

Planning Application 22/01971 – Ascot Green West

Presentation of Draft Recommendations
to the Parish Council Planning Meeting
of 17th August 2022

Recommendation – Object.

Community Vision:

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 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 the 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 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.

This 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.

Community Requirements, as set out in the Neighbourhood Plan:

- Mixed residential and retail Centre that delivers a community hub with a vibrant and prosperous daytime and evening economy and a safe, attractive and thriving High Street.
- A two-sided High Street.
- Civic building with a flexible Community Centre / arts-space.
- Adjoining village square to act as a community gathering space with activities such as markets and performance events.
- Retain and create open green spaces throughout the site.
- New Housing to benefit from and help sustain new retail.

- Housing to be sympathetic to the green and leafy character of the area and deliver the type and mix the community wants.
- Sufficient parking on site such that there is no reliance on on-street parking.
- Provide safe and accessible pedestrian and cycle routes in and around Ascot centre and its environs.
- Encourage small starter business units.

To deliver this vision a holistic approach is important, with collaboration between landowners, developers and other key stakeholders, including the Parish Council.

This includes the preparation of a Development Brief to ensure timely engagement and consultation with the community.

OVERVIEW OF THE LONDON SQUARE PROPOSALS



Site Masterplan

Site Area 2.77 ha

Green Space Area 0.91 ha

Net Area 1.86 ha

No of Dwellings 137

= 46% of the 300 homes allocated in AL16 yet only 22% of the AL16 site area.

= 138% of the homes allocated to the site in 2018 Development Brief.

101 Flats 1 and 2 beds - 73%

36 Houses all 4 beds. - 27%

No 3 bed homes

Density: 74 dph (based on net site area) c.f. 28dph in PF Report.

