

South of Ascot High Street Public Consultation



Dear Resident,

We wanted to let you know about our proposals for an area south of the High Street.

London Square has an excellent record of delivering high-quality mixed-use developments with a focus on placemaking. This track record of delivery is crucial to the proposal for Ascot and we are excited to be in a position to create and deliver a project which we believe is so important to the local community and the future of Ascot.

What We Are Planning

Our proposals will transform the area into an attractive place for everyone to enjoy with shops, cafes, commercial and community uses and pop up market spaces all set within a public parkland with new sustainable homes.

A third of the site will be publicly available open space with supporting community, leisure

and retail uses that will complement the existing high street.

The proposals have also been carefully designed to reflect the local character and village feel of Ascot and we would love to know what you think.

If you would like to find out more and provide your feedback on the proposals, please visit the project website:

www.southofhighstreetascot.co.uk

You can also use the contact details provided on the back page to get in touch with a member of the team.

We would be delighted to hear from you.

The Site

The 2.77-hectare site is located on southern side of the High Street, at the corner of High Street and Station Hill, and extends south towards Ascot Wood and Ascot Railway Station.

There are two entrances to the site from the High Street and one from Station Hill and it is used as a car park for the racecourse.

The site is part of the wider site allocation (AL16) in Windsor and Maidenhead Royal Borough Councils recently adopted Local Plan, allocated for certain types of development or use.

Currently, the area is a mix of hard surfacing and grassed areas with a number of mature trees that we have been careful to work around to retain as many as possible, celebrating their contribution to the character of the area, whilst delivering the wider community benefits that redevelopment will provide.

The new development will complement the existing nearby local businesses, bring new activity to the area, securing its long-term sustainability.

The Proposals

The proposals will deliver sustainable modern homes, a mixture of apartments and houses. Around 135 new homes in total.

A range of new uses will be provided fronting the High Street and new market square, including community, retail, office, cafe and restaurant. There has also been attention paid to the natural environment in such a way that enhances the sites existing landscape and character. New public outdoor spaces have been created, including a new park for Ascot.

The team have carefully considered local transport movements, integrating the new proposals within the existing road network to ensure convenience for the local community. Pedestrian and cycle connectivity has also been added through the site.



A High Street & Market Square to Green Corridor

- Pop-up market location
- Spill out space
- Table tennis tables
- Large shade tolerant planting and play along the way
- Spill out space with views across the park
- Meeting Point / Community Hub
- Planting Timeline
- Rain Gardens
- Parking

B Community Parkland

- Long glades of grassland
- Natural / Timber Play Space
- Key footpath route into park
- Community Orchard
- Sculpture (way finding)
- Woodland loungers surrounded by pockets of planting
- Shared surface
- Mown path
- Planting buffer to boundary

C Residential Garden

- Residents pod / gathering space
- Sculpture (bug post)
- Residential Orchard
- Orchard Avenue
- Open lawn
- Woodland Glade
- Connection to future developments
- Hammocks under trees
- Planting buffer to boundary

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High Street Area

We Want to Hear From You

Thank you for taking the time to read this newsletter. We would welcome your feedback by 10th May.

You can read more about the proposal and provide your feedback by visiting the consultation website.

If you need a paper copy of the material on the website, just let us know and we will post it out to you.

Meet Us in Person

Members of the team are planning to be on site on 5th May from 12 noon – 5 p.m, if you would like to meet us in person please do come along! We will be based by the gate to the site, opposite Toni and Guy.

If you wish to get in touch or have any questions, please contact the engagement team via email below – we would love to hear from you.

Email | consultation@iceniprojects.com



SCAN ME

www.southofhighstreetascot.co.uk