

slough trading estate

# NEW SIMPLIFIED PLANNING ZONE CONSULTATION

MARCH 2024

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# INTRODUCTION

**SEGro has started the process of developing proposals for a new Simplified Planning Zone (SPZ) for Slough Trading Estate which would run from November 2024 to November 2034. The Slough Trading Estate has operated a SPZ since 1995.**

We want to share a summary with residents, our customers, businesses and community groups to ensure our proposals benefit people working and living in Slough. We will review and consider all feedback ahead of Slough Borough Council undertaking a further consultation on the new SPZ proposals in the summer of 2024. The Council will then decide whether to progress with the implementation of a new SPZ in Autumn 2024.

**If you have any comments, please complete the survey form at [www.segro.com/ste-spz](http://www.segro.com/ste-spz)**



# SLOUGH TRADING ESTATE

For over 100 years, Slough Trading Estate has played an important role in Slough's economic success, by attracting and retaining investment in the town, funding local services through business rates, supporting business growth and creating jobs for local people.

From humble beginnings as a military vehicle repair depot in 1920, to becoming Europe's largest industrial estate in single ownership, the Slough Trading Estate has continued to evolve and adapt to meet the demands of businesses, in an ever-changing world.

**Today, Slough Trading Estate remains a success story. It is home to 350 businesses which employ over 15,000 people, and generates £40 million per annum in business rates.**

We want this success to continue for future generations, but to do this we must create a sustainable and high-quality business destination that meets the needs of our customers, their employees and our local community.

Slough Trading Estate must also continue to respond quickly to changes in the economy that are driven by technological advancements, climate change, and globalisation to maintain its position as a leading business destination for investment and business growth.

**Our vision is to provide the best place in the UK for business to thrive.**



**A place of excellence in design, functionality, and sustainability. A clean, green, safe and secure environment.**



**A hotspot for employment and education. A focus on health and well-being for our community to enjoy.**



**A home for a diverse range of pioneers, creators and makers. A vibrant cluster of technological innovation.**



**The Slough Trading Estate will continue to lead and evolve and will remain focussed on providing a wonderful legacy for the people of Slough.**

Together SEGRO – an event for Slough Trading Estate customers to come together, share knowledge, and collaborate with SEGRO on business and community initiatives.



# THE SIMPLIFIED PLANNING ZONE

Since 1995, the Slough Trading Estate has benefited as a Simplified Planning Zone (SPZ), which has played a key role in stimulating and encouraging economic growth, investment and job creation through simplifying the planning process. The SPZ speeds up redevelopment on the Estate by removing the need for repetitive planning applications, covering the same range of planning issues, which saves time and cost for new businesses looking to invest in the Estate. It also benefits Slough Borough Council by reducing the resources needed to manage planning and development in this vital employment hub. However, an SPZ does not mean an abandonment of acceptable standards of development, sustainability or care for the amenities around our buildings. These matters would still be addressed in the new SPZ while offering certainty and flexibility to businesses.

Over the last 10 years, major local businesses such as Octopus Energy, John Crane, CLEAN Linen Services, Bidfood, Jaguar Land Rover and many more have all occupied industrial space which has been delivered under the SPZ, unlocking new investment and creating jobs.

**Slough Trading Estate is one of only two business locations in England that operates a Simplified Planning Zone. It gives Slough a competitive advantage by giving SEGRO and its customers the confidence to invest in the town and by creating a vibrant industrial destination.**

## How does the SPZ work?

The Simplified Planning Zone is a planning tool which simplifies the planning approval process for new industrial buildings. The new SPZ would grant advanced planning permission for certain types of development such as industrial, warehouse, research & development and data centre uses within a designated area over a period of 10 years.

The SPZ achieves this by setting planning conditions, agreed by Slough Borough Council, for new buildings in advance. Any development which meets these conditions does not have to go through the normal planning process. Buildings which don't meet these criteria still have to apply for planning permission in the normal way.

Compliance with the SPZ will be governed by the following documents which are available to view and comment on as part of this consultation:

## SPZ land uses

A list of land use types that will be permitted across the SPZ, such as light industrial, manufacturing, storage and distribution, research and development, and data centres.

