional housing required as a result of an increase in Slough's housing allocation, then this housing should be built in the town centre or in other appropriate urban areas. Furthermore, Core Policy 4 is clear that *"high-density housing should be located in Slough town centre"*.
- 5.22 Slough's emerging Proposed Spatial Strategy sets out that Slough has a distinct need for new residential units in order to meet future demand, with a numerical shortfall of nearly 5,000 units due to a shortage of available land. Furthermore, the Government's Housing Delivery Test (HDT) results from 2021 show that Slough has a historic track record of underdelivering on its housing targets, with
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a HDT result showing that Slough was only able to deliver 67% of the homes needed over the last 3-years.

- 5.23 It is understood that addressing this demand is limited by the lack of a five-year housing land supply, due in part at least to a shortage of available land. The most recent Housing Delivery Plan report (April 2019) and local Housing Needs Assessment (October 2019) set out a need for 893 new dwellings to be delivered per annum up to 2039, equating to a total need for 17,860 homes. As the largest development site in Slough Town Centre, it is considered that by delivering up to 1,600 new homes, the QM OPA has the potential to make a significant contribution to this housing need.
- 5.24 In order to deliver as much of their local housing need as possible, SBCs adopted Development Plan is supportive of the delivery of high-density housing in the town centre. Core Policy 1 makes clear that high-density housing should be located in appropriate parts of the town centre. Core Policies 3 and 4 provide further support to this approach, by setting out that high-density housing should be located in Slough Town Centre, with a minimum of 3,000 new dwellings expected in the wider town centre location in the period between 2006 and 2026. The Proposed Spatial Strategy (2020) sets out the latest position on the delivery of housing, making clear that due to a shortage of available land, development should be located in the most accessible locations, which have the greatest capacity to absorb growth and deliver social and environmental benefits. It states, that “*this means that the bulk of the new housing is directed to the Centre of Slough*”, with the Council identifying sites where around 9,000 dwellings could be built in the centre of Slough area within the plan period.
- 5.25 This principle of delivering housing as part of proposals for Slough Central was initially set out within the Site Allocations Development Plan Document (2010), under Site Allocation SSA14, which identified the Site as suitable for a mix of uses, including residential. More recently, as part of the Centre of Slough Regeneration Framework (2020), SBC have identified that the Slough Central site has the capacity to deliver a minimum of 1,000 dwellings, contributing significantly to the projected figure of 7,400 new homes within Slough’s ‘Square Mile’ which is covered by the Framework
- 5.26 The location of the proposed high-density housing is also supported by SBCs long-term aim to direct ‘*major comprehensive development delivering significant housing*’ to the centre of Slough, whilst retaining suburban areas of the borough for lower density family housing. This approach, within which the Development Proposals accord, is outlined in the Protecting the Suburbs Strategy (2020).
- 5.27 However, there is a significant shortage of housing at a national level, as well as a local level. Therefore, the provision of a residential-led mixed-use scheme within a town centre, urban location, and the need to boost the housing supply, is also supported within the NPPF as follows:
- Paragraph 60 highlights the government’s objective of “significantly boosting the supply of homes”.
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- Paragraph 73 notes that the supply of a large number of homes can often be best achieved through planning for larger scale developments.
 - Paragraph 86 recognises that residential development often plays an important role in ensuring the vitality of town centres, and notes that residential development should be encouraged on appropriate sites.
- 5.28 Additionally, in setting out its support for development to make the most effective use of land, especially under-utilised land and buildings, Paragraph 120 of the NPPF makes clear that planning decisions should be encouraging multiple benefits on urban land, including through the provision of mixed-use schemes. Substantial weight should also be given to the value of using suitable brownfield land within settlements for homes and other identified needs, especially where land supply is constrained.
- 5.29 The Development Proposals seek to build on previously developed sites, with the flexibility to direct high-density residential dwellings into town centre locations, in order to help meet housing supply and ensure the long-term vitality and viability of the town centre. It should be considered that the Development Proposals will contribute considerably to addressing Slough's shortfall in housing. It is clear from considering the adopted and emerging local policy context, as well as the national policies in the NPPF, that the principle of a residential-led mixed-use redevelopment of the Site complies with the overriding core principles of national and local planning policy.
- 5.30 Furthermore, the QM OPA proposals actively address many of the priorities set out in SBC's Corporate Strategies, addressed in greater detail in Paragraphs 4.17 – 4.21. In particular, as the QM OPA will bring investment into Slough Town Centre through the creation of homes, jobs and new town centre uses, it is helping to achieve one of the key goals of the Slough 2040 plan by helping to create a vibrant town centre with a mix of residential, leisure, retail and business uses. The proposals also meet the objectives of Slough's Five-Year Plan and the Inclusive Growth Strategy by bringing forward proposals which will regenerate the town centre to create a destination at the heart of Slough where people want to live, work and stay.
- 5.31 In the sections that follow, we will review the planning and corporate policy support for all key elements of the Development Proposals, to show why the proposals set out as part of this QM OPA are supported by planning policy and should be approved.

Residential Accommodation

Illustrative Housing Mix

- 5.32 As this is an OPA with all matters reserved, the QM OPA is not seeking approval for a fixed housing mix. The QM OPA seeks flexibility on what housing mix could come forward at the RMA stages,
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therefore allowing the RMAs to respond to market demand, policy and housing need at the point they are submitted. As part of the creation of the Development Proposals, a masterplanning exercise has been undertaken to provide a framework for what could come forward as part of the QM OPA. This has resulted in an Illustrative Scheme which reflects one example of how the Site could be redeveloped within the development parameters being applied for as part of the QM OPA. The Illustrative Scheme proposed an indicative housing mix – as noted in **Table 5.1** below.

Table 5.1 Illustrative Housing Mix (not for approval)

Housing Size	Illustrative Mix
1B1P	14%
1B2P	31%
2B3P	15%
2B4P	34%
3B5P	6%

5.33 Overall, this equates to 45% one-bedroom units, 49% two-bedroom units and 6% three-bedroom units. It is commonly accepted that in urban locations, two-bedroom four-person dwellings are suitable for smaller families. As such, taking the 2B4P and 3B5P units together, the QM OPA has the potential to deliver 40% family dwellings. This illustrative housing mix is considered to reflect the housing needs of Slough and the typologies of dwellings suitable for the town centre and has been informed through a combination of local market advice and a review of recently consented schemes in Slough Town Centre. Allowance has also been made for accessible accommodation, with 5% of units meeting the M4(2) / M4(3) requirements.

5.34 It is considered that this illustrative housing mix aligns with SBCs strategy for delivering housing in Slough. The Protecting the Suburbs Strategy (June 2020), which has been produced to inform the direction of policy in the emerging Local Plan, highlights that SBC are seeking to concentrate the delivery of high-density housing in the centre of Slough, in order to protect the suburbs for family housing.

5.35 This is therefore clear on the role the suburban areas will play in *‘retaining large family homes and providing extra bedrooms for families, rather than providing significant numbers of additional housing units’* whilst *‘major comprehensive development delivering significant housing’* is directed to the town centre.

5.36 Data used to inform the Slough Regeneration Framework shows that there is *“market demand”* for *‘higher density, flatted development in the town centre, with the prospect of lower density, larger*

homes in more peripheral locations'. This document notes that as a result of its excellent connectivity, Slough has become a very popular and affordable location for young professionals, leading to demand for flatted accommodation and smaller units. This approach is taken forward into the emerging Preferred Spatial Strategy, which states that *'the vast majority of new residential development coming forward in the Centre of Slough and elsewhere will be flats'*.

- 5.37 The proposal to provide primarily one and two-bedroom flats in a town centre location is also supported by the adopted Local Development Plan, as the Core Strategy notes in its explanatory text (para 7.56) that whilst the council will seek a mix of accommodation within the town centre, it recognises that the ability to deliver a mix will be limited within high density sites and that the main supply of new family housing will have to come from elsewhere in the borough.
- 5.38 The illustrative housing mix is therefore considered to align with existing and emerging planning policy, providing higher density, flatted development in the town centre, to deliver significant residential growth and avoiding significant development in the suburbs to ensure those areas are protected for family housing.
- 5.39 It is therefore considered that the illustrative housing mix which could come forward as part of the QM OPA would be wholly appropriate for this town centre location. The illustrative mix set out above should be noted, but as set out earlier, the QM OPA seeks flexibility on what housing mix could come forward at the RMA stages, therefore allowing the RMAs to respond to market demand, policy and housing need at the point they are submitted. There is enough flexibility built into the OPA to allow for a range of residential typologies to come forward, including private market sale and Built to Rent (BTR). The final mix will be discussed and agreed as part of future RMA submissions.

Housing Types

- 5.40 Whilst the focus of the QM OPA is on the delivery of traditional residential units (Use Class C3), the QM OPA has been structured to ensure that a range of housing options are available should there be market demand. Accordingly, the QM OPA includes scope/flexibility for 0 - 20% of the residential accommodation to be brought forward in the form of housing for the elderly population (Use Class C2). The exact mix and quantum of C3 and C2 (0 - 20%) housing will remain flexible as part of the OPA, with details to be confirmed and agreed at the RMA stage, noting that there could be a scenario within which C2 accommodation is not provided at all.
- 5.41 The principle of providing both C3 and C2 residential accommodation in the town centre is supported by policy as the NPPF supports the delivery of a variety of housing types to support local housing need and Local Plan Policy H22 (Elderly Persons, Nursing and Care Homes) sets out that housing for the elderly will be supported in appropriate locations with good access to local facilities and transport links, such as the town centre.
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Affordable Housing

- 5.42 SBC Core Policy 4 sets out that all sites of 15 or more dwellings (gross) will be required to provide between 30% and 40% of affordable housing, including the provision of social rented accommodation as part of this mix. Due to the overall viability, property prices and infrastructure burdens in Slough, very few recent developments have achieved this policy compliant level of affordable housing, with most providing a lower quantum as a result of viability assessments. The Applicant has appointed DS2 to carry out a Financial Viability Appraisal of the Site and the Development Proposals. The findings of this report will be discussed with Planning Officers at SBC during the determination of the application, with the agreed amount of affordable housing (including the amount and tenure) to be agreed through a Section 106 Agreement. The levels of affordable housing will be subject to viability review in the post-planning process.
- 5.43 Notwithstanding the constraints, the Applicant is committed to unlocking means of delivering affordable housing on the Site in order to contribute to Slough's local housing need and to ensure there is a genuine mix of homes available for residents of the new development.

Private Amenity Space

- 5.44 The Illustrative Scheme which has informed the Parameter Plans for approval as part of the QM OPA proposes that the private amenity spaces for the residential dwellings could come forward in the form of balconies, with communal amenity space potentially to be delivered as podium level courtyards, or through provision on the roofs of buildings.
- 5.45 The exact details of the amenity spaces will be discussed and agreed at the RMAs stages, but the Parameter Plans and Design Codes have been prepared to ensure that there is scope for adequate residential amenity to be provided for all future residents of the Development Proposals.

