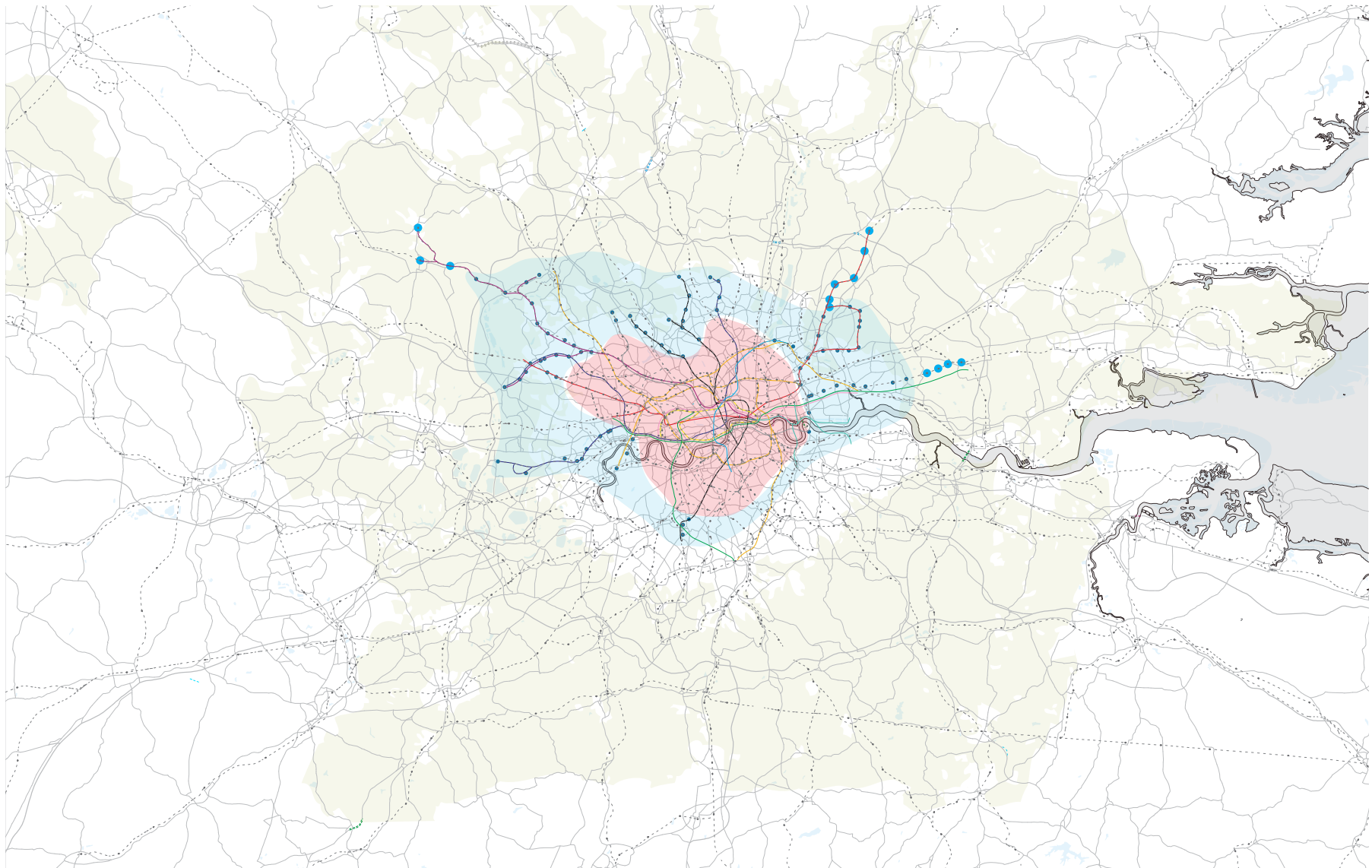
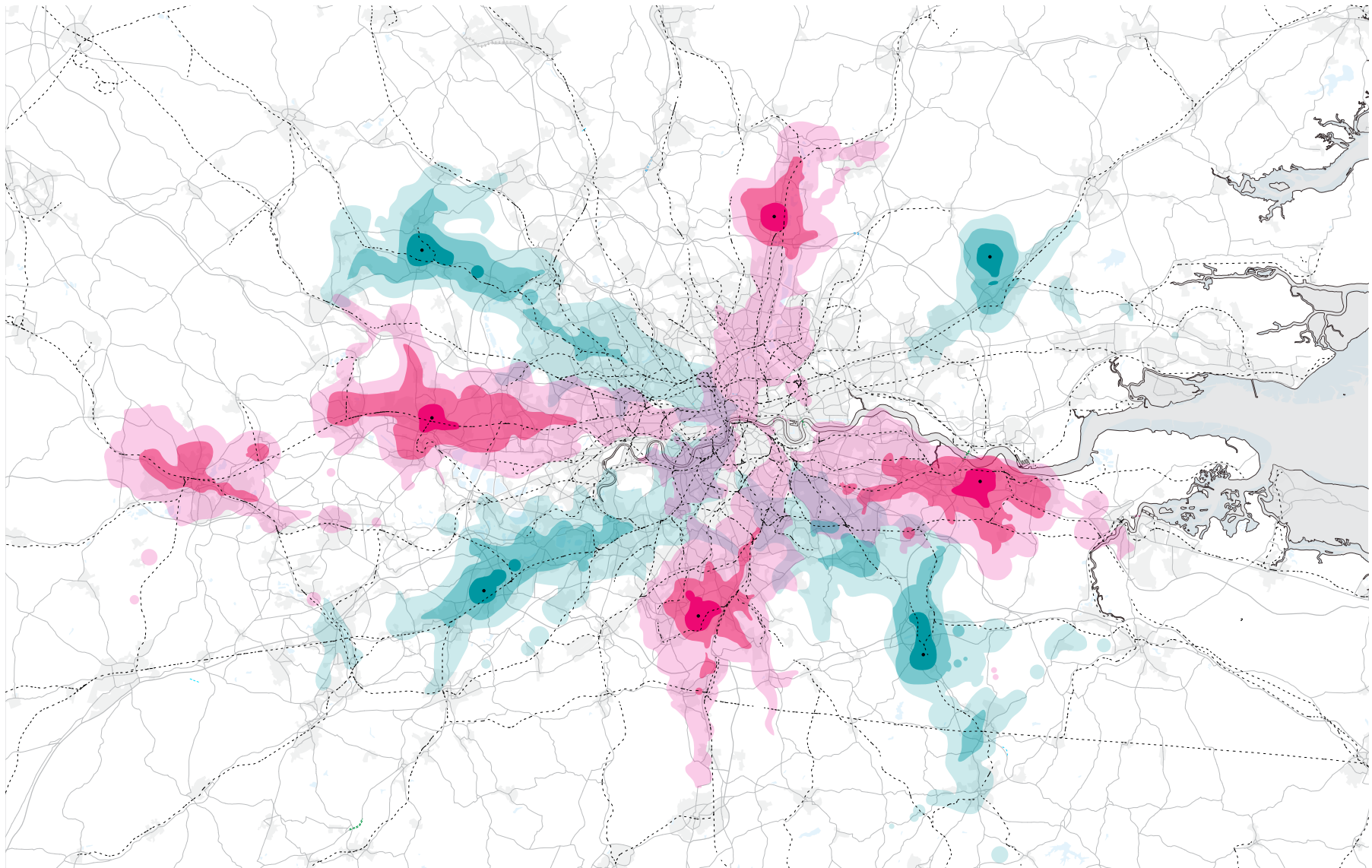
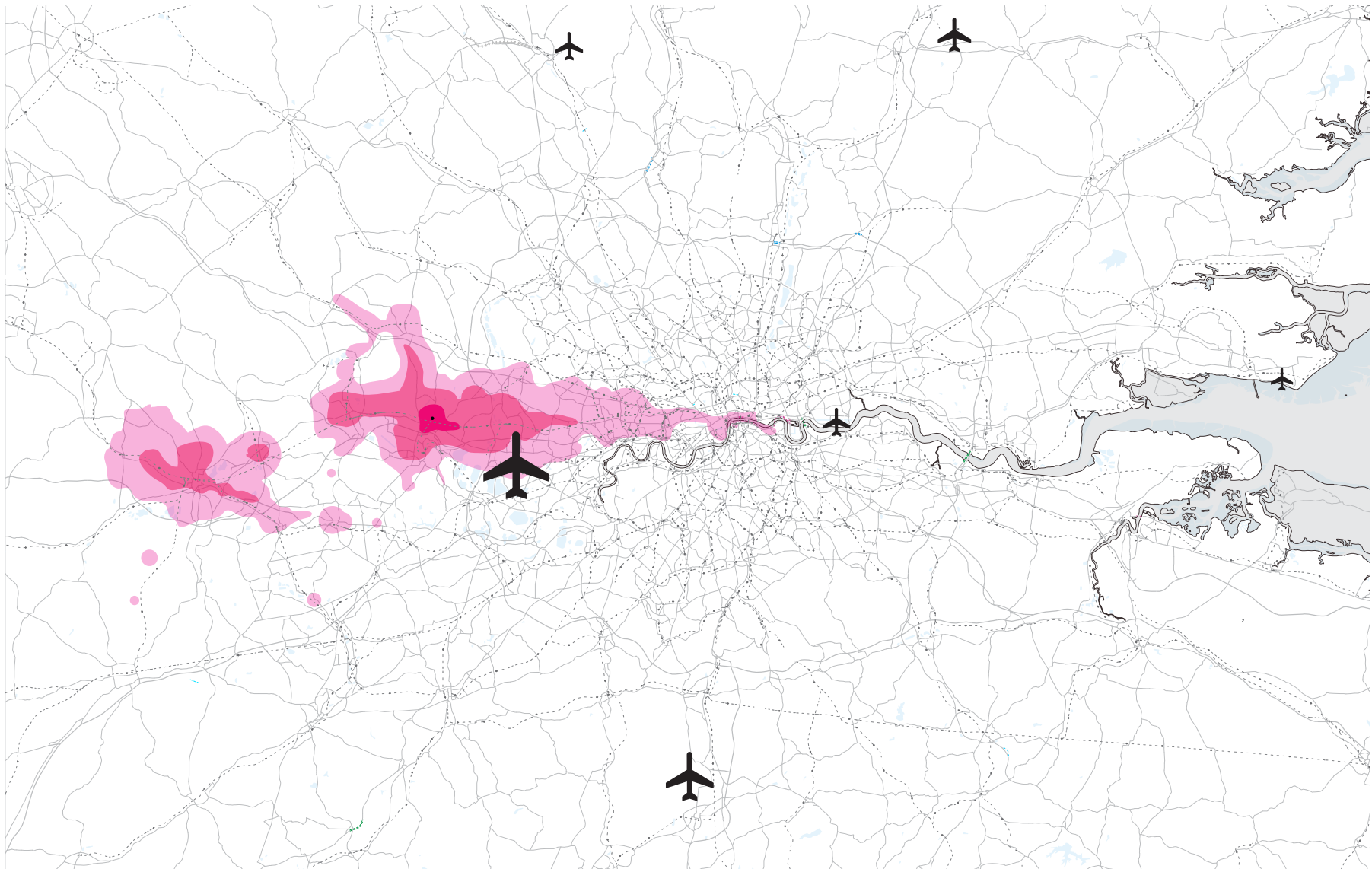




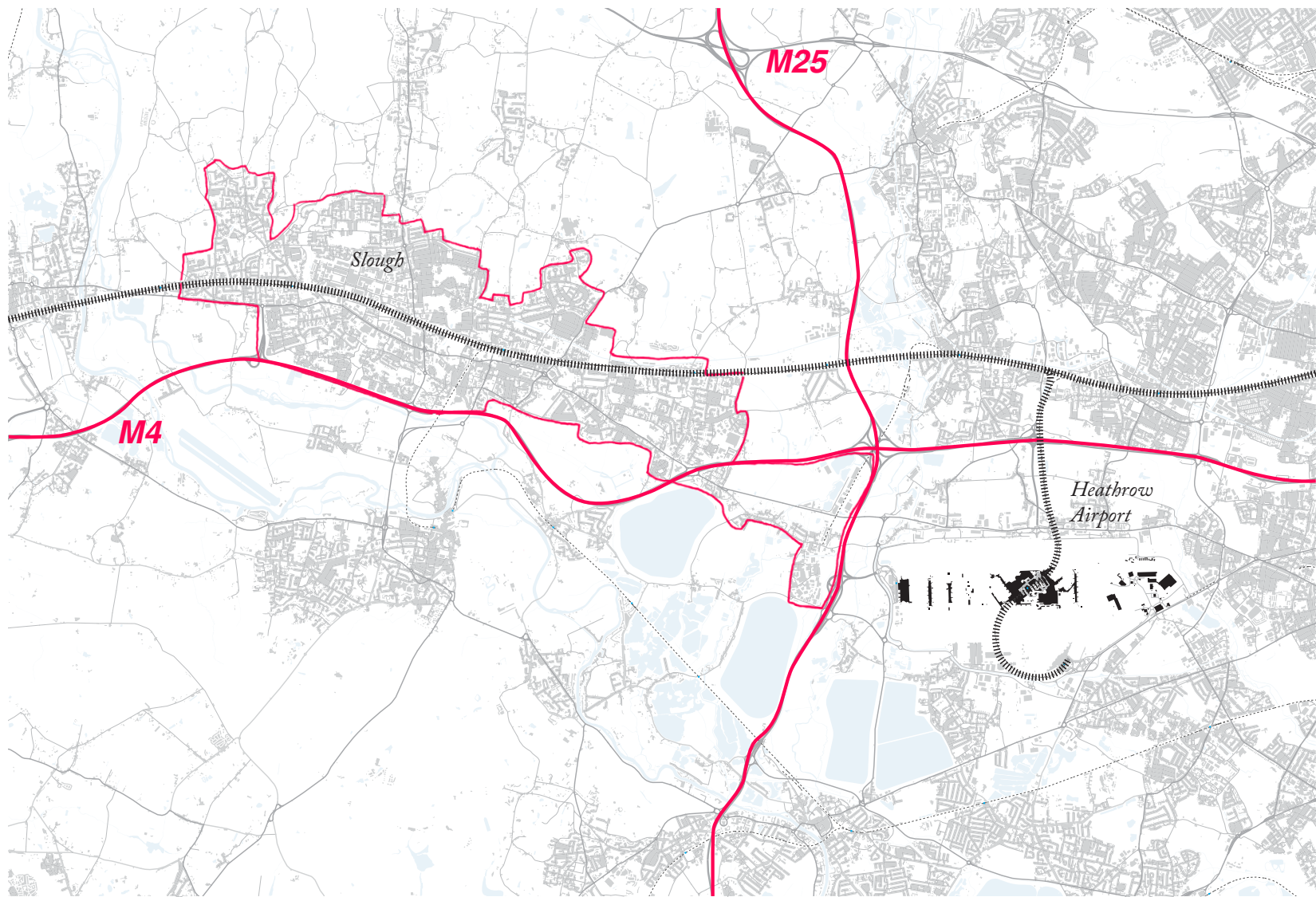
A CITY OF COMINGS AND GOINGS

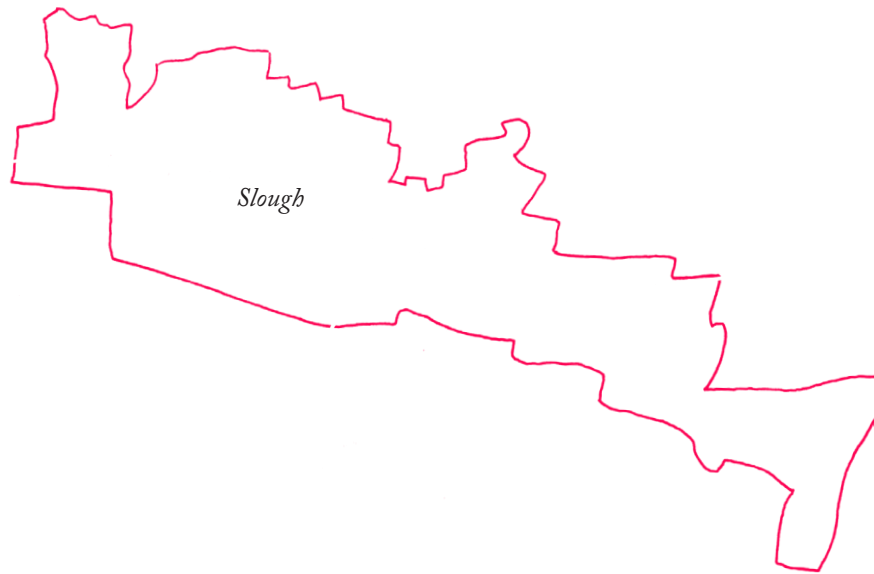




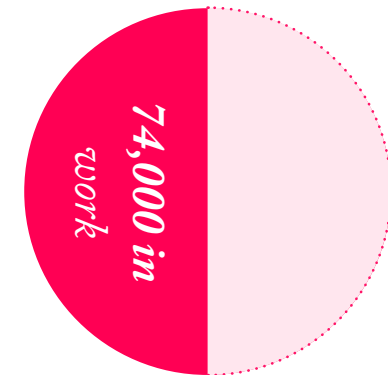
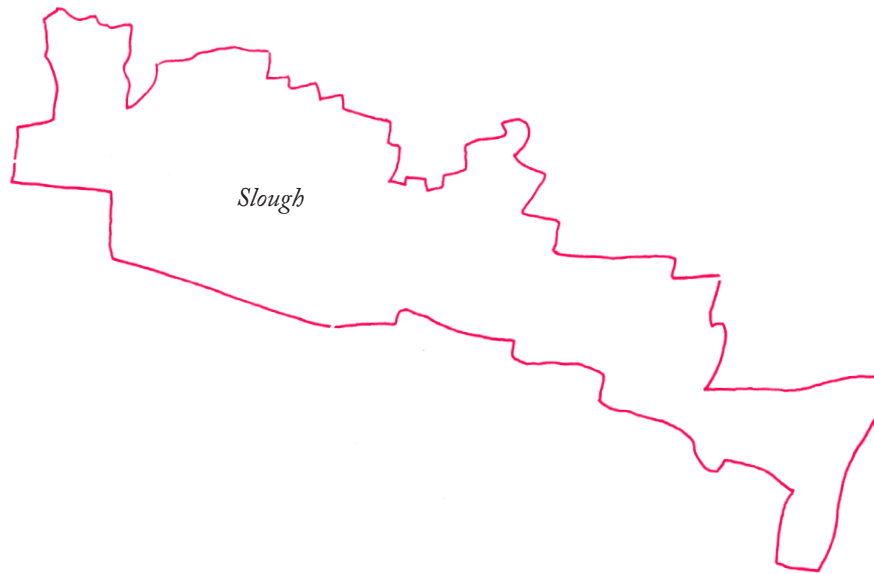


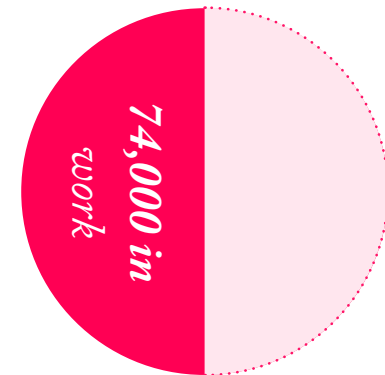
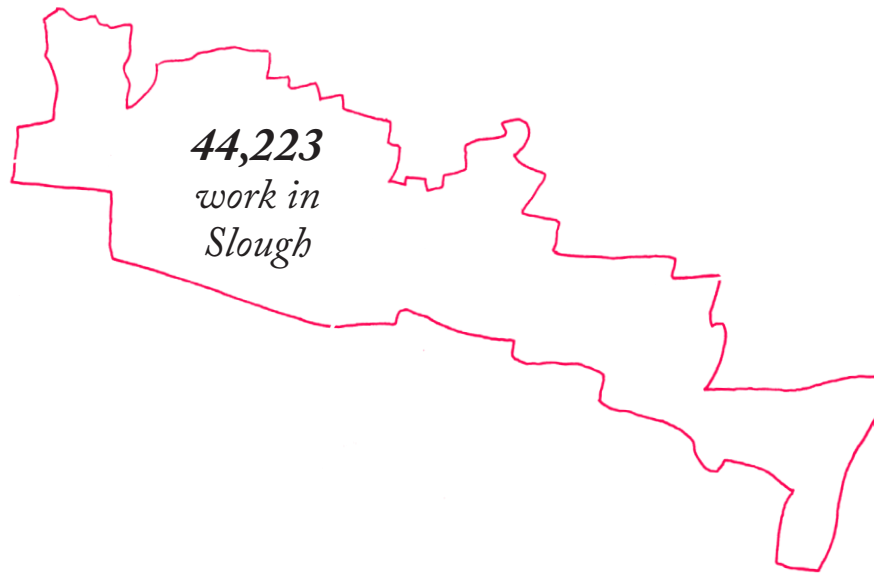
A TOWN OF COMINGS AND GOINGS

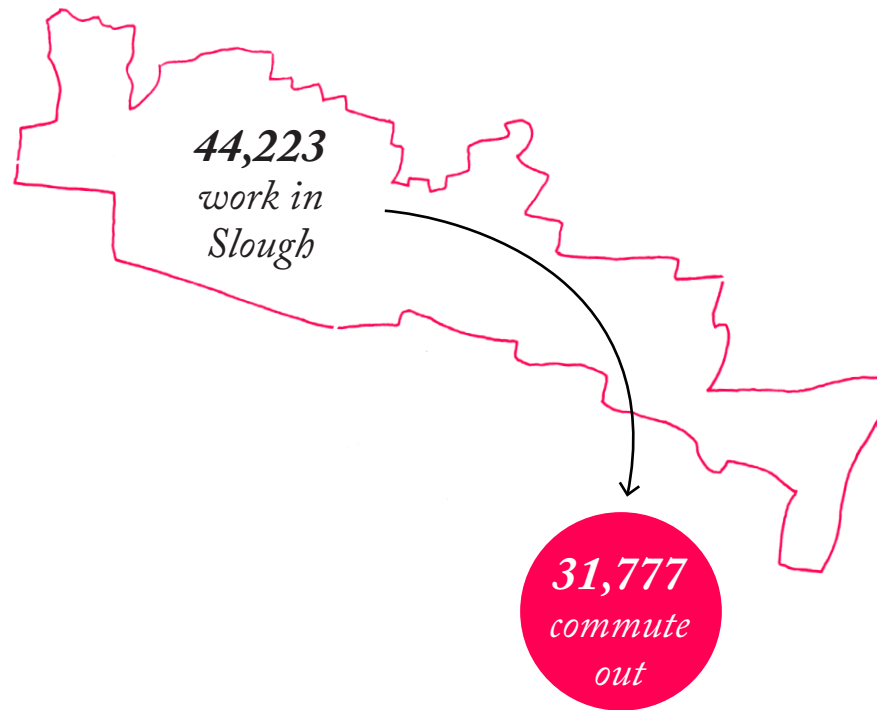


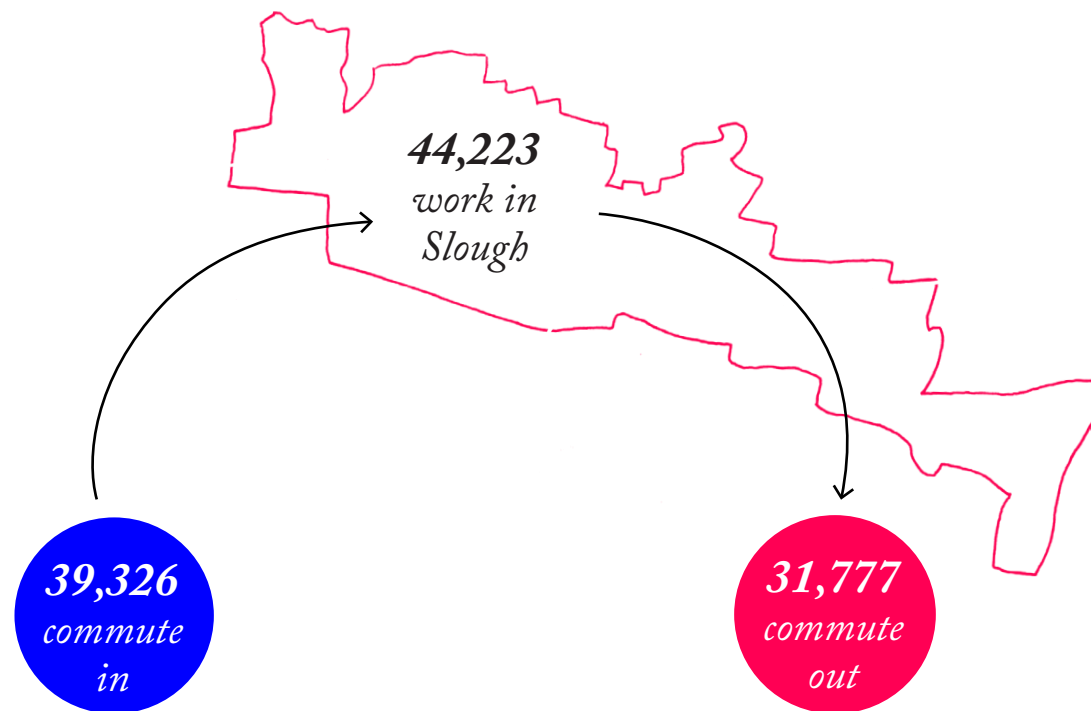


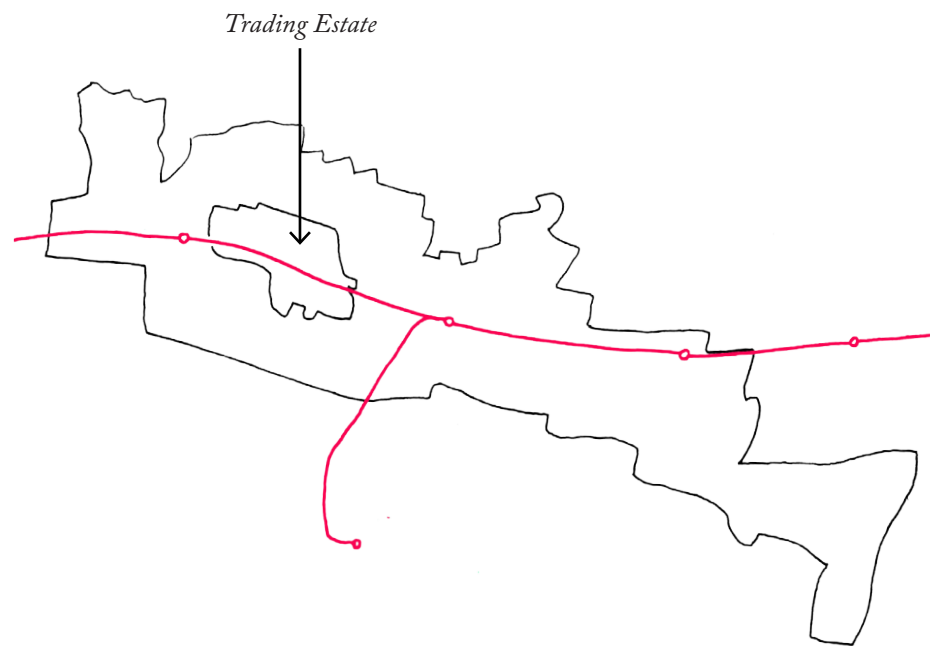
Population:
145,700





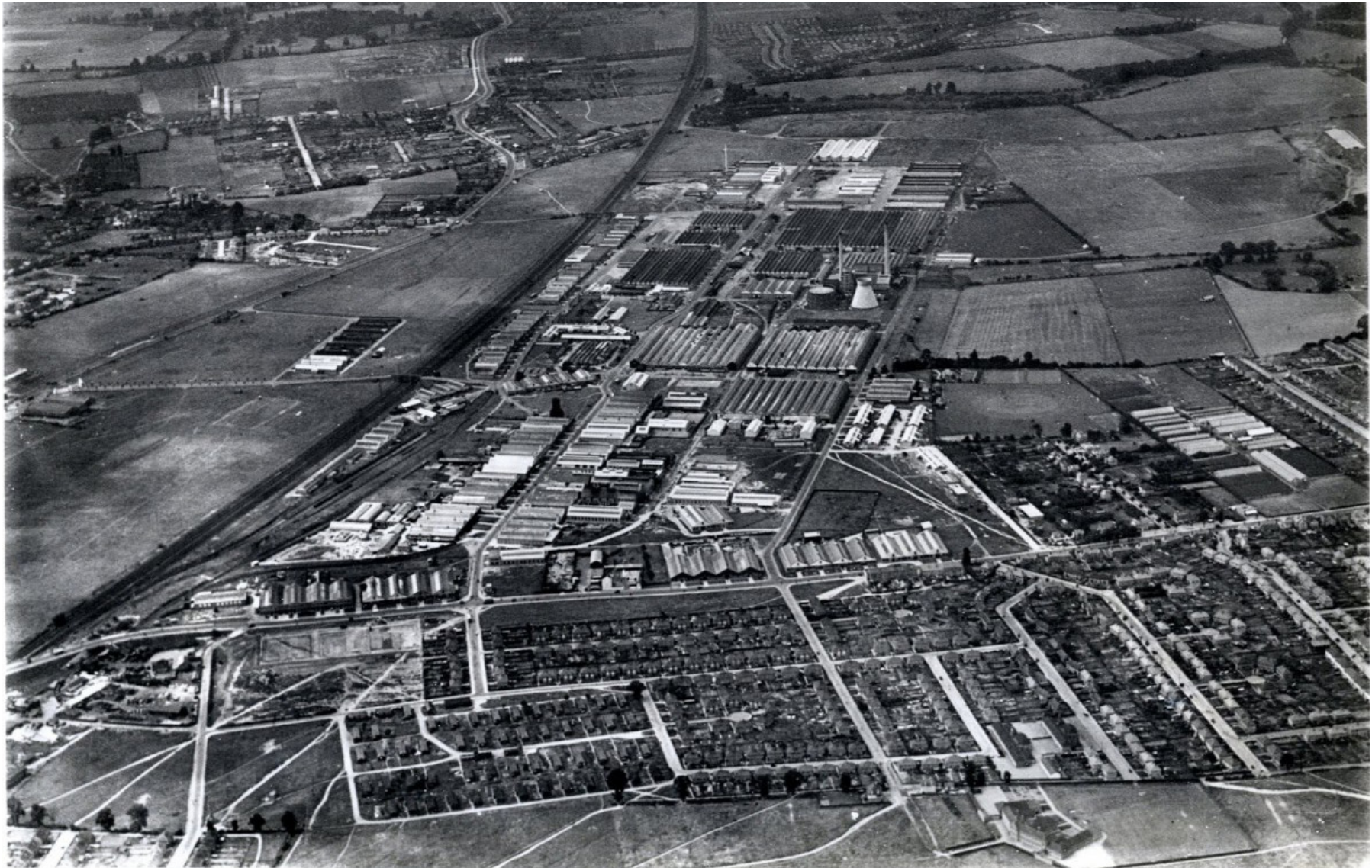






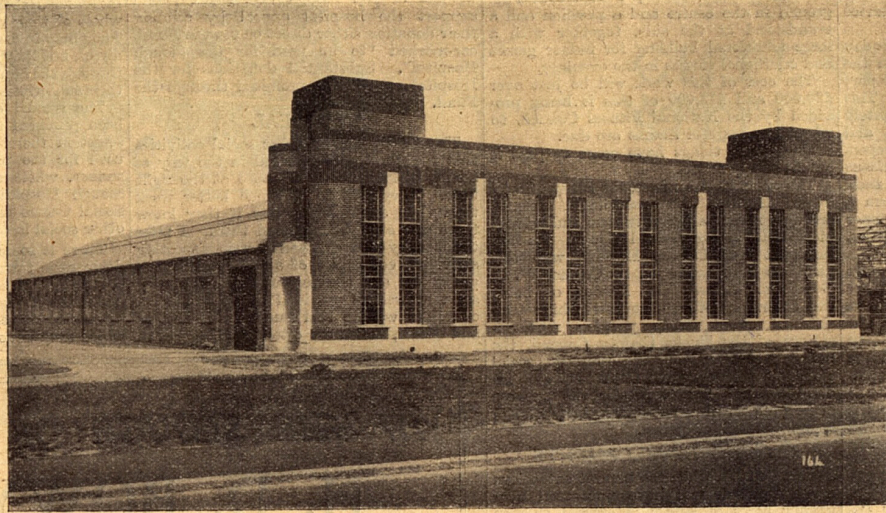






"LONDON'S INDUSTRIAL CENTRE"

Telephone
No. :
SLOUGH 240



Telegrams :
SLOUDEPLIM
SLOUGH

A TYPICAL FACTORY

- | | | |
|--|---|---|
| 1. Six hundred acres planned for industry | 7. Ten miles of railroad track in free collection and delivery area | 13. Restaurant, five banks, post office and Customs and Excise office |
| 2. Factories of all sizes to rent | 8. Within 25 minutes of London | 14. The services of foundries, wood-workers, pattern makers, packing case and carton makers, printers and pressing manufacturers, electrical engineers, etc., all on the spot |
| 3. Ample male and female labour | 9. Private passenger station | |
| 4. Houses for workpeople to rent or purchase | 10. Soft water supply | |
| 5. Exceptional expansion facilities | 11. Low insurance rates | |
| 6. Ideal working conditions | 12. No experiments (over 200 firms already established) | |