## Parameter plans\*

The new SPZ includes several parameter plans, including:

- SPZ Boundary Plan
- Street Hierarchy and Sub-Zone Plan
- Building Heights Plan
- Highways Safeguarding Plans
- Archaeology Locations

## Design Code

A Design Code is a set of simple, concise, design requirements which set principles for new development. It ensures development is regulated to deliver high-quality schemes which are well integrated into their surroundings.

## Sustainability Requirements

The sustainability requirements will include environmental, biodiversity and well-being parameters to achieve long-term success.

## Travel Plan

A travel plan is a long-term strategy which aims to encourage people to use alternatives to cars to travel to and from the Estate.

## Planning conditions

Planning conditions are additional measures attached to the SPZ to secure quality development, and avoid negative impacts on people and the environment.

## Demolition / Construction Environmental Management Plan – (DCEMP)

A DCEMP outlines how SEGRO will minimise any negative environmental impacts of construction projects and comply with any relevant environmental legislation.

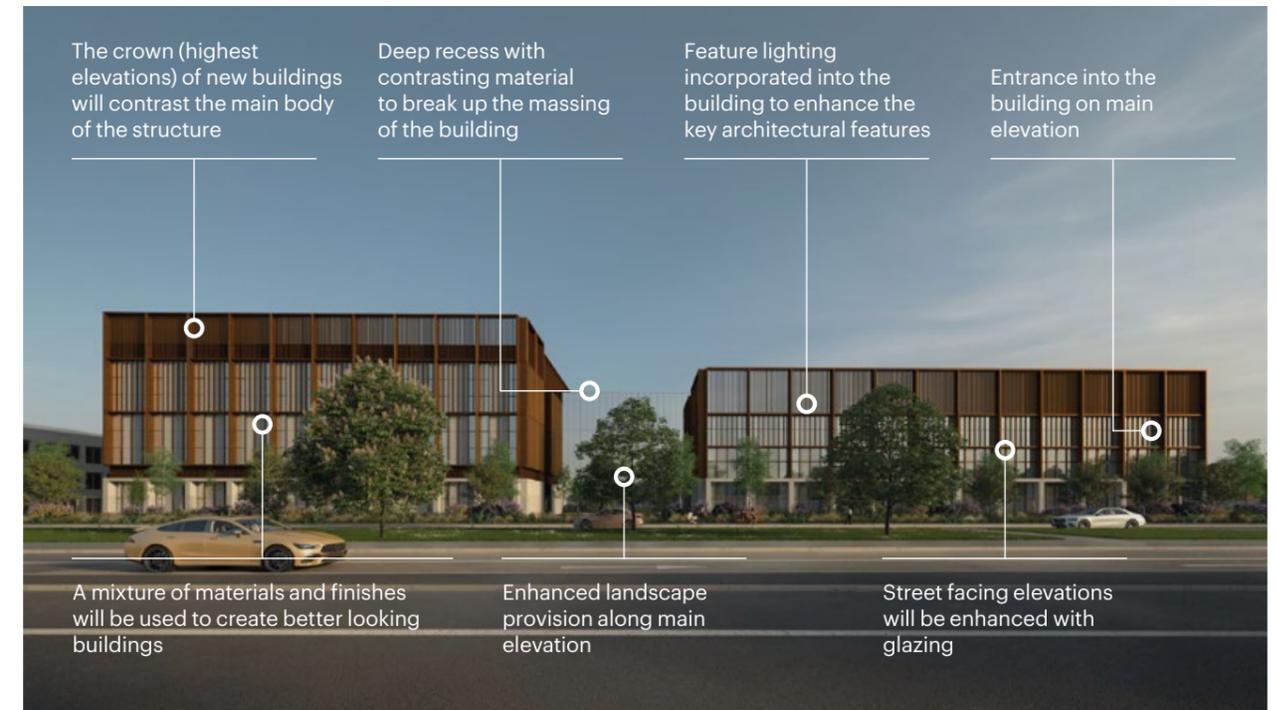
## Construction Traffic Management Plan (CTMP)

A CTMP outlines steps to safely manage the flow of traffic around a construction site, including routing of construction vehicles.

## All documents are available at [www.segro.com/ste-spz](http://www.segro.com/ste-spz)

\* Parameter plans illustrate how the SPZ requirements will be applied in different areas of the estate.

