

# **Ascot, Sunninghill & Sunningdale**

## Neighbourhood Plan 2011–2026





# Introduction from the Co-Chairs of the Steering Group

---

Welcome on behalf of the Steering Group for the Ascot, Sunninghill and Sunningdale Neighbourhood Plan.

In early 2010, the two Parishes of Sunninghill & Ascot and Sunningdale were offered a great opportunity by the Royal Borough of Windsor & Maidenhead to come together and become a Front Runner Neighbourhood Plan, as enabled by the government's Localism proposals. It's been a long journey of 3 years, with full-scale consultation leading to the delivery of this Plan.

The Ascot, Sunninghill & Sunningdale Neighbourhood Plan (NP) Steering Group has been led by local residents (volunteers), with the aim of preparing a Plan that will deliver the long term goals of a balanced and vibrant neighbourhood. Since September 2010 we have held many public meetings, online and paper consultations, to seek the views of local residents and other stakeholders, groups and businesses who share an interest in our neighbourhood area. An active website has allowed everyone to keep up to date with our progress and to make contact with us.

All involved in developing the Neighbourhood Plan have listened very carefully to all the feedback received through all these consultations and have worked hard to ensure that the Plan incorporates and reflects the views of the community.

It's been a great achievement and we wish to thank all those 50 or so volunteers from the Steering Group, the Topic Groups and others who worked on our Plan with enthusiasm, and provided the resource and expertise needed to collect the information and evidence which form the backbone of the Plan.

We are also grateful to officers at the RBWM, Borough Councillors and officers at the Department for Communities and Local Government for their support and advice.

Most of all we would like to thank all those who live and work in the community, who have played their part in shaping and supporting our Plan and who helped the team to focus on the most important things that make our Neighbourhood unique and a great place to live. Thanks to the huge response to all the consultations our NP has genuinely been shaped by the local community, for the local community.

**Margaret Morgan & Charles Appleby**  
**Co Chairs**  
**Ascot, Sunninghill and Sunningdale Steering Group**

# Contents

<b>1. Why we need a Neighbourhood Plan</b>	<b>Page 1</b>		
1.1 What is a Neighbourhood Plan			
1.2 Why we need one for our area			
<b>2. How the Plan was prepared</b>	<b>Page 2</b>		
<b>3. Our Neighbourhood</b>	<b>Page 3</b>		
3.1 Ascot			
3.2 Sunninghill			
3.3 Sunningdale			
3.4 North Ascot			
3.5 South Ascot			
3.6 Cheapside			
<b>4. What the Plan aims to achieve</b>	<b>Page 8</b>		
<b>5. The Plan – Overview</b>	<b>Page 11</b>		
5.1 Sustainable development and our NP area			
5.2 Background and key issues			
5.2.1 Housing overview			
5.2.2 Economy overview			
5.2.3 Transport overview			
5.3 Overall Plan strategy			
5.3.1 Our three village centres			
5.3.2 Strategic sites			
5.3.3 Development Briefs			
5.3.4 Economy			
5.3.5 Environment			
5.3.6 Green Belt			
5.3.7 Transport			
5.3.8 Community			
5.4 Plan start date and period			
5.5 Projects			
Map: Vision for Ascot, Sunninghill & Sunningdale			
<b>6. General Policies</b>	<b>Page 22</b>		
6.1 Environmental policies	<b>Page 22</b>		
6.1.1 Policy NP/EN1 – Gaps between villages			
6.1.2 Policy NP/EN2 – Trees			
6.1.3 Policy NP/EN3 – Gardens			
6.1.4 Policy NP/EN4 – Biodiversity			
6.1.5 Policy NP/EN5 – Green corridors			
6.2 Housing policies	<b>Page 31</b>		
6.2.1 Policy NP/H1 – Development Briefs			
6.2.2 Policy NP/H2 – Mix of housing types			
6.3 Design Guidelines	<b>Page 33</b>		
6.3.1 Policy NP/DG1 – Respecting the Townscape			
6.3.2 Policy NP/DG2 – Density, footprint, separation, scale, bulk			
6.3.3 Policy NP/DG3 – Good quality design			
6.3.4 Policy NP/DG4 – Heritage assets			
6.3.5 Policy NP/DG5 – Energy efficiency and sustainability			
6.4 Economy policies	<b>Page 42</b>		
6.4.1 Policy NP/E1 – Retaining and encouraging Employment			
6.4.2 Policy NP/E2 – Encouraging Micro and Small businesses			
6.4.3 Policy NP/E3 – Retaining and enhancing Retail			
6.5 Transport policies	<b>Page 46</b>		
6.5.1 Policy NP/T1 – Parking and Access			
6.5.2 Policy NP/T2 – Cycle routes			
<b>7. Village Strategies and Policies</b>	<b>Page 50</b>		
7.1 Ascot			
7.2 Sunningdale			
7.3 Sunninghill			
7.3.1 Policy NP/SV1 – Sunninghill village centre policy			
<b>8. Strategic Sites Policies</b>	<b>Page 55</b>		
8.1 Policy NP/SS1 – Ascot Centre/High Street - “Ascot Village” AND Policy NP/SS2 Ascot hotel			
8.2 Policy NP/SS3 – Shorts Recycling Transfer Station site			
8.3 Policy NP/SS4 – Heatherwood site			
8.4 Policy NP/SS5 – Sunningdale Broomhall Centre			
8.5 Policy NP/SS6 – Sunningdale Station and Waitrose Car Parks			
8.6 Policy NP/SS7 – Gasholder Site			
8.7 Policy NP/SS8 – Sunningdale Park			
8.8 Policy NP/SS9 – Silwood Park			
<b>9. Projects</b>	<b>Page 76</b>		
9.1 Ascot Centre/High Street – “Ascot Green”			
9.2 Ascot Station site			
9.3 Village Hopper Bus Service			
9.4 Potential SANG sites			
9.5 Protecting and improving biodiversity			
9.6 Additional primary school places			
9.7 Better transport management			
<b>Appendices:</b>	<b>Page 83</b>		
Appendix A: Glossary for the A, S & S NP			
Appendix B: Detailed Maps and supporting photographs			
Appendix C: Development Brief			
Appendix D: Statement of Community Consultation			
Appendix E: Supporting Evidence Base list of documents			



# 1. Why we need a Neighbourhood Plan

## 1.1 What is a Neighbourhood Plan

A Neighbourhood Plan (NP or Plan) is an opportunity for local people to create a framework for delivering a sustainable future for the benefit of all who live, work or visit our area.

The right for communities to prepare Neighbourhood Plans was established through the Localism Act 2011 and the rules governing their preparation were published in 2012. The National Planning Policy Framework (NPPF) states that a Neighbourhood Plan gives the community “direct power to develop a shared vision for their neighbourhood and deliver the sustainable development they need” (NPPF para 183). It enables us to ensure we get the right types of development in the right locations; and to set planning policies that will be used in determining decisions on planning applications.

A Neighbourhood Plan is part of the statutory Development Plan for the area and this statutory status gives NPs far more weight than other local documents such as parish plans or village design statements. But a Plan must also comply with European and national legislation and be in conformity with existing strategic planning policy. While every effort has been made to make the main body of this Plan easy to read and understand, the wording of the actual policies is necessarily more formal.

Robust evidence is the foundation on which a Neighbourhood Plan has to be based. This includes evidence of community engagement and consultation and how the views, aspirations, wants and needs of local people have been taken into account. A detailed Statement of Consultation and a comprehensive Evidence Pack have been produced to support this NP.

## 1.2 Why we need one for our area

Our area still retains much of its village feel and green and leafy surroundings, making it an attractive and enjoyable place to live and work. We also have the added convenience of being just 30 miles from the centre of London, under 20 miles from Heathrow airport, with easy access onto the M3, M4 and M25 motorways and a good rail service to London and Reading.

There is recognition that sustainable development is not only necessary but desirable, as without it our villages and economies will stagnate, but we want to influence and direct the shape and nature of the development and where within our NP area it takes place. In recent years our area has seen considerable development. According to the recent 2011 census, population growth in our area has been 9.8% relative to a Borough average of 8.2% and the national figure of 7.9%.

Feedback from the local community shows serious concern about the nature of some of this development, that it is harming the character of our area and our environment and putting the social fabric of our villages at risk. It is creating pressure on infrastructure through significantly increased levels of car and HGV traffic congestion on our Victorian village roads and a lack of parking, all of which in turn impact on the viability of our village high street economies, already facing challenging conditions.

A Neighbourhood Plan cannot be used to prevent development but it gives us the opportunity to identify the best ways to deliver it, directing development towards what the local community needs and wants, while protecting our natural environment and cultural assets and ensuring a more sustainable future for ourselves and future generations.

This Plan has been prepared by members of the community with these goals in mind. We have embraced the NPPF's core principle of "a presumption in favour of sustainable development" and have approached our task as a "creative exercise in finding ways to enhance and improve the places in which we live our lives" (NPPF para 17).

## 2. How the Plan was prepared

This Neighbourhood Plan was prepared by a group of around 50 local residents from Ascot, Sunninghill, Sunningdale and the surrounding area, formed into a Neighbourhood Plan Steering Group and Topic Groups, and working in partnership with the two Parish Councils.

The NP Steering Group was formed in early 2011 with the support of the Borough and under the auspices of the Sunninghill & Ascot and Sunningdale Parish Councils. Its mandate was to drive the process, consult with the local community and deliver the Plan. With the support of RBWM, our area Neighbourhood Plan was given Front Runner (pilot project) status and funding by the government.

A launch event was held in September 2011 at Ascot Racecourse to engage the wider community, with over 150 people contributing their views on what they liked about our area, the key issues facing us and how they would like to see its future develop. A number of new volunteers were also recruited, to form the nucleus of four Topic Groups – Housing & Environment, Economy, The Community and Transport & Infrastructure – whose role became to collect evidence and help with public consultations.



With help from Design Council CABE, a draft vision and suggested priorities for our neighbourhood were drawn up, based on the launch event feedback and Topic Group work. These were put out to public consultation in April 2012, with detailed Questionnaires delivered to essentially all households and businesses in the area. We had 550 respondents, representing a very high 7% response rate (over double that typically achieved in the past on planning consultations). Over half of all respondents also added free text comments to their questionnaires.

In summer 2012 we ran a survey among the community to solicit views on how we should try and improve Ascot High Street. Further specific consultation took place in October 2012 on the potential for redeveloping the centre of Ascot, with The Prince's Foundation facilitating a 3-day workshop and a series of community events, building on previous consultations to develop specific plan strategies and ideas. These events were attended by 200–250 people from the local community.

In December 2012 we conducted an “Options” consultation to consult local residents on key aspects of the Plan including the village centres, strategic sites and major policies. A total of 510 respondents participated, again a very high number, especially bearing in mind the detail and complexity of the questions.

A proposed Neighbourhood Plan was developed from these consultations, from all the other consultations and interviews conducted by members of the Neighbourhood Plan team and from research and evidence collected by them.

Throughout the Plan’s development we have also liaised very closely with RBWM to ensure not only that our policies are in general conformity with the existing Local Plan but are also unlikely to conflict with policies being progressed in the emerging Borough Local Plan.

Sunninghill & Ascot Parish Council as the agreed Qualifying Body, with the support of Sunningdale Parish Council put our proposed Plan forward to the public and to statutory bodies for a six-week consultation period. Based on feedback from this consultation, some further amendments were made to the Plan, resulting in a draft Neighbourhood Plan.

The Qualifying Body submitted the draft Plan to RBWM, who publicised it for six weeks and then forwarded it with accompanying documents and all representations made during the publicity period to an independent Examiner, to review it and to check that it met the appropriate conditions. The Examiner submitted his report to the Borough, confirming that, subject to certain recommended modifications, the Plan did meet the required conditions, and he recommended that it be put forward to be voted on in a public referendum. This is expected to take place towards the end of March 2014.

The referendum question will be a straight “yes” or “no” on the **entire** Plan, as set out by Neighbourhood Planning regulations. People won’t be able to vote for or against individual policies. If 50% or more of those voting vote for the Plan, it will be brought into force and become part of planning policy. If fewer than 50% vote for it, there will be no Neighbourhood Plan for our area.

It is important to note that not having a Neighbourhood Plan does not mean that development won’t happen. Development will take place, but without the policies in this Plan, which set out the type of development that is in keeping with our area’s character and where it should go, having any effect. Decisions will instead be based on the Borough’s policies and national guidance.

### 3. Our Neighbourhood

The Plan area comprises the two parishes of Sunninghill and Ascot, and of Sunningdale. It embraces the three main villages of Ascot, Sunninghill and Sunningdale, the three smaller communities of North and South Ascot and Cheapside, and the surrounding area.

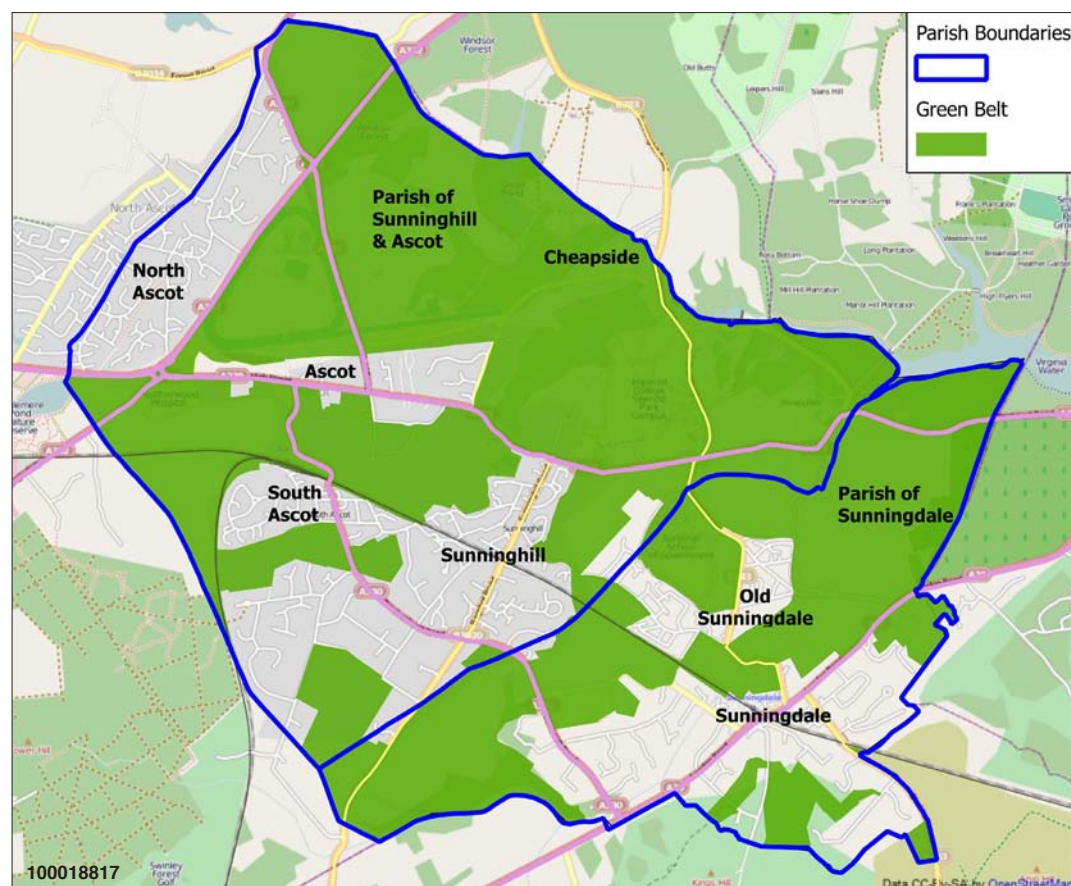
66.5% of our Neighbourhood Plan area is in the Green Belt and virtually all of it is in the influence zone of the Thames Basin Heaths Special Protection Area (SPA), which constrains the number of houses that can be built in our area by the requirement to provide an appropriate equivalent Suitable Alternative Natural Greenspace (SANG).

Our residential areas currently include a mix of housing, which ranges from large detached houses in their own gardens to terraced housing and flats.

Economically, the area is far from self-contained and is dependent for shopping, entertainment, jobs and local labour on the nearby towns of Windsor, Woking, Camberley and Bracknell. While many residents commute to work outside the area, there is also local employment, which the community is keen to retain.

Although recognised as a desirable place to live, many feel the area needs significant improvement and more facilities to create vibrant, strong and viable local community identities and secure their future.

**Map 1: Our Neighbourhood Plan area**



### 3.1 Ascot

Ascot is famous for its royal racecourse, established by Queen Anne in 1711. Since then, the High Street which effectively is the centre of Ascot, evolved into its current form:

- A somewhat one-sided High Street (the north side), with the south side constrained by being in Green Belt
- A limited mix of shops and food outlets, serving basic community and visitor needs for convenience, with some specialist shops, but with little to attract people to specifically visit
- A narrow major A road with traffic congestion and serious parking issues
- A couple of streets of Victorian terraced housing

The surrounding area which was historically dominated by large estates, was largely broken up during the early 20th century and now consists mainly of attractive, leafy residential suburbs and villas in a woodland setting. There is little residential accommodation within walking distance of Ascot High Street. A recent report in The Sunday Times lists Ascot as one of the top 100 Best Places to live in Britain.



Ascot Racecourse remains a major, world renowned attraction, especially for Royal Ascot. It has close links with the local community and provides a number of community amenities such as the Durning Library and the Golf, Cricket and Football Clubs. It is also a significant local employer.

Heatherwood Hospital is a major hospital site, dating back to 1922. In the 1990s, its services included A&E, a maternity unit, orthopaedic and children's wards and a range of outpatient services. The hospital is held in great regard by the local community and there is serious concern that the last decade has seen a steady reduction in the medical services on site. For example, the A&E department was closed in the late 1990s and replaced with a Minor Injuries Unit, now itself under threat. In September 2011, the Ascot Birth Centre was temporarily closed and never re-opened. There is a strong campaign by local residents and Councillors to retain a hospital on this site for the benefit of the community.



## 3.2 Sunninghill

Sunninghill is a lively and characterful Victorian village, that includes residential areas. It has a High Street that offers a relatively wide range of small convenience and specialist shops, cafes/restaurants and other services which are well supported by local residents.

St. Michael's primary school is in the centre of the village, occupying an important landmark building. In the village are also Cordes Hall, a hall/theatre held in trust for the community, and the Novello Theatre, originally a small cinema, now used primarily by children's dance and drama groups; both date back to Victorian times.

A small designated industrial area lies just off the High Street, adjoining the Queens Road car park. Silwood is an important employment/education site which runs along the edge of Cheapside village and there is a mixed employment site at Crossways, on the borders with Sunningdale.

The village expanded significantly during the inter war and post war periods with the construction of a variety of housing types.



The biggest threat to the prosperity and viability of Sunninghill arises from the inability of its Victorian streets to cope with current volumes of traffic, especially large delivery vehicles, alongside a serious shortage of parking for residents, shoppers and workers.

While Victory Field provides an excellent open recreation area for local residents, this is located at the far end of the village, on its borders with Ascot; the other end of the village lacks any public open space.

### 3.3 Sunningdale

Sunningdale is an aspirational area with extensive Green Belt and leafy surroundings and with a rich variety of housing types. It has an enviable position adjacent to Windsor Great Park and Chobham Common and benefits from internationally famous golf clubs and sports facilities.

The historic old village is mainly clustered around the listed Holy Trinity Church and is predominantly residential with much of it a conservation area. There is one large landowner, St. John's College Cambridge.

The main commercial centre is located around the junction of the A30 with the Chobham Road. It offers a variety of small shops serving local needs, together with specialist shops, coffee shops and restaurants. It is separated from a popular Waitrose supermarket which is adjacent to the station by a busy main road and level crossing and hence gets very limited benefit from its footfall.

The character of the area along the A30 itself has changed significantly in recent years by the replacement of a number of large houses in large plots by blocks of luxury flats and apartments. Local residents feel that this is impacting adversely on the character of the area and its social fabric, and there is strong resistance to this trend extending to other areas of Sunningdale.

The 5 star Coworth Park hotel and Polo centre is in the area and a state-of-the-art Care Village is being developed at Lynwood, on the border with Sunninghill. Sunningdale Park, which is in the Green Belt, is an important site providing jobs locally.

Parking is a serious problem in Sunningdale – for retailers, workers, shoppers, commuters and residents – as is traffic congestion, aggravated by the level crossing.



### 3.4 North Ascot

North Ascot is split into two halves with the south eastern half being in our NP area and the northern half in Bracknell Forest.

Part of the area bordering Bracknell Forest is a traditional Victorian village. In the main though, North Ascot is a pleasant neighbourhood of leafy residential suburbs with a mix of housing types.

A busy A-road separates it from Ascot, creating a physical barrier that makes pedestrian and cycle access difficult between the two.

The area has recently been the focus of developers seeking to build blocks of apartments or large detached homes to a density that in the community's view is harming the character of the area.



### 3.5 South Ascot

South Ascot is more diverse in character. The core is a Victorian village with terraced or semi-detached houses. In the 1950s the Bouldish Farm Estate was built, while towards the south and eastern end of the village are streets of villas in a woodland setting and leafy residential suburbs.

There is a village green and a large recreation area which is well used; the newly designated Allen's Field SANG is located in South Ascot.

South Ascot has a handful of shops on a narrow, busy A-road, and also includes Ascot Business Park, adjacent to Ascot railway station, one of the important employment sites in our area.





### 3.6 Cheapside

Cheapside is a small village located between Ascot Racecourse and Windsor Great Park, with its own very distinct identity. It is one of the oldest settlements in the area and the village, part of which spills over into the parish of Winkfield, lies entirely within the Green Belt.

Most plots and houses are post 1817 with some little terraces that date to around 1850. During WW2, part of the US Air Force was billeted locally at Sunninghill Park and some further development took place in the 1950s, such as the Almshouses which were built on the site of an old school.

Cheapside has a well used village hall, a thriving village school and a popular pub. It remains a mixed village community, surrounded by green spaces which set it apart from the other villages in the area.



## 4. What the Plan aims to achieve

Should the Neighbourhood Plan be ‘made’, it would become part of the Development Plan for the Borough. The policies in the Plan must support the NPPF’s “presumption in favour of sustainable development” and also be in general conformity with the Borough’s strategic policies. However, if there is a conflict with existing *non*-strategic policies in the Borough’s Local Plan, the Neighbourhood Plan policies will take precedence. This is the first time that communities have had the opportunity to create planning policies with this degree of formal weight.

When a planning application is submitted to RBWM, the Borough Planning Officers will be required to refer to the Neighbourhood Plan (alongside the Borough’s own Local Plan) and check whether the proposed development is in keeping with the policies the community has developed. In planning terms therefore, the policies set out in Sections 6, 7 and 8 of this document are the most important part of the Plan.



There are some restrictions to what Neighbourhood Plans can achieve. For example:

- They cannot promote *less* development than is set out in the Local Plan
- They cannot override national Green Belt policy or re-draw Green Belt boundaries
- They deal essentially with spatial issues such as the where, what and how of what can be built; they cannot address enforcement issues such as parking regulations or enforcement of Tree Preservation Orders (TPOs)
- While service issues such as the funding of a bus route are not spatial, NPs can encourage funding for these through developer contributions

During the preparation of the Plan, a number of initiatives (“**Projects**”) were proposed by local people for the improvement of our area, that are outside the specific remit of a Neighbourhood Plan. While these Projects may not have planning weight, they are included in Section 9 of this Plan to provide a focus for community action.

We propose to drive these Projects forward over the coming years through community action in partnership with the Borough, the Parish Councils and/or other appropriate partners.

It is the aim of the Ascot, Sunninghill and Sunningdale Neighbourhood Plan to set out policies for the years up to 2026 that will ensure that our area develops and grows in a way that is sustainable economically, socially and environmentally, and which enhances and improves the communities we live in. We wish that local residents in 2026 should enjoy living here at least as much as we all do currently, share the same strong sense of community and feel as passionate about its future as we do.



**The main aims of our Neighbourhood Plan, which were included in our Vision statement and have received strong support in community consultations, are:**

- To protect the green and leafy appearance of our surroundings and the distinct character of our villages.
- To maintain the separation between our villages, avoiding the creep of urban sprawl.
- To encourage and facilitate a redevelopment of the centre of Ascot and its High Street, to deliver a more viable, attractive shopping centre, a vibrant and successful evening economy and desired community facilities.
- To sensitively develop the area around the retail centre of Sunningdale to improve its future economic viability and deliver additional parking capacity and community amenities.
- To preserve and enhance the character of Sunninghill village centre.
- To meet new housing demand in a way that is sympathetic to the area, that ensures that the right type of housing is built in the right locations, and that a mix of housing types is delivered, to especially include family homes that are affordable by a wide section of the population.
- To minimise the impact of development on the natural and built environment.
- To protect the biodiversity of our area, our local wildlife and its habitat and our trees.
- To create through the planning system an environment that makes it attractive for micro, small and medium-sized businesses and shops to locate and flourish in the area.
- To retain the sites in our area which currently provide jobs in their present use and provide sustainable employment opportunities for those who live within and outside it.
- To seek ways of addressing the problems of traffic congestion on our roads and the lack of parking.
- To ensure our roads and streets provide safer and more accessible routes, better balancing the needs of pedestrians, cyclists and drivers.
- To ensure all residents have easy access to community facilities and community green, open spaces for leisure and recreation.



## 5. The Plan – Overview

### 5.1 Sustainable development and our NP area

**NOTE: This Neighbourhood Plan is to be read as a whole. Development proposals will be required to fulfil the conditions of all applicable policies.**

#### 5.1 Sustainable development and our NP area

The National Planning Policy Framework (NPPF) states that there are three dimensions to sustainable development: economic, social and environmental, all of which are important.

NPPF para 15 states that while all Plans should be based on and reflect the presumption in favour of sustainable development, which we fully support, policies in the Plans will guide how the presumption should be applied locally.

In evaluating locations that are most suitable for housing development, we have given preference to those that are:

- Closer to major transport hubs, notably our two railway stations in Ascot and Sunningdale
- Brownfield sites or already developed land
- On roads or streets that allow safe road access or where safe road access can be achieved through improvements
- Within easy access to shops, or at least a convenience store, and to community facilities and accessible green open space.

We're also seeking to deliver a mix of housing types so that we can "meet the needs of present and future generations" and ensure we support the community's needs and "its health, social and cultural wellbeing".

