



ASCOT CENTRE

Development Brief

Consultation Document

May 2018

Turley



fabrik





Illustrative aerial view of Ascot High Street looking west, with the new Village Green in the foreground

The Vision

The rejuvenation of Ascot High Street provides an exciting opportunity to deliver the aspirations of local people, as presented in the work of the Prince's Foundation.

The vision is to enhance the High Street and turn Ascot into a focus for the community with a vibrant daytime and night time economy by providing community facilities, a local village square and green space to the south side of a new two-sided High Street with a range of small retail units suited to independents.

Key to these improvements and the efficient flow of traffic is ensuring that parking is improved, and that the new streets provide safe and accessible pedestrian and cycle routes, particularly east-west routes parallel to the High Street.

To enable this rejuvenation, a high quality development of new homes will be provided, having regard to good local examples of architecture that responds well to the green and leafy character of Ascot.

The above Vision was agreed with local residents; representatives of the Parish Council and Stakeholder Group; The Royal Borough of Windsor and Maidenhead; and the Prince's Foundation, following a series of workshops and meetings.

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Technical Appendices

Bound in a separate document
and available online at www.ascotcentreconsultation.co.uk.

1 Development Brief Technical Appendix.....	
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1.1 Summary

This Development Brief and Masterplan has been prepared on behalf of a developer consortium comprising Ascot Racecourse, Ascot Central Car Parks Limited, Bloor Homes and The Crown Estate. The Brief relates to their land holdings to the north and south of Ascot High Street, and the rejuvenation of the High Street itself

The Brief is centred around Ascot High Street, and its rejuvenation. Ascot Centre has been identified within the Neighbourhood Plan, alongside Ascot Green (south of the High Street) as an area where development can address a number of key matters that currently constrain the High Street from realising its full potential.

The Neighbourhood Plan also includes an aspiration for the development of land to the south of the High Street, which also forms part of the site to which this Brief applies. The green and leafy character; the charm of small independent shops and businesses; the movement of people along the High Street, and close-knit community spirit that arises from having homes within walking distance of these local amenities are characteristics that this Brief seeks to build upon and develop in order that this potential can be fulfilled.

The developers for the Shorts Land will also prepare a Development Brief in accordance with the requirements of the Neighbourhood Plan. Those proposals will also need to demonstrate how they comply with the emerging Local Plan and contribute towards improvements within the High Street.

Ascot is on the international stage as a result of Ascot Racecourse being located at the western end of the

High Street, and visited by circa 600,000 racegoers a year, accounting for 10% of all UK racegoers. The new Ascot Grandstand was opened by Her Majesty the Queen in June 2006, after an 18-month redevelopment. The Racecourse facilities are available for hire throughout the year for a variety of purposes including conferences, banqueting, exhibitions, dinner dances, product launches and weddings. Visitors from around the world descend on Ascot and therefore it is crucial that the High Street's role and function reflects this opportunity to showcase Ascot.

1.2 Introduction

This Site forms part of an area identified for a Development Project within the adopted Ascot Sunninghill and Sunningdale Neighbourhood Plan. The Site also forms part of an allocation HA10 Ascot Centre in the emerging Local Plan prepared by the Royal Borough of Windsor and Maidenhead, for housing development of approximately 300 dwellings. Further detail regarding the proposed quantum of development within the area to which this Brief applies is included in Section 5.

In both instances, the Site is identified as having development potential alongside additional land to the south of the Consortium's land, known as 'the Shorts Land'. This relationship between the allocated sites 'Ascot Village' and 'High Street' with additional land 'Ascot Green' is indicated in Figure 1.1.

A series of technical appendices accompany this Brief and are available on www.ascotcentreconsultation.co.uk.



Figure 1.1: Plan illustrating the extent of the area covered by this Development Brief, inclusive of the area subject to High Street improvements

Formal places for the community to meet and hold events

A new frontage on the south side of the High Street

Remodelling of the High Street itself to create a safe, convenient and attractive shopping environment

Opportunities for landmark buildings, reflecting the cachet and character of Ascot



Figure 1.2: Artist's impression of Ascot Centre in the future



A place for markets and civic activities

New small shops for independent retailers

New cafes, restaurants and other small businesses

Significant uplift in the quality of the public realm in Ascot Centre

Figure 1.3: Artist's impression of the new market square on the High Street

1.3 Purpose of the Development Brief

The preparation of a Development Brief is a requirement of Neighbourhood Plan Policy NP/SS1.

The Development Brief has been prepared through a process of engagement with the Royal Borough of Windsor and Maidenhead (RBWM) within the context of their emerging Local Plan.

The Brief has been prepared through an extensive series of discussions with the local community; the Parish Council; a Stakeholder Group comprising members of these two stakeholder groups, who made a huge contribution in terms of time and commitment; Ward Councillors; and members of the group that had prepared the Neighbourhood Plan. The Prince's Foundation and RBWM officers also attended the Stakeholder Group meetings, and participated in the evolution of the Brief over a 2-year period.

1.4 What the Development Brief aims to do

This Brief provides design guidance to inform the delivery of proposals to rejuvenate Ascot High Street.

THE BRIEF INCLUDES:

1. A Vision Statement;
2. Details of the relationship to the Neighbourhood Plan and the Local Plan;
3. Design Objectives;
4. Indications of the infrastructure;
5. Indicative phasing and delivery; and
6. Design guidelines for future planning applications and an Illustrative Masterplan. The Brief is supported by separate Technical Appendices.



Figure 1.4:

1.5 Summary of the Prince's Foundation Report

The Prince's Foundation was asked by the Neighbourhood Planning Group to facilitate a series of workshops in 2012. The Prince's Foundation produced a Report that summarised the workshops in 2013.

The Prince's Foundation work was carried out without the benefit of detailed technical studies such as tree surveys, traffic counts, underground services surveys and establishing a set of site constraints. Some elements of the Prince's Foundation Report have therefore evolved. The linkages between the findings of the Prince's

Foundation workshops, the Neighbourhood Plan and the Objectives of this Development Brief are explored in Section 2.

It is important early on in this Brief, to be reminded of the key elements of public feedback from the Neighbourhood Planning Launch Event through to the Ascot Centre workshops. This is grouped into four categories below. This served as the basis from which designs, strategies, and plans were developed within the Prince's Foundation Report.

HIGH STREET AND LOCAL ECONOMY

- Ascot High Street should be a focal point for the community
- Small, independent retail and other businesses should be encouraged
- The Green Belt designation has prevented development of the south side of the High Street
- Another side is needed for the High Street to be complete

TRANSPORT AND INFRASTRUCTURE

- Need traffic and infrastructure solutions focused on safety and provide better access
- Parking and loading zones on the High Street need to be sorted out
- Improve bus service and cycle lanes
- Speed limit to make the streets more comfortable
- Better connections between villages, emphasising cycling and bus routes, will bring people to the area
- Would like easier access to the countryside for pedestrians and cyclists

COMMUNITY AMENITIES

- The High Street should provide more facilities for its community
- The community spirit exists but there's no physical hub
- There are other facilities that support an active social life and people would like to have them in the area:
- Community centre, small cinema, art centre, sport clubs
- Would like small park or open green space

HOUSING

- Green, leafy neighbourhoods
- Attractive, mixed housing that locals can afford
- Should preserve the local character
- Concerned about higher density housing

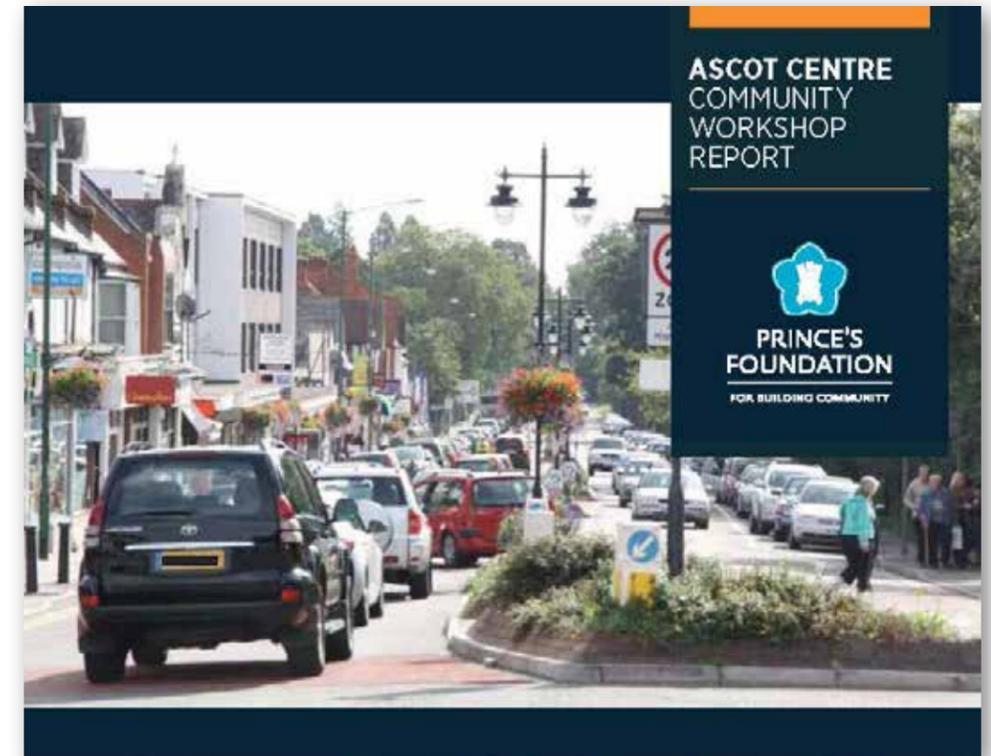


Figure 1.5: Cover of Prince's Foundation Community Workshop Report (2013)

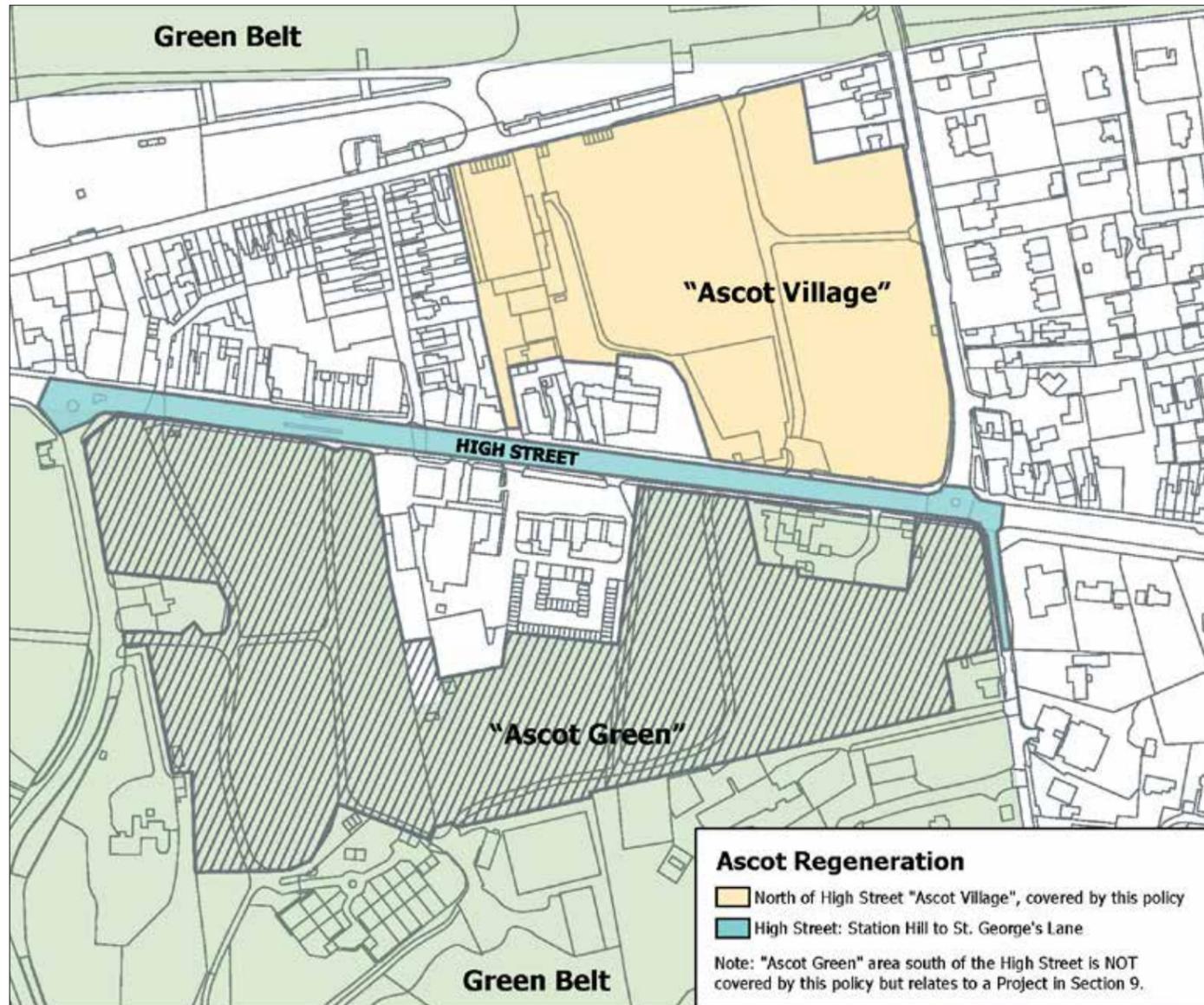


Figure 2.2, above: Extract from the Ascot Sunninghill and Sunningdale Neighbourhood Plan (Map 24), which combines both the allocations from Policy NP/SSI with the aspirations of Neighbourhood Plan Project 9. The Policy text from NP/SSI is included for reference.

Neighbourhood Plan

The Ascot, Sunninghill and Sunningdale Neighbourhood Plan was produced between 2011 and 2014.

The Neighbourhood Plan allocates a Strategic Site within Policy NP/SSI, an extract of which is presented within Figure 2.2. The intent of the Policy as listed within the Neighbourhood Plan is:

‘To create a mixed and sustainable residential and retail centre in the heart of Ascot that reflects the world renowned standing of its Racecourse and delivers a community hub, a vibrant and prosperous daytime and evening economy and a safe, attractive, thriving High Street for residents and visitors.’

The Policy requires a Development Brief to be prepared as set out within Appendix C of the Neighbourhood Plan. The requirements for the Development Brief and how they have been met within this Brief are outlined in Figure 2.3.