## Indicative design within the SPZ parameters



## The benefits of the new SPZ

 Increased business rates	 Faster availability of suitable business space	 Current industrial uses only	 Safe and more attractive streets around the Estate
 Estate shuttle bus route from Burnham Station	 Improved building design	 New cycle lanes	 Guaranteed sustainability and renewable energy measures
 Employment opportunities across different sectors	<b>£10m</b> Committed £10m investment in local infrastructure	<b>£</b> Funding for local skills and training programmes	 Continued support for charity partners

# ATTRACTING AND RETAINING INDUSTRIAL BUSINESSES

The dynamic and varied uses allowed under the current SPZ will be safeguarded and retained in the new SPZ, allowing the Estate to continue to thrive. These uses include:



CLEAN Services



R & K Enterprise

## An area in high demand

There remains high demand for modern sustainable industrial space from UK and international businesses operating in technology-led sectors such as high-value manufacturing, data and communications services, and food production. The SPZ will enable SEGRO to respond quickly and attract new investment from these sectors into Slough to support their growth and net zero aspirations.

Developments that support retail, food and drink and commercial services (banks, post office, etc) uses are restricted to the Buckingham Centre, which is located at the heart of the Estate.

These uses provide essential services and amenities that will support a thriving business destination that is home to 350 customers and over 15,000 workers.

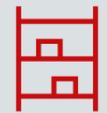
Development of homes and offices will not be allowed under the permitted uses.



Light industrial



Manufacturing



Storage and distribution



Data Centre



Research and development



Octopus Energy



KickFit

Home to

**350**

Businesses

Home to

**15K+**

Workers



Signs Express



Tankbeer

# PERMITTED BUILDING HEIGHTS

**A Building Heights Plan has been prepared which controls the maximum height of new buildings constructed under the SPZ.**

A primary focus of the new SPZ is the development of taller industrial buildings in a planned and controlled manner. With no new development land available on the Slough Trading Estate the new SPZ will encourage a more efficient approach by intensifying the use of the existing land available. With the demand for housing a key priority for Slough, many commercial sites in the town have been redesignated for new homes resulting in a greater demand for industrial space. Through the new SPZ, the Slough Trading Estate will aim to capture that demand by delivering new and taller industrial schemes, that will be design-led to enhance the character and appearance of the Estate.



## KEY

- Site Boundary
- Cooling Towers

These represent maximum heights for plots which are redeveloped.



136 Edinburgh Avenue (computer generated image)



SEGRO V-Park Leigh Road (computer generated image)

The proposed maximum building heights vary across the Estate and range from seven metres (close to residential boundaries) to 36 metres (closer to the heart of the estate). These recommended height parameters have been reached following thorough studies and research that follow industry recognised standards, and consider the following factors:

### The scale and character of neighbouring buildings

Building heights will be restricted to seven metres where development is next to existing residential areas, higher along the Bath Road and major thoroughfares such as Buckingham Avenue, and highest in the centre of the Estate (maximum 36 metres).

### The impact on important views in the area

Heights across the Estate have been set to ensure that the tops of newly developed buildings do not break the existing skyline of the woodland backdrop of the upper Thames Valley in views looking across the valley from the north – in particular from Windsor Castle.

Heights have been set to frame local views from the grass mound at Kennedy Park across the valley to the countryside south of Slough.

### Impact on neighbouring residents' natural light levels

A technical exercise has been undertaken to make sure good levels of daylight and sunlight are achieved in homes and gardens surrounding the estate.