Revitalised Town Centre Offer

- 5.46 Slough Town Centre was once a sub-regional shopping destination. However, whilst the town centre offers a significant quantum of retail floorspace, it has a much more limited range of other town centre uses, such as restaurants and cafes, leisure facilities and an evening and night-time economy. This means that the town centre currently functions primarily as a retail destination, with little to attract visitors outside of core retail hours.
- 5.47 The vitality and viability of its town centre has declined significantly in recent years, both through an increase in vacant retail units and other leisure and evening centre uses, resulting in a shift in approach to the delivery of town centre uses. The decline of the town centre as a retail destination is a trend replicated across the country. Since the original construction of the Queensmere and Observatory Centres, town centres have faced increasing pressures as a result of a variety of economic, social, and cultural changes. These shifts in demand and attitudes are challenging and
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- reshaping how we use our towns and cities and the types and quantum of floorspace which they must provide. These changes have been recognised by the Government, with the introduction of the new Use Class E in 2020 acting as recognition of the practical need for greater flexibility to respond to challenging and changing market circumstances. This new Use Class covers a wider range of planning uses and allows movement between the uses within that class without it constituting “development” for which planning permission is required. This creates more flexibility and allows uses to change more freely to respond to changing market conditions.
- 5.48 SBCs Core Strategy acknowledges that Slough Town Centre is struggling, and it tries to remedy this by focussing all major retail development to be located within the town centre in order to improve Slough’s role as a key retail and leisure destination. The Site Allocation Document notes that the Slough Central site plays a key role in the potential improvement of the local retail offer, with the Site Allocation SSA14 stating that through redevelopment “*the amount of retail floorspace in the centres could be increased and enhanced*”. However, it is clear from the emerging planning policy coming forward in the Preferred Spatial Strategy that SBC realise that this policy approach is no longer appropriate nor supported by SBC.
- 5.49 The Preferred Spatial Strategy (November 2020) expressly recognises the fact that the existing QM and OBS shopping centres are failing, and that Slough “*will no longer be a sub-regional shopping centre and there will be a significant reduction in the amount of retail floorspace in the town centre*”. It notes that redevelopment in the town centre has the potential to provide a smaller but more attractive and better-quality retail offer. Specifically, for Slough Central, the text states that it is essential that it provides new retail and leisure facilities which will create an attractive and vibrant centre.
- 5.50 The Centre of Slough Interim Planning Framework and the Slough Regeneration Framework also recognise this shift in approach to the town centre, noting the need for the introduction of new town centre uses to revitalise the town centre.
- 5.51 This emerging policy approach, alongside discussions to date with SBCs Planning Officers, indicate that SBC understand the realities facing the modern retail market and the resulting shift in approach to town centre development. In the current circumstances, an application for retail development on the scale envisaged within adopted policy would be likely to be commercially unviable. As such, the overall reduction in retail floorspace that will result from the QM OPA is appropriate and justified
- 5.52 The QM OPA seeks to deliver a range of land uses in the town centre, which will help to revitalise it, and ensure its vitality and viability is improved. The uses proposed, the floorspace ranges and the flexibility sought within the QM OPA are outlined within Section 3 of this Planning Statement above.
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- 5.53 By introducing this mix of uses within the town centre, the Site will create a vibrant and prosperous town centre for the future by creating a 'destination' for residents and visitors. By introducing a significant uplift in the number of residential homes in the town centre, the QM OPA could bring town centre living into the centre of Slough, therefore kick-starting the regeneration of the area by creating new communities who will bring activity and life back into Slough Town Centre. This combined with the introduction of new and varied town centre uses means that the Development Proposals will help to encourage further investment and achieve the Slough 2040 vision for the creation of a vibrant town centre.
- 5.54 It is considered that bringing forward the potential mix of uses proposed as part of the QM OPA aligns with SBCs emerging policies and approach to town centre development, and it will also help to support the revitalisation of Slough Town Centre in line with SBC's corporate vision. The flexibility which is integral to the structure of this application is underpinned by the commercial imperative to ensure that the scheme is able, in the longer term, to respond to market demand once RMAs start to come forward.

Town Centre Office Use

- 5.55 In this QM OPA, the quantum of Use Class E office floorspace is set out as a separate category of floorspace to the other town centre Class E uses – this is to allow flexibility for this particular use to be brought forward. The flexibility in the provision of office floorspace allows the QM OPA to respond to uncertainty around the nature and scale of need for such space, both in the context of the recent pandemic but also longer-term trends in the central office market of Slough.
- 5.56 The COVID-19 Pandemic has been a significant disrupter to office markets around the world. It has impacted upon current working patterns and has led to the scope for remote and flexible working becoming a permanent future trend. As such, there is a lack of clarity surrounding the future demand for new office floorspace, with the direction of travel unlikely to become clear for some time yet.
- 5.57 In Slough, there is further uncertainty surrounding the office and employment market, which has become increasingly apparently in recent years but has been further exacerbated by Heathrow Airport no longer bringing forward expansion plans. The Heathrow expansion was set to provide a significant boost to the Slough economy and was hoped to be a major catalyst in employment growth and office creation. As such, the Slough Preferred Spatial Strategy acknowledges this uncertainty and notes that it is not possible to quantify the number of jobs that are required in Slough, nor future office occupier needs.
- 5.58 Despite this, it is assumed that there may be a continued need for office space in some form. The location of the QM OPA and its proximity both to transport links and a growing resident population strongly indicate that a need for such space may arise during the timescales of the QM OPA
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development. However, it is equally noted that the shifting balance between home-working and office-based employment – as well as the potential for changing commuting patterns – could materially affect the scale and nature of this demand, whilst Slough’s current and future requirement for new housing will remain strong. This affirms the importance of providing for the level of flexibility sought through the QM OPA with regards the eventual balance of employment and residential floorspace.

- 5.59 All this uncertainty has meant that it is not possible to commit to delivering an exact quantum of office floorspace as part of the QM OPA. As such, the OPA seeks to incorporate flexibility to respond to future needs through the ability to bring forward up to 40,000sqm of office floorspace. This flexible approach is key in ensuring that the Development Proposals are adaptable and able to accommodate longer term trends and office needs at the point when the development comes forward and details are agreed at the RMA stage.
- 5.60 As such, flexibility is sought within DZ1&2 and DZ4 between providing office and/or residential use on the above ground level, excluding any mezzanine levels. This flexibility is set out within Section 3 of this Planning Statement.
- 5.61 If office floorspace does not come forward in the upper levels of these DZs, then these parts of the DZs can be used for residential units. In the scenario that the maximum quantum of office space is brought forward, the residential capacity on site has been determined to be up to 950 units, whereas up to 1,600 units could be brought forward should no office floorspace be proposed. The quantum of office that comes forward therefore has a direct impact on the number of residential units the Site can accommodate. These scenarios have been assessed within the QM OPA and considered acceptable.
- 5.62 It is considered that this uncertainty in the office market and the need to allow for the QM OPA to respond to changes in the future is supported by policy. Paragraph 86 of the NPPF makes clear that planning policies should promote the long-term vitality and viability of town centres by allowing them to grow and diversify in a way that can respond to rapid changes. If office floorspace does come forward in the town centre as part of the QM OPA, it is also considered that this is entirely appropriate, with Core Policy 5 and Local Plan Policy EMP1 both supporting the provision of offices in town centre locations.
- 5.63 Overall, it is considered that the quantum of office space which could potentially come forward, and the flexibility sought in delivering this, is appropriate when considering the current economic uncertainty around demand for offices and in line with the aspirations of the NPPF and requirements of local policy. The flexibility to provide employment floorspace through the QM OPA responds to uncertainty around the nature and scale of need for such space, both in the context of the recent pandemic but also longer-term trends in the central office market of Slough.
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Landscaping and Public Realm

- 5.64 The approach to landscaping and public realm has guided the overall design and approach to layout of the Development Proposals, set out by the QM OPA. Whilst the exact details of the landscaping and public realm will be agreed at RMA stages, the location and extent of the public realm is fixed and identified on the Parameter Plans submitted for approval as part of the OPA.
- 5.65 The Parameter Plans demonstrate that provision has been made for public realm throughout the whole QM OPA area. The public realm not only offers a series of main public spaces, such as the Town Square (TS), Local Square (L4), Heart Space (L5) and Urban Park (L7), but also makes provision for landscaped routes which provide key linkages and connections throughout the town centre and to main town centre destinations such as the train and bus stations. The Mandatory Rules within the Design Code and Sitewide Public Realm, Public Spaces and Private Amenity Plan submitted for approval control the implementation of public realm and pedestrian routes through the Site. Each proposed public space should be sensitive to and complement their surroundings:
- The Town Square (TS), within DZ1&2, is envisaged to provide a significant benefit as the primary new destination and focus for public life at the heart of a regenerated Slough Town Centre. As a civic open space within the Town Centre Character Area, it could create a focal point for major calendar and community events, opportunities for outdoor dining and spill out from adjacent active frontages. The Local Square (L4), between DZ 3, 4, 5 and 6, is envisaged to provide an open space for future residents and the local community to meet and socialise.
 - The Heart Space (L5), adjacent to DZ5, should provide informal play and social spaces.
 - The Urban Park (L7) (an option for DZ6a), would introduce a significant green open amenity space, which could cater to community events.
- 5.66 The Parameter Plans also indicate where other elements of public realm could be located in each Development Zone within the context of the Maximum Building Footprints and town centre frontages, as well as the minimum extents of the principal public realm areas.
- 5.67 In addition to the above, there are a series of north/south landscaped, car free routes designed to encourage pedestrian movement across the site.
- 5.68 The Design and Access Statement (DAS), Design Codes and Sitewide Public Realm Public Spaces and Private Amenity Plan (SWPR) (for approval) submitted as part of the QM OPA provide more details on the Development Proposals which could come forward.
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- 5.69 This approach to the provision of public realm and landscaping as an integrated part of the Development Proposals aligns with local and national policies. Paragraph 130 of the NPPF strongly supports the approach within the QM OPA, citing that development proposals should ensure that they *'are visually attractive as a result of good architecture, layout and appropriate landscaping'*, *'are sympathetic to local character and history'*, including the landscape setting, and that they *'establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit'*.
- 5.70 The approach set out by the QM OPA also aligns with adopted local policies. Core Policy 8 sets out that in order to achieve high quality design, *"development will provide appropriate public space, amenity space and landscaping as an integral part of the design"*. Local Plan Policy H14 also sets out that an appropriate level of amenity space should be *provided* for residential dwellings, subject to the type and size of housing proposed. The QM OPA is capable of providing a suitable level of public realm and amenity for all future residents and users of the town centre, with the provision of public spaces to align with the desires of the Preferred Spatial Strategy. As such, it is considered that the Development Proposals are appropriate in this regard.

Design Quality

- 5.71 As this is an OPA with all matters reserved, matters such as detailed design will be considered and agreed at RMA stage. However, at this stage we do acknowledge and understand the importance of design quality, particularly to a development of this scale. The principles of *good* design are outlined within Section 12 the NPPF, which makes clear that the creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning process should achieve.
- 5.72 Local policy also supports the need for high quality design, with Core Strategy Policy 8 setting out that development proposals should ensure that they are *'practical, attractive, safe, accessible and adaptable'*. Saved Local Plan Policy EN1 also supports this, stating that developments *are 'required to reflect a high standard of design and must be compatible with or improve the surroundings'*.
- 5.73 As such, as part of the submission of the QM OPA a Design Code document has been prepared by Squire & Partners, the project architects, which sets out a set of controls, including Mandatory Rules (which are binding) and Design Guidelines (which are non-binding), to steer the design of the development and to ensure design quality is achieved at the RMA *stages*. The Design Code document has been subject to extensive pre-application and post submission discussion with both SBC and their advisors, Design South East (DSE). This will ensure that the Development Proposals are both sympathetic to and help to shape the Site and wider town centre which it is regenerating.
- 5.74 Full *details* on the Mandatory Rules and Design Guidelines can be found in the Design Code document.
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Heights and Massing

- 5.75 The Parameter Plans set out the maximum building heights which could be developed as a result of the OPA. These heights range across the Site from 37.60m AOD to 95.86m AOD, with heights generally stepping down towards the High Street (to the south) and the Listed Buildings (to the west) and stepping up towards Wellington Street and the eastern half of the Site (note that the existing ground levels across the site range from +30.5m AOD to +32.4m AOD). Generally, these AOD heights equate to around between 6 and 20 storeys of development. However, this includes all plant and infrastructure requirements as well as lift overruns, so the number of storeys might be less in reality.
- 5.76 The Design Codes set out Mandatory Rules and Design Guidelines to guide the way in which height and massing is brought forward on the Site, ensuring there is design articulation and a variation in building heights. However, at this stage as part of the QM OPA, and with regards to height and mass, it is only the Maximum Building Heights which are being submitted for approval, with the details of the design articulation and building height variation to be submitted and secured at RMA stage.
- 5.77 The SBC adopted Local Plan does not have any policies that specify the exact approach to height and massing in the town centre. Policies EN1 of the Saved Local Plan and Core Policy 8 of the Core Strategy go as far as setting out the requirement that the height, scale, and massing of proposed developments respond to the character and setting of the Site.
- 5.78 The SBC Adopted Core Policy 1 sets out support for 'high-density' development in the town centre, stating that "*Proposals for high density housing and other intensive trip generating uses, such as major retail or leisure, will be located in the appropriate parts of Slough town centre*". Whilst no sites are referenced by name within this policy as being in 'appropriate parts' of the town centre, it should be considered that given the central location of the Site, its role and function in the town centre and proximity to the train station, it would be an 'appropriate' location for high density development. Furthermore, the recent Interim Planning Framework (2019) identified the Slough Central site as suitable for tall buildings, with the document's tall building strategy focused on delivering "*the tallest buildings in the most sustainable locations near the railway station and retail core*". The Slough Regeneration Framework (2020) also identifies the Site as suitable for tall buildings and high-density development, with Figure 4.3 of this document designating parts of the Site as suitable for "*Intense Urban Scale*" development. The Slough Regeneration Framework acknowledges that there is a role to play for tall buildings in the town centre, to help with the "*intensification of the town and in defining its character and identity*". The explanatory text in this document on the Slough Central site also sets out that the sustainable location of the Site points towards "*much higher density development than is currently there*". This shows SBC's ongoing support for taller and higher-density buildings in the town centre, as well as on the QM OPA site.
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5.79 Furthermore, the NPPF clearly sets out support for development proposals to make the most effective use of land, by making as much use as possible of brownfield land and avoiding building at low densities, particularly for the development of much needed homes. This is emphasised as even more important where this is an existing shortage of land, with the NPPF promoting high-density development in town centres, in order to protect greenfield land. Given SBCs shortage of land for delivering housing (see paragraphs 5.22-5.23 of this Planning Statement), and their strategy to 'protect the suburbs' for lower density, family housing - the town centre, and in particular the Site, is the most suitable location for delivery of higher density development.