In order to "protect and enhance our natural, built and historic environment", we have designed policies intended to ensure that:

- Housing development is of the right type in the right location, so that it does not harm but instead positively reflects the existing and historic character of the area
- The open gaps between our villages are protected from development, to protect the individual village identities and retain the semi-rural nature of their surroundings
- Development preserves and contributes to the strongly green and leafy character of the neighbourhood
- Development recognises the need to protect and, where possible, improve biodiversity and important habitats
- Provision is made for improved pedestrian and cycling facilities.

While we are primarily a residential neighbourhood, there is a strong desire in the community to also "build strong, responsive and competitive economies" and "support growth and innovation". With this aim, we are seeking to retain at least the current level of job employment in our area by:

- Retaining our existing sites which provide jobs for continued use and where possible improving them, unless it can be clearly proven that they are not viable
- Discouraging heavy industrial, warehousing and distribution employment as being unsuitable for a neighbourhood comprising primarily villages with narrow, congested roads and difficult access through residential areas
- Encouraging micro and small businesses and high-skill medium size businesses that reflect our population profile.

We also wish to ensure the future viability and vitality of our village centres by policies that protect and encourage a wide variety of smaller retailers to flourish.

**This document sets out local considerations for delivering sustainable development in our NP area. Development proposals should meet the requirements of all relevant policies in this Neighbourhood Plan and be in line with Borough and national policies.**

## 5.2 Background and key issues

### 5.2.1 Housing overview

It is national government policy to actively encourage sustainable development; the nation needs more homes. This Neighbourhood Plan sets out to deliver a significant number of new homes during the Plan period in a way that reflects local needs and the wishes of residents.

At the time of writing, the only guideline available for the total number of new homes that have to be provided for across the Borough is a very provisional housing target of between 290 and 350 dwellings per annum, set before the publication of the 2011 Census. RBWM is currently working on housing needs analyses for the entire borough. When completed this will inform the development of the Borough Local Plan (BLP) and determine the new housing that will be required over the next 15 years for the Borough and for our area.

New housing completions in the Borough for the years from 2001–02 to 2011–12 have averaged 334 per annum. Completions in our NP area during the same period have averaged 60 dwellings per annum – 18% of the Borough's total. It is unlikely that our future housing need will be any less.

With the Crossrail line due to commence operation into Maidenhead by December 2019 and the plans for the rejuvenation of Maidenhead Town Centre well advanced, it is expected that the primary focus for new development will be in the Maidenhead area. Development is also expected in Windsor, the second largest town in the Borough. Our area however is a popular place to live and it is likely that we will see continued demand for new housing here.

The two major constraints to new development in our NP area are that 66.5% of the area is in Green Belt (see Map 1) and that virtually all of it lies in the zone of influence of the Thames Basin Heaths SPA.

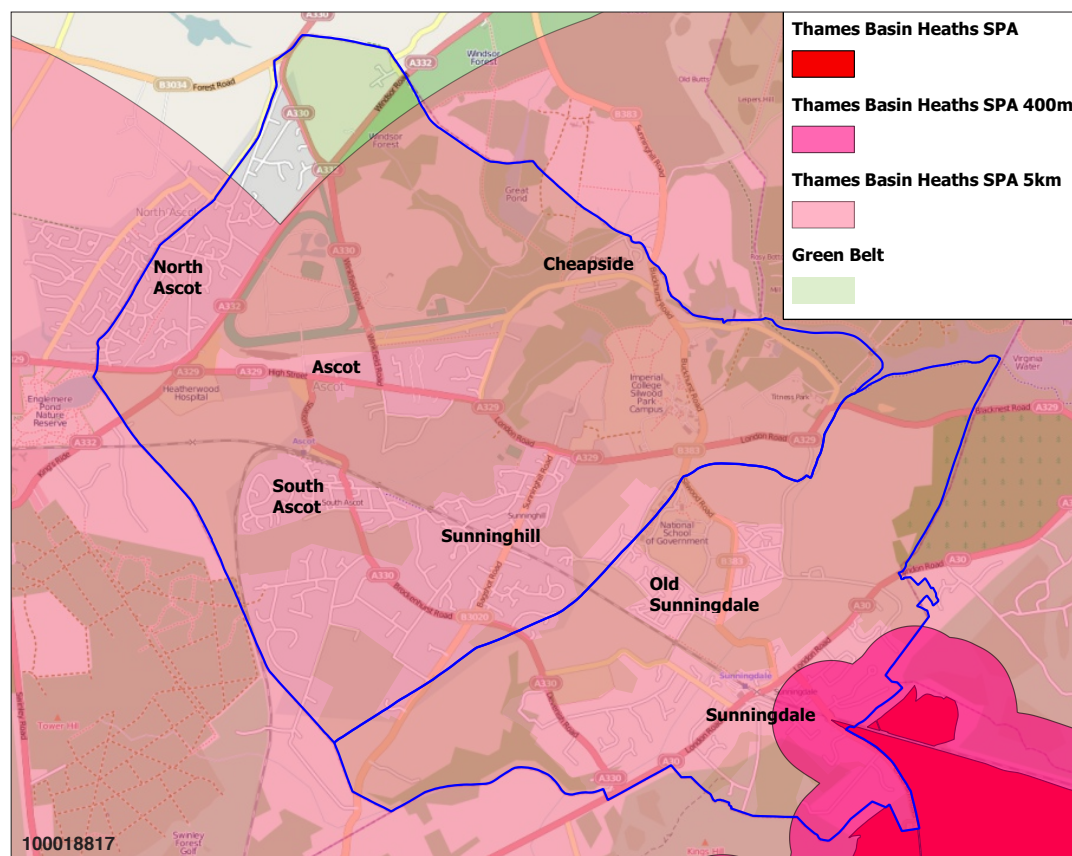
#### Thames Basin Heaths SPA

A SPA is a European designated site and is an area of land, water or sea which has been identified as being of international importance for the breeding, feeding, wintering or the migration of rare and vulnerable birds. Thames Basin Heaths SPA is a network of internationally important heathland sites to the south east of our area.

The significance of this on housing development in our area is that to mitigate any effect of additional new dwellings within 5km of the SPA, a Suitable Alternative Natural Green Space (SANG) must be provided as a way of reducing recreational pressure on the SPA, as well as a financial contribution towards strategic access management and monitoring. Within 400m of the SPA (as the crow flies) there is a presumption against residential development to avoid any significant effect on the integrity of the nearby SPA. This 400m zone affects the South East corner of Sunningdale parish (see Map 2). So the number of houses that can be built in our Plan area is constrained by the availability of SANGs.



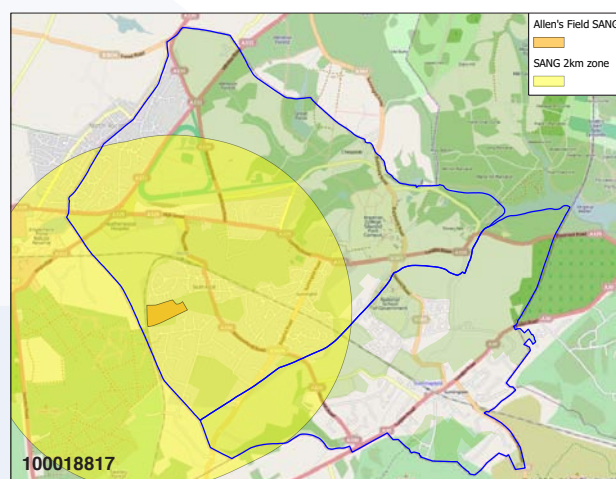
**Map 2: Zone of influence of Thames Basin Heaths SPA**



In October 2011, RBWM designated Allen's Field in South Ascot as a SANG which allows for 462 dwellings to be built. As at March 2013 a total of 105 planning permissions (as agreed by Natural England) were able to be counted towards this overall total.

The 462 dwellings allowed by the Allen's Field SANG will not suffice for the amount of housing we are projecting for the period of this Plan and additional SANG(s) will be required. During the consultation process, a couple of sites have been identified as possibly having the potential to become SANGs. A Project is included in Section 9.4 of the Plan, which is an initiative to encourage consideration of potential SANG sites and we are confident that SANGs will come forward during the Plan period to enable development to take place. This is especially important to Sunningdale, as the Allen's Field SANG zone does not stretch to cover that area.

**Map 3: Extent of Allen's Field SANG zone**



## BEN Lynwood

In Spring 2013 development started on a new state-of-the-art care village at Lynwood, in Sunningdale just on the borders with Sunninghill. This is owned by BEN – Motor and Allied Trades Benevolent Fund – and will deliver an additional 133 dwellings for our area, an important contribution towards our housing numbers.

## Windfall development

In our NP area, much of our housing land supply in recent years has come from windfall sites – sites which were not specifically earmarked for development in the Borough's plans. The type of piecemeal development that this creates has given rise to the concern that it is causing harm to the character of the area. Such small scale speculative development also makes it more challenging to secure the funding necessary to deliver infrastructure improvements.

## 5.2.2 Economy overview

While our area is primarily residential, there are a number of sites in it which provide jobs. The largest current employers are in the healthcare, education and hospitality sectors, all of which have a large proportion of their workforce coming from outside our NP area.

There are a small number of storage and/or distribution centres, some of which require access through residential areas and/or along roads used by school children.

The range of office accommodation in the area includes a variety of floor plates, age and quality and, although there are pockets of unoccupied office space, a large proportion of available office space is occupied. It is relevant though to note that there is a considerable amount of vacant office space within 10 miles of the Neighbourhood; this is before any new space that may arise from the vacating of the Defence Evaluation and Research Agency (DERA) site in Surrey.

Retail represents an important sector of employment in our NP area. The retail offering is concentrated in our three main village centres of Ascot, Sunningdale and Sunninghill and we expect this to continue to be the case.

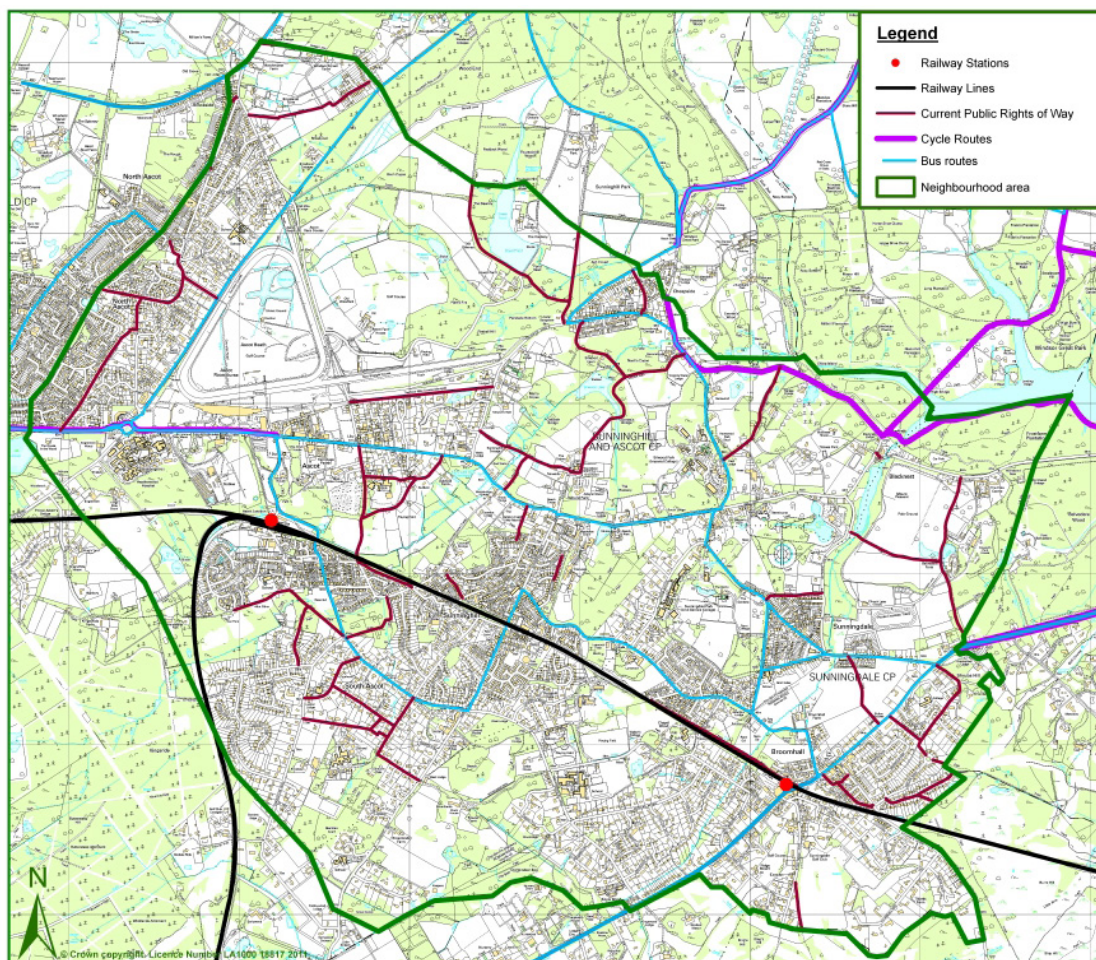


## 5.2.3 Transport overview

We have two railway stations in our NP area; one in Ascot and one in Sunningdale. Both are on the Reading to Waterloo line with Ascot also having services to Guildford.



**Map 4: Transport map (public)  
of NP area**



We have infrequent bus services, especially during the peak morning and evening periods. Community consultation also highlighted poor public transport links to neighbouring towns, particularly to Windsor.

Currently, there is just one short length of cycle route that comes in from Bracknell and goes as far as Ascot Racecourse. While there has been an increase in the provision of cycle storage at both stations and in a number of village centres, without cycle routes and with highly trafficked roads, there is limited encouragement for people to cycle.



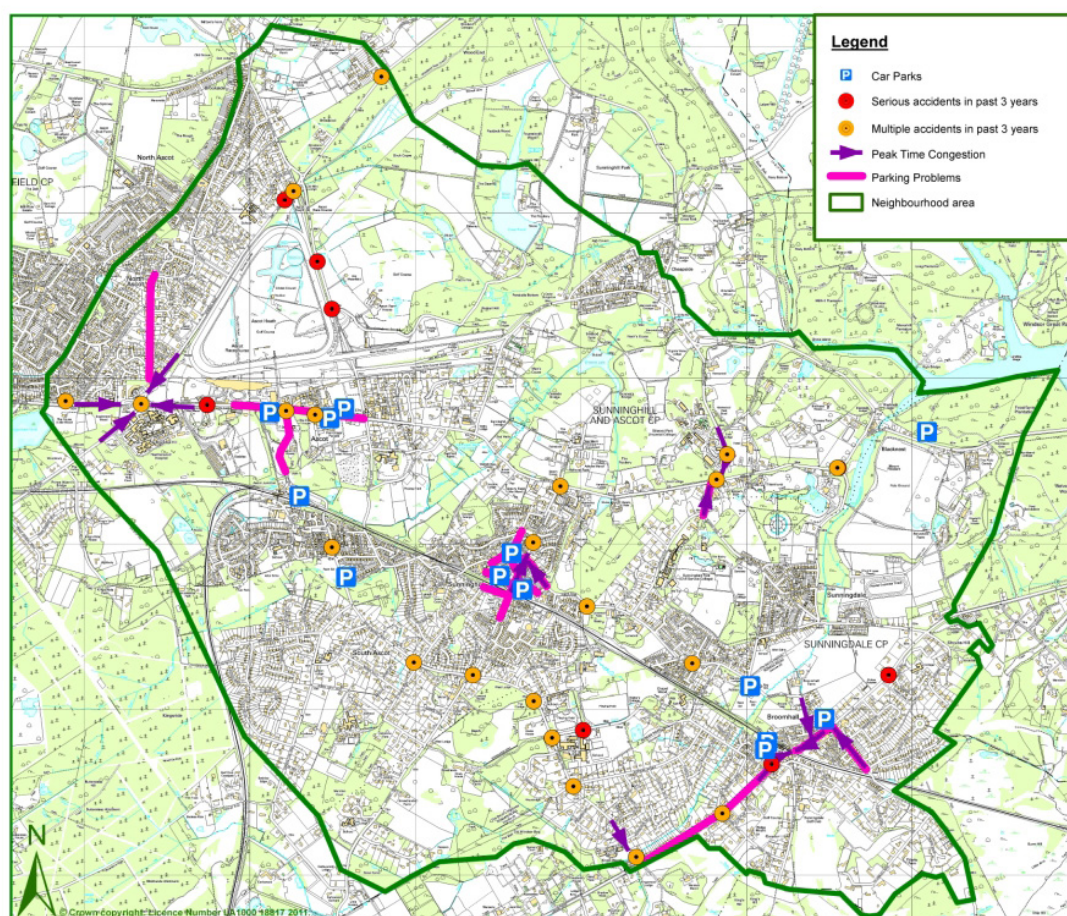


Limited public transport places greater reliance on use of the car. Traffic congestion and parking were recurring themes in the feedback from all our community consultations. Map 5 shows the areas of peak time congestion and parking problems, which are clearly clustered primarily around our Victorian village centres. Heatherwood roundabout is also a traffic congestion hotspot with the two major local A-roads converging.

Although there are a number of car parks shown on the map, many of these are small and fill to capacity.

Even though this Plan encourages use of more sustainable means of transport, with the level of expected new development it is clear that more parking provision will be required and substantial improvements to the road infrastructure.

**Map 5: Transport map (cars)  
of NP area**



### 5.3 Overall Plan strategy

#### 5.3 Overall Plan strategy

We considered all three of our major villages and evaluated which could best support and benefit from increased development in ways that will enhance our neighbourhood while protecting its character and green and leafy feel. We also examined the larger sites in our Plan area to identify those which have the greater potential for sustainable development.

Our strategy is to concentrate new development where it is most appropriate and where it can best deliver the type of development the local community is comfortable with and the infrastructure improvements we need.



Another cornerstone of our strategy is to require Development Briefs for all sites over a certain size threshold and for major strategic sites as a useful tool to ensure developer / community engagement early in the design process.

Windfall sites will still come forward and development on these will be welcomed, but within clear parameters set by policies in the Plan, to ensure that they deliver the mix, type and design of housing that is appropriate to the character of our area.

### 5.3.1 Our three village centres

#### Ascot

The development of Ascot as a centre has been constrained by the fact of the racecourse on one side and Green Belt on the other. This has resulted in a somewhat one-sided centre that is considered by local residents and visitors as having little to attract them, and there is strong support from the community to see Ascot improved and enhanced.

Retailers in Ascot High Street, unless serving the needs of racegoers, suffer from the serious traffic and pedestrian congestion during the (approx) 26 days of racing.

We have a unique opportunity through Neighbourhood Planning to develop Ascot into a thriving and vibrant centre, enhancing the local economy, providing a considerable number of new houses in a sustainable location close to a key transport hub, and delivering direct benefits to the community in the form of a community centre and public open space.

**A key cornerstone of our overall Plan therefore is to focus new housing and retail development around Ascot.**

#### Sunningdale

Sunningdale has already seen considerable development along its main A30 artery, resulting in serious traffic and parking issues and an undesirable change to the character of some of the area. We need to strike a fine balance of delivering the most sustainable development that will support the local economy while not further harming the character of the area or aggravating the traffic and parking problems, especially bearing in mind the likely impact of the DERA development in Surrey.

**We are proposing modest scale sensitive mixed development around the retail centre of Sunningdale, while retaining its character.**

#### Sunninghill

Sunninghill village is already under threat from traffic congestion, HGV deliveries and high parking demands, putting the character of the village and potentially also its economic viability at risk, as well as negatively impacting on the amenity of local residents. We therefore propose through Neighbourhood Planning to manage future development in Sunninghill to mitigate these negative impacts and there is a policy to this effect in Section 7.

**Our focus for Sunninghill is to preserve and enhance the character of the village.**

### 5.3.2 Strategic sites

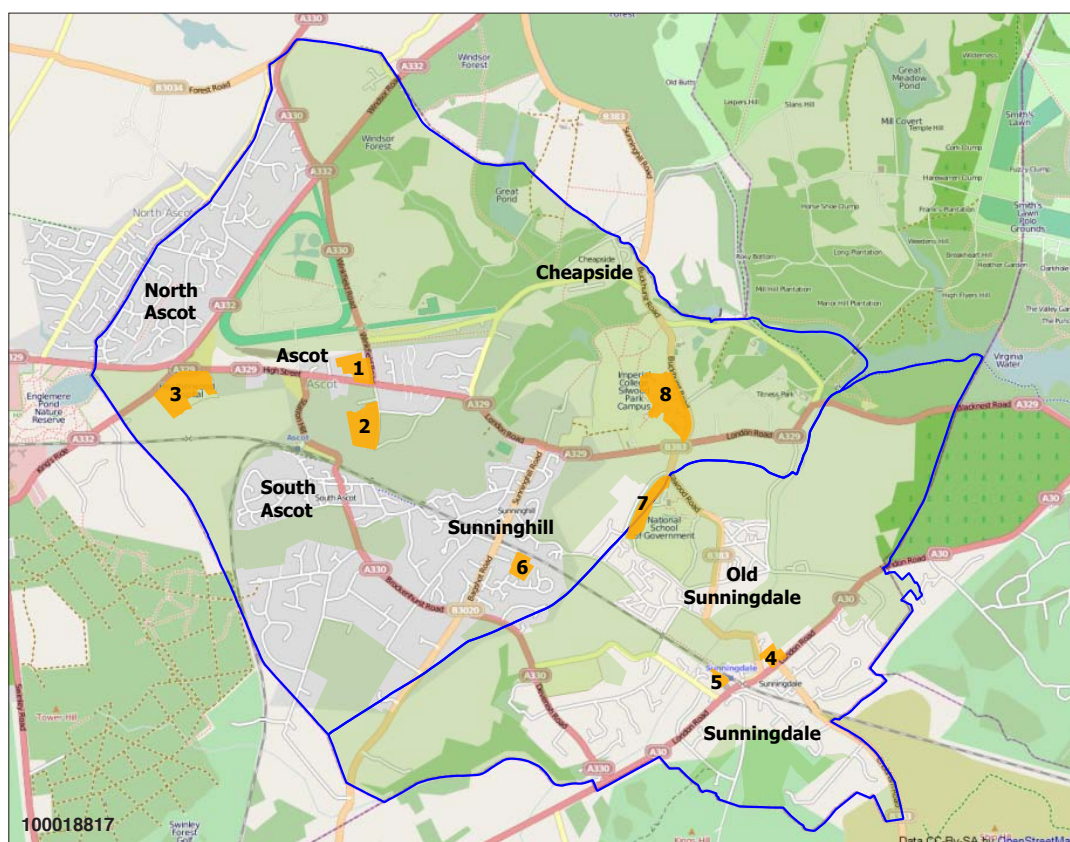
**As a second key cornerstone to our Plan, we have identified a number of larger strategic sites suitable for development in our Plan area.**

Focusing development on these strategic sites brings a number of benefits, such as:

- It will enable us to better influence through our policies the nature and design of the development
- It will take the pressure off the need to approve piecemeal development that is inappropriate, less sustainable or that risks harming the natural or built environment or the social fabric of the area
- It will help secure necessary improvements to the infrastructure in the area, especially road and junction improvements, community spaces and services

We have in Section 8 included policies on a site by site basis for all our strategic housing and job sites. Housing numbers for each site and the amount of additional employment or retail space will emerge through the process of consultation required by our policy on Development Briefs (Section 6.2.1; NP/H1) and all our strategic site policies.

**Map 6: Strategic sites**  
(see table)



STRATEGIC SITE	PROPOSED USE
1. Ascot Centre / High Street - "Ascot Village"	Significant Housing and Retail; options include some general employment
2. Shorts Recycling Transfer Station site	Employment or alternative uses
3. Heatherwood site	Healthcare facility plus significant Housing
4. Sunningdale Broomhall Centre	Retail and Housing; options include some general employment

STRATEGIC SITE	PROPOSED USE
5. Sunningdale Station & Waitrose Car Parks	Commercial; small Retail
6. Gasholder site	Significant Housing; options include Education use
7. Sunningdale Park	Employment plus potentially housing
8. Silwood Park	Education, research, other associated employment and associated residential

*Note definition of "Employment" in Glossary*

**With the number of planning permissions already granted and to be built, a major focus on development in Ascot, managed, creative development in Sunningdale, the identified strategic sites and windfall sites, we are confident that we are securing a sustainable level of future growth for our area and its economic viability.**

### 5.3.3 Development Briefs

The requirement for all sites larger than 0.4 hectares which include 10 or more dwellings, and for our strategic sites, to provide a Development Brief is an important strategy of our Plan.

A Development Brief is a very useful tool through which developers can set out their proposals for new development in sufficient detail to allow the community to understand what is being proposed – including dwelling types being proposed, design, issues of access and infrastructure and any likely impact on trees (see Appendix C for full details).

A meaningful consultation process can then be engaged in and local views can be incorporated into the design of the development.

Planning applications for developments that require a Development Brief must be accompanied by a Statement of Community Consultation which sets out how the community were consulted, a record of their views and how these have been taken into account in the proposals being submitted (see Appendix D for full details).

### 5.3.4 Economy

With the high cost and restricted availability of land in our NP area due to the Green Belt and infrastructure constraints, we do not expect any development applications for major new economy sites to come forward.

There is demand for light industrial units and spaces suitable for small and micro businesses and we propose to encourage these through our general economy policies.

The retail offering in our area will continue to be concentrated in our three village centres of Ascot, Sunningdale and Sunninghill and our strategy is to seek, in so far as it is possible, to protect the variety and range of retail available.

### 5.3.5 Environment

The protection of the green and leafy character of our area, of the Green Belt and open spaces are a high priority for the local community. Our strategy of concentrating development on the larger strategic sites adds a greater degree of certainty to ensuring this protection, together with policies to protect trees and prevent inappropriate development on open spaces and gardens.

Design guideline policies aim to encourage good design that retains and improves the area's character, the streetscape and the natural environment.

The goal of preserving and enhancing important habitats and the biodiversity of our area is addressed through policies on biodiversity and green corridors.

### 5.3.6 Green Belt

66.5% of our Neighbourhood Plan area lies in the Green Belt and there is popular support for its fundamental aim of preventing urban sprawl by keeping land permanently open.

The NPPF is clear in its support for the Green Belt, emphasising its importance and its essential characteristics of openness and permanence (para 79). It also states that inappropriate development should not be approved except in very special circumstances (para 87) and that very special circumstances will not exist unless the potential harm to the GB is clearly outweighed by other considerations (para 88).