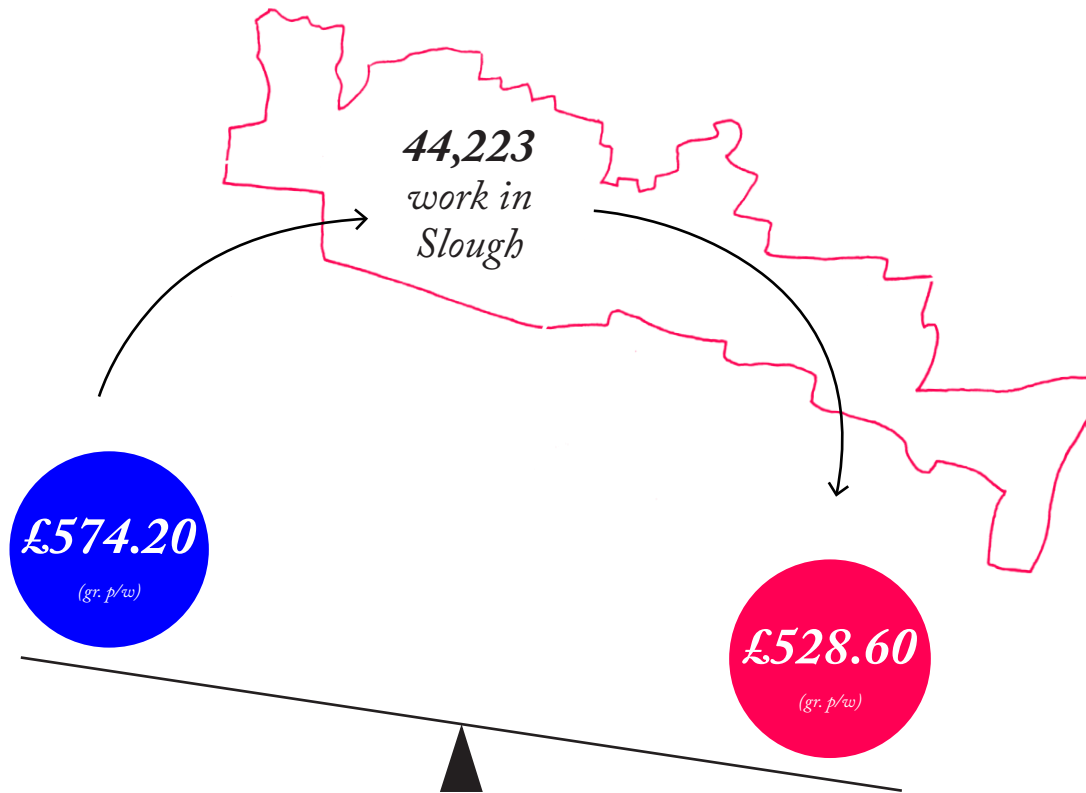
THE SLOUGH TRADING ESTATE

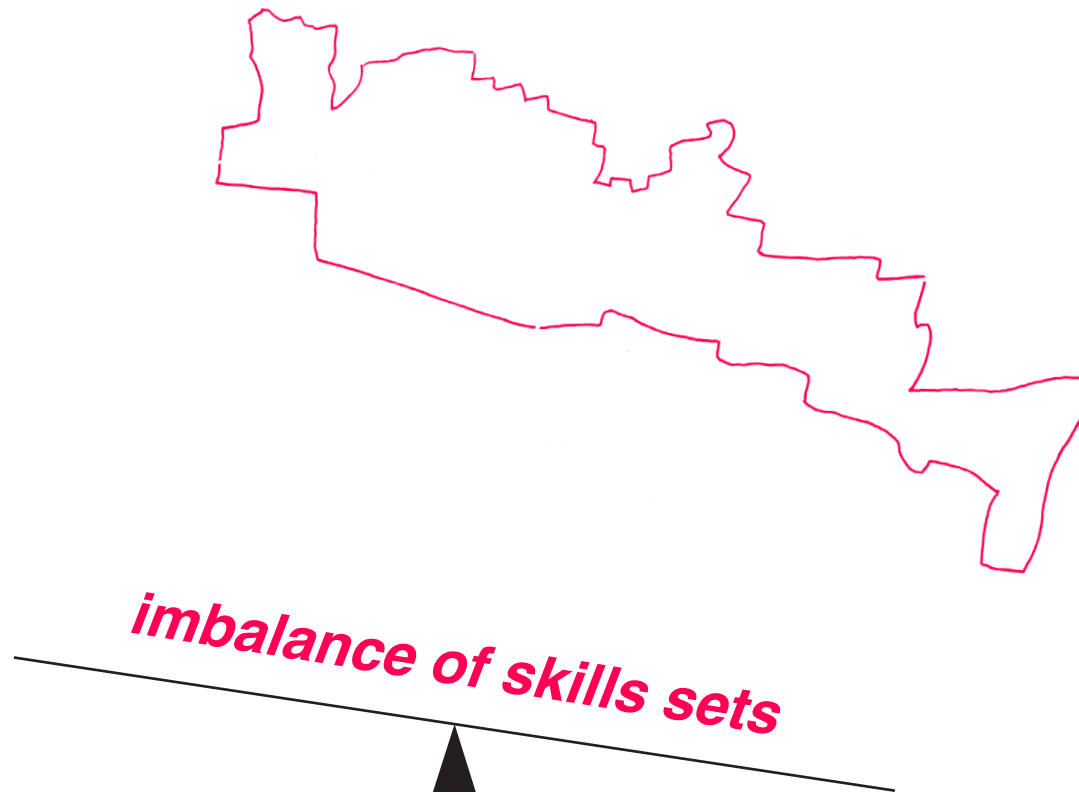


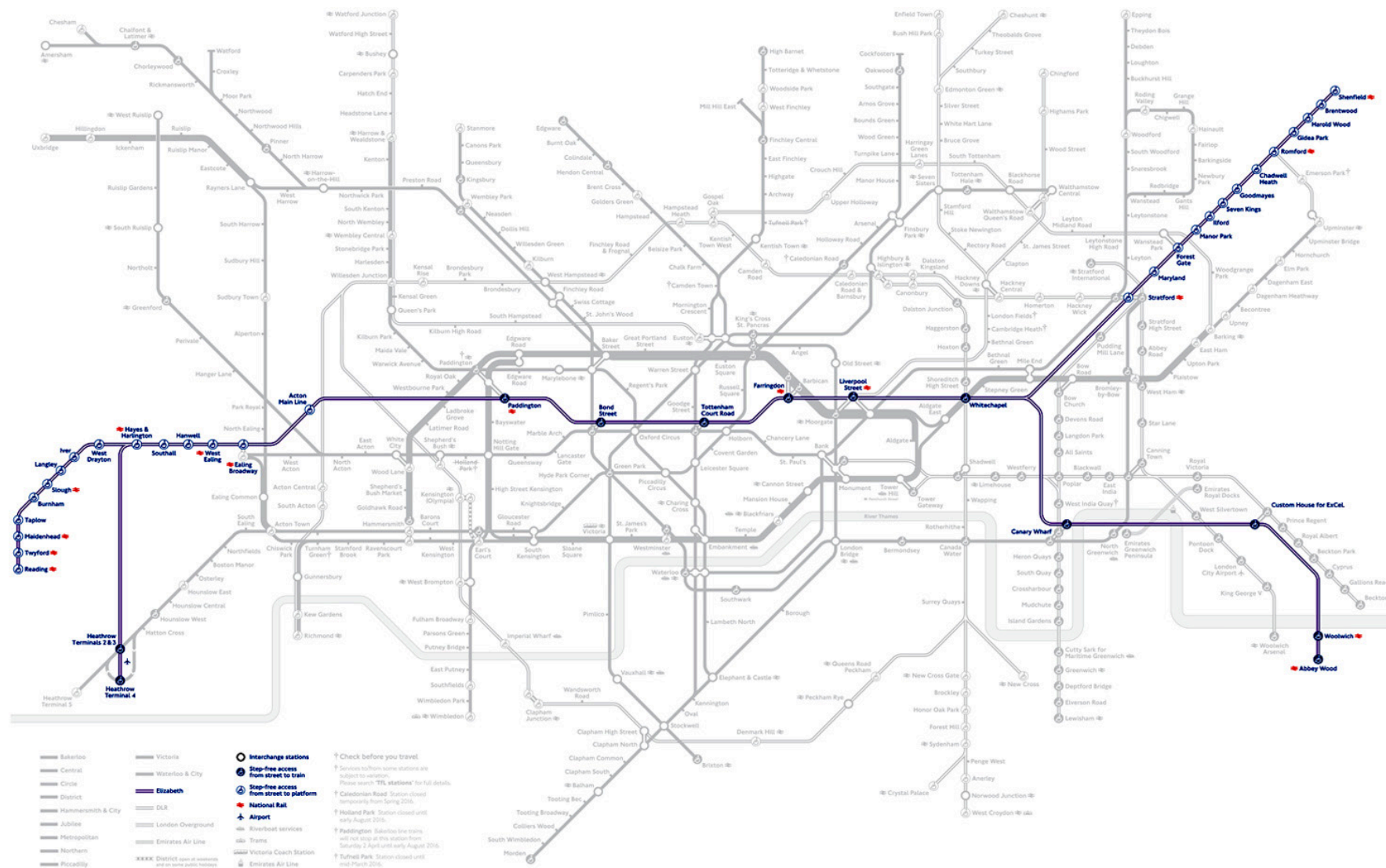


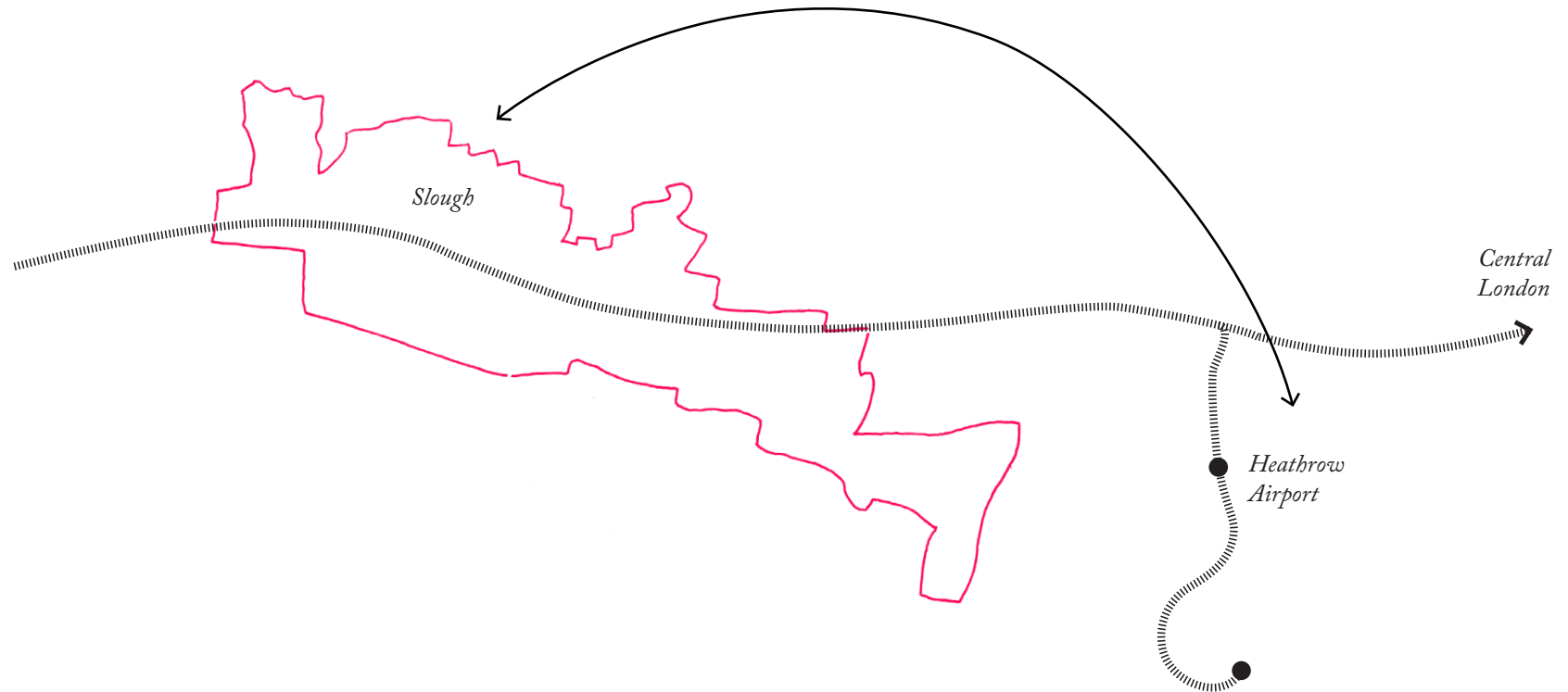


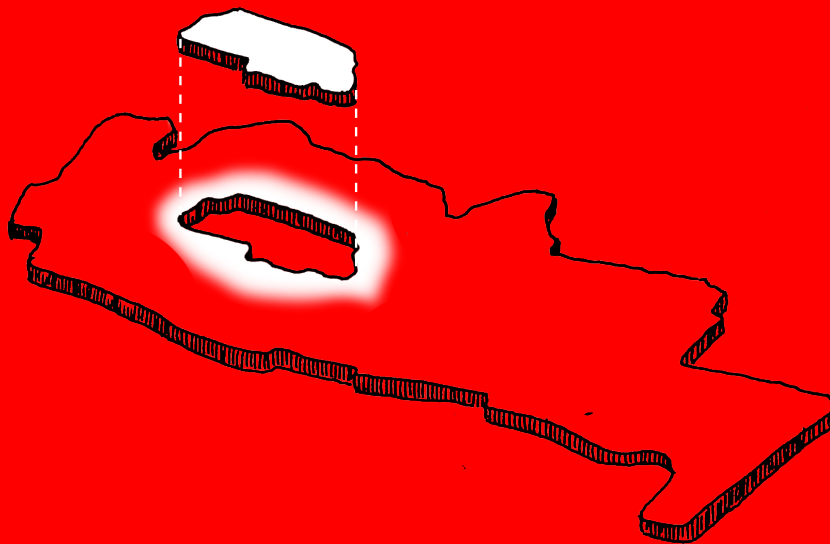








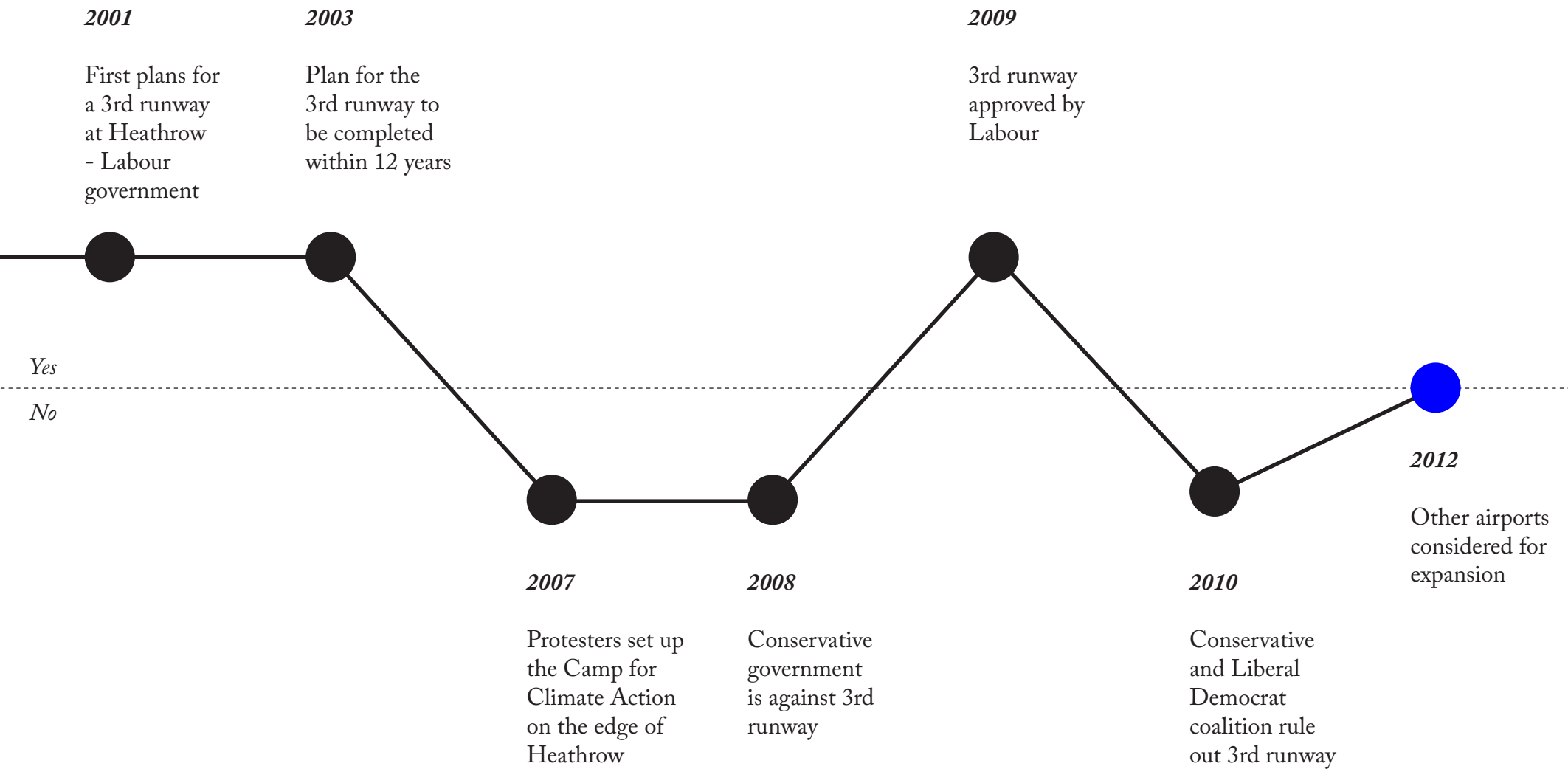


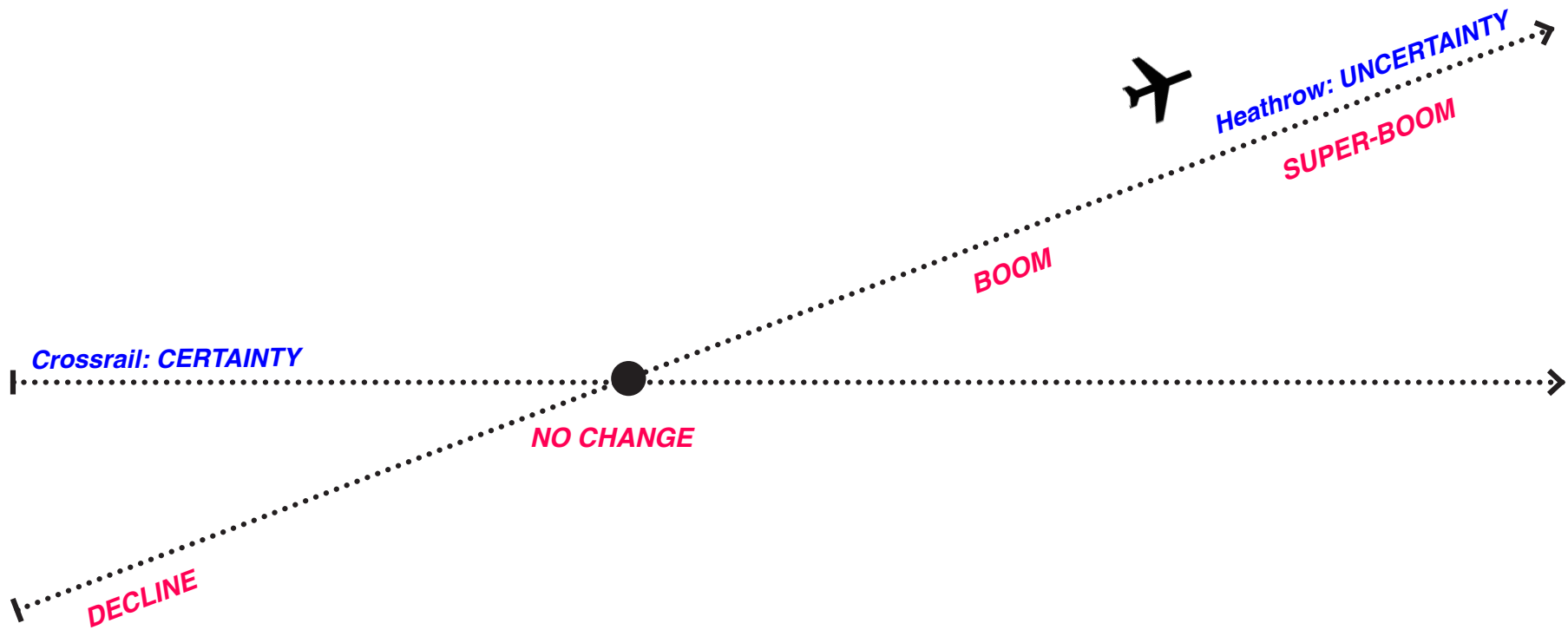


TRADING ESTATE

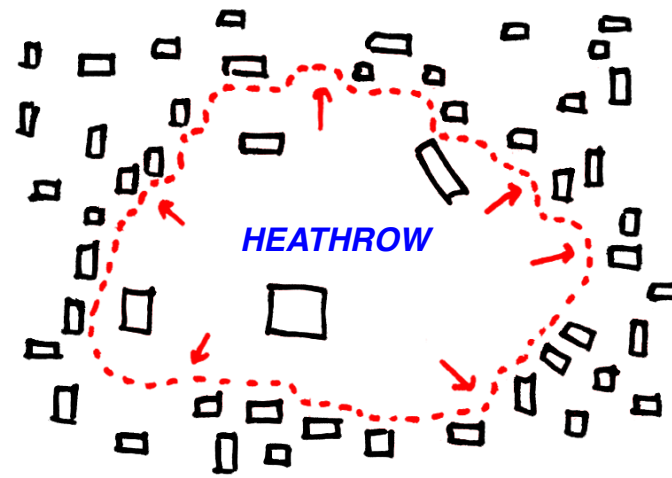
SLOUGH

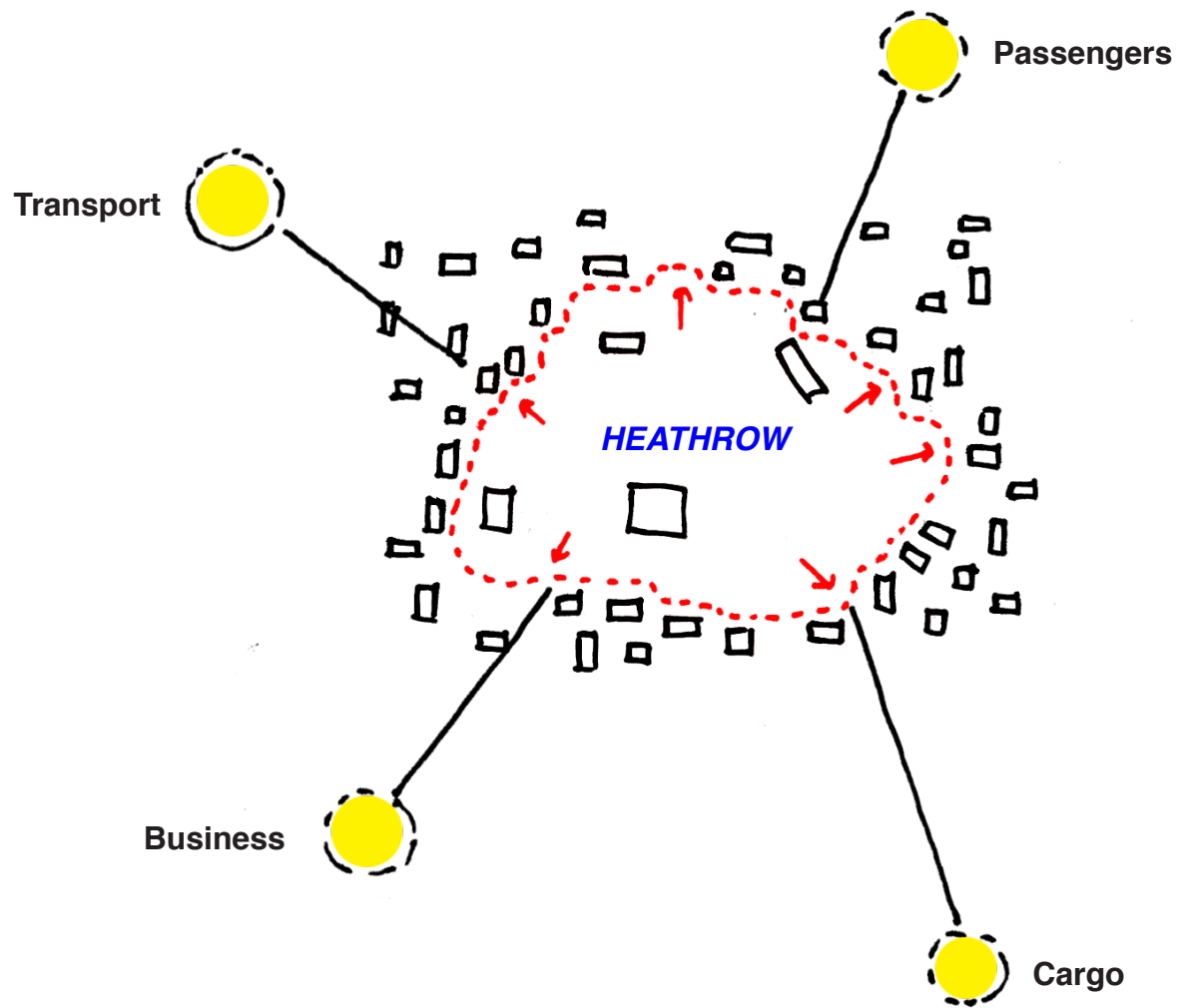
EXPANSION





		Heathrow			
		DECLINE	NO CHANGE	BOOM	SUPER-BOOM
Slough	PASSENGER NUMBERS	0-100,000 passengers per day	200,000 passengers per day	400,000 passengers per day	600,000 passengers per day
	CARGO	0-4220 tonnes per day	4220 tonnes per day	8440 tonnes per day	12650 tonnes per day
	EMPLOYMENT	-12,000 jobs by 2030	-2000 jobs by 2030	+5,500 jobs by 2030	+10,000 jobs by 2030
	HOMES	1000 homes needed per year	1000 homes needed per year	1550 homes needed per year	2000 homes needed per year