NEIGHBOURHOOD PLAN REQUIREMENT (APPENDIX C)	RESPONSE WITHIN THE DEVELOPMENT BRIEF
Site Map showing the site location and context	Section 1.0
Illustrative layout of the proposed development	Section 4.0
Scale, footprint, bulk and height of buildings	Section 6.0
Mix of dwelling types and tenures	Section 6.0
Design style and Guidelines	Section 6.0
Improvements to infrastructure and facilities to be provided	Section 6.0
Access, parking, cycle and pedestrian ways	Section 6.0
Landscaping and publicly accessible open spaces	Section 6.0
The location of trees and any that may be affected by the development	Section 4.0
Indicative timing and phasing of the proposed development	Section 6.0
Community benefits to be provided	Section 5.0
Analysis of how the proposals comply with the whole policy framework including the Neighbourhood Plan	Throughout the Development Brief

Figure 2.3: Neighbourhood Plan Brief Requirements

3.1 Site Context

The site is centred around Ascot High Street, and includes the High Street between Winkfield Road to the east and Station Hill to the west. The Site is adjoined by a mixture of uses, and the development sites are within close proximity of a range of services and facilities.

The development areas comprise 3 Car Parks; Car Park 6 to the north side of the High Street and Car Parks 5 and 5A to the south. Each Car Park is used to varying degrees of frequency throughout the year in association with Ascot Racecourse. The Site and surroundings are described in more details within the accompanying Technical Appendices.



Figure 3.1: Middle of High Street, looking west



Figure 3.2: Middle of High Street, looking west



Figure 3.3: Junction of High Street and Station Hill, looking north



Figure 3.4: Aerial view of High Street © Google Earth

3.2 Movement

The development sites within this Brief benefit from direct access to Ascot High Street.

Ascot High Street is central to the Development Brief area, and is a two-way busy road, carrying some 18,000 vehicles per day. A requirement of the Neighbourhood Plan is to secure the High Street’s rejuvenation. The High Street provides access to the Car Parks (5, 5a and 6), access to businesses, and a number of on-street Car Parking spaces. On race days within the calendar year, the High Street is closed to on-street parking, with parking spaces becoming part of the two lanes-each-way operation that facilitates the Racecourse Car Parking Management Plan (Management Plan) that comes into force on such days, and is amended each year. The plan is a requirement of an extant planning permission operated by the Racecourse. On these days, the public Car Park in Car Park 6 is closed to general public parking and dedicated for Racecourse use. Given these areas are proposed for development (with an element of Car Parking – discussed later in this Brief), the Management Plan for Race Days will be amended again to take account of the Car Parking areas, currently relied upon, no longer being available. Additional parking on Racecourse-owned land will be utilised, along with a new park and ride system (if required) that will operate on race days, to move employees in and out of the area, removing their need to park locally as in previous years. This will be managed independently of the Development Brief process, as it is controlled by planning obligations relating to Ascot Racecourse.

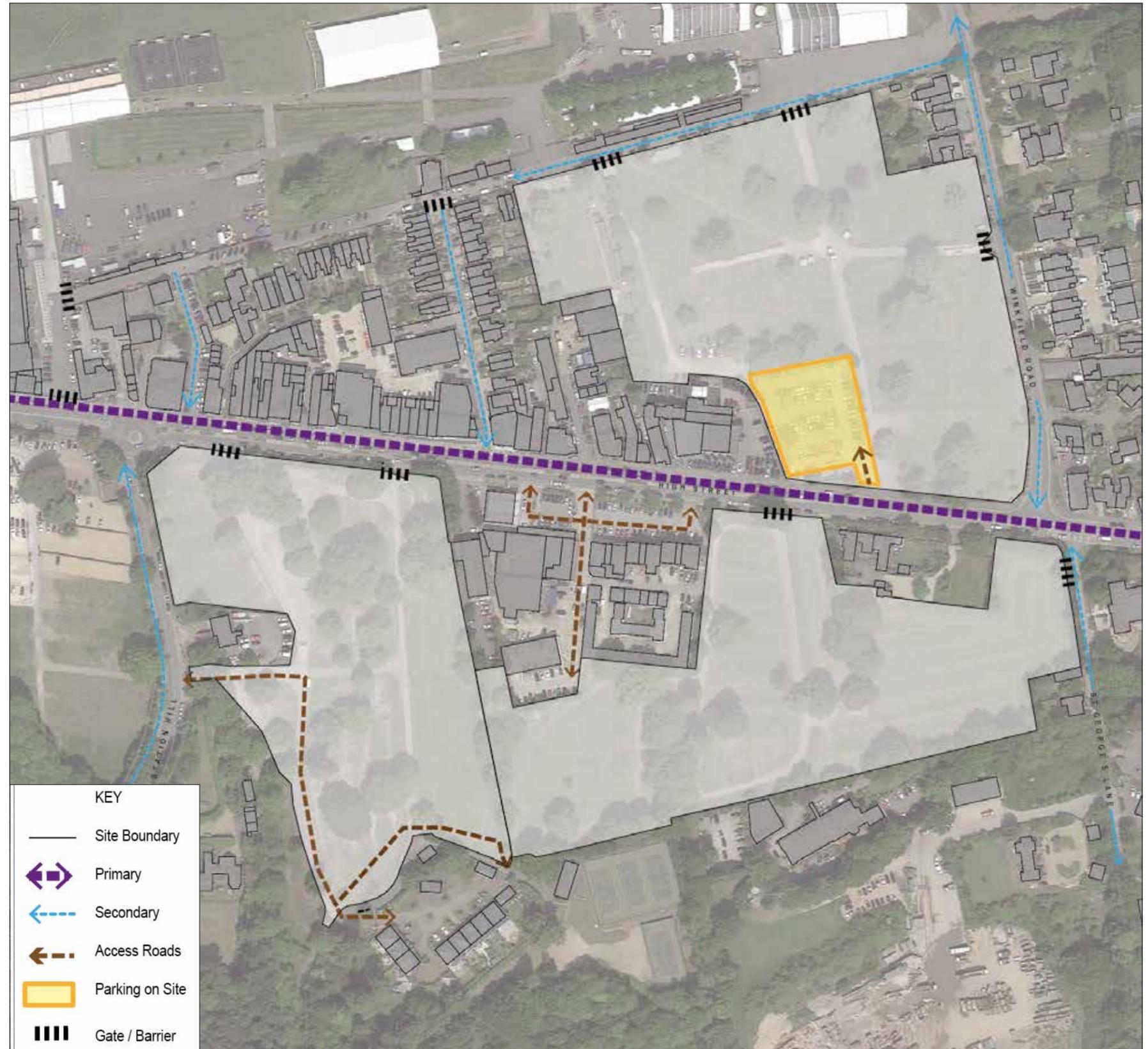


Figure 3.8: Existing Movement Patterns

3.3 Local Context and Facilities

Ascot Centre provides a variety of retail, food/drink and professional services, meeting everyday shopping needs. The facilities plan shown in Figure 3.10 denotes the availability of services and facilities in the wider area, including schools, medical facilities, sports facilities and civic buildings.



KEY	
	THE SITE
	GREEN BELT
	LISTED BUILDINGS
	FLOOD ZONE 3
	FLOOD ZONE 2
	LOCAL WILDLIFE SITES
	SSSI's (favourable condition)
	SSSI's (unfavourable condition)
	LANDMARK BUILDINGS

Figure 3.9: Context map

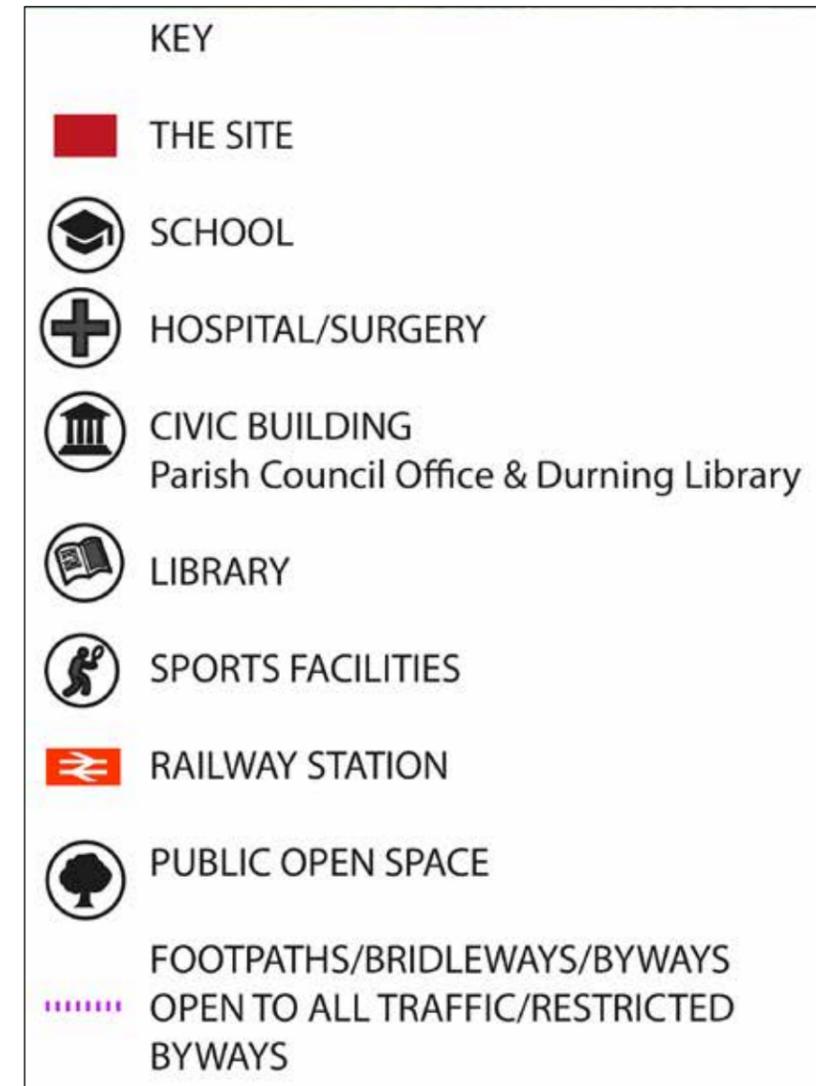
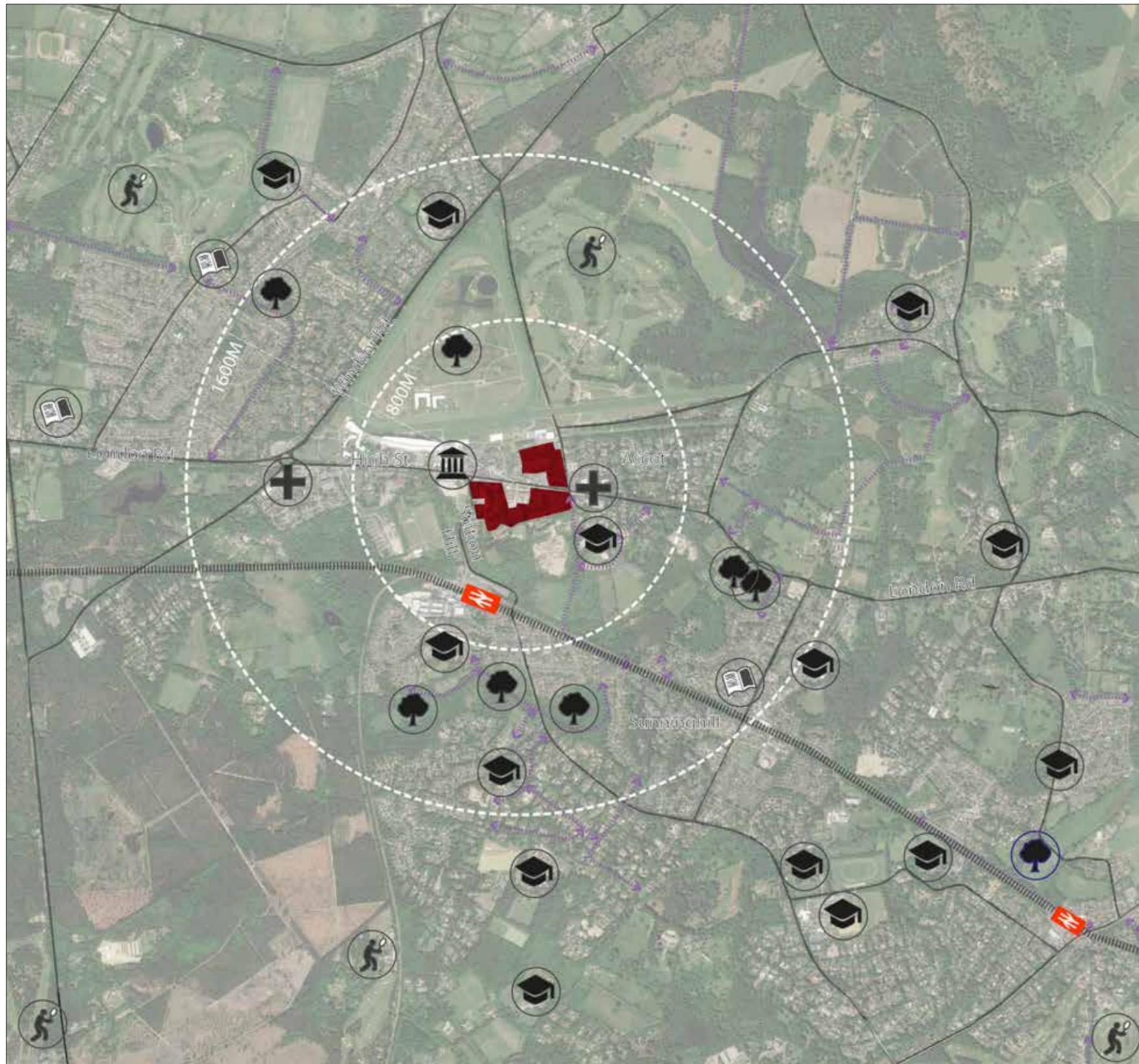


Figure 3.10: Existing facilities near Ascot High Street

3.4 Site Constraints

Technical data has been used to prepare this Constraints Plan. A notable constraint that has influenced the proposals is the presence of mature trees within the site.