Areas designated as Green Belt will continue to be protected by Borough and national policy. While the community has shown strong support for protecting these areas, it is beyond the remit of a Neighbourhood Plan to seek to change national Green Belt policy and it is not appropriate or necessary to have a policy that repeats what already exists.

It should also be noted that there are a number of areas in our NP which represent existing development in Green Belt. This includes for example all of Cheapside village which is residential, part of Ascot Station area and a number of our identified strategic sites: a part of Heatherwood site, and of Shorts Recycling Transfer Station site, and parts of Sunningdale Park and Silwood Park.

The NPPF (para 89) allows for limited infilling or redevelopment of previously developed sites provided it would not have a greater impact on the openness of the GB and the purpose of including land within it than the existing development. Our Neighbourhood Plan cannot prevent these sites from being re-developed but, instead, we have tried to positively influence the shape of any such future development that may take place.

### 5.3.7 Transport

Public consultations have also shown considerable support for better – and especially safer – facilities for cyclists and pedestrians, while at the same time pragmatically recognising that we are a car-based community and this is unlikely to significantly change. We have tried through our policies to provide for achieving a better balance between the sometimes conflicting needs of these user groups, while also encouraging less reliance on cars.

Specific policies on parking aim to at least mitigate the impact on increased parking demand from new development, while our strategic site policies aim to deliver increased parking capacity in Ascot and Sunningdale.

Traffic congestion is a challenge in our area and cannot be fully addressed through a Neighbourhood Plan. We have identified two related Projects: the first is to deliver a Village Hopper Bus Service; the second to work with RBWM Highways Department to find ways of improving highways management and addressing traffic congestion in our area. Many of our strategic site policies include a requirement to provide safe cycle and pedestrian ways to link different parts of our area and a specific cycle policy aims to create cycle routes between the villages.

### 5.3.8 Community

We have conducted considerable research into whether the community infrastructure, in the shape of schools, GP surgeries, community halls and open spaces, will be able to cope with the projected increase in development – a concern repeatedly expressed by the community during consultations.

It is likely that we will need a significant number of additional primary school places in our area during the Plan period and we have defined a Project to try to address this.



Existing GP surgeries currently have adequate capacity to take on new patients and a number are interested in expanding their premises and/or their services, which we support.

An easily accessible community hub and public open space are considered important to the local community. Sunningdale is reasonably well served in this respect through its Village Hall and Broomhall Recreation Ground but its commercial centre lacks a public square. Sunninghill has Cordes Hall which is being opened up more for community use. Victory Field is a popular sport and recreation ground that serves both Sunninghill and Ascot but is not at the heart of either and has some issues in relation to access, especially for pedestrians. There is a lack of a public open space to serve residents at the southern end of Sunninghill village and there is a major need and desire for a community hub and open space in the centre of Ascot. Our policies and projects seek to address these needs.



## 5.4 Plan start date and period

### 5.4 Plan start date and period

The start date we have adopted for our Neighbourhood Plan is April 2011 as being the date when the Steering Group was formed and work on developing the Plan started. An April start also allows us to fit in with the way RBWM monitors development, in financial years (April to March).

The Plan Period is 15 years, so it is intended that our Plan runs for the period from April 2011 until March 2026.

We recognise also that the Plan will be delivered and implemented by different stakeholders and partners and that it is not a rigid blueprint but instead it provides a framework for change through its vision, strategy and policies.

As new challenges and opportunities are likely to arise over the plan period, the intention is for the Neighbourhood Plan to be reviewed every 5 years.

## 5.5 Projects

### 5.5 Projects

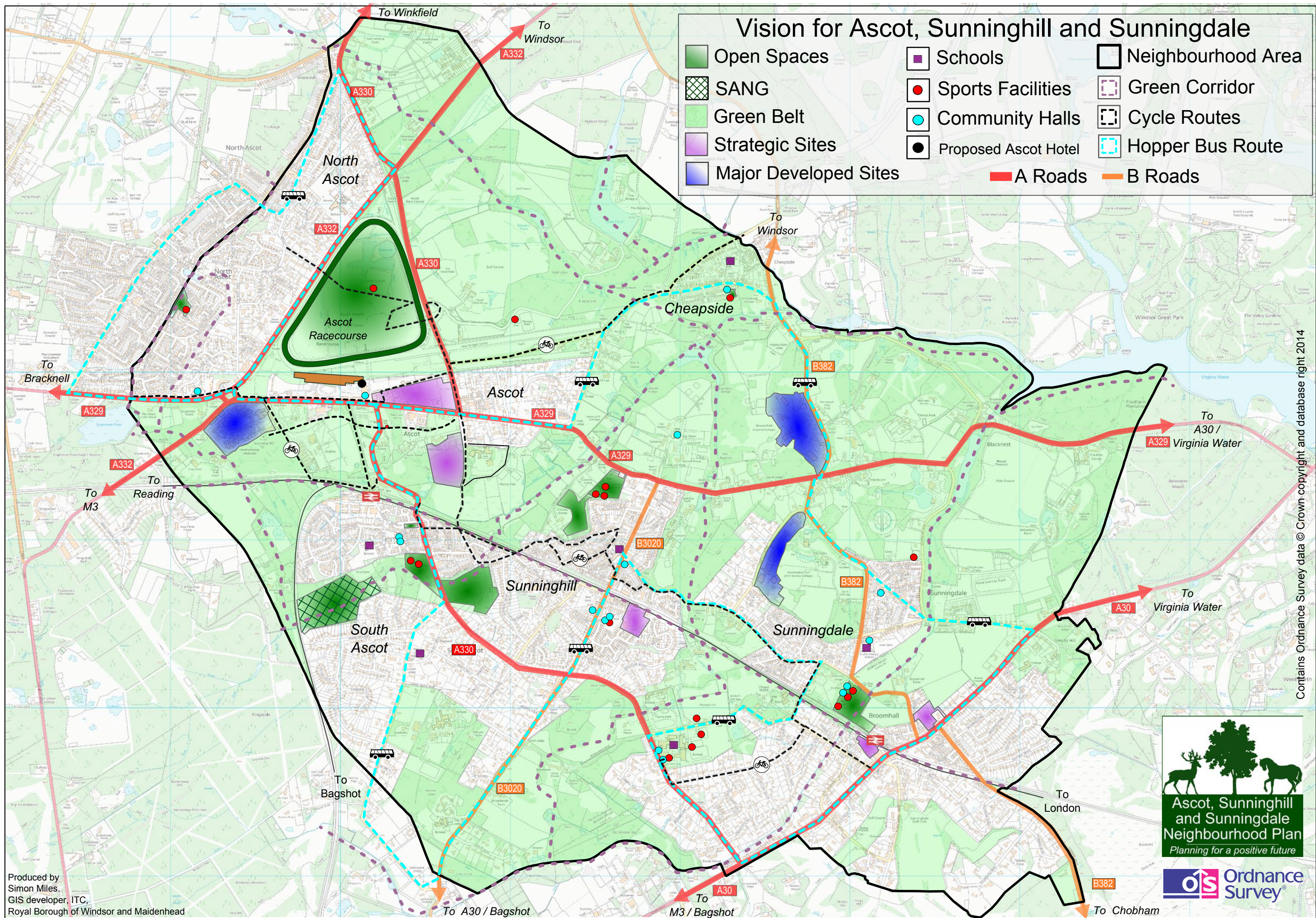
During the development of our Neighbourhood Plan, a number of initiatives were proposed to enhance our neighbourhood and way of life, which don't fall within the spatial remit of town and country planning or which cannot be delivered through a Neighbourhood Plan. We nonetheless wish to document these as being part of the overall picture of what the community wishes to see delivered for our area. We have called these initiatives "PROJECTS" and have included them in section 9 of this document.

We propose to drive these projects forward as members of the community, working as needed in partnership with the Borough, the Parish Councils and/or other appropriate partners. It is the intention that these projects should be financed where necessary by the Community Infrastructure Levy (CIL) or S106 monies.



# Vision for Ascot, Sunninghill and Sunningdale

- |                       |                      |                    |
|-----------------------|----------------------|--------------------|
| Open Spaces           | Schools              | Neighbourhood Area |
| SANG                  | Sports Facilities    | Green Corridor     |
| Green Belt            | Community Halls      | Cycle Routes       |
| Strategic Sites       | Proposed Ascot Hotel | Hopper Bus Route   |
| Major Developed Sites | A Roads              | B Roads            |



Contains Ordnance Survey data © Crown copyright and database right 2014



Produced by  
Simon Miles.  
GIS developer, ITC,  
Royal Borough of Windsor and Maidenhead



### 6.1.1 Gaps between villages (NP/EN1)

## CONTEXT AND REASONED JUSTIFICATION

Our last Options consultation defined six gaps between different villages, shown on a map and there was strong support for protecting all of them, ranging from 65% to 70%. Most of the land in these gaps is in the Green Belt but there are areas which are not.



100018817

Data CC-BY-SA by OpenStreetMap

## INTENT

To retain the separation between the villages in our area.

To prevent development that will reduce the separation between the villages or the sense of openness created by these Gaps.

For purposes of clarity, more detailed maps of the 6 gaps (Maps 7a–7f) are included in this Plan in Appendix B.

### Policy NP/EN1 – Gaps between villages

#### POLICY NP/EN1 – GAPS BETWEEN VILLAGES

**NP/EN1** Any development proposals in the identified gaps between villages, as defined on Map 7, should be located and designed to maintain the separation of the villages and to complement the relevant landscape characteristics of the gaps, through:

- (a) Locating structures where they will be viewed against existing built form
- (b) Retaining the proportion and scale of built structures and the space between them
- (c) Reference to the built vernacular of the neighbourhood area
- (d) Conservation and restoration of traditional boundary treatments; and
- (e) Use of appropriate plant species in a comprehensive landscape scheme with appropriate boundary treatments to integrate with the rural character

Wherever possible, development should deliver enhancements to the landscape character.

### 6.1.2 Trees (NP/EN2)

### 6.1.2 Trees (NP/EN2)

#### CONTEXT AND REASONED JUSTIFICATION

Trees are vital to our wellbeing and a key part of green infrastructure. In our NP area, they are also key contributors to the green and leafy character of our neighbourhood, which the community is overwhelmingly keen to retain and protect.

Trees also have a role to play in climate change mitigation by absorbing carbon dioxide, a major greenhouse gas. They can lower air temperature by evaporating water from their leaves and they cool buildings with their shade.

They support biodiversity, providing valuable and necessary habitat for our birds, insects and other wildlife.

Once a mature tree is lost, by accident or intent (as well as from natural causes of disease or old age), it is difficult to replace. The main species of tree that define our area are Oaks, Scots Pine, Silver Birch, Downy Birch, Sweet Chestnut, Beech, Hornbeam and Holly and most of these take several decades to reach full maturity.

We have a concern that there has been a steady, piecemeal loss of trees from the pressures of higher density development, especially where large plots of single dwellings have been split up or replaced by dwellings with a larger footprint. This results not only in tree loss to enable development, more may then be lost after development has been

completed due to the longer term impacts of root disturbance during the build process and works undertaken by future occupants. While the individual impact may not be too serious, collectively it becomes significant.

There is strong support from the local community to ensure that Tree Preservation Orders (TPOs) are strictly enforced and that the Borough's policy on trees (A Tree and Woodland Strategy for the Borough 2010–2020) carries significant weight when determining planning applications, in line with the NPPF's general principle of sustainable development's environmental dimension and, more specifically with NPPF para 118 which states that "planning permission should be refused for development resulting in...the loss of aged or veteran trees found outside ancient woodland, unless the need for, and benefits of, the development in that location clearly outweigh the loss."

We also wish to encourage RBWM to adopt a pro-active approach on prosecuting offenders who deliberately destroy or damage trees which are subject to a TPO.



## INTENT

To retain and protect the green and leafy character of our area, to which trees are a major contributor.

To ensure we retain a wide variety of trees in our area, especially mature trees of the species that define the area's character.

To protect trees of recognised importance, such as mature trees and trees of high arboricultural and/or landscape value and/or those which contribute to cultural values, including conservation, so that they are retained for the benefit and enjoyment of future generations of local residents and wildlife.



## Policy NP/EN2 – Trees

**POLICY NP/EN2 – TREES**

**NP/EN2.1** Development proposals should seek to retain mature or important trees, groups of trees or woodland on site. Where removal of a tree(s) of recognised importance is proposed, a replacement of similar amenity value should be provided on site.

**NP/EN2.2** Residential or commercial development proposals where trees are present should be accompanied by a tree survey and tree protection plan and where necessary an arboricultural impact assessment and a method statement. These should clearly identify the trees, the constraints and root protection areas, any trees to be removed, and state how the health of the trees on the site and those influencing from neighbouring sites including the highway will be protected during demolition and construction, including that of installing utilities, drainage and landscaping. All proposals under this policy NP/EN2.2 must meet British Standards 5837:2012 ‘Trees in relation to design, demolition and construction – Recommendations’ or any future amendment or replacement of this.

**NP/EN2.3** Wherever appropriate, the planting of additional trees should be included in new developments, particularly local species that are in keeping with the character of the area. Planting that contributes to the biodiversity of the area and supports green corridors is particularly encouraged. Proposals should be accompanied by an indicative planting scheme to demonstrate an adequate level of sustainable planting can be achieved.

## 6.1.3 Gardens (NP/EN3)

## 6.1.3 Gardens (NP/EN3)

**CONTEXT AND REASONED JUSTIFICATION**

Gardens are an important characteristic in a large part of our NP area and they are greatly valued as contributing to the sylvan nature of our environment and our green and leafy surroundings.

They also represent an extensive network of diverse and rich habitats for flora and fauna. Gardens provide good sources of food for insects and birds. Larger gardens may include nesting sites and habitats for invertebrates, birds and small mammals, while garden ponds attract dragonflies and other aquatic and semi-aquatic species.

While recognising that infilling and rear garden development can provide a useful source of additional housing land, the NPPF does allow policies to be set to resist inappropriate development of residential gardens where for example development would cause harm to the local area (NPPF para 53).

From the very first consultation conducted with the local community, there was support for ensuring that gardens are protected from over development.

## INTENT

To protect the landscape and character of the area from inappropriate development on residential gardens, such as development that is disproportionate or overly dense relative to the surrounding properties or that noticeably diminishes the greenness or vegetation.

To minimise loss of habitat for local flora and fauna.

### Policy NP/EN3 – Gardens

#### **POLICY NP/EN3 – GARDENS**

**NP/EN3** Proposals for new dwellings on private residential gardens should:

- (a)** Not result in an unacceptable reduction of the green space created by the garden itself or in combination with surrounding gardens AND
- (b)** Not result in an unacceptable impact on the landscape and environmental value of the site.

### 6.1.4 Biodiversity (NP/EN4)

#### 6.1.4 Biodiversity(NP/EN4)

##### **CONTEXT AND REASONED JUSTIFICATION**

Our area has considerable biodiversity for a populated albeit semi-rural area. We have both nationally important habitat types (heathland and ancient woodland) and protected species (such as badgers, bats and the Great Crested Newt). To the north and east we share boundaries with two internationally important conservation areas – the Windsor Forest and Great Park Special Area of Conservation (SAC) and Chobham Common SSSI, also designated as the Thames Basin Heaths SPA. We also have within our NP area one Local Nature Reserve (Allen's Field) and a number of Local Wildlife Sites (LWSs) – an up to date list of these can be found on the website of Thames Valley Environmental Records Centre ([www.tverc.org](http://www.tverc.org)).

This biodiversity is important to the area and its residents and, in line with the NPPF (para 118), we wish to see it conserved and enhanced. We encourage all new development to include proposals to encourage biodiversity by including for example:

- Friendly wildlife features in new or modified buildings, including the gravelling or greening of flat roofs and the use of bird and bat friendly features
- Soft landscaped hedges rather than hard landscaped fences
- Wildlife friendly boundary treatments with openings (eg badger gates) to allow wildlife to circulate
- Erection of appropriate bird nesting boxes and bat boxes
- Provision of wilderness areas or “pocket parks” for wildlife friendly vegetation such as stinging nettles and brambles, to feed the larvae of some of our native butterflies and provide nectar for pollinating insects

Nationally and internationally important sites (eg. SSSIs, SPAs and SACs) receive protection because of their status and any impacts on these are governed by EU provisions enacted into English Law. These do not require any further protection through a Neighbourhood Plan.

Sites however that enjoy only local importance such as LWSs are more at risk and we recognise that there will be occasions when the case for development argues for

some harm or risk of loss of biodiversity at such sites. In such instances, if there are no satisfactory alternatives, we wish to ensure at least that appropriate mitigation or, as a last resort, compensation is provided.

A number of bird species in particular are known to have suffered significant national decline in their numbers in recent years. Some of these, such as Swifts and House Sparrows, use built habitat for their nests and we would like to see mitigation measures in instances where this comes under threat.

There is a particular desire to ensure the protection of locally existing species that are protected by law, such as badgers, bat species, the Great Crested Newt, Stag Beetles and the Common Lizard.

Both badgers and bats exist in our area and are protected by law so do not require specific protection through a Neighbourhood Plan. The community nonetheless would like to see greater focus on appropriate mitigation measures in instances where impact on these species is unavoidable.



For example, in the case of potential harmful impact on badgers or their setts, mitigation measures should take into account the following:

- Provision of adequate foraging areas
- Access between setts and foraging/watering areas
- Avoid isolating a badger territory by surrounding it with roads or housing
- Natural setts are strongly favoured over artificial ones
- If as a last resort, artificial setts are created, their location should be as close to the original sett as possible

We also have a local population of bats due to the large number of mature trees and older properties that still remain. It is important that developments which have the potential to harbour roosting, foraging or breeding bats are properly surveyed at the optimal time of year by a professionally qualified ecologist prior to work commencing. Where bat species can be protected during construction the report should identify how this can be achieved. We have identified a Project (see Section 9.5) to collect more data about the biodiversity in our area and what species exist that need to be protected.



## INTENT

To protect and increase the area's biodiversity.

Where there is risk of harm to important habitat or species, to ensure that appropriate mitigation measures are included in the development proposals, as required by law. Examples are included above.

Where a survey or assessment is required under this policy, it should be conducted at the appropriate time for the relevant species.

### Policy NP/EN4 – Biodiversity

#### POLICY NP/EN4 – BIODIVERSITY

Development proposals should seek to enhance biodiversity wherever possible.

**NP/EN4.1** Significant development proposals which are likely to have a direct or indirect adverse impact on local biodiversity will only be permitted provided an independent survey report which is supported by the Borough's Ecological adviser demonstrates that there are no alternatives with less harmful impacts, or that appropriate mitigation measures or, as a last resort, compensation measures can be provided to achieve a net enhancement to the site's biodiversity.

**NP/EN4.2** Development proposals for new buildings which are likely to have a direct or indirect adverse impact on the habitat or wildlife of a Local Wildlife Site (LWS) will only be permitted where an independent survey report which is supported by the Borough's Ecological adviser includes an assessment of the alternatives investigated and demonstrates that appropriate mitigation measures or, as a last resort, compensation measures can be provided to significantly reduce the likely impact.

**NP/EN4.3** Where there is evidence of the existence of bats, badgers or other species protected by law, any survey or assessment which accompanies a development proposal must be undertaken at an appropriate time of year for the relevant species and must include proposals for the measures that will be taken by way of appropriate mitigation to minimise and compensate for any likely impact the development may have on them, in accordance with the requirements of the licence from Natural England.

**NP/EN4.4** Significant development proposals which may result in the loss of bird nesting habitat must include by way of mitigation within the new development suitable alternative nesting habitat.

### 6.1.5 Green corridors (NP/EN5)

### 6.1.5 Green corridors (NP/EN5)

#### CONTEXT AND REASONED JUSTIFICATION

Our area is surrounded by three significant and distinct areas of habitat: Chobham Common, Swinley Forest and Windsor Great Park. A built up area in the middle of these spaces creates a barrier to the free movement of flora and fauna, potentially creating species isolation which can result in in-breeding and a breakdown in ecological resilience.

While we have a good network of green spaces in our NP area, these are generally not linked. Identifying and securing wildlife or green corridors is essential to ensure the necessary replenishment and maintenance of species diversity for healthy ecological functioning.



The green corridors for our area were identified using scientifically recognised methodology and in consultation with a team of conservation professionals. Natural water courses are an obvious target to form the basis of a network. Not only are they vectors for many aquatic species, but all species need water to survive and this is especially important for mammals, reptiles and amphibians, which cannot easily overcome physical barriers to reach water.

The aim of the corridors is to provide connectivity between designated LWSs, the three major biodiversity opportunity areas of Windsor Great Park, Chobham Common and Swinley Forest and significant habitat areas of open water and ancient woodland.

A *minimum* recommended width to retain green corridor connectivity is 10 metres of free-draining land or 5 metres on either side of a body of water. This will allow the uninterrupted migration of land based species such as badgers, deer, reptiles and amphibians but also enable the establishment of ‘stepping stone’ habitats to allow all species, including avifauna and insects to migrate to larger corridor areas. These corridors should have no physical obstructions such as fences or buildings.

The resulting network of green corridors identified for our neighbourhood is shown on Map 8. These corridors have been classified as “primary”, which are corridors which match all or most of the selection criteria applied, and “secondary”, which only meet some of the criteria but nonetheless play a significant role in enhancing connectivity.

Most of the primary corridors run along natural waterways; secondary corridors include railway embankments, which have a very useful role to play in providing contiguous and uninterrupted semi-natural habitats.

There is strong support from the local community to protect these corridors from harm arising from any development. Where arguments in favour of development are strong, we wish to at least see appropriate mitigation measures put in place or compensation provided.

To secure and protect the critical function of primary green corridors, which is their connectivity.

For purposes of clarity, Map 8 shows the route of primary and secondary green corridors. Where a corridor is shown as following a watercourse, its width shall be taken to be 5 metres on either side of the edge of the watercourse. Where a corridor does not follow a watercourse, its width shall be taken to be 10 metres.

100018817

Map of the Ascot and Sunningdale area showing waterways, flood zones, and green corridors. The map includes labels for various locations like Ascot, Sunningdale, and Virginia Water, as well as roads like A329, A330, and A332. A legend in the top right corner defines the symbols used: Primary Corridor (thick green line), Secondary Corridor (thick orange line), Green Corridor through Green Belt mostly following water courses (thin green line), Green Corridor not in Green Belt and through gardens (dashed green line), and Flood zone (blue outline). Callout boxes provide additional context: 'Blackmoor stream from Englemere Pond to The Rough', 'Blythewood Lane identified in an ecological survey by the Binfield Badger Group in 2013', 'Waterways linking Fish Pond, Brewer's Pond, Silwood Lake, Mill Pond and Great Pond to Virginia Water', 'Railway embankments from Ascot to Sunningdale', and 'Through woodland linking ponds and sections of streams above ground'. The map is sourced from OpenStreetMap and has a scale of 100018817.



## Policy NP/EN5 – Green Corridors

### POLICY NP/EN5 – GREEN CORRIDORS

**NP/EN5.1** Development proposals should seek to maintain and enhance the connectivity of all green corridors wherever possible.

**NP/EN5.2** Proposals for development on or adjacent to primary green corridors, as defined by Map 8, must maintain and if possible enhance the function of the corridor. Planning applications for new dwellings must clearly demonstrate how they have incorporated appropriate measures to secure the connectivity of the corridor and the freedom of movement for species on or through the site.

## 6.2 Housing Policies

### 6.2.1 Development Briefs (NP/H1)

### 6.2.1 Development Briefs (NP/H1)

#### CONTEXT AND REASONED JUSTIFICATION

Our Neighbourhood Plan area is not extensive and, with c. 70% of it being either in Green Belt or a conservation area, it cannot accommodate many large scale developments. We have nonetheless identified a number of larger strategic sites which are capable of delivering significant numbers of dwellings.

The community however has been unequivocal about its desire to retain the character of the area and to protect our green and leafy environment. There is also strong support for ensuring that future housing development delivers a wider mix of housing types than has been the case in recent years.

The provision of appropriate and necessary infrastructure and community amenities is also a priority.

We wish through this NP to have greater involvement and influence on proposals for developing these larger sites (as recognised in NPPF paras 69 and 188). A Development Brief is a very useful tool to achieve this goal. Developers can set out their proposals for new development schemes with sufficient detail to allow the local community to understand what is being proposed and to engage in a meaningful consultation process. It is part of the design process and should be used as part of an iterative process through which local views can be incorporated into the evolution of the design of the development.

In setting the size threshold for this policy, consideration has been given to the size of recent windfall sites in our area and the impact they can have on its character. Although the focus of this policy is on larger development sites, we also wish to put on record our conviction that it is good practice for community consultation to have a role in all planning applications.

#### INTENT

To ensure the community is consulted on development proposals for the strategic sites in our area and any future significant housing windfall sites and that these proposals take into account the issues the community is passionate or concerned about. These include:

- Ensuring infrastructure is put in place to support the proposed development – especially roads, pedestrian and cycle routes, and parking provision

- That proposed designs for the development are of high quality, in keeping with the character of the area and will enhance both the natural and built environment
- Desired public amenities and open spaces are provided as appropriate as part of the development
- Proper consideration is given to the need to increase capacity for schools and/or health services

Ensuring the community is involved at an early stage in the planning process will also be of benefit to developers when subsequently submitting a planning application, to know that they have general community support for it.

#### Policy NP/H1 – Development briefs

##### POLICY NP/H1 – DEVELOPMENT BRIEFS

**NP/H1.1** Development Proposals which include 10 or more dwellings on sites larger than 0.4 hectares shall be required to submit a Development Brief, as set out in Appendix C, to RBWM, and to actively engage in consultation with the Parish Council and the community as part of the design process prior to any planning application being submitted.

**NP/H1.2** Planning applications for developments which require a Development Brief must be accompanied by a **Statement of Community Consultation**, as set out in Appendix D.

#### 6.2.2 Mix of housing types (NP/H2)

#### 6.2.2 Mix of housing types (NP/H2)

##### CONTEXT AND REASONED JUSTIFICATION

There was negative feedback expressed in community consultations about the number of “mansions” or very large houses being built in our area in recent years, as well as a strong sentiment against the large number of luxury blocks of apartments. These have been to the detriment of delivering a mix of housing that is affordable by “ordinary people” – the people who generally live here.

Local residents wish to see more houses built “that our children could afford”, typified as being 3–4 bedroom modest family homes. It is extremely important to the sustainability of the social fabric of our village communities that we ensure a continued mix of housing types that allow younger couples, families and older people to settle or stay here.



