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SOCIETY FOR THE PROTECTION OF ASCOT AND SUNNINGDALE

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London Square Proposals for Ascot

The Society is **opposed** to London Square's proposals for Ascot High Street.

Ascot, Sunninghill & Sunningdale Neighbourhood Plan – Policy NP/H1

This states that a Development Brief is mandated and shall include all relevant information needed to facilitate an informed and effective consultation. The detail required is provided in 12 bullet points as set out in Appendix C.

The consultation taking place falls well short of this requirement in numerous areas, most notably in the lack of detail about:

- Scale, footprint, bulk and height of buildings
- Mix of dwelling types and tenure
- Improvements to infrastructure and facilities to be provided
- Community benefits to be provided

The absence of sufficient detail as part of the design process will render meaningless any explanation of how the proposals have addressed the views of and any issues or concerns raised by local people during the consultation. This is a requirement for the preparation of a Statement of Community Consultation as set out in Appendix D.

Adequate information to comply with the development brief requirements has not been provided as part of the consultation.

Royal Borough of Windsor & Maidenhead Local Plan – Policy QP1c

The Ascot Strategic Placemaking Area includes Ascot Centre (AL16), where the allocation in its proforma is for *a mixed-use development providing approximately 300 residential units, 900 sq. m (net additional) of offices, public open space, a community building (including cultural / leisure) and retail / cafes / restaurants.*

Site specific requirements for AL16 are contained in Local Plan Appendix C and these are integral to this policy QP1c.

The site area for AL16 is 12.3ha. The proposals are for an area of the land (2.77ha) between Station Hill, the Clock House and Ascot Wood, which represents 22.5% of AL16.

The proposals also specify 135 dwellings which would represent 45% - nearly half - of the 300 residential units in the proforma. This would constrain development to the north of the High Street and to the land to the east.

The proposals for this area to the west would result in the highest densities and would result in overdevelopment of this site area.

The consultation taking place also falls well short of the requirement to relate the proposals to the requirements in the proforma in Appendix C of the Local Plan. Most notably this includes the absence of:

- A 'village square' on the southern side of the High Street with community / cultural / leisure / retail uses and public open space
- Provision of parking for all users of the High Street
- high quality design, which is sympathetic to local character, reflects the local vernacular, is sensitive to the scale and heights of existing properties

The large four storey blocks comprising commercial with residential above at the Station Hill roundabout would overshadow the small area of open space. These blocks would be out of character with the area and unattractive in the street dominating the area.

In the extensive community consultations in the formulation of the Neighbourhood Plan, parking and congestion in Ascot Centre came up time and again with residents as being a real problem.

The proposals refer to the new homes having been allocated car parking spaces, but there is no mention of retail and commercial, not to mention visitors to the dwellings.

It is astonishing that this has not been addressed in the consultation, other than to say that "A Car Park Management Plan will be prepared to provide full details on how the car parking spaces on site will be managed."

Adequate information for compliance with the proforma requirements has not been provided as part of the consultation.

The Ascot Strategic Placemaking Area (QP1c) includes delivery of holistic residential-led mixed use development that has a distinct and exemplar design, is sympathetic to local character and existing context heights and reflects the local architectural vernacular.

To achieve this, developers must work together to ensure that sites are not developed in isolation but instead are well integrated with each other and with surrounding uses.

We see little evidence of all working together on this.

Yours sincerely

Patrick Griffin
Chairman