PROPOSED BUILDING HEIGHTS TO VARY FROM

**7M-36M**

Here are some buildings you might recognise for context at different heights



# DESIGN QUALITY



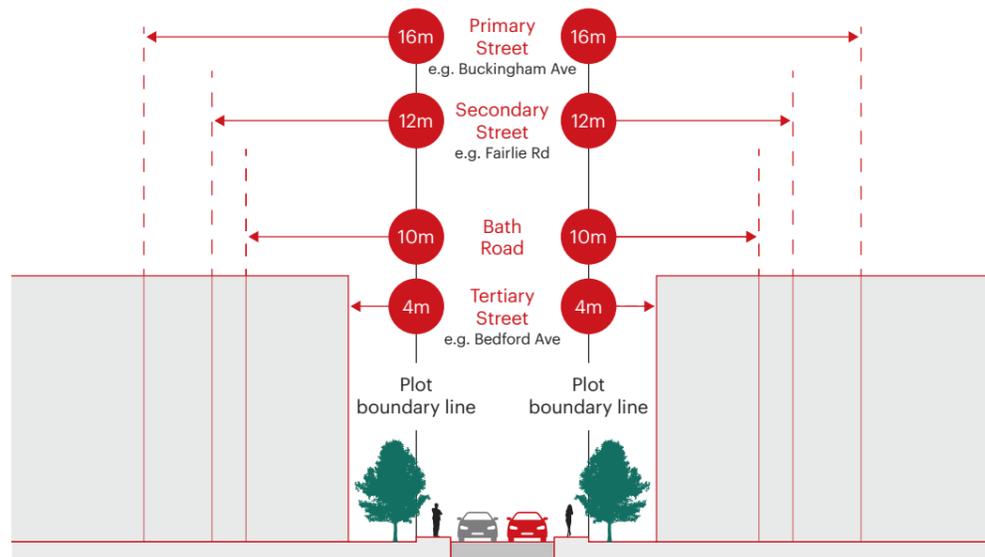
Bath Road

**A Design Code has been produced to promote best-in-class design and sets out requirements which newly developed buildings must comply with.**

The Design Code has been adapted to respond to the different locations and characteristics of the Estate. For example, on prominent and busy thoroughfares like Bath Road, Farnham Road, Leigh Road and Buckingham Avenue, new developments will be set back from the street and will sit behind a generous bank of trees and green space.

The Estate location and road types will be considered when building designs are produced and the building entrance and office locations are planned, to ensure frontages look active and more attractive.

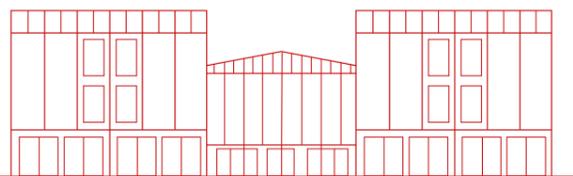
## Building set back distances from the street



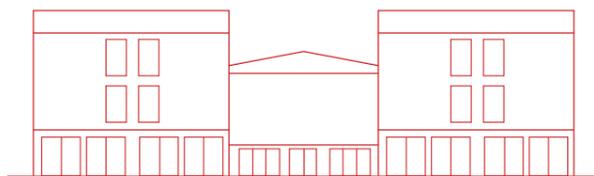
## Example Design Code rules

26 design rules will be followed under the new SPZ

## Elevation layering



For larger buildings over 20m, the Design Code requires changes in form, architecture and building material to manage the scale of development and ensure buildings are visually interesting. The design rules also vary depending on the scale of development.



On minor estate roads, like Yeovil Road and Malton Avenue, building architects will have slightly more flexibility in how buildings and spaces are designed.

# LANDSCAPE & BIODIVERSITY

The Design Code includes requirements for all new developments to deliver a minimum of 6% of the development site as green space. The green space will include hedgerows and trees and will typically be located at the front of the building to improve the environmental quality of the building, enhance biodiversity, and create a more attractive frontage for pedestrians and passers-by.

In addition to landscape requirements for every new development, two new pocket parks will be created on

the Estate, which will provide outdoor space for employees and visitors to enjoy. These pocket parks will be located at the junction of Weston Road and Buckingham Avenue and along Leigh Road, providing a green connection between the existing Leigh Road Park and the Buckingham Centre.

Over the period of the new SPZ, the above measures will mean that biodiversity levels will be 10% higher than they are today.



Leigh Road Pocket Park



Leigh Road Pocket Park



Estate boundary landscaping



Estate boundary landscaping

# BUILDING SUSTAINABILITY

## Sustainability measures under the SPZ include:

### BREEAM

BREEAM rating 'Very Good' (minimum)



Waste heat capture enabled (data centres only)



Cycle storage, locker and showers provided (units over 2,500 sq m)



Construction waste resource efficiency will be prioritised



100% of timber and timber-based products used are 'Legal' and 'Sustainable' as per the UK Government's Timber Procurement Policy



EPC rating 'A' (new build minimum)



Renewable energy generation



20% of parking with EV charging provision (development in 2024-29)



Dedicated space for the segregation and storage of operational recyclable waste



Green technology and biodiversity built in (development over 5,000 sq m)



EPC rating 'B' (refurbishment minimum)



Renewable electricity use for data centres



30% electric car charging provision (developments 2029-34)



Low flow fittings (taps, WCs etc. on developments)



6% landscaping on every development

# TRAFFIC & MOVEMENT

SEGRO is proposing that the 'cap' on car parking, existing under the current 2014-2024 SPZ, remains. This helps to control the number of employees and visitors traveling to and from the Estate to help minimise traffic congestion.