[Ref. NPPF social dimension of sustainable development and NPPF para 50 which requires us to “deliver a wide choice” of homes].

We already have quite a broad mix of housing, including 2 storey terraces and semi-detached properties, flats and both large and small detached houses in their own gardens. The Borough is preparing a housing needs analysis to guide future development but in the absence of any figures at the time when this NP was prepared, and based on the community’s feedback, the mix of housing we would like our NP to deliver is one that will broadly reflect the mix we already have in the area. We also wish to encourage more affordable homes, to include for example shared equity intermediate housing (see Glossary).

This approach will help contribute to our desire to protect the character of our area while ensuring a sustainable and varied mix of housing.

Our strategic site policies also set out guidelines and expectations for the type of housing we would like to see developed so that we ensure that, overall, we are delivering a broad mix of housing in our NP area.

## INTENT

To ensure that future housing development delivers a balanced mix of property types and sizes to better meet the needs of the local community into the future.

To deliver more small and medium houses in the area – “houses that our children could afford”.

### Policy NP/H2 – Mix of housing types

#### POLICY NP/H2 – MIX OF HOUSING TYPES

Development proposals for new dwellings will be expected to contribute to the aim of ensuring a balanced mix of housing in the Plan area.

**NP/H2.1** Dwellings should be, in size and type, in keeping with the size and type of dwellings already prevalent in the surrounding area except where there is a demonstrable need for an alternative type or size of home and these can be delivered to be in keeping with the surrounding area.

**NP/H2.2** Subject to being in keeping with the surrounding area, development proposals that will deliver small and medium houses will be encouraged.

## 6.3 Design Guidelines

### 6.3.1 Respecting the Townscape (NP/DG1)

#### 6.3.1 Respecting the Townscape (NP/DG1)

##### CONTEXT AND REASONED JUSTIFICATION

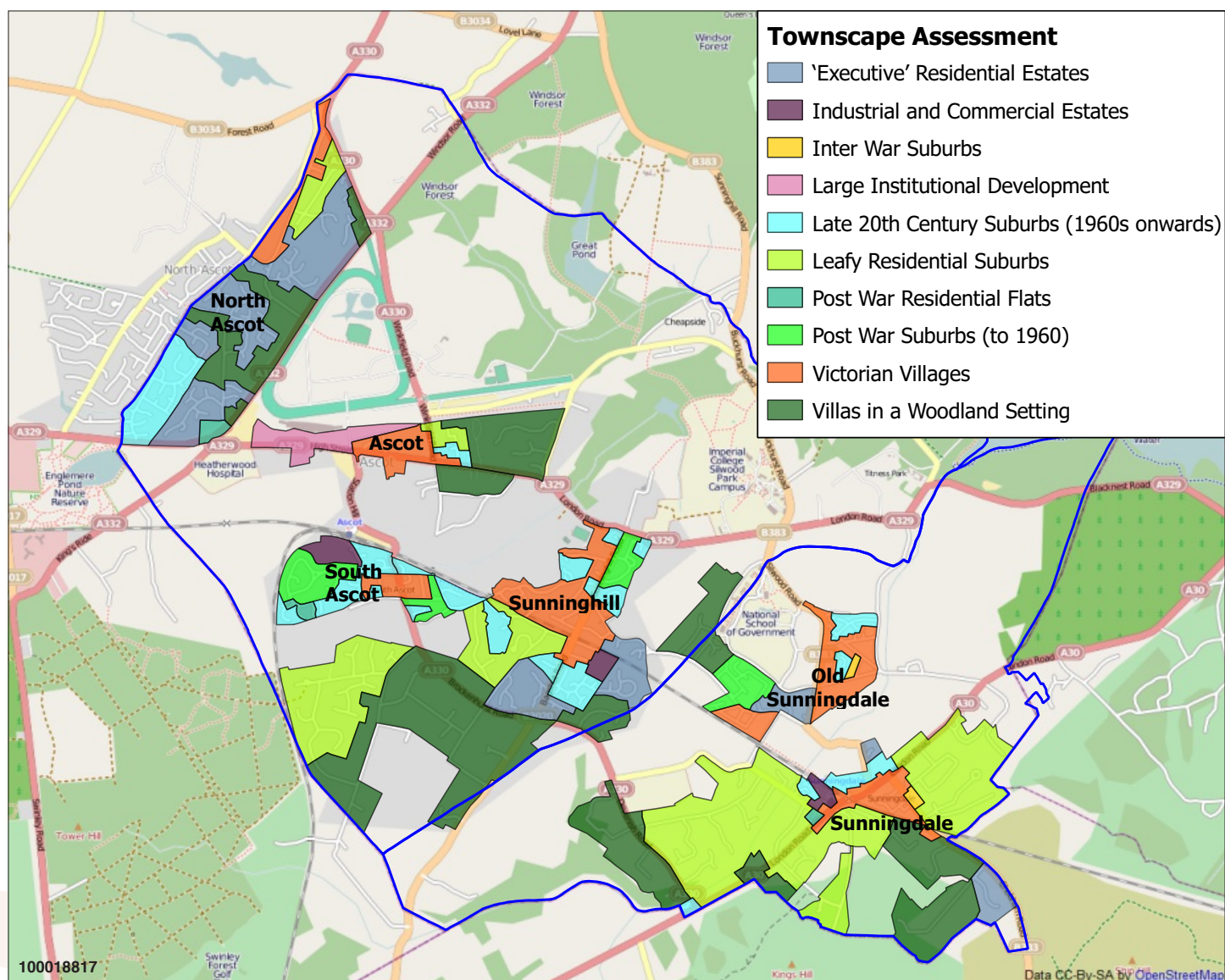
As at the time of writing, the Royal Borough’s Townscape Assessment has not been adopted as Planning Policy or as a Supplementary Planning Document (SPD). Nonetheless, weight has been given to it by the Borough’s Planning Officers when determining planning applications, and by Inspectors at appeal.



A key recurring theme in community feedback in our consultations was the desire to retain and protect the character of the area. The Townscape Assessment is a helpful document in informing what defines the character of an area and we have therefore used its Classifications as a basis for zoning for some of our policies.

The Townscape types which are particularly prevalent in our NP area are Leafy Residential Suburbs, Villas in a Woodland Setting and Executive Residential Estates, and these can be said to define the general character of the area that surrounds the Victorian Villages. Types that are less extensively represented include Late 20th Century Suburbs, Post-War Suburbs (to 1960s), followed by Inter-War Suburbs and Post-War Residential Flats. The policies in this section all relate to ensuring that the key characteristics and descriptions that define the character of our neighbourhood are respected. This is especially important in areas where there has already been some erosion in their character and the community is clear in its desire to ensure this does not continue to the point that the area's character is changed forever.

**Map 9: RBWM Townscape Assessment map for our NP area**



Over the last few years, our area has seen a significant rise in the building of large, luxury blocks of flats or apartments on plots previously occupied by one or two dwellings in big gardens and in areas characterised as Villas in a Woodland Setting or Leafy Residential Suburbs. In our consultations, there was very strong feeling expressed by the community that this is causing considerable harm to the natural, built and social character of the surrounding neighbourhood.

We recognise however that flats are part of a desirable mix of housing types and we wish to encourage them in areas where they would be sustainable and appropriate and where they would not adversely impact on the area's character.

The policy is not intended to stifle or prevent development; it is an encouragement to applicants to respond creatively and respectfully to the character of the area when designing their development.

Areas not included within the Townscape Assessment are within the Green Belt.



## INTENT

To protect the character and distinctiveness of the area.

In an area where some development may already have impacted on its defined character, to stop future development from eroding it further.

Note: In the event that the RBWM Townscape Assessment classifications are re-defined at some point in the future, this policy shall relate to the new types closest in the Key Characteristics and Description to those that appear in the current policy.

Policy NP/DG1 – Respecting the Townscape

### POLICY NP/DG1 – RESPECTING THE TOWNSCAPE

**NP/DG1.1** Development proposals should respond positively to the local townscape. Development proposals should use the RBWM Townscape Assessment report, and specifically its sections “Key Characteristics” and “Description”, to inform the design approach in a planning application. The extent to which this is demonstrated in the development proposals should determine whether the proposal is in keeping with the character of an area.

**NP/DG1.2** In Townscape Assessment zones Leafy Residential Suburbs, Villas in a Woodland Setting and Executive Residential Estates, residential development should comprise low or very low density developments of detached houses, unless it can be satisfactorily demonstrated that other forms of development would retain the identified character of the area. In the context of this policy, these houses are defined as being dwellings for occupation typically by a single household, each house sitting in its own plot with a garden for its exclusive use. This policy shall apply even in areas within these zones where other types of dwellings may also exist.

**NP/DG1.3** Development proposals in Townscape Assessment zones Leafy Residential Suburbs and Villas in a Woodland Setting should retain and enhance the sylvan, leafy nature of the area, which, where possible and appropriate, should include the planting of trees and/or shrubs along the street and neighbouring sites boundaries.

**NP/DG1.4** Development proposals in Townscape Assessment zones Victorian Villages must respect the form and character of the street and of the surrounding area.

**NP/DG1.5** In Townscape Assessment zones Inter-War Suburbs, Post-War Suburbs (to 1960) and Late 20th Century Suburbs (to 1960), Late 20th Century Suburbs (1960s onwards) and Post-War Residential Flats, development proposals for houses or flats of high quality design and which enhance the character of the local area may be appropriate, even if not fully reflective of their Townscape Assessment classification.

**NP/DG1.6** Throughout the Neighbourhood Area, development proposals should comprise high quality design and seek to demonstrate how they will enhance the character of the local area.

### 6.3.2 Density, footprint, separation, scale, bulk (NP/DG2)

### 6.3.2 Density, footprint, separation, scale, bulk (NP/DG2)

#### CONTEXT AND REASONED JUSTIFICATION

The trend in the last few years has been for new developments to be built to a much higher density than that which is the generally existing norm in our area. This is typified not only by the large number of flatted developments being built but also by housing development where houses are built much closer to each other and much closer to the boundaries of properties, resulting in loss of green frontage, loss of privacy to surrounding properties and a negative impact to the overall streetscape and the built and natural environment.

The bulk and scale of the houses in new developments both in the village centres and in the residential neighbourhood around them has also frequently been much greater than the properties they replace, so that they stand out unpleasingly from their surroundings.

There is serious concern within the community that this is harming the character of the area which we strongly want to protect and adversely impacting on the amenity of neighbouring properties. Increased density also adds to the problems of traffic congestion and parking.



## INTENT

To ensure that new development responds to local character and history and is in keeping with both the character of the surrounding area and the immediately neighbouring properties. That they are sensitively positioned in their plots and do not dominate, in height or bulk, the streetscape or the neighbouring properties.

More than this, we wish to see new development positively contribute through sympathetic, visually attractive design and appropriate landscaping to the spacious, open, green and leafy nature of our neighbourhood, especially the areas that are currently characterised by detached houses with good size gardens, screened or partly screened by trees and shrubbery along their boundaries.

While the main focus of this policy is residential development, the policy is also intended to apply to commercial development.

Policy NP/DG2 – Density, footprint, separation, scale, bulk

### POLICY NP/DG2 – DENSITY, FOOTPRINT, SEPARATION, SCALE, BULK

**NP/DG2.1** New development should be similar in density, footprint, separation, scale and bulk of the buildings to the density footprint, separation, scale and bulk of buildings in the surrounding area generally and of neighbouring properties in particular, unless it can be demonstrated that the proposed development would not harm local character.

**NP/DG2.2** All new development must respect:

- (a) Established building lines and arrangements of front gardens, walls, railings or hedges, where such features are important to the character and appearance of the area
- (b) Established plot widths within streets where development is proposed, particularly where they establish a rhythm to the architecture in a street
- (c) The separation between buildings, and between buildings and the site boundaries, in relation to likely impact on the privacy and amenity of neighbouring properties.

### 6.3.3 Good quality design (NP/DG3)

### 6.3.3 Good quality design (NP/DG3)

#### CONTEXT AND REASONED JUSTIFICATION

This Neighbourhood Plan supports the NPPF's objective to achieve excellence in design, especially design that will help establish a "strong sense of place" and "create attractive and comfortable places to live, work and visit" (NPPF para 58).

We already have a rich variety of architectural styles in the area and we would like to see new development contribute to this variety, while at the same time being sympathetic to the existing character of the area, as is also reflected in our policy NP/DG2 regarding density, scale and bulk of new builds. Our policies do not restrict development; instead they challenge developers to deliver innovative development of high quality design that responds to its surroundings and is appropriate for our area.

Outdoor garden space is important for our wellbeing and this is especially true for children. Gardens are also an important feature of our area, contributing to its character and appeal and this is something we would like to retain.

## INTENT

To encourage new development to deliver a creative and high quality standard of design, that sits comfortably with the existing built and natural environments.

To ensure new development, especially that intended for family occupation, includes ample garden areas, to serve the future residents and to reflect the current character of the area.

### Policy NP/DG3 – Good quality design

#### POLICY NP/DG3 – GOOD QUALITY DESIGN

**NP/DG3.1** All new development should demonstrate good quality design and respect the character and appearance of the surrounding area. Development that fails to take the opportunities available for enhancing the local character and quality of the area and the way it functions shall not be permitted. A central part of achieving good design is responding to and integrating with local surroundings and landscape context as well as the built environment through:

- Using good quality materials that complement the existing palette of materials used within the area
- Using green hedging and/or trees for highway boundaries wherever possible and in keeping with the existing streetscape
- Ensuring safe access for pedestrians, cyclists and road users
- Providing adequate refuse and recycling storage incorporated into the scheme to minimise visual impact
- Innovative design that is sustainable in its design, construction and operation
- Promoting high quality interior spaces and light
- Adopting the principles of sustainable urban drainage, where appropriate

**NP/DG3.2** All dwellings capable of being inhabited by families should provide sufficient private garden amenity space to meet household recreational needs. These should be in scale with the dwelling, reflect the character of the area and be appropriate in relation to topography and privacy.

**NP/DG3.3** Parking should be designed so that it fits in with the character of the proposed development. Considerations should include:

- Garages designed to reflect the architectural style of the house they serve
- Garages set back from the street frontage
- Parking located in between houses (rather than in front) so that it does not dominate the street scene

### 6.3.4 Heritage assets (NP/DG4)

### 6.3.4 Heritage assets (NP/DG4)

#### CONTEXT AND REASONED JUSTIFICATION

Our area has a significant history going back several centuries, and has a close association with the Royal family. Our villages, notably Sunninghill and Sunningdale, grew up largely in Victorian times and still reflect this in their character. Part of Sunningdale is a Conservation Area; and our semi-rural, green and open environment is a major contributor to the overall sense of wellbeing enjoyed by those who live here.

The RBWM Townscape Assessment lists historic gateways, landmarks, nodes and key views in our NP area. We have a total of 58 listed entries under English Heritage across the two parishes, 4 listed Parks and Gardens and one Scheduled listing of Bowl Barrow at Round Barrow House. The Berkshire Archaeology Historic Environmental Records (HER) includes 53 listings across the two parishes.

The local community has also identified particular landmark views and buildings which they value and which help define and contribute to the historic and natural character of our local area. There is strong support for ensuring these are protected as local heritage or landscape assets for the enjoyment of the community into the future.



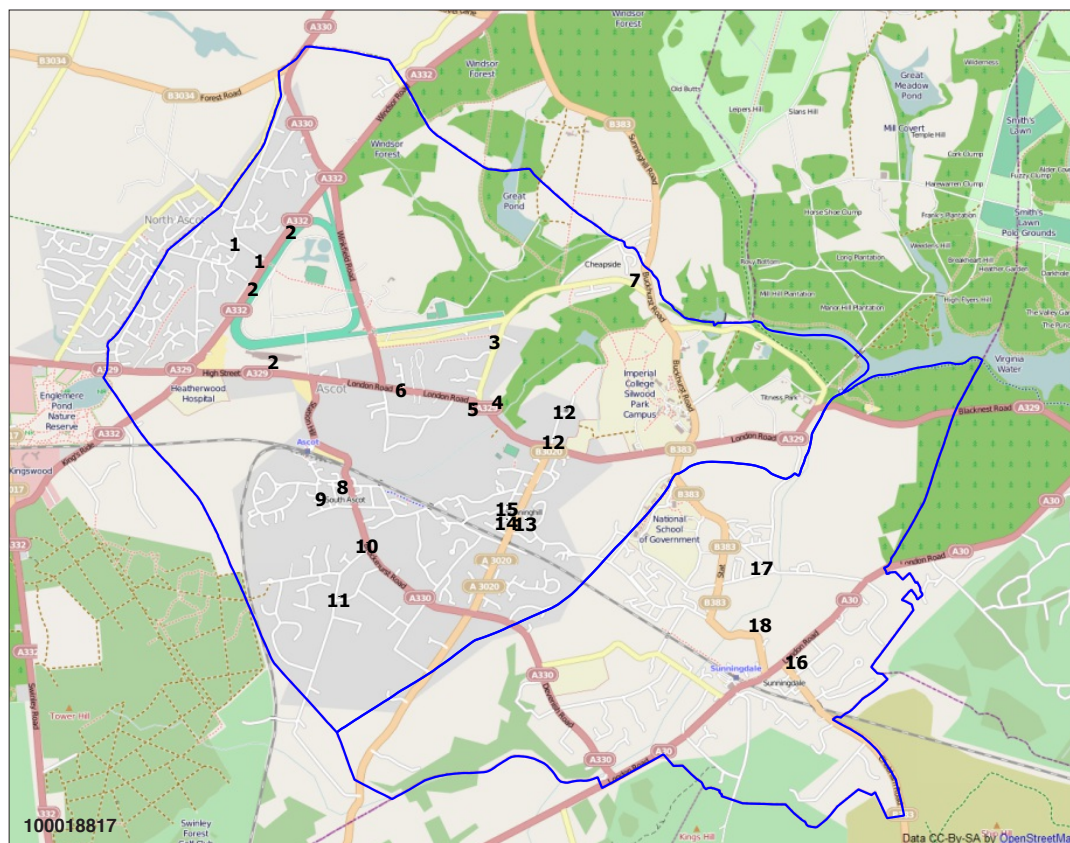
## INTENT

To ensure any development that might impact on our heritage assets respects and where possible enhances them.

To protect the identified valued landmark views and buildings from any negative impact that could be caused – directly or indirectly – by proposed development, whether residential or commercial.



**Map 10: Locations of Landmark views and buildings.**  
For purposes of clarity, larger scale maps are included in Appendix B.



MAP REF	TITLE / NAME	LOCATION	LANDMARK BUILDING	LANDMARK VIEW
1	Old Huntsmans House & view along Kennel Avenue	Burleigh Road, Ascot	✓	✓
2	Ascot Racecourse & view of racecourse from Windsor Rd	Ascot	✓	✓
3	Golden gates & lodges	Cheapside Rd, Ascot	✓	✓
4	North of London Road/Cheapside Rd	Ascot	✗	✓
5	The Mikado (ex Wells PH)	London Rd, Ascot	✓	✓
6	The Old Courthouse	London Rd, Ascot	✓	✗
7	Thatched Tavern	Cheapside	✓	✗
8	South Ascot Village Green	Oliver Rd/Lyndhurst Rd, South Ascot	✓	✓
9	All Souls Church	All Souls Road, South Ascot	✓	✗
10	Southern entrance to South Ascot	Brookhurst Road/Victoria Road, South Ascot	✗	✓
11	St Francis	Coronation Road, South Ascot	✓	✗
12	St Michaels & All Angels Church & view along Church Lane	Church Lane, Sunninghill	✓	✓
13	Cordes Hall	High St, Sunninghill	✓	✗
14	The Terrace	Sunninghill	✗	✓
15	St Michael's Primary School	School Road, Sunninghill	✓	✓
16	Broomfield Hall Stables	Chobham Rd/London Road	✓	✗
17	Holy Trinity Church, Trinity Crescent and War Memorial	Church Road, Sunningdale	✓	✓
18	Broomhall Stables	Broomhall Lane, Sunningdale	✓	✓

**Policy NP/DG4 – Heritage assets****POLICY NP/DG4 – HERITAGE ASSETS**

**NP/DG4.1** Proposals affecting Listed buildings, Conservation Areas and their settings must conserve and, wherever possible, seek to enhance their significance, quality and character.

**NP/DG4.2** New developments should seek to avoid any adverse impacts on the landmark views and buildings listed in the table above and identified on Map 10, and the historic gateways as identified in the RBWM Townscape Assessment, whether by nature of their height, scale or bulk, position, or by poor design, or by interfering or interrupting the views from or of such landmarks, buildings or historic gateways.

**6.3.5 Energy efficiency and sustainability (NP/DG5)****6.3.5 Energy efficiency and sustainability (NP/DG5)****CONTEXT AND REASONED JUSTIFICATION**

Feedback from community consultation showed that 84% of people thought that favouring new development with high environmental standards was a high or medium priority.

Good design and energy efficiency can play an important role in the impact new development has on our environment overall. Energy use in buildings accounts for almost half of all CO<sub>2</sub> emissions and there is an opportunity for new dwellings to be designed to reduce energy use and reduce our carbon footprint.

The Code for Sustainable Homes is the national standard for the sustainable design and construction of new homes. It measures the sustainability of a new home against categories of sustainable design, rating the 'whole home' as a complete package. The Code uses a 1 to 6 star rating system to communicate the overall sustainability performance of a new home with minimum standards for energy and water use at each level. Level 6 equates to a zero carbon home.

The current Borough requirement on design and build sustainability for major new residential developments (10+ units) is that they should meet the Code for Sustainable Homes Level 3 or above; smaller developments aren't subject to this requirement. We wish through our Plan to strive for higher standards.

**INTENT**

To encourage energy efficient and sustainable development.

**Policy NP/DG5 – Energy efficiency and sustainability****POLICY NP/DG5 – ENERGY EFFICIENCY AND SUSTAINABILITY**

**NP/DG5** New residential development should be built to high sustainability standards. To this end, development proposals for all new dwellings should meet the target of Code for Sustainable Homes Level 4 or above, or any equivalent level set by any future amendment or replacement for it, except only where the applicant can clearly demonstrate that this will make the development unviable.

## 6.4 Economy Policies

In the context of this NP, wherever reference is made to “employment” this is intended to relate to economic activities in our area and “employment sites” or “sites providing employment” include all land use that is capable of generating employment, with the exception of retail use which is clearly differentiated. For example, sites in this Plan which provide employment include academic/research institutions such as Imperial College London at Silwood Park and educational/training establishments such as De Vere Venues at Sunningdale Park as well as hotels and leisure establishments, all of which bring employment and other economic benefits to the area.

### 6.4.1 Retaining and encouraging employment (NP/E1)

#### 6.4.1 Retaining and encouraging employment (NP/E1)

##### CONTEXT AND REASONED JUSTIFICATION

The NPPF is strongly supportive of building a ‘strong, competitive economy’ (NPPF paras 18–21). And there is strong support from the community for retaining, even increasing job employment in the area, which was reinforced in the recent RBWM consultation, but there is also a desire to ensure that it is sustainable:

- It does not harm the overall semi-rural character of the area
- Does not add further pressure to our transport infrastructure, bearing in mind that access and egress to most sites is via roads that are narrow for use by HGVs, may have a low bridge to contend with (in South Ascot) or involve an already busy junction
- Does not adversely impact on the amenity of neighbouring properties

With development applications for major new sites providing jobs unlikely to come forward, it is very important to protect our existing small and large sites and ensure they are kept in active use providing jobs wherever possible.

In our policy below we have set 12 months as the period for which a site which currently provides jobs must have been actively marketed before a change of use to non-employment will be considered. This is a reasonable length of time in which viability of the site can be determined.





## INTENT

To retain current sites and uses that provide jobs, unless clearly proven to not be viable.

To encourage business enterprise but make sure it will not adversely impact on the character of the area, the amenity of neighbours or the safety of road users.

*NB. For purposes of clarity, our policies NP/E1 and NP/E2 exclude use classes A1–A5 to which policy NP/E3 apply. [See Glossary for definition of use classes]*

### Policy NP/E1 – Retaining and encouraging employment

#### **POLICY NP/E1 – RETAINING AND ENCOURAGING EMPLOYMENT**

Subject to permitted development rights relevant at the time.

**NP/E1.1** Proposals for the redevelopment or change of use of an existing site where the current use provides jobs to a use where jobs will not be provided will only be permitted if the applicant demonstrates that all possible appropriate alternative job providing options have been considered and actively marketed on a realistic basis for a period of at least 12 months without any economically viable options resulting.

For the avoidance of doubt, the applicant shall be required to demonstrate that conversion for occupation by micro or small businesses is not an economically viable option.

**NP/E1.2** Applications for development that will result in the creation of jobs will be required to demonstrate that:

- (a)** Any parking, noise, lighting, vibration, smell and emissions likely to be generated will not adversely impact on the amenity of neighbouring properties and the more generally surrounding area AND
- (b)** The proposed development will not have an adverse impact on the safety of road users and pedestrians or on traffic congestion. This is especially the case where the proposal is in, or is accessed through, a residential area.

### 6.4.2 Encouraging Micro and Small businesses (NP/E2)

### 6.4.2 Encouraging Micro and Small businesses (NP/E2)

#### **CONTEXT AND REASONED JUSTIFICATION**

Evidence gathered during the Plan's preparation indicates that there is a growth in Micro and Small businesses, many of which are eminently suited to our area. The market for good quality serviced office space has held up well even in recent times and there is active demand for more light industrial units of between 50 and 150 square metres, similar to the newer units in Ascot Business Park.

We also see small scale mixed development - sites that include a combination of commercial and residential accommodation - as a good way of providing suitable space for such businesses, which are either office based or require small light industrial units for their operation and are encouraging this in some of our strategic site policies.

## INTENT

To encourage supply of suitable spaces for micro and small businesses as being appropriate and sustainable for our area.

### Policy NP/E2 – Encouraging Micro and Small businesses

#### **POLICY NP/E2 – ENCOURAGING MICRO AND SMALL BUSINESSES**

**NP/E2.1** To the extent that planning consent is required to convert or split up existing employment space to create offices or light industrial units of 50-150 square metres suitable for micro or small businesses, such applications should be permitted, subject to considerations of parking and traffic.

**NP/E2.2** Development proposals to provide new accommodation, including serviced offices, that is suitable for micro businesses shall be viewed favourably.