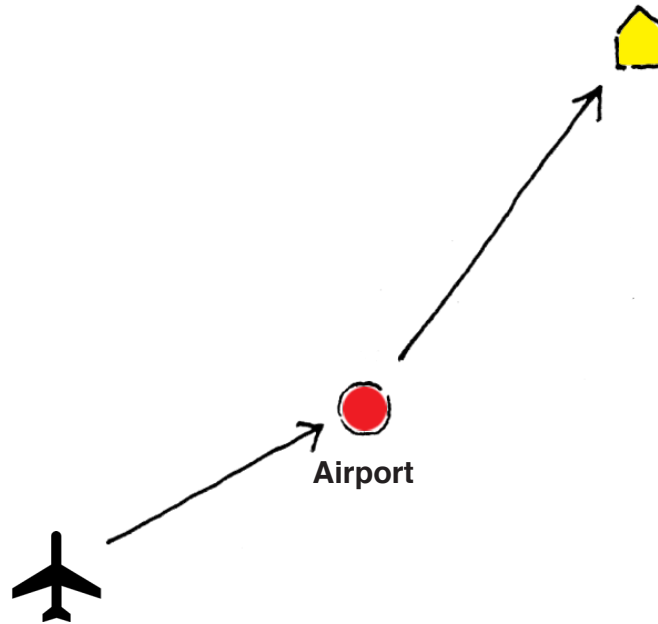




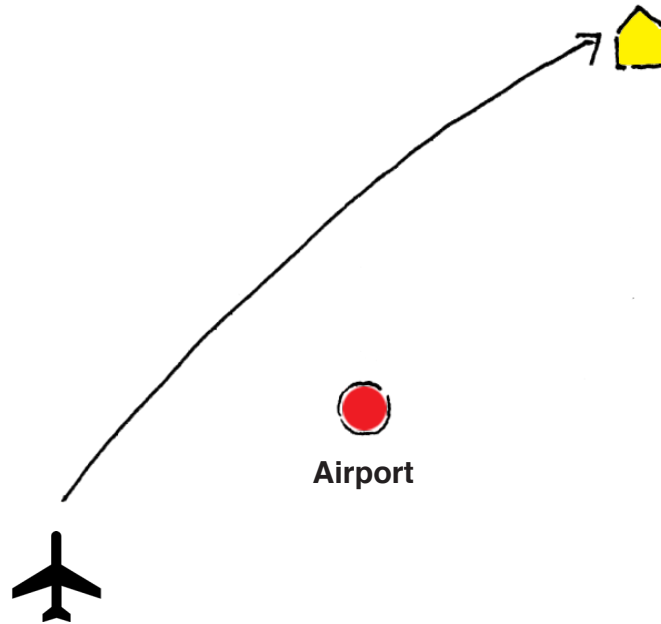
CHANGES IN SERVICES

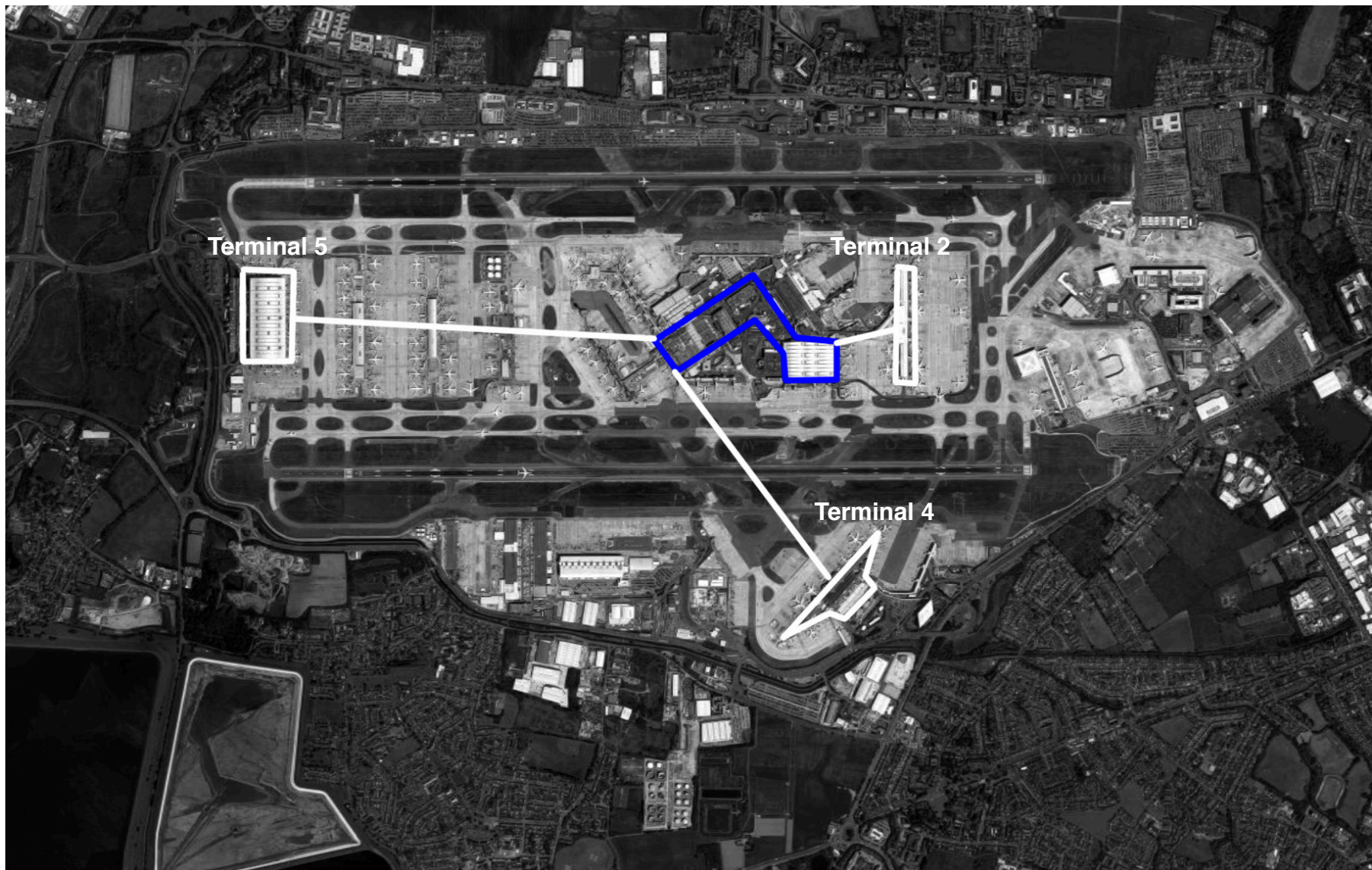


eg. BAGGAGE HANDLING

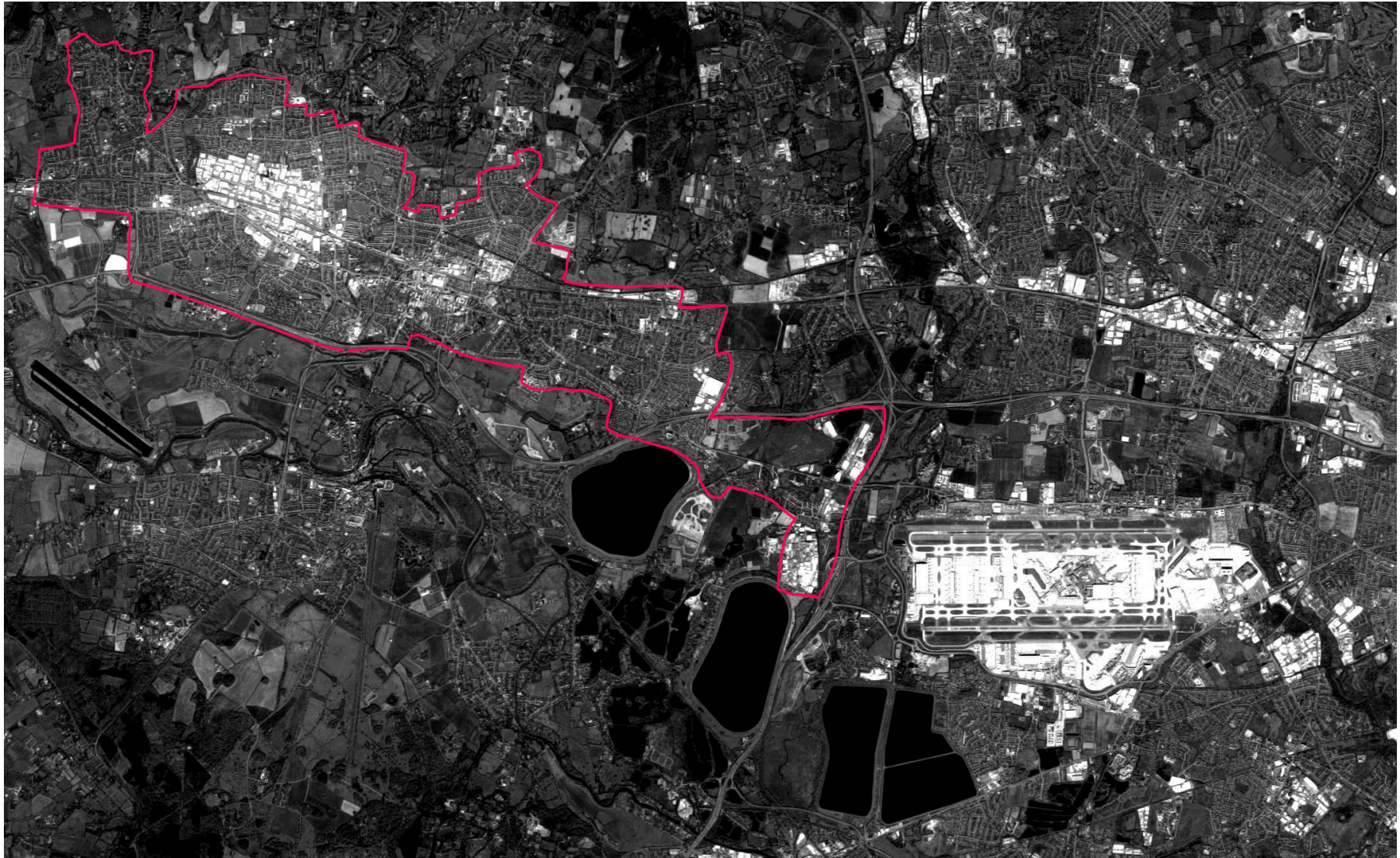


eg. BAGGAGE HANDLING



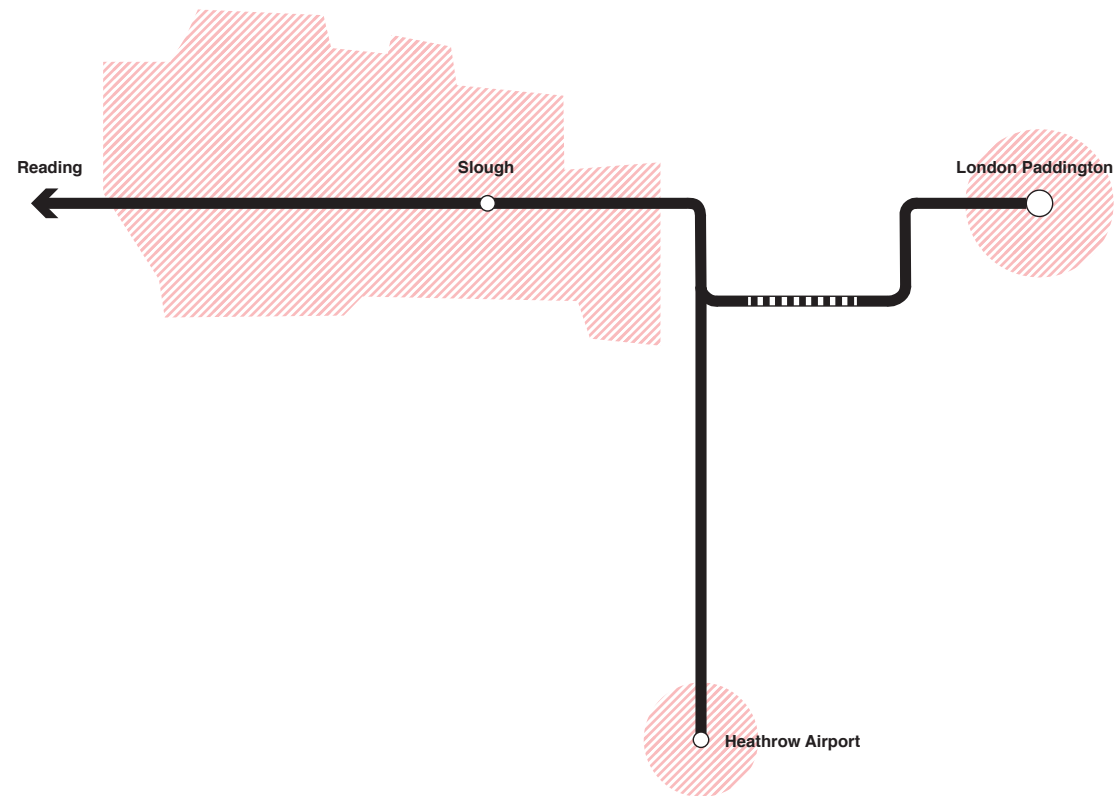


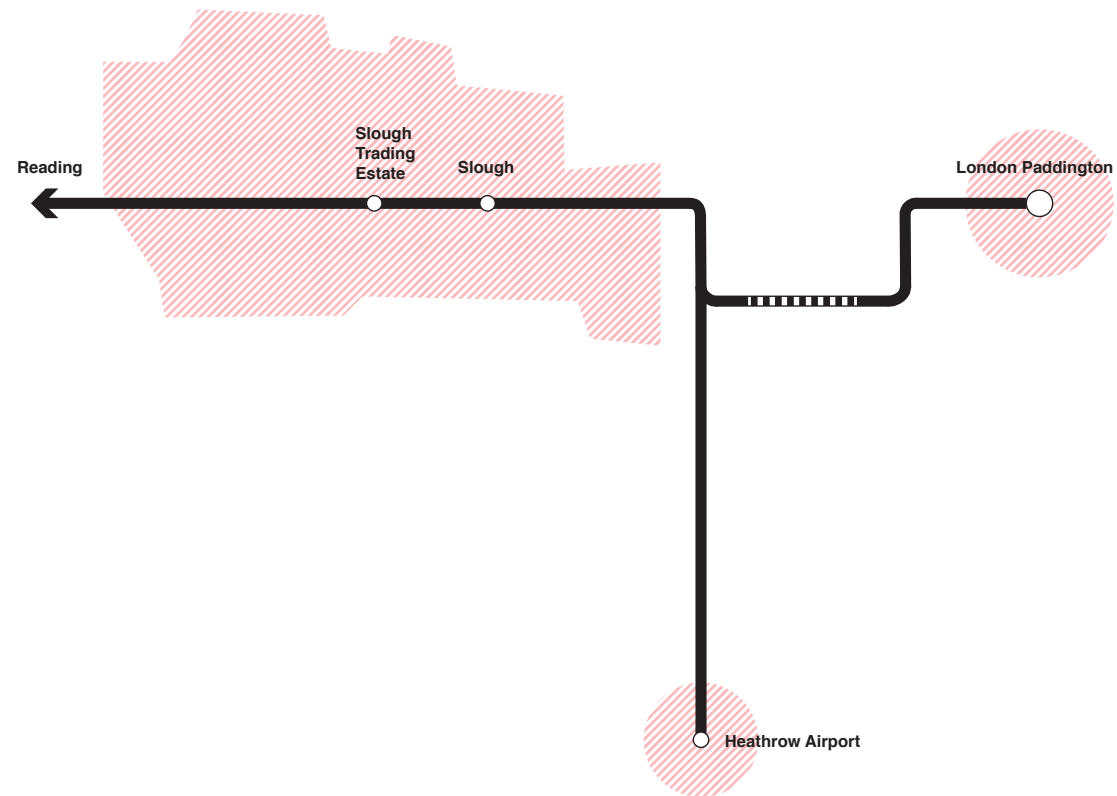


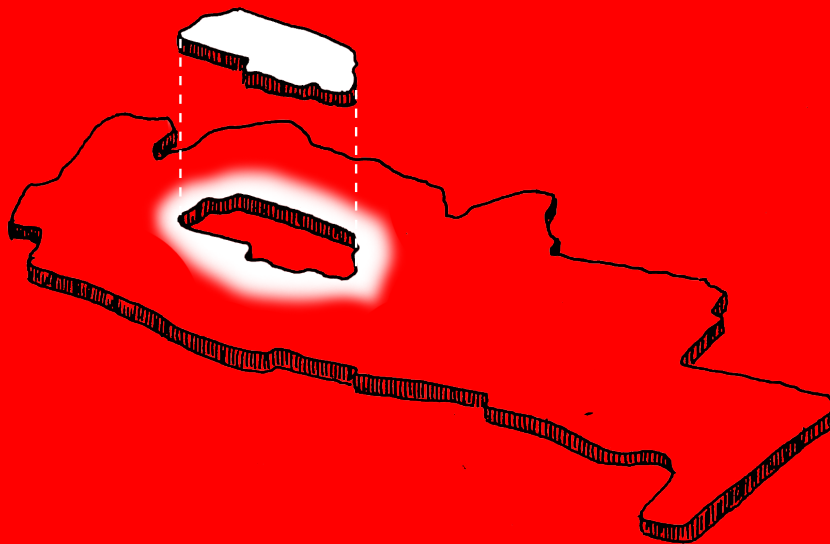








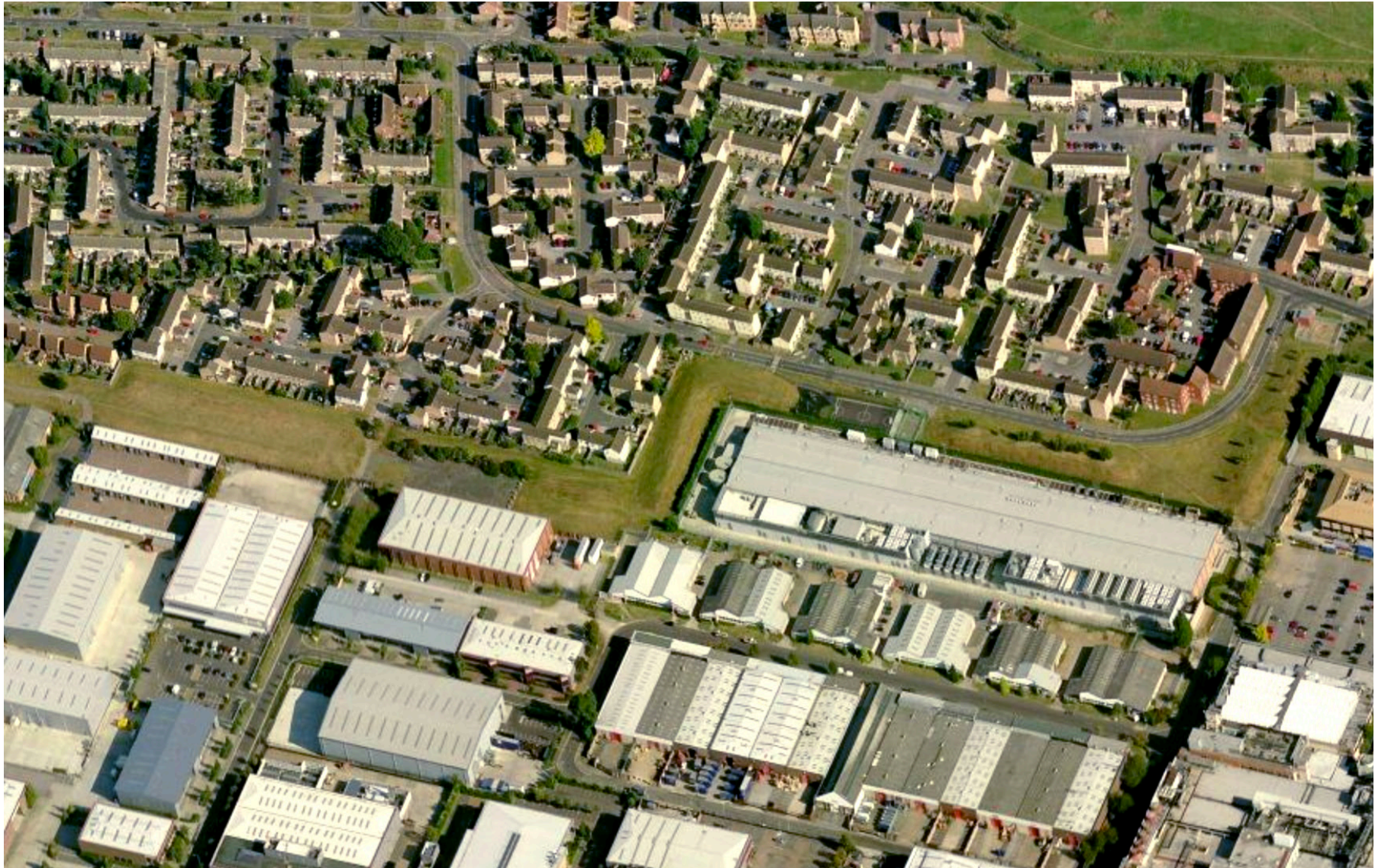




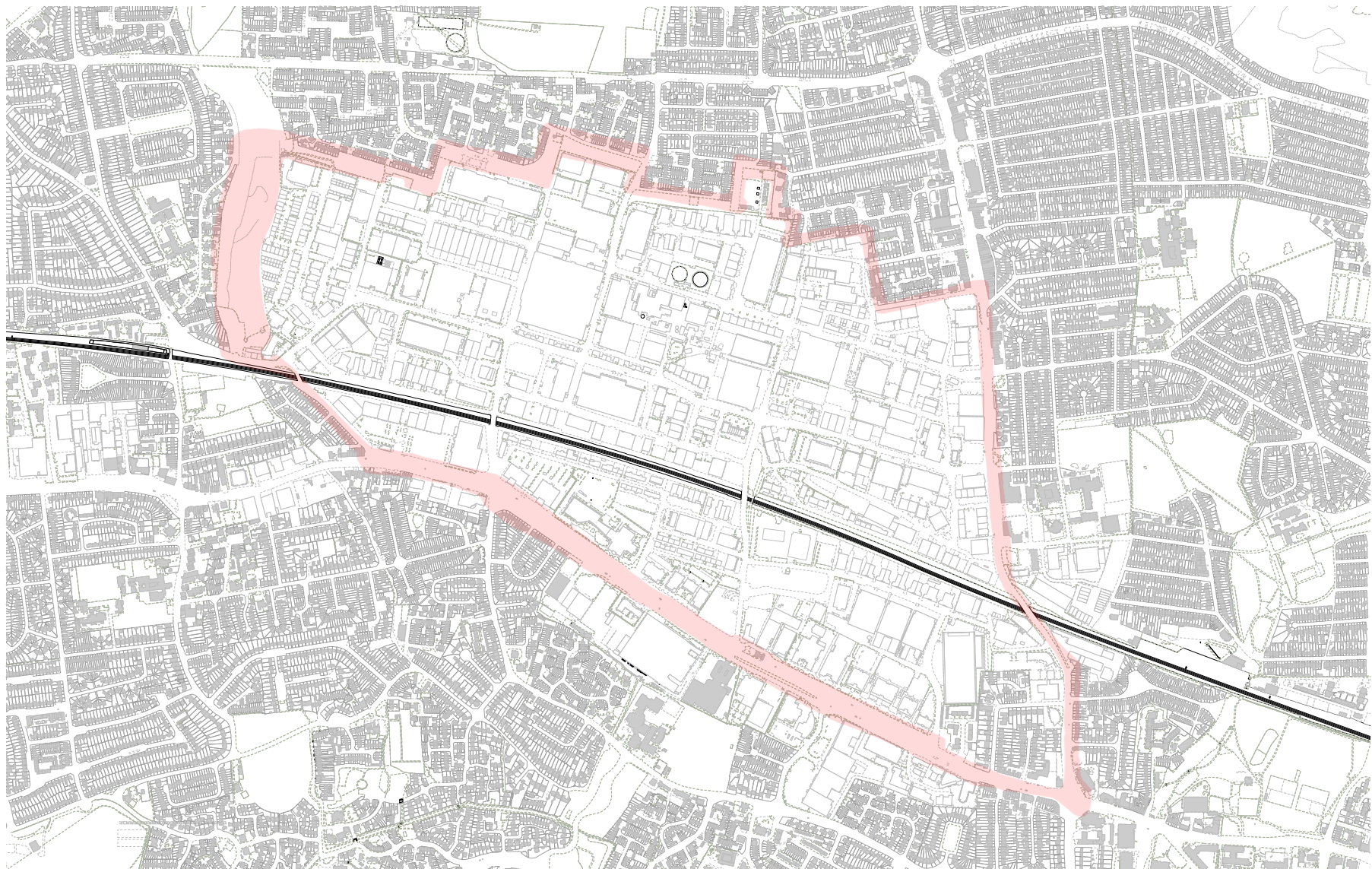
TRADING ESTATE

SLOUGH











TRADING ESTATE



SLOUGH



TRADING ESTATE



SLOUGH

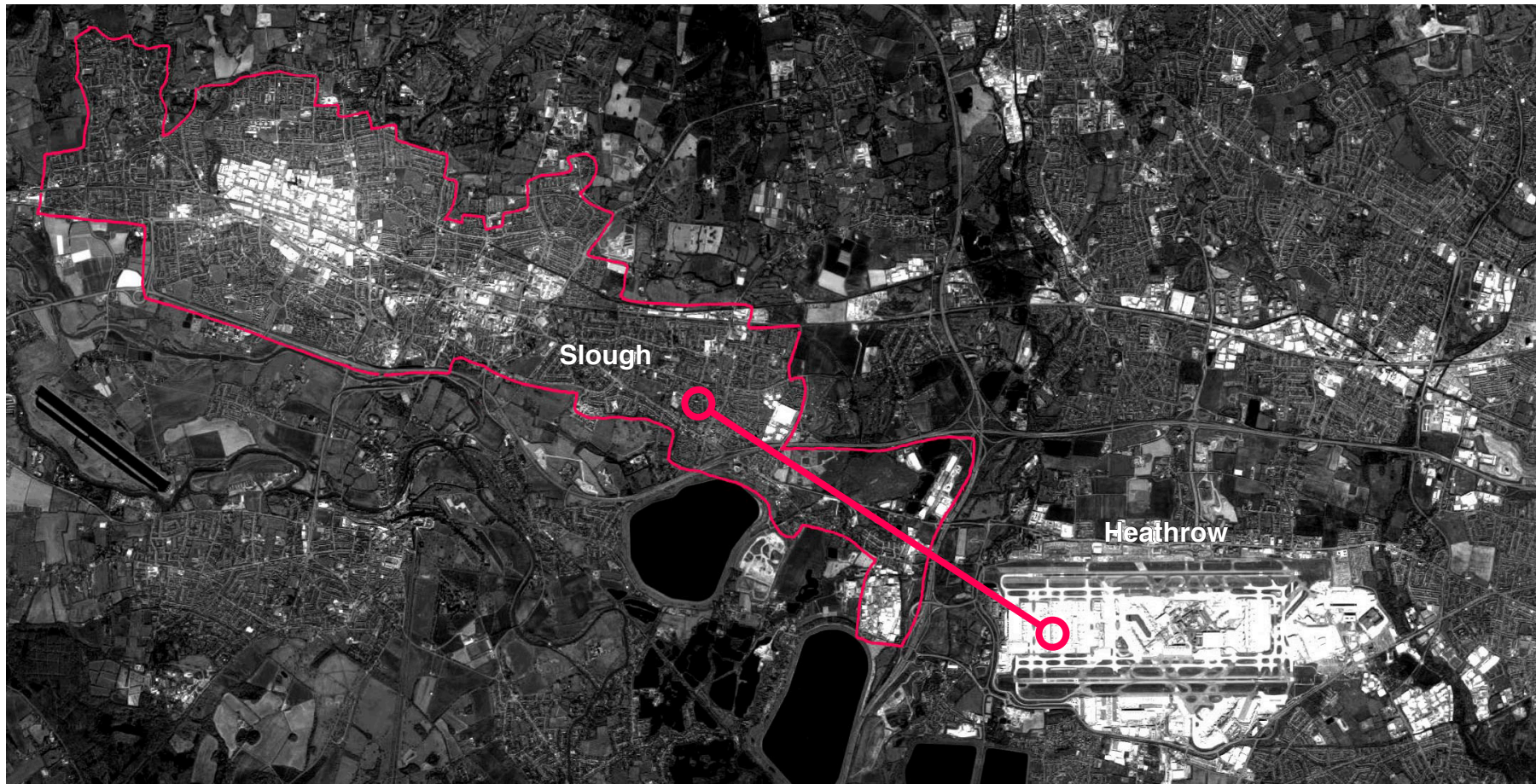


TRADING ESTATE



SLOUGH

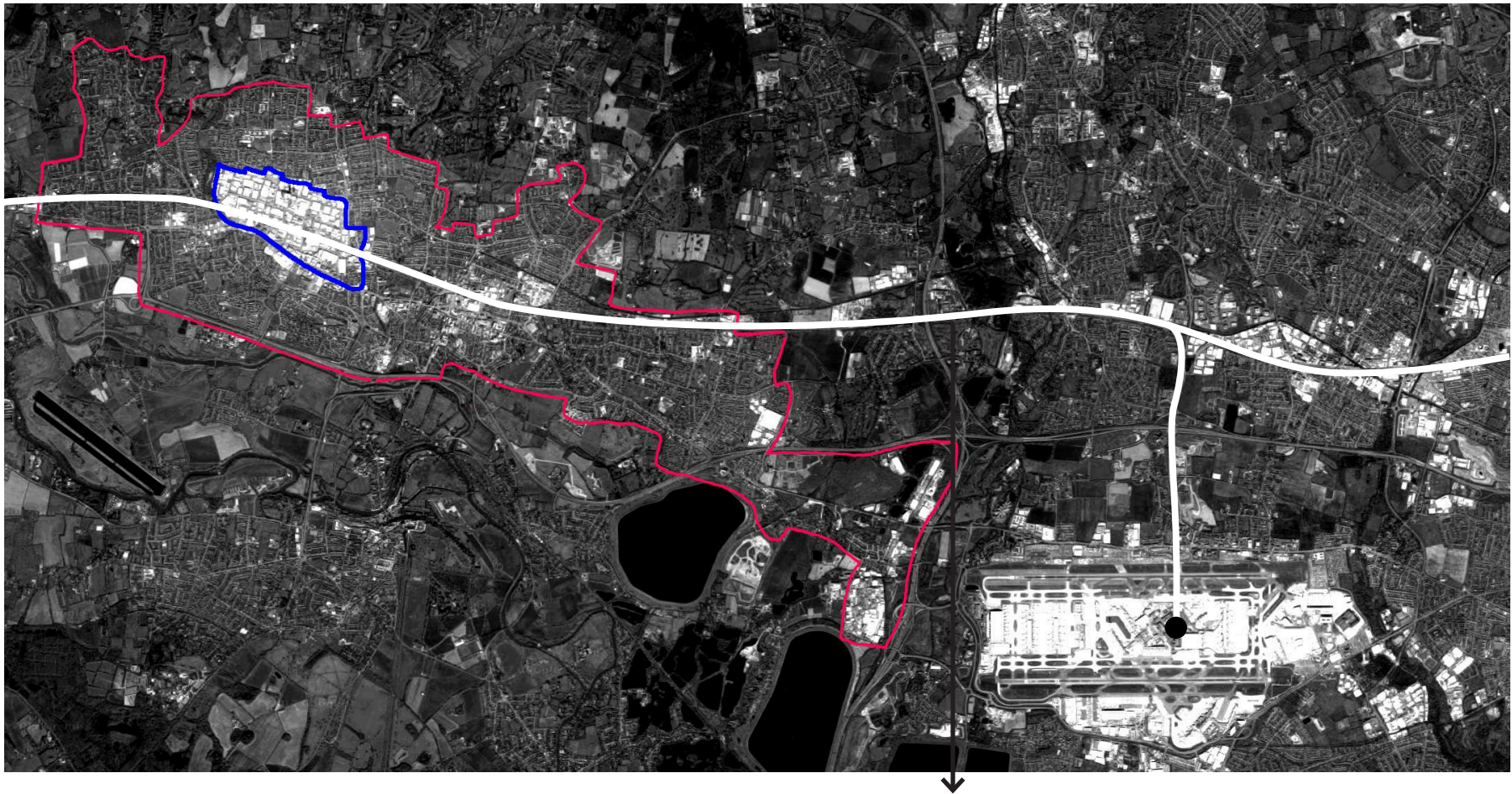
INTENTIONS



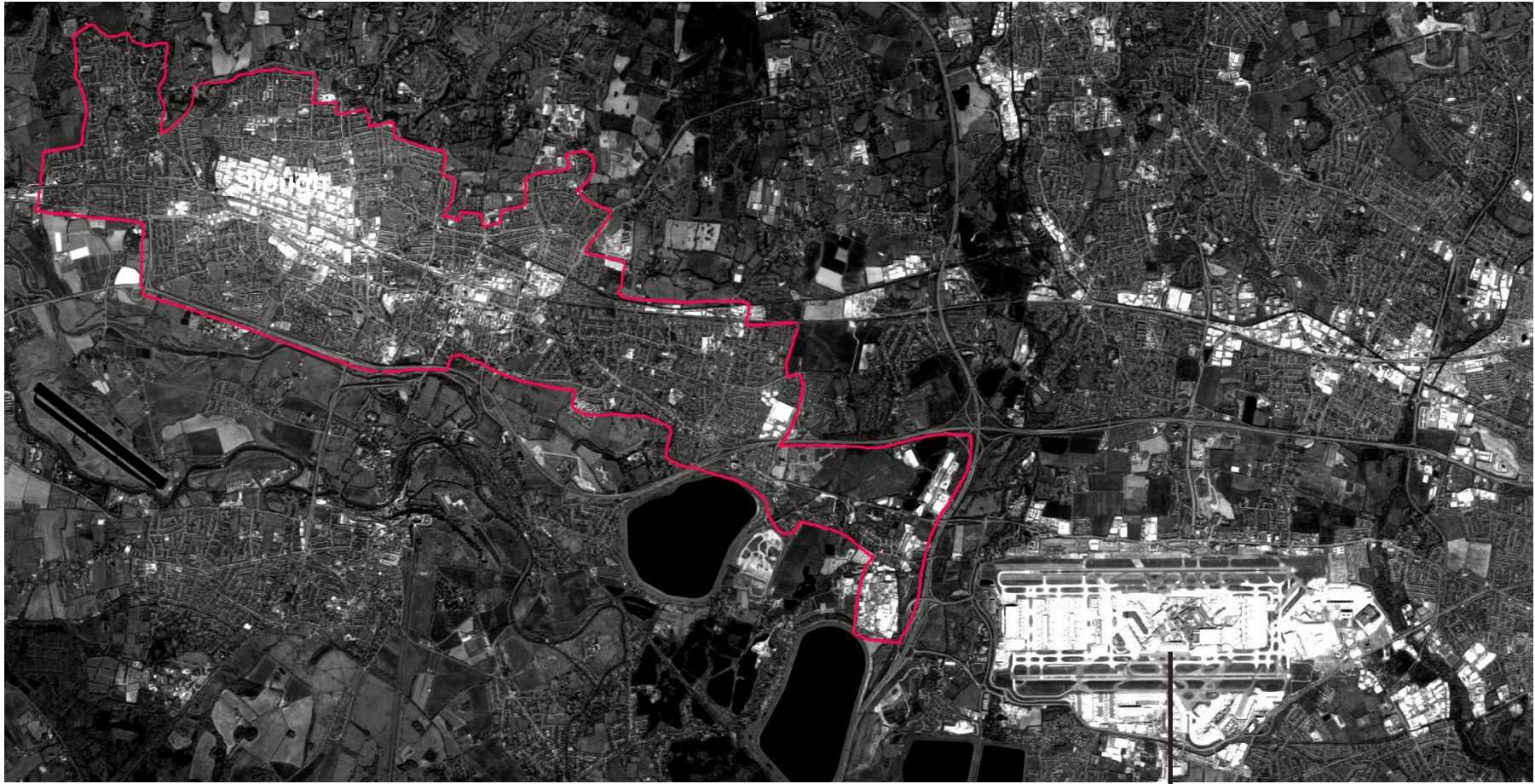
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To make this relationship

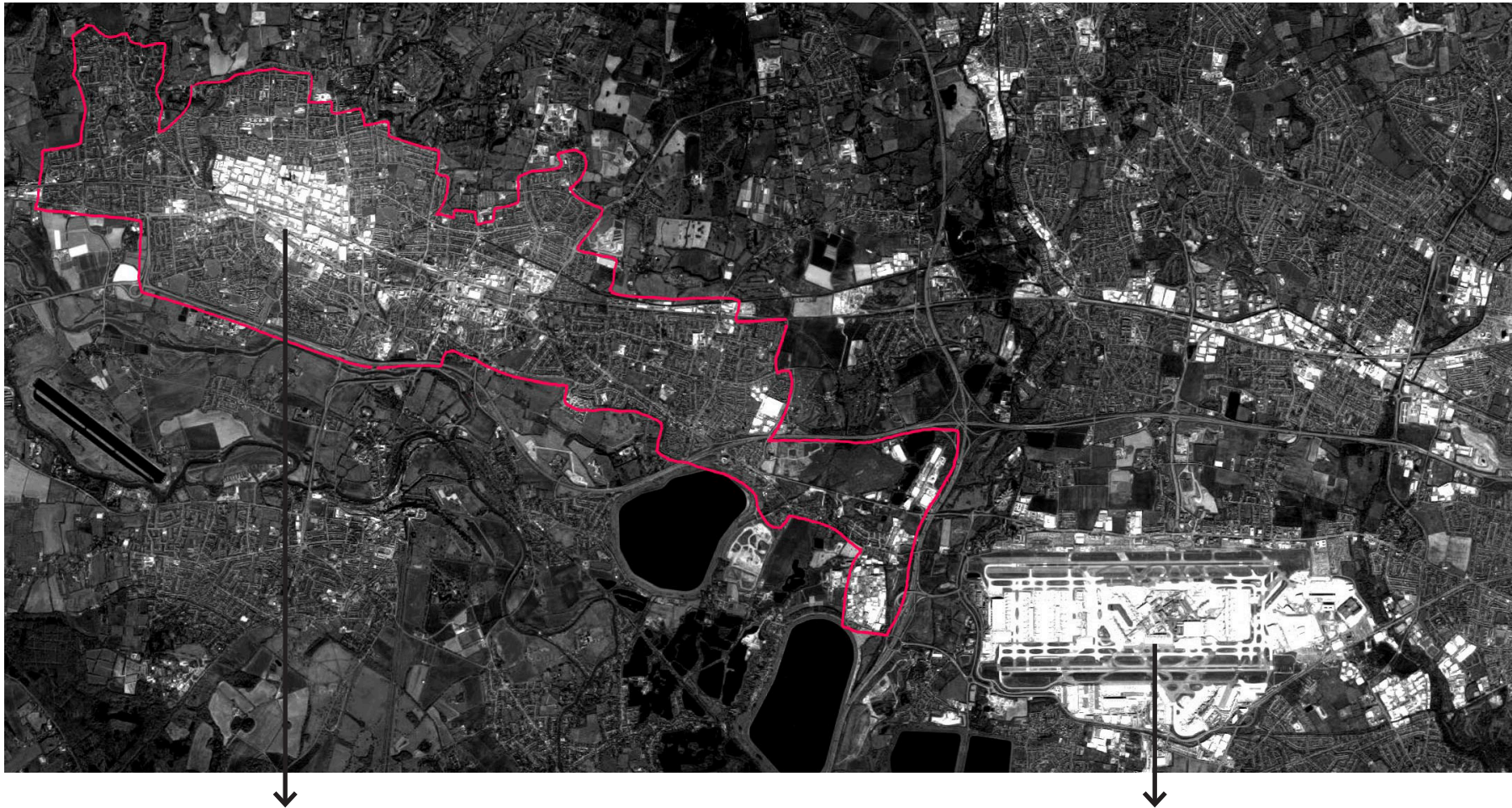
MUTUALLY BENEFICIAL



*crossrail improves regional
connection
BUT
not local*

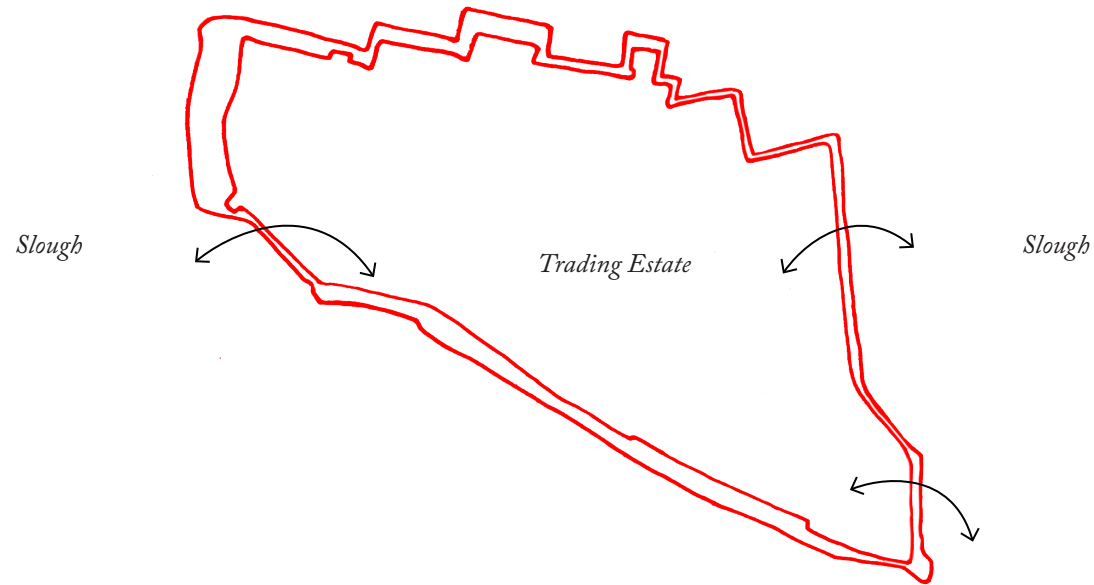


*lack of space for expansion
but
money to invest*



*business district on trainline to Heathrow
but
poor connection to its surroundings*