5.80 By delivering high-density housing in this town centre location, the QM OPA will contribute significantly to SBCs local housing need, whilst protecting the local Green Belt and suburbs, as well as delivering town centre and commercial uses to support the vitality and vibrancy of the town centre. It is considered that the QM OPA is directly aligned with the guiding principle of the Preferred Spatial Strategy (2020) to locate "*development in the most accessible locations and regenerating previously developed land*", as well as meeting a number of the document's key objectives, including the following specific objectives:

- Delivering major comprehensive redevelopment within the "Centre of Slough"
- Enhancing our district suburbs, vibrant neighbourhood centres and environmental assets.
- Protecting the "Strategic Gap" between Slough and Greater London.

5.81 Overall, it is therefore considered that the proposed heights on the Site are entirely appropriate for a town centre location and the proposals ensure land is being used effectively for the delivery of homes. Furthermore, there is clear support from SBC for taller buildings and high-density development to be located specifically on the QM OPA site, in order to bring about the scale of change and regeneration sought from the town centre. Further details of the height and massing will be secured at the RMA stages, with the Parameter Plans and Design Codes providing Mandatory Rules and Design Guidelines to guide how the height should be delivered. This is considered an appropriate approach to an Outline planning Application which will ensure the heights and massing respond to the surrounding setting and context, and therefore align with SBCs adopted local policies.

Impact on Heritage Assets

5.82 It is considered that there is planning policy support for a high-density development, which includes taller buildings, in Slough Town Centre. However, in line with the requirements of the NPPF (2021) it is necessary to consider the impact the Development Proposals could have on designated heritage assets. Paragraph 199 of the NPPF sets out that "*when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the assets, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than*

substantial harm to its significant". This makes clear that the starting point should be to conserve designated heritage assets, and as Paragraph 200 states, any harm to a designated heritage asset should require clear and convincing justification.

5.83 Chapter 14 of the ES submitted alongside this QM OPA assesses the impact of the Development Proposals on the Built Heritage. In ES terminology, this concludes that the completed and operational development would have a '*permanent, long term and indirect impact*' on the assessed heritage receptors, ranging from '*minor to negligible adverse*', or '*no change*'. On this basis, the ES chapter concludes that the Development Proposals would likely have no significant effect on any of the designated and non-designated heritage assets.

5.84 However, the Built Heritage Statement prepared in support of the QM OPA identifies that the Development Proposals are likely to result in 'less than substantial harm' to three heritage assets. As harm to designated heritage assets has been identified, in line with the requirements of the NPPF, this sub-section will consider the extent to which the Development Proposals cause harm, before considering why the Site is the most suitable location for the Development Proposals and weighing up the public benefits of the QM OPA in the planning balance to come to a clear and convincing justification for the Development Proposals.

Less than Substantial Harm

5.85 The Built Heritage Statement has identified that the Development Proposals are likely to result in 'less than substantial harm' to three heritage assets, namely:

- Grade II Listed Building Group: Church of Our Lady Immaculate and St Ethelbert, and St Ethelbert's Presbytery.
- Grade I Listed Building & Scheduled Monument: Windsor Castle Including All the Buildings within the Walls.
- Grade I Registered Park and Garden: The Royal Estate, Windsor: Windsor Castle and Home Park.

5.86 'Less than substantial harm' has been identified as a result of the potential visual impact of the overall height, scale and massing of the Development Proposals in the views to and from these heritage assets. In all cases, the Built Heritage Statement finds that the scale of harm, within the 'less than substantial harm' category, is at the lower end of the scale. Details on exactly how the Development Proposals result in 'less than substantial harm' are set out in the Built Heritage Statement, but an overview is provided in the table below.

Table 5.2 Overview of 'Less than Substantial Harm' to the Heritage Assets

Heritage Asset	Overview of Key Points from Built Heritage Statement
<p>Grade II Listed Building Group: Church of Our Lady Immaculate and St Ethelbert, and St Ethelbert's Presbytery.</p>	<p>The Development Proposals would likely result in a degree of harm to the understanding or appreciation of its heritage significance. This indirect impact would be as a result of the visually distracting effects of the proposed overall increase in height, scale and mass, and the impact this has on the shared view to and from this heritage asset. However, the experiential effects of a new mix of uses, and change and/or intensification of activity, within the Site and local area would not result in harm to the significance of these listed buildings within their already established dynamic urban setting.</p>
<p>Grade I Listed Building & Scheduled Monument: Windsor Castle Including All the Buildings within the Walls.</p>	<p>Windsor Castle is c. 4km south of the QM OPA site, and as such there are long-range views from the Castle and grounds to the Site. There is potential for the development of new taller / larger scale buildings on the Site to affect the way in which the heritage significance of the listed building and scheduled monument is understood and appreciated as a result of change to the character or appearance of a part of its highly extended setting and shared views.</p> <p>Whilst the powerful presence and landmark status of the listed and schedule castle would not overall be challenged, the intrusion of additional built form of a discernibly larger scale to the wider background of this and other recognised key views could be seen to be visually distracting.</p>
<p>Grade I Registered Park and Garden: The Royal Estate, Windsor: Windsor Castle and Home Park.</p>	<p>Windsor Castle is c. 4km south of the QM OPA site, and as such there are long-range views from the Castle and grounds to the Site. The impact of the Development Proposals on the heritage significance of this designated heritage asset and historic landscape is closely related to those on the significance of Windsor Castle. As such, similar to the effect on the Windsor Castle buildings, the Development Proposals make no contribution to the significance of this registered park and garden, but the Development Proposals could have an effect indirectly on how that significance is experienced within its setting and some shared longer distance views.</p> <p>Likewise, whilst the presence and landmark status of this heritage asset would not overall be challenged, the intrusion</p>

Heritage Asset	Overview of Key Points from Built Heritage Statement
	of additional built form of a discernibly larger scale to the wider background of this and other recognised key views could be seen to be visually distracting.

Heritage Impact Influence on Design

- 5.87 Noting the importance of conserving designated heritage assets, as set out in the NPPF, efforts have been made throughout the pre-application process to reduce the impact of the Development Proposals on these heritage assets (see section 4.22 and 4.5.1 in the DAS). Throughout the design development stages, an iterative approach was taken to modelling and testing of the massing of the Development Proposals in key views (through a Townscape and Visual Impact Assessment conducted by Turley), which was then used to inform and amend the Development Proposals. Furthermore, extensive discussions have been carried out with Planning and Design Officers at SBC, where their feedback was considered and reflected in changes made to the Development Proposals during the pre-application stages. As such, thorough assessment and testing of the views and impacts on heritage assets has been considered throughout the design process and used to directly inform the maximum parameters which now form the Development Proposals submitted as part of the QM OPA.
- 5.88 As set out in the Built Heritage Statement, mitigation measures have been incorporated into the Development Proposals as far as possible, in the interests of achieving high quality architecture, landscape design, and new interest and activity within the local townscape and views. Furthermore, development controls have also been embedded within the Mandatory Rules and Design Guidelines in the Design Code Document which place controls on the way height and massing could come forward at the RMA stages. This means there will be further design consideration of building articulation and refinement at the RMA stages, when more is known about the exact type and scale of development which is coming forward. As such, it is considered that the Development Proposals have been created with the impact on these heritage assets in mind and the QM OPA incorporates mitigation measures through the Design Codes (Mandatory Rules) in order to achieve high quality architecture locally and within wider views. We therefore consider that, in preparing the Development Proposals, considerable effort was made to protect and conserve the designated heritage assets in line with the requirements of the NPPF.

Appropriateness of the QM OPA Height and Massing

- 5.89 Whilst efforts have been made to conserve the designated heritage assets and reduce the impact of the Development Proposals as much as possible, it is considered that large scale, high-density development is essential in Slough Town Centre in order to achieve the level of regeneration, housing and town centre development that SBC aspire to and which is set out in local planning policy. SBC clearly identify in their adopted Local Plan that the Site is a suitable location for high-density

development as part of development proposals which regenerate the town centre. Core Policy 1 states that “*all development will take place within the built-up area, predominantly on previously developed land*” and “*proposals for high density housing, intensive employment generating uses, such as B1(a) offices, and intensive trip generating uses, such as major retail or leisure, will be located in the appropriate parts of Slough town centre*”. This clearly shows support for high-density development in Slough Town Centre. The Site Allocation Document (2010) goes further, by specifically allocating the Site (SSA14) for redevelopment which contributes to the wider regeneration of the town centre. In particular, the site allocation notes that SBC are supportive of the Site coming forward for redevelopment which “*incorporates an element of high-density residential development into the scheme*”.

5.90 There is also a substantial need for new housing in Slough, and adopted policies specifically direct new housing, in particular high-density housing to previously developed land in the town centre. The latest Slough Housing Delivery Action Plan (2019) sets out that there are very few developable greenfield sites left in Slough (as a result of Green Belt constraints), and as such, the adopted Core Strategy (2008) sets a target for 95% of all housing development in Slough to be on previously developed land, and 50% of all dwellings to be built in the town centre. The overall strategy for housing distribution, set out in the Core Strategy, is one of “*concentrating development and spreading the benefit*”, with the Core Strategy looking to build a minimum of 3,000 dwellings in the town centre, in order to reduce the number of houses delivered in the other smaller, existing residential neighbourhoods and suburbs. The position in the Core Strategy is based on housing targets at the time of the plan (2008); however, Core Policy 3 notes that if there is any additional housing required as a result of an increase in Slough’s housing allocation, then this housing should be built in the town centre or in other appropriate urban areas. Furthermore, Core Policy 4 is clear that “*high-density housing should be located in Slough town centre*”. This clearly shows that the Site is appropriate for high-density residential-led mixed use development, as supported by adopted local policies.

5.91 Slough’s emerging Proposed Spatial Strategy sets out that Slough has a distinct need for new residential units in order to meet future demand, with a numerical shortfall of nearly 5,000 units due to a shortage of available land. Furthermore, the Government’s Housing Delivery Test (HDT) results from 2020 show that Slough has a historic track record of underdelivering on its housing targets, with a HDT result showing that Slough was only able to deliver 78% of the homes needed over the last 3-years. The Proposed Spatial Strategy (2020) sets out the latest position on the delivery of housing, making clear that due to a shortage of available land, development should be located in the most accessible locations, which have the greatest capacity to absorb growth and deliver social and environmental benefits. It states, that “*this means that the bulk of the new housing is directed to the Centre of Slough*”, with the Council identifying sites where around 9,000 dwellings could be built in the centre of Slough area within the plan period.

5.92 Support for high-density development in the town centre is further strengthened by the SBC strategy documents, including the Interim Planning Framework (2019) which identifies the wider Slough Central site as suitable for tall buildings. The subsequent Centre of Slough Regeneration Framework (2020) also sets out that tall buildings may be appropriate in the town centre, with a diagram identifying where taller and high-density buildings can come forward in the wider town centre. The Site is one of the locations where tall and high-density development is considered suitable. The Centre of Slough Regeneration Framework also identifies a number of development sites, of which the wider Slough Central site is one. The explanatory text supporting the Site as a development site notes that the “*sustainable location points toward much higher density development than is currently there*”, therefore acknowledging that Slough Town Centre should expect a step change in its heights and density to make way for suitable development.