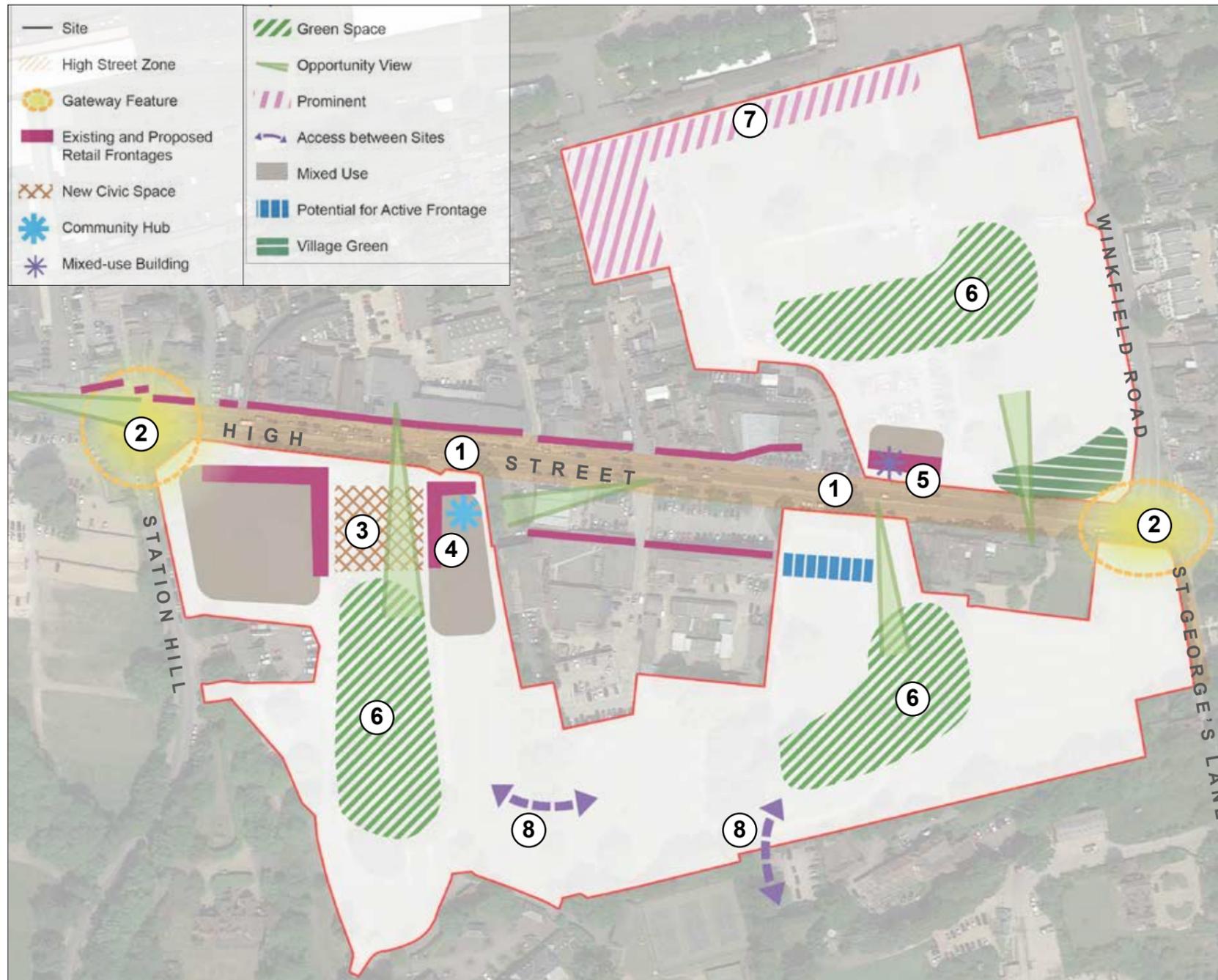


Figure 3.11: Site Constraints

3.5 Site Opportunities

The principal opportunities presented by the development of the sites covered in this Brief and of the High Street itself are shown in Fig. 3.12. Overall the experience for visitors and shoppers within the High Street can be enhanced. Pavements will be less cluttered,

enabling pedestrians to walk more freely along the High Street and to embrace the improved ambience created by the new retail and business uses that will help to support the local economy.



- ① A clearly defined second side to the High Street.
- ② The opportunity to create new gateway features at each end of the High Street with junction improvements and coordinated landmark buildings and landscape design elements.
- ③ The opportunity for a new civic space surrounded by shops and cafes. A comfortable space which can be used for a variety of functions, from markets to community events or simply as an amenity space accessible from the High Street.
- ④ A community hub building designed for flexible uses, with shops and a cafe on the ground floor.
- ⑤ A mixed-use building combining shops, business uses and residential.
- ⑥ Provision of substantial areas of public green space incorporating large existing trees, which would provide a green setting for new housing. These spaces would be visible and accessible from the High Street and together form a green pedestrian- and cycle-friendly loop through the whole area.
- ⑦ Part of the Car Park 6 site could be used to relocate the existing Car Park away from the High Street frontage and the area facing the Racecourse land to the north could be used as additional parking capacity.
- ⑧ The potential to create future connections between adjoining sites in different ownerships, providing an integrated and permeable street network.

Figure 3.12: Site opportunities

3.7 Further Considerations

Access

Vehicle access to all three Car Park development sites is provided currently via the High Street. There are also additional access points off Winkfield Road, Courseside Road and Station Hill. Consideration will be given to the potential for improvements to St George's Lane and will be explored through the planning application process.

Public Transport, Pedestrian and Cycle Access

Bus services do not currently extend along the section of the High Street to the frontages of the three development sites. Ensuring pedestrian connectivity to bus services from the development sites through direct, convenient and safe routes will be important and represents a key opportunity. High Street functions will support the viability of local bus services and the layout considers how these are best accessed.

Existing land uses adjacent to the development sites

Opportunities to integrate the existing uses adjacent to the development areas, such as the retail area on the southern side of the High Street, and the boundary between Car Park 6 and the rear of Course Road and the commercial units adjacent to the Land Rover dealership should be explored.

Flooding and Surface Water Drainage

The entire site is located outside of areas being at

risk from surface water flooding as identified by the Environment Agency.

Ecology

The site is predominantly scrubby areas of grass and hard surfacing, due to the car parking use. Phase 1 Habitat Surveys have been undertaken for all three Car Park areas and confirm that the site does not contain any protected species. An area within Car Park 5 is acknowledged within on line habitat maps as being characteristic of Woodland – which is not supported by the Phase 1 Habitat Assessment that is submitted as a Technical Appendix to this Brief. A separate technical paper also accompanies this Brief and outlines the approach of the proposals in respect of this Priority Habitat and it's development.

Utilities and Services

Existing utilities run along the High Street, providing water, gas, electricity and telecoms that can be connected to each of the development sites. There are also existing underground services within Car Park 5, that will need to be accommodated within development, or diverted if necessary. An existing electricity substation is located within Car Park 5a, and has the potential to be relocated if necessary.

Landscape and Trees

Development proposals need to balance the need to retain as many mature trees as possible, with the need to achieve the optimum layouts in terms of placemaking and public realm.



Figure 3.13: Above: Aerial view of Car Park 5A looking west. Below: Existing car park access into Car Park 6.

4.1 Design Objectives

This Development Brief promotes a series of Design Objectives, that in turn demonstrate the relationship to the Prince's Foundation Report, and it is indicated (Figure 4.1) where the Development Brief Guidance and Illustrative Masterplan respond to these.

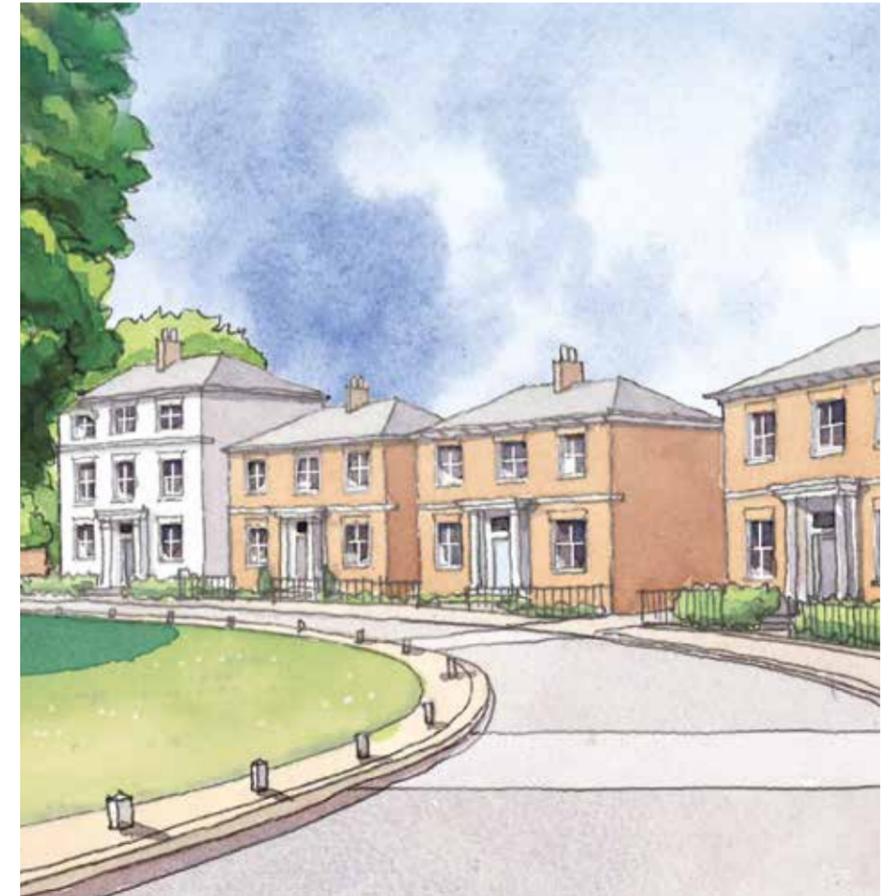
Future planning applications will be required to demonstrate within an accompanying Design and Access Statement, how the proposed development meets these Design Objectives.

The Design Objectives have also taken account of the discussions held within the community workshops held in 2017 and the technical work undertaken on behalf of the landowner's consortium. The design evolution process is summarised within the accompanying Technical Appendices. The four themes arising from the Prince's Foundation Report, as highlighted previously were:

- High Street and Local Economy
- Transport and Infrastructure
- Community Amenities
- Housing

The 2017 workshops were based upon similar themes:

- Open Spaces and facilities (this further developed the Prince's Foundation theme of Community Amenities)
- Reflecting Ascot in new housing proposals (this further developed the Prince's Foundation theme of Housing)
- Highways and rejuvenation of the High Street (this further developed the Prince's Foundation theme of High Street and Local Economy and Transport and Infrastructure).



PRINCES FOUNDATION THEMES AND SUMMARY	DEVELOPMENT BRIEF DESIGN OBJECTIVES	HOW THE BRIEF AND MASTERPLAN RESPONDS
HIGH STREET AND LOCAL ECONOMY		
Ascot High Street should be a focal point for the community	To deliver a two sided High Street that provides new floorspace for small, independent traders and local businesses alongside a Community Hub and Square.	Design Guidance requires the development of a southern side to the High Street
Small, independent retail and other businesses should be encouraged		New floorspace is discussed within the Design Guidance and this will enable new small, independent traders and local businesses to thrive here.
The Green Belt designation has prevented development of the south side of the High Street		A new community square and Community Hub form part of the Design Guidance for Car Park 5.
Another side is needed for the High Street to be complete		
TRANSPORT AND INFRASTRUCTURE		
Need traffic and infrastructure solutions focused on safety and provide better access	The development of Ascot Centre will provide improved and safer access. To improve the functionality of parking and loading zones on the High Street. To improve the opportunities for using buses and cycles. To improve the accessibility to the wider countryside for pedestrians and cyclists To improve traffic flow	The High Street Improvements package includes redesigned car parking spaces within the High Street to assist in safer and more efficient manoeuvres; new pedestrian crossing points; changes to access points on the High Street – e.g. ‘the left in left out’ of Car Park 6.
Parking and loading zones on the High Street need to be sorted out		Redesigned car parking spaces within the High Street and a new loading zone are part of the high Street Improvements.
Improve bus service and cycle lanes		The High Street Improvements include the potential (subject to agreement with others) for relocating a bus stop to Station Hill. New pedestrian and cycle routes within development sites will be provided.
Speed limit to make the streets more comfortable		
Better connections between villages, emphasising cycling and bus routes, will bring people to the area		Where new pedestrian and cycle routes are provided, planning applications are identified as a mechanism for connecting these routes to existing connections in the Ascot area.
Would like easier access to the countryside for pedestrians and cyclists		

Figure 4.1: Relating Design Objectives to the Prince’s Foundation Report

PRINCES FOUNDATION THEMES AND SUMMARY	DEVELOPMENT BRIEF DESIGN OBJECTIVES	HOW THE BRIEF AND MASTERPLAN RESPONDS
COMMUNITY AMENITIES		
The High Street should provide more facilities for its community	To deliver a Community Hub and Square To deliver a network of green open spaces that can be accessible for the whole community	Design Guidance requires the delivery of a Community Hub to serve the needs of the wider community and a detailed design Brief will be prepared with the Parish Council and community, outside of this Development Brief. Guidance is given in terms of the scale, location, and uses that such a Hub should support.
The community spirit exists but there's no physical hub		A Community Square is to be delivered as part of the development of Car Park 5. The square will be a focal point for the community – a meeting place, a place for the new cafes and restaurants to spill out onto, and for the community to host events such as markets.
There are other facilities that support an active social life and people would like to have them in the area: community centre, small cinema, art centre, sport clubs		The provision of a network of new open spaces, some formal in structure, others more natural and framed with existing mature trees, provide green space and subject to detailed design, potential areas for children's play.
Would like small park or open green space		
HOUSING		
Green, leafy neighbourhoods	To deliver green and leafy neighbourhoods through the detailed design of open spaces and landscaping within development sites.	Design Guidance requires public open spaces and landscaping within development sites to be in keeping with the local landscape and townscape character, taking into consideration the Townscape Assessment and Woodland Strategy, promoting a green and leafy setting to the development
Attractive, mixed housing that locals can afford	To deliver a mix of new residential development across sizes, types and tenures.	The Development Brief does not prescribe the mix of new residential development, because it directs planning applications to consider the Strategic Housing Market Assessment that is prevalent at that time. The Design Guidance does require planning applications to provide for a mix of residential types and tenures. Through the Design Guidance, there are opportunities to provide for residences on upper floors, as suggested within the Prince's Foundation Report, and there are opportunities for new homes and neighbourhoods where dwellings of varying size and tenure will be delivered.
Should preserve the local character	To ensure new residential development is reflective of the local character of Ascot through style and appearance.	The Guidance lists 9 separate planning application requirements that relate to the appearance of the proposals, and this will ensure that the local character of Ascot will be carried through and reflected in the detailed design of new homes.
Concerned about higher density housing	To ensure that the density of development strikes an appropriate balance between the location of the development sites to the High Street, whilst acknowledging site surroundings, appearance and character, to deliver development of the highest design quality.	Design Guidance requires planning applications to deliver development across a range of 2, 2 ½, 3 and in some cases 4 storey development. The majority of development is within 2 to 2 ½ storeys, with 3 storey development used to accentuate landmarks and corner rises within streets that make up new neighbourhoods, and also here development relates to the High Street. Four storey development is also appropriate on the corner of the High Street with Station Hill –to denote the sense of arrival from the west, and also within Car Park 6 where four storey development provides an opportunity at the northern edge of the site to not dominate the surroundings, but afford views over the Racecourse.