*lack of space for expansion
but
money to invest*



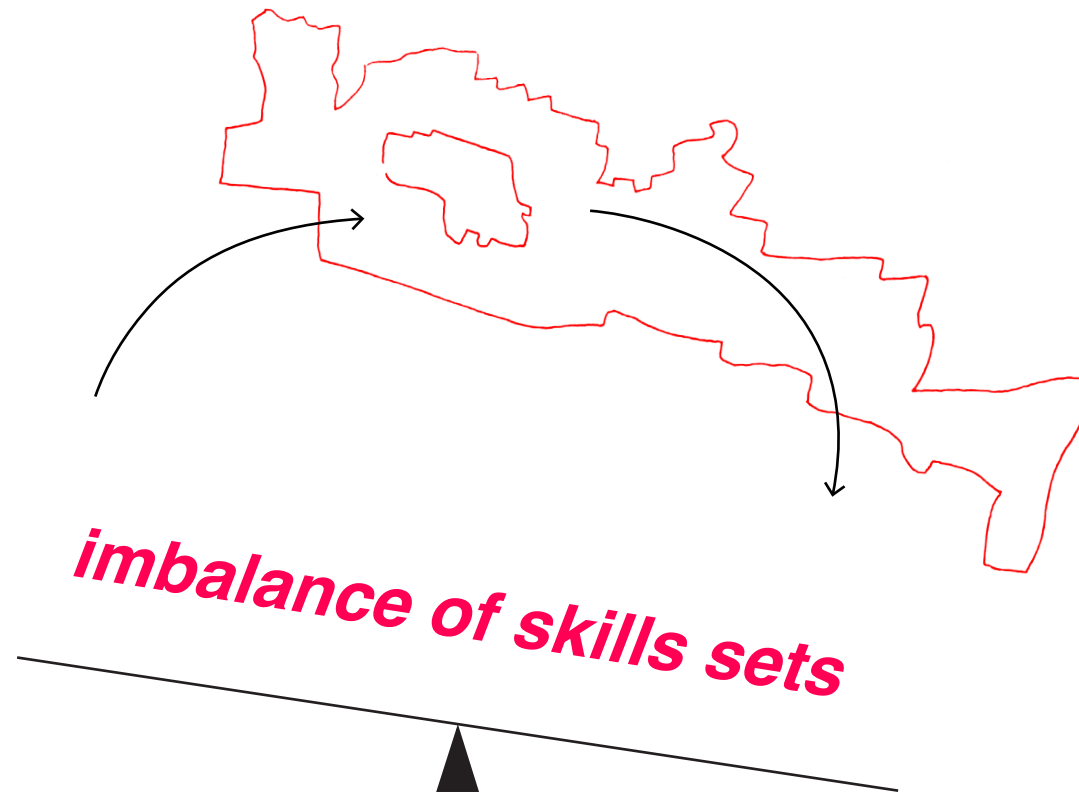
intention

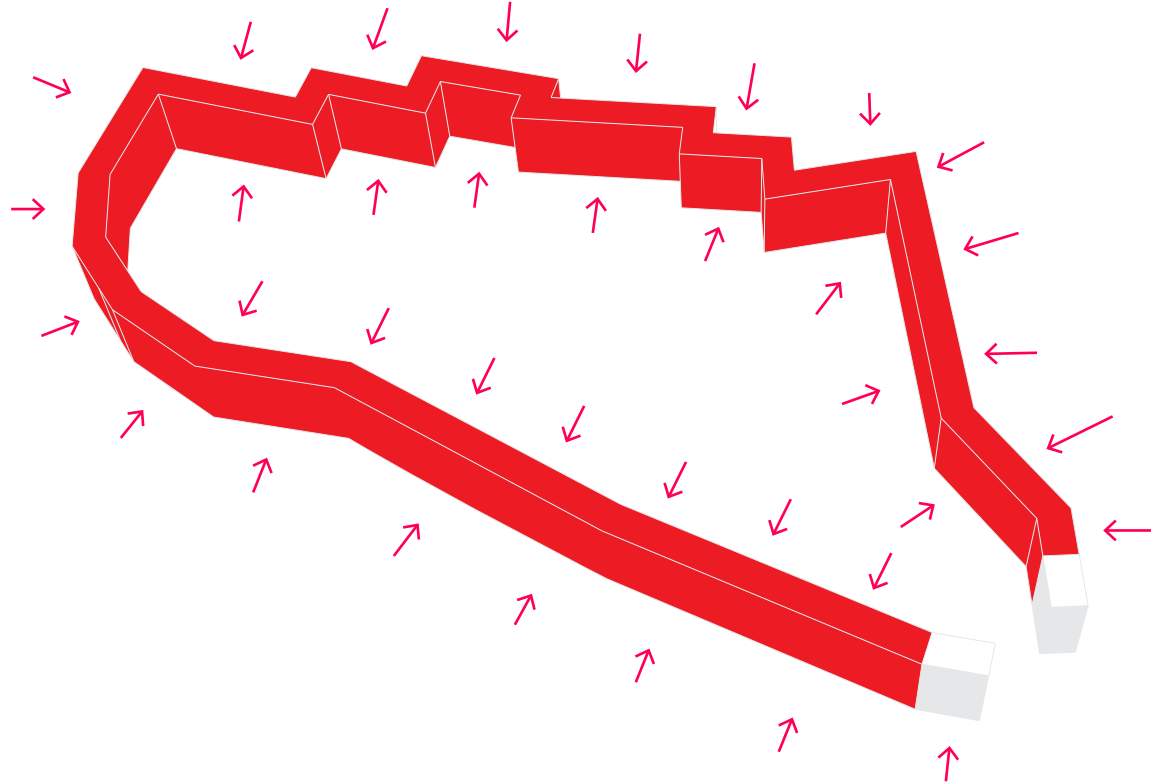


To bridge the

PHYSICAL AND SOCIAL GAP

between the town and the trading estate

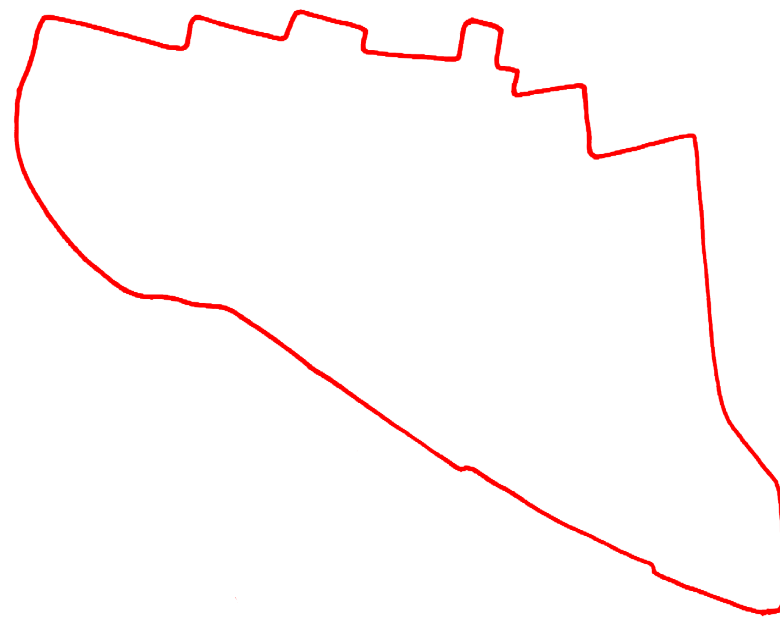


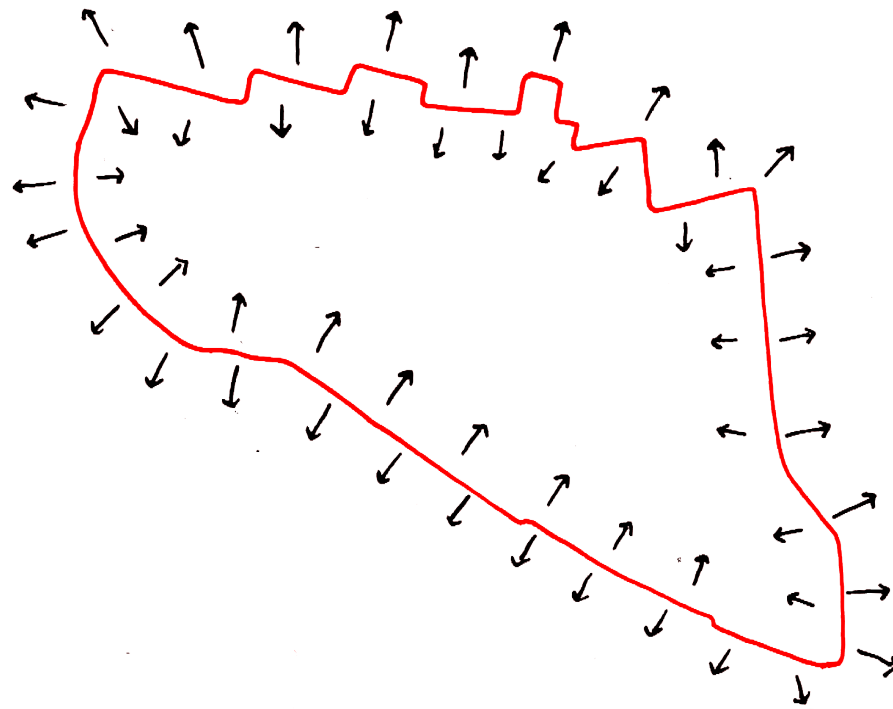


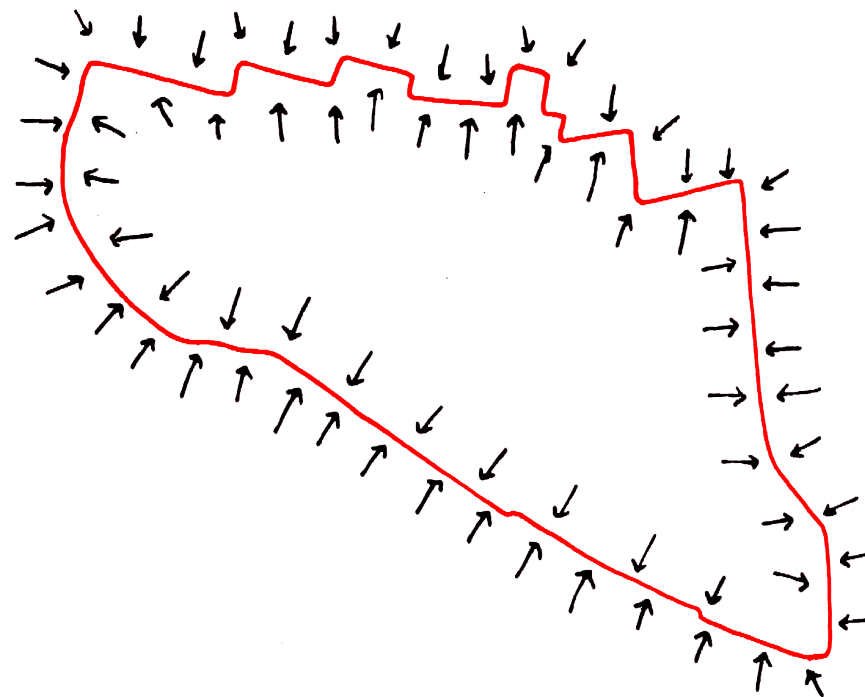
intention

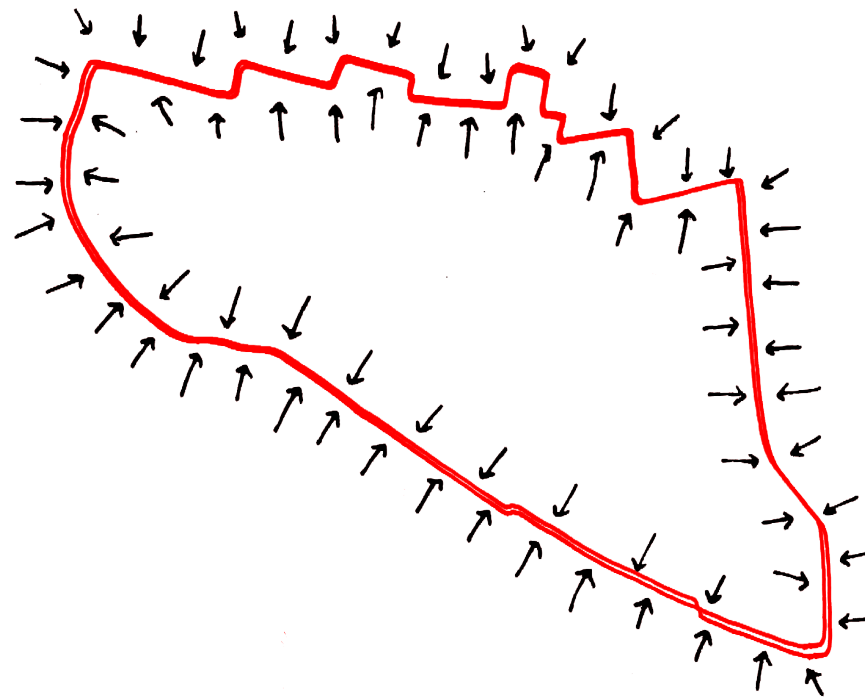
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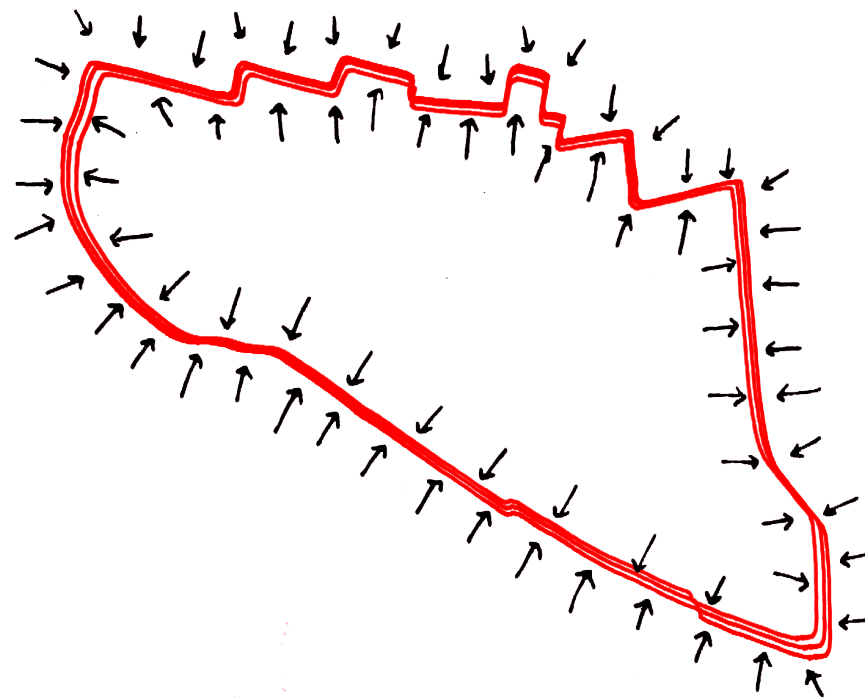
***To be economically and formally a **MAGNET**
to fortify the town and
ABSORB changes at Heathrow***









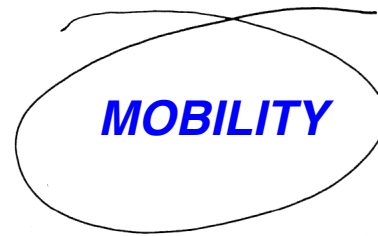


PROPOSAL

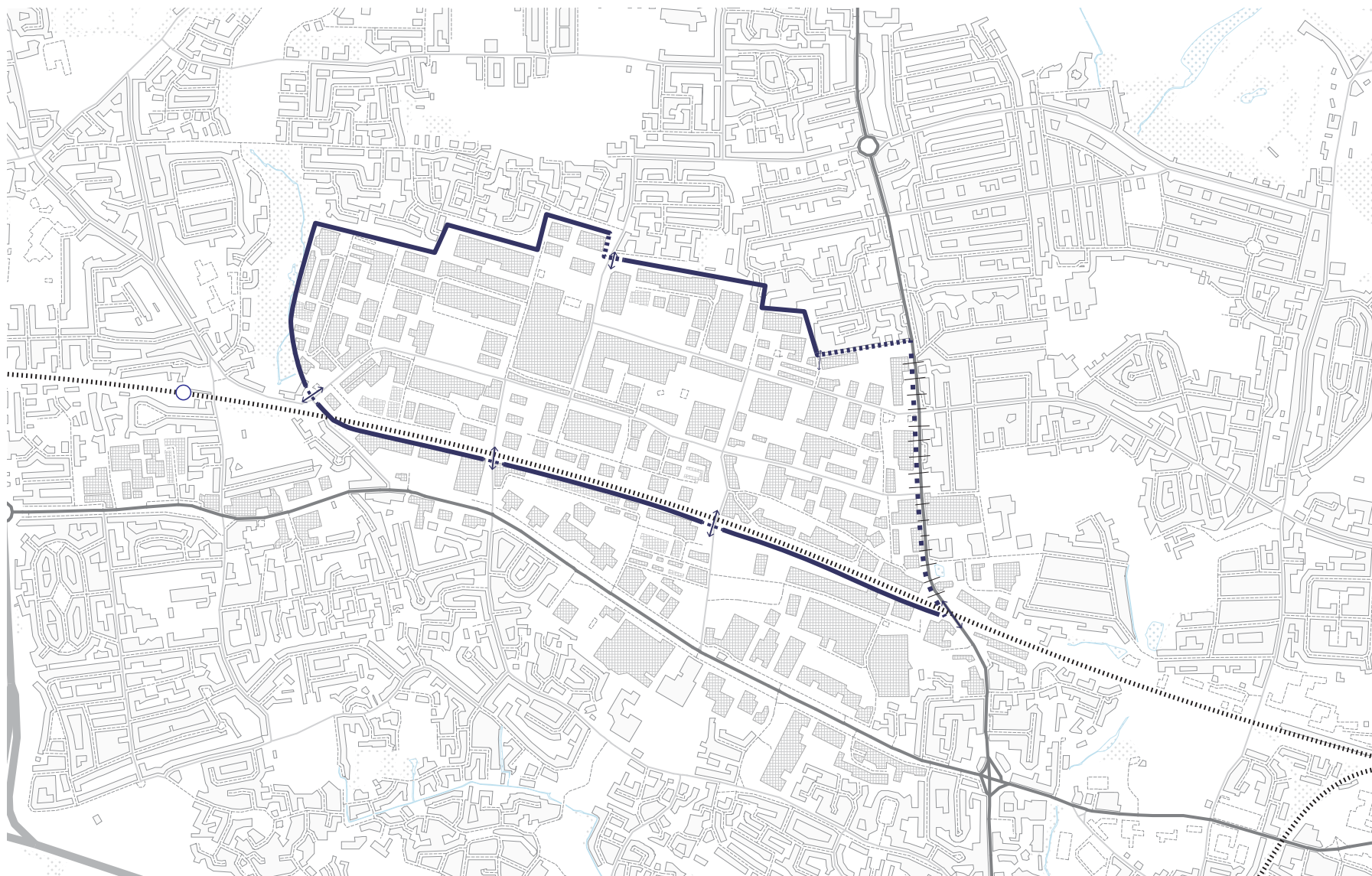
MOBILITY

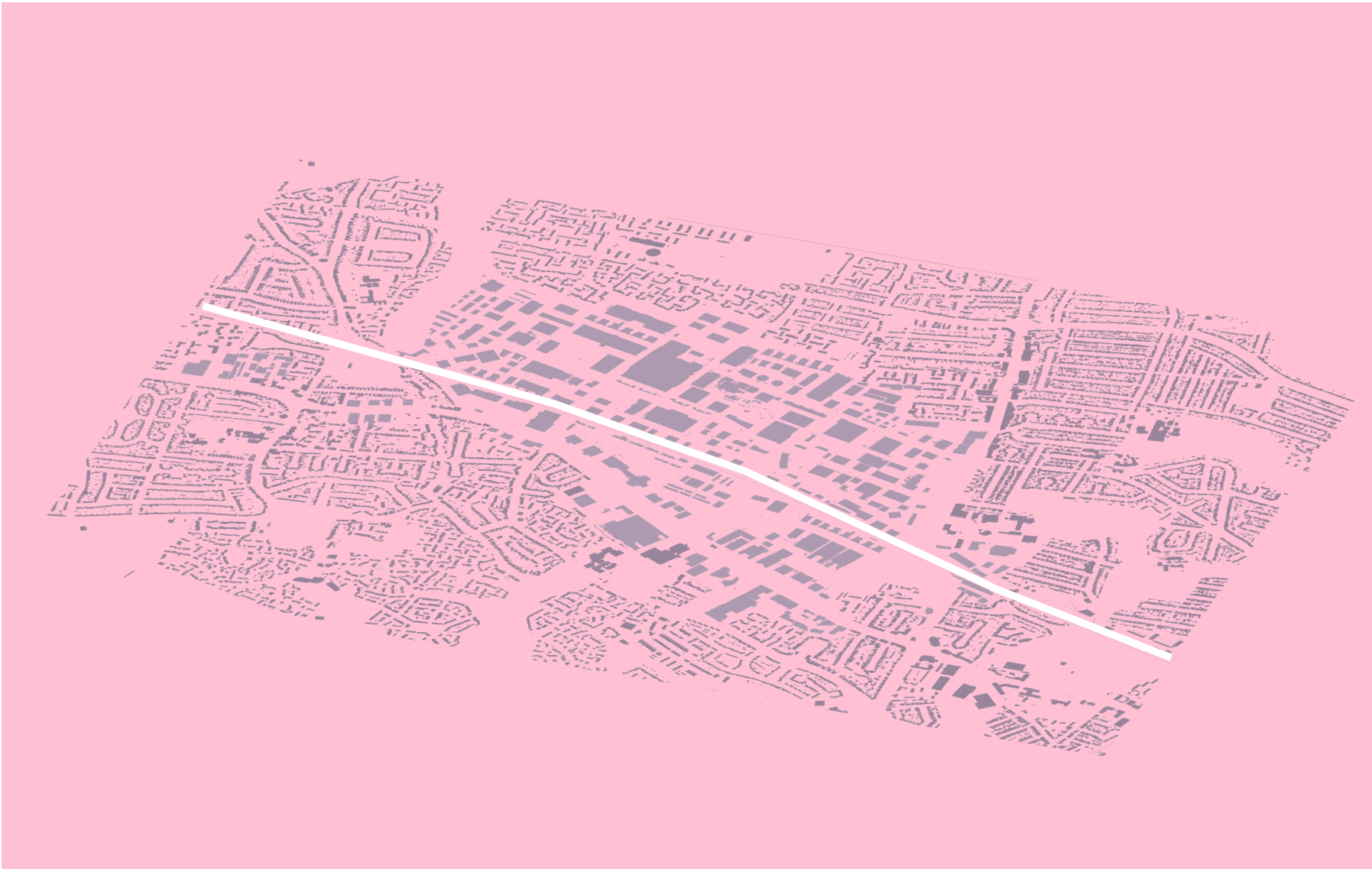
EDUCATION

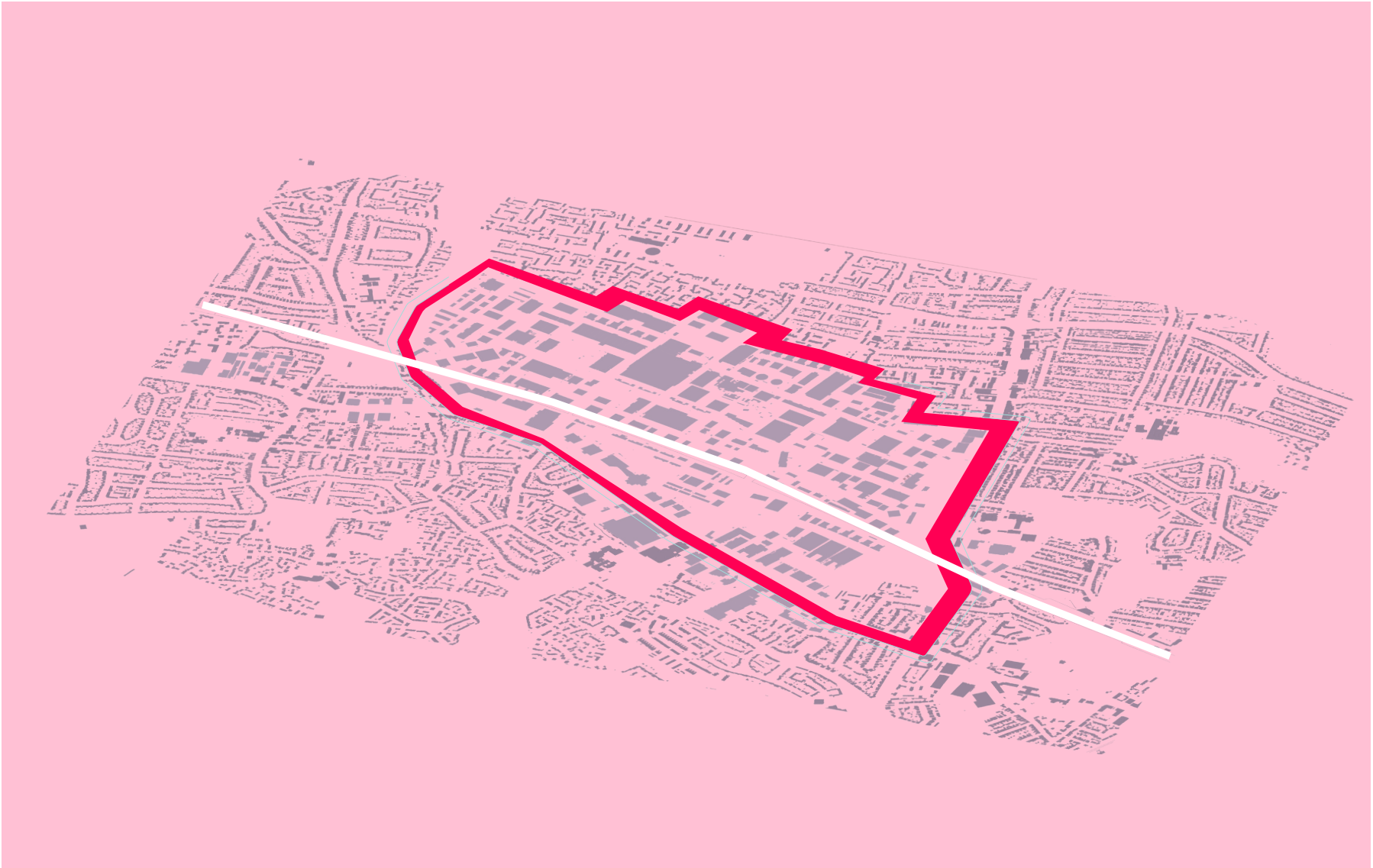
PUBLIC SPACE

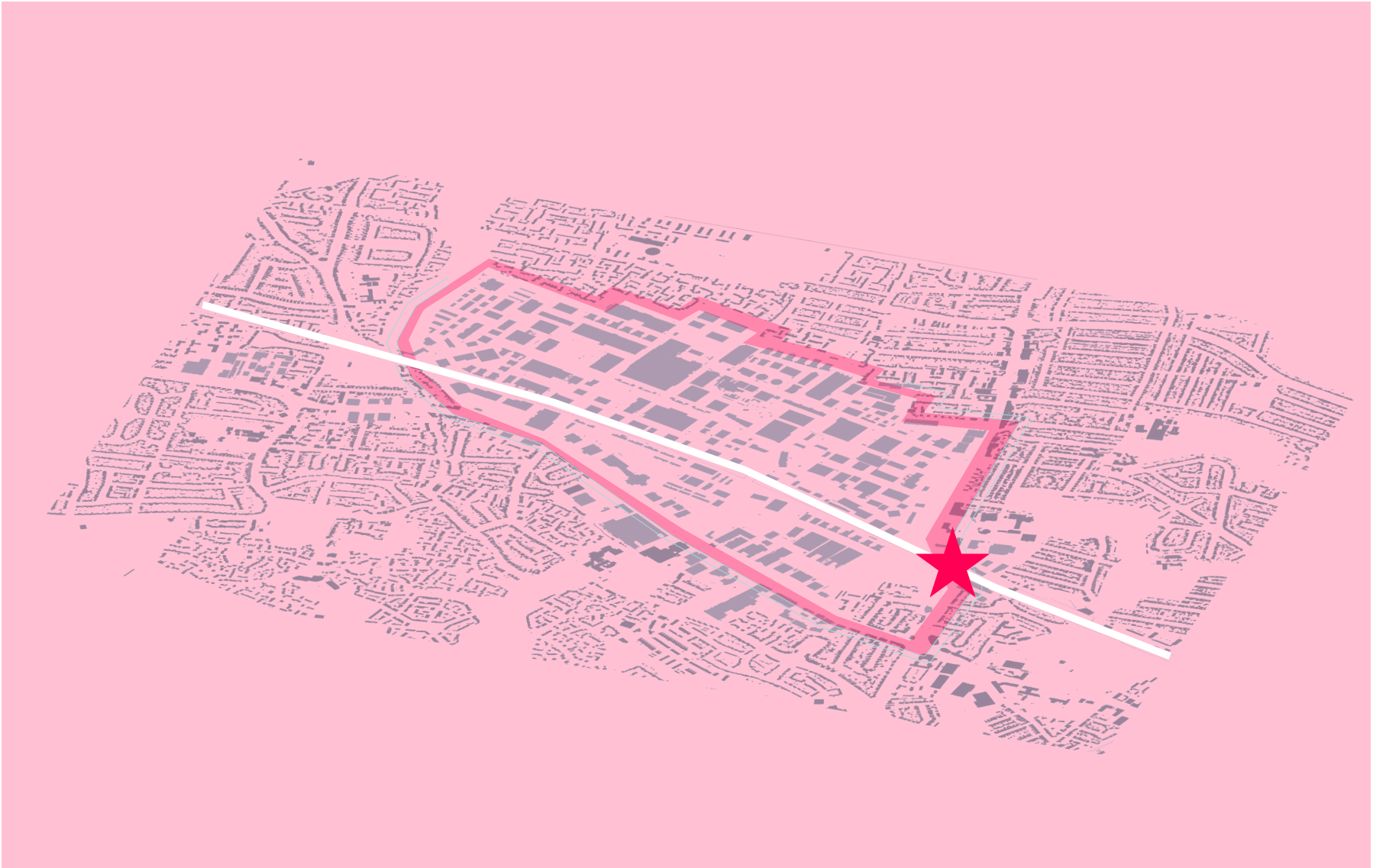


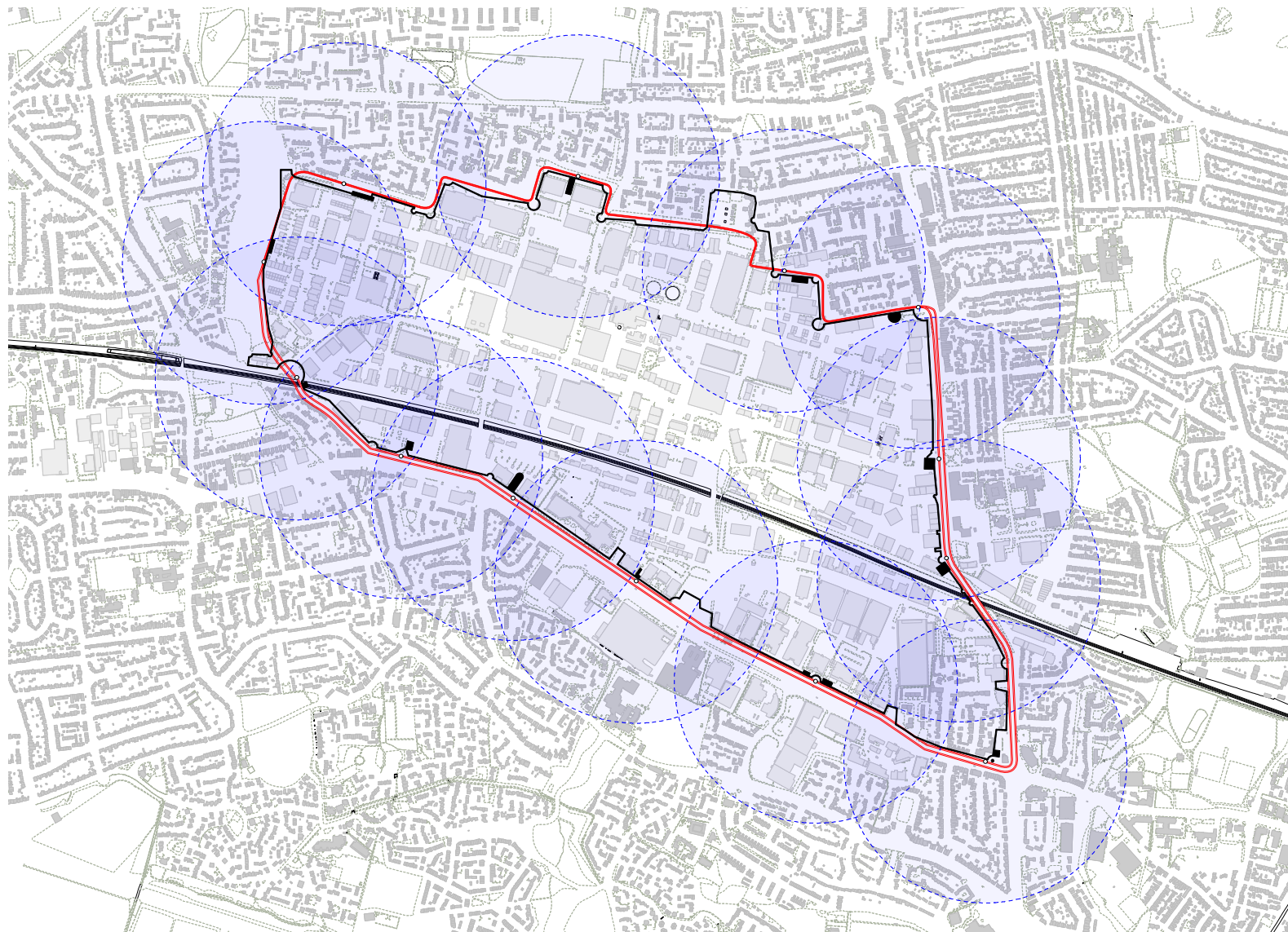
MOBILITY

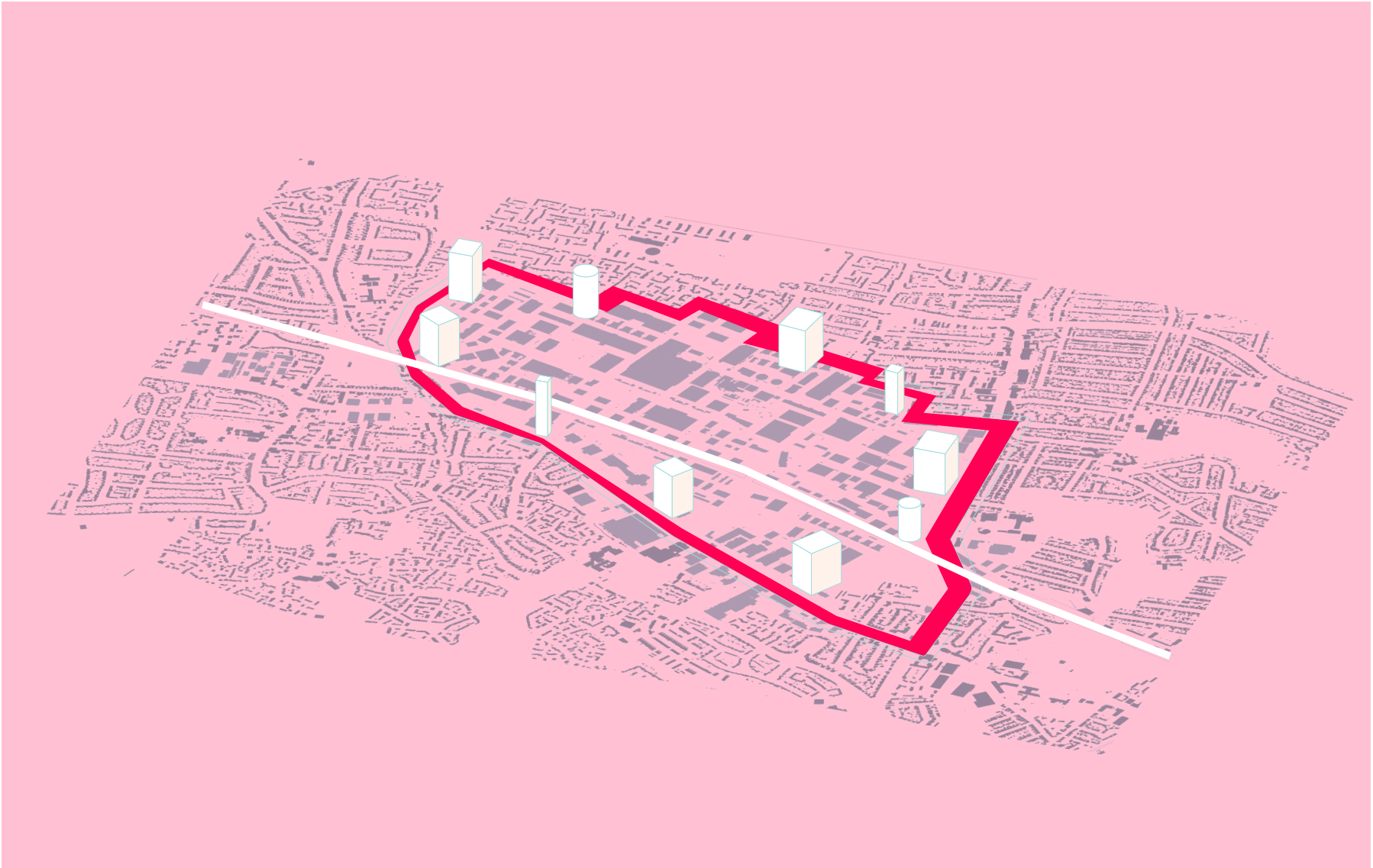




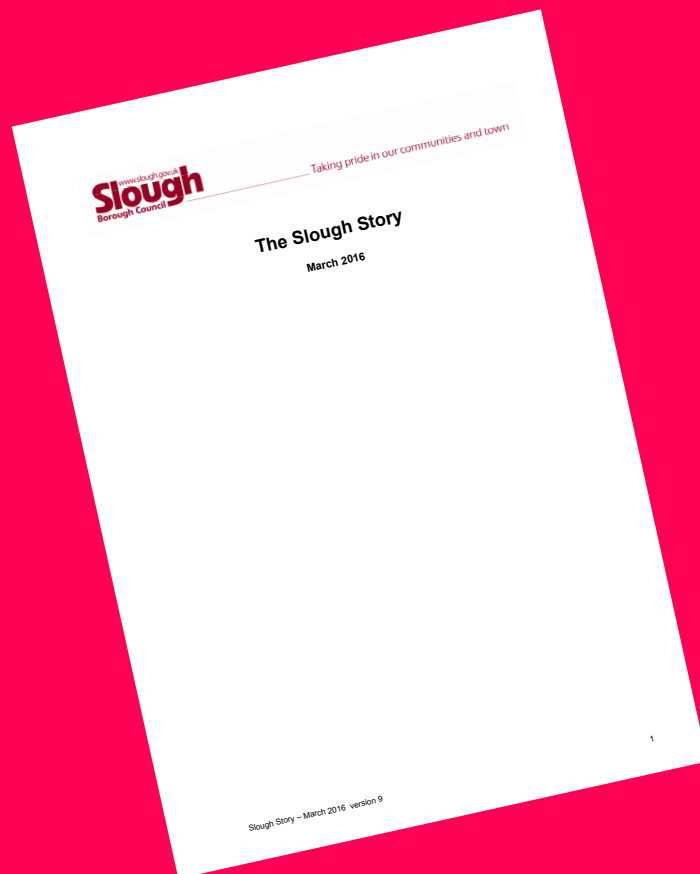








EDUCATION



The Slough Story

March 2016

- A relatively low proportion of Slough's working age residents, 68.2%, are qualified to NVQ level 2 and above, compared to 77.1% in the south east and 73.3% in Great Britain¹³⁴.
- One third, 34%, of the working age population have a qualification at NVQ level 4 and above compared to 39.1% for the south east and 36% for Great Britain as a whole. The Slough level is increasing year on year but remains below the south east and Great Britain levels which also continue to increase.
- In terms of qualifications, 9.9% of the adult population aged 16 – 64 had no formal qualifications in 2014 (compared to 5.6% in the south east and 8.8% in Great Britain).
- 10.9% of residents had 'Other qualifications' (compared to 5.2% in south east and 6.2% in Great Britain) which is probably a reflection of the high level of transitory, non-UK immigrants living and working in the borough¹³⁵.