### 6.4.3 Retaining and enhancing Retail (NP/E3)

### 6.4.3 Retaining and enhancing Retail (NP/E3)

#### **CONTEXT AND REASONED JUSTIFICATION**

There is a strong desire among the local community to retain vibrant and prosperous retail centres in Ascot, Sunninghill and Sunningdale, for the convenience they represent to local residents and the economic and social benefits they bring.

A proliferation of betting shops and estate agents threatens to change the character of our shopping streets. The percentage of retail frontage currently represented by use class A2 (which includes banks & building societies, estate agents and betting shops) is currently 22% in Ascot, 21% in Sunningdale and 9% in Sunninghill (as established in Spring 2013).

Recent years has seen the national trend of more coffee shops opening up reflected in our area, especially in Ascot. There are mixed feelings among local residents about this but we have to recognise it is a commercial reality and, indeed, it can add to the vitality and viability of the High Streets.

There has been an increased cloning of shops in Ascot, also not popular with residents, but this trend has been less evident in the other villages. The local community would like to support smaller, independent retailers that offer a wide range of goods and services.

Deliveries by HGVs are a serious concern as our road infrastructure, especially through our village centres, was not built to accommodate them.

## INTENT

To prevent loss of retail frontage in Ascot, Sunningdale and Sunninghill.

To encourage a wide range of smaller, independent shops.

To limit the percentage of High Street frontages occupied by A2 retail use class such as banks, building societies, estate agents and betting shops.

To mitigate as far as possible the negative impact from increased delivery traffic, especially by HGVs and large vehicles, and from increased pressure on parking.

*NB. For purposes of clarity, our policy NP/E3 relates to premises in classes A1–A5 [See Glossary for definition of use classes]*



**Map 11: Retail frontages in Ascot, Sunningdale and Sunninghill.** Detailed maps for each village centre are included in Appendix B.





**Policy NP/E3 – Retaining and enhancing Retail**

**POLICY NP/E3 – RETAINING AND ENHANCING RETAIL**

The centres of Ascot, Sunningdale and Sunninghill will be the principal locations for retail in our NP area. Any new retail development in these areas should broaden the range of shopping opportunities and contribute to the long term economic health of our villages.

**NP/E3.1** In order to retain the economic vibrancy and viability of our village centres the introduction of new retail uses in use class A2 such as banks and building societies, estate agents and betting offices will be restricted at ground floor level to a maximum of 30% of the length of the present retail frontages, as defined in Map 11. For purposes of clarity this percentage applies to each centre and is not intended to permit aggregation.

**NP/E3.2** Proposals for any change of use on the frontage of the village centre shall require the applicant to clearly demonstrate that:

- (a)** Any resultant increase in deliveries, especially by HGVs or large vehicles, will not adversely impact the traffic flow in the area or the safety of road users, or harm the amenity of neighbouring properties and local residents AND
- (b)** There will be no unacceptable increased pressure on parking availability in the immediate area.

## 6.5 Transport Policies

### 6.5.1 Parking and Access (NP/T1)

### 6.5.1 Parking and Access (NP/T1)

#### CONTEXT AND REASONED JUSTIFICATION

Sustainability is a very important part of our Plan and hence we favour development that is close to major transport hubs. It is however a recognised reality that an affluent, non-urban neighbourhood like ours will continue to have a high level of car ownership. This is aggravated by the limited routes and low frequency of bus services in our area, especially the lack of buses during the peak morning and evening periods.

Evidence shows that we have a higher level of car ownership per household (1.66) than the average in our Borough (1.50), which already has a high level of car ownership by national standards.

Parking was repeatedly raised as a major issue during our consultations in relation to all our villages. Many of the roads in our area are narrow and/or heavily trafficked and the increase in on-street parking in recent years is adding to traffic congestion and represents a safety risk to pedestrians and other road users; it also presents a challenge to access for service and delivery vehicles.

There is also a shortage of parking for shoppers, workers and visitors in all the village centres; further exacerbation of the problem would potentially put the viability of our High Streets at risk. Residents in the village centres, especially in Sunninghill, find it difficult to park in the proximity of their homes. And there is a capacity problem with parking for commuters at both stations.

The parking issues in the village centres and near the stations are more specifically addressed through our related strategic site policies. The focus of this general policy is to ensure adequate parking provision is made for all new developments.

### INTENT

To stop any further reliance on on-street parking on narrow or highly trafficked roads and additional pressure on the already inadequate parking capacity in our villages.

To ensure adequate safe access for service and delivery vehicles.

This policy is intended to apply to all development – residential and commercial.

#### Policy NP/T1 – Parking and Access

### POLICY NP/T1 – PARKING AND ACCESS

**NP/T1.1** Development proposals must make adequate provision for parking and access for deliveries, service vehicles, tradesmen working on-site and social visitors as well as for residents or workers.

**NP/T1.2** Development proposals must, wherever possible, provide adequate parking on-site and not rely on on-street parking. Development that includes a reliance on parking on existing streets shall not be permitted where the streets are narrow, already heavily trafficked, have identified parking issues, or where such on-street parking would impact on the safety of road users or adversely impact the character of the area.

#### 6.5.2 Cycle routes (NP/T2)

#### 6.5.2 Cycle routes (NP/T2)

### CONTEXT AND REASONED JUSTIFICATION

Feedback from the vision consultation showed considerable support for making roads and pavements safer and more attractive for cyclists and establishing cycle routes through and between the villages. Better facilities for cyclists also featured in free text responses to consultations.

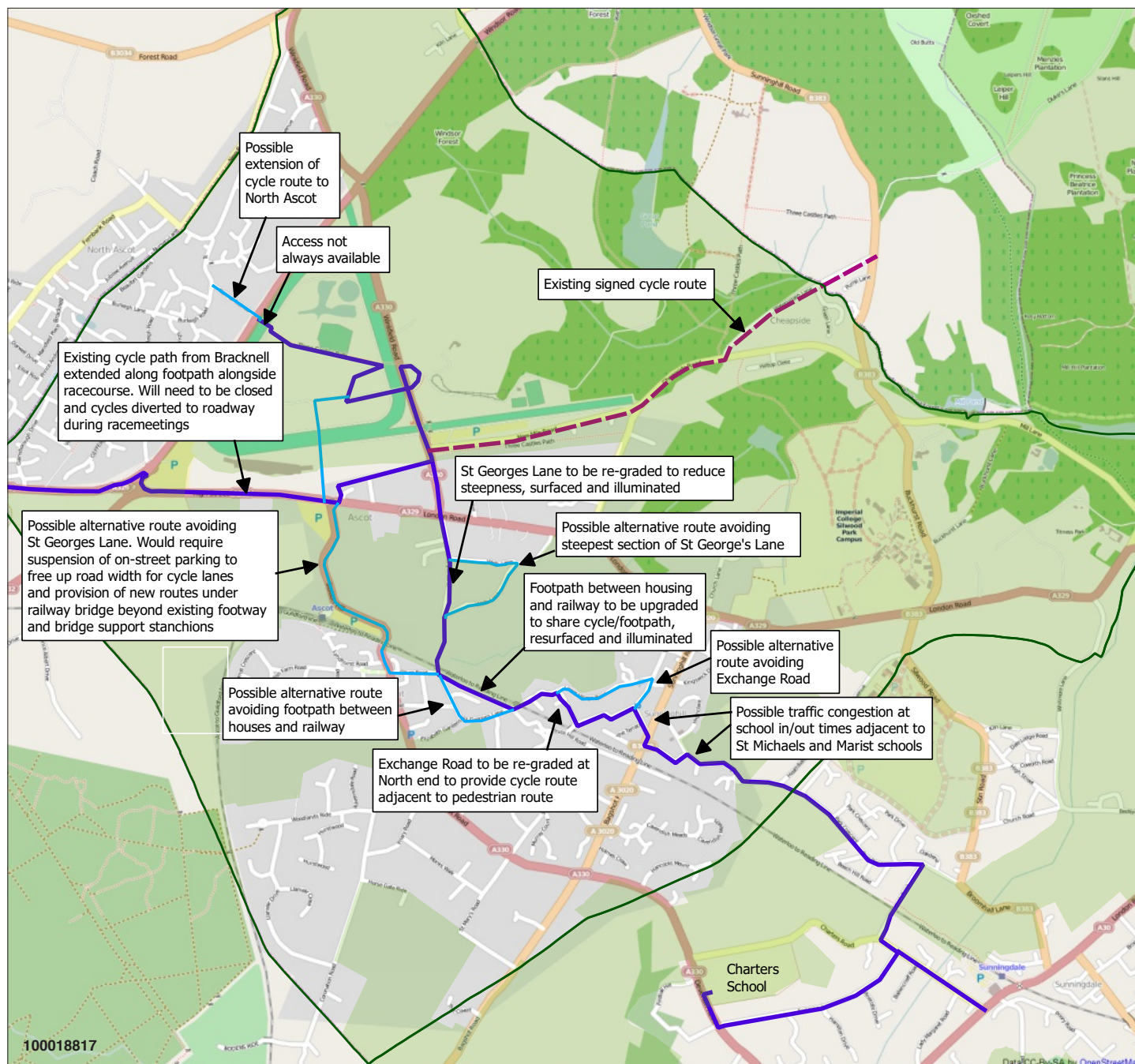
Many of the roads in our area however are narrow and carry a lot of vehicle traffic, making it difficult to create safe cycle routes, especially on routes that children use to and from school (a major priority). Charters School is supportive of opportunities to improve and extend the cycle routes as being healthy for children and as a means of reducing congestion from parents driving to and from school.

Where new larger development takes place, it is a priority for the proposals to include safe and convenient cycle routes to and/or through the site. This has been included as appropriate in the strategic site policies.

A NP team, in collaboration with RBWM, has also identified potential cycle routes to link Sunningdale to Sunninghill and Ascot with links to existing cycle routes on to Bracknell and Cheapside. While these routes will not be traffic free, it would nonetheless represent a significant improvement on what is available at present for cyclists. These routes were consulted on as part of our options consultation and received clear community support.

The map of the cycle routes also shows these extending through the racecourse to North Ascot, which would improve access for the residents of North Ascot to Ascot and the other villages.

Map 12: Proposed cycle routes





## INTENT

To establish or enhance cycle routes that link all the villages in our area and beyond, avoiding heavily trafficked routes where possible.

To ensure that new development contributes to the improvement of cycle routes in the Plan area.

### Policy NP/T2 – Cycle routes

#### **POLICY NP/T2 – CYCLE ROUTES**

**NP/T2.1** Development proposals must take advantage of all possible opportunities to contribute to the establishment or enhancement of cycle routes between any and all of the villages in our area and beyond, and especially the cycle routes shown on Map 12.

**NP/T2.2** New residential or commercial development proposals must provide wherever possible safe, accessible and attractive cycle routes through the site and connecting the site to local schools, shops and stations. Development proposals that will limit the potential to enhance local cycle routes should not be permitted.

## 7. Village Strategies and Policies

### 7.1 Ascot

#### 7.1 Ascot

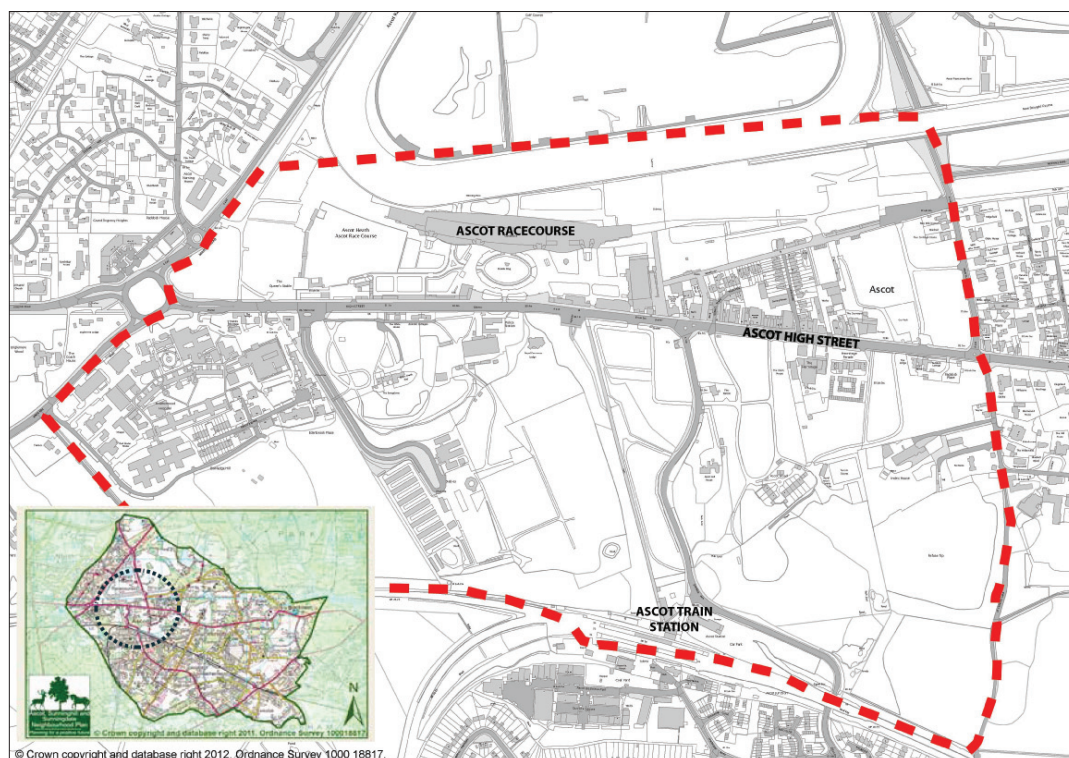
From our very first public consultation at our launch event, Ascot was highlighted as a village centre that people wanted to see improved, with a greater range of shops and a reduction in the traffic congestion high on the list of priorities, followed by improving the way it looks and feels and availability of parking.

Subsequent consultation reinforced this view, leading to the NP team conducting an Ascot specific High Street Survey that showed there was a desire to see the centre of Ascot developed, with the idea of having more small food retailers, independent restaurants/cafes/ bars, a market and community facilities such as a public open space, community hall and leisure centre all receiving support.

The decision was then made by the Neighbourhood Plan Steering Group, with the support of a key stakeholder in Ascot Racecourse, to commission The Prince's Foundation to conduct an "Enquiry by Design" – a community consultation workshop – to discuss the future for Ascot. This took place in October 2012 and, subsequently, a full Ascot Centre Report was produced and is included in our Evidence Base.

The area initially considered encompassed all of Ascot centre, the area around Ascot Station and all the area up to and including the Heatherwood Hospital site. Because of its distance from the High Street, the latter was subsequently taken out of the scope and considered separately, as a stand alone site.

**Map 13: Ascot area of focus for The Prince's Foundation "Enquiry by Design"**



In view of the importance of the Ascot Rejuvenation proposals and the potential contentiousness arising out of the fact that much of this development will involve developing in Green Belt, the Ascot proposals were included for yet further consultation in our Options Questionnaire and were supported by a majority of respondents.

Results from the recent Borough-wide consultation also showed overwhelming support for the plans to rejuvenate Ascot at 93%.

This led to Ascot Centre/High Street and Ascot Station being identified as strategic sites. However, it is not within the remit of a Neighbourhood Plan to redraw Green Belt boundaries – only the Borough can do this through work on the Borough Local Plan. This means that only the Ascot Centre area north of the High Street - “Ascot Village” - has been included as a policy in Section 8 of the Plan. The Ascot Centre area south of the High Street - “Ascot Green” - and the Ascot Station site are not covered by policies in the Neighbourhood Plan but they have been included in section 9 as Projects the community wishes to progress in collaboration with the Royal Borough.

## 7.2 Sunningdale

### 7.2 Sunningdale

There is a strong sense of community in Sunningdale, which residents are keen to retain, and a desire to protect the character of the area – both its green and leafy surroundings and the built environment.

The key issues for Sunningdale which were highlighted in community consultations were:

- A shortage of parking for workers, shoppers, commuters and residents
- Traffic congestion, aggravated by a busy level crossing
- The likely impact the development of the DERA site nearby in Surrey will have on both the above
- The adverse impact the increase in flatted developments is having on the character of the area and the amenity of residents
- A desire to retain a good mix of retail offering and restaurant/cafe outlets and to encourage smaller independents to thrive

Interviews with retailers in the retail centre of Sunningdale also raised some important issues:

- Retailers on Station Parade are separated from the main retail centre which is around the junction of the A30 and Chobham Road by the busy level crossing and footfall tends to suffer. They also suffer from lack of parking as the two major car parks nearby are dedicated to either Waitrose shoppers or station users
- The fact that the retail offering is spread out along the A30 and split in two makes for a less convenient and satisfactory shopping experience for shoppers

This led to the NP Steering Group setting up a ‘Sunningdale Improvement Group’ to focus on the area around the RBWM Shoppers Car Park, the shops and amenities on the Chobham Road and along the A30 and the Sunningdale and Waitrose Car Parks.



**Map 14: Sunningdale area of focus**



Two strategic sites were identified from this initiative – Sunningdale Broomhall Centre and Sunningdale Station & Waitrose Car Parks – see Section 8.

**Note:** Any new residential development in Sunningdale for 10 or more dwellings will require a new SANG to be found, as the Allen's Field SANG is too far away. (Thames Basin Heaths SPA Delivery Framework 2009, adopted by the Thames Basin Heaths Joint Strategic Partnership Board. See Section 5.2.1)

## 7.3 Sunninghill

### 7.3 Sunninghill

Sunninghill is a thriving Victorian village that offers a variety of small convenience and specialist shops and food outlets and is popular with both residents and visitors. In consultations, the community tells us it is very special and they wish its character to be retained.

Its charm also contributes to its problems: There is quite a lot of housing in the immediate vicinity of the High Street, most of it attractive Victorian terraces. Many homes lack off-street parking, most roads are narrow and many have only one footpath or none at all.

The popular High Street is also used as a commuter through-route which, combined with traffic from two local schools, the proximity of Queen's Road Industrial area and a post office distribution centre, adds pressure to the traffic congestion.

There is concern that the village cannot accommodate much more new development without this putting undue strain on the Victorian infrastructure and impacting adversely on the amenity and wellbeing of residents. We have therefore written a policy to try to mitigate the impact of new development and protect the much loved character of this village.

### 7.3.1 Sunninghill village centre policy (NP/SV1)

### 7.3.1 Sunninghill village centre policy (NP/SV1)

#### CONTEXT AND REASONED JUSTIFICATION

The village is poorly served by public transport as it has no station (it is mid-way between Ascot and Sunningdale stations) and has a very limited bus service, creating reliance on the car to get around.

It is clear from the description of Sunninghill village above that the village already suffers from frequent traffic congestion and a shortage of parking for local residents, visitors and workers, with many residents unable to park within a reasonable distance of their homes both during the day and in the evenings. Consultation feedback showed that 75% of respondents supported the management of future development in Sunninghill to avoid worsening of the situation.

The number of HGV deliveries to the High Street has escalated in recent years, due to the recent new convenience store and a trend towards larger delivery vehicles in general. On our narrow streets with very limited access this not only exacerbates the traffic congestion but also poses a serious risk to the safety of road users.

A development of a large care village, including 133 additional homes at Lynwood, approximately half a mile from the High Street, is already under way; planning permissions have been granted for a further approximately 30 dwellings in the immediate vicinity of Sunninghill village centre; and the close proximity of the Gasholder site, one of our identified strategic sites, will add further pressure to traffic and parking.

There is serious concern about the potential cumulative impact on congestion and parking in the vicinity of the high street from these and other developments within the Plan area. A recent traffic study indicated that new development throughout the NP area, as supported by this Plan, will add to the traffic congestion through Sunninghill village. With this consideration in mind, any traffic and parking impact assessments required by this policy should take into account all development being proposed or taking place in the plan area.

#### INTENT

To protect the character of the village and ensure the High Street retains its character and viability.

To protect the amenity of local residents.

To manage any potential *cumulative* impact of development on the traffic congestion and parking capacity in Sunninghill.



**Policy NP/SV1 – Sunninghill  
village centre policy**

**POLICY NP/SV1 – SUNNINGHILL VILLAGE CENTRE POLICY**

**NP/SV1.1** Any development that will have a severe independent or cumulative impact on traffic congestion in Sunninghill High Street will not be permitted, unless the applicant can make a convincing case, supported by an independent traffic impact assessment, that measures can be put in place to mitigate its impact.

**NP/SV1.2** Development proposals for new dwellings in or around Sunninghill village shall only be permitted provided sufficient on-site parking is made available for residents, visitors and tradesmen so that there is no increase in on-street parking demand in the village.

**NP/SV1.3** Development likely to increase the frequency of HGV or large vehicle deliveries to retail premises or businesses in or around the centre of Sunninghill will not be permitted, unless the applicant can demonstrate through an independent traffic impact assessment that mitigating measures can be put in place which will result in no severe independent or cumulative impact on traffic congestion or on the amenity of local residents.



## 8. Strategic Sites Policies

### 8.1 Ascot Centre / High Street Rejuvenation (NP/SS1 and NP/SS2)

#### 8.1 Ascot Centre / High Street Rejuvenation (NP/SS1 & NP/SS2)

##### CONTEXT AND REASONED JUSTIFICATION

The key issues currently affecting Ascot are:

- From Station Hill to Hermitage Parade it is a single sided High Street, due to Green Belt constraints on the South side. This restricts the ability to improve its retail and food offering
- Retailers face high rents and business rates with the impact felt especially by independents who come under pressure from national chains better able to spread their costs
- There are serious issues with traffic congestion along the High Street and with parking, especially during race days, notably Royal Ascot week. Race day traffic (pedestrian as well as vehicle) add to the challenges facing retailers not expressly serving the needs of racegoers
- Congestion arising from deliveries
- It is not well served by buses and most people travel to Ascot by car
- Cycle routes are lacking between North Ascot and Ascot Centre, between the villages and between Ascot and other local towns such as Bracknell and Windsor
- Pedestrian routes are constrained by narrow or no pavements along one side of the High Street and between Ascot Centre and North and South Ascot
- There is no physical hub or centre for the community
- There is a lack of homes within easy walking distance



The vision for how Ascot centre can be rejuvenated was developed with the help of The Prince's Foundation using their "Enquiry by Design". This involved them working closely with the NP team and the community to address all these issues and how to best ensure a more thriving daytime and evening economy for it. Their full report is submitted as part of our Evidence Base.

It should also be noted that, in addition to widescale and repeated community consultation, the NP team has also consulted widely with landowners and other stakeholders connected with Ascot, with RBWM, and has conducted interviews with many of the local retailers and business owners.



## INTENT

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.

**Artist's impression of the High Street from The Prince's Foundation Ascot Report**



To deliver a community centre and public open space at the heart of Ascot to act as a gathering point and hub for local residents. The community centre should be capable of acting as a community hall and a small cinema and/or arts space, along the lines of The Firestation in Windsor ([www.firestationartscentre.com](http://www.firestationartscentre.com)). The public open space is envisaged as a landscaped square or piazza, with seating and space for the community to gather.

**Artist's impression of the village square from The Prince's Foundation Ascot Report**



To retain mature trees which are a particular feature of the area.

To retain or create open green spaces throughout the area, and to reflect the green openness that characterises the area.

To achieve necessary and much desired improvements to the traffic infrastructure in and around Ascot High Street.

To focus new housing around the centre of Ascot, where residents will have easy access to the railway station, and where they can both benefit from and help sustain the local economy of shops and food outlets.

To ensure that housing is built in a way that is sympathetic to the green and leafy character of the area and contributes to the overall mix of housing types that the local community have said they want.

To the north of the High Street, the “Ascot Village” concept is intended as a modest style residential development, similar in character and scale to the two story terraced houses on Course Road.

To deliver additional retail and complementary leisure uses such as pubs, restaurants and cafes to encourage a vibrant and varied High Street for local residents and visitors.

To provide better parking to meet the needs of businesses, shoppers, residents and visitors. Parking should be made available for the community during race days.

To provide safe and accessible pedestrian and cycle routes in and around Ascot centre and from the centre to the station, to North Ascot, Heatherwood and South Ascot.

To support the development of a hotel at Ascot Racecourse to support multi-day conferences which reduce the need for travel to and from the racecourse on a daily basis, and to provide leisure facilities and employment for the local community.

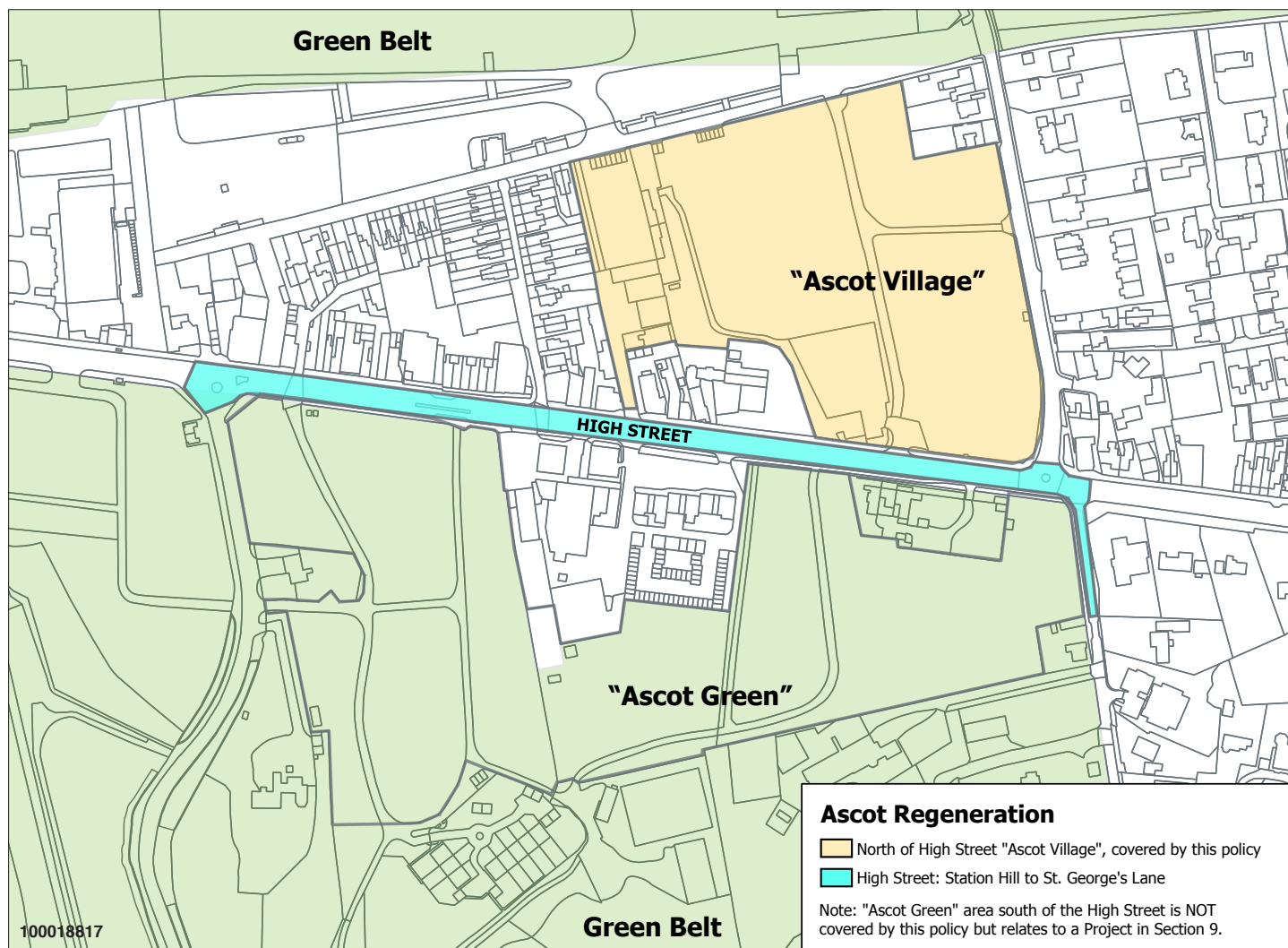
To encourage delivery of small starter business units to encourage greater economic activity in Ascot.