4.2 Consultation Summary

The Ascot Centre Consortium team has worked hard to carry on the original consultation and engagement which underpinned the work undertaken by the Prince's Foundation in 2012/2013. This has taken shape following an initial public exhibition in December 2016 and subsequent work with community representatives.

Further consultation will then take place on the Draft Development Brief itself and will be summarised in a separate Statement of Community Engagement.

Stakeholder Group Meetings

A Stakeholder Group was formed with representatives from the Borough Council, Parish Council, Society for the Protection of Ascot and its Environment, local businesses and the landowners with their technical team.

The team has held a series of meetings over the course of the year as the plans were refined.

These meetings offered an opportunity to shape the plans as well as provide important local feedback.

Consultation Launch

Following initial discussions with our Stakeholder Group, an event was held on 1st December 2016 to set out our progress to date in defining a Development Brief and the steps taking the information from the Neighbourhood Plan, emerging Local Plan and Prince's Foundation report into the Development Brief required by the Neighbourhood Plan.

Feedback from this event led to further reviews of key areas of interest / concern for residents which needed to be explored in greater detail through work with the community.

Community Workshops

We invited the members of the Stakeholder Group, neighbouring residents, interest groups, local businesses and members of the public who had expressed an interest to attend three themed workshops. The structure of the events allowed attendees to discuss three key topics over the course of the evening in small discussion groups.

The three workshops were:

- Open spaces and facilities (15th March 2017)
- Reflecting Ascot in new housing proposals (21st March 2017)
- Highways and rejuvenation of the High Street (28th March 2017)

A full summary of the findings has been produced and is available separately.

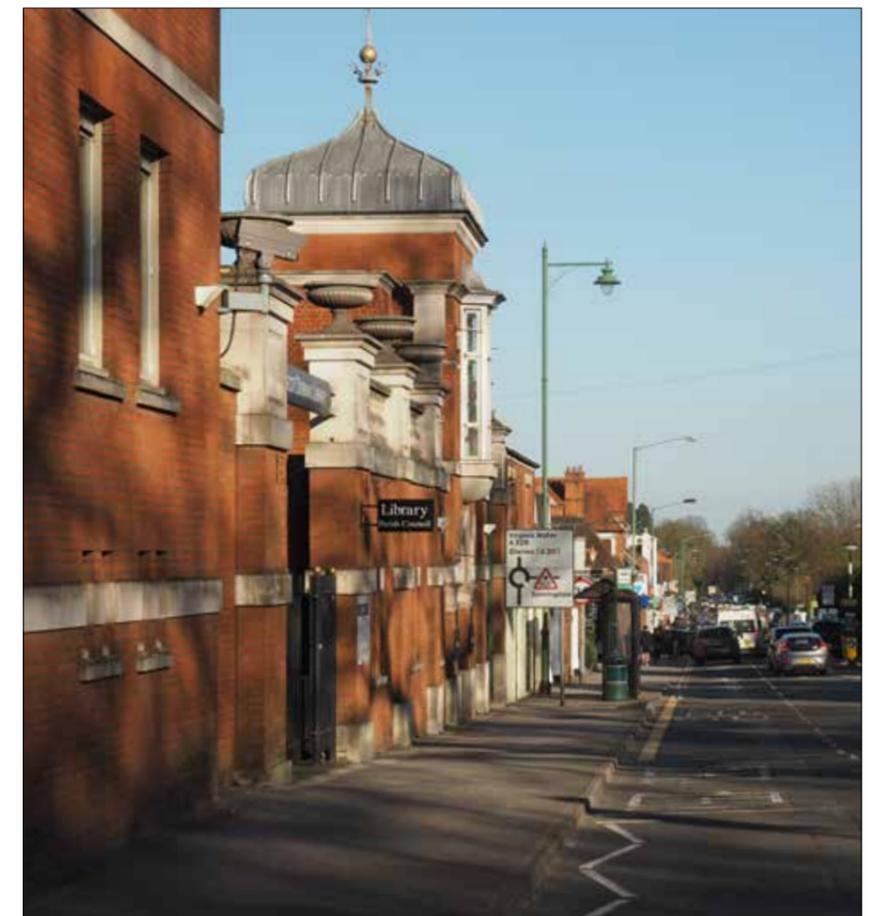


Figure 4.2: Above: Stakeholder Workshop, March 2017. Below: View eastwards from Ascot Racecourse entrance.

5.1 Illustrative Masterplan

The Illustrative Masterplan shown in Figure 5.1 represents one possible way in which the Design Guidance contained in this Development Brief could be implemented. In this Illustrative Masterplan, certain key principles are established, such as access points, connections to adjacent sites, disposition of principal open spaces and car parking areas, and the disposition of key land uses. It frames the High Street as a centrepiece, supported by public realm improvements and a square.

Running through the centre of the scheme is the High Street itself, and proposed improvements to it have been designed in conjunction with the development of the Illustrative Masterplan. These are described in Section 6.2.

The next chapter will describe in more detail the design principles underlying the Illustrative Masterplan, translated into Design Guidance, broken down into areas. The Illustrative Masterplan incorporates the following quantum of development.

Housing: - 300 units	26,033 square metres total floor area (GIA)
Office:	878 square metres total floor area (GIA)
Community Facility:	1,157 square metres total floor area (GIA)
Public Open Space:	2.09 hectares (22.5%)
Retail	2440 m ²
A2 Uses	355 m ²
Nursery	325 m ²

The buildings shown on the Illustrative Masterplan are not representative of individual houses or shops, or other floorspace, but indicative of built form. An illustrative housing mix plan that provides further detail regarding the potential types and size of accommodation is included at Figure 6.5.



Figure 5.1: Illustrative Masterplan

5.2 Tree Strategy

Trees within the site are an important asset with many contributing to the appearance of the area, through their visual amenity and forming skyline features to the High Street. Development will inevitably result in tree loss, including trees of moderate and high quality and value, to achieve the aspirations of the project. As a result detailed tree surveys have been carried out in accordance with British Standards 5837 (2012) Trees, in relation to design, demolition and construction, to identify potential conflicts and enable balanced judgements to be made. The tree survey findings are depicted on Figure X.x.

Careful consideration has therefore been given to potential loss of each tree and a strategic approach adopted within the Illustrative Masterplan to retain mature trees as focal points within the High Street, and introduce views and linkages to trees beyond within open green spaces to maintain the appearance of the local landscape, and provide a quality landscape environment.

KEY

Tree Location and Identification

- 1 Tree No.
- Ash Common name

Tree Removal & Retention

- Tree to be removed
- Tree to be retained

Quality & value of existing tree stock

The quality and value of each tree or group of trees assessed has been categorised in accordance with British Standards 5837 (2012) 'Trees in relation to design, demolition and construction'. The purpose of the tree categorization method is to allow informed decisions to be made concerning which trees should be removed or retained should development occur.

- U Category tree
Trees in such a condition that they cannot realistically be retained as living trees in the context of the current land use for longer than 10 years
- A Category tree
Trees of high quality and value
- B Category tree
Trees of moderate quality and value
- C Category tree
Trees of low quality and value

Above and Below Ground Constraints

In addition to the tree's quality and condition, consideration needs to be given to the above ground constraints (crown spread) and the below ground constraints (root protection area) the trees pose by virtue of their size and position.

- Crown spread
- Preliminary root protection area
Illustrated as an area equivalent to a circle.

The root protection area (RPA) is a design tool indicating the area surrounding a tree that contains sufficient roots and rooting volume to maintain the trees viability, and where the protection of the tree roots and soil structure is treated as a priority.



Figure 5.2: Tree Plan showing retention and loss of existing trees, based on the Illustrative Masterplan. NB this plan does not indicate the potential for new tree planting.

5.3 Sustainability

The requirements to deliver a sustainable development have been incorporated throughout the proposals within this Development Brief. This section focuses on elements which future planning applications should consider where possible.

The emerging Borough Local Plan includes a Spatial Vision. Part of that Vision refers to:

“Development will be expected to promote sustainability and add to the special qualities of the Borough through high quality design, effective and efficient use of land and protection for those valued heritage, natural and other assets.”

Emerging Local Plan Policy SP2 Sustainability and place making is relevant to this Brief.

The policy requires development to:

a. Provide a harmonious, integrated mix of uses, where appropriate, that foster a sense of community, vibrancy and activity.

The Proposals respond to this through the mix of uses, focusing development around a central High Street, and including areas for mixed uses to be delivered within the same building footprint. The provision of a Community Square and building with active frontages at ground floor will seek to create vibrancy.

b. Contribute to the provision of social, natural, transport and utility infrastructure to support communities.

The provision of community space and new areas of open space will support existing and new communities within Ascot.

c. Be designed to facilitate and promote community interaction through the provision of:

i. Walkable neighbourhoods and

ii. Attractive public spaces and facilities and routes which encourage walking and cycling

The three development sites are all centred around the high Street to create walkable neighbourhoods. The design of public open space and routes to and through those open spaces will encourage walking and cycling for local journeys, reducing the need for vehicular travel.

d. Create places that foster active healthy lifestyles

The delivery of 300 new homes with access to open spaces, community space and with retails that meets every day needs within walking distance, has the potential to foster active healthy lifestyles.

e. Be of high quality design that fosters a sense of place and contributes to a positive place identity

The design principles within this Brief seek to foster a high quality design and require planning applications to deliver against them. The quality of public realm within each development area will be critical to its success.



6.1 Design Guidance

This section focuses on providing guidance for planning applications and the delivery of development within the Site. The guidance lists details of the requirements for proposed development, and also provides commentary where at this stage, guidance cannot be specific. Where this is the case, the necessary detail will be forthcoming as part of the planning application. The guidance however is intended to reduce the areas of uncertainty in respect of the proposed development where possible.

The guidance has been divided into the following key areas:

- High Street & Public Realm Improvements
- Land Use and Amount
- Layout
- Appearance
- Access and Movement
- Landscaping and Open Space



Figure 6.0: Various illustrative artist's impressions of different parts of the site

6.2 High Street and Public Realm Improvements

The delivery of an improved High Street, with a new southern side to strengthen its attractiveness for shoppers and visitors, is a fundamental element of this Brief. The High Street improvements will need to address a number of matters:

- Facilitating the movement of traffic, including when the High Street is operational for Race Days
- Improving the Car Parking arrangement to make spaces easier to use and more effective
- Wider pavements, a green and leafy High Street, areas for people to meet and relax
- Two sided High Street that can be used for small independent shops, small businesses, cafes and restaurants
- The delivery of a new Community Hub – a purpose built space that can serve the community in a variety of ways – from a Parish Council office through to a space that can be hired for parties, clubs and activities
- New community square outdoor events and markets.
- A new village green.



Figure 6.1: Illustrative aerial view looking west, with the new Village Green in the foreground

