



# Heart of Slough

## Masterplan

### Project details

#### Project

Peer review of developer scheme, preparation of strategic masterplan and development brief, detailed scheme for planning application and Design & Access Statement for major mixed-use regeneration of Slough town centre, providing 50,000sqm of offices, 1500 dwellings, hotel, library, University accommodation, retail, leisure, community facilities and a new bus station.

#### Client

Homes and Communities Agency, in partnership with Slough Borough Council, Berkeley Homes and Development Securities.

#### Team

NEW Masterplanning, Barton Willmore, Scott Wilson, Alan Baxter & Associates.

#### Date

June 2006 – October 2008

#### Contact

Kevin Bourner  
Senior Regeneration Manager  
Homes and Communities Agency

### Overview

NEW Masterplanning worked closely with the development partners, planning and highway officers at Slough Borough Council and the architects appointed for the library, bus station, shopping centre redevelopment and other detailed parts of the scheme to agree an overall masterplan and the terms of a development brief. The most complex element was the restructuring of the main A4 town centre roundabout to create an urban junction, releasing additional land for development. This required close cooperation with the highway/engineering consultants, the bus operating company and with the transport officers at the Council.

Our original commission (undertaken by Andy Ward and Geraint Hughes whilst at Terence O'Rourke) was to undertake a peer review of the Development Securities scheme on behalf of English Partnerships (EP now HCA), who had been asked to 'gap fund' the scheme. Our review identified significant design concerns and potential cost savings of £32 million, which could arise from a radical review of the scheme. We were therefore asked by HCA to prepare an alternative masterplan for costing and viability. On the basis of this new masterplan, HCA agreed to provide funding for the scheme, acquired land within Slough and subsequently took the lead role in submitting the planning application.

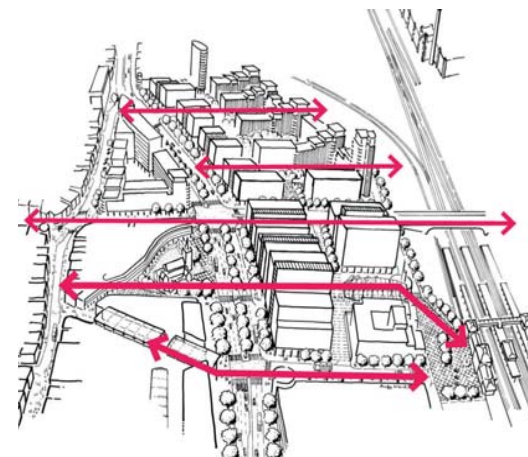
The application has now been approved and development is underway. Our work for the application included preparation of the Design & Access Statement and presentations to members of Slough Borough Council.

### Key outputs

- Peer Review
- Development briefs
- Design codes
- Public realm strategy
- Detailed masterplans
- Community and stakeholder engagement
- Planning application
- Design & Access Statement



The Masterplan for the Heart of Slough incorporates the range of buildings proposed by different architects. It ties together the area through a series of strong pedestrian routes set out in our development brief. We used a series of 3D models to explain the massing and scale of proposals culminating in a crafted timber model for public exhibition.



A4 corridor at the heart of Slough