Despite the proposed increase in the heights of buildings enabling more industrial space, peak time traffic movements are expected to remain static over the period of the new SPZ.

The ability to 'cap' the number of car parking spaces up until 2034 is achievable due to the changing occupier mix driven by market demands.

Demand for office space, for example, in 'out of town' locations, such as Slough Trading Estate, is falling. Over the last 5-10 years, there has been a steady exit of office occupiers on the Estate and along the Bath Road as companies seek to consolidate their business, improve productivity and drive cost savings, whilst identifying destinations which offer excellent public transport links and high levels of local amenities. Major employers such as LG, Ipsen, Black & Decker, and Research in Motion have all departed the Estate whilst Virgin Media O2 has announced its decision to relocate its Bath Road HQ to Paddington.

Whilst the loss of these major employers is a blow to the local economy, it provides an opportunity to redevelop the offices and attract new industrial-focused customers that are less dependent on high levels of car parking for staff. This means that car parking levels can remain relatively static over the next 10 years, despite increasing the capacity of industrial space across the Estate.



160-161 Bestobell Road



Buckingham Avenue

We do recognise that large scale logistics facilities can lead to increased levels of traffic movements that will need to be addressed to mitigate any impact on the local road network. We have, therefore, set a restriction on the amount of floorspace that can be constructed under the SPZ. Over the SPZ period of 10 years, no more than 55,000 sq m of large scale logistics space (defined as units larger than 2,500 sq m) can be built without the need for a planning application.

Alongside these controls, a comprehensive package of infrastructure improvements will enhance the Estate's accessibility and environment, and support a healthier workforce and better air quality:



Better access by public transport



Improved cycle routes



New cycle parking and shower provision within units



More greening and landscaping strips around new buildings

# SUSTAINABLE INFRASTRUCTURE

The new SPZ will see a step change in sustainable and community infrastructure, which will be funded through a multi-million-pound commitment by SEGRO.

Well-designed sustainable infrastructure will have long-term economic, health and biodiversity benefits for Slough as well as supporting the productivity and growth of customers on the Slough Trading estate.



EV Charger (indicative)



Indicative shuttle bus image

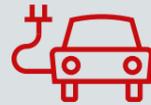
## These measures include:



A new dedicated shuttle bus service connecting various locations around the Estate with Burnham Station (Elizabeth Line)



A new cycle route along Buckingham Avenue and Dover Road, which will give cyclists safe and convenient access through the Estate and connect to cycle lanes proposed by Slough Borough Council along Farnham Road and Bath Road



