

ASCOT CENTRE DEVELOPMENT BRIEF



Illustrative view of the new village square from the High Street

The Ascot Centre Consortium, consisting of Bloor Homes, Ascot Racecourse, The Crown Estate and Ascot Central Car Parks Ltd, have been working together on a Development Brief for the High Street and surrounding land, as identified within the emerging Borough Local Plan and the Ascot, Sunninghill and Sunningdale Neighbourhood Plan. The Brief covers the High Street itself alongside Car Parks 5, 5a and 6.

Following our consultation in December 2016, work with local representatives and technical input from our team, we have built a vision for the High Street which encapsulates the themes from our engagement. This newsletter aims to summarise these, however you can find a full copy of the draft Development Brief on our website - www.ascotcentreconsultation.co.uk.

This consultation is about letting us know what you think about the Development Brief, what it covers and what you think about the vision it creates for Ascot Centre.

What is a Development Brief?

A Development Brief fills in some of the detail between the Neighbourhood Plan, emerging Borough Local Plan and the requirements of a planning application.

Guidance within the Brief will inform future planning applications ensuring they come forward in a cohesive way, even though they might be submitted separately. The Brief sets the structure for areas such as improvements to the High Street, land use, built form and layout, access, pedestrian and cycle movement, parking and public areas.

Later on, future planning applications will add an additional level of detail, which you will also have a chance to comment on as they emerge.

A rejuvenated High Street

The improvements to the High Street are the most important element of the scheme, bringing forward a better functioning and pleasant High Street, filled with a broad mix of traders.

The High Street will be improved with crossing points / central refuges to make journeys on foot easier and safer. New trees will add greenery to the High Street itself, removing the existing planters in the carriageway and replacing with proposals that are more attractive

On High Street parking will be improved, to allow easier manoeuvring. There will be the same level of on street parking provided as there is now.

Each of the surrounding parcels of land also deliver new additions to the High Street, from new green spaces and a new village square, to a range of new retail, community and restaurant spaces.

Illustrative view from Station Hill roundabout



Illustrative view from the e



Ascot Green West

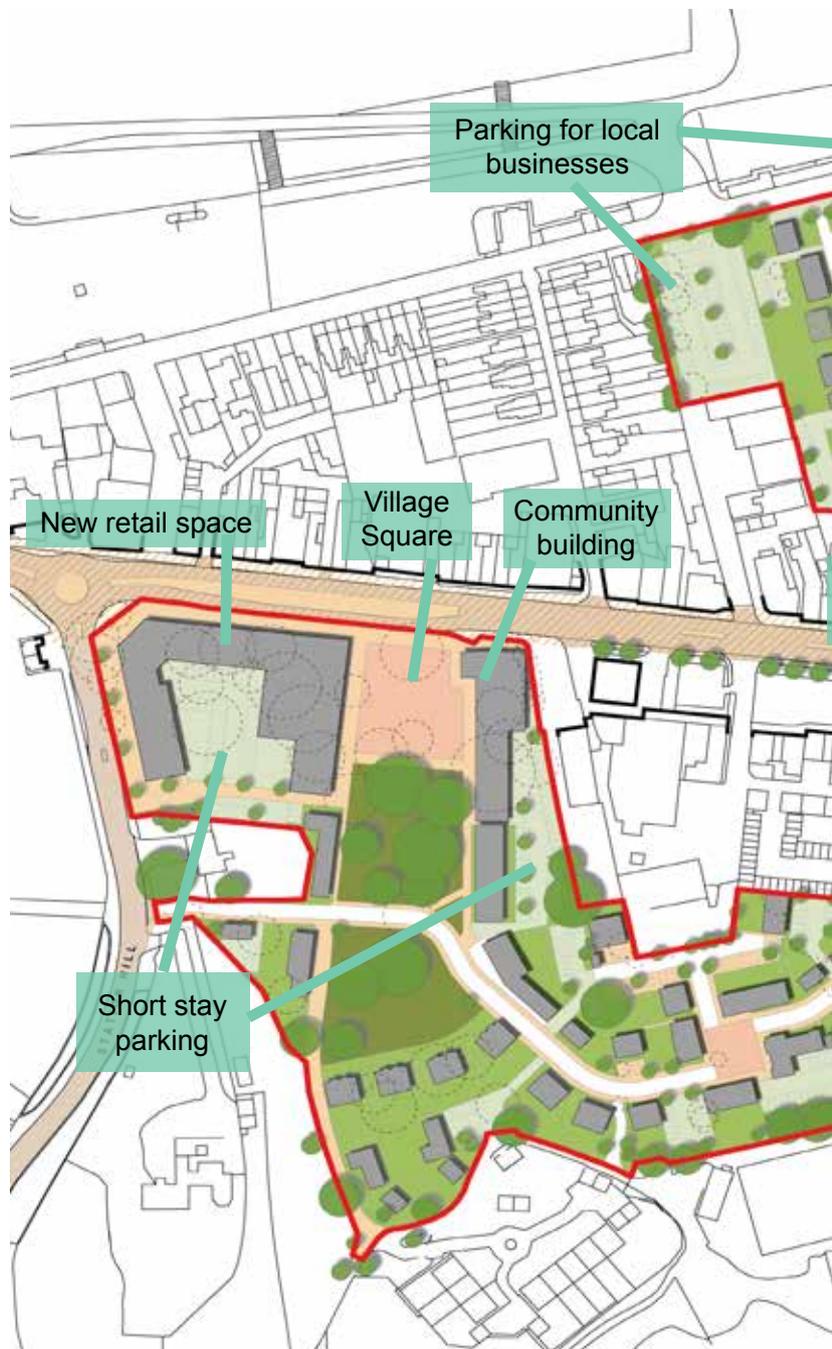
A new village square, community facilities and green space to add to the High Street.