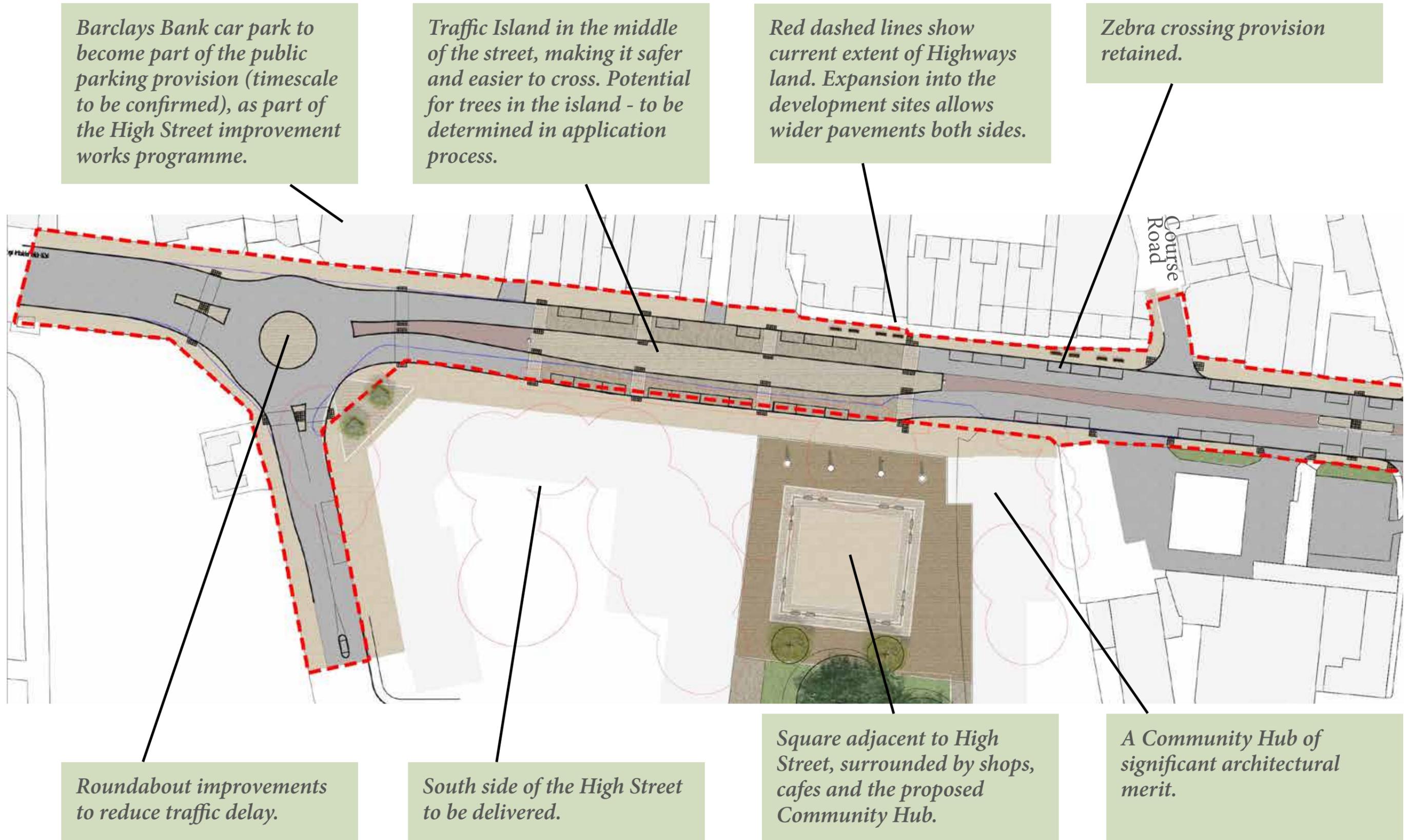


Figure 6.2: Proposed High Street Design

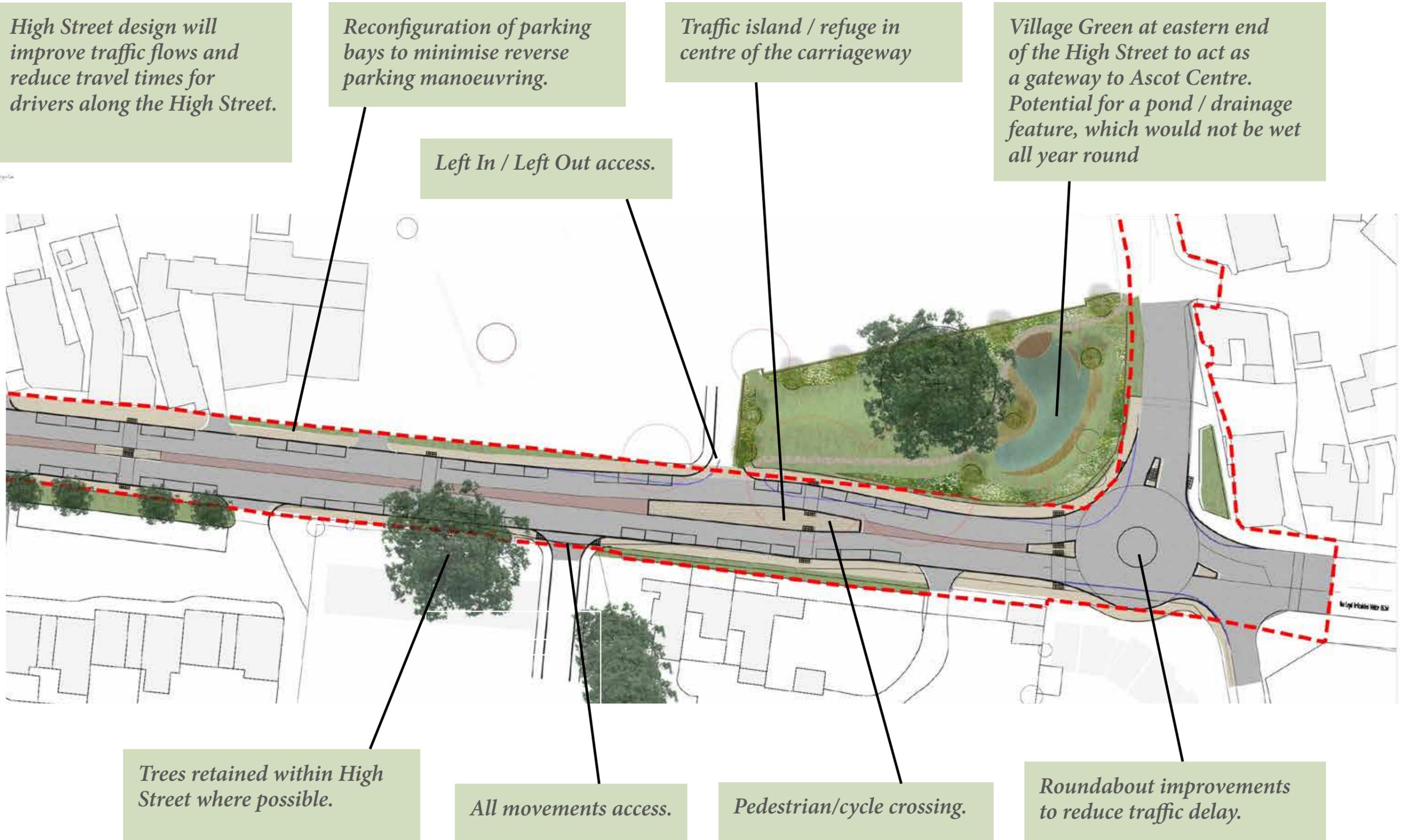
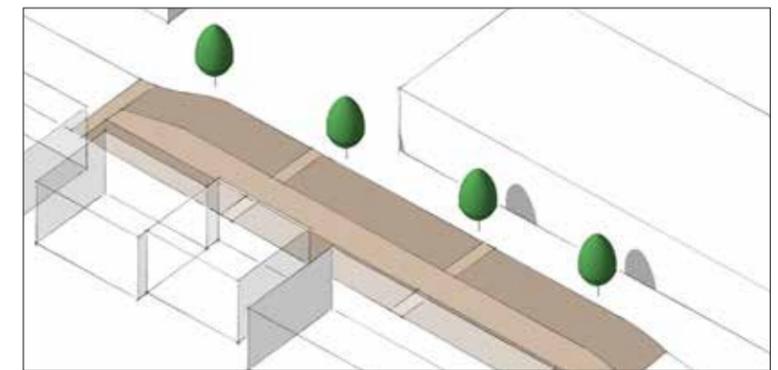
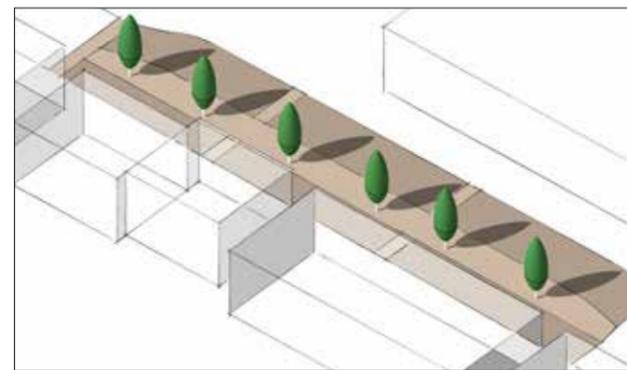
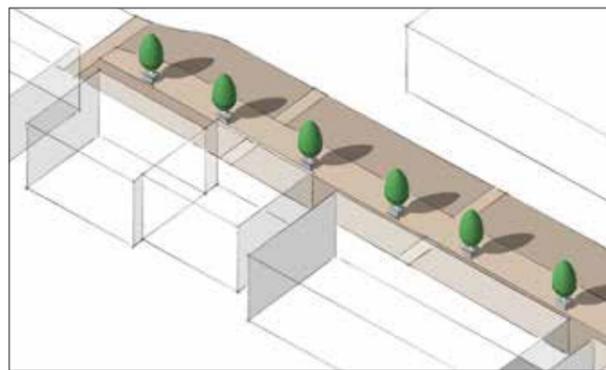
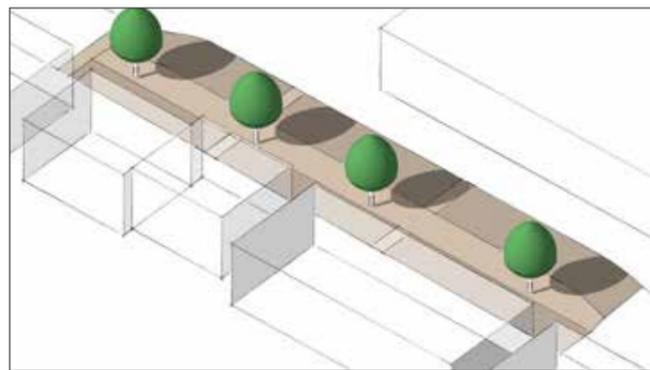
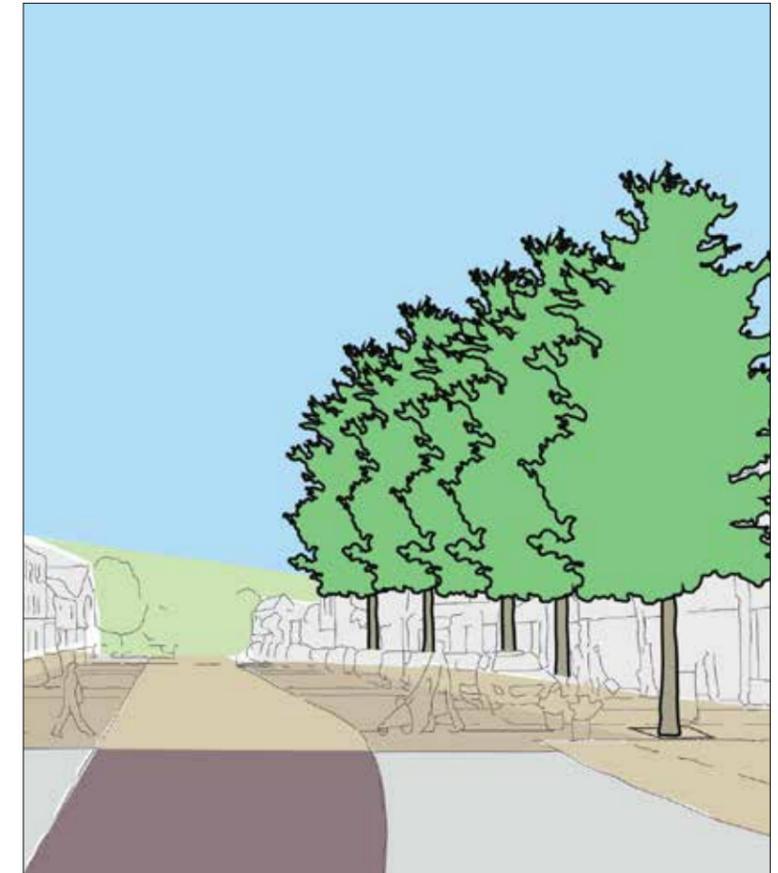
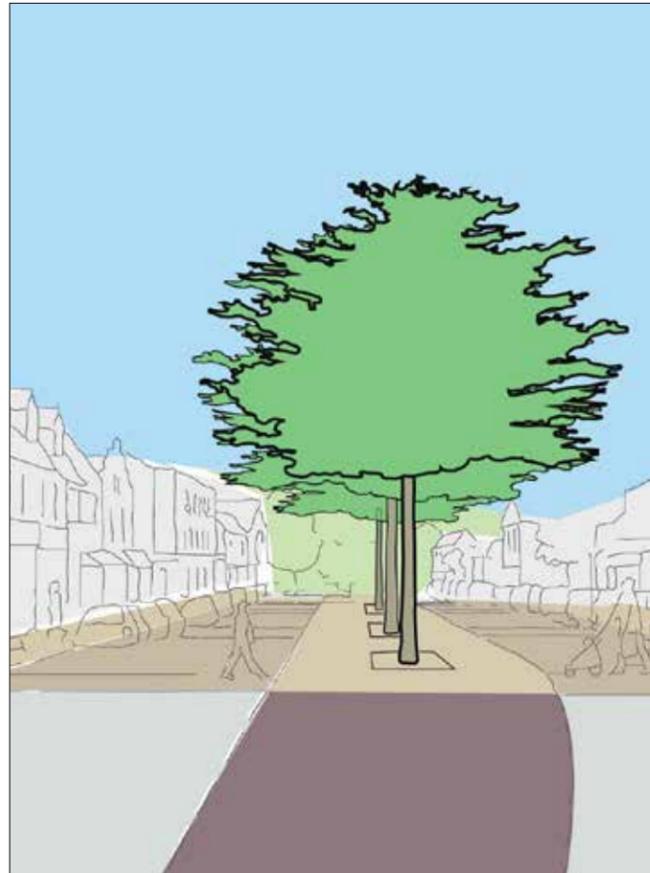


Figure 6.2: Proposed High Street Design



Option 1: Large trees (60-70cm girth, 7-10m high, 5m clear stem) within the central island

Option 2: Containerised specimen trees within the central island

Option 3: Small trees (35-40cm girth, 6-7m high, 3m clear stem) within the central island

Option 4: Large trees within pavement, outside of carriageway

Figure 6.3: Options Considered for Tree Planting within the High Street

Planning Application Requirements - where development relates to the High Street

The Consortium members' preferred mechanism for the delivery of the High Street improvements that sit within the adopted highway is via a planning application. Improvements shall be undertaken in accordance with a programme of works, secured by a planning condition. Improvements shall be undertaken in accordance with a programme of works secured by a planning condition. A section on Delivery is included later within this Brief. As a package of improvements, the proposals are illustrated on Figure 6.2 and within the accompanying images that depict views along sections of the High Street.

The extent of the application boundary for such a proposal would need to be defined.

Requirement 1: The preferred option to deliver the improvements to the High Street as shown on Figure 6.2, and in so far as they are located within the adopted highway, is via a single planning application as outlined in the above text.

Requirement 2: The eastern and western ends of the High Street provide the opportunity for gateway features – through the use of buildings and public realm treatments, that can frame the High Street and 'announce' the arrival to shoppers, visitors and commuters.

Requirement 3: The arrangement of car parking within the High Street will be consistent with the design outlined on Figure 6.2 and include provision for a single loading zone.

Requirement 4: Proposals for the public realm within the High Street will provide wider pavements, and be less cluttered with street furniture, to assist in the movement of pedestrians along the Street.

Requirement 5: New planting will be provided within the High Street to enhance the green and leafy character of Ascot and within areas of public realm. Where possible, existing mature trees will be retained.

Requirement 6: Where new development fronts the High Street or Community Square, it is important that a strong active frontage is created where this is achievable.

Requirement 7: The community square will be formed of hard surfacing, and be designed to include areas for seating, planting - as appropriate, and with trees retained where possible. A tree retention plan is provided at Figure 5.2.

Requirement 8: The Community Hub will have at least two active frontages – one with the High Street and one onto the square.

Requirement 9: The southern side of the square should not be enclosed by built form on its immediate edge. This is to ensure that the square can form a transition from hard surfaced areas towards an area of existing mature trees, in a large open space surrounded by house frontages.

Requirement 10: The planning application for Car Park 6 will include the provision of a village green, on the corner of Winkfield Road/High Street. The village green shall be grassed, retain the existing Sweet Chestnut tree and provide for surface water attenuation that forms part of the drainage scheme for development within Car Park 6. Built form shall overlook the green, offering natural surveillance.