5.93 Clearly, SBC acknowledge that Slough Town Centre needs to be regenerated, and investment, in the form of development, is required in to transform the current declining shopping centre into somewhere where people want to live, work and stay. As part of this, SBC accept that the town centre is the most suitable location for high-density development to deliver much needed housing, in a highly sustainable location. As such, it is considered that there is adopted and emerging policy support for high-density housing and taller buildings in Slough Town Centre, in order to achieve the regeneration of the town centre that SBC want.

QM OPA Public Benefits

5.94 As set out in the sections above, efforts have been made in the preparation of the Development Proposals to conserve designated heritage assets and reduce impact on these assets as much as possible. However, as a result of the scale of development required to deliver the regeneration of the town centre which SBC policies support, ‘less than substantial harm’ has been identified. Paragraph 202 of the NPPF (2021) sets out that “*where a development proposal leads to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposals, including, where appropriate, securing its optimum viable use*”.

5.95 In line with the requirements of Paragraph 202 of the NPPF, as ‘less than substantial harm’ has been identified, it is necessary to consider what public benefits are generated from the Development Proposals, and to weight these against the ‘less than substantial harm’ in the planning balance. It is considered that as well as meeting SBCs needs housing and the delivery of other uses for the regeneration of the town centre, the QM OPA Development Proposals could also provide a substantial number of public benefits which outweigh the ‘less than substantial harm’. These public benefits are set out in the table below.

Table 5.3 QM OPA Public Benefits

Type of Benefit	Description of Benefit	
<i>Economic Benefit</i>		
Provision of Jobs	5.96	The QM OPA could deliver up to 40,000 sqm of office floorspace, between 5,500 – 12,000 sqm of town centre uses (Class E (excluding offices) & F), as well as up to 3,750 sqm of varied Sui Generis uses ⁶ . All these uses could support a significant number of jobs in the town centre. It is also anticipated that there could be significant job creation during the construction phases of the development, with the potential for the construction phases to support 150 FTE direct jobs and 80 FTE indirect / induced jobs.
Creating a vibrant town centre	5.97	The QM OPA could deliver between 5,500 – 12,000 sqm of town centre uses (Class E (excluding offices) & F). Whilst this retail floorspace is a reduction when compared to the existing Site, this is considered an appropriate response to the changing retail sector and regeneration priorities of Slough Town Centre. The focus of the QM OPA is to bring a mix of town centre uses into the area, therefore helping to create vibrancy and activity. As well as town centre uses such as retail and restaurants, the QM OPA also has flexible parameters to deliver a live music venue or cinema, as well as some floorspace for pubs, bars, and hot food takeaways. These uses will also add to the range of uses and encourage more people to use the town centre. Whilst the maximum floorspace cap for Class E & Class F uses is stated as 12,000 sqm (GEA) and the maximum floorspace cap for Sui Generis uses is stated as 3,750 sqm (GEA), we propose to limit the combined maximum floorspace cap across both Class E & F and Sui Generis uses to 12,000 sqm (GEA).
Bringing people into the town centre	5.98	The Development Proposals have the potential to create up to 1,600 new homes in the town centre. Even if the maximum quantum of office floorspace were introduced, there would still be scope up to 950 residential units, meaning the

⁶ Whilst the maximum floorspace cap for Class E & Class F uses is stated as 12,000 sqm (GEA) and the maximum floorspace cap for Sui Generis uses is stated as 3,750 sqm (GEA), we propose to limit the combined maximum floorspace cap across both Class E & F and Sui Generis uses to 12,000 sqm (GEA).

Type of Benefit	Description of Benefit	
		<p>proposals will lead to a significant uplift on the number of residential homes currently on the Site and deliver a significant amount towards Slough's unmet housing need. Developing homes in the town centre has a number of benefits, but in economic terms this will bring a significant population to the town centre to live, meaning there are more people to support the shops and services which come forward. This will also contribute to the vibrancy and vitality of the town centre.</p>
Social Benefit		
<p>Helping to meet SBCs local housing need</p>	<p>5.99</p> <p>5.100</p> <p>5.101</p>	<p>The Development Proposals have the potential to deliver up to 1,600 new homes on the Site. The Government's HDT (2020) shows that Slough was only able to deliver 78% of the homes needed over the last 3-years and SBCs recent Housing Delivery Plan report (April 2019) and local Housing Needs Assessment (October 2019) show that SBC cannot demonstrate five-year housing land supply. As the largest development site in Slough Town Centre, it is considered that by delivering up to 1,600 new homes, the QM OPA has the potential to make a significant contribution to the local housing need, delivering significant social benefits.</p> <p>As well as providing a significant contribution to the number of homes required in Slough, the QM OPA would also deliver these homes as high-density apartments on urban brownfield land, in the town centre. SBCs adopted policies are clear that in order to meet the local housing need, housing development should be directed to previously developed land, preferably in the town centre. This is to protect Green Belt and the suburban areas from development.</p> <p>The QM OPA would therefore provide the high-density homes in the town centre which SBC want to see delivered in order to protect the suburban areas for family housing, as set out in the Protecting the Suburbs Strategy.</p>

Type of Benefit	Description of Benefit	
Delivering affordable homes	5.102	Of the 1,600 new homes which could be delivered on the Site, a proportion of these will come forward as affordable housing. At this stage, discussions are still ongoing regarding the exact quantum and mix and this will be subject to a viability assessment; however, the Applicant is committing to providing affordable housing as part of the QM OPA. These affordable homes will provide a social benefit by providing homes for those who require a more affordable option in a well-connected and sustainable location.
Delivering a variety of housing types	5.103	The QM OPA seeks flexibility for the type of home that will be delivered, with the potential to provide up to 20% of the total number of homes as Use Class C2. This flexibility to provide specialist care housing if needed, means there is scope to provide housing for a wider range of people, including older people.
	5.104	The QM OPA is not seeking approval for a fixed housing mix; however, as part of the work on the illustrative proposals an illustrative housing mix has been considered. This mix includes 14% 1B1P, 31% 1B2P, 15% 2B3P, 34% 2B4P and 6% 3B5P. This provides a wide range of accommodation, suitable for single occupiers, couples, young families, and some larger families. Overall, the illustrative housing mix shows that the QM OPA has the potential to deliver 40% of the housing as family accommodation. Overall, it is considered that the provision of C3 and C2 housing, the potential for affordable housing and the illustrative housing mix, shows that a wide range of housing types could be delivered to meet the housing needs of Slough.
Providing community facilities	5.105	Within the Class E and F town centre uses which are proposed, there is potential for this floorspace to come forward as community facilities. The community uses which could come forward and bring significant social benefits to the town centre include health services, nurseries, learning facilities (excluding primary and secondary schools), community facilities and cultural facilities (excluding swimming pools / ice skating rinks).

Type of Benefit	Description of Benefit	
<p>Creating spaces for people to meet and socialise</p>	<p>5.106</p>	<p>The Site currently contains no green spaces or parks, and little in the way of public spaces and squares. The QM OPA proposes a significant uplift in these types of spaces via the provision of a new Town Square, Local Square and an Urban Park, alongside various other areas of public realm as part of the pedestrianised movement network. There are currently a number of barriers on the Site which make the Site impermeable and difficult to navigate. The QM OPA will increase permeability throughout the Site by linking new neighbourhoods with the new public spaces, which all bring social benefits by providing locations for people to meet and socialise outside.</p>
<p><i>Environmental Benefit</i></p>		
<p>Creating a greener town centre</p>	<p>5.107</p>	<p>As part of the strategy to bring forward public spaces and public realm throughout the Site, an Illustrative Landscape Scheme has been considered and is set out in the DAS. This shows how the QM OPA Development Proposals have the potential to create a significant uplift in urban greening throughout the Site by introducing soft landscaping and planting along key movement corridors and in areas of public realm. Providing this greening is an environmental benefit as it provides increased habitats and ecological value to this brownfield site.</p>
<p>Encouraging active travel and the use of public transport</p>	<p>5.108</p>	<p>The Development Proposals have been designed with the aim of encouraging the use of public transport and active travel. The layout of the Development Proposals has been guided by a movement strategy, which includes a network of pedestrian and cycle friendly routes, linking key locations, such as the train station and the town centre. Provision has been made within the QM OPA for cycle parking within the residential blocks, meaning all future residents have somewhere to store their bike. Provision has been made for car parking for the residential and office uses; however, there is flexibility on how much could come forward up to 685 spaces, and where this would be located. The number of car parking spaces will be agreed at the RMA stages, with the potential for car parking spaces to be reduced if appropriate.</p>

Type of Benefit	Description of Benefit
	The overall approach of delivering high-density housing, commercial and leisure uses in the town centre, alongside a network of permeable streets, in close proximity to the train station, means the Development Proposals help to encourage active travel and the use of public transport, bringing another environmental benefit.
Safeguarding greenfield land	5.109 The QM OPA also provides further environmental benefits by utilising previously developed brownfield land to provide much needed housing and employment opportunities. By developing brownfield land, this safeguards greenfield land to provide continued environmental benefits.

5.110 The table above shows that the QM OPA has the potential to deliver a substantial number of public benefits, which together provide economic, social, and environmental benefits to Slough. As set out earlier in this Planning Statement, the QM OPA seeks flexibility to deliver a range of uses across the Site, with the PA2 Schedule of Floorspace controlling the maximum floorspace that could come forward for each use. It is important to note that the maximum floorspace for all uses cannot all come forward on the Site, with the exact mix and nature of uses to be agreed at RMA stages. As such, the table above sets out the range of public benefits which could be achieved as a result of the maximum parameters as set out in the QM OPA Development Proposals. Overall, in line with Paragraph 202 of the NPPF and the statutory duties of the 1990 Act, when the Development Proposals are taken into consideration in the planning balance, these substantial benefits should weigh in favour of the Development Proposals and be considered to outweigh any 'less than substantial harm' which could result from the QM OPA.

Parking and Highways

5.111 The QM OPA is submitted with all matters reserved; however, it does seek approval for the location of access points to and from the highway network into the Site, but the detailed access arrangements together with the location and configuration of internal vehicular circulation is reserved for determination at the RMA stages. The points of access and egress onto and off the Site are shown on the Parameter Plans, which make clear that the Site can be safely accessed and egressed via points on Wellington Street, and onto Church Street.

5.112 As this is an OPA with all matters reserved, the maximum limit on the number of car parking spaces which could come forward is fixed as part of the Development Proposals, but the location will be agreed at the RMA stages. At this stage, the Illustrative Scheme which has informed the Parameter Plans has made allowance for the provision of a policy compliant level of car parking for the

residential (0.3 per unit) and office uses, of up to 685 spaces. In response to the changing attitude towards cars and given the flexibility sought for the residential and office floorspace, there is flexibility sought regarding where and how the car parking comes forward across the Site. Access to the Site for car parking is via Wellington Street and this has been taken into consideration in all of the potential car parking options, which are:

- DZ3, 4, 5 and 6 include an option for residential car parking requirements to be accommodated on site, either as sandwich parking or basement parking or a mix of the two.
- Car parking for DZ1&2 could be incorporated within the allowance set out for DZ3.
- Flexibility is also sought for residential car parking to be provided as a MSCP on DZ6. Should the flexible option of office use be progressed on DZ4, its car parking will be provided in a MSCP on DZ6.

5.113 Whilst exact details of the car parking to be provided will be secured at the RMA stage, it is considered that this approach aligns with the policy direction set out by SBC for a gradual modal shift away from car usage. Given the town centre location, and the proximity of the Site to the main public transport hubs, the focus of the Development Proposals is on encouraging and facilitating more walking and cycling. As such, a policy compliant level of cycle parking (one space per residential unit) will be provided throughout the Site as a minimum. This includes one long-stay cycle parking space per residential unit, as well as short-stay cycle parking. Further details on the approach to parking throughout the Site, as well as further considerations on highways and servicing and deliveries can be found in the supporting Transport Assessment.

6. RETAIL STATEMENT

6.1 As part of this Planning Statement, this Retail Statement has been prepared to provide an overview of the changing nature of retail and how national and local policy has changed to respond to this. This Chapter will also set out how the QM OPA Development Proposals take on board this changing market and provide a reasoned justification for why the Development Proposals are appropriate in this regard. Each matter is taken in turn in the sections below.