New electric car charging provision in business premises and public locations



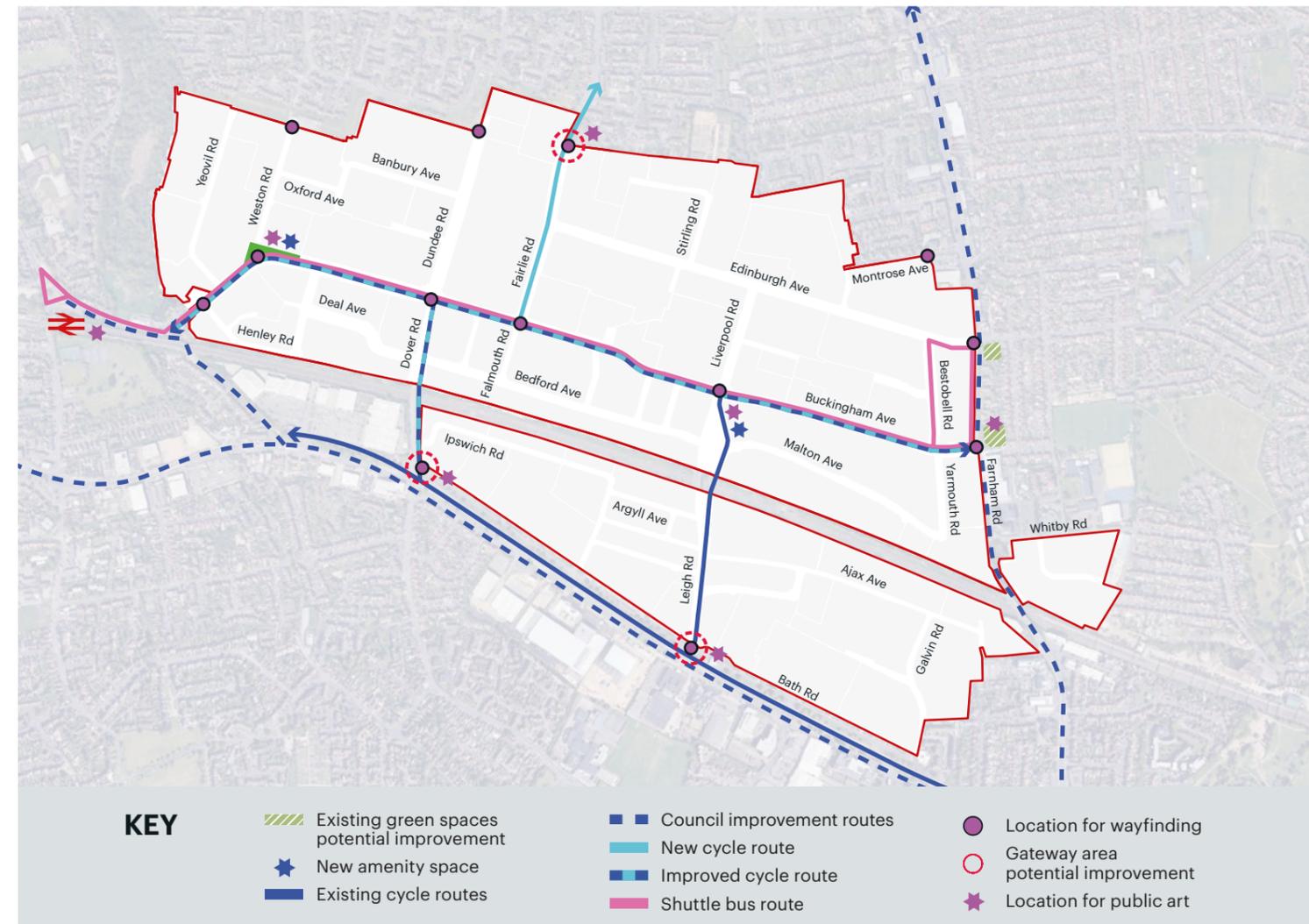
Travel Plan including commitments and measures to encourage more staff on the Estate to travel sustainably



Two new pocket parks for employees to enjoy



Locally commissioned public art installations at the main gateways to the Estate that celebrate the heritage and culture of the town



# A SKILLED & SUSTAINABLE WORKFORCE



Student education programme attendee

Over the period of the new SPZ, SEGRO is committed to delivering a 10-year training and employment plan in partnership with local and regional partners that will enhance the skill levels of residents so they can compete for better quality jobs, both on and off the Estate.



SEGRO will put its customers and the residents at the heart of the development of the plan to ensure it responds to the needs of the community, economy and employers, now and in the future. To ensure the plan meets the needs of all parties, SEGRO will work with Slough Borough Council and local partners to:



Design, fund, and implement a mapping exercise to identify the skills gaps of businesses and growth sectors, in the short, medium and long term, that will provide the data and insights to deliver an effective and demand-led skills plan.



Create and fund a multi-million-pound training programme that enables schools and residents to embrace the digital economy. Developing digital skills is critical both for job success and to participate fully in a digital society. Such skills include generic competencies like searching online, communication via email, or instant messaging, as well as the ability to use work-related online platforms.



Create an employment and job brokerage service that makes it easier for estate customers to promote job opportunities and to source local talent.

slough trading estate

[SEGRO.COM/STE-SPZ](https://SEGRO.COM/STE-SPZ)

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