Further areas for planning applications to develop

The above planning application requirements give certainty where it has been possible, to the nature of the public realm that this Brief aims to deliver. Some areas of what the High Street and public realm may look like are not yet known and therefore will be evolved through the planning application process as each site comes forward for development. These areas are:

1. The type and colour of materials for the High Street improvements, including street furniture, signage, lighting etc.
2. The size, nature, location and type (species) of new planting within and adjacent to the High Street will be determined through the planning application process. Proposals however, demonstrate that a green and leafy character is being provided within the High Street to which the planning application relates.
3. The ongoing management of the public realm
4. Points for improved pedestrian and cycle connections with the High Street from the frontages of the development sites.
5. Locations for crossing points within the High Street.
6. The number of individual frontages to the community square will be prepared as part of a planning application. Entrances to shops and businesses fronting the square, including the Community Hub, will be accessible to all, and form part of shop fronts where a frontage allows for this e.g. a cafe, a hairdressers, or florist.



Design Guidance

This section focuses on providing guidance for planning applications and the delivery of development of sites north and south of the High Street. The guidance lists details of the requirements for proposed development, and also provides commentary where at this stage, guidance cannot be specific. Where this is the case, the necessary detail will be forthcoming as part of the planning application. The guidance however is intended to reduce the areas of uncertainty in respect of the proposed development where possible.

The guidance has been divided into the following key areas:

- Land Use and Amount
- Layout
- Appearance
- Access and Movement
- Landscaping and Open Space

HOUSING STATISTICS	
Dwellings	300
Scale	1-3 storeys and up to 4 storeys when located above a Ground Floor Use
Parking Provision	On plot / courts / undercroft
RETAIL & OFFICE STATISTICS	
Retail Floorspace	2440 m ²
Retail Scale	1 storey
Office Floorspace	c.900 m ²
Office Scale	1-2 storeys
Parking Provision	Undercroft / Parking court



Figure 6.4: Illustrative Masterplan



Figure 6.5: Mix of uses and residential types in Illustrative Masterplan

6.3 Land Use and Amount

The Illustrative Masterplan (Figure 6.4) shows how the development sites around the High Street could be developed.

The masterplan is illustrative because at this stage, no detailed planning applications have been drawn up. There may be elements of the masterplan that might change – for example, the masterplan shows buildings as grey squares and rectangles – these may be arranged differently in a future planning application – and therefore it is important that these guidelines are flexible enough to enable this to happen, but are robust enough to ensure that the intent of what is shown in the masterplan remains intact.

The Illustrative Masterplan is accompanied by an Illustrative Housing Mix Plan (Figure 6.5) that shows how a mix of new homes could be delivered according to the principles of the Masterplan set out in this document.

Building Heights

Storey heights are important because they help contribute to the character of an area, and through discussions in community workshops held in 2017, the overall height of the proposed development was a concern.

There will be opportunities within the development site to create variation in building height (subject to the Building Heights Plan – Figure 6.6) to assist in creating a more organic feel to the development, locating taller buildings in key locations to either frame an open space or denote the significance of a location or the end of a street. Development that does not create a sense of arrival, or presence, and allows the High Street to taper away, will miss the opportunity to fulfil the High Street's potential. How the heights of buildings within the development sites, as they move away from the High Street respond to that, is also an important factor, and is featured within the Requirements below.



Figure 6.6: Illustrative Building Heights Plan

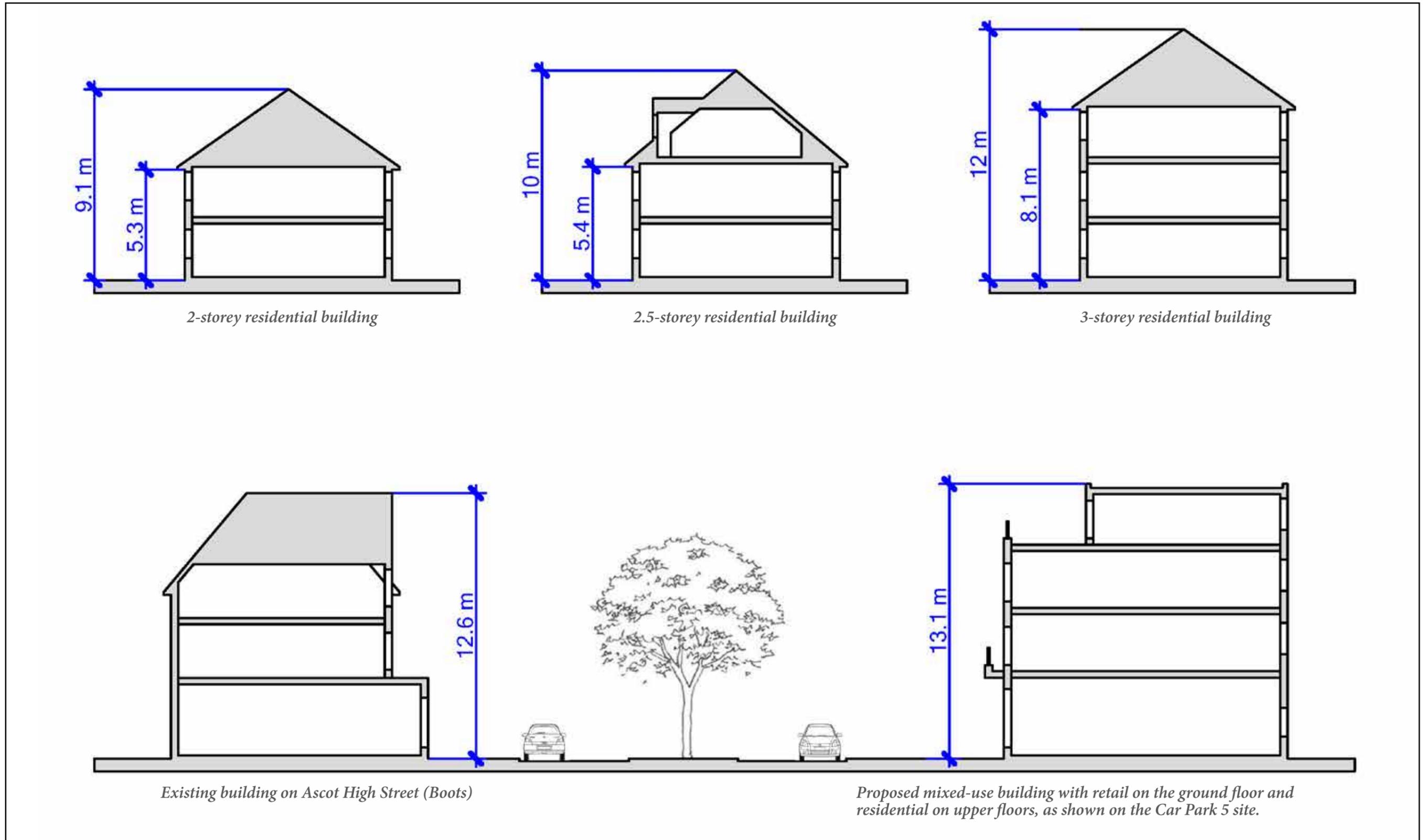


Figure 6.7: Typical heights for different kinds of buildings in the Illustrative Masterplan

Land use North side of the High Street

The land use to the north of the High Street will predominantly be Residential (Use Class C3), with public open space and a village green to serve those residences. There will also be an area of car parking for business users (employees who work on the High Street and immediate surroundings), that will be offered in lieu of the current arrangement at Car Park 6. A new daycare nursery will provide for local business expansion. Where there is a development plot facing the High Street, there is an opportunity to create additional floorspace within a mixed use building that could form an enterprise hub. The ground floor can demarcate the start of the High Street for those travelling from the east, and would be suitable for small independent shops businesses. Use Classes across the spectrum of A1 through to A5, and D1 to D2 would be acceptable, given the High Street location of this particular plot.

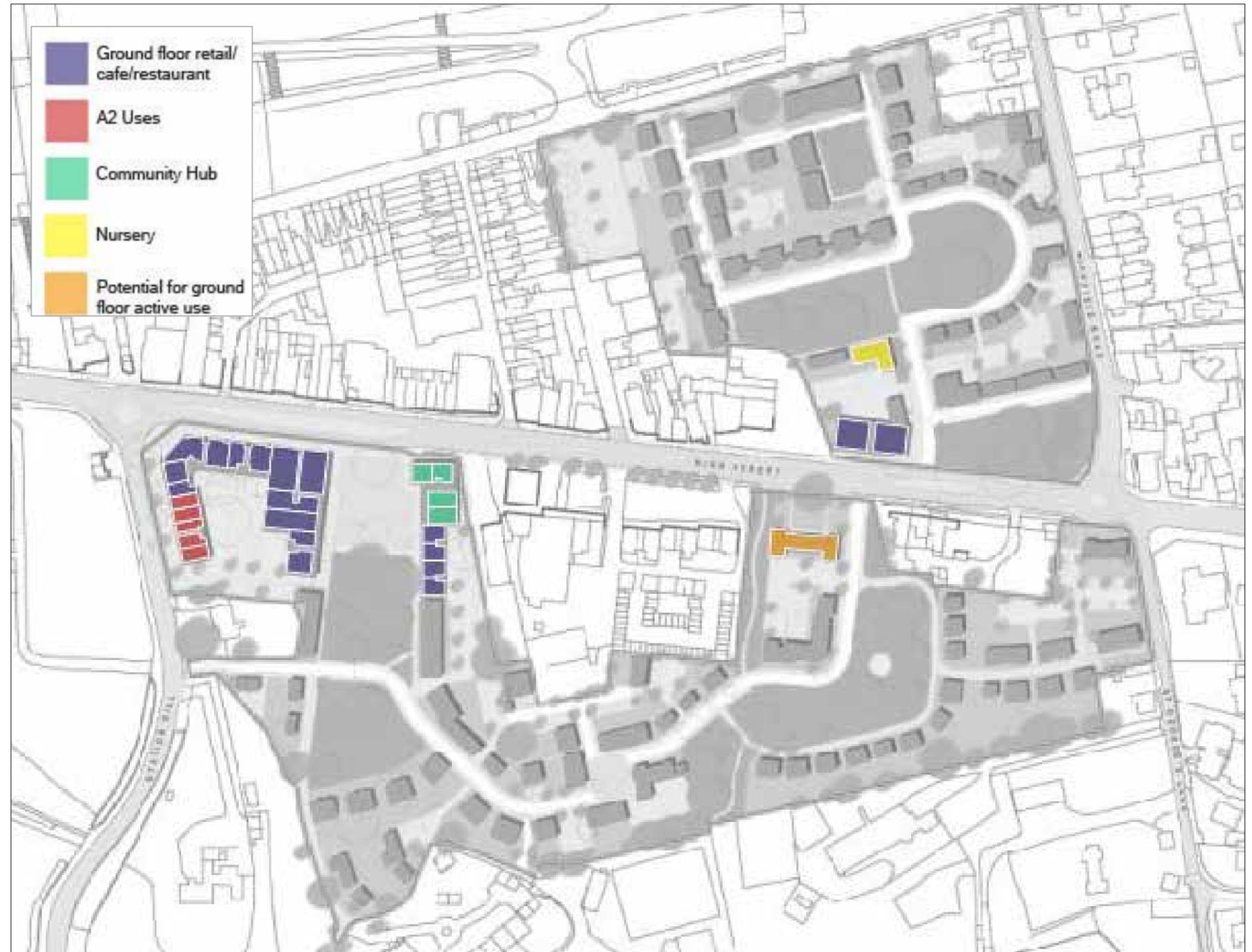


Figure 6.8: Location of non-residential uses

South side of the High Street

Moving to the southern side of the High Street, and Ascot East (Car Park 5a), this development area is proposed to be for residential (Use Class C3) and public open space, however an active ground floor use should face the High Street, where possible, and should be explored via the planning application process.

The development site to the south of the High Street at its western end, (Car Park 5) will include the wide variety of land uses to comprise Use Class A1 through to A5; C3; D1 and D2.

The variety of land uses within Car Park 5 is a result of the sites relationship to the High Street, and to Car Park 5a. The site links to the proposed residential development of Car Park 5a; and it also has an opportunity to create accessible open space around existing mature trees and connect this to a more formalised hard surfaced, community square that opens onto the High Street. The development site must 'work hard' and respond to a number of frontages, including the High Street – creating a two sided High Street as per the aspirations arising from the Prince's Foundation Report, that sought to deliver shops, cafes, restaurants and residencies above on upper floors. The site must also deliver a Community Hub – a place for the community to meet, space for the Parish Council offices, areas for private hire and thus facilitating local clubs and activities to flourish.

It is unlikely that an active retail frontage could be supported on the Station Hill elevation, much before it turns the corner onto the High Street. However entrances to professional services, or residences may be an opportunity here.

Both north and south sides of the High Street currently provide for car parking. Requirements relating to the retention and/or replacement of this land use in principles are within Section 6.6.

The potential for an active frontage to be achieved within car park 5a, where it relates to the High Street should be explored where possible functionally within the building design and where demand exists for non residential uses.

Planning Application Requirements: Land Use and Amount

Requirement 1: The proposed storey heights of buildings within a planning application should reflect those shown illustratively within Figure 6.5 (Building Heights Plan).

Requirement 3: Active frontages relating to the use of the building are strongly encouraged throughout the development. The elevation facing Station Hill will not be suitable for an active retail frontage. The use of windows and doors serving non-A1 uses will ensure that Station Hill benefits from natural surveillance.

Requirement 4: The scale of public open spaces should reflect the role and function of the spaces. Further details relating to the layout, appearance and landscaping of open spaces are within the relevant sections of Design Guidance.

Requirement 5: The residential land use will comprise a mix of dwellings types and sizes. Planning applications should have regard to the latest RBWM Strategic Housing Market Assessment at the time of a planning application for a site being prepared.

Requirement 6: The Community Hub will be delivered as part of a planning application for the redevelopment of Car Park 5. The use of the Community Hub shall be within Use Class D1/D2, and located within a larger building footprint that can deliver a wider range of uses across the A1-A5 and C3 spectrum. Delivering this use within a larger footprint will provide certainty as to the deliverability of the Community Hub and can also act to ensure it is delivered early within the project, because this building footprint forms one of the two elevations to the community square and is therefore essential in framing this public space.