The Changing Nature of Retail

6.2 When exploring redevelopment options for the QM OPA, the Applicant sought market advice from CBRE throughout the design evolution in respect of the changing nature of retail, both at a national level, and locally within Slough. Market research suggests that the retail industry has been undergoing a rapid period of change for more than 30-years.

6.3 The principal driver of this change has been the impact of online shopping and the changes in consumer behaviour and attitudes towards shopping. While these changes have been occurring for ten-years or more, it is only within the last five-years that these changes have been felt by retailers and shopping destinations. This change has been further exasperated as a result of the Covid-19 pandemic, which market research suggests brought forward 7-years of growth of online spend in 18 months.

6.4 The Covid-19 pandemic and the rise of online shopping has resulted in a combination of shorter leases and retail failures, which combined with better technologies to support online sales, has resulted in retailers opting for a reduced number of stores. Market research suggests there has been a general shift in spending patterns, with shoppers spending more at larger, more effective retailers. This has led to a nationwide imbalance of supply and demand for shops, resulting in an oversupply of space in virtually every town, city and shopping centre in the UK.

6.5 This change in retailer strategy is continuing, which means that more major comparison retailers will continue to consolidate their physical store portfolio in favour of a multichannel strategy. The result of this will be more regional centres declining further.

6.6 Slough Town Centre was once a bustling sub-regional shopping destination. However, whilst the town centre offers a significant quantum of retail floorspace, it has a much more limited range of other town centre uses, such as restaurants and cafes, leisure facilities and an evening and night-time economy. This means that the town centre currently functions primarily as a retail destination, with little to attract visitors outside of core retail hours.

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- 6.7 Market research suggests that Slough Town Centre has suffered more than most towns in its catchment, as other nearby towns have benefited from new investment, whilst Slough Town Centre has had limited investment activity.

SBC Retail Planning Policies and Strategies

- 6.8 SBCs Core Strategy acknowledges that Slough Town Centre is struggling, and it tries to remedy this by asking for all major retail development to be located within the town centre in order to improve Slough's role as a key retail and leisure destination. The Site Allocation Document notes that the Slough Central site plays a key role in the potential improvement of the local retail offer, with the Site Allocation SSA14 stating that through redevelopment "*the amount of retail floorspace in the centres could be increased and enhanced*". The adopted planning policies therefore support increased retail floorspace in the town centre. However, both these policy documents are outdated, as they are from 2008 and 2010 respectively, and as set out in the section above, the nature of the retail market has changed substantially in the intervening period.
- 6.9 However, it is clear from the emerging planning policy coming forward in the Preferred Spatial Strategy (2020) that SBC realise that this policy approach is no longer appropriate. The Preferred Spatial Strategy expressly recognises the fact that the existing QM and OBS shopping centres are failing, and that Slough "*will no longer be a sub-regional shopping centre and there will be a significant reduction in the amount of retail floorspace in the town centre*". It notes that redevelopment in the town centre has the potential to provide a smaller but more attractive and better-quality retail offer. Specifically, for Slough Central, the text states that it is essential that it provides new retail and leisure facilities which will create an attractive and vibrant centre.
- 6.10 The Centre of Slough Interim Planning Framework and the Slough Regeneration Framework also recognise this shift in approach to the town centre, noting the need for the introduction of new town centre uses to revitalise the town centre.
- 6.11 This emerging policy approach, alongside discussions to date with SBCs Planning Officers, indicate that SBC understand the realities facing the modern retail market and the resulting shift in approach to town centre development. In the current circumstances, an application for retail development on the scale envisaged within adopted policy would be likely to be commercially unviable. As such, development proposals which sought to reduce the overall retail quantum, but provide improvements to the range and type of town centre uses in order to regenerate Slough Town Centre, should be supportable in planning terms.

The QM OPA Retail Proposals

- 6.12 Whilst the delivery of retail in Slough Town Centre is still important, the QM OPA seeks to deliver a range of land uses in the town centre, which will help to revitalise it, and ensure its vitality and viability
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is improved. For the QM OPA, the Town Centre Uses include between 5,500 – 12,000 sqm of Class E uses (excluding offices) and Class F uses (excluding primary and secondary schools, indoor or outdoor swimming pool or skating rink), between 0 – 3,750 sqm Sui Generis uses (including bars, pubs, hot food takeaways and live music venue / cinema)⁷ and residential and office entrances. The Class E uses include the uses typically associated with town centres, such as retail, restaurants, cafes and other commercial services. But these traditional town centre uses could also be complimented by community and leisure facilities, to deliver a range and mix of different uses.

- 6.13 Whilst this range and mix of uses is proposed, this could result in a net reduction of retail space when compared with the existing retail offer. Market research suggests that this would help to directly address many of the oversupply issue that currently face many towns and cities, including Slough.
- 6.14 By introducing new leisure and community uses alongside retail within the town centre, the Site will create a vibrant and prosperous town centre for the future by creating a ‘destination’ for residents and visitors. Market research suggests that restaurants and leisure uses are increasingly crucial to bringing vitality to town centres, as the consumer is looking for entertainment and experience through the services and options on offer.
- 6.15 Furthermore, by introducing a significant uplift in the number of residential homes in the town centre, the QM OPA is bringing town centre living back into the centre of Slough, therefore kick-starting the regeneration of the area by creating new communities who will bring activity and life back into Slough Town Centre. Market research suggests that the proposed level of investment and redevelopment of this major part of Slough Town Centre will be a major catalyst for changing perceptions of Slough. The QM OPA Development Proposals are likely to encourage a new wave of modern and diverse operators across the retail, food and leisure sectors. This combined with the introduction of new and varied town centre uses means that the Development Proposals will help to encourage further investment and achieve the Slough 2040 vision for the creation of a vibrant town centre.
- 6.16 It is considered that bringing forward a mix of town centre uses as part of the QM OPA aligns with SBCs emerging policies and the approach to town centre development which is supported by market research. It will also help to support the revitalisation of Slough Town Centre in line with SBC’s corporate vision.

⁷ Whilst the maximum floorspace cap for Class E & Class F uses is stated as 12,000 sqm (GEA) and the maximum floorspace cap for Sui Generis uses is stated as 3,750 sqm (GEA), we propose to limit the combined maximum floorspace cap across both Class E & F and Sui Generis uses to 12,000 sqm (GEA).

7. SUMMARY AND CONCLUSIONS

- 7.1 This Planning Statement is submitted on behalf of Green Monarch (the Applicant) and British Land (Development and Asset Manager) in support of an Outline Planning Application for the redevelopment of the Queensmere Shopping Centre, High Street, Slough, SL1 1LN.
- 7.2 This Planning Statement was originally prepared by Icen Projects Limited and submitted as part of the planning application for the redevelopment of the Queensmere Shopping Centre in October 2021. Since this time, this document has been updated to reflect various amendments to the scheme since submission. The amendments contained within this revised version of the Planning Statement have been carried out by Gerald Eve LLP.
- 7.3 The site has been identified by SBC as one of the most important regeneration and development sites in Slough, with key planning strategy documents calling the Site the “*largest, centrally located development opportunity in Slough town centre*”.
- 7.4 The Development Proposals submitted for approval as part of this QM OPA have the potential to deliver up to 1,600 residential homes, up to 40,000 sqm (GEA) of office floorspace, between 5,500 – 12,000 sqm (GEA) flexible Class E (excluding offices) & F (excluding primary and secondary schools, indoor or outdoor swimming pool or skating rink) floorspace, and up to 3,750 sqm (GEA) supporting Sui Generis town centre uses (comprising a range of the following uses: pubs, bars, and hot food takeaways up to 2,250 sqm (GEA) and the potential for either cinema or live music venue up to 1,500 sqm (GEA))⁸.
- 7.5 Overall, these Development Proposals help to meet a number of SBCs planning policies and targets, including SBCs need to deliver 893 homes per annum, and their strategic goal to create a vibrant and thriving town centre. As well as meeting these planning requirements, the Development Proposals will bring a significant number of benefits to Slough and the town centre. An overview of these benefits is provided below.

Economic Benefits

Provision of offices for jobs

- 7.6 The QM OPA could deliver up to 40,000 sqm of office floorspace, between 5,500 – 12,000 sqm of town centre uses (Class E (excluding offices) & F), as well as up to 3,750 sqm of varied Sui Generis
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⁸ Whilst the maximum floorspace cap for Class E & Class F uses is stated as 12,000 sqm (GEA) and the maximum floorspace cap for Sui Generis uses is stated as 3,750 sqm (GEA), we propose to limit the combined maximum floorspace cap across both Class E & F and Sui Generis uses to 12,000 sqm (GEA).

uses⁹. All these uses could support a significant number of jobs in the town centre, both through construction and operational phases.

Creation of a vibrant town centre

- 7.7 The QM OPA has the flexibility to deliver between 5,500 – 12,000 sqm of town centre uses (Class E (excluding offices) & F) as well as floorspace for pubs, bars, and hot food takeaways and potentially a live music venue or cinema¹⁰. Whilst this retail and leisure floorspace is a reduction when compared to the existing Site, this is considered an appropriate response to the changing retail sector and regeneration priorities of Slough Town Centre. The focus of the QM OPA is to bring a mix of town centre uses into the area, therefore helping to create vibrancy and activity.

Bringing people into the town centre

- 7.8 The Development Proposals have the potential to create up to 1,600 new homes in the town centre, leading to a significant uplift on the number of residential homes currently on the Site and contributing significantly towards Slough's unmet housing need. Developing homes in the town centre has a number of benefits, but in economic terms this will bring people into the town centre to live, meaning there are more people to support the shops and services, contributing to the vibrancy and vitality of the town centre.

Social Benefits

Helping to Meet Slough's Housing Needs

- 7.9 The Development Proposals have the potential to deliver up to 1,600 new homes on the Site. The Government's HDT (2020) shows that Slough was only able to deliver 78% of the homes needed over the last 3-years and SBCs recent Housing Delivery Plan report (April 2019) and local Housing Needs Assessment (October 2019) show that SBC cannot demonstrate five-year housing land supply. As the largest development site in Slough Town Centre, it is considered that by delivering up to 1,600 new homes, the QM OPA has the potential to make a significant contribution to the local housing need, delivering significant social benefits. Providing these homes in the town centre, will also utilise brownfield land, and help to protect the suburban areas for family housing, as set out in the Protecting the Suburbs Strategy.

⁹ Whilst the maximum floorspace cap for Class E & Class F uses is stated as 12,000 sqm (GEA) and the maximum floorspace cap for Sui Generis uses is stated as 3,750 sqm (GEA), we propose to limit the combined maximum floorspace cap across both Class E & F and Sui Generis uses to 12,000 sqm (GEA).

¹⁰ Whilst the maximum floorspace cap for Class E & Class F uses is stated as 12,000 sqm (GEA) and the maximum floorspace cap for Sui Generis uses is stated as 3,750 sqm (GEA), we propose to limit the combined maximum floorspace cap across both Class E & F and Sui Generis uses to 12,000 sqm (GEA).

Creating affordable homes

- 7.10 Of the 1,600 new homes which could be delivered on the Site, some homes will come forward as affordable housing. At this stage, discussions are still ongoing regarding the exact quantum and mix and this will be subject to a viability assessment; however, the Applicant is committed to delivering affordable housing on the Site. These homes will provide a social benefit by providing homes for those who require a more affordable option in a well-connected and sustainable location.

Creating a range of housing options

- 7.11 The QM OPA seeks flexibility for the type of home that will be delivered, with the potential to provide up to 20% (e.g. 0-20%) of the total number of homes as Use Class C2, meaning there is the flexibility to provide specialist care housing if needed, providing the potential to cater to an even wider range of people, including older people.
- 7.12 The QM OPA is not seeking approval for a fixed housing mix; however, as part of the work on the illustrative proposals an illustrative housing mix has been considered. This mix includes 14% 1B1P, 31% 1B2P, 15% 2B3P, 34% 2B4P and 6% 3B5P. This provides a wide range of accommodation, suitable for single occupiers, couples, young families, and some larger families. Overall, the illustrative housing mix shows that the QM OPA has the potential to deliver 40% of the housing as family accommodation. Overall, it is considered that the provision of C3 and C2 housing, the potential for affordable housing and the illustrative housing mix, shows that a wide range of housing types could be delivered to meet the housing needs of Slough.