Retail - 1084 sq m: Office - 1990 sq.m

Community Cultural Space - 187 sq.m: PC Office - Zero



Mixed-Use
High Street
Parkland

Townhouses

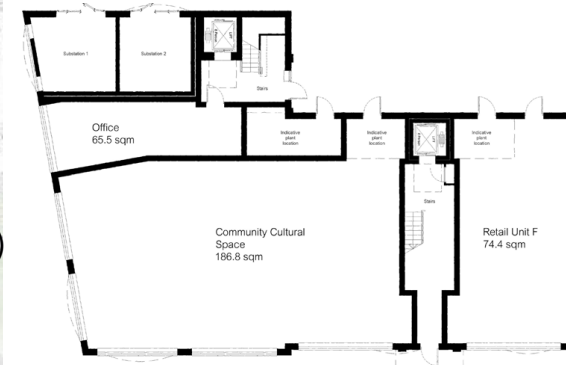
The
Mews
Gardens



South
Elevation

Block 3

East
Elevation



Ground Floor of Block 3.
Community Room
187 sq.m

Development down east boundary



Street Scene in Context
Scale - 1:250

Block 3

Flats

4 bed houses

Flats

4 bed houses

Block 6



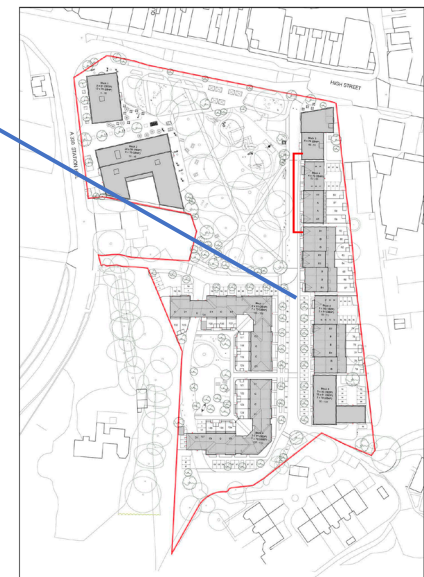
Block 4
Plots 52-55

House type A1
Plot 56

House type A
Plot 57

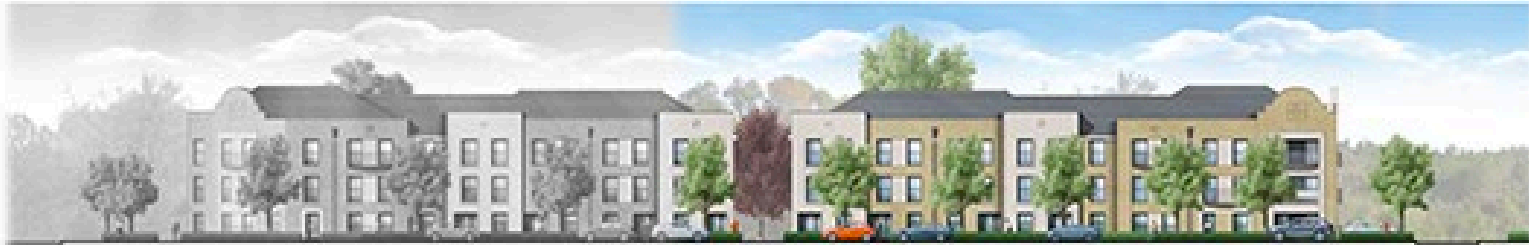
House type A
Plot 58

House type A1
Plot 59

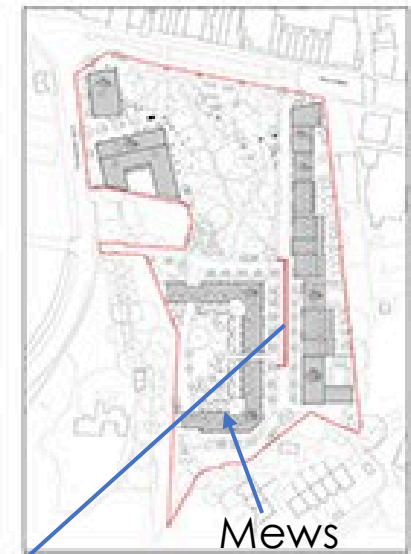


Legend
Scale - NTS

Mews Development – East Elevation



Street Scene in Context
Scale - 1:250



Legend
Scale - NTS

Mews
Development



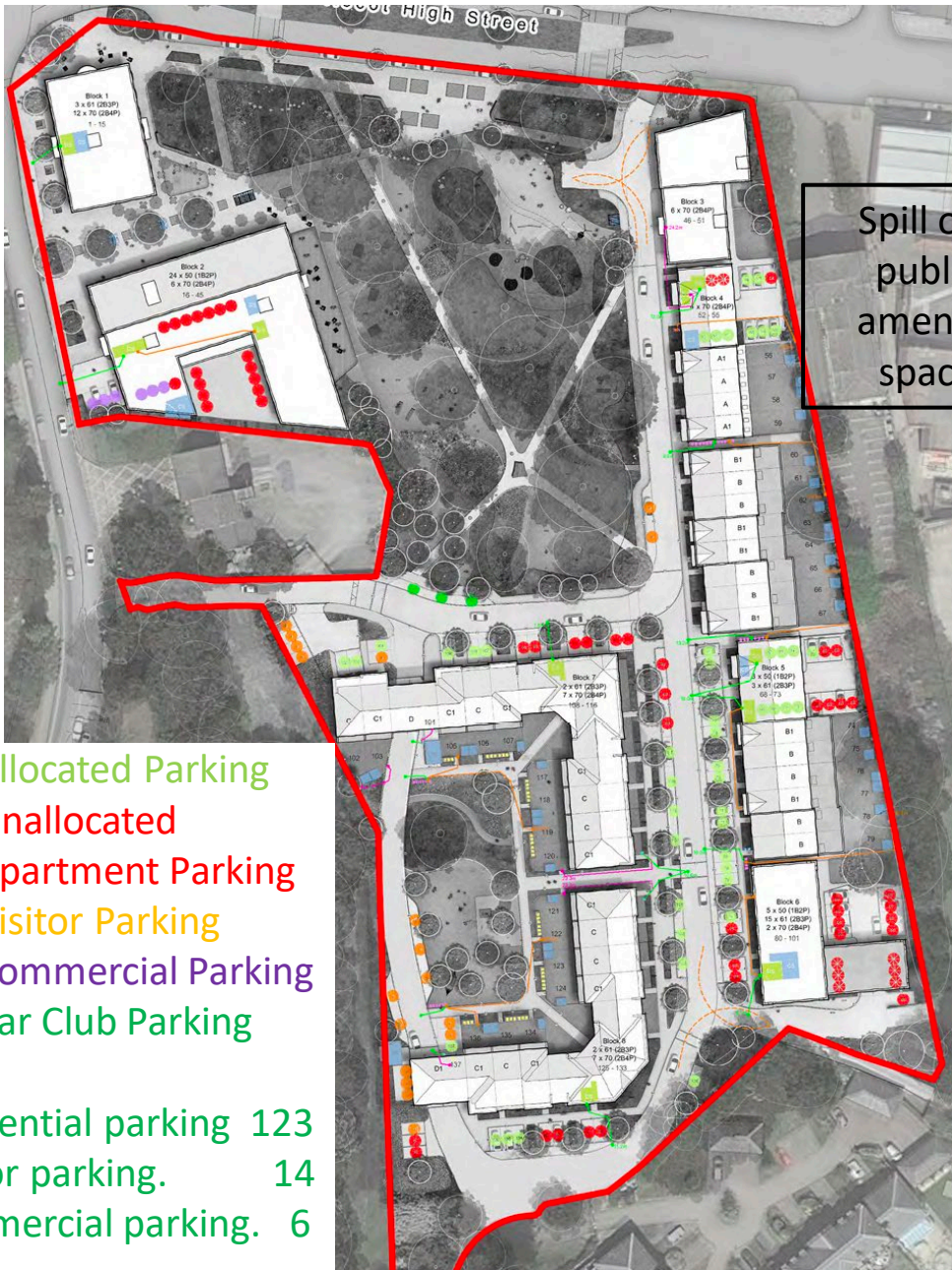
House Type C1
Page 120

House Type C
Page 119

House Type C
Page 119

House Type C1
Page 117

Block F
Pages 108-110



- Allocated Parking
- Unallocated Apartment Parking
- Visitor Parking
- Commercial Parking
- Car Club Parking

residential parking 123
 visitor parking. 14
 commercial parking. 6

Spill out public amenity space



Pop-up market

Natural Play Area

Community Orchard

Ascot Gardens

- Masterplan Key**
- 1 Pop up market location
 - 2 Meeting space / Community Hub
 - 3 Spill out space
 - 4 Natural timber play space
 - 5 Community Orchard
 - 6 Open Lawn
 - 7 Ascot Gardens
 - 8 Feature Trees
 - 9 Timber sculpture / gathering space
 - 10 Residential gathering space

Do the proposals deliver the Community Requirements? (1)

- Mixed residential and retail Centre that delivers a community hub with a vibrant and prosperous daytime and evening economy and a safe, attractive and thriving High Street. **No.**
 - **Too many offices. NP only calls for retail space.**
 - **No community Hub**
- A two-sided High Street. **Not really. Retail is to the west of the site, not distributed along the High Street frontage.**
- Civic building with a flexible Community Centre / arts-space. **No.**
No Parish Council Offices and the Community space falls far short of that proposed by community.
- Adjoining village square to act as a community gathering space with activities such as markets and performance events. **No**
The public amenity spaces are spread out and don't deliver the village square.