Strengths

- Employment opportunities and economic growth
- High quality education

Significant areas of need

- Continue to grow the town's economy
- A skill shortage arising from a mismatch between residents skills and employer activity and the needs of existing and future businesses particularly in the ICT, logistics and Health and Pharmaceutical sectors
- Work with businesses to understand barriers to employment
- People with literacy, numeracy or other skills deficits
- Employed and self employed craftspeople with moderate skill levels
- Large sections of the working age population with low, or no, skills or qualifications
- Basic computer literacy skills for ethnic minorities and older people
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4. HOUSING

SJWS priority: *That by 2028 Slough will possess a strong, attractive and balanced housing market which recognises the importance of housing in supporting economic growth.*

Household size and composition

- Average household size is 2.8 people per household (the second highest across England)¹³⁶.
- Since 2001 there has been a 13% growth in household size: in 2001 there were 44,987 households in the borough, compared to 50,766 households in 2011. This increase is significantly higher than both the national (7.9%) and regional (8.2%) averages.
- 20% of households show 'overcrowding' (defined as either having too few bedrooms or fewer than two communal rooms excluding bathrooms) compared to just 8% across England¹³⁷.

¹³⁴ JSNMA
¹³⁵ Census 2011
¹³⁶ ONS 2011 Census
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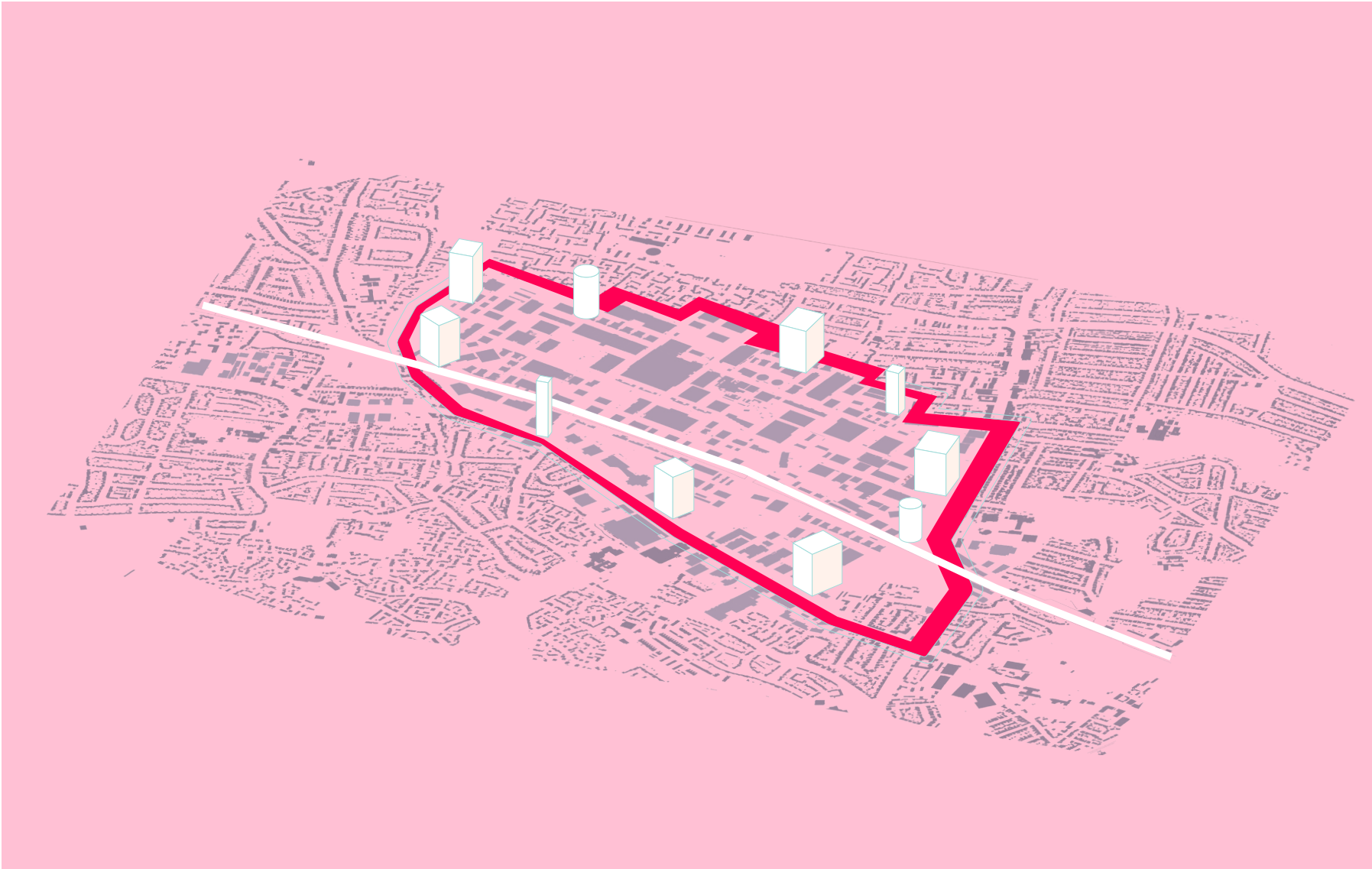
4. HOUSING

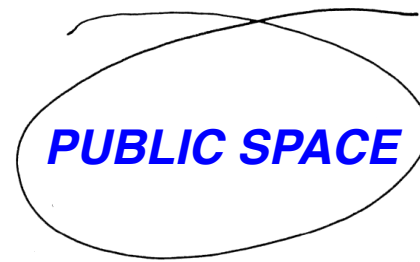
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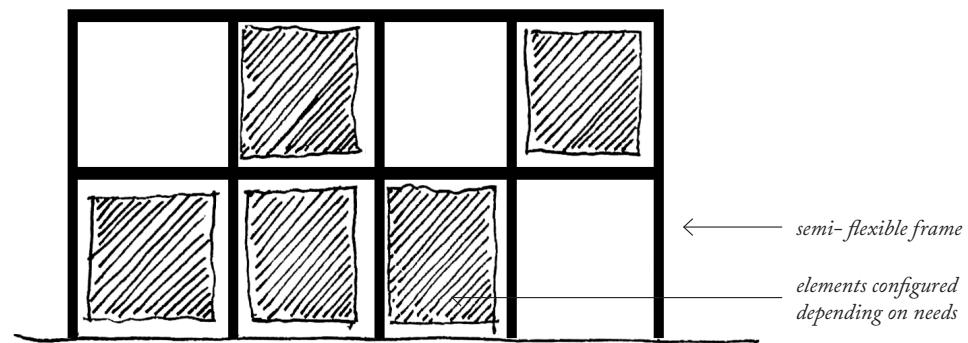
ARCHITECTURAL AMBITIONS

- *Address the ‘no man’s land’ between the two zones*
- *Create a **human scale***
- *Force the Trading Estate to **address** the town, rather than turning away*
- *Create something with the potential to **absorb decline or development** in the Trading Estate **as a result of changes at Heathrow***
- *Add something which creates **continuity** around the zone (but not too much)*
- *Create a **threshold** between the Trading Estate and Slough, which gives the town much-needed **public space**.*
- *Return a sense of **identity** to the area*

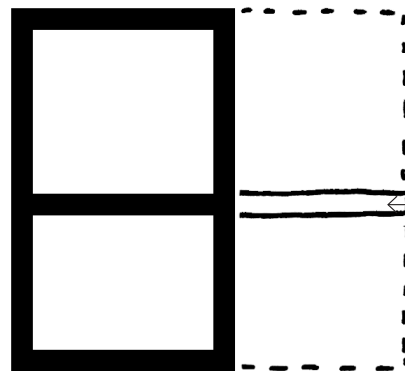
UNCERTAINTY

		<i>Heathrow</i>			
		DECLINE	NO CHANGE	BOOM	SUPER-BOOM
<i>Slough</i>	PASSENGER NUMBERS	0-100,000 <i>passengers per day</i>	200,000 <i>passengers per day</i>	400,000 <i>passengers per day</i>	600,000 <i>passengers per day</i>
	CARGO	0-4220 <i>tonnes per day</i>	4220 <i>tonnes per day</i>	8440 <i>tonnes per day</i>	12650 <i>tonnes per day</i>
	EMPLOYMENT	-12,000 <i>jobs by 2030</i>	-2000 <i>jobs by 2030</i>	+5,500 <i>jobs by 2030</i>	+10,000 <i>jobs by 2030</i>
	HOMES	1000 <i>homes needed per year</i>	1000 <i>homes needed per year</i>	1550 <i>homes needed per year</i>	2000 <i>homes needed per year</i>

Eames House , Charles and Ray Eames
1949

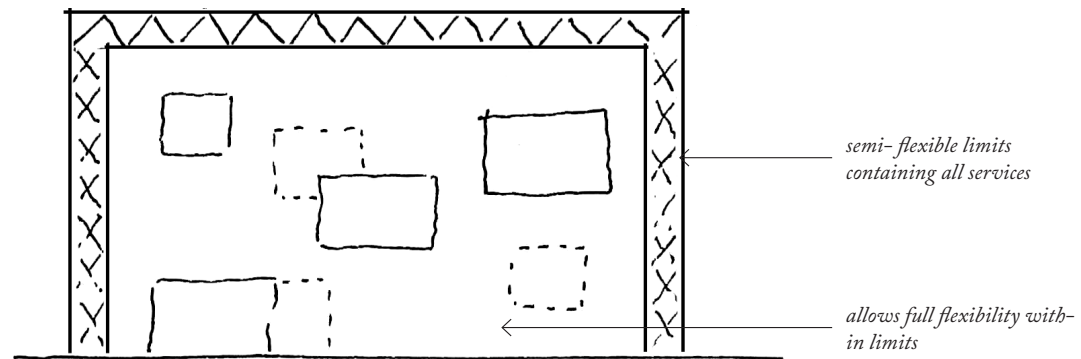
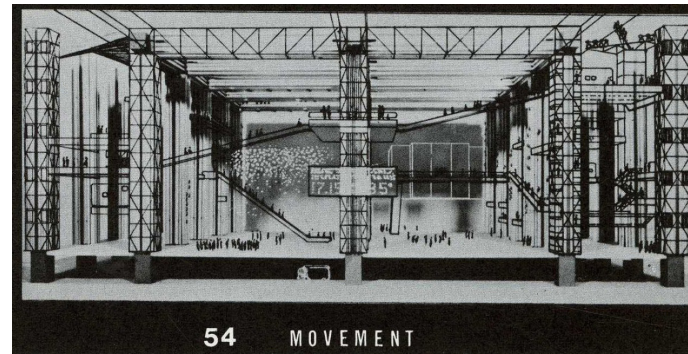
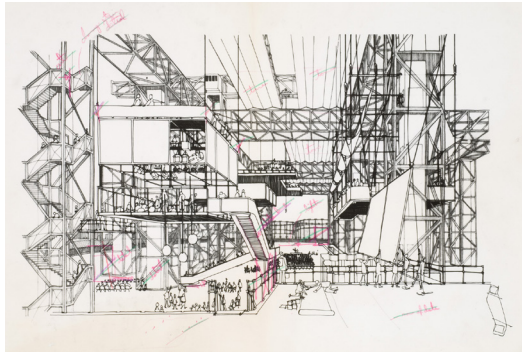


Quinta Monroy Housing, Alejandro Aravena
2004

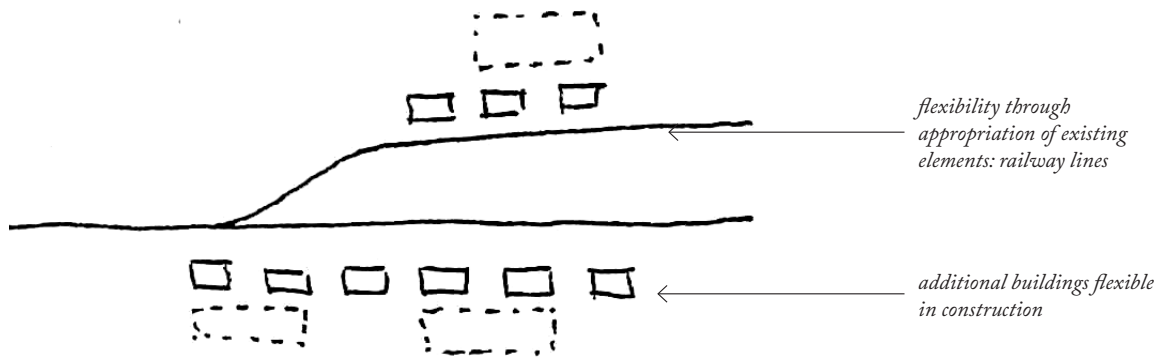
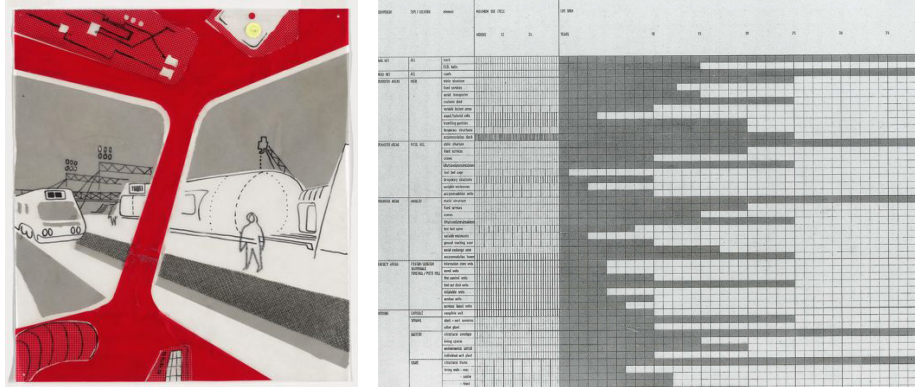


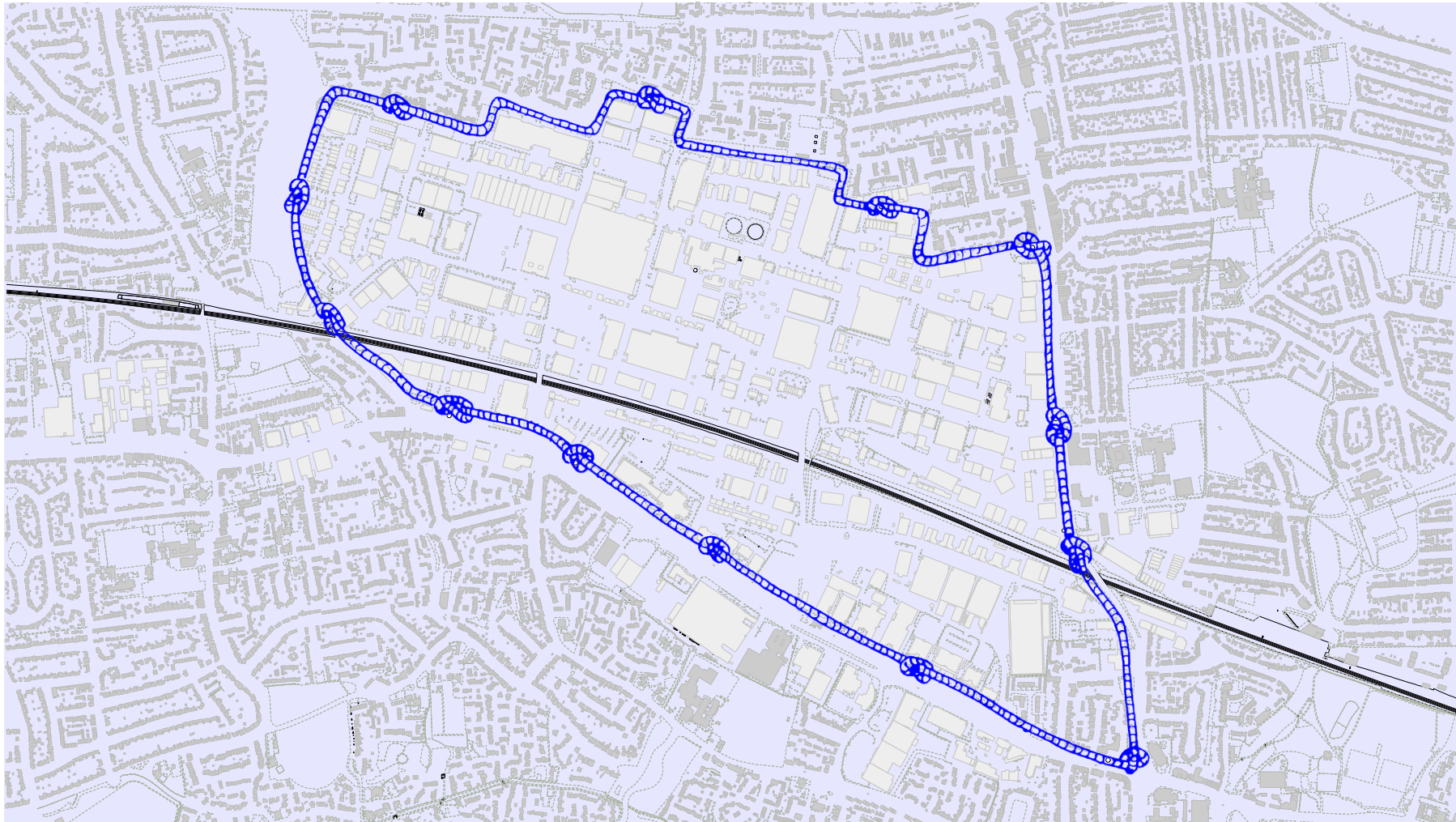
*inflexible spaces but
with space to expand*