To achieve this vision, it is important that a holistic approach to development of Ascot Centre is taken, promoting close collaboration between landowners, developers and other key stakeholders including the community. A Development Brief (see Appendix C) is required to ensure meaningful engagement and consultation takes place with the community on development plans for Ascot.

To ensure that development is phased so that infrastructure improvements and community facilities are delivered ahead of or in parallel with it and so that it does not impact adversely on the economic activity of the High Street.



**Map 15: Ascot Centre/High Street showing area of “Ascot Village” proposed for development. NB. This includes the site of Hope Technical Development / Kilfane**



**Policy NP/SS1 – Ascot Centre / High Street - “Ascot Village”**

**POLICY NP/SS1 – ASCOT CENTRE / HIGH STREET - “ASCOT VILLAGE”**

**NP/SS1.1** A Development Brief as set out in Appendix C, encompassing all of Ascot High Street and Centre (including “Ascot Village”) as identified on Map 15 will be required in advance of any application for development. Any relevant development proposals must be in line with this Development Brief and must be accompanied by a **Statement of Community Consultation**, as set out in Appendix D.

**NP/SS1.2** Any proposal for the redevelopment of Ascot Centre and High Street should take into account the following community aspirations:

- Improvements to the road infrastructure, specifically including the High Street, the roundabout at its junction with Winkfield Road, the entry into St. George's lane and the roundabout at the top of Station Hill
- Improvements to how the High Street looks and feels, including significant greening
- Improved pedestrian crossings and wider pavements along both sides of the High Street

- Safe and attractive pedestrian and cycle routes to connect Ascot Centre to North Ascot, Ascot Station and South Ascot
- Sufficient car parking for residents, local shoppers, workers and visitors, to include a dedicated short term car park for the local community
- Dedicated loading zones for retail and commercial premises
- A Village Square, on or adjacent to the High Street, appropriate for use as a community gathering place to allow for activities such as small markets or performance events
- A Community Centre, next to or fronting the Village Square, capable of use as a community hall and an arts space or small cinema
- The retention of important mature trees incorporated into the designs
- The creation of green spaces which for Ascot Village should be equivalent to approximately 15% of the total area

**NP/SS1.3** These requirements will be delivered by new housing and commercial/mixed development as follows:

**(a)** Housing development on the site referred to as “Ascot Village” and defined by Map 15. This shall be similar in character and scale to the existing two storey terraced housing around Course Road. Proposals must include new vehicle access that is not off the High Street and sufficient parking to ensure residents and their visitors are not reliant on the main public car parks

**(b)** Commercial or mixed development along the High Street with retail outlets or cafes/restaurants at ground level and office or residential units above

**(c)** The inclusion of small retail or employment units in the region of 50 square metres in the proximity of the retail units is also actively encouraged.

**NP/SS1.4** High quality of design is a key consideration for this development. The design of any development at Ascot Centre will need to make the most of existing features, in particular the mature trees, and will need to deliver a centre which demonstrates local characteristics, creating a pleasant environment for residents, workers and visitors, whilst reflecting the global importance of the racecourse.

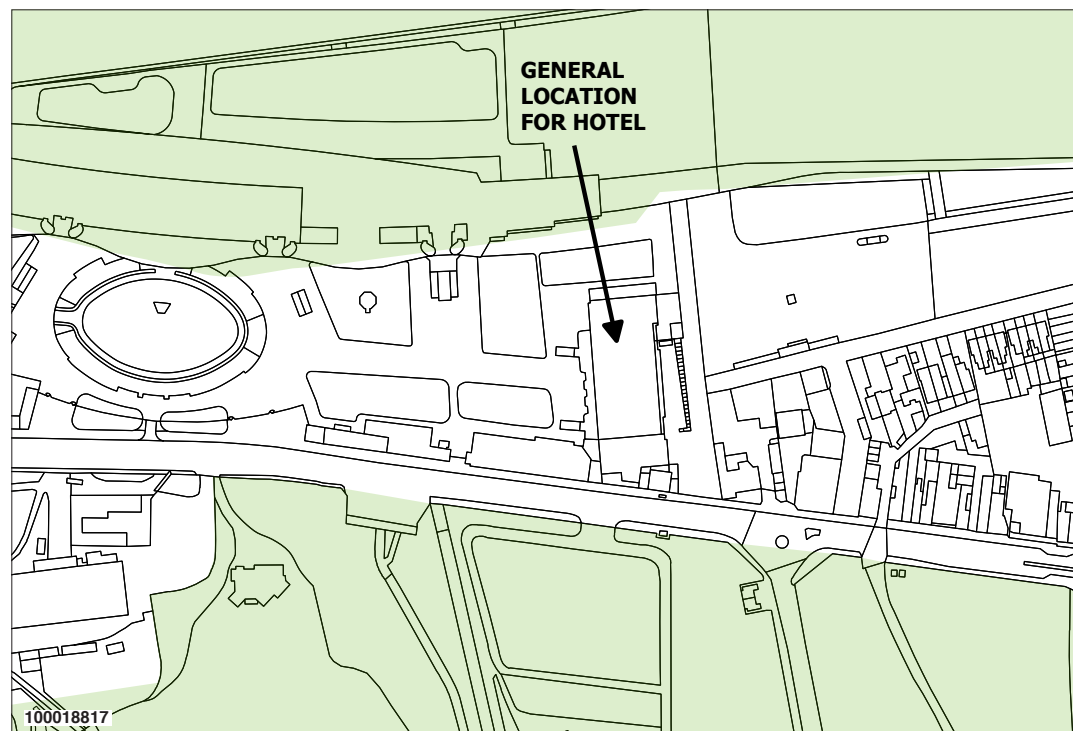
**NP/SS1.5 PHASING:** Development at Ascot Centre must be phased to ensure there is no adverse impact on the economic activity of the High Street and to ensure that any cumulative impacts of development can be dealt with. The Development Brief must include proposals for the phasing of both the development and of all the required improvements and amenities, with clear milestones and deliverables. The phasing proposals must demonstrate how the infrastructure improvements and amenities will be delivered in phases alongside the phased delivery of the development in advance of each phase being occupied.

## Hotel on Ascot Racecourse (NP/SS2)

### Hotel on Ascot Racecourse (NP/SS2)

The local community is supportive of a hotel in Ascot but historically there has been concern about some of the proposed locations. During The Prince's Foundation Enquiry by Design, a location was identified on Ascot racecourse land adjacent to the Grandstand (see Map 16), and this received support.

Map 16: General location of hotel at Ascot Racecourse



### Policy NP/SS2 – Ascot Hotel

#### POLICY NP/SS2 – ASCOT HOTEL

**NP/SS2** Development proposals for a hotel with conference facilities on the location shown on Ascot Racecourse on Map 16 shall be permitted subject to:

- (a)** Design proposals which must demonstrate design excellence to reflect the international standing of the Racecourse and compliment the vision for Ascot Centre/High Street rejuvenation (Policy NP/SS1)
- (b)** Acceptable access, to include connectivity to the High Street and the retention of the underground passage access to the Heath for local residents
- (c)** Adequate car parking being provided to meet the needs of staff, hotel residents and visitors so that they are not reliant on the main public car parks or on-street parking
- (d)** The proposals including a leisure centre which is made available for the use of local residents
- (e)** No unacceptable impact from noise, light and environmental pollution on the amenity of local residents



## 8.2 Shorts Recycling Transfer Station site (NP/SS3)

### 8.2 Shorts Recycling Transfer Station site (NP/SS3)

#### CONTEXT AND REASONED JUSTIFICATION

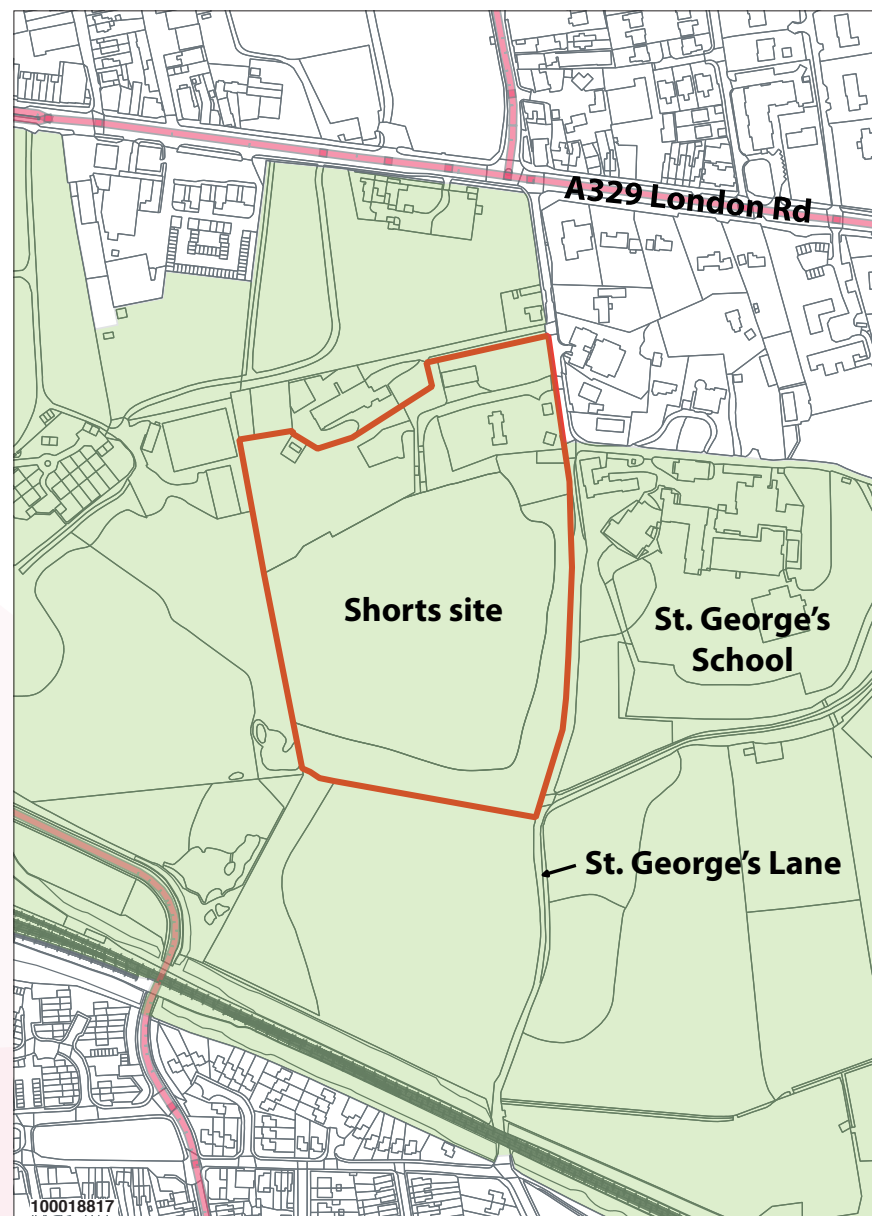
This is a site of c. 5.6 hectares of mainly previously developed land (PDL) in Green Belt, located between Ascot and South Ascot. As a recycling transfer station, the site processes waste collected, whether demolition materials, the contents of skips or refuse.

The requirements of the business mean that skip lorries and other HGVs make frequent trips to and from the site throughout the day. St. George's Lane is narrow, has a number of residential properties and leads to a school. Its access onto the main London Road is awkward, being offset from the Winkfield Road roundabout. Many of these lorries then route through the narrow and busy Ascot High Street, which is far from ideal.

We understand the site owners are potentially interested in considering relocation to another site outside our NP area and there would be considerable public support for this to happen.

We would like to see the site redeveloped with improvements to the landscape and environment. Access however would need to be improved.

Map 17: Shorts Recycling Transfer Station site



## INTENT

To encourage redevelopment of the present Shorts site for alternative uses.

To deliver environmental improvements to the Green Belt and protect it from inappropriate development.

To ensure that any redevelopment includes improvements to St. George's Lane and the access to the Winkfield Road roundabout.

### Policy NP/SS3 – Shorts Recycling Transfer Station site

#### **POLICY NP/SS3 – SHORTS RECYCLING TRANSFER STATION SITE**

**NP/SS3.1** This is a site in Green Belt and redevelopment of it should only be considered in accordance with relevant Green Belt policies.

**NP/SS3.2** Proposals for the appropriate re-use of the site should demonstrate:

- (a)** Environmental improvements to the Green Belt
- (b)** Improvements to St. George's Lane and to the access to the Winkfield Road roundabout
- (c)** Provision of on-site parking to ensure there is no additional demand on parking elsewhere in Ascot centre.

### 8.3 Heatherwood site (NP/SS4)

## 8.3 Heatherwood site (NP/SS4)

### CONTEXT AND REASONED JUSTIFICATION

Heatherwood Hospital is one of the larger sites providing job employment in our NP area. It is part of the Heatherwood & Wexham Park Hospitals NHS Foundation Trust ("HT") and there have been various engagements and consultations over the last couple of years by Berkshire East PCT and the HT about its future.

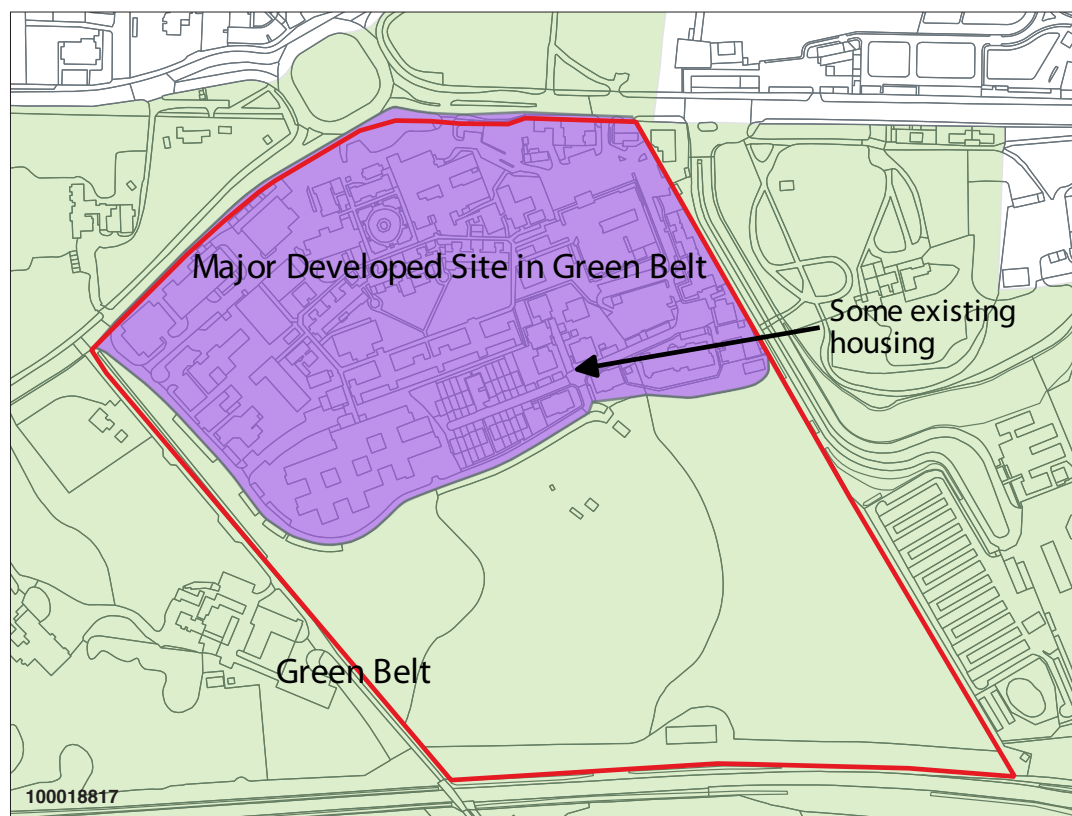
The site comprises:

- A Major Developed Site of approximately 8.74 hectares in Green Belt, which includes the main hospital building, various secondary buildings, staff accommodation for key workers and an area of market housing of houses and flats
- A sloping partly wooded area of c. 9 hectares to the south of the site which is undeveloped Green Belt
- There is also a prehistoric Bell Barrow which is a scheduled ancient monument

There is a very strong public desire to retain a hospital on this site but the degree to which this can be delivered is outside the scope of this Neighbourhood Plan.

At the time of writing, we understand that the stated intention of the HT is to build a modern, purpose-built hospital to house the services that will be retained on-site. This will require a much smaller footprint than that currently occupied by the hospital buildings. This would enable the HT to sell off the rest of the land for development, which would help finance the new hospital.

Map 18: Heatherwood site area



The likelihood of part of the Heatherwood site being developed for housing was made clear to the community in our Options consultation and we consulted on the type of housing development that residents would prefer to see take place.

Other factors about this site that are important to the community include:

- The site is a gateway location for Ascot and the Racecourse and its design should reflect and respect this
- Any development should include improved cycle and pedestrian routes to Ascot centre and the station
- Parking provision must be sufficient for staff and visitors as well as residents
- The Heatherwood roundabout is very busy, especially on race days; over-dense development will risk exacerbating the problem.

As at the time of writing, discussions are taking place between the Boards of Heatherwood & Wexham Park Hospitals NHS Foundation Trust and Frimley Park Hospital NHS Foundation Trust regarding the possibility of the latter potentially acquiring the former. It seems unlikely that this will have a significant impact with regard to the future of medical services or development at the Heatherwood site.

## INTENT

To ensure that the non-developed part of the Heatherwood site remains subject to the Borough's and national Green Belt policies.

To secure as far as possible the continued existence of a hospital or healthcare services on the site, albeit we have no direct influence on what services are provided there.



For previously developed land that is not required for a new hospital, to support its change of use to become residential, thereby delivering an important contribution towards our housing needs, but ensure that any such proposals take account of the community's concerns, wishes and needs as in the feedback in our Options consultation. These included a preference for a mix of housing types including, in order of preference, small/terraced houses, retirement homes, modest family homes, live/work units that combine living and professional workspace in the same building, flats for single people households and 4+ bedroom larger executive houses.

For purposes of clarity the area shown on Map 18 as Green Belt which is not part of the MDS is subject to Green Belt policies.

#### Policy NP/SS4 – Heatherwood site

##### **POLICY NP/SS4 – HEATHERWOOD SITE**

**NP/SS4.1** Notwithstanding our policy NP/E1, redevelopment proposals for the Major Developed Site area of the overall Heatherwood site, as shown on Map 18, for residential use shall be permitted provided only that part of the site remains in its current use as a hospital or a provider of healthcare services.

**NP/SS4.2** In accordance with our policy NP/H1, a Development Brief must be produced prior to any planning application. This must encompass the entire Major Developed Site area being proposed for development, as defined on Map 18.

**NP/SS4.3** Development proposals on this site are required to demonstrate high quality design reflecting the site's location as a gateway to Ascot.

**NP/SS4.4** Development proposals for the Heatherwood site are required to demonstrate the following:

- (a)** A mix of housing types
- (b)** The position of buildings should respect the site's gateway location and its relationship with the roads. Substantial green landscaping should be included, in keeping with the overall green and leafy character of the area
- (c)** Provision of safe and accessible pedestrian and cycle routes to connect the site to Ascot station and Ascot High Street
- (d)** The creation of green space(s) to be for the benefit of the community
- (e)** The need to conserve and enhance the scheduled monument of the Bell Barrow on Bowledge Hill and allow public access to it.

## **8.4 Sunningdale Broomhall Centre (NP/SS5)**

### **CONTEXT AND REASONED JUSTIFICATION**

There is a strong desire to ensure the future viability, vitality and prosperity of Sunningdale's retail centre. This is currently split in two by the A30, the railway line and the difficult, busy junction of the A30 with the Chobham Road.

An important consideration to any significant development here is DERA, a major redevelopment site in Surrey, just across our border. The proposals include c. 79,000 square metres of employment development and up to 2,500 additional housing units.

#### 8.4 Sunningdale Broomhall Centre (NP/SS5)

There is concern that DERA could have a significant impact on the traffic congestion and parking in Sunningdale, especially around the retail centre along the Chobham Road and its junction with the A30 aggravated by the nearby level crossing, and potentially with knock on effects extending onto other roads in our NP area.

It is uncertain whether DERA's impact on Sunningdale's retail economy will be positive (increased footfall) or negative (traffic congestion putting existing customers off visiting) or a combination.

Sunningdale Broomhall Centre (referred to in consultations as "Sunningdale RBWM car park area") is an area to the north of London Rd, opposite Chobham Rd. It currently consists of residential property and retail and commercial enterprises, surrounding a surface level RBWM-owned free car park, and bordering open fields looking over towards Old Sunningdale. Pedestrian access to the area is from footways set between the retail businesses on the A30 London Rd and between houses on Broomhall Lane. Vehicle access is from the busy A30 London Rd.

Sunningdale is officially classified as a "district centre". Based on the 2011 Census there are 2135 households in Sunningdale which probably explains why the local community think of it and refer to it as a "village".

In feedback from our Options consultation the community were supportive of a mixed redevelopment in the area of Sunningdale Broomhall Centre, to include smaller retail units, additional parking and residential; there was also support for the development to include a medical centre.

Increasing the number of smaller independent retailers would promote a more varied and competitive retail offering, which would benefit the local economy and residents. There was however strong opposition from the local community (62% against and 73% among Sunningdale residents) to any redevelopment which included a large "anchor" store such as a supermarket.

Being so close to Sunningdale Station and part of a mixed development makes this a site where flatted development is considered appropriate and sustainable.

There is a desire to see pedestrian walkways improved, especially a walkway to link the two parts of the retail centre.

## **INTENT**

To deliver a new mixed development that demonstrates design excellence that is in keeping with the character of Sunningdale.

To ensure the development includes a balanced mix of both retail and residential together with the desired infrastructure improvements and community amenities.

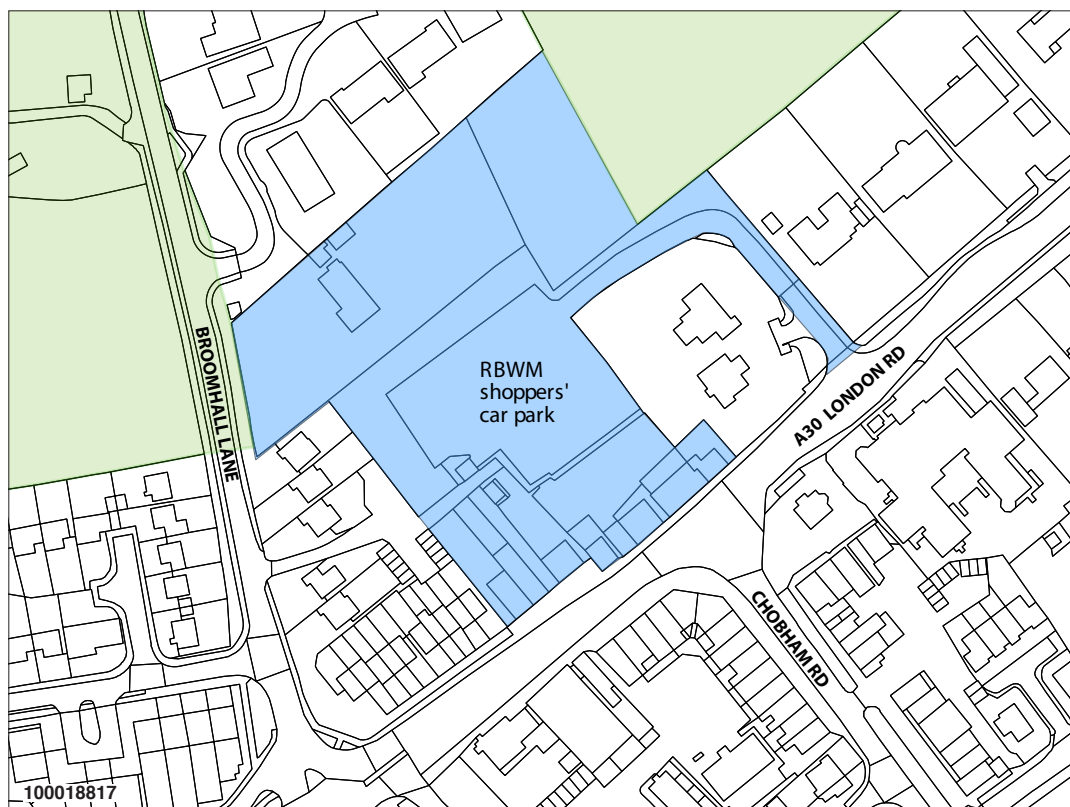
To deliver a retail offering in the centre of Sunningdale that enhances and complements the existing retail offering and to specifically preclude a new large 'anchor' store.

To provide additional car parking for shoppers, workers and visitors.

To make it easier for pedestrians to cross from the shopping area on one side of the A30 to the other and to Chobham Road.