The north western part of Car Park 5 will be transformed. A new building cornering the High Street and Station Hill will provide space for new smaller sized shops and restaurants, with apartments above. The building would be up to four storeys in height and provide retail space which can be divided up.

The new village square will connect directly to the High Street and link the street to the trees and open space to the south. The square would be hard surfaced, with potential for spillout areas for adjacent café / restaurant uses. It could host market stalls and events throughout the year.

The community building is along the eastern edge of the village square. The building could include retail, a flexible function room, café, parish facilities and potentially other uses. The community building would be up to three storeys high and connected to residential apartments on its southern edge.

This, and all land within the development, has the potential to deliver 30% affordable housing, managed by a Housing Association for shared ownership or rent – helping people who grew up locally, stay in the area. This parcel will provide around 99 new homes.



Eastern end of the High Street



Illustrative masterplan

Ascot Village

Land north of the High Street, west of Winkfield Road

Retaining existing trees form an important part of the green and leafy element of the redevelopment of Car Park 6. We have included a new village green on the corner of Winkfield Road and the High Street, creating an important landscaped entrance.

Adjacent to this will be a three storey mixed use building, possibly an 'Artisan Centre' containing additional small retail (around 540m²) and office space (around 900m²). This will be aimed towards small businesses with associated parking. A new nursery will sit alongside.

New housing could take the form of a range of house types, including terraced (reflecting Courseside Road), semi-detached and detached properties as well as apartments set around more formal green spaces. This could provide around 109 new homes.

Education

The RBWM Council has recently reviewed school need in Ascot and has determined that it can cater for local demand through improvements to the existing schools, rather than there being a need to provide a school on-site.

Financial contributions towards mitigating for the impacts on services and facilities such as schools, libraries, sports facilities and healthcare may be requested by RBWM on a pro rata basis and be negotiated as each planning application comes forward.

Ascot Green East

Land south of the High Street, west of St George's Lane

The design of this eastern part of Car Park 5 has been set to respect the existing trees and provides residential properties within open space and landscaping. The area seeks to improve pedestrian links and establish a potential pedestrian and cycle connection through to the Shorts land being released separately to the south.

There is the potential to provide a mix of house types, including apartments and houses set around large informal and public green spaces. This could provide around 92 new homes, including two and three bed houses however a final mix will not be determined until the application stage.

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Parking

The proposals provide new car parking spaces in accordance with RBWM standards to cater for the demand generated from the new retail and office uses. In addition, there will be net increases in the number of long term parking spaces (for traders and those working in the town) and short term parking spaces for visitors to the High Street.

Car parking for the residential development will be provided in accordance with the RBWM standards. Spaces for houses will be on plot or in courtyards, with some visitor parking on street within the development. Parking for apartments will be provided within car parks on site including an underground car park on the land to the south west.

Outside of the masterplan area, the Racecourse is considering formalising areas of Car Park 3 and Car Park 4 to provide additional spaces for the community / rail users. This will progress as a separate initiative and separate application.

Race day parking will also be addressed by the Racecourse. Appraisals undertaken show that visitor parking for race meetings including Royal Ascot can be accommodated on Crown Estate land / car parks within the vicinity of Ascot. A park and ride type facility remote from Ascot may be provided for employees and visitors on these event days.

Next steps

This is just a short summary of the Development Brief. View the Development Brief and supporting documents online at www.ascotcentreconsultation.co.uk and comment online. We would like to hear your thoughts.

You can:

- Complete the comment form attached and send it back to us, freepost.
- View the Development Brief at your local library (details on our website).
- Call 0800 148 8911 with any comments or questions you have.
- You can also attend our drop in day on Tuesday 22 May between 2pm and 8pm at Ascot Racecourse to ask our team any questions you may have.
- We are also organising a panel discussion on Tuesday 29 May, starting at 7pm at the Racecourse. See website for more details.

We look forward to hearing from you.

Highways Improvements

The roundabouts at either end of the High Street would be improved to create better traffic flows, enlarging the roundabout at the eastern end and realigning the roundabout at the western end to create better manoeuvring space.

As part of the planning applications for the site that come forward, Transport Assessment Reports will need to be prepared. These documents present detailed assessments of future traffic generation to identify if wider contributions to the highways network would be required. This will inform the S106 legal agreements which would be prepared to outline the delivery of this.

The individual reports will include forecast traffic levels from all locally committed development (such as Heatherwood Hospital).



Illustrative view along the formal green space in Ascot Village

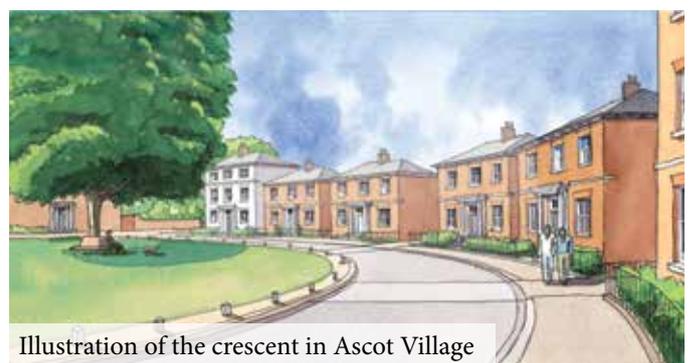


Illustration of the crescent in Ascot Village



Illustrative view along High Street