Providing community facilities

- 7.13 Within the Class E and F town centre uses which are proposed, there is potential for this floorspace to come forward as community facilities. The community uses which could come forward and bring significant social benefits to the town centre include health services, nurseries, learning facilities (excluding primary and secondary schools), community facilities and cultural facilities.

Creating spaces for people to meet and socialise

- 7.14 The Site currently contains no green spaces or parks, and little in the way of public spaces and squares. The QM OPA proposes a significant uplift in these types of spaces via the provision of a new Town Square, Local Square and an Urban Park, alongside various other areas of public realm as part of the pedestrianised movement network. There are currently a number of barriers on the Site which make the Site impermeable and difficult to navigate. The QM OPA will increase permeability throughout the Site by linking new neighbourhoods with the new public spaces, which all bring social benefits by providing locations for people to meet and socialise outside.
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Environmental Benefits

Creating a greener town centre

- 7.15 As part of the strategy to bring forward public spaces and public realm throughout the Site, an Illustrative Landscape Scheme has been considered and is set out in the DAS. This shows how the QM OPA Development Proposals have the potential to create a significant uplift in urban greening throughout the Site by introducing soft landscaping and planting along key movement corridors and in areas of public realm. Providing this greening is an environmental benefit as it provides increased habitats and ecological value to this brownfield site.

Encouraging active travel and the use of public transport

- 7.16 The Development Proposals have been designed with the aim of encouraging the use of public transport and active travel. The layout of the Development Proposals has been guided by a movement strategy, which includes a network of pedestrian and cycle friendly routes, linking key locations, such as the train station and the town centre. Provision has been made within the QM OPA for cycle parking within the residential blocks, meaning all future residents have somewhere to store their bike. Provision has been made for car parking for the residential and office uses; however, there is flexibility on how much could come forward up to 685 spaces, and where this would be located. The number of car parking spaces will be agreed at the RMA stages, with the potential for car parking spaces to be reduced if appropriate. The overall approach of delivering high-density housing, commercial and leisure uses in the town centre, alongside a network of permeable streets, in close proximity to the train station, means the Development Proposals help to encourage active travel and the use of public transport, bringing another environmental benefit.

Safeguarding greenfield land

- 7.17 The QM OPA also provides further environmental benefits by utilising previously developed brownfield land to provide much needed housing and employment opportunities. By developing brownfield land, this safeguards greenfield land to provide continued environmental benefits.

Overall Conclusion

- 7.18 The Development Proposals submitted for approval as part of this QM OPA have the potential to deliver much needed housing and jobs within Slough Town Centre, to help improve the strength of the town centre and make it a vibrant and thriving place for people to live, work and stay.
- 7.19 As outlined above, the QM OPA has the potential to provide a wide range of benefits, which meet the economic, social, and environmental objectives set out in the NPPF for achieving sustainable development.
- 7.20 On this basis, it is considered that the QM OPA helps to achieve Slough's local planning policy and corporate policy objectives to have a thriving and successful town centre which provides homes and
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jobs for the people of Slough, and as such, the Development Proposals should be considered favourably by SBC Planning Officers.

A1.SBC ADOPTED LOCAL DEVELOPMENT PLAN

Proposals Map (2010)

The SBC Proposals Map (2010) identifies that the QM OPA Site has the following planning designations:

- Town Centre Area
- Shopping Centres
- Site Specific Allocation SSA14

Whilst not a site-specific designation, the Site is located adjacent to an area designated as Slough Old Town Area.

Site Allocations Development Plan Document (2010)

Table A1.1 SSA14 Site Allocation

Site Allocation SSA14: Queensmere and Observatory Shopping Centres

The site is suitable for a mix of retail, leisure, restaurants, and bars, residential, community and car parking. The allocation seeks to establish the principles for the comprehensive redevelopment and/or reconfiguration of the shopping centres. It identifies the following planning requirements for the site:

- Create an internal pedestrian link between the Queensmere and Observatory Shopping Centres.
 - Improve the retail and leisure offer around the Town Square through change of use of key units and improved retail offering.
 - Link to the Heart of Slough through provision of a western entrance to the shopping centres and access to residential units above the centre.
 - Create active frontages along the A4 Wellington Street and St Ethelbert's Church frontage.
 - Remove the service ramp to the Prudential yard in coordination with the Heart of Slough proposals for the area.
 - Improve pedestrian links to the bus and train stations via Wellington Street.
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Site Allocation SSA14: Queensmere and Observatory Shopping Centres

- Rationalise multi-storey car parking provision and its links to the centres and Wellington Street.
- Redevelop the western end of the Queensmere Centre adjacent to St Ethelbert's church, including improved retail units, residential accommodation above the centre and removal of the toilet block.
- Transform the Wellington Street frontage to create an urban boulevard with tree planting, improved north-south route connection to the town centre, active retail frontages and access to residential accommodation above the retail units.
- Aim to reduce the negative impacts of construction upon existing businesses and on the quality of life for residents and users of the town centre by appropriate phasing and implementation.

Core Strategy Development Plan Policy Document (2008)

Table A1.2 Core Strategy Development Plan Policies

Policy	Policy description
Core Policy 1 Spatial Strategy	All development will take place within the built-up area, predominantly on previously developed land, unless there are very special circumstances. Proposals for high density housing and other intensive trip generating uses, such as major retail or leisure, will be located in the appropriate parts of Slough Town Centre.
Core Policy 3 Housing Distribution	A minimum of 6,250 new dwellings will be provided in Slough between 2006 and 2026, with a minimum 3,000 dwellings within the Town Centre.
Core Policy 4 Type of Housing	High density housing should be located in Slough Town Centre, and that urban areas outside the town centre will predominantly consist of family housing. The policy makes clear that SBC will continue to seek a mix of accommodation within urban locations, but there is an expectation that densities in the town centre should be above 70 dph. On sites of 15 or more dwellings, developments will be expected to provide between 30% and 40% of the dwellings as social rented along with other forms of affordable housing.

Policy	Policy description
<p>Core Policy 5 Employment</p>	<p>Intensive employment generating uses, such as offices, will be located in the town centre. The location, scale and intensity of new employment development must reinforce the Spatial Strategy and the transport strategy</p>
<p>Core Policy 6 Retail, Leisure and Community Facilities</p>	<p>All new major retail, leisure and community developments will be located in the shopping area of Slough Town Centre in order to improve the town's image and to assist in enhancing its attractiveness as a Primary-Regional Shopping Centre.</p>
<p>Core Policy 7 Transport</p>	<p>All new development should reinforce the principles of the transport strategy as set out in the Council's Local Transport Plan and Spatial Strategy, which seek to ensure that new development is sustainable and is located in the most accessible locations, thereby reducing the need to travel. Development proposals should make provisions for reducing the need to travel; widening travel choices and making travel by sustainable means of transport more attractive than the private car; improving road safety and improving air quality and reducing the impact on the environment</p>
<p>Core Policy 8 Sustainability and the Environment</p>	<p>All developments should, where feasible, include measures to minimise the consumption and unnecessary use of energy, particularly from non-renewable sources; recycle waste; generate energy from renewable resources; reduce water consumption; and incorporate sustainable design and construction techniques, including the use of recycled and energy efficient building materials. Consideration should also be given to the impact of proposals on pollution levels, with policy requiring development not to give rise to unacceptable levels of pollution, including from air, dust, odour, lighting, and noise.</p>
<p>Core Policy 8 High Quality Design</p>	<p>All development will be of a high-quality design that is practical, attractive, safe, accessible, and adaptable; respect its location and surroundings; provide appropriate public space, amenity space and landscaping as an integral part of the design; and be in accordance with the Spatial Strategy in terms of its height, scale, massing and architectural style.</p>

Policy	Policy description
Core Policy 9 Natural and Built Environment	Development will not be permitted unless it enhances and protects the historic environment; respects the character and distinctiveness of existing buildings, townscape and landscapes and their local designations; protects and enhances the water environment and its margins; enhances and preserves natural habitats and biodiversity of the Borough including corridors between biodiversity rich features
Core Policy 10 Infrastructure	Development will only be allowed where there is sufficient existing, planned or committed infrastructure. All new infrastructure must be sustainable
Core Policy 11 Social Cohesiveness	The development of new facilities which serve the recognised diverse needs of local communities will be encouraged
Core Policy 12 Community Safety	Developments to be laid out and designed to create safe and attractive environments in accordance with the recognised best practice for designing out crime.

The Local Plan Saved Policies (2010)

Table A1.3 Local Plan Saved Policies

Policy	Policy Description
Policy H9 Comprehensive Planning	A comprehensive approach should be taken in any residential development scheme to ensure that adjoining land which is capable of development is not sterilised. Commercial schemes which sterilise residential land or prejudice the ability of potential residential units being provided or brought into use will not be permitted.
Policy H14 Amenity Space	The appropriate level of amenity space for new residential development will be determined through the consideration of the type and size of dwelling and type of household likely to occupy dwelling; quality of proposed amenity in terms of area, depth, orientation, privacy, attractiveness, usefulness and accessibility; character of surrounding area in terms of size and type of amenity space for existing dwellings; proximity to existing public open space and play facilities; and, provision and size of balconies.

Policy	Policy Description
Policy H22 Elderly Persons, Nursing and Care Homes	Permission will only be granted for proposals for new elderly persons accommodation if the proposals is location in an appropriate location with good access to local facilities and transport links; appropriate live-in accommodation is provided for staff; appropriate car parking is provided on-site which meets the aims of the integrated transport strategy; adequate rear private amenity space is provided; and, there is no adverse impact on neighbouring residential properties
Policy EMP2 Criteria for Business Developments	Proposals for business developments will only be permitted if the proposed building is of a high quality design and is of a use and scale that is appropriate to its location; it does not significantly harm the physical or visual character of the surrounding area and there is no significant loss of amenities for the neighbouring land uses as a result of noise, the level of activity, over-looking, or overbearing appearance of the new building; the proposed development can be accommodated upon the existing highway network without causing additional congestion or creating a road safety problem; appropriate servicing and lorry parking is provided within the site; appropriate contributions are made to the implementation of any off-site highway works; the proposal incorporates an appropriate landscaping scheme; the proposal would not significantly reduce the variety and range of business premises; the proposals does not result in a net loss of residential accommodation; and, the proposal maintains any existing primary and secondary shopping frontages at ground level.
Policy S1 Retail Hierarchy	Identifies Slough Town Centre as a Sub-Regional Centre in the retail hierarchy and notes that all new retail proposals should comply with the sequential test in order to maintain, enhance and protect the retail hierarchy
Policy S3 Major Non-Food Retail Development	Proposals for major non-food retail development will be expected to comply with the sequential approach in that they should firstly be located within the town centre, or alternatively on the edge of centre when no other sites in the centre are available
Policy S8 Primary and Secondary Frontages	The Queensmere and Observatory Shopping Centre and 112-228 and 135-249 High Street are Primary Frontages in the town centre.