To achieve an appropriate and holistic redevelopment of this area by promoting close collaboration between landowners, developers and other key stakeholders including the community. A Development Brief (see Appendix C) is required to ensure meaningful engagement and consultation takes place with the community on development plans for this site.

**Map 19: Sunningdale Broomhall Centre**



**Policy NP/SS5 – Sunningdale Broomhall Centre**

**POLICY NP/SS5 – SUNNINGDALE BROOMHALL CENTRE**

**NP/SS5.1** A Development Brief as set out in Appendix C, encompassing all of Sunningdale Broomhall Centre as defined on Map 19 will be required in advance of any application for development. Any relevant development proposals must be in line with this Development Brief and must be accompanied by a **Statement of Community Consultation**, as set out in Appendix D.

**NP/SS5.2** Any development proposals for Sunningdale Broomhall Centre must deliver the following improvements and community amenities:

- Improvements to the access to/from the A30 and to the junction of the A30 with the Chobham Road, that also take into account the likely increase in traffic congestion caused by the DERA development in Surrey
- Safe and accessible pedestrian walkways and road crossings to link Sunningdale Broomhall Centre to the A30 and to the Chobham Road
- A public open space



- An increase to the parking capacity that is currently available in the RBWM car park, over and above that which may be required to service any new residential and/or commercial development.

**NP/SS5.3** These requirements will be delivered by new mixed development as follows:

- (a)** Development of smaller retail units, typically between 50 and 200 square metres in size, to complement the existing units in the village and restaurants/cafes. Proposals which include large retail units, typically greater than 500 square metres, will be refused
- (b)** Housing development, in the form of houses and/or flats
- (c)** Inclusion of a new medical/health facility will be favoured
- (d)** Other commercial or other development, such as office space for small or micro businesses may also be acceptable.

**NP/SS5.4** Any development proposal on this site must deliver design excellence which reflects the local character and quality of the area and enhances the way it functions.

**NP/SS5.5 PHASING:** The Development Brief must include proposals for the phasing of both the development and of all the required improvements and amenities, with clear milestones and deliverables. The phasing proposals must demonstrate how the infrastructure improvements and amenities will be delivered in phases alongside the phased delivery of the development.

## 8.5 Sunningdale Station and Waitrose Car Parks (NP/SS6)

### 8.5 Sunningdale Station and Waitrose Car Parks (NP/SS6)

#### CONTEXT AND REASONED JUSTIFICATION

There was community support in the options consultation for double-decking the car park at Sunningdale Station but more concern about double-decking the Waitrose car park on the basis that it was likely to exacerbate the traffic congestion on that stretch of the A30 and the junction with Chobham Road.

The option of some flatted development at Sunningdale Station car park was very negatively received with only 18% supporting. This was reinforced in RBWM's Local Plan Sites consultation in which 65% of respondents objected to development of the site for new homes generally.

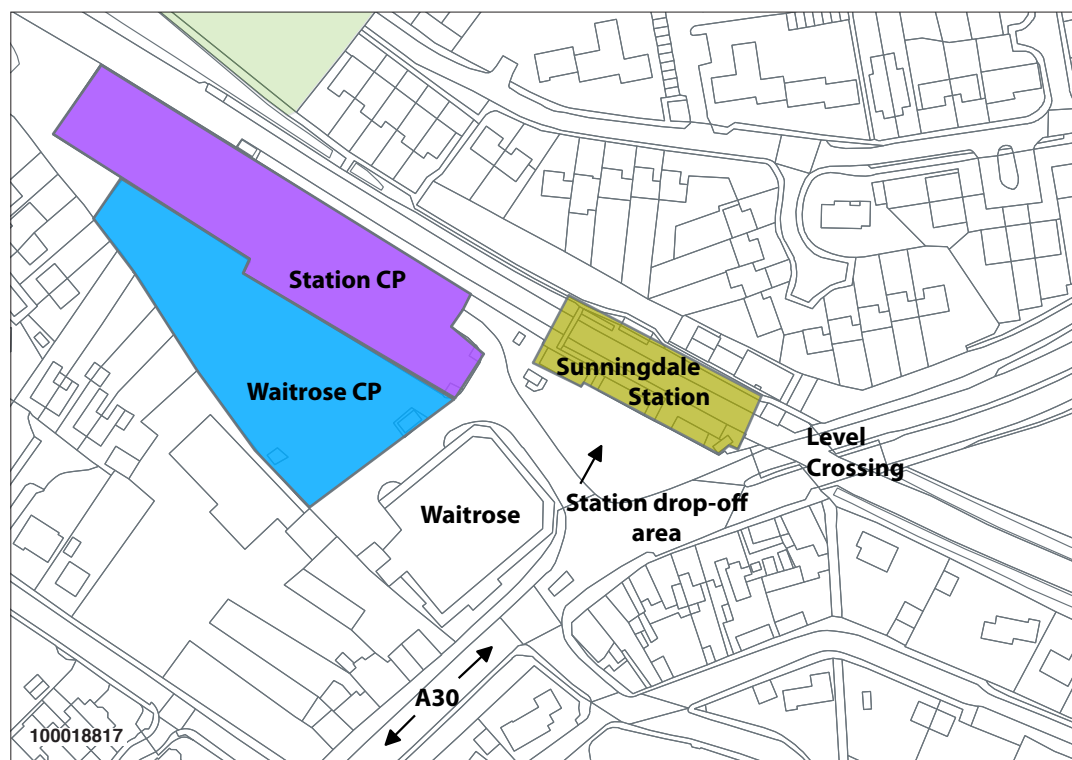
A small scale expansion of retail development around Sunningdale station would respond to the community's desire for greater retail variety and contribute to the goal of helping link the existing shops along Station Parade with the shops on the other side of the level crossing.

#### INTENT

To increase parking capacity in Sunningdale for commuters, shoppers, workers and visitors.

To encourage a small amount of retail development around Sunningdale Station.

**Map 20: Sunningdale Station and Waitrose Car Parks**



**Policy NP/SS6 – Sunningdale Station and Waitrose Car Parks**

#### **POLICY NP/SS6 – SUNNINGDALE STATION AND WAITROSE CAR PARKS**

**NP/SS6.1** Development proposals to expand parking capacity at Sunningdale station by adding a second deck to the present car park as shown on Map 20 will be permitted, subject to considerations of traffic impact and design. For purposes of clarity, proposals which also include residential development shall be refused.

**NP/SS6.2** Development proposals to expand or redevelop the retail offering by Sunningdale Station and its drop-off area in the form of a small number of modest size units, typically around 50 square metres appropriate for serving the needs of commuters, will be supported.

**NP/SS6.3** Development proposals to expand parking capacity at Waitrose by adding a second deck to the present car park as shown on Map 20 may be permitted subject to considerations of design AND provided an independent traffic impact assessment shows that any resulting increase in traffic movements onto and off the A30 will not impact adversely on traffic congestion in the area. For purposes of clarity, proposals which also include residential development shall be refused.

## **8.6 Gasholder Site (NP/SS7)**

### **CONTEXT AND REASONED JUSTIFICATION**

The Gasholder site and gas works is at the end of Bridge Road and just south of the railway line cutting in central Sunninghill. The site is behind housing and light industrial units on Bagshot Road and abuts the playing field behind the Chandler Day Centre and Cavendish Meads housing estate. The site is approximately 2.4 hectares, excluding an

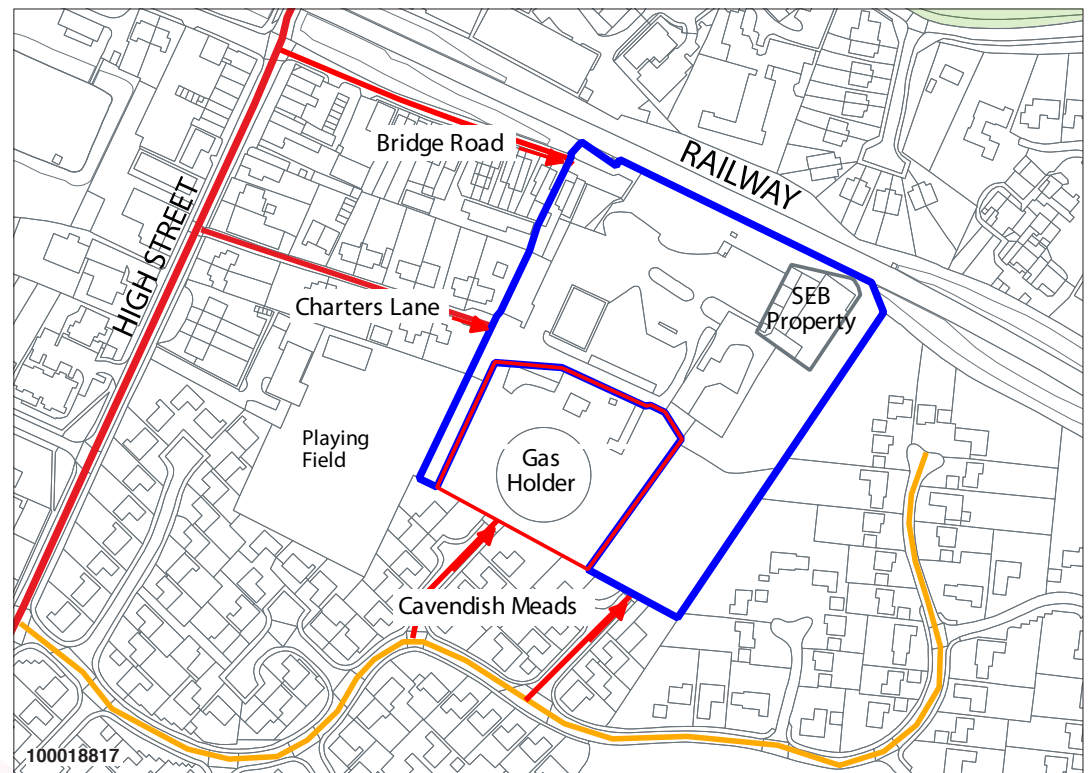
## **8.6 Gasholder Site (NP/SS7)**

electrical sub-station which is to be retained. This area is classified as Industrial and Commercial in the RBWM Townscape Assessment, so is a brownfield site. It is fairly flat and sits at a lower elevation than Bagshot Road. The site requires some work to prepare it for development: the gasholder has to be decommissioned and there is some contaminated land to be dealt with.

At the time of writing, the owners National Grid, have applied for planning application to clean up the site and have confirmed they wish to redevelop the site for housing.

The site is not convenient for a station and bus services are very limited. National Grid's stated preferred vehicle access to the site is via Bridge Road (which they own), which has access and egress direct onto the High Street, but there is also potential access via narrow Charters Lane and two cul-de-sacs in Cavendish Meads which invoke ransom strips.

**Map 21: Gasholder site area and access**



The overall Plan strategy is to locate new development where it is most sustainable; but also to favour development on brownfield sites. Consultations have indicated overall support for the Gasholder to be redeveloped, but community feedback also wants any development to recognise other key factors, such as:

- The already very congested nature of Sunninghill High Street and the lack of parking in and around the village centre
- The desire for a mix of housing but against flatted development which they want to see contained to limited locations that are seen as sustainable and appropriate
- The need for an open green space in the area west and south of Sunninghill centre



There are two small wooded areas on the site and, in line with our Trees policy NP/EN3, we would expect these trees to be substantially retained. It may be possible for the larger of the two areas, which is 0.309 ha, to form part of the public green space we are seeking for community use.

During the consultation process with the community the idea was put forward of moving St. Michael's primary school to the Gasholder site. This would allow room for the school to expand (more primary school places will be required in the area) and have the added benefit of the school having its playing fields adjacent to it – currently children have to walk along the highly trafficked High Street and then cross it to get from the school to the playing fields. St. Michael's have expressed interest in principle in the idea and we would like to encourage it as an option for this site.

### INTENT

To actively support the redevelopment of the Gasholder site.

To minimise the impact on Sunninghill High Street from the likely increases in traffic movements.

To ensure that site accesses are safe, viable and do not adversely impact on the amenity of residents and businesses along them.

To ensure a mix of dwellings, appropriate for the area, with a strong preference for houses over flats.

To avoid exacerbating the congestion and existing shortage of parking in Sunninghill.

To deliver a publicly accessible open green space for the community.

To improve cycle and pedestrian routes in the area.

To support the possibility of moving St. Michael's school to a new building on this site.

### Policy NP/SS7 – Gasholder Site

#### POLICY NP/SS7 – GASHOLDER SITE

**NP/SS7.1** Any development proposals for the Gasholder site must encompass the entire area defined on Map 21. In accordance with our policy NP/H1, a Development Brief is required. Any relevant development proposals must be in line with this Development Brief and must be accompanied by a **Statement of Community Consultation**, as set out in Appendix D.

**NP/SS7.2** Development proposals for the Gasholder site must take the following requirements into account:

- (a)** Provision of a mix of dwellings across the site to reflect the surrounding character types, with larger houses at the Cavendish Meads end and smaller homes at the Bridge Road end of the site.
- (b)** An independent traffic impact assessment will be required to demonstrate the means of access and must include mitigation measures to ensure that any increased traffic

movement resulting from this development will not have a negative impact on overall levels of congestion and parking demand in Sunninghill High Street and the surrounding area. A transport assessment is required to demonstrate that the proposed development meets access, safety, capacity and amenity requirements

**(c)** Sufficient provision for on-site parking for residents, visitors, tradesmen, deliveries and service vehicles such as to ensure that all parking relating to the development is contained within the site

**(d)** Provision of safe and accessible pedestrian and cycle routes from Cavendish Meads through the site to Sunninghill High Street

**(e)** Creation of a green space equivalent to 15% of the total area to be for the benefit of the community, with a play area and seating.

**NP/SS7.3** Whilst not a policy requirement, any proposals to develop a new school on the site next to the adjacent playing fields will be supported.

## 8.7 Sunningdale Park (NP/SS8)

### 8.7 Sunningdale Park (NP/SS8)

#### CONTEXT AND REASONED JUSTIFICATION

Sunningdale Park is a large site of approximately 32 hectares (79 acres), situated in the Green Belt. Owned by the Government, it was previously occupied by the National School of Government but is currently on a long lease to De Vere Venues who run it as a private sector hotel and conference centre.

The overall site includes:

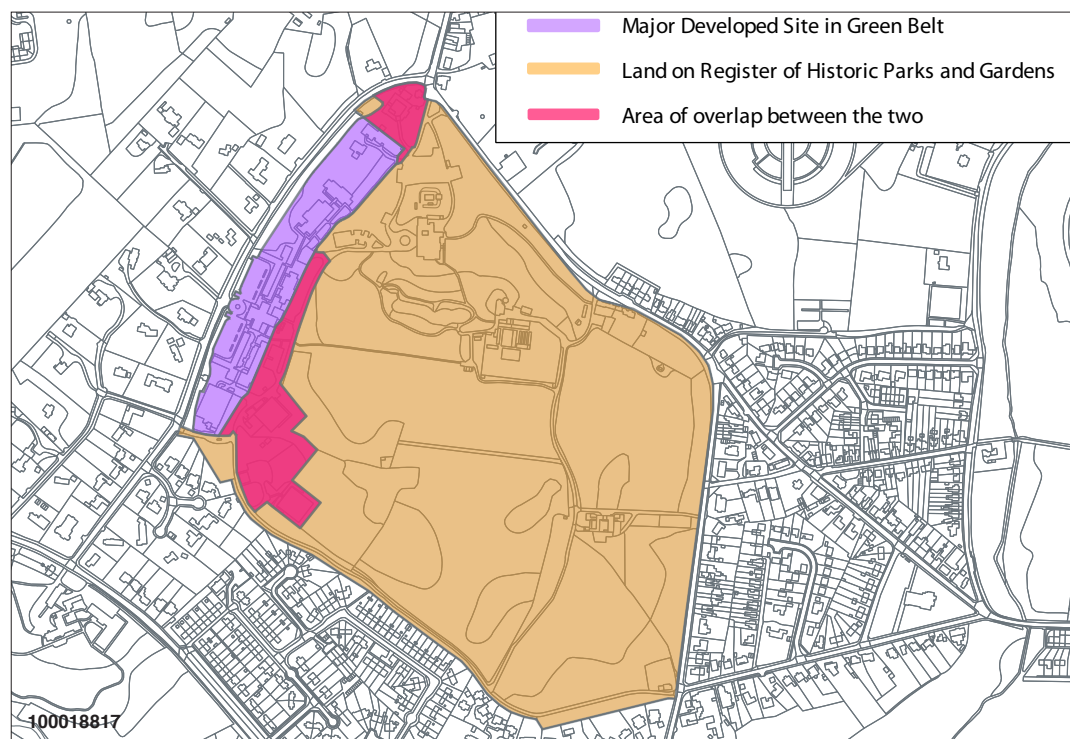
- Several buildings of differing ages comprising a Major Developed Site (MDS) of approximately 4.75 hectares in Green Belt. This borders Larch Avenue which is Villas in a Woodland Setting
- A Grade II listed 1930s building, Northcote House, originally a large country house, now used as a venue for conferences and weddings
- A number of other buildings including some estate cottages and an old stable block
- A large area of gardens and parkland that is on the English Heritage 'Register of Historic Parks and Gardens of special historic interest in England', identifying it as a site of national importance. Part of this overlaps with the MDS, which is currently being reviewed by the Borough.

The site is 2.4km from the nearest railway station at Sunningdale and a 16 minute walk from a local village centre, which makes it less sustainable than most of our strategic sites for residential development.

#### Major Developed Site in Green Belt

This is an important site providing jobs in our plan area and we would very much like to see it retained in this capacity, fully accepting the need for flexibility in the type of alternative employment uses for the site. We also recognise however that it may ultimately come to pass that the only viable option for securing the site's future is for a change of use for residential.

**Map 22: Sunningdale Park**



### **Northcote House**

We recognise Northcote House is potentially at risk as being no longer fit for purpose in its current use. In line with the NPPF's para 17 on encouraging the reuse of existing resources, including conversion of existing buildings, we recognise that alternative options for securing the future of Northcote House may need to be considered.

### **Green Belt**

The area of land not part of the Major Developed Site is Green Belt that is not previously developed. As such, it and any buildings on it, are subject to Green Belt policy. As noted above, these gardens and parkland are of special historic interest and of national importance.

### **INTENT**

To ensure the community is involved in drawing up plans for any redevelopment of this important site.

To encourage the continued provision of jobs on the site, for the benefit of our economy, if at all possible.

To ensure that redevelopment delivers appropriate mitigation for any increase in traffic, improvements to pedestrian and cyclist routes, as well as access for the general public, across the parkland.

To ensure that any redevelopment is sympathetic to the character of the area.

To secure benefits for the community from any redevelopment.



## Policy NP/SS8 – Sunningdale Park

### POLICY NP/SS8 – SUNNINGDALE PARK

**NP/SS8.1** In accordance with our policy NP/H1, a Development Brief is required. Any relevant development proposals must be in line with this Development Brief and must be accompanied by a **Statement of Community Consultation**, as set out in Appendix D.

**NP/SS8.2** Redevelopment of the site for uses providing jobs is strongly favoured, to include high-technology industries, education, training, research, hospitality, leisure or other service uses or spaces for occupation by micro or small businesses. Proposals resulting in the loss of jobs will only be considered if it can be demonstrated through a detailed viability assessment that the provision of uses creating employment are not viable or appropriate and provided that the proposal will deliver considerable benefit for the local community.

**NP/SS8.3** Any redevelopment of the site must deliver the following:

- (a)** It must take any opportunities offered for environmental improvement of the Green Belt
- (b)** It must demonstrate sensitivity towards the landscape, historical and visual value and curtilage of Northcote House and the Registered Park and Garden
- (c)** Mitigation measures to address any increase in traffic congestion in the area
- (d)** Provision of safe and accessible pedestrian and cycle routes to help connect the site to Sunningdale village and station and to Sunninghill
- (e)** Built footprint should be set back from the boundaries and substantial green landscaping should be included, in keeping with the overall green and leafy character of the area
- (f)** Opening up the parkland to public access should be considered

**NP/SS8.4** Any redevelopment must respond to the surrounding green and leafy character. If residential development is proposed, the design should have regard to the Key Characteristics and Description of RBWM's Townscape Assessment classifications "Villas in a Woodland Setting" or "Leafy Residential Suburbs."

## 8.8 Silwood Park (NP/SS9)

### CONTEXT AND REASONED JUSTIFICATION

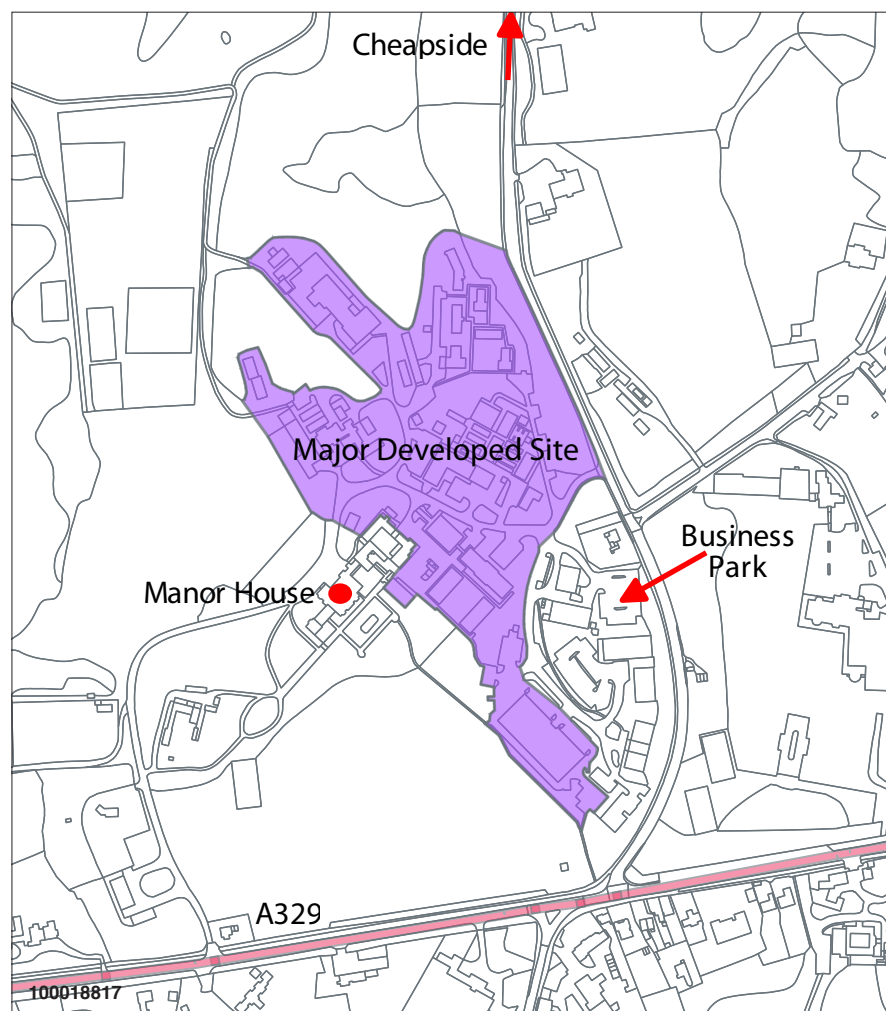
The Silwood Park site is owned by Imperial College London (ICL) and comprises an area of over 90 hectares (220 acres) all of which is Green Belt. Approximately 5.5 hectares of this is a Major Developed Site and there is also an area of Previously Developed Land. Silwood Park includes:

- Silwood Park Campus, which is currently used for a wide variety of research and experimental purposes, including long-term ecological field experiments in association with the academic work run on campus by the Faculty of Natural Sciences.
- Silwood Business Park, which includes a relatively new single storey office block of c. 1,600 square metres and six large older two-storey units totalling c. 3,700 square metres. The latter buildings are to some degree tired and in need of renovation and around 50% of the space is currently vacant.

## 8.8 Silwood Park (NP/SS9)

Map 23 indicates the defined envelope identified in the adopted Royal Borough of Windsor and Maidenhead Local Plan. It is recognised that the boundary may be amended through the emerging Local Plan process. Policy NP/SS9 is intended to relate to any amended identified development envelope.

**Map 23: Silwood Park Major Developed Site development envelope as defined in the adopted RBWM Local Plan**



Silwood Park lies within the Windsor Great Park and Woodland and includes the Silwood Park Biodiversity Opportunity Area, representing an opportunity area for habitat creation and restoration. There are a number of Grade II listed buildings on the site, including the original Manor House and South Lodge, and a number of other buildings, many of which are dated and require modernisation.

We understand from Imperial College London and their agents that ICL wish to develop their education/research work at Silwood with a vision of becoming a major international hub for scientific research. To achieve this will require major changes and substantial investment and they therefore wish to make a number of changes to the designation of the Silwood site, to:

- Redevelop or modernise the current Silwood Campus on essentially the same footprint for use for education and research
- Allow for accommodation for c. 100 on site students (and potentially some employees and staff) on Silwood Campus, most of which will replace existing but dated accommodation
- Redesignate the Silwood Business Park site for academic/research use

- Develop some of the land outside the Major Developed Site for residential use, in order to fund their education/research mission
- Convert the Manor House into residential apartments to provide a long term and sustainable use for this building

ICL's broad vision is strongly in keeping with the type of employment considered appropriate for our area. Their proposal however to develop some of the land for residential use runs counter to Green Belt policy.

Silwood Park's location is at the heart of our NP area, lying between Sunninghill, Cheapside and Ascot. If access were provided through the site with cycle routes and footpaths it could make a significant contribution to our aim of improving cycle and pedestrian connections between these villages.

### INTENT

To encourage ICL's overall plans for the future of Silwood Park but retain it as an Education and Research site which also provides other and associated employment.

To protect the Green Belt from development.

To ensure that any redevelopment delivers public cycle routes and footpaths to connect the site to the villages of Sunninghill, Cheapside and Ascot, and mitigation measures for any harmful increase in traffic.

#### Policy NP/SS9 – Silwood Park

##### **POLICY NP/SS9 – SILWOOD PARK**

**NP/SS9.1** In accordance with our policy NP/H1, a Development Brief is required. Any relevant development proposals must be in line with this Development Brief and must be accompanied by a **Statement of Community Consultation**, as set out in Appendix D.