Requirement 7: Floorspace within non-residential use will

be required to deliver units that are suitable for small, independent traders and businesses. To ensure that the High Street remains an attractive proposition and offers flexible space for small businesses to grow, the following floorspaces are proposed:

- i. Overall, up to 3,120 square metres of floorspace (Gross Internal Area) within the Use Classes of A1 through to A5, D1 and D2 (this floorspace excludes the Community Hub)
- ii. individual units shall not exceed the following:
 - majority of units to be between 50m² and 200m²
 - one unit within the proposed development shall be up to 800 sqm (of which 500m² can be A1 active retail floorspace)
 - one unit within the proposed development shall be up to 500m²

Requirement 8: Parking for residential, retail, office, nursery and commercial development will be explicitly provided in accordance with prevailing RBWM development parking standards. In addition, the proposals shall include additional short stay parking both on street and within the development boundary. Overall, the parking strategy will meet the requirements of the Community Hub, with car parking explicitly provided in close proximity for those with disabilities.

Requirement 9: Residential development shall deliver a proportion (currently 30%) of affordable housing that will be in accordance with the RBWM Development Plan

policy at the time of that planning application being submitted. The mix and forms of tenures will be agreed with the RBWM as Local Planning Authority. The emerging RBWM policy on affordable housing advises that where the provision of affordable housing is not in accordance with the Local Plan policy because it is not economically viable, then the Council will expect the submission of an open book financial appraisal information alongside the planning application.

Further areas for planning applications to develop

The above planning application requirements give certainty where it has been possible, to the land uses proposed within this Brief and the scale of the future development.

Some areas that relate to land use and scale are not yet known and therefore will be evolved through the planning application process as each site comes forward for development. These areas are:

1. The precise mix of residential development. 300 units of residential accommodation are proposed within this Brief, however the planning application of each of the three areas of land where residential development is proposed, will define the exact size and type of units.
2. The type of homes, i.e. whether detached, semi or terraced or apartments for example, and thus their appearance within the street scene is not prescribed here, however there are Design Guidelines later in this Brief relating to the layout and appearance that will provide further certainty to the community.

3. The length of an individual retail/business frontage is not prescribed here, and neither are the overall number of units that will be delivered. The emphasis is on delivering a mix of units suitable for small, independent traders, and therefore the above guidance applies a steer to the overall quantum of floorspace, which will in itself, relate to and directly influence the overall frontage that is achievable.
4. Opening hours for businesses, shops, cafes, restaurants and the Community Hub are not specified. An objective of the project is to create a thriving High Street, and this equates to land uses being active outside of the typical 9-5pm hours of many shops.
5. The buildings heights plan is illustrative and provides a useful starting point for future planning applications.



Figure 6.9: View down the High Street with existing buildings on the left and proposed new development on the right.

6.4 Layout

As discussed in the previous section concerning Land Use and Scale, the illustrative masterplan (Figure 6.3 and 6.4) shows how the development sites around the High Street could be developed.



Figure 6.10: Ascot Green West: View southwards across the High Street to the Village Square, with the open space beyond

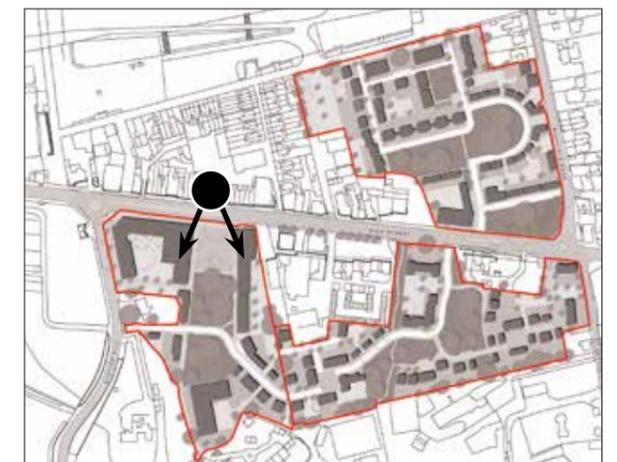




Figure 6.11: Ascot Village central green space

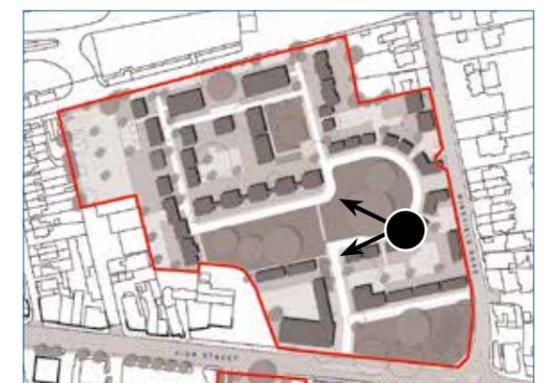




Figure 6.12: Crescent in Ascot Village

Planning Application Requirements: Layout

Requirement 1: Layout should ensure development frames open spaces and creates strong frontages.

Requirement 2: The layout of Ascot Green West should include a mixed use development that frames a community square on its eastern and western edges. The square itself will provide a direct connection to the High Street. The adjacent cafes and restaurants will be designed to open their frontages onto the square to facilitate outdoor dining and refreshments. The layout of the square will provide for opportunities to link the outside space with the indoor space at the Community Hub.

Requirement 3: Residential parking should be adjacent to the sides of the properties on driveways, and in rear parking courts wherever possible, to reduce the parking of vehicles at the front of properties that could dominate the public realm. Further details in respect of car

parking are within the section concerning Access and Movement.

Requirement 4: Details on the transition between the public and private realm, via gardens or by the use of surface materials, by railings, small box hedgerow planting or a low wall for example, would be covered in an application.

Requirement 5: New dwellings should have access to private or shared amenity space.

Requirement 6: Replacement and new car parking within Ascot Green West and Ascot Village is to be provided in lieu of the existing car parking opportunities at Car Park 6. This will provide for business permit parking and visitor parking to the High Street. Further details in respect of car parking are within the section concerning Access and Movement.

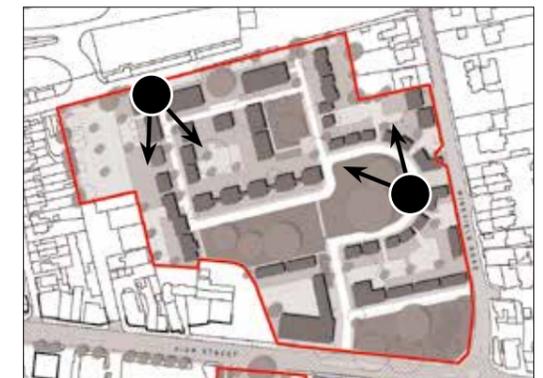




Figure 6.13: New housing near Course Road

Further areas for planning applications to develop

The above planning application requirements give certainty where it has been possible, to the layout of development proposed.

Some areas that relate to layout are not yet known and therefore will be evolved through the planning application process as each site comes forward for development. These areas are:

1. The distances between dwellings
2. The positioning of doors and windows in respect of their relationship to other buildings or open spaces

– with the exception of where natural surveillance is to be secured, as outlined above

3. The size of private gardens
4. The internal arrangements of mixed use building footprints
5. The location of bins should be discreet and not open to view from within the public realm, except on collection days. A Refuse and Recycling Strategy will be required to be submitted with each planning application.

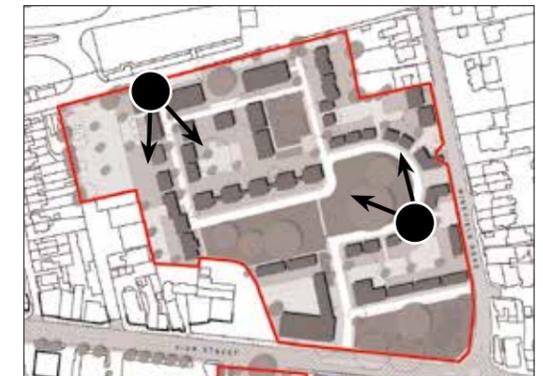




Figure 6.14: Ascot Green East: Illustrative view from the central open space westwards





Figure 6.15: Illustrative view of new housing in Ascot Green East



Figure 6.16: Ascot Race Course frontage on the western part of the High Street.

6.5 Appearance

This project brings the opportunity to enhance the whole of Ascot Centre with excellent architecture and high quality public realm design.

The illustrations contained in this Development Brief are intended to evoke the character of existing parts of Ascot, reflected in the predominantly red brick buildings dating from the late Victorian and early twentieth century periods, but without dictating or prescribing a definitive style across all parts of the development. The illustrations also convey how the planning application requirements could be built out.

Planning Application Requirements: Appearance

Requirement 1: Opportunities for creating landmark buildings should be carefully explored and convey this through architectural excellence and the use of height, and be included within planning applications at key locations.

Requirement 2: Dwellings within Ascot Village (north of the High Street) will give the appearance of large villa style properties within the eastern half of the site – whether these are offering detached or semi-detached accommodation, or apartments. Where residential development is located towards the west of this site, houses and layouts may be more compact in nature, reflecting nearby Course Road. Details

should be simple and restrained, reflecting the 19th and early 20th Century housing in the Ascot area.

Requirement 3: Dwellings within Ascot Green East (south eastern side of the High Street) and West (excluding those framing the community square) will give the appearance of houses and apartments arranged slightly looser than in Ascot Village, reflective of the retained trees and open space that create a green and leafy setting.

Requirement 4: The design of buildings should provide visual interest and variety in built form.

Requirement 5: The materials used through the development shall predominantly be red brick, albeit the use of through-colour render can act as an accent.

Requirement 6: Rooflines shall generally be pitched. Within the buildings framing the community square there is scope for a variation in rooflines to create an interesting roofscape.

Requirement 7: The Community Hub should display significant architectural merit and convey a civic function through scale, design elements and entrance features.

Requirement 8: Tenures within residential development will not distinguishable by their appearance.



Figure 6.17: The east side of the square with the Community Hub on the corner facing both the High Street and the square.

Further areas for planning applications to develop

The above planning application requirements give certainty where it has been possible, to the appearance of the development proposed.

Some areas that relate to appearance are not yet known and therefore will be evolved through the planning application process as each site comes forward for development. These areas include but are not limited to:

1. The type and colour of materials (other than bricks) used within the development – e.g. windows, tiles, doors, guttering, fascia's and rainwater goods
2. The size, location and frequency of doors and windows within the development, with the exception of these being provided to secure natural surveillance of public areas
3. The size, nature and detailing of boundary treatments
4. The type, scale, nature and appearance of street furniture including railing, lighting, bollards, seating, signage, litter bins
5. Signage on the frontages of shops and businesses

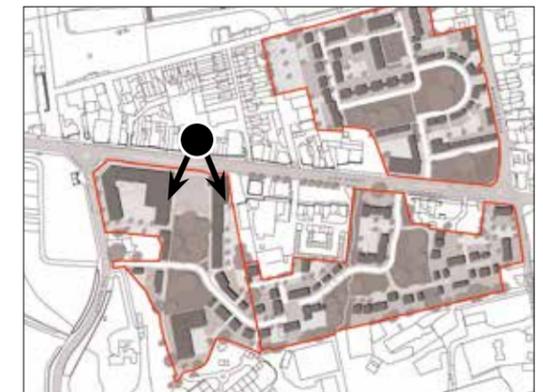




Figure 6.18: View along Station Hill towards the High Street



6.6 Access and Movement

Access and movement within the area covered by the Development Brief is fundamental to ensuring that the High Street Improvements are a success. A proposed Movement Plan is provided at Figure 6.18.

Planning Application Requirements: Acces and Movement

The following planning application requirements will deliver the proposed connectivity that is illustrated on Figure 6.19 and 6.21

Requirement 1: The delivery of a safe environment for all road users during phased development and on completion of the rejuvenation.

Requirement 2: Prioritisation of movement on foot including the creation of permeable development areas linking to the High Street and the provision of enhanced pedestrian crossing opportunities on the High Street including at the roundabouts at either end.

Requirement 3: New development will be required to include provision for secure cycle parking to serve residents, visitors and employees.

Requirement 4: The 20mph speed limit in place on the High Street will be extended to the east starting at the Winkfield Road roundabout.

Requirement 5: The proposed High Street improvements (discussed earlier in the Brief) will include the reconfiguration of on-street car parking spaces to aid parking manoeuvres, thereby reducing delay to High Street traffic flow. The level of on-street spaces on the High Street will remain at an equivalent level. The accompanying Transport Technical Appendix indicates how this will be achieved.

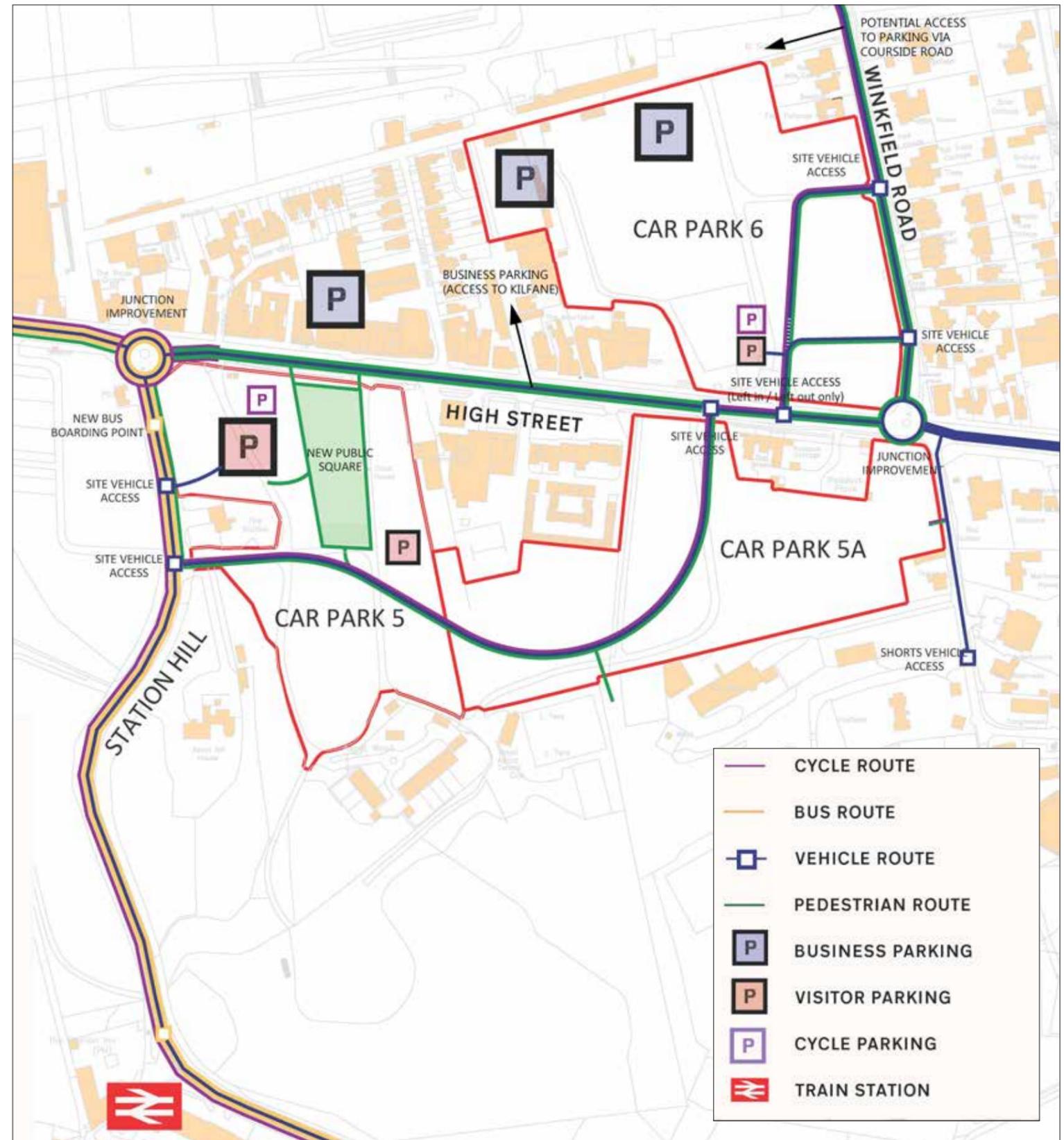


Figure 6.19: Proposed Movement Plan

Requirement 6: Car parking provision for new development will be consistent with the maximum permissible within prevailing RBWM parking standards for residential, retail and commercial development. The Brief has been based on current 2004 standards which are set out at Figure 6.20. Delivery of a parking strategy that achieves net additional short stay parking for the High Street beyond that required by the development proposals - including a new c.30 space public car park.