Fun Palace, Cedric Price
1961



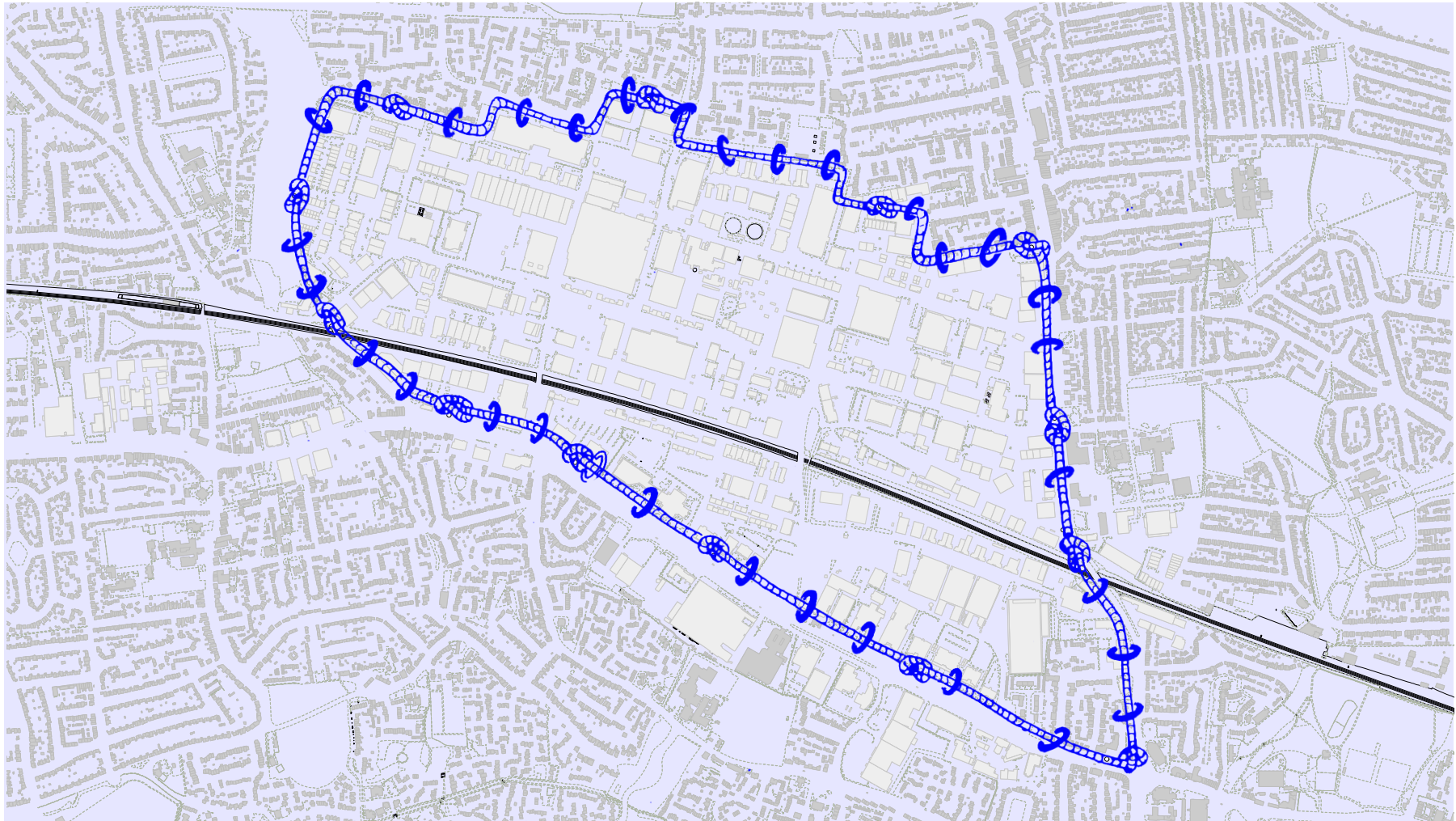
Potteries Thinkbelt , Cedric Price
1966



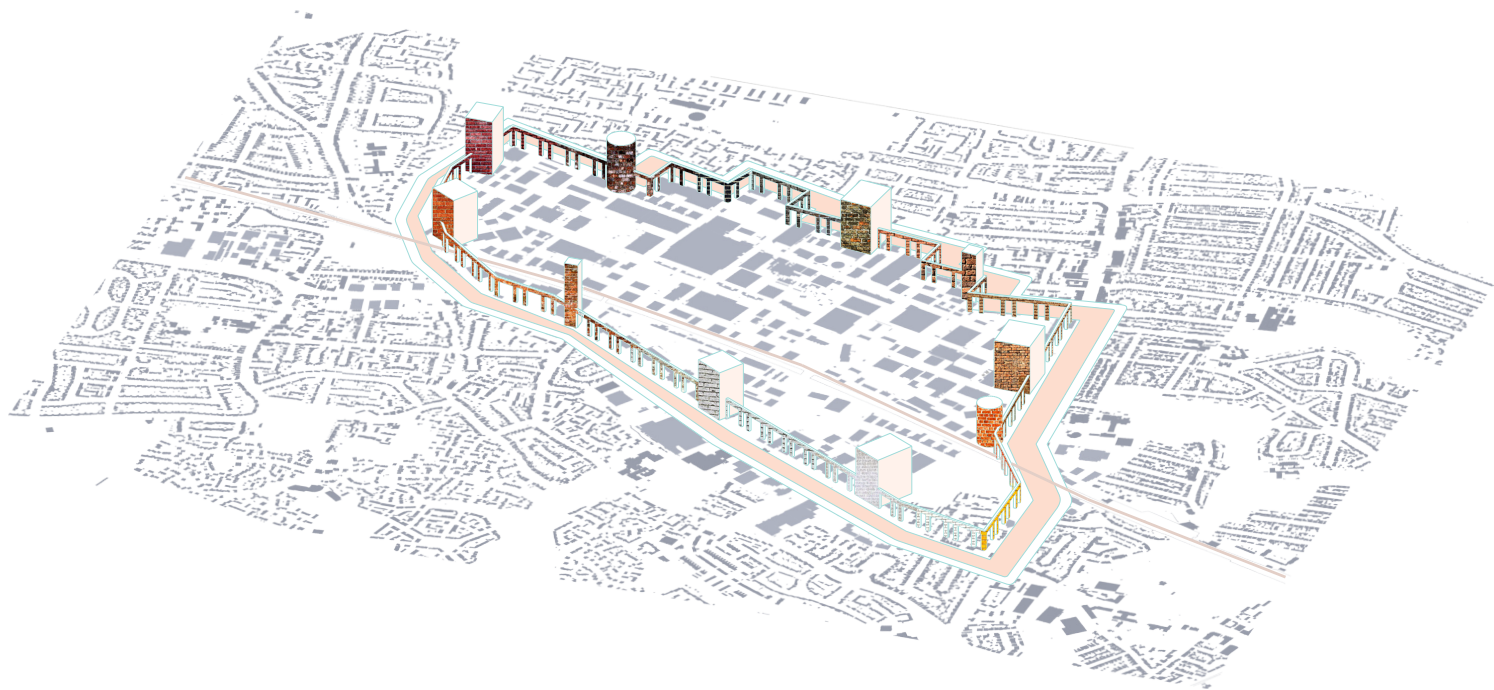


STRING OF KNOTS

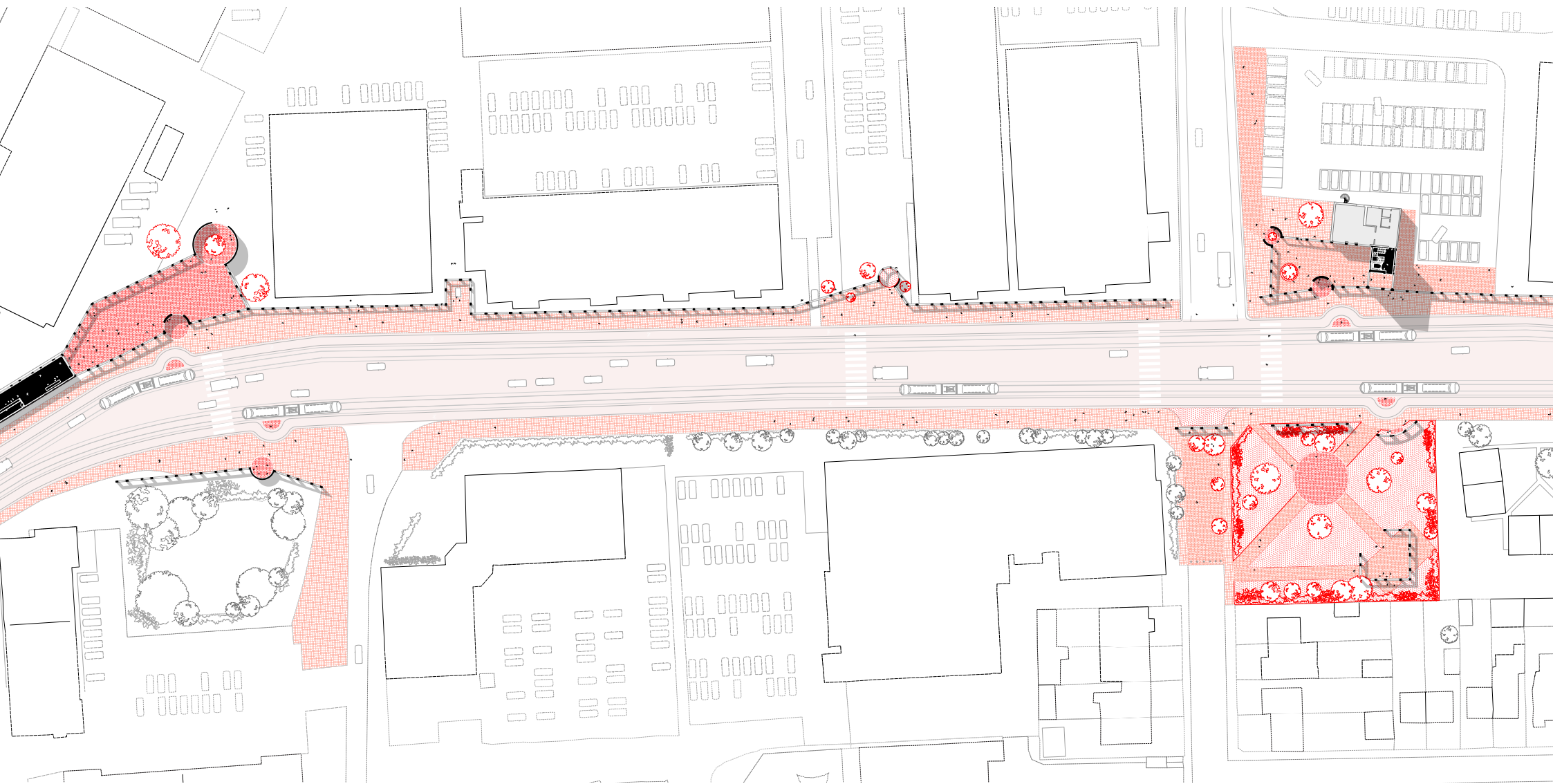
control points



STRING OF KNOTS
facilitates later development



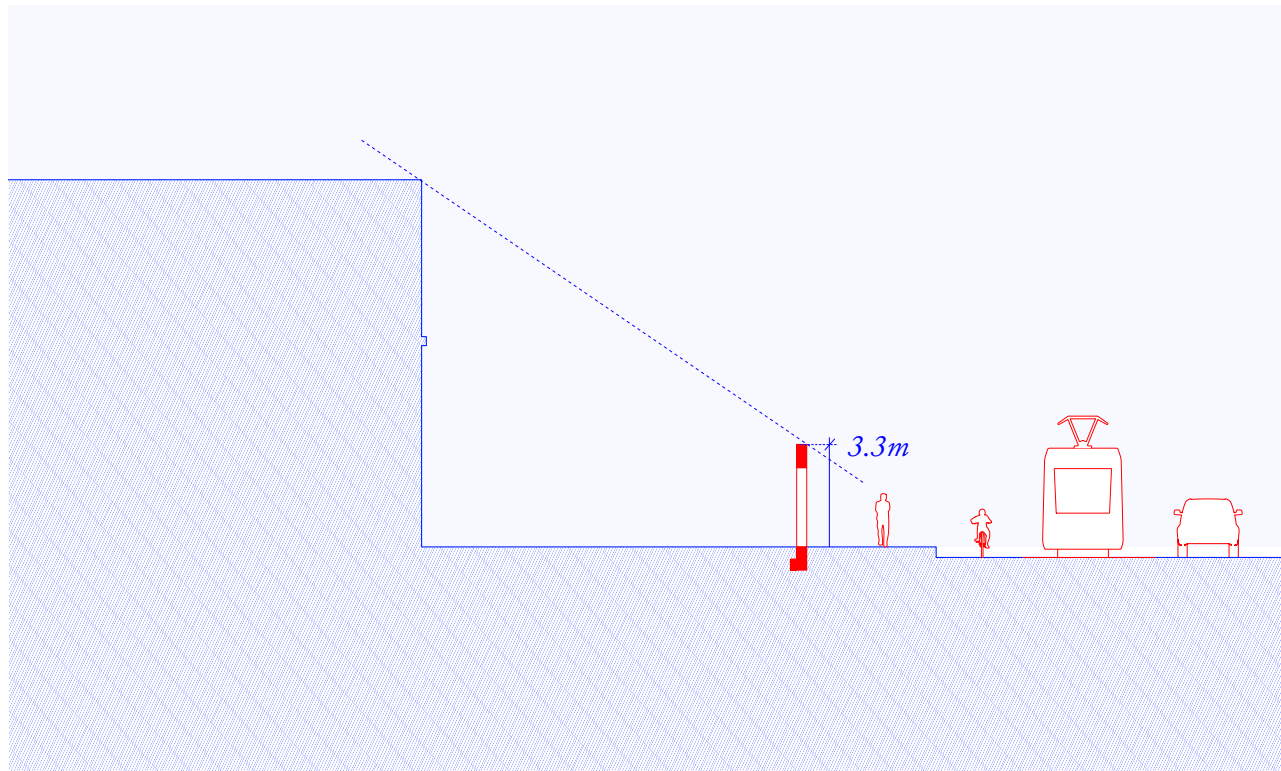
COLONNADE



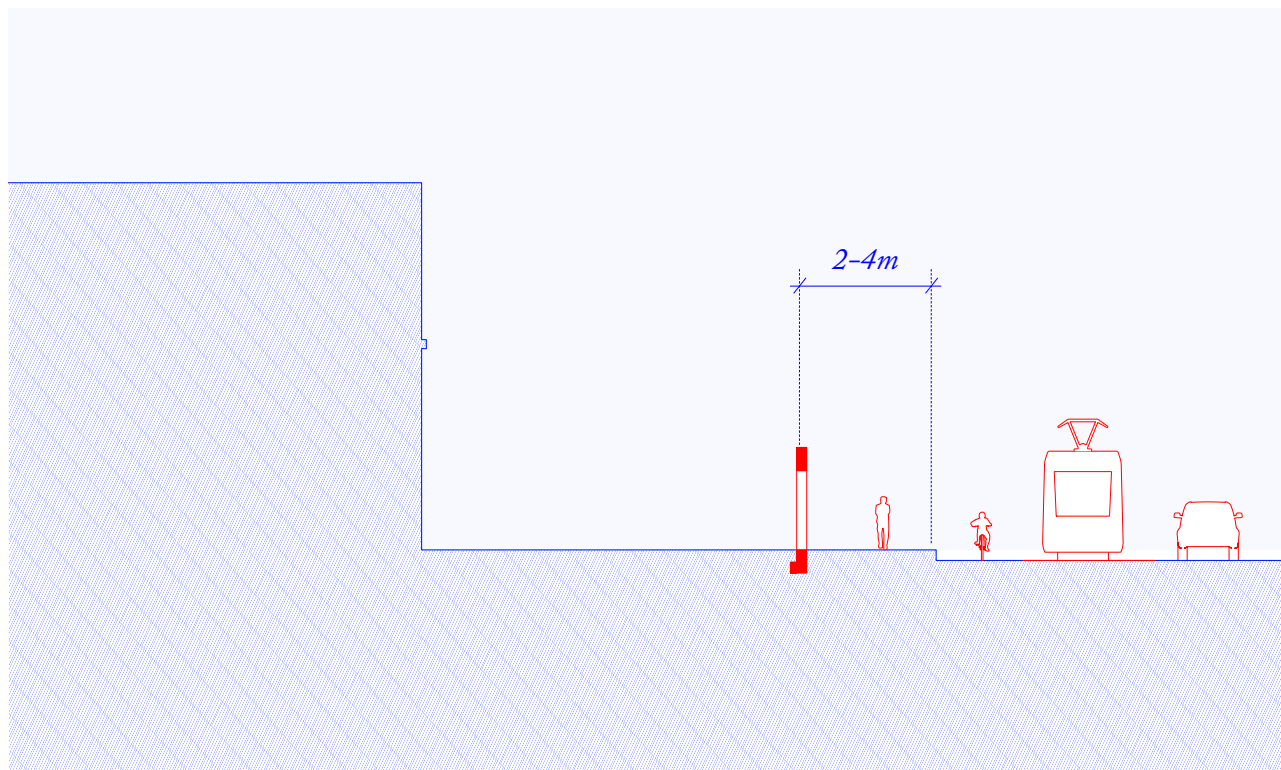




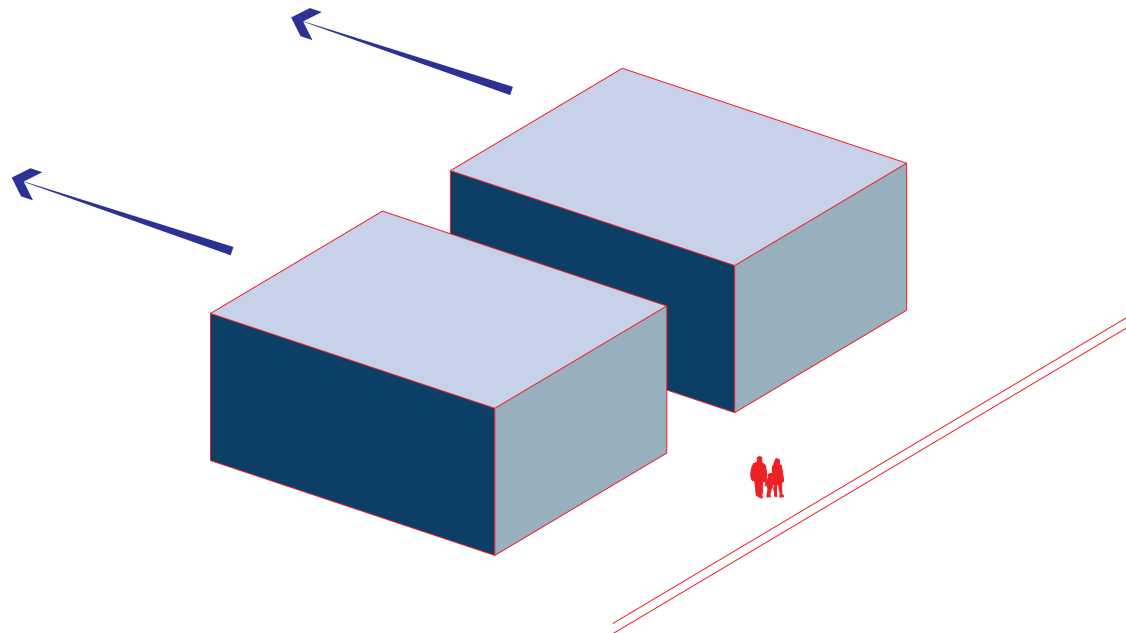




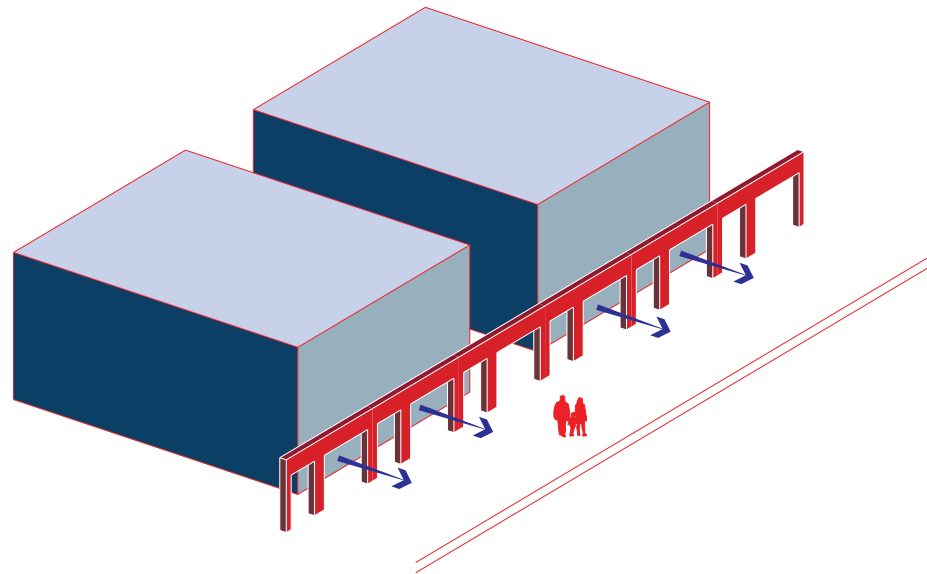
HUMAN SCALE



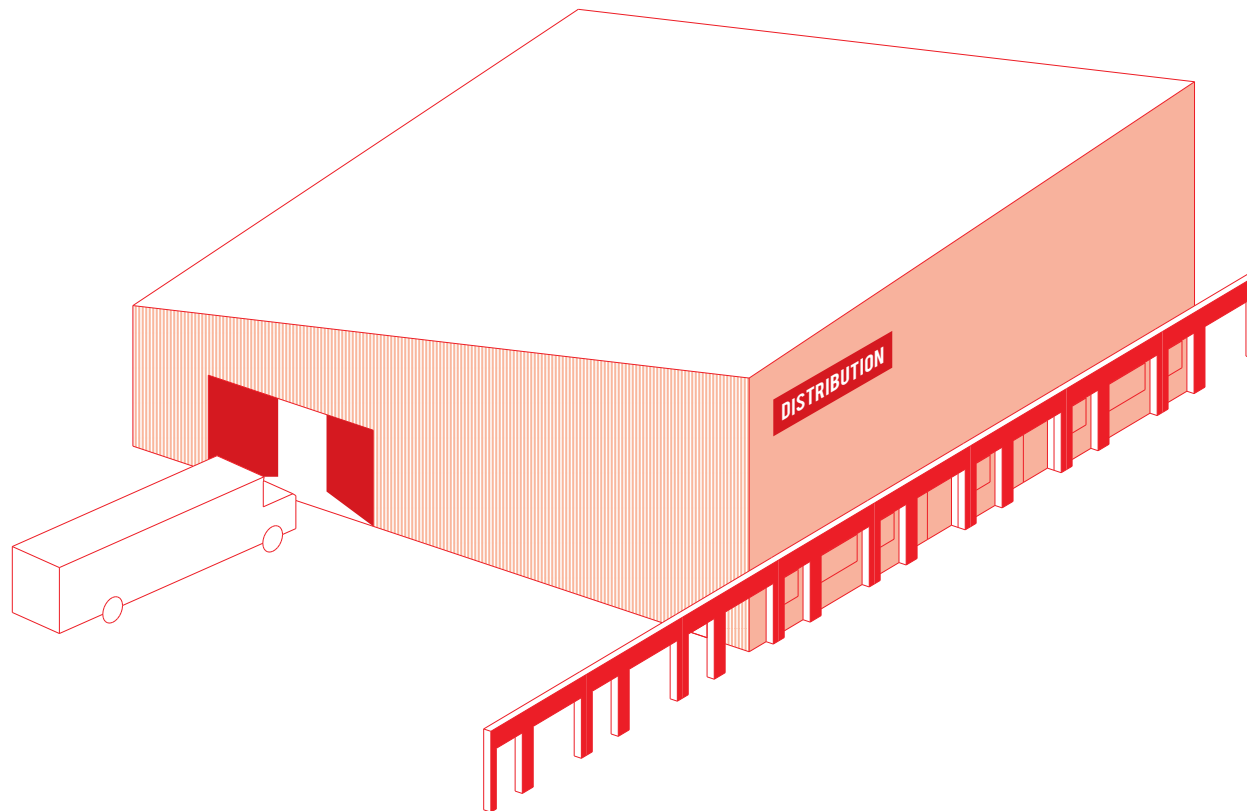
THRESHOLD



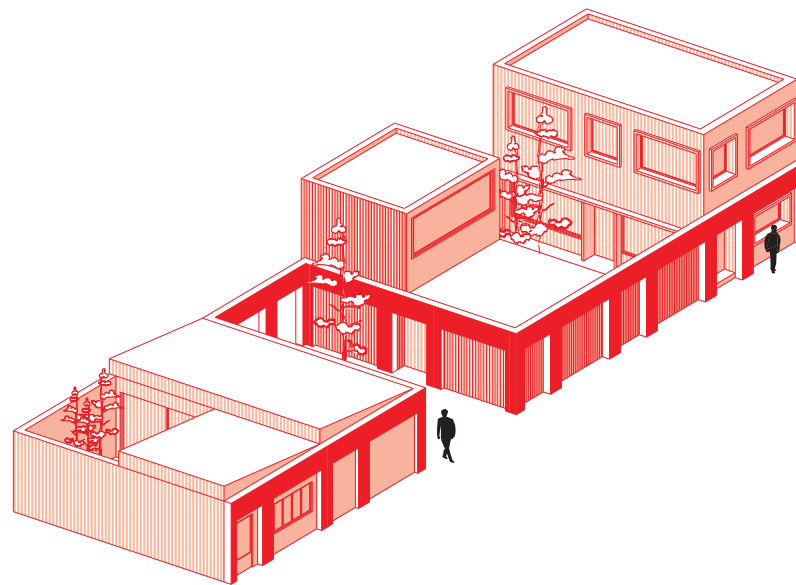
ADDRESS THE TOWN, NOT THE TRADING ESTATE



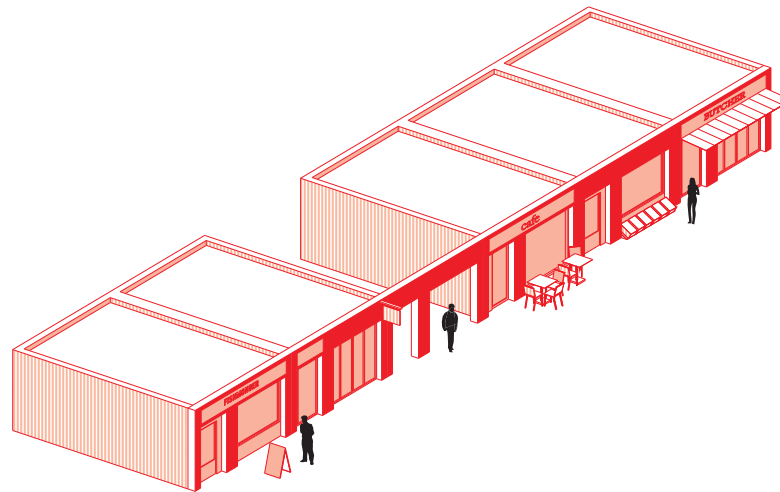
ADDRESS THE TOWN, NOT THE TRADING ESTATE



ACT AS A MEDIATOR TO CHANGES BEHIND



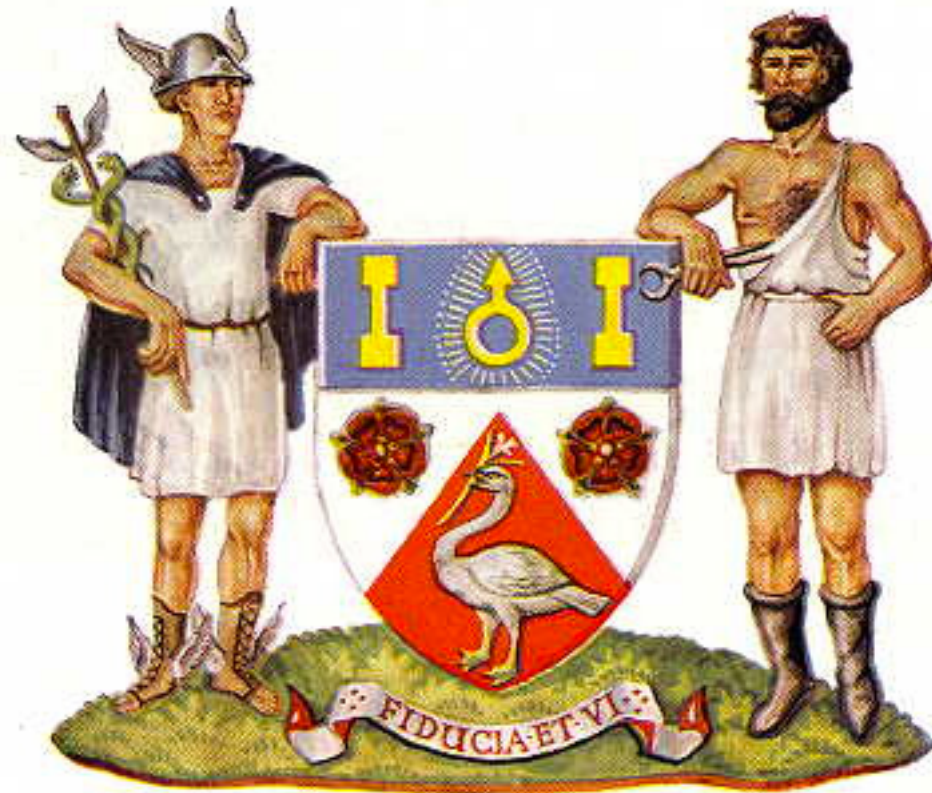
FUTURE CHANGES IN USE



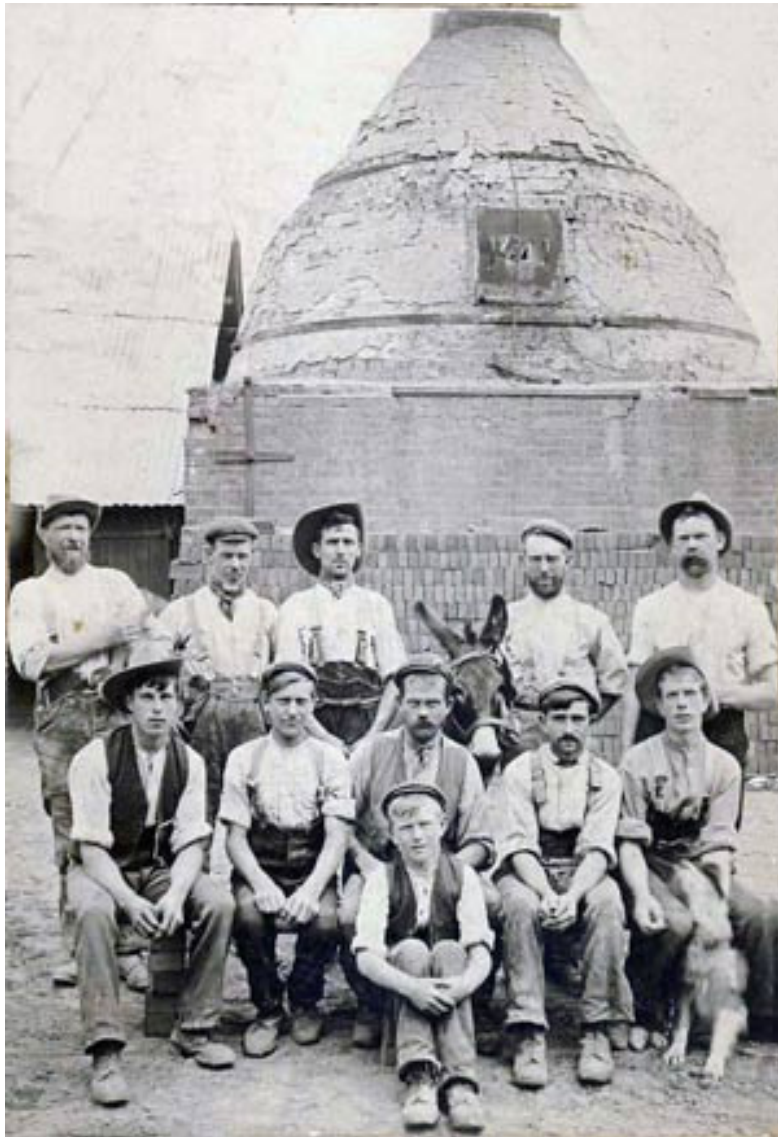
FUTURE CHANGES IN USE

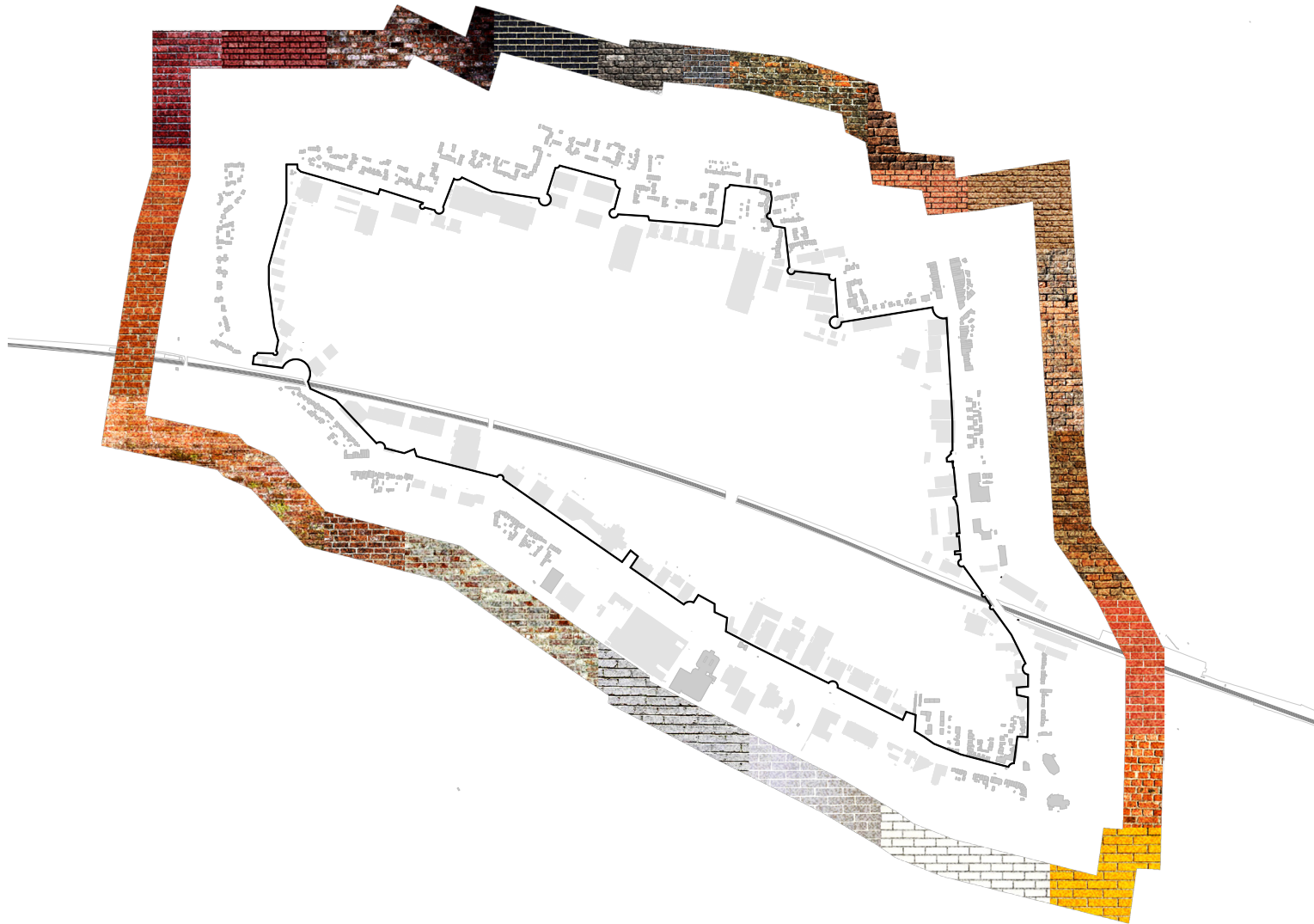


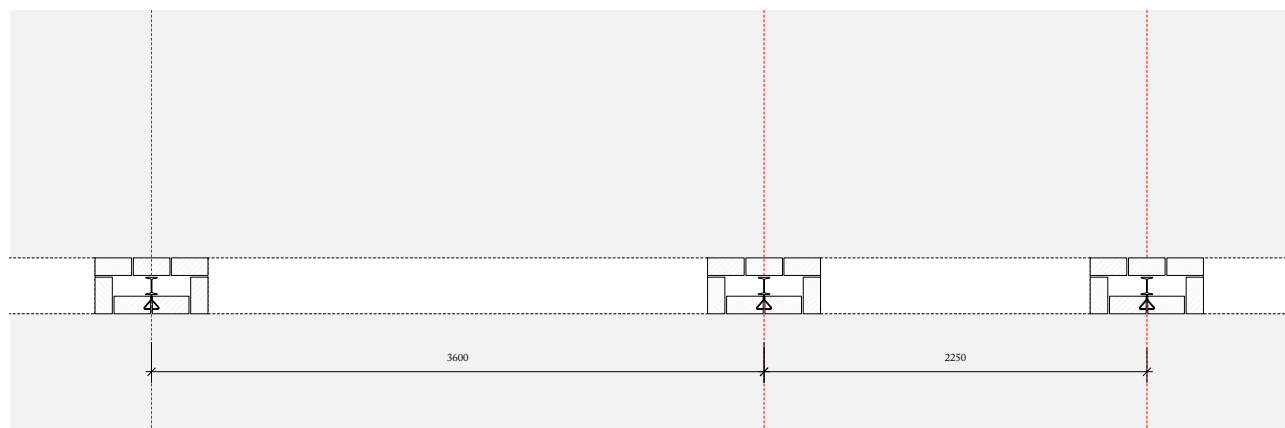
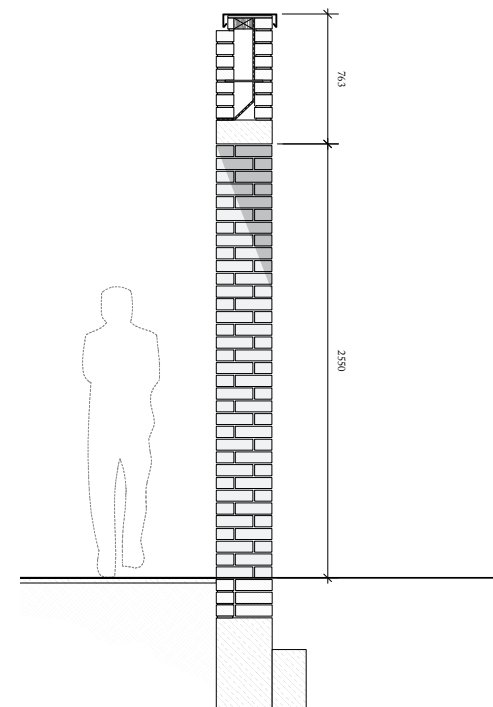
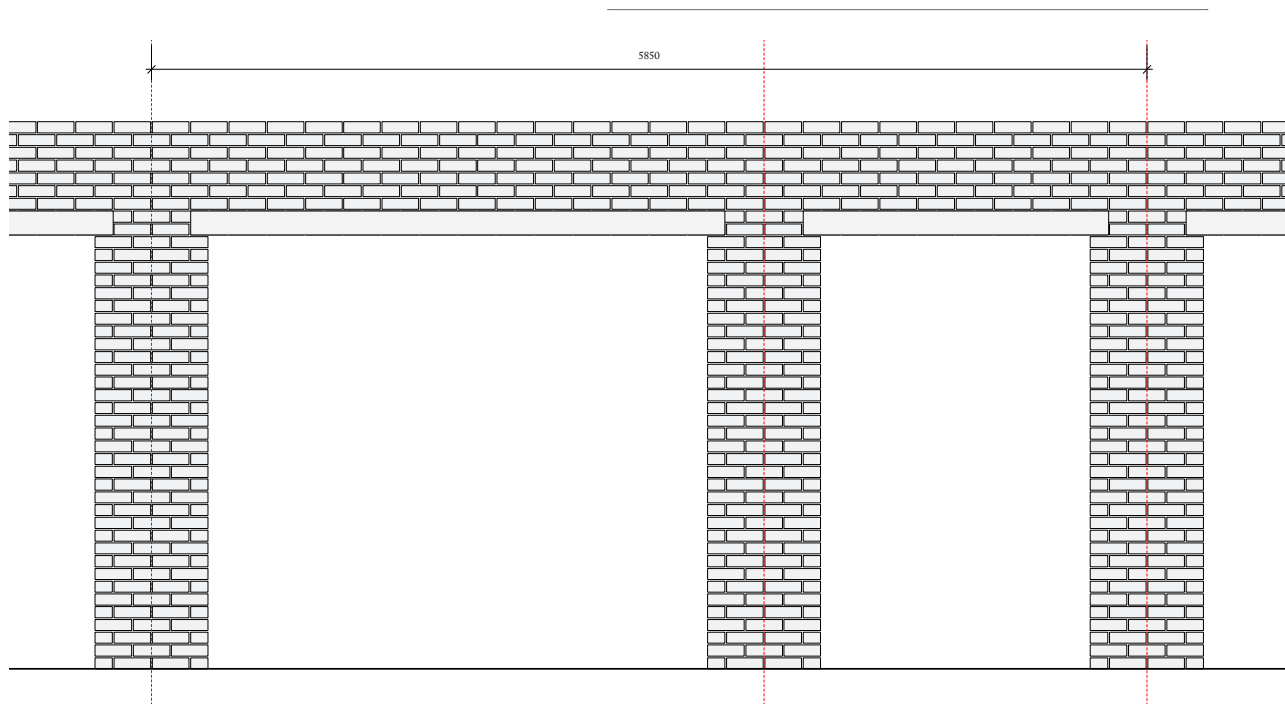
***CREATE CONTINUITY
(BUT NOT TOO MUCH)***

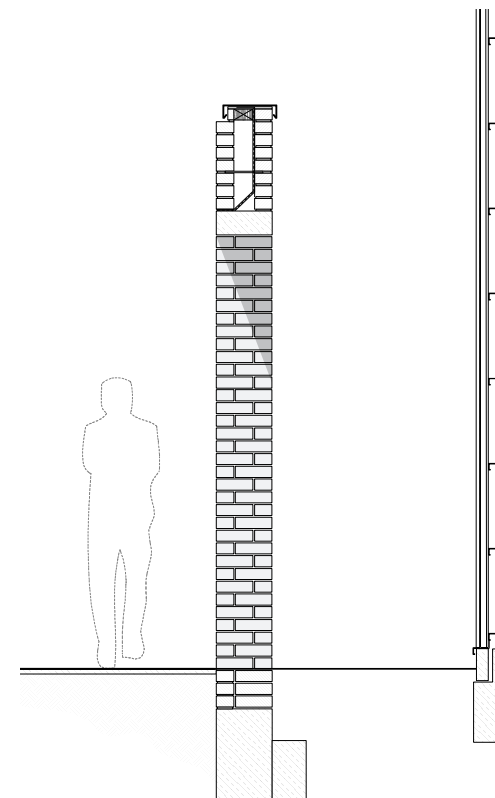
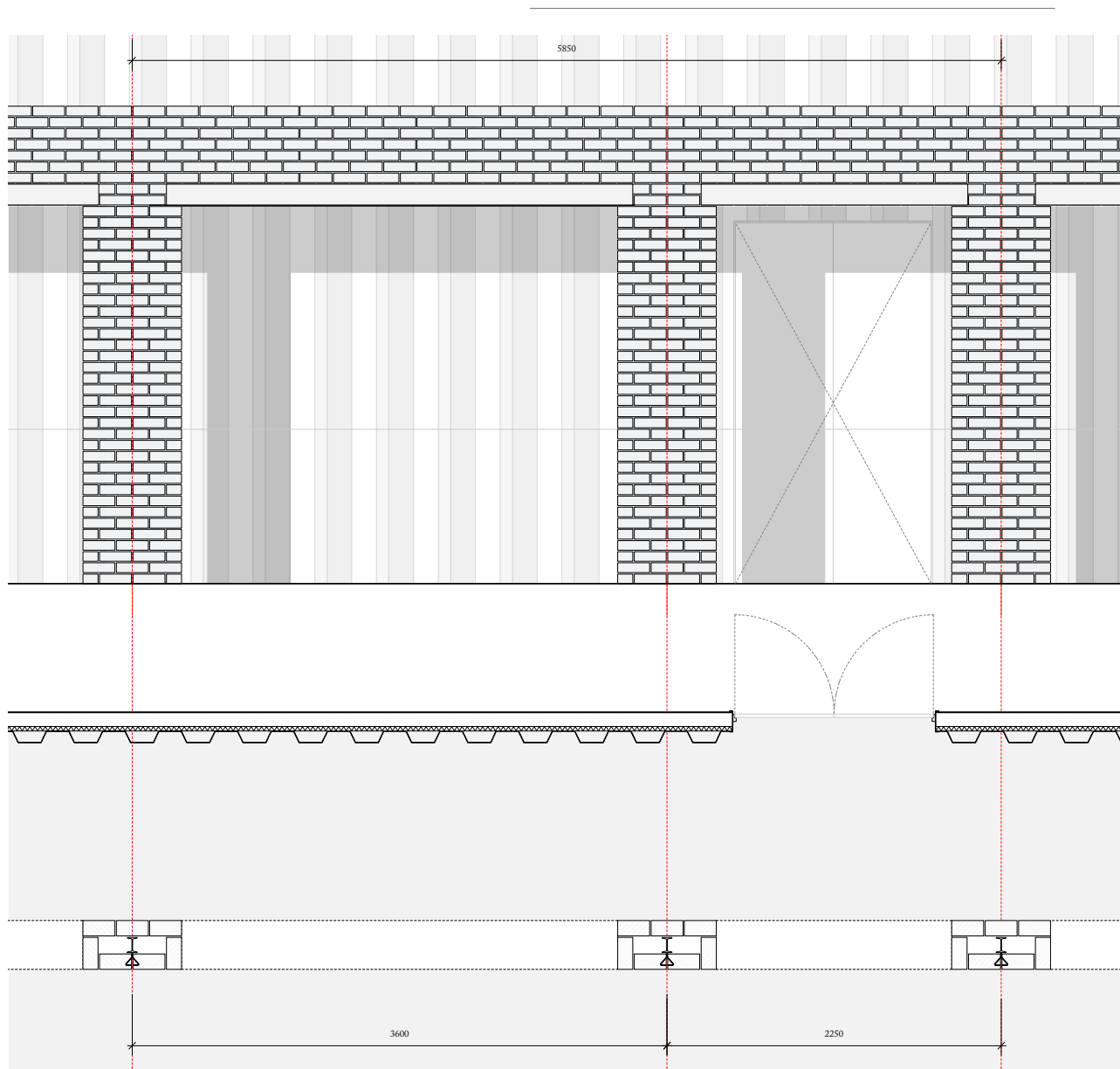


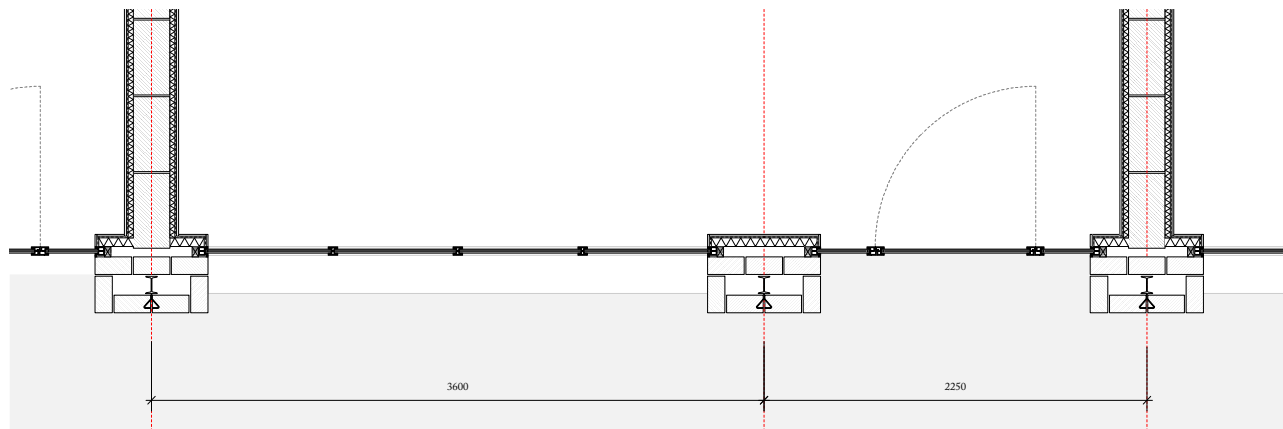
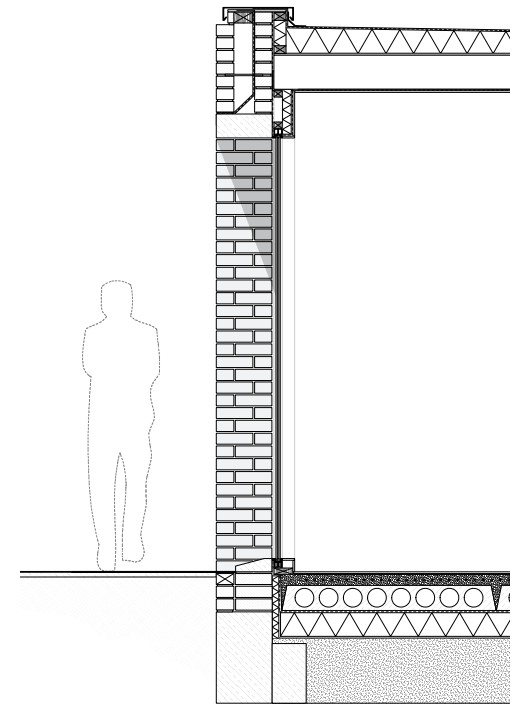
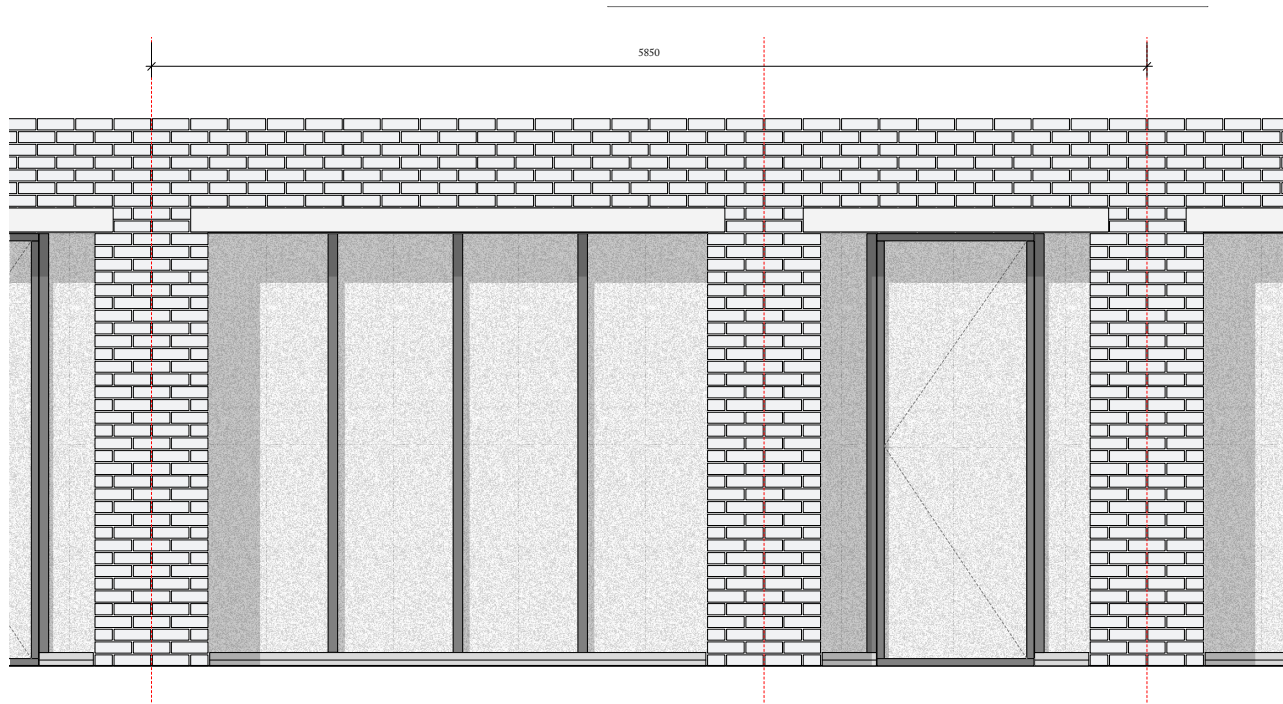
IDENTITY