- New Housing to benefit from and help sustain new retail. **Yes.**
- Retain and create open green spaces throughout the site. **Mostly, but consider 0.25 ha of green space for the mews development is overly generous for 20% of the dwellings.**
The public amenity space is 0.81 Ha
- Housing to be sympathetic to the green and leafy character of the area and deliver the type and mix the community wants. **No.**
 - **All houses effectively terraced.**
 - **U-shape of the Mews Garden overly bulky and spoils the openness of the woodland viewed from the High Street. Mixed-use blocks would benefit from the top floor being set back.**
 - **Style of Block 6 (flats) totally inappropriate for its location.**

Do the proposals deliver the Community Requirements? (2)

- Sufficient parking on site such that there is no reliance on on-street parking. **No.**
- The resident's 123 parking spaces are only 78% of the Borough Parking Strategy (2004) requirements of 157 spaces.
- The TA assesses the residents parking need at 170 spaces but argues the 3 car club spaces will reduce this to 110. The site can only sustain 1 car club space, so 150 spaces are needed as a minimum.
- Only 6 spaces for the office workers and none for the retail workers or visitors. The argument that there are adequate off-site spaces is fundamentally flawed.
- Provide safe and accessible pedestrian and cycle routes in and around Ascot centre and its environs. **No. Only provided across the site.**
- Encourage small starter business units. **Not addressed in application.**

Also:

- Non-compliant with the RBWM Borough Wide Design Guide Principles. re amenity space.
 - Some apartments don't have any shared private amenity space.
 - Some house gardens are too small
 - Some balconies overlook neighbouring amenity space.
- Some trees along eastern boundary likely to be under pressure for felling as they reduce the amenity of some residential gardens.

Conclusion:

Recommend our parish council Object on the grounds set out in the draft response document circulated ahead of this meeting and don't deliver the community vision and requirements.

A summary of the reasons for objection is presented on the following two slides.

If any residents have any comments for or against the London Square proposals please write or email RBWM, as soon as possible but by the end of August latest.
Email: [planning @ RBWM.gov.uk](mailto:planning@RBWM.gov.uk)

Summary of Parish Council Objections (1):

- ❑ No Development Brief, contrary to NP/H1 and NP/SS1.
- ❑ No meaningful consultation, contrary to NP/H2.
- ❑ Fails to deliver meaningful community centre / arts space and adjacent village square, contrary to LP policies QP1c, and AL16 and the community vision / intent as set out in section 8.1 of the Neighbourhood Plan.
- ❑ The office space of 1990 sqm is way beyond the 900 sqm allocated in LP policy AL16.
- ❑ The 137 dwellings is 38% above the 99 allocated in the 2018 Development Brief. The number represents 46% of the total allocation yet the site area is only 22% of the total AL16 site. The resulting density is 70dph on the full site area less public amenity space. Contrary to NPDG2.1, NP/DG2.2, NP/DG3.1 and AL16. Block 6 is also contrary to Principle 7.6. of the Borough Wide Design Guide.
- ❑ The housing mix is poor and not in line with the needs of the community or with LP policies HO2.1a, HO2.4 and NP/H2. No 3-bed properties, all houses have 4 beds and 73% are flats.
- ❑ The number of affordable homes, at 20% is contrary to Local Plan policy HO3.

Summary of Parish Council Objections (2):

- ❑ The scale and character of the mixed-use blocks 1-3 and block 6 is inappropriate to their setting. The terraced form of the townhouses down the east boundary and the Mews houses are too urban for the location. All contrary to QP1c.\$c, QP3.1.b and e, AL16.14, NP/DG1, NP DG2.1 and NP/DG3.
- ❑ Blocks 1 and 3 lie well forward of the building line to the S side of the High Street, contrary to NP/DG2.2.
- ❑ A number of flats don't have adequate shared private amenity space, some of the gardens to the townhouses are too small and the balconies and upper floors of the Mews houses overlook neighbouring gardens, contrary to Principles 8.2 and 8.6 of the RBWM Borough Wide design guide.
- ❑ The parking provision is way below the requirements of the RBWM Parking Strategy 2004 and contrary to NP/T1
 - The residential parking of 123 spaces is well below the 157 required.
 - There are only 6 parking spaces for office workers.
 - There is no on-site parking for the retail workers and visitors.