Policy	Policy Description
Policy S11 Late Night Leisure Uses in Slough Town Centre	Proposals for late night leisure uses such as pubs, restaurants and nightclubs will be expected to trade at hours complementary to a retail location; provide appropriate servicing from the rear; should provide a shop front synonymous with a retail location at ground floor; and must not result in adverse environmental effects.
Policy S15 Diversification of Use	Proposals which aim to diversify the activity found within Slough Town Centre will be permitted if it can be shown that the vitality and viability of the town centre will be increased; all proposals within the retail area, provides a shop front design synonymous to a shopping location; if located within a retail are, will seek to trade at hours complimentary to a retail location; should not be located within the primary retail frontage; and, will not result in any adverse environmental effects.
Policy S16 Town Centre Leisure Uses	Development proposals which would result in the loss of leisure facilities within Slough Town Centre will not be permitted unless it can be shown that they would not have an adverse impact on the vitality and viability of Slough Town Centre or on the daytime or evening economy of the Town Centre
Policy EN1 Standard of Design	Development proposals are required to reflect a high standard of design and must be compatible with or improve the surroundings in terms of scale; height; massing/bulk; layout; siting; building form and design; architectural style; materials; access points and servicing; visual impact; relationship to nearby properties; relationship to mature trees; and relationship to water courses. These factors will be assessed in the context of each site and their immediate surroundings. Poor designs which are not in keeping with their surroundings and schemes which result in over-development of a site will be refused.
Policy EN3 Landscaping Requirements	Comprehensive landscaping schemes will be required for all new development proposals. Where there are existing mature trees which make a significant contribution to the landscape, these should be retained and incorporated into the new scheme. Landscaping schemes must have regard to impact upon the streetscene; screening effect of landscaping; use of both hard and soft landscaping to soften built form; variety of plant and tree species and

Policy	Policy Description
	their appropriateness for the location; the extent to which landscaping can act as a means of enclosure; improvements to visual amenity; and opportunities for creating new wildlife habitats.
Policy EN5 Design and Crime Prevention	All developments schemes should be designed to reduce the potential for criminal activity and anti-social behaviour.
Policy OSC5 Public Open Space Requirements	Within new housing developments of two hectares and over, public open space with equipped play area(s) will be required at a level appropriate to the type of development.
Policy OSC15 Provision of Facilities in New Residential Developments	All new residential developments will be required to make appropriate provision, by way of direct provision or as a financial contribution to the Borough Council, for educational (including libraries) and community and leisure facilities to meet the needs arising from such new development.
Policy T2 Parking Restraint	<p>All developments that attract an increase in the number of trips, the level of on-site parking provision for the private car will be restricted to a maximum level in accordance with the principles of the Integrated Transport Strategy. No increase in the total number of car parking spaces on-site will be permitted within commercial redevelopment schemes. Additional on-site car parking will only be required where this is needed to overcome road safety problems, protect the amenities and operational requirements of adjoining users, and ensure that access can be obtained for deliveries and emergency vehicles. Residential development will be required to provide a level of parking appropriate to its location and which will overcome road safety problems, protect the amenities of adjoining residents, and not result in adverse visual impact upon the environment.</p> <p>The maximum car parking standards and the minimum cycle parking standards are set out in Appendix 2 of the Local Plan and in the Part 3 – Transport and Highways Guidance (2008). Table 7.1 below summarises these requirements.</p>
Policy T8 Cycling Network and Facilities	Planning permission will not be granted for development which would prejudice the implementation of the proposed cycle network in Slough. Permission will not be granted for proposals which do not

Policy	Policy Description
	include suitable cycle access to and through the site and cycle parking racks and other facilities for cyclists as an integral part of the development. Where a major development would result in increased demand for travel, the Council will seek a financial contribution by way of agreement towards and/or appropriate improvements to the cycleway network

Table A1.4 The Local Plan Maximum Car Parking and Minimum Cycle Parking Standards

Use	Car Parking	Cycle Parking
Retail	Nil	1 space to 125 sqm
Food & Drink	Nil	Consider on merits
Entertainment	Nil	1 space per 50 visitors
Office	1 space to 40 sqm	1 space to 125 sqm
Residential	For 1 - 3-bedroom units: Nil For 4+ bedroom units: 3 per unit	1 space per unit Visitor spaces required for developments of 10 or more units
Care Home	1 space per 4 beds	1 space per 5 staff, plus 1 space per 10 staff for visitors

Developer Guides

Part 2 – Developers Contributions and Affordable Housing (2017)

- 7.21 This document sets out further guidance on the affordable housing requirements for developments of 15 or more dwellings. It reiterates the Core Strategy requirements for developments of 15 or more dwellings to provide between 30% and 40% affordable housing. It also sets out that on brownfield sites where there is a development viability issue, 35% affordable housing (comprising 5% Slough Social Rent, 17% Slough Living Rent and 13% Intermediate) will be acceptable.

Part 4 – General Development Guidance (2008)

- 7.22 This document sets out some wider development guidance, including considerations relating to sustainable development, air quality, drainage, and crime prevention.

Part 4 – Update to Refuse and Recycling Storage for New Dwellings (2018)

- 7.23 This document sets out detailed guidance on the development requirements for refuse and recycling storage. This makes clear that developments must provide 97 litres per flat of general waste storage

and 53 litres per flat for recycling storage. It also sets out considerations for the drop off and collection of waste noting a 30m distance is required for residents to transport waste from their dwelling to the store, and a 10m drag distance from the store for the collector.

Part 4 – Supplement Space Standards for Residential Development (2018)

7.24 This document sets out that all developments will be required to meet or exceed the minimum space standard requirements. It provides detailed technical guidance on the space standards and how they should be used, as well as setting out the following minimum Gross Internal Areas for new dwellings:

No. of Bedrooms and No. of Persons	GIA sqm
1B1P	39 (37 is acceptable if a shower room is provided instead of a bathroom)
1B2P	50
2B3P	61
2B4P	70
3B4P	74
3B5P	86
3B6P	95

Other Material Considerations

7.25 The supporting documents set out below represent material considerations in consideration the development proposals:

- The National Planning Policy Framework (2021).
- The National Planning Practice Guidance (March 2012).

The National Planning Policy Framework (2021)

7.26 The National Planning Policy Framework (NPPF) was updated on the 20th of July 2021 and sets out the governments planning policies for England and how these are expected to be applied. The NPPF sets out its fundamental objective as being that of achieving sustainable development through the planning system.

Table A1.1 NPPF (2021)

Paragraph	Description
<p>Paragraph 7</p>	<p>At a very high level, the objective of sustainable development can be summarised as meeting the needs of the present without compromising the ability of future generations to meet their own needs. Paragraph 8 sets out that in achieving sustainable development, the planning system has 3 overriding objectives which are interdependent and need to be pursued in a mutually supportive way. These objectives are as follows and are considered further in Section 5 in relation to the proposed development:</p> <ul style="list-style-type: none"> a) an economic objective – to help build a strong, responsive, and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure. b) a social objective – to support strong, vibrant, and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering well-designed, beautiful, and safe places, with accessible services and open spaces that reflect current and future needs and support communities’ health, social and cultural well-being; and c) an environmental objective – to protect and enhance our natural, built, and historic environment, including making effective use of land, improving biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.
<p>Paragraph 10</p>	<p>So that sustainable development is pursued in a positive way, at the heart of the Framework is a presumption in favour of sustainable development.</p>
<p>Paragraph 11</p>	<p>For decision-taking, the presumption in favour of sustainable development means:</p> <ul style="list-style-type: none"> • Approving development proposals that accord with an up-to-date development plan without delay; or, • Where there are no relevant development plan policies, or the policies which are most important for determining the application are out-of-date, granting permission unless:

	<ul style="list-style-type: none"> i. The application of policies in this Framework that protect areas or assets of particular importance provides a clear reason for refusing the development proposed; or, ii. Any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole.
Paragraph 60	Delivering a sufficient supply of homes – to support the Government’s objective of significantly boosting the supply of homes, it is important that a sufficient amount and variety of land can come forward where it is needed and that land with permission is developed within unnecessary delay.
Paragraph 81	Building a strong, competitive economy - sets out that Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development.
Paragraph 86	Ensuring the vitality of town centres - planning policies and decisions should support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management and adaptation. This notes that residential development often plays an important role in ensuring the vitality of centres and as such residential development should be encouraged on appropriate sites.
Paragraph 92	Promoting healthy and safe communities - planning policies and decisions should aim to achieve healthy, inclusive, and safe places which promote social interaction, are safe and accessible, and that enable and support healthy lifestyles.
Paragraph 104	Promoting sustainable transport - transport issues should be considered from the earliest stage of development proposals. Paragraph 112 sets out that applications for development should: give priority first to pedestrian and cycle movement; address the needs of people with disabilities and reduced mobility; create places that are safe, secure, and attractive; allow for the efficient delivery of goods and access by service and emergency vehicles; and be designed to enable charging of plug-in and other ultra-low emission vehicles.
Paragraph 122	Making effective use of land - planning decisions should support promote development that makes effective use of land in meeting the need for homes and other uses. The text notes that planning decisions should give substantial

	<p>weight to the value of using suitable brownfield land within settlements for homes and other identified needs. Paragraph 124 states that planning decisions should support development that makes efficient use of land, taking into account: the identified need for different types of housing and other forms of development; local market conditions and viability; the availability and capacity of infrastructure and services; the desirability of maintaining an area's prevailing character and setting or of promoting regeneration and change; and the importance of securing well-designed, attractive and healthy places.</p> <p>It is especially important that developments make optimal use of the potential of each site, making sure to avoid homes being built at low densities where there is an existing or anticipated shortage of land.</p>
<p>Paragraph 126</p>	<p>Achieving well designed places - the creation of high-quality, beautiful, and sustainable buildings and places is discussed in paragraph 126, where it notes that good design is fundamental to what the planning process should achieve and is a key aspect of sustainable development. Being clear about design expectations is essential for achieving this. Planning decisions should ensure that developments:</p> <ul style="list-style-type: none"> • Will function well and add to the overall quality of the area, over the lifetime of the development. • Are visually attractive as a result of good architecture, layout and appropriate and effective landscaping. • Are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities). • Establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming, and distinctive places to live, work and visit. • Optimise the potential of the Site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks; and • Create places that are safe, inclusive, and accessible and which promote health and well-being with a high standard of amenity for existing and future users; and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience.

Paragraph 199	When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.
Paragraph 202	Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use.

A2.DOCUMENTS FOR APPROVAL

A number of documents and plans have been prepared and submitted for approval as part of this OPA. This section provides a brief summary of each document and plan.

Table A2.1 Documents for approval as part of the QM OPA

Document		Description	Prepared By
Development Document	Specification	This document sets out a description and explanation of the QM OPA.	Gerald Eve LLP
Design Codes (Mandatory Rules)		Sets the Mandatory Rules for approval, which will guide the future RMAs.	Squire & Partners
PA1	Schedule of Plans	Sets out the list of Parameter Plans submitted for approval.	Squire & Partners
PA2	Schedule of Floorspace	Sets out the existing floorspace and the proposed maximum floorspace for the whole Site for each type of development.	British Land
Parameter Plans			
PP01	Site Location Plan and Ownership Boundary	Shows the existing Site with a red line boundary to show the extent of the QM OPA Site. A blue line boundary shows the land within the Applicant's ownership boundary, some of which sits outside the application Site.	Squire & Partners
PP02	Red Line Plan & Development Zone Boundaries	Shows the existing Site with a red line boundary to show the extent of the QM OPA Site. A dashed black line shows the DZ boundaries.	Squire & Partners
PP03	Demolition Plan	Shows the existing Site, with red hatching identifying the buildings to be demolished and an orange line identifying the highways to be demolished.	Squire & Partners
PP04	Existing Site Plan	Shows the existing Site and a red line boundary marking the boundary of the Application Site. The existing Site plan also denotes the existing AOD levels around the Site.	Squire & Partners
PPDZ1&2(A)	Development Zone 1 & 2 Parameter Plan A	Shows the proposed parameters for DZ1&2 for the maximum building footprint, maximum height AODs, balcony oversailing zones, and DZ boundary limits of deviation.	Squire & Partners
PPDZ1&2(B)	Development Zone 1 & 2 Parameter Plan B	Shows the proposed parameters for DZ1&2 for the public realm, landscape, and location of ground floor frontages which must be at or exceed 51% or 75% Town Centre	Squire & Partners

Document		Description	Prepared By
		Uses. Also shows the location of Highways Area 1 and the associated egress from the Site onto the highway.	
PPDZ1&2(C)	Development Zone 1 & 2 Parameter Plan C	Shows the proposed parameters for DZ1&2 for the maximum basement extents.	Squire & Partners
PPDZ3(A)	Development Zone 3 Parameter Plan A	Shows the proposed parameters for DZ3 for the maximum building footprint, maximum height AODs, balcony oversailing zones, and DZ boundary limits of deviation.	Squire & Partners
PPDZ3(B)	Development Zone 3 Parameter Plan B	Shows the proposed parameters for DZ3 for the public realm and landscape and location of ground floor frontages which must be at or exceed 51% or 75% Town Centre Uses.	Squire & Partners
PPDZ3(C)	Development Zone 3 Parameter Plan C	Shows the proposed parameters for DZ3 for the maximum basement extents.	Squire & Partners
PPDZ4(A)	Development Zone 4 Parameter Plan A	Shows the proposed parameters for DZ4 for the maximum building footprint, maximum height AODs, balcony oversailing zones, and DZ boundary limits of deviation.	Squire & Partners
PPDZ4(B)	Development Zone 4 Parameter Plan B	Shows the proposed parameters for DZ4 for the public realm and landscape and location of ground floor frontages which must be at or exceed 51% or 75% Town Centre Uses.	Squire & Partners
PPDZ4(C)	Development Zone 4 Parameter Plan C	Shows the proposed parameters for DZ4 for the maximum basement extents.	Squire & Partners
PPDZ5(A)	Development Zone 5 Parameter Plan A	Shows the proposed parameters for DZ5 for the maximum building footprint, maximum height AODs, balcony oversailing zones, and DZ boundary limits of deviation.	Squire & Partners
PPDZ5(B)	Development Zone 5 Parameter Plan B	Shows the proposed parameters for DZ5 for the public realm and landscape and location of ground floor frontages which must be at or exceed 51% and 75% Town Centre Uses.	Squire & Partners
PPDZ5(C)	Development Zone 5 Parameter Plan C	Shows the proposed parameters for DZ5 for the maximum basement extents.	Squire & Partners
PPDZ6(A)	Development Zone 6	Shows the proposed parameters for DZ6 for the maximum building footprint, maximum height AODs,	Squire & Partners