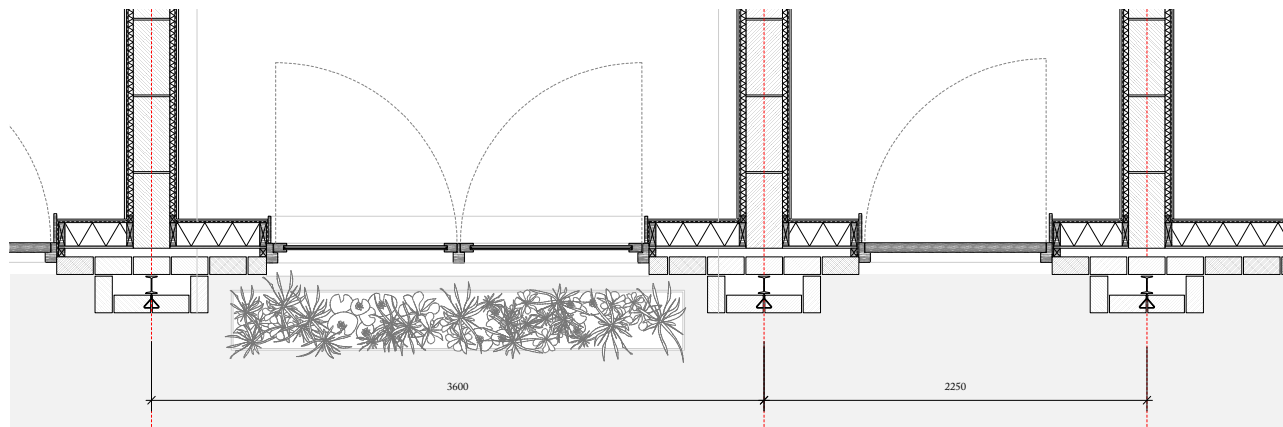
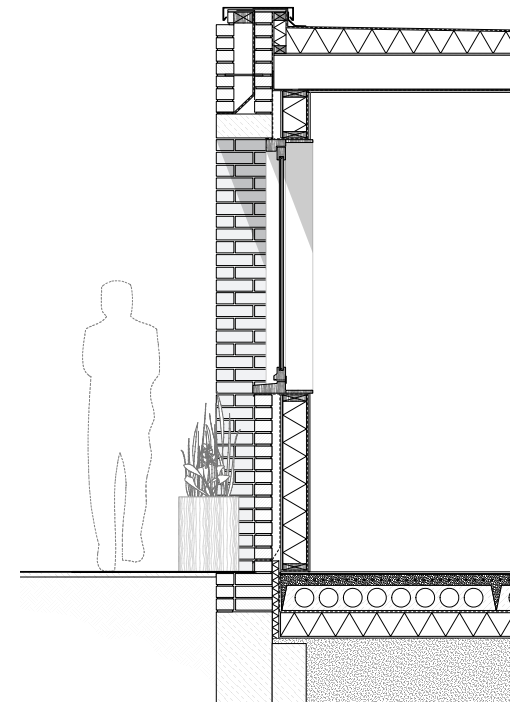
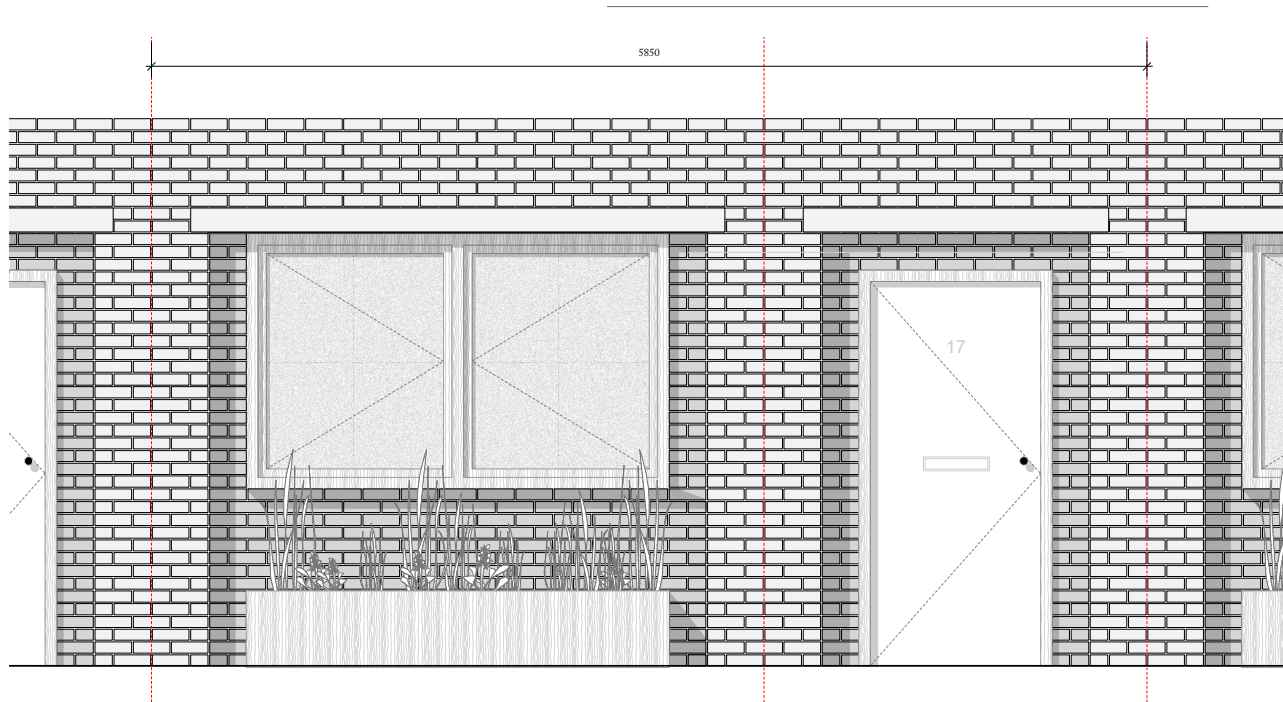


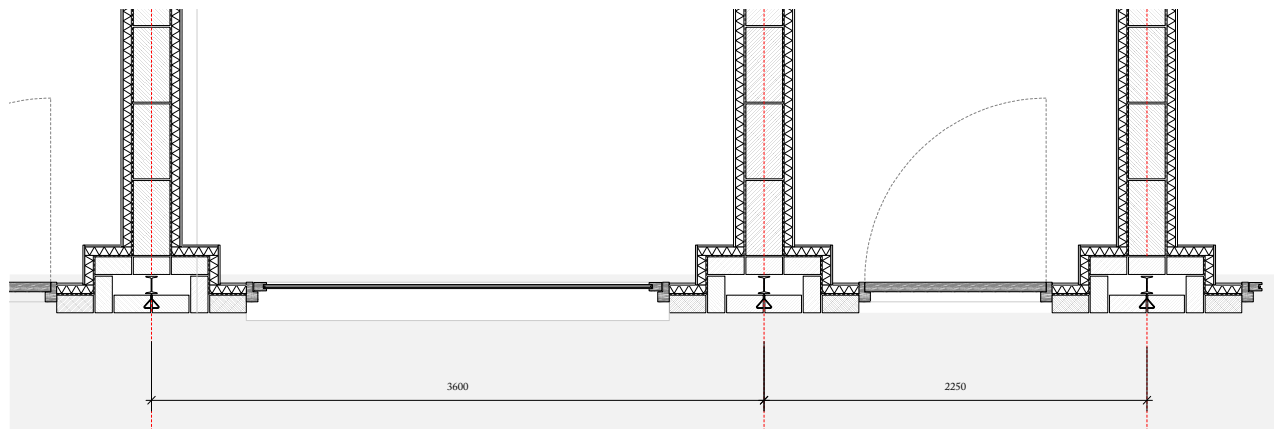
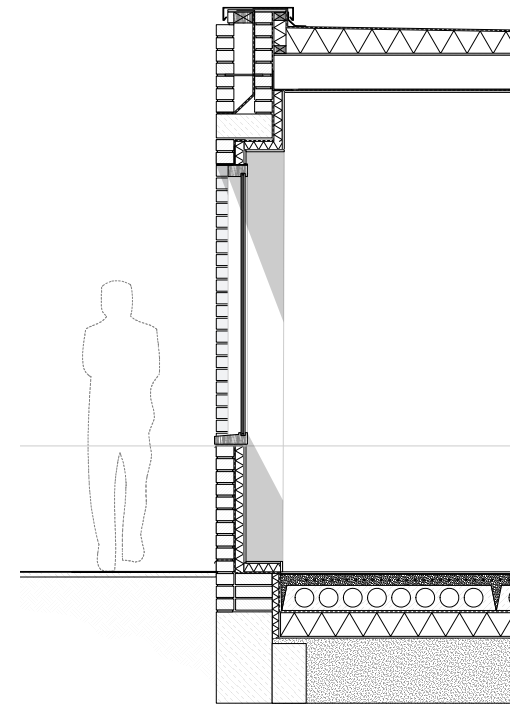
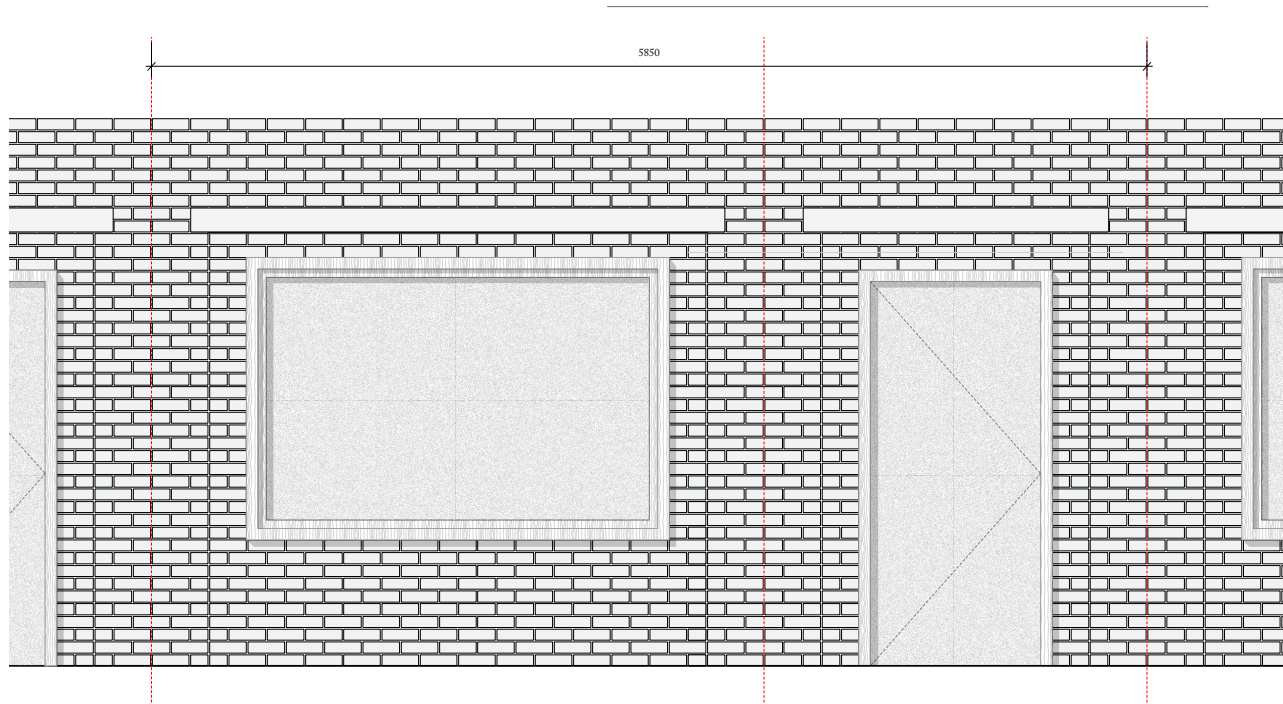