Requirement 7: Long stay parking spaces at Car Park 6 will be replaced and increased in number elsewhere within Car Park 6, and by changing the use of the Barclays Bank public car parking spaces. These long stay spaces will be managed, with their use only permissible by local employees.

Requirement 8: The High Street roundabouts (at Station Hill and Winkfield Road) will both be improved to reduce traffic queues and delays, and increase vehicle throughput.

Requirement 9: Direct vehicular access to the High Street will be minimised. Vehicular access to Car Park 6 will be principally from Winkfield Road; access to Car Park 5A will be from a single point of access onto the High Street; and access to Car Park 5 will be from

Station Hill.

Requirement 10: Deliveries and servicing to all the development land uses will be undertaken within the development area, i.e. not on the High Street or Station Hill.

Requirement 11: Race/Event Day car parking currently provided across the development area will be re-provided in full elsewhere. This will be achieved and managed through the annually modified Travel Plan prepared by the Racecourse as part of a separate planning obligation unrelated to this Development Brief.

Requirement 12: The High Street will continue to facilitate the dual lane ability to carry traffic on Race day Events, during which time parking is suspended. This is managed by the annually modified Travel Plan prepared by the Racecourse as part of a separate planning obligation unrelated to this Development Brief.

Further areas for planning applications to develop

The above planning application requirements give certainty where it has been possible, to the matter of access and movement as part of the development proposed.

Some areas that relate to access and movement are not yet known and therefore will be evolved through the planning application process as each site comes forward for development. These areas are:

1. The potential to extend as appropriate, the existing cycle route from North Ascot to the High Street. This is a matter for discussion through the S106 & S278 Agreement process.
2. The potential to provide timetabling information, seating and improved crossing alongside the relocation of the bus stop (subject to agreement with others) to Station Hill, to support public transport and promote easier access to the High Street. This is a matter for discussion through the S106 & S278 Agreement process.
3. The precise nature and location of the pedestrian and cycle connection between Ascot Green East and the Shorts Land to the south. An indication is given on Fig. 6.19 / 6.21.

It will be necessary for planning applications to be subject to consultation with the community; including the Parish Council and Neighbourhood Plan Group, and therefore the above three points can be detailed and discussed as part of the pre-application process.

LAND USE	TYPE	CAR PARKING REQ.	DISABLED PARKING REQ.	CYCLE PARKING REQ.	MOTORCYCLE PARKING REQ.
Residential	1-Bed / Retirement Flat 2/3-Bed 4-Bed	0.5 – 1.0 per dwelling 1.0 – 2.0 per dwelling 2.0 – 3.0 per dwelling		1 per dwelling	
Retail	Food Retail Units Non-food Retail Units	1 per 14 m ² - 1.5 per 28 m ² 1 per 30 m ² - 1.5 per 60 m ²	6%	5%	1 per 20 car spaces
Office		1 per 35 m ² - 1 per 100 m ²	5% (at least 1)	1 per 10 employees	1 per 20 car spaces

Figure 6.20: Parking standards (RBWM, 2004)

- KEY
- Site Boundary
 - ➡ High Street
 - ➡ Vehicular roads within sites
 - High Street public realm improvements
 - ⊙ Junction improvement area
 - ➡ Pedestrian network
 - ➡ Pedestrian cycle paths
 - ↔ Improved crossings
 - ⊞ Square
 - Green Open Space
 - ↔ Accesses to adjacent properties



Figure 6.21: Proposed Connectivity Plan

6.7 Landscaping and Open Space

A series of open spaces will form part of the development areas within the Brief and to allow communities to gather and enjoy recreational activities. Existing mature trees will be retained where possible, providing maturity to the landscape and a habitat for wildlife. The plan opposite illustrates how the following requirements will

be achieved, and shows the location of the public open spaces within the development. In addition, to ensure that the infrastructure phase is delivered in a timely manner and controlled manner, a planning condition (secured through the planning application process) will secure the implementation programme.

Planning Application Requirements

Requirement 1: The detailed design of public open spaces and landscaping within development sites will be in keeping with the local landscape and townscape character, promoting biodiversity, green corridors and a green and leafy setting to the development.

Requirement 2: Landscape treatments will be appropriate in scale and seek to unify

the built form within a development site.

Requirement 3: The existing trees where retained (see Figure 5.2) will form an integral part of the landscape and open space strategy for a development site.

Requirement 4: Open spaces will be located to be easily accessible, and will be connected by a series of routes through the development sites.

Further areas for planning applications to develop

The above planning application requirements give certainty where it has been possible, to the open space and landscaping as part of the development proposed. Some areas that relate to open space are not yet known and therefore will be evolved through the planning application process as each site comes forward for development.

These areas are:

1. The detailed design of open space

within a development site – for example the planting arrangements if applicable, the size/nature and species of trees and shrubs, the detailing of any street furniture and the provision of play equipment where appropriate, are matter for a planning application to determine.

2. The precise nature and location of the pedestrian and cycle connections through and to public open spaces.



Figure 6.22: Proposed Public Open Space Plan

6.8 Delivery and Implementation

Phasing and Infrastructure Delivery

This Brief does not set phasing arrangements, so as not to restrict development which could come forward and deliver economic, social and environmental benefits. However, phasing will be an important consideration in the preparation of planning applications. The High Street improvements will need to be secured alongside the development areas, with each development area, in addition to the Shorts Land, contributing towards the cost of those improvements.

There are four landowners within the area covered by this Brief. Each area, Car Park 5, 5A and 6 will have its own timescale for delivery. This is due to current land uses, commercial and market considerations, and how advanced the technical work is to support a detailed or an outline application.

The Consortium recognises the importance of the infrastructure delivery as this is the mechanism that has enabled the site to come forward for development in the first place. The Consortium considers that the planning application could be supported via the forward funding of contributions into an ESCROW account. There are different ways that the supporting infrastructure can be delivered alongside the development and this mechanism will ultimately be established as part of the formal planning process. The following options have been considered for delivery and have informed the preferred option.

1. To consider the phasing of the infrastructure

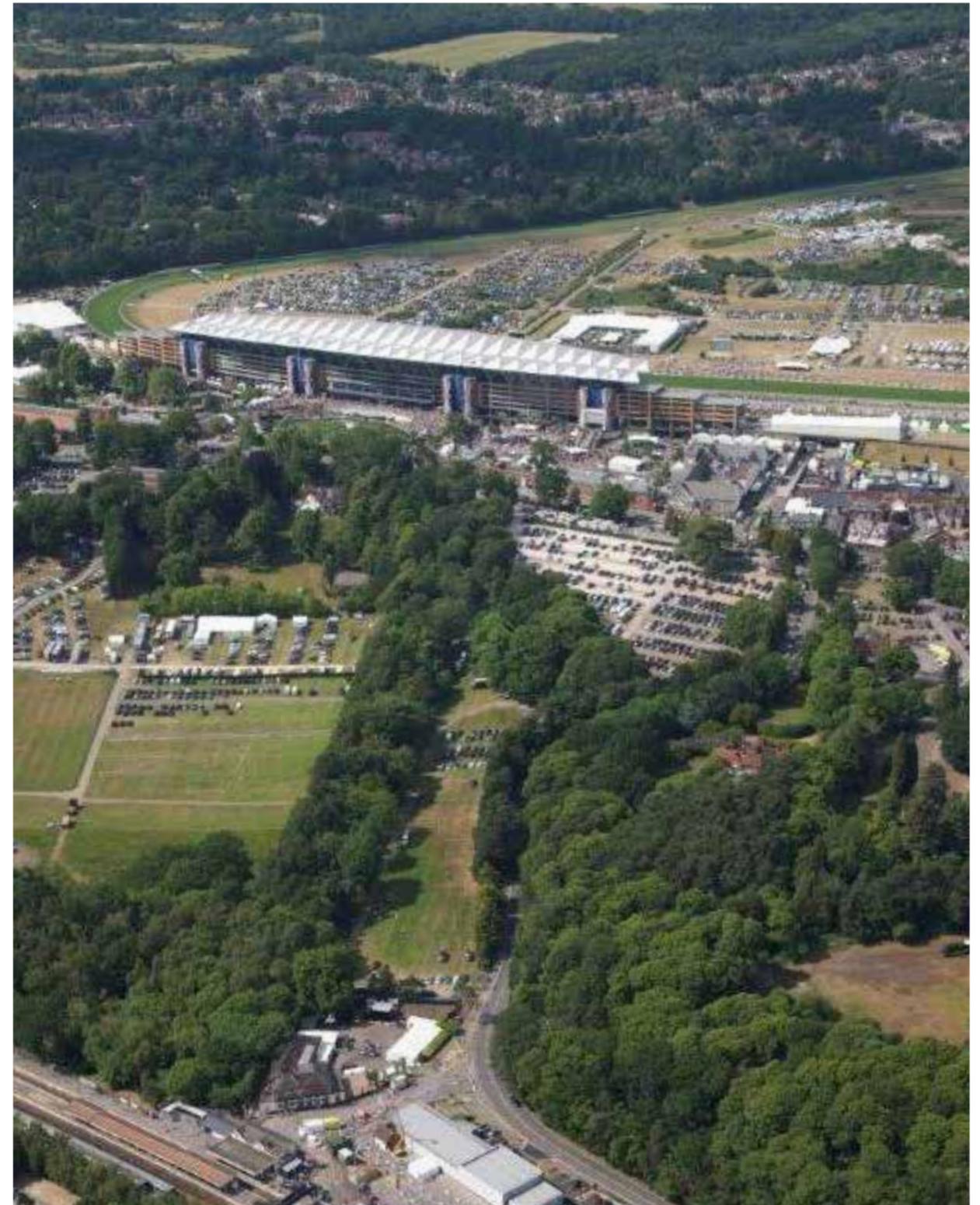
alongside each development parcel through individual planning applications.

2. To consider one joint application for the infrastructure, for which planning obligations will secure its delivery.

3. To consider the forward funding of the infrastructure through the payment of financial contributions into an ESCROW account. The Council could then control how and when the money is spent.

4. To consider entering into private collaboration / cooperation agreements with the landowners. The relationship that each development site has with the High Street and the opportunity to deliver the High Street improvement works will be important in terms of the delivery strategy. With four landowners, all promoting different land uses, development quantum and resultant values, at different timescales, one single joint planning application is unlikely for the Development Brief area. However, delivering the High Street works element through one single planning application is the Consortium's preferred option, albeit an alternative mechanism for delivery of the works could be agreed with the Council.

In addition, the planning application process for the overall scheme or separate parts of it will be expected to impose conditions and/or planning restrictions to ensure that the infrastructure is delivered in a timely manner, and in one phase.



6.9 S106 Contributions

Planning applications for the proposed development will need to contribute via a S106 Agreement to secure a range of benefits to mitigate and compensate for the impacts of the proposals. The Agreement may cover the entire Development Brief Area, or part of it. The development will also be subject to CIL

Elements of the Brief will make appropriate contributions towards infrastructure and facilities within the Brief area and the surroundings. These are set out below.

Affordable Housing

The residential development will be expected to deliver 30% affordable housing in line with emerging Local Plan policy. The mix of forms and tenures will be agreed with RBWM at the time of the planning application for the proposals being made. In exceptional circumstances, where the provision of affordable housing in accordance with the Local Plan policy is not economically viable, the Council will expect the submission of open book financial appraisal information alongside the planning application.

Education

The residential development will be required to contribute where necessary (i.e. if there is no capacity within local schools) towards the provision of additional educational spaces. Early discussions with the Council's Education Department are encouraged.

Public Open Spaces

The residential development will provide on site informal open space derived from emerging Local Plan standards. Formal open spaces for sport – e.g. greens or courts will be secured through off site financial contributions.

Landscaping and Pedestrian/Cyclist Routes

Developments will be expected to deliver landscaping and pedestrian/cyclist routes within the respective development sites. Where connections are required to the surrounding area, these will be secured via the development site to which the connection directly relates. Details of possible linkages are indicated on the illustrative masterplan.

Community Facilities

The proposals will deliver a community space within a building footprint, commensurate with the details set out within this Brief.

High Street

The overall development of sites contained within this Brief and on the adjacent Shorts Land should contribute towards delivering the package of High Street improvements outlined in Section 4.5 of this Brief. The improvements shall be secured by S106 / S278 agreements. The delivery of the improvements could potentially be secured through one planning application, or, via a series of planning applications that each deliver an element of the High Street improvements.

Thames Basin Heaths Special Protection Area

Mitigation of the impact of residential development on the Thames Basin Heaths Special Protection Area in agreement with the Council and Natural England. Measures proposed will be assessed on their own merits through the Habitats Regulations process. The mitigation measures adopted should be agreed with both the Council and Natural England, and secured by legal agreement. SANG size and associated catchment criteria are specified in the Thames Basin Heaths SPA Supplementary Planning Document.