Document		Description	Prepared By
	Parameter Plan A	balcony oversailing zones, and DZ boundary limits of deviation.	
PPDZ6(B)	Development Zone 6 Parameter Plan B	Shows the proposed parameters for DZ6 for the public realm and landscape and location of ground floor frontages which must be at or exceed 51% or 75% Town Centre Uses.	Squire & Partners
PPDZ6(C)	Development Zone 6 Parameter Plan C	Shows the proposed parameters for DZ4 for the maximum basement extents.	Squire & Partners
PPDZ6A(A)	Development Zone 6A Parameter Plan A	Shows the proposed parameters for DZ6A for potential location of a Pavilion, the maximum height, location of public realm and landscape and the potential use. Note this plan is interchangeable with PPDZ6A(B).	Squire & Partners
PPDZ6A(B)	Development Zone 6A Parameter Plan B	Shows the proposed parameters for DZ6A for the potential location for a nursery, the maximum height, including floor areas for footprint and outdoor provision. Note this plan is interchangeable with PPDZ6A(A).	Squire & Partners
PPDZWS	Development Zone WS – Wellington Street Parameter Plan	Shows the proposed DZ boundary and the location of areas for public realm and landscape.	Squire & Partners
PPDZH1	Development Zone Highways 1 Parameter Plan	Shows the proposed DZ boundary for DZH1 and its limits of deviation. Identifies the points of access and egress between the Site and the highway.	Squire & Partners
PPDZHA	Development Zone HA Parameter Plan	Shows the proposed DZ boundary for DZHA and their limits of deviation. Identifies the points of access and egress between the Site and the highway.	Squire & Partners
PPDZHB	Development Zone HB Parameter Plan	Shows the proposed DZ boundary for DZHB and their limits of deviation. Identifies the points of access and egress between the Site and the highway.	Squire & Partners
SWHMP	Sitewide Highways and Movement Plan	Shows the QM OPA Site with the hierarchy of highways and pedestrian movements identified.	Squire & Partners
SWPR	Sitewide Public Realm, Public Spaces and Private Amenity Plan	Shows the QM OPA Site with the areas of public realm and public spaces named and identified.	Squire & Partners

Document		Description	Prepared By
SWTCU	Sitewide Town Centre Uses Plan	Shows the QM OPA Site with the maximum building footprint identified and red hatching is used to show the frontages which must be predominantly town centre ground floor uses.	Squire & Partners
SWCP	Sitewide Composite Plan	Shows the QM OPA Site with the DZ boundaries, maximum heights and Maximum Building Footprints, areas of public realm and Town Centre Use frontages.	Squire & Partners
SWCAP	Sitewide Character Area Plan	Designates the character areas across the QM OPA masterplan Site.	Squire & Partners

A3.SUPPORTING AND ILLUSTRATIVE MATERIALS

A number of documents and plans have been prepared in support of this OPA. This section provides a brief summary of each technical report and plan.

Table A3.1 Documents for supporting and illustrative purposes as part of the QM OPA (not for approval)

Document		Description	Prepared By
<i>Illustrative Plans</i>			
IPP	Sitewide Indicative Phasing Plan	Shows the QM OPA with areas identified for an indicative phasing strategy.	Squire & Partners
IMP	Sitewide Illustrative Max Parameters	Shows a 3D model of the maximum parameters of the QM OPA. This shows the height and massing of the Development Zones, with maximum AOD heights annotated on the model.	Squire & Partners
ILP	Sitewide Illustrative Landscape Plan	Shows the illustrative sitewide landscape proposals which could come forward as part of the QM OPA.	Gillespies
IUUP	Sitewide Illustrative Upper Uses Plan	Identifies the typical uses at upper levels across the QM OPA masterplan Site.	Squire & Partners
<i>Other supporting technical documents</i>			
Application Form, Certificates and Notices		Provides the completed application form and associated Certificate.	Iceni Projects
Schedule of Owners (PA3)		Sets out the list of owners within the red line boundary, who have been served Notice under Certificate C	Iceni Projects
Design and Access Statement (including Illustrative Scheme and Landscape Strategy)		Sets out the context of the Site and the overall vision for Slough Central and the QM OPA.	Squire & Partners
Design Codes (Design Guidelines)		Sets the illustrative Design Guidelines to guide future RMAs.	Squire & Partners
Arboricultural Impact Assessment		Assesses the Arboricultural impact of the QM OPA proposals.	Waterman
Archaeological Assessment		Assesses the archaeological impact of the QM OPA proposals.	Waterman
Biodiversity Net Gain Report		Assess the potential of the QM OPA to provide biodiversity net gains.	Waterman
Built Heritage Statement		Provides an assessment of the impact the QM OPA has on heritage assets.	Turley
Original Cover Letter		Provides an overview of the submission package for the QM OPA and confirms payment of fees.	Iceni Projects

Document	Description	Prepared By
Amendments Cover Letter	Provides an overview of the proposed amendments to the QM OPA submitted in support of the revised material.	Gerald Eve LLP
Daylight, Sunlight and Overshadowing	Assesses the daylight, sunlight, and overshadowing potential of the future residential units of the QM OPA.	GIA
Drainage Strategy	Sets out the proposed drainage strategy which could come forward as part of the QM OPA.	Arup
Environmental Statement – Non-Technical Summary	This Non-Technical Summary provides a summary of the findings of the EIA in non-technical language.	Waterman
Fire Statement	Provides an overview of how aspects of fire safety could be addressed as part of the Development Proposals.	Hoare Lea
Flood Risk Assessment	Assesses the flood risk associated with the QM OPA.	Arup
Future Proofing a Phased Redevelopment of Slough Central	Provides an overview of the comprehensive development potential of Slough Central and the approach to phased development, starting with the QM OPA.	Iceni Projects
Habitat Regulation Assessment	Assesses the potential impact of the QM OPA proposals on specific European habitat sites.	Waterman
Health Impact Assessment	Assesses the potential health impact of the QM OPA proposals and provides an overview of the health benefits which could be provided by the Development Proposals.	Iceni Projects
Indicative Delivery and Servicing Plan	Sets out an indicative strategy for how delivery and servicing could be managed on the Site.	WSP / British Land
Indicative Construction Logistics Plan	Sets out an indicative strategy for how construction logistics could be managed on the Site during construction.	WSP / British Land
Indicative Meanwhile Use Note	Sets out an indicative strategy for the introduction of meanwhile uses on the Site during the construction of the development.	British Land
Indicative Sustainability and Energy Statement	Sets out the sustainability and energy strategy which could be incorporated into the QM OPA.	Hoare Lea
Needs Assessment	Assesses the local housing need in SBC and provides an assessment of how the QM OPA helps to meet these housing needs. Also provides consideration of local employment need.	Turley
Planning Statement (including Retail Statement)	Provides an overview of the Site and the proposed development, as well as a detailed consideration of relevant planning	Gerald Eve LLP

Document	Description	Prepared By
	policies to show how the QM OPA will meet SBC policy objectives.	
Post Submission Engagement Overview	Summarises the community and stakeholder engagement activities undertaken following the submission of the outline planning application for the Queensmere Shopping Centre (P/19689/000)	Kanda
Preliminary Ecological Assessment	Assesses the ecological impact of the QM OPA proposals.	Waterman
Statement of Community Involvement	Provides an overview of the community and public engagement which has been undertaken as part of the pre-application process for the QM OPA.	Kanda
Transport Assessment	Provides an assessment of the Transport impacts of the QM OPA.	WSP
Utilities Statement	Provides an overview on the potential approach to be taken to utilities in the QM OPA.	Hoare Lea
Section 106 Topic Areas	Identifies the anticipated topic areas where a Section 106 planning obligation may be sought by SBC.	British Land
Environmental Impact Assessment		
Volume 1 – Main Text		
Chapter 1	Introduction	Waterman
Chapter 2	EIA Methodology	Waterman
Chapter 3	Existing Land Use and Activities	Waterman
Chapter 4	Alternatives and Design Evolution	Waterman
Chapter 5	The Development	Waterman
Chapter 6	Development Programme, Demolition and Construction	Waterman
Chapter 7	Socio-Economics	Turley
Chapter 8	Transport and Access	WSP
Chapter 9	Air Quality	Hoare Lea
Chapter 10	Greenhouse Gases	Hoare Lea
Chapter 11	Noise and Vibration	Hoare Lea
Chapter 12	Daylight, Sunlight and Overshadowing	GIA
Chapter 13	Wind Microclimate	Arup
Chapter 14	Built Heritage	Turley
Chapter 15	Ground Conditions and Contamination	Arup
Chapter 16	Cumulative Effects	Waterman
Chapter 17	Next Steps	Waterman
Volume 2 – Figures		

Document	Description	Prepared By
Volume 3 – Townscape and Visual Impact Assessment		
Volume 4 – Appendices – including:		
Appendix 1: Introduction	Appendix 1.1 - EIA Competent Experts	Waterman
Appendix 2: EIA Methodology	Appendix 2.1 - Formal request for an EIA Scoping Opinion	Waterman
	Appendix 2.2 - EIA Scoping Opinion	
	Appendix 2.3 - EIA Scoping Opinion Responses	
	Appendix 2.4 - EIA Consultation Responses	
Appendix 7: Socio-Economics	Appendix 7.1 - Correspondence with SBC Education Planning Team	Turley
Appendix 8: Transport and Access	Appendix 8.1 - Transport Assessment (TA)	WSP
Appendix 9: Air Quality	Appendix 9.1 - Legislation, Policy and Guidance	Hoare Lea
	Appendix 9.2 - Environmental Health Officer Consultation	
	Appendix 9.3 - Construction Dust Assessment	
	Appendix 9.4 - Road Traffic Modelling Methodology	
	Appendix 9.5 - Site Suitability Modelling Results	
	Appendix 9.6 - Additional Modelling Results	
	Appendix 9.7 - Additional Figures	
Appendix 10: Greenhouse Gases	Appendix 10.1 - Embodied carbon appraisal results	Hoare Lea
	Appendix 10.2 - Annual operational energy estimate	
	Appendix 10.3 - Policy and legislation	
Appendix 11: Noise & Vibration	Appendix 11.1 - Summary of background survey data used to characterise baseline sound climate	Hoare Lea
	Appendix 11.2 - Summary of sensitive receptors included in noise and vibration assessment	
	Appendix 11.3 - Site suitability based on results of noise modelling exercise	
	Appendix 11.4 - Traffic data informing noise and vibration assessment	
	Appendix 11.5 - Correspondence with Slough Borough Council	
	Appendix 12.1 - Drawings	GIA

Document	Description	Prepared By
Appendix 12: Daylight, Sunlight and Overshadowing	Appendix 12.2 - Daylight and Sunlight Results to Surrounding Sensitive Receptors	
	Appendix 12.3 - Window Maps	
	Appendix 12.4 - Overshadowing Results	
Appendix 14: Built Heritage	Appendix 14.1 - Heritage Asset Map	Turley
	Appendix 14.2 - Built Heritage Baseline Appraisal	
	Appendix 14.3 - Built Heritage Statement	
Appendix 15: Ground Conditions	Appendix 15.1 - Legislative framework	Arup
	Appendix 15.2 - Queensmere Shopping Centre Geotechnical Desk Study	