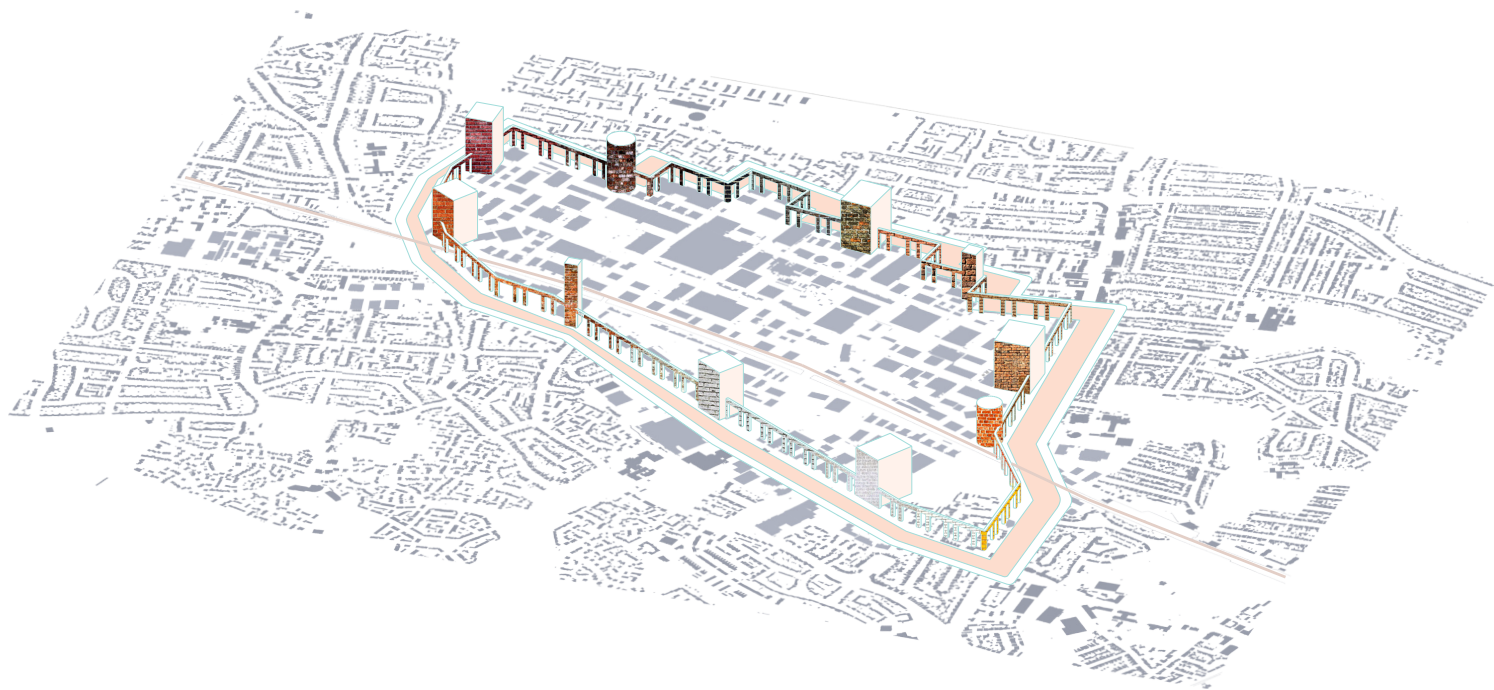




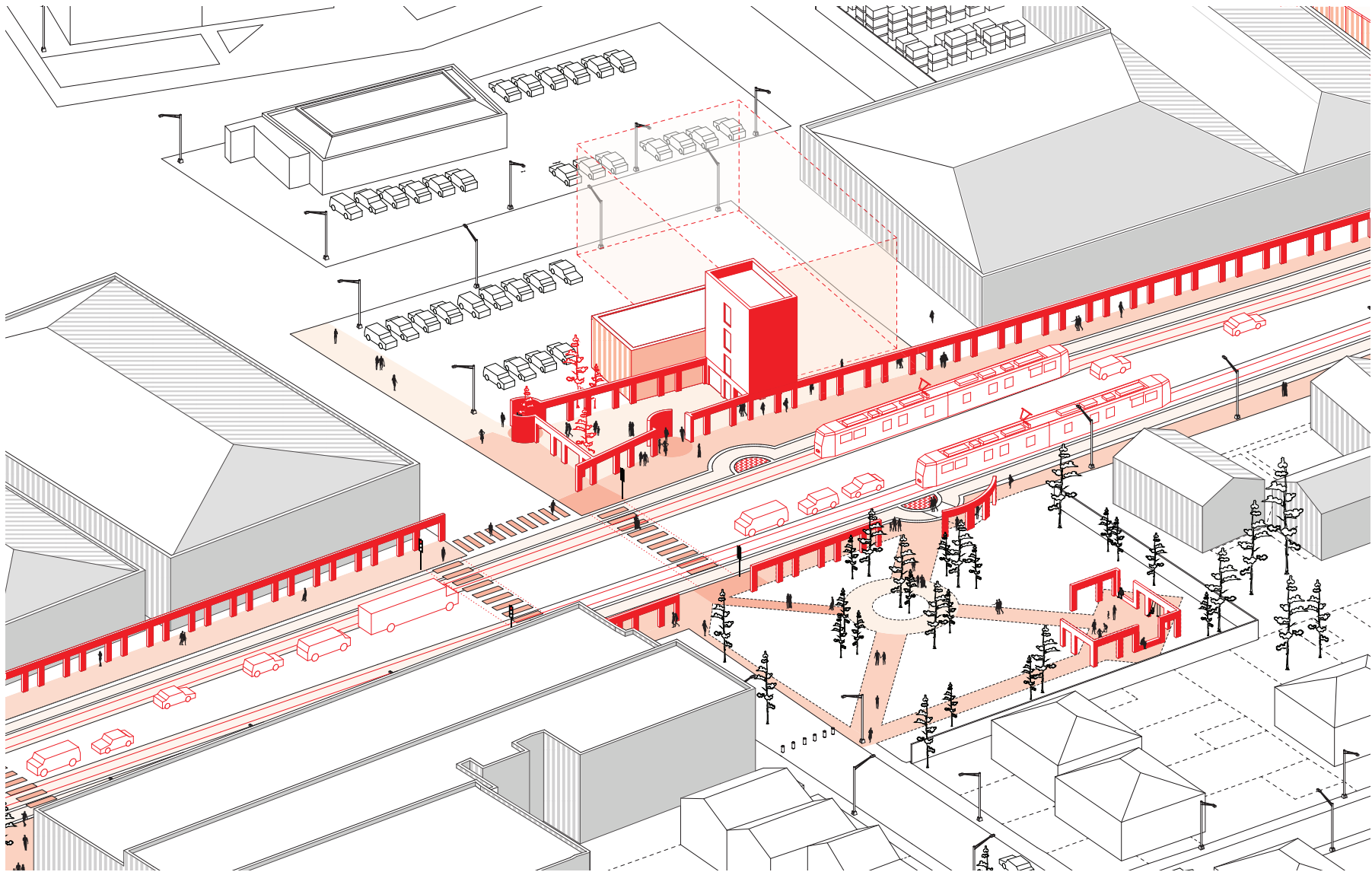


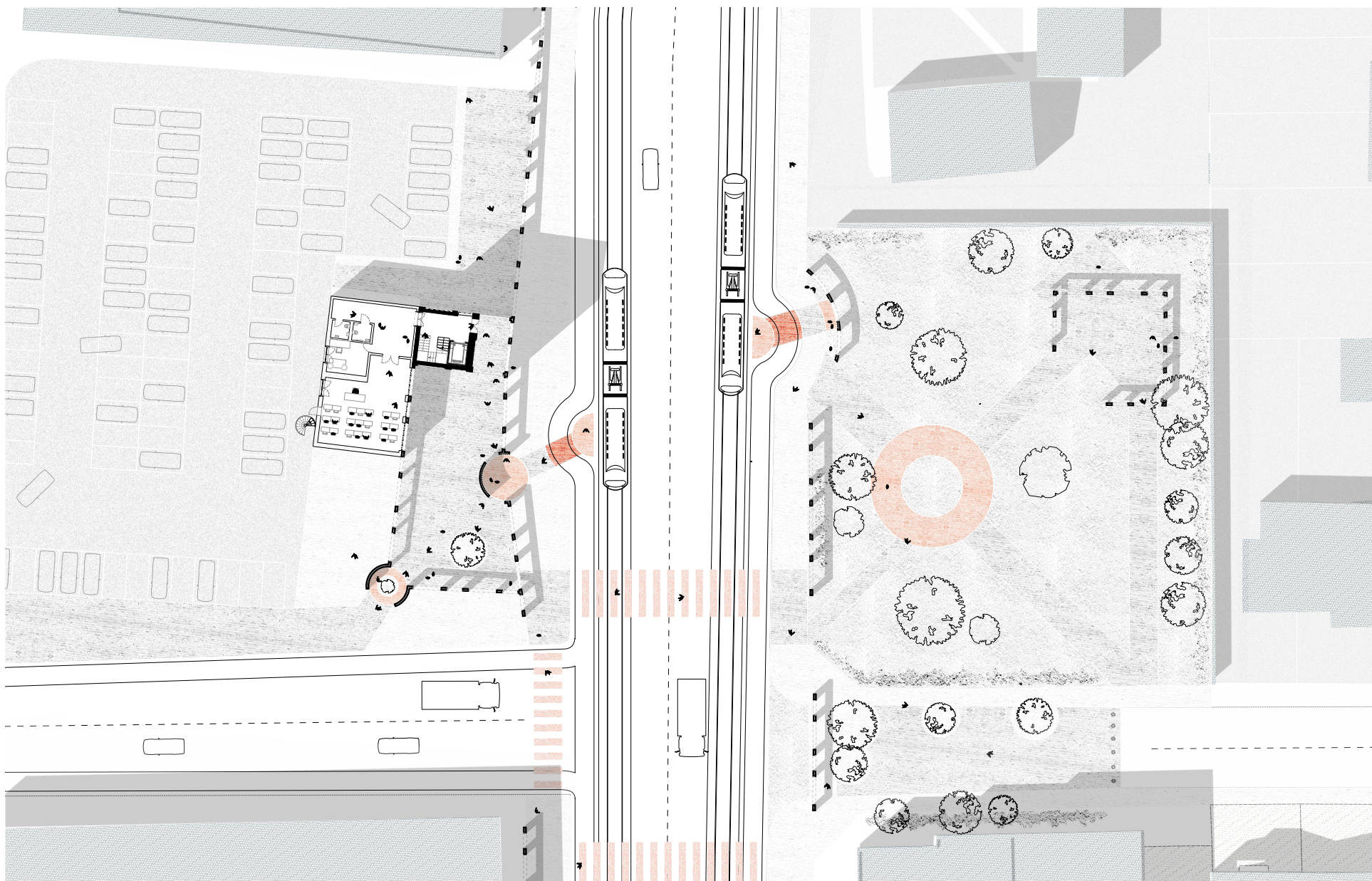




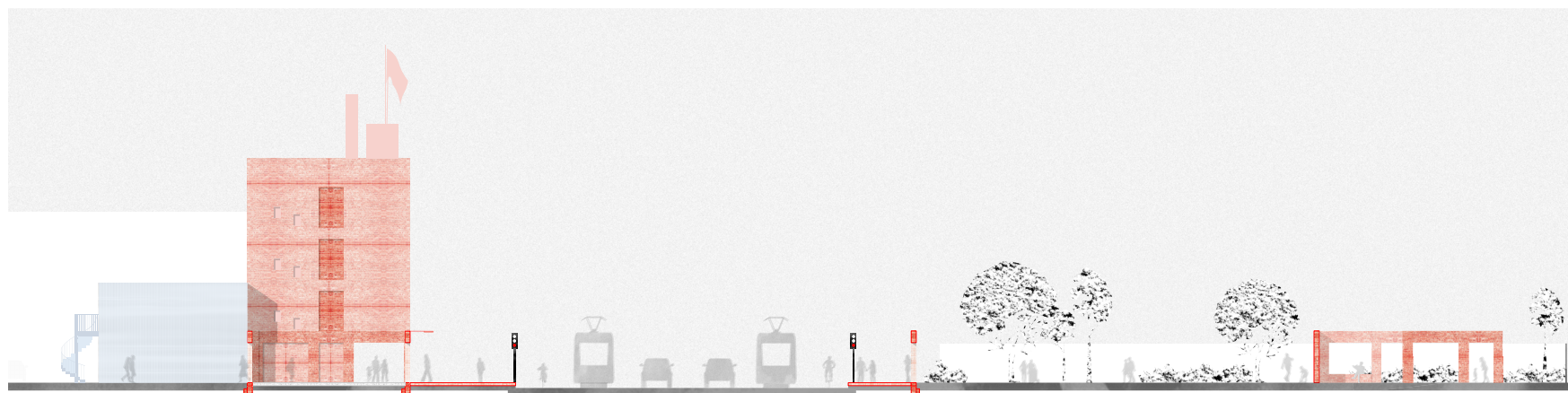


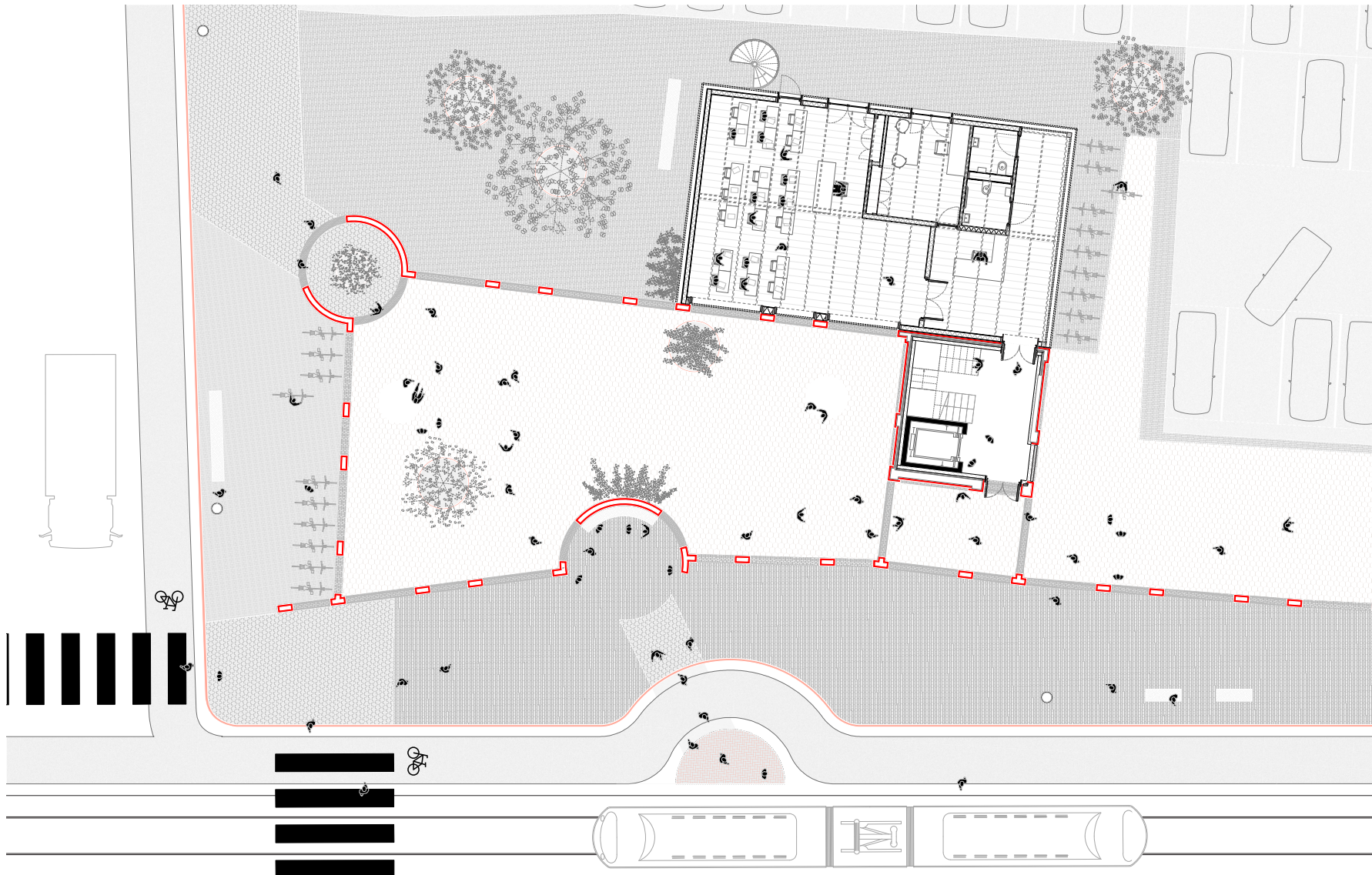
KNOTS

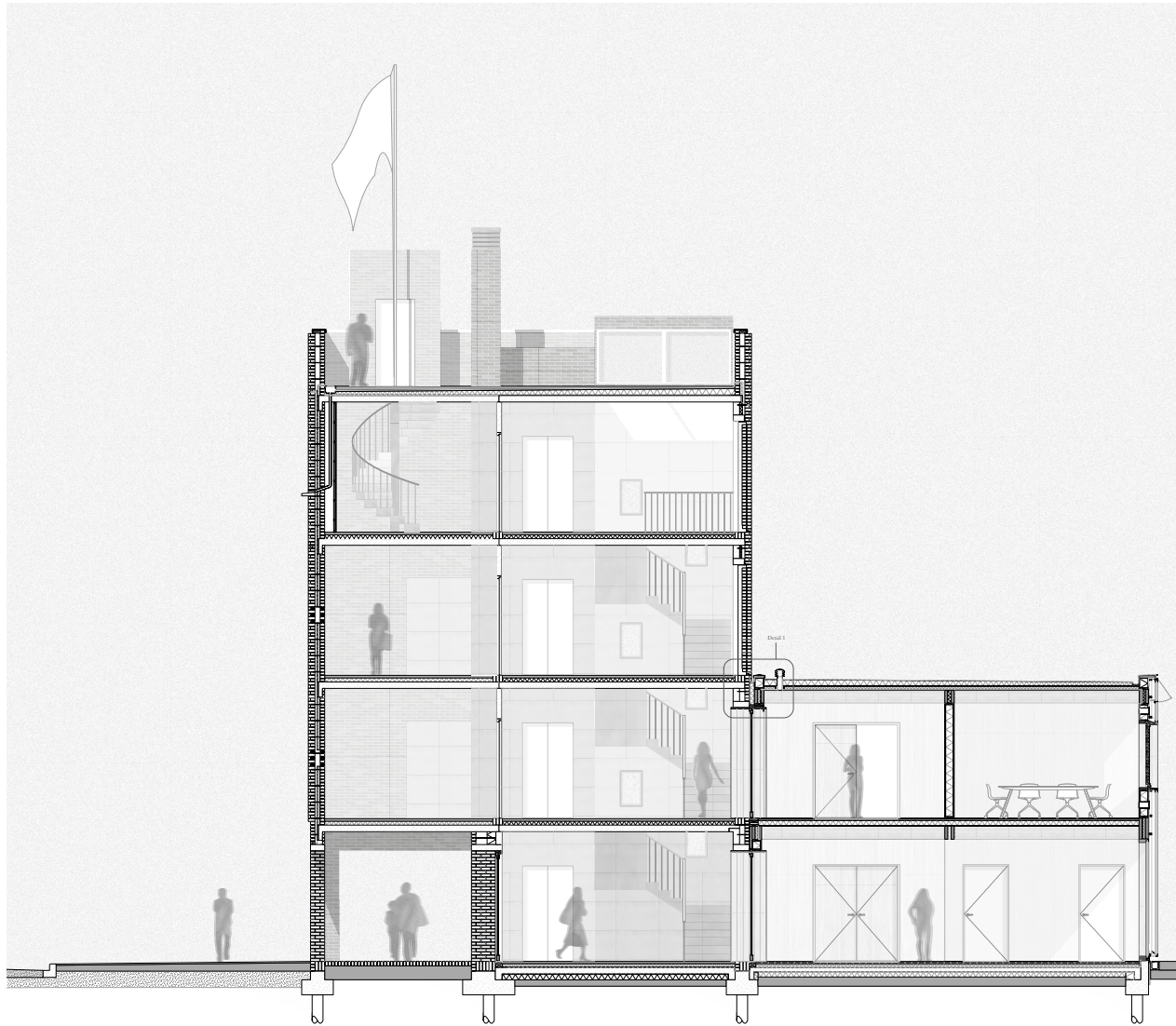


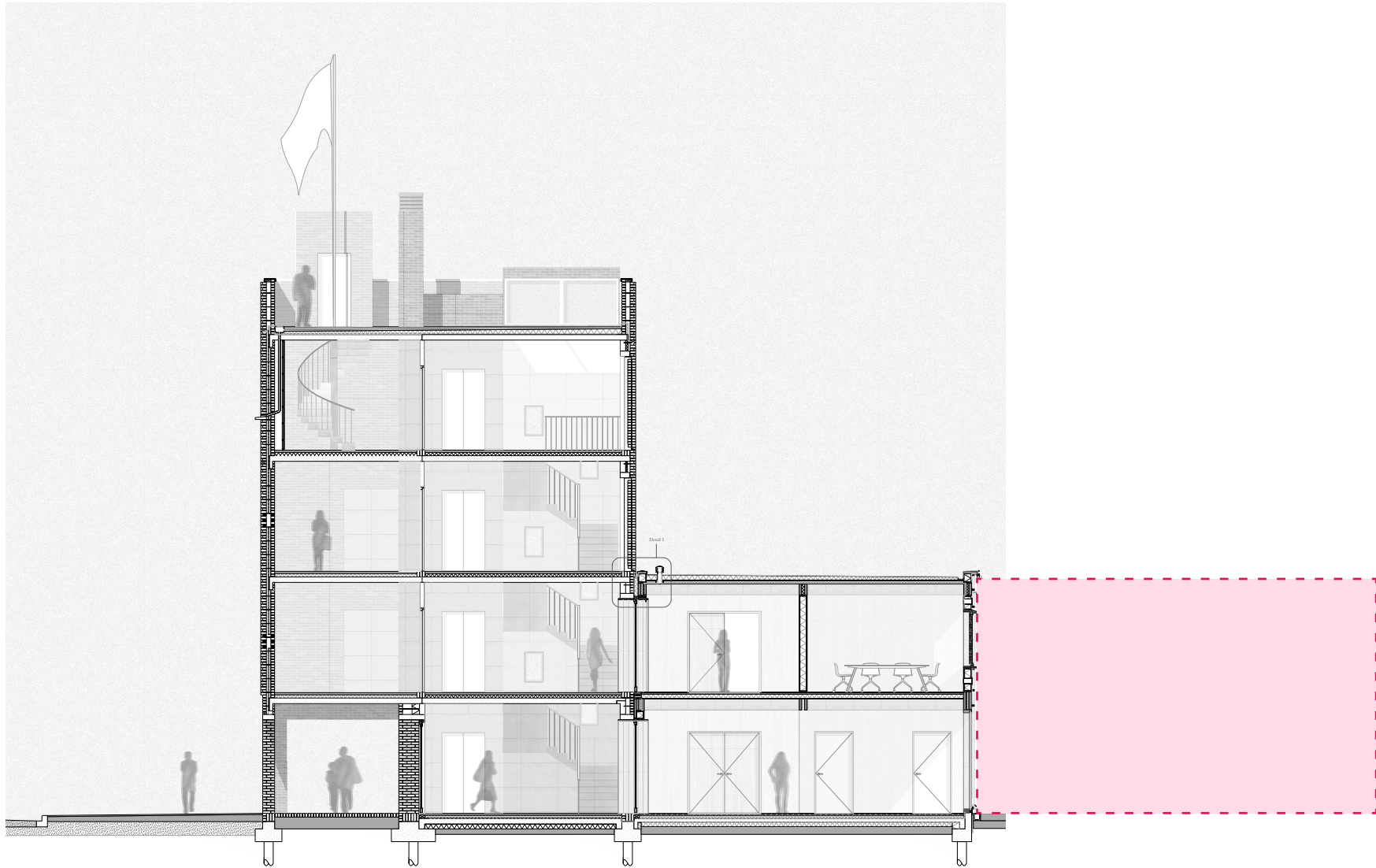


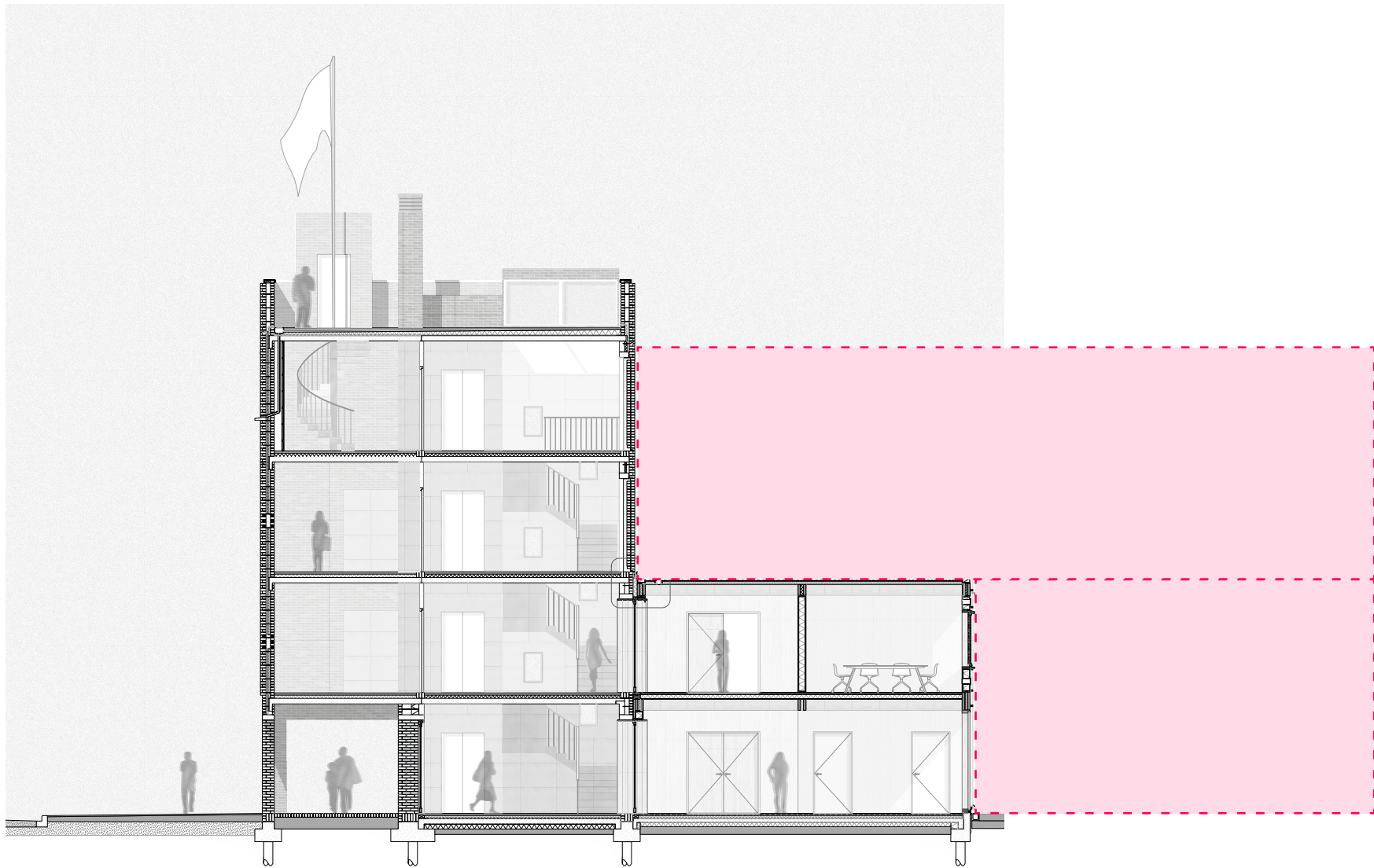
talk
parl

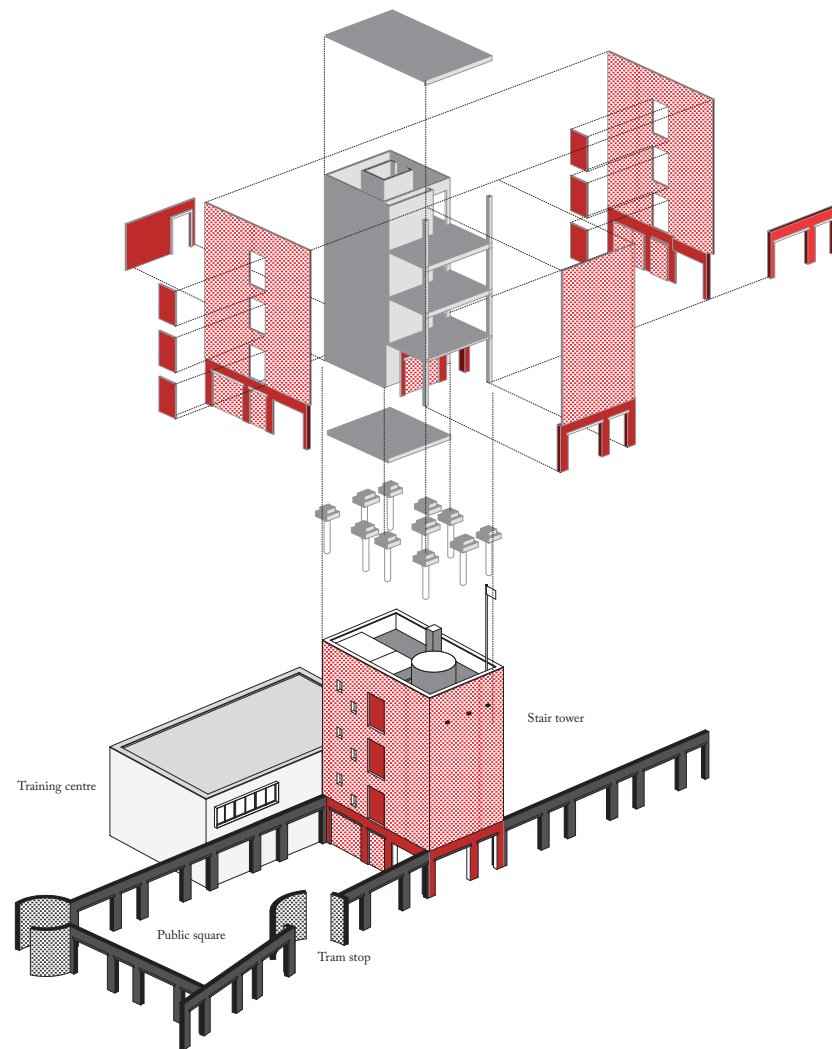


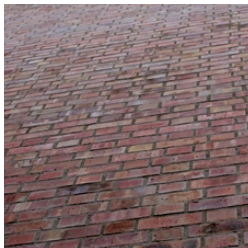
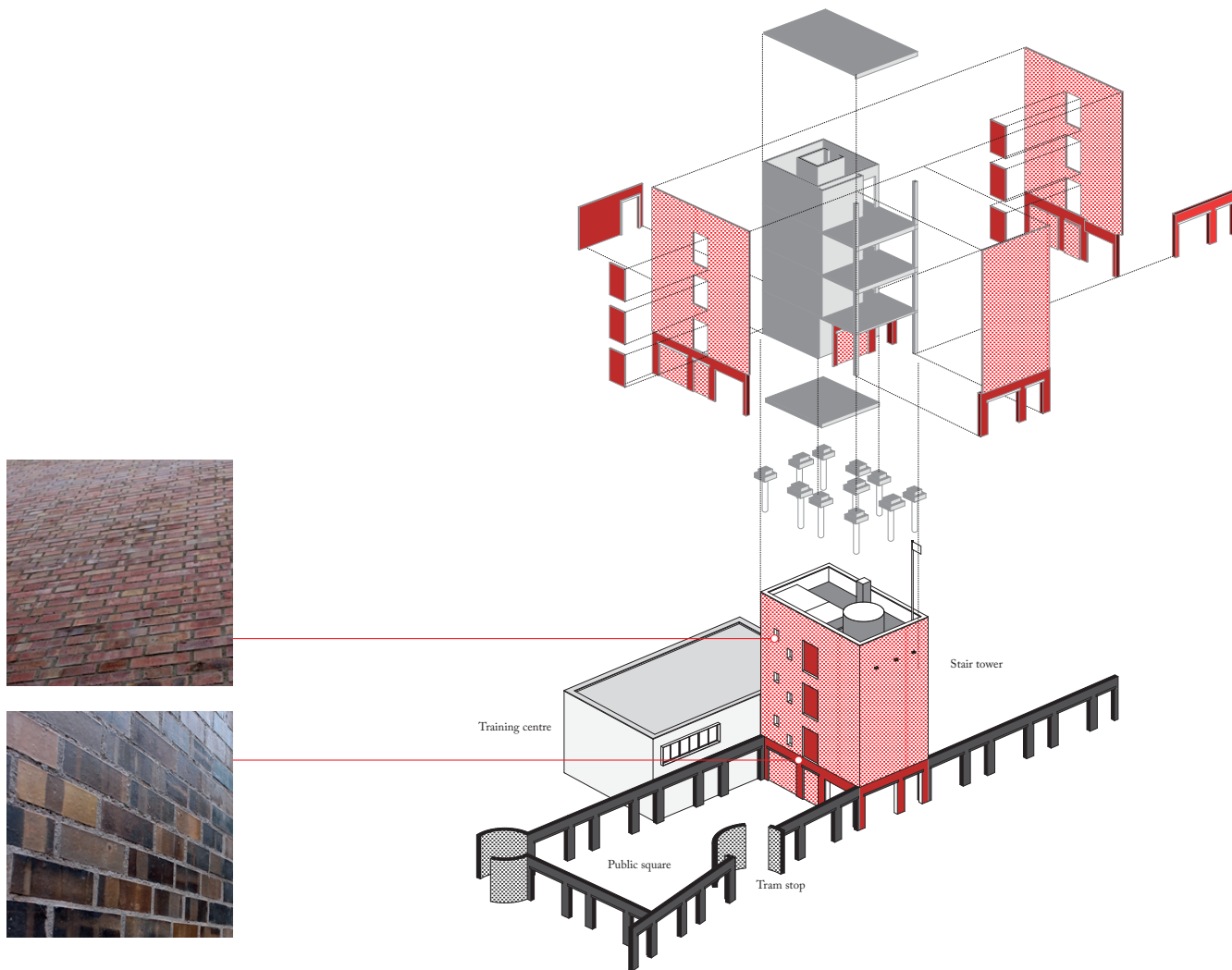


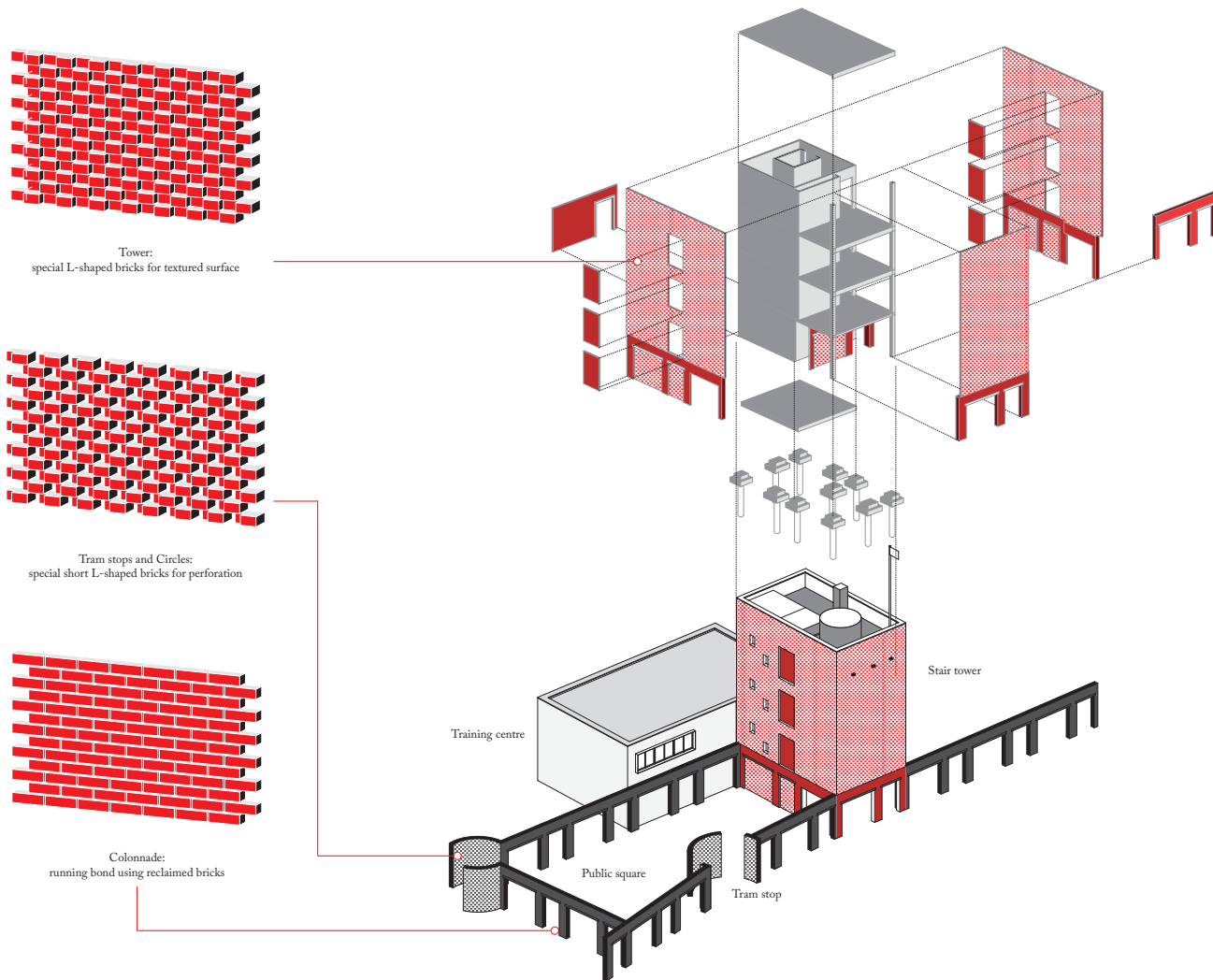








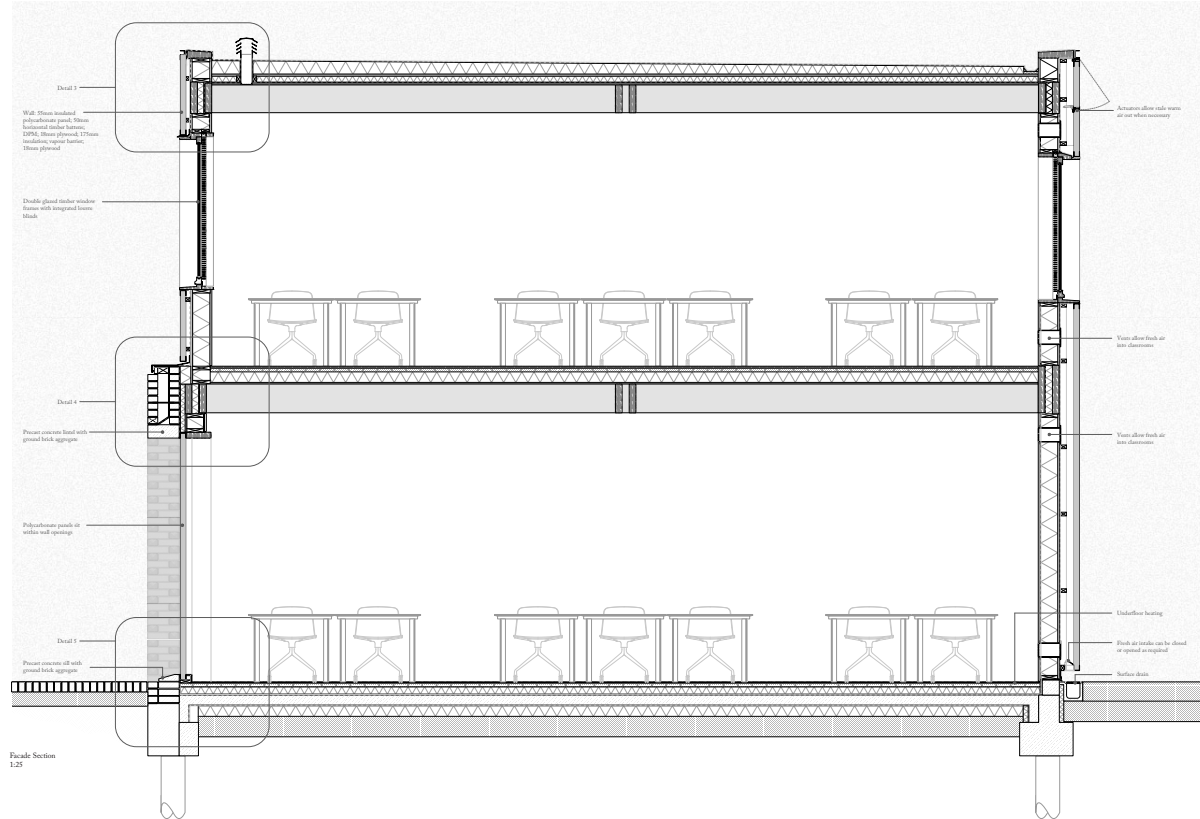




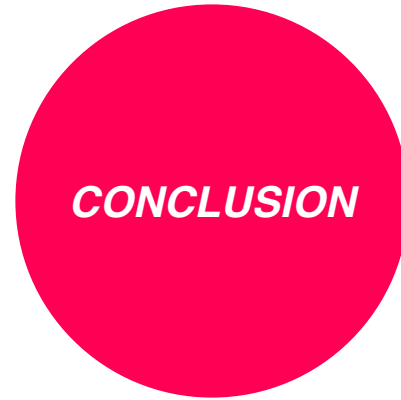




Facade Elevation
1:25



Facade Section
1:25

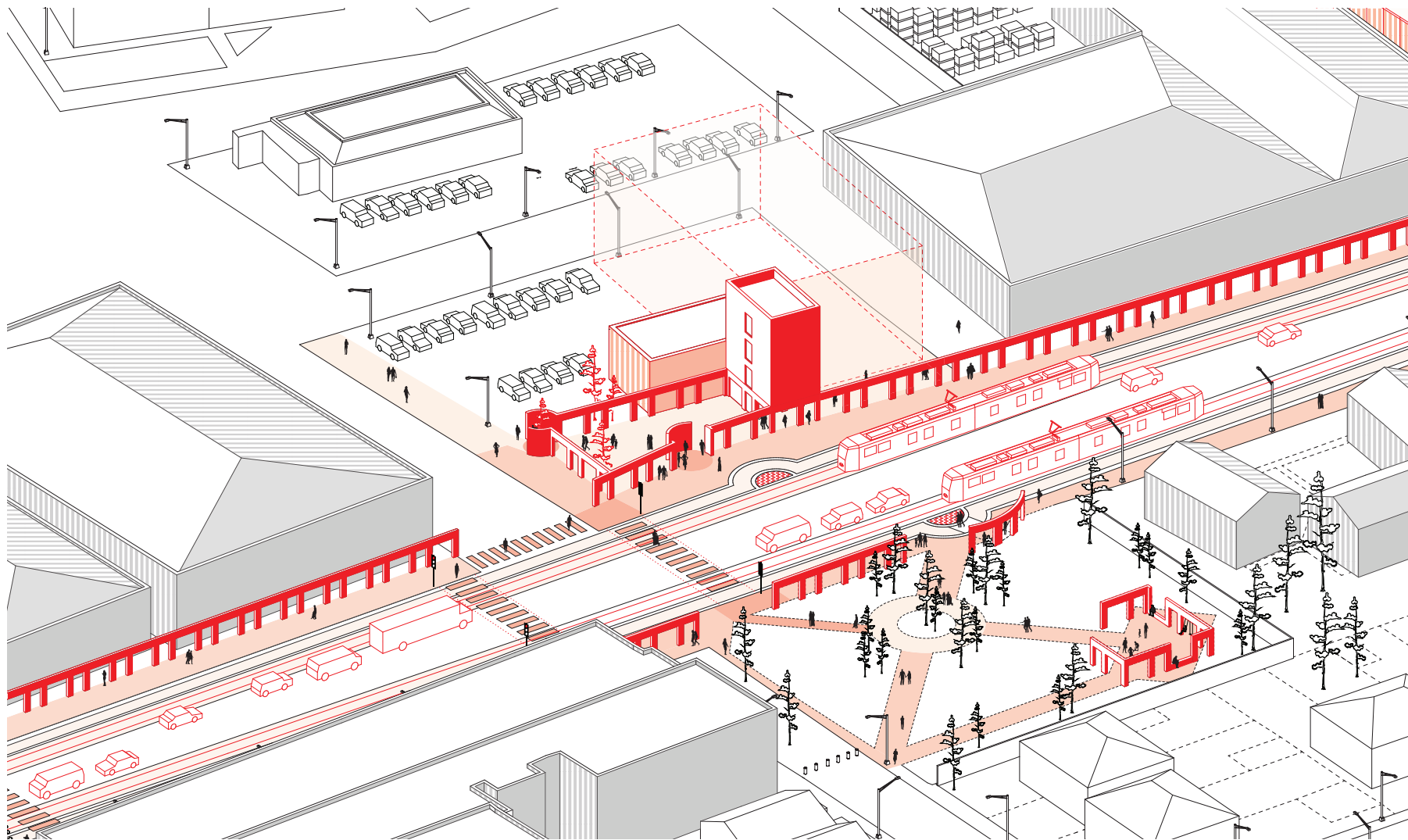


UNCERTAINTY

		<i>Heathrow</i>			
		<i>DECLINE</i>	<i>NO CHANGE</i>	<i>BOOM</i>	<i>SUPER-BOOM</i>
<i>Slough</i>	PASSENGER NUMBERS	0-100,000 <i>passengers per day</i>	200,000 <i>passengers per day</i>	400,000 <i>passengers per day</i>	600,000 <i>passengers per day</i>
	CARGO	0-4220 <i>tonnes per day</i>	4220 <i>tonnes per day</i>	8440 <i>tonnes per day</i>	12650 <i>tonnes per day</i>
	EMPLOYMENT	-12,000 <i>jobs by 2030</i>	-2000 <i>jobs by 2030</i>	+5,500 <i>jobs by 2030</i>	+10,000 <i>jobs by 2030</i>
	HOMES	1000 <i>homes needed per year</i>	1000 <i>homes needed per year</i>	1550 <i>homes needed per year</i>	2000 <i>homes needed per year</i>

NO CHANGE

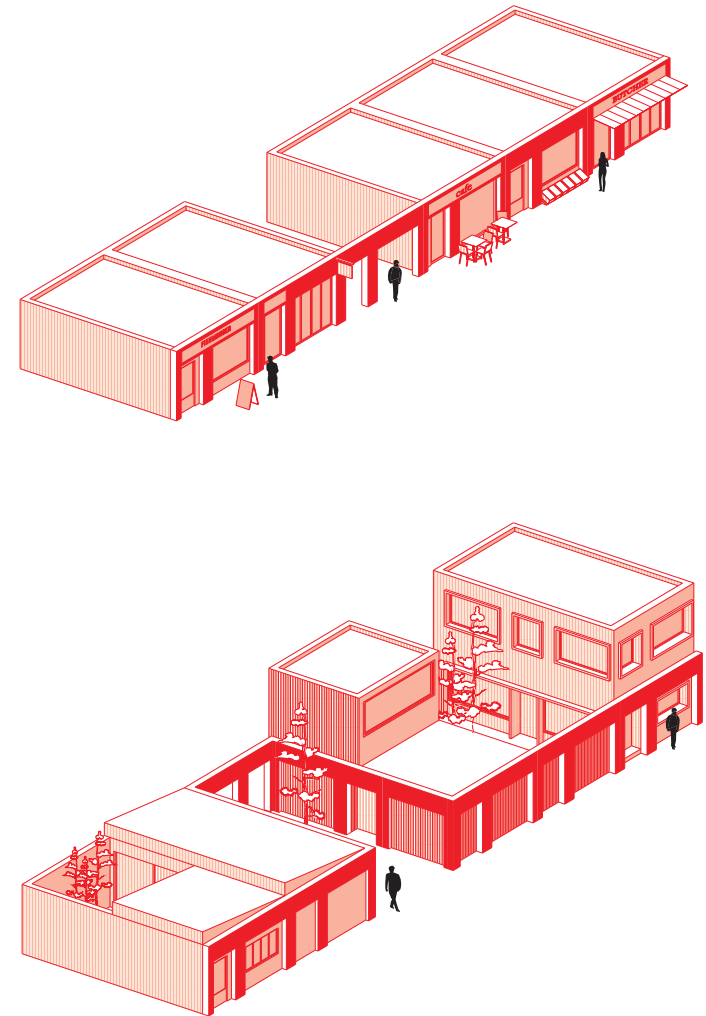
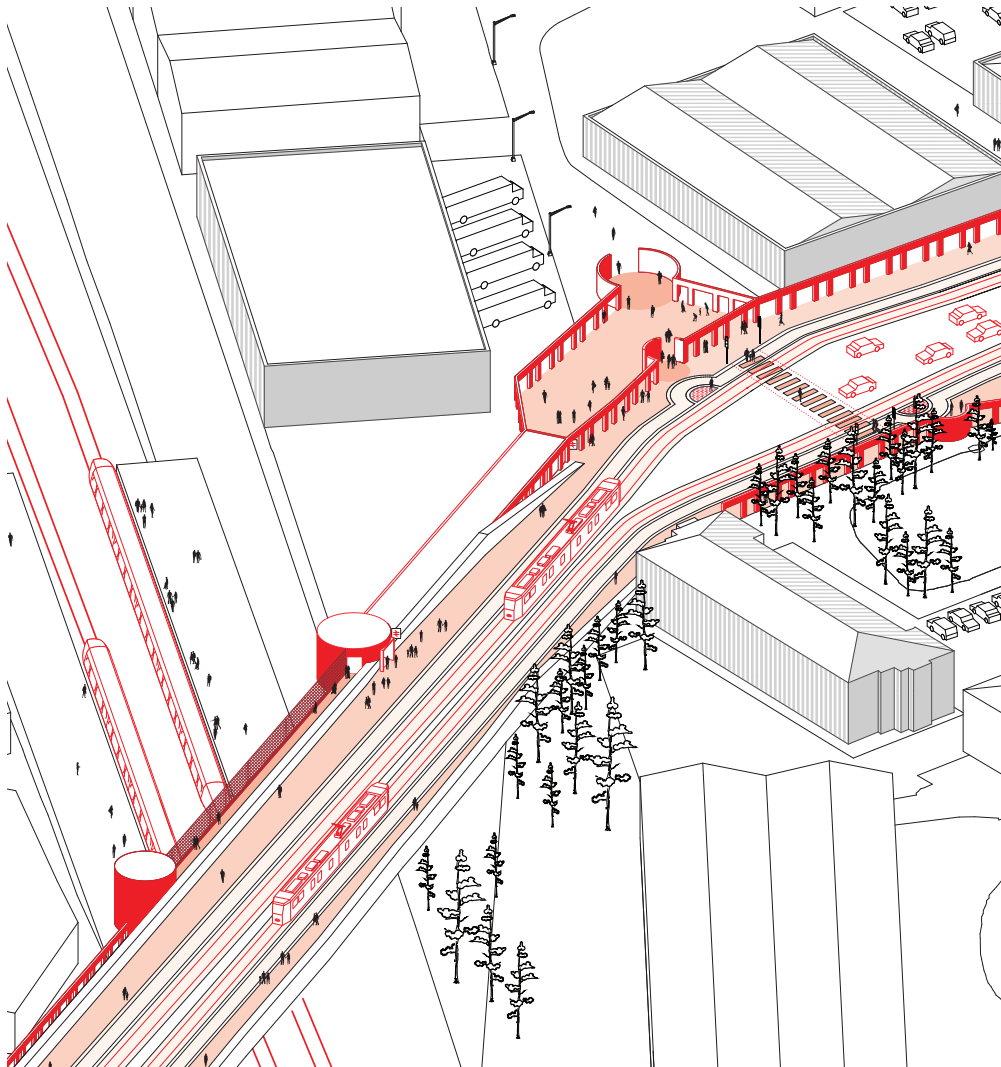
		Heathrow			
		DECLINE	NO CHANGE	BOOM	SUPER-BOOM
Slough	PASSENGER NUMBERS	0-100,000 passengers per day	200,000 passengers per day	400,000 passengers per day	600,000 passengers per day
	CARGO	0-4220 tonnes per day	4220 tonnes per day	8440 tonnes per day	12650 tonnes per day
	EMPLOYMENT	-12,000 jobs by 2030	-2000 jobs by 2030	+5,500 jobs by 2030	+10,000 jobs by 2030
	HOMES	1000 homes needed per year	1000 homes needed per year	1550 homes needed per year	2000 homes needed per year



PUBLIC SPACE / EDUCATION / THRESHOLD

DECLINE

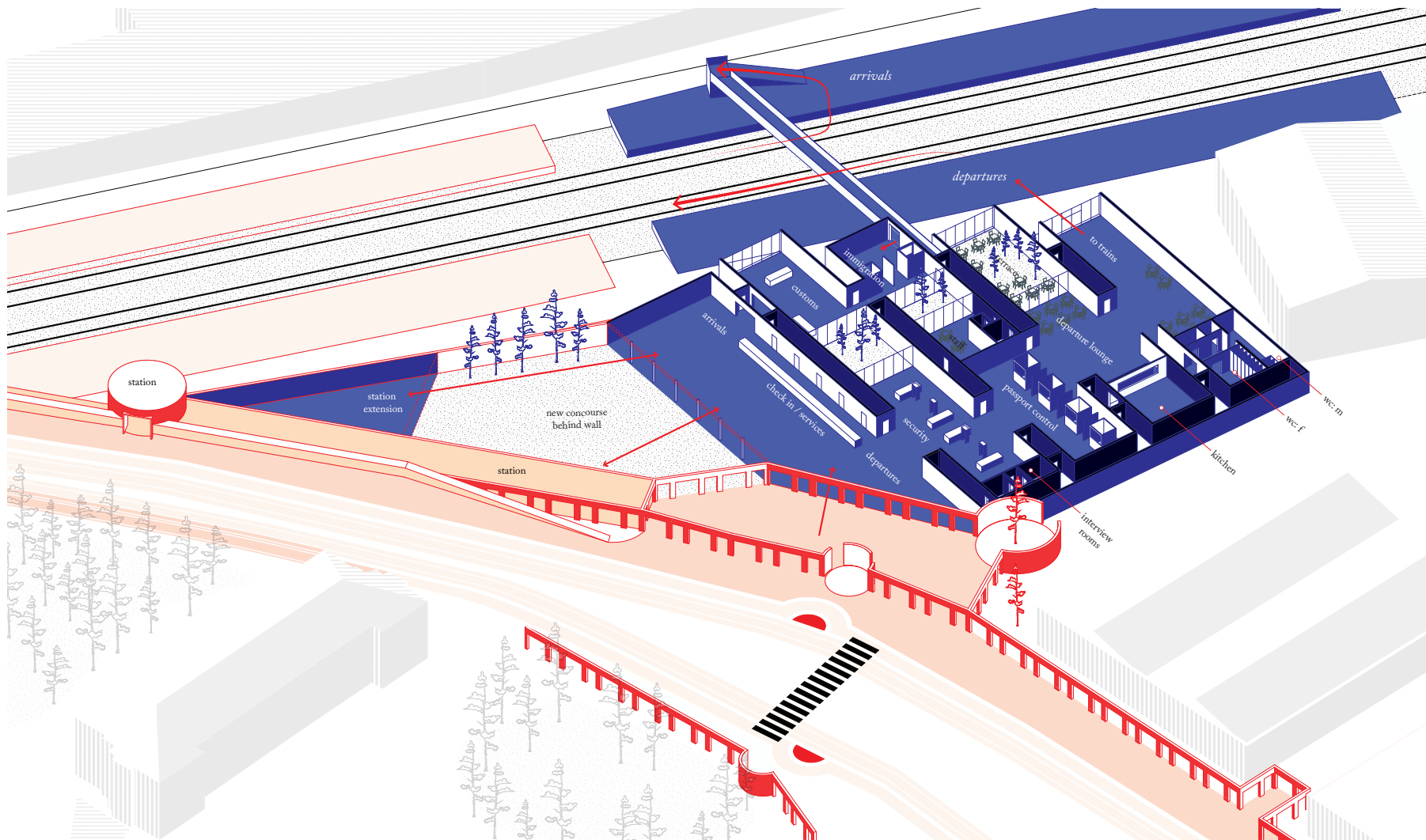
		Heathrow			
		DECLINE	NO CHANGE	BOOM	SUPER-BOOM
Slough	PASSENGER NUMBERS	0-100,000 passengers per day	200,000 passengers per day	400,000 passengers per day	600,000 passengers per day
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	EMPLOYMENT	-12,000 jobs by 2030	-2000 jobs by 2030	+5,500 jobs by 2030	+10,000 jobs by 2030
	HOMES	1000 homes needed per year	1000 homes needed per year	1550 homes needed per year	2000 homes needed per year



STATION / HOUSING / SMALL BUSINESSES

BOOM

		Heathrow			
		DECLINE	NO CHANGE	BOOM	SUPER-BOOM
Slough	PASSENGER NUMBERS	0-100,000 passengers per day	200,000 passengers per day	400,000 passengers per day	600,000 passengers per day
	CARGO	0-4220 tonnes per day	4220 tonnes per day	8440 tonnes per day	12650 tonnes per day
	EMPLOYMENT	-12,000 jobs by 2030	-2000 jobs by 2030	+5,500 jobs by 2030	+10,000 jobs by 2030
	HOMES	1000 homes needed per year	1000 homes needed per year	1550 homes needed per year	2000 homes needed per year



PASSENGER LINKS TO HEATHROW

SUPER - BOOM

		Heathrow			
		DECLINE	NO CHANGE	BOOM	SUPER-BOOM
Slough	PASSENGER NUMBERS	0-100,000 passengers per day	200,000 passengers per day	400,000 passengers per day	600,000 passengers per day
	CARGO	0-4220 tonnes per day	4220 tonnes per day	8440 tonnes per day	12650 tonnes per day
	EMPLOYMENT	-12,000 jobs by 2030	-2000 jobs by 2030	+5,500 jobs by 2030	+10,000 jobs by 2030
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