**NP/SS9.2** Development proposals to redevelop all or part of the Major Developed Site of Silwood Park may be permitted subject to the following considerations:

- (a)** It must take any opportunities offered for environmental improvement of the Green Belt
- (b)** It must demonstrate sensitivity towards the landscape, its biodiversity, historic and visual value and curtilages of the listed buildings on the site
- (c)** The majority of the site is retained in education and research uses.
- (d)** Mitigation measures must be included to address any increase in traffic congestion in the area
- (e)** Provision of safe and accessible pedestrian and cycle routes to help connect Sunninghill, Cheapside and Ascot.

**NP/SS9.3** Proposals to provide on site accommodation on Silwood Campus for students and staff may be permitted subject to considerations of traffic impact and design.



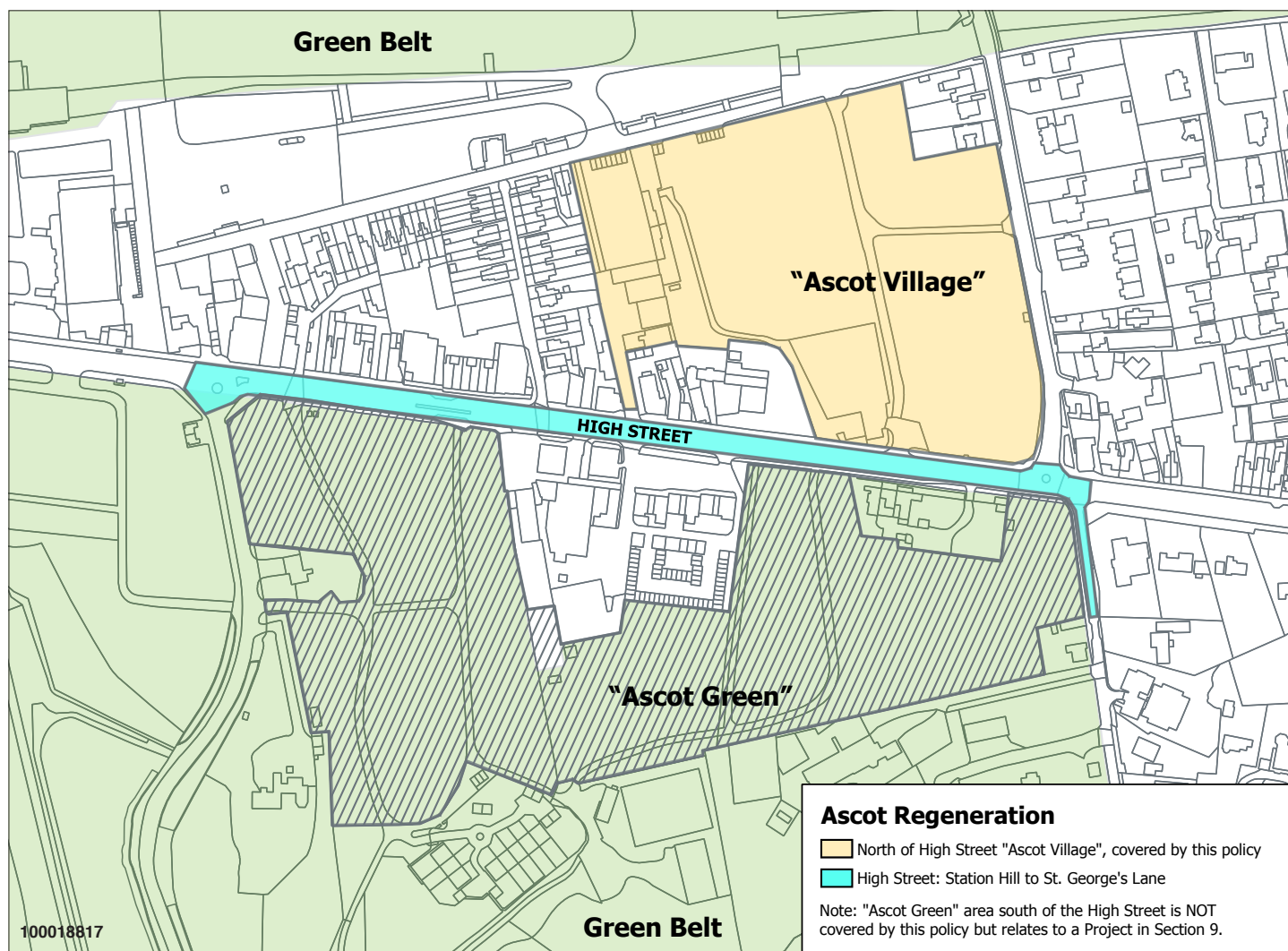
## 9. Projects

These Projects are not policies and will not constitute part of the Development Plan. They are initiatives identified by the local community and the Neighbourhood Plan team which we propose to drive forward over the coming years through community action in partnership with the Borough, the Parish Councils and/or other appropriate partners.

### 9.1 Project – Ascot Centre/High Street Rejuvenation and “Ascot Green”

#### 9.1 Project – Ascot Centre/High Street Rejuvenation and “Ascot Green”

As part of the vision for how Ascot Centre can be rejuvenated, the area south of the High Street, which currently lies in Green Belt, was identified as a potential strategic site.



**Map 24: Area south of Ascot High Street as potential strategic site “Ascot Green”**

It is not within the remit of a Neighbourhood Plan to redraw Green Belt boundaries – only the Borough Local Plan can do this, which is why this area is not included in the Neighbourhood Plan as a policy.

Development on this land – which was supported by the majority of the community in consultation – is important to delivering the overall vision for Ascot:

- It includes the area where we would like to see a community centre and public open space – a landscaped square or piazza, with seating and space for the community to gather

- It will allow the development of the High Street on both sides to happen, with additional retail outlets and cafes/restaurants, helping to create a more prosperous, vibrant centre
- It will allow for residential development here on “Ascot Green” is envisaged which should be in keeping with the Key Characteristics and Description of RBWM’s Townscape Assessment classification “Leafy Residential Suburbs” and/or “Late 20th Century Suburbs”. Any development should include vehicle access that is not off the High Street and sufficient parking on-site for residents and visitors such that there is no reliance on any on-street parking or the main public car parks. It is expected that approximately 25% of the total area will be retained as green spaces
- It will allow development that can, and must, then also help fund the desired and needed improvements to the road infrastructure in the centre of Ascot, as well as better pedestrian crossings and wider pavements

#### **PROJECT – ASCOT CENTRE / HIGH STREET REJUVENATION & “ASCOT GREEN”**

To work closely with the Borough and encourage the re-drawing of the Green Belt boundaries to allow this area to come forward for future development, in a way that will deliver the community’s aspirations for it.

When considering Green Belt boundaries, we would also like to encourage the Borough to consider the rationalisation of Green Belt boundaries at Ascot Racecourse to facilitate the improved operational efficiency of this world-renowned asset and major economic contributor to our area.

Note: If development were to come forward for Ascot Centre/High Street – “Ascot Green”, it would be subject to our policy NP/H1 and require a Development Brief. This would ensure the community would be fully consulted on the detailed proposals.

## **9.2 Project - Ascot Station site**

### **9.2 Project - Ascot Station site**

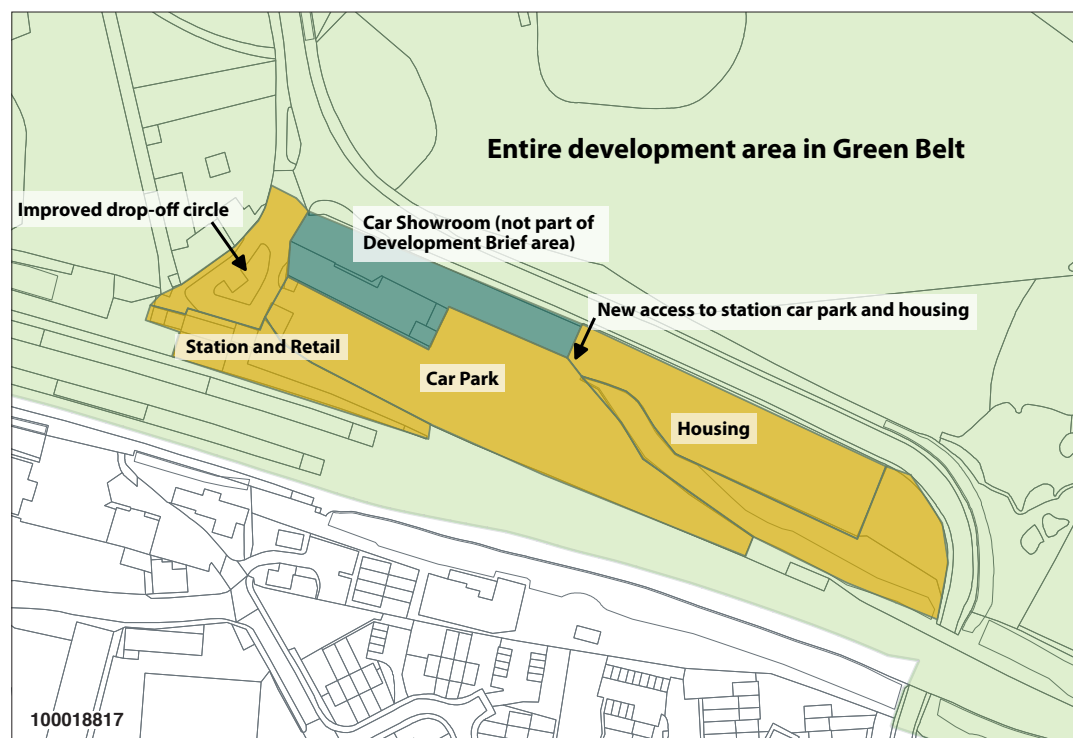
Ascot Station is an important transport hub and a gateway to Ascot. It is used by commuters into and out of Ascot and the surrounding area (on the main Waterloo to Reading line; link also to Aldershot), school children, raceday and other visitors.

Vehicle access to the station for dropping off is fairly restricted and suffers from congestion. The station car park is currently single level only, with some station users parking on Station Hill and in other free car parks near Ascot centre so they don’t have to pay.

All the area around the station is Green Belt, but this is low amenity value Green Belt and there is widespread support within the community for new development to take place here. Part of the area referred to in this section is previously developed Green Belt and is currently owned by a car dealership, Jardine Motors Group (traded as Cloverleaf). They have recently obtained planning permission to redevelop the old garage to a prestigious car showroom. We would also welcome their participation in these proposals for the redevelopment of Ascot station site, should they be interested.

There is significant support from the community (62% in favour in the Options consultation) for the redevelopment of the entire area around Ascot station, to include improvements to the station itself to better reflect its role as gateway to Ascot, provide better access, increased parking and some small scale retail offering. There is the potential to also include residential development and this is one of the sites where flatted development is considered appropriate and sustainable.

**Map 25: Ascot Station, potential site for development**



It is not within the remit of a Neighbourhood Plan to redraw Green Belt boundaries – only the Borough Local Plan can do this, which is why this site is not included in the Neighbourhood Plan as a strategic site policy.

### PROJECT – ASCOT STATION SITE

To work closely with the Borough and encourage the re-drawing of the Green Belt boundaries to allow this area to come forward for future development, in a way that will deliver the community's aspirations for it – which include:

- Design proposals which demonstrate design excellence that reflects the station's position as gateway to Ascot, and design considerations which include how it will look from both the road and the railway
- An improved, safer pedestrian walkway under the adjacent railway bridge
- Improvements to the drop-off circle in front of the station
- Improved access for the public car park and new housing on the site
- Safe and accessible pedestrian and cycle routes to link Ascot station with Ascot High Street and South Ascot
- An increase to the parking capacity that is currently available in the station car park

We expect these aspirations to be delivered by having new mixed development that includes:



- Housing, in the form of houses and/or flats
- Modest size retail units appropriate for serving the needs of commuters and passing visitors
- Potentially, also other commercial or other development, such as office space for small or micro businesses and/or new medical/health facilities

Note: If development were to come forward for the Ascot Station site, it would be subject to our policy NP/H1 and require a Development Brief. This would ensure the community would be fully consulted on the detailed proposals.

### 9.3 Project – Village Hopper Bus Service

#### 9.3 Project – Village Hopper Bus Service

Feedback from our Vision consultation showed that many people would like to see more frequent bus services and a greater choice of routes to/from local towns. One particular idea arose through the Ascot consultations to gain considerable support and is one which the community would like to pursue further – a bus service that works a circular route around the villages.

NB. For this to be operationally viable, it is likely that it will require a parking and/or servicing site somewhere in the neighbourhood for these buses. When approached, Ascot Racecourse indicated that they may be able to make suitable land available for this purpose.

#### PROJECT – VILLAGE HOPPER BUS SERVICE

To work with local bus companies, the Parish Councils, RBWM and any other interested stakeholders to establish a “Village Hopper Bus” service, using smaller buses to work a circular route around all our village centres – Ascot and South Ascot, Sunningdale, Sunninghill, Cheapside and North Ascot, also stopping off at Ascot and Sunningdale stations.

To run at regular, frequent times throughout the day and early evening, to enable its use by shoppers, workers and commuters.

### 9.4 Project – Potential SANG sites

#### 9.4 Project – Potential SANG sites

We are in the influence zone of the Thames Basin Heaths SPA. As such, the number of houses that can be built in our Plan area is constrained by the requirement to provide an appropriate SANG. We would therefore like to take the initiative to encourage consideration of potential SANG sites.

Approximately half of the Heatherwood site is Green Belt which has not been previously developed and therefore, in accordance with GB policy, is not available for new development. It is on a slope and partly wooded and would be an ideal site to be set aside to be created as a new SANG.

Another site that came forward through our pre-submission consultation is the wood to the south of the waste transfer station in Wells Lane, while other sites may also come forward in the future.

### PROJECT – POTENTIAL SANG SITES

To work with relevant landowners, Natural England and the Borough to encourage and facilitate the designation of one or more new SANGs, to help meet the strategic housing numbers required by the Borough from our Neighbourhood Plan area.

## 9.5 Project – Protecting and improving biodiversity

### 9.5 Project – Protecting and improving biodiversity

While we recognise that it is unreasonable and unrealistic to prohibit development on non-designated biodiversity habitats that run through build up areas and people's gardens, there is nonetheless a real desire to protect biodiversity in our area and to establish and maintain green corridors.

The purpose of this project is to engage with the local community and other stakeholders and encourage greater awareness of the importance of our wildlife and its habitat and the enjoyment and other benefits that can come from appreciating it.

### PROJECT – PROTECTING AND IMPROVING BIODIVERSITY

To encourage and support the aims and activities of the Wildlife in Ascot group which include to:

- Work with SPAE (Society for the Protection of Ascot and its Environs), Sunninghill & Ascot Parish Council's Voluntary Biodiversity Officer and the Borough to consider how best to include greater focus on biodiversity in the planning process
- Collect data about the biodiversity of our area and what exists that needs to be protected, including surveys of breeding House Sparrows, Swifts and ancient trees and the potential for creating "Pocket Parks"
- Organise social events, walks, talks and demonstrations to engage local residents more in our natural habitat and wildlife
- Direct action such as:
  - Conservation work
  - Working with landowners who have green corridors going through their land with a view to trying to get these listed as nature reserves in the future
  - Working with homeowners to encourage them to use their gardens as stepping stones for wildlife

## 9.6 Project – Additional primary school places

### 9.6 Project – Additional primary school places

Feedback from all our community consultations raised the availability of school places as a key issue of concern currently, with the prospect of new development likely to further exacerbate the situation.

Our current primary schools are essentially full. Only two of them – South Ascot Village School and Holy Trinity CE Primary in Sunningdale – have the capacity to potentially expand by going to 2-form entry. South Ascot Village School introduced 2-form entry in 2012, for what was initially projected to be a one-year blip in numbers.

However, the indicators are that this blip will continue. Interviews with Head Teachers in the area indicate that this view is shared by them.

With considerable new development being projected in our NP area over the Plan period, there is concern that the limited expansion options that exist with current schools will not suffice and the local community would like to see provision made for a site to either re-locating one of the schools to a larger site or for a new primary school.

Some ideas for consideration include:

- St. Michael's school in Sunninghill moving to a new building on the Gasholder site with room to expand
- South Ascot and/or Holy Trinity going to 2-form entry throughout
- Locating a new school on Ascot Racecourse land adjacent to Ascot station (put forward by Ascot Racecourse)
- Locating a new school at Sunningdale Park
- Locating a new school on Shorts site in Ascot

#### **PROJECT – ADDITIONAL PRIMARY SCHOOL PLACES**

To work with RBWM, the Head Teachers, School Governors and other interested stakeholders to identify one or more suitable options to deliver the required additional primary school places and, if necessary, seek ways of bringing these forward through the planning process.

### **9.7 Project – Better transport management**

#### **9.7 Project – Better transport management**

Traffic congestion and issues with parking were recurring themes in feedback from community consultations. Much of this we can do relatively little to influence or improve through a spatial Neighbourhood Plan.

We believe that better joined up thinking could help address some of these issues. By way of just one example, if we can set up the Village Hopper Bus service (see Project 9.3 above), this will help alleviate some of the congestion and parking pressure in the village centres.

#### **PROJECT – BETTER TRANSPORT MANAGEMENT**

To work with RBWM highways management department, the Parish Councils and any other interested stakeholders to find ways of improving traffic congestion and parking availability in our area.



**Ascot, Sunninghill & Sunningdale Neighbourhood Plan**  
**produced by the Steering Group on behalf of Sunninghill**  
**& Ascot Parish Council, as the Qualifying Body, with the**  
**support of Sunningdale Parish Council.**

The Clerk  
Sunninghill & Ascot Parish Council  
The Courtyard (Ascot Racecourse)  
High Street, Ascot  
Berkshire SL5 7JF

**[www.ascotandthesunnings.com](http://www.ascotandthesunnings.com)**  
**[ascotandthesunnings@yahoo.com](mailto:ascotandthesunnings@yahoo.com)**



**SUNNINGDALE**  
**PARISH COUNCIL**

# **ASCOT, SUNNINGHILL AND SUNNINGDALE NEIGHBOURHOOD PLAN**

## **APPENDICES**

## Appendix A: Glossary for the A, S & S NP

SUBJECT	ACRONYM	EXPLANATION
Affordable Housing		Social rented, affordable rented and intermediate housing, provided to eligible households whose needs are not met by the market. Eligibility is determined with regard to local incomes and local house prices. Affordable housing does not include low cost market housing.
Affordable Rented Housing		Affordable rented housing is let by local authorities or private registered providers of social housing to households who are eligible for social rented housing. Affordable Rent is subject to rent controls that require a rent of no more than 80% of the local market rent (including service charges, where applicable).
Borough Local Plan	BLP (or LP)	The Local Plan developed by RBWM which guides strategic development across the Borough.
Code for Sustainable Homes	CSH	The Code for Sustainable Homes is the national standard for the sustainable design and construction of new homes. It is an environmental assessment method for rating and certifying the performance of new homes, and it is possible to secure a CSH rating of between zero and six, with six being the most sustainable.
Conservation Area		An area designated by RBWM under Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as an area of special architectural or historical interest, the character or appearance of which it is desirable to preserve or enhance. There are additional controls over demolition, minor developments and the felling of trees.
Curtilage		The area of land, usually enclosed, immediately surrounding a home.
Design & Access Statement		A report accompanying and supporting a planning application. It should explain the design principles and concepts that have been applied to particular aspects of the proposal including the amount, layout, scale, landscaping and appearance of the development.
Defence Evaluation and Research Agency	DERA	A major redevelopment site in Surrey, on our borders with Sunningdale.
Development Brief		A Development Brief is a useful tool through which developers can set out their proposals for new development with sufficient detail to allow the local community to understand what is being proposed and to engage in a meaningful consultation process. It is part of the design process and should be used as part of an iterative process whereby local views can be incorporated into the evolution of the design of the development.
Development Plan		The suite of documents which are used when making decisions on planning applications. Once our NP has been passed by Referendum, it will become one of the documents in the Development Plan.
District Centre		A District Centre can be described as a large group of shops, together with appropriate supporting non-retail facilities and services, which collectively form a coherent shopping centre.
Employment		In the context of this NP, wherever reference is made to “employment” this is intended to relate to economic activities in our area and “employment sites” or “sites providing employment” or “sites providing jobs” include all land use that is capable of generating employment, with the exception of retail use which is clearly differentiated.
Evidence Base		The researched, documented, analysed and verified basis for preparing the Ascot, Sunninghill and Sunningdale Neighbourhood Plan. It consists of many documents produced over a period of nearly 3 years by a team of c. 50 volunteers, with the support of the Parish Councils and RBWM.
Examination		A review of the Neighbourhood Plan carried out by an Independent Examiner. The Examiner must approve the Plan before it can be put to the local community for a vote in a Referendum.



SUBJECT	ACRONYM	EXPLANATION
Green Belt		A policy designation that was established after the war, primarily to stop London and other urban centres sprawling. Over 65% of our NP area is Green Belt, although this includes a fairly significant amount of built areas.
Green Corridors		Avenues for wildlife movement, often along streams, rivers, hedgerows or other natural features. They connect green spaces together.
Inappropriate development in Green Belt		Construction of new buildings in Green Belt is generally considered inappropriate development but there are some exceptions such as agricultural buildings, providing appropriate facilities for outdoor sport or recreation and certain extensions. Limited infilling or redevelopment of previously developed sites may also be permitted within some constraints. See NPPF para 89 for full details.
Intermediate Affordable Housing		Intermediate housing is homes for sale and rent provided at a cost above social rent, but below market levels subject to the criteria in the Affordable Housing definition. These can include shared equity (shared ownership and equity loans), other low cost homes for sale and intermediate rent, but not affordable rented housing.
Landscape Character Assessment		A document produced by RBWM to assess the character of the area.
Listed buildings		Buildings and structures which are listed by the Department for Culture, Media and Sport as being of special architectural and historic interest and whose protection and maintenance are the subject of special legislation. Listed building consent is required before any works are carried out on a listed building.
(The) Localism Act		An Act of Parliament that became law in April 2012. The Act introduces a new right for local people to draw up 'Neighbourhood Development Plans' for their local area.
Local Wildlife Site	LWS	These are sites identified and selected for their local nature conservation value. They protect threatened species and habitats acting as buffers, stepping stones and corridors between nationally designated wildlife sites. (Note: these were previously known and referred to in the RBWM 1999 Plan as Wildlife Heritage Sites)
Major Developed Site	MDS	A substantially developed site in the Green Belt where infilling and redevelopment may be considered to be acceptable.
Market housing		Housing for sale or for rent where prices are set in the open market.
Micro business		Defined for purposes of this Neighbourhood Plan, this is a business with less than 10 employees and a turnover of less than €2 million (c. £1.7m).
Mixed Use		Developments where more than one use is permitted. Uses may be mixed within the same building (e.g. offices above shops) or may be mixed across the site (e.g. houses next to shops and community facilities)
National Planning Policy Framework	NPPF	The National Planning Policy Framework was published by the government in March 2012. It sets out the Government's planning policies for England and how these are expected to be applied.
Neighbourhood Plan	NP or Plan	The full title in the Localism Act is 'Neighbourhood Development Plan' but this is commonly shortened to 'Neighbourhood Plan'. It is a plan document for a defined area subject to examination in public and approval by referendum. It will be used on approval in the determination of planning applications.
Previously Developed Land	PDL	Land which is or was occupied by a permanent structure, including the curtilage of the developed land (although it should not be assumed that the whole of the curtilage should be developed) and any associated fixed surface infrastructure. This excludes: land that is or has been occupied by agricultural or forestry buildings; land that has been developed for minerals extraction or waste disposal by landfill purposes where provision for restoration has been made through development control procedures; land in built-up areas such as private residential gardens, parks, recreation grounds and allotments; and land that was previously-developed but where the remains of the permanent structure or fixed surface structure have blended into the landscape in the process of time.

SUBJECT	ACRONYM	EXPLANATION
Public Open Space		Open space that is open to the public and is normally owned and managed by a public organisation such as RBWM.
Publically Accessible Open Space		Open space that is open to the public and is normally owned and managed by a private owner.
Referendum		In the context of this Neighbourhood Plan, a vote by local residents to decide whether or not to adopt the Plan.
Royal Borough of Windsor and Maidenhead	RBWM	The Local Authority for Ascot & Sunninghill and Sunningdale. Also referred to as the “Borough”.
Site of Special Scientific Interest	SSSI	Sites of national importance for nature conservation purposes; they are statutorily protected under the 1981 Wildlife and Countryside Act.
Small Business		Defined for purposes of this Neighbourhood Plan, this is a business which is larger than a micro business and which has fewer than 50 employees and a turnover of less than €10 million (c. £8.5m).
Social Rented Housing		Social rented housing is owned by local authorities and private registered providers (as defined in section 80 of the Housing and Regeneration Act 2008), for which guideline target rents are determined through the national rent regime. It may also be owned by other persons and provided under equivalent rental arrangements to the above, as agreed with the local authority or with the Homes and Communities Agency.
Special Area of Conservation	SAC	An area which has been given special protection under the European Union’s Habitat Directive. SACs provide increased protection to a variety of wild animals, plants and habitats and are a vital part of global efforts to conserve the world’s biodiversity.
Special Protection Area	SPA	A SPA is a European designated site and is an area of land, water or sea which has been identified as being of international importance for the breeding, feeding, wintering or the migration of rare and vulnerable birds. Our Neighbourhood Plan area is in the influence zone of the Thames Basin Heaths SPA – a network of internationally important heathland sites to the east of our area. To prevent harm to the SPA, new development requires an appropriate equivalent Suitable Alternative Natural Green Space (SANG) to reduce recreational pressure on the SPA.
Statement of Community Consultation		See Appendix D.
Steering Group		The Neighbourhood Plan Steering Group, formed under the auspices of the Parish Councils of Sunninghill & Ascot and Sunningdale and with the support of RBWM, is made up of members of the community including local residents, business owners and members of the two Parish Councils. Through its Constitution it was given the responsibility to produce the Neighbourhood Plan for the area.
Strategic Environmental Assessment	SEA	Assessments made compulsory by a European Directive (the SEA Directive).
Strategic Housing Land Availability Assessment	SHLAA	A list produced by RBWM of sites that have the potential for housing development. This is used to estimate the housing supply in the area.
Suitable Alternative Natural Greenspace	SANG	An area of open space that has been identified for enhancement designed to attract more visitors by providing an enjoyable natural environment for recreation. The Intent is that by providing alternative areas for the public to use for outdoor recreation, it will help lessen the impact on Special Protection Areas (SPAs).
Sustainability Appraisal	SA	A process of appraising policies for their social, economic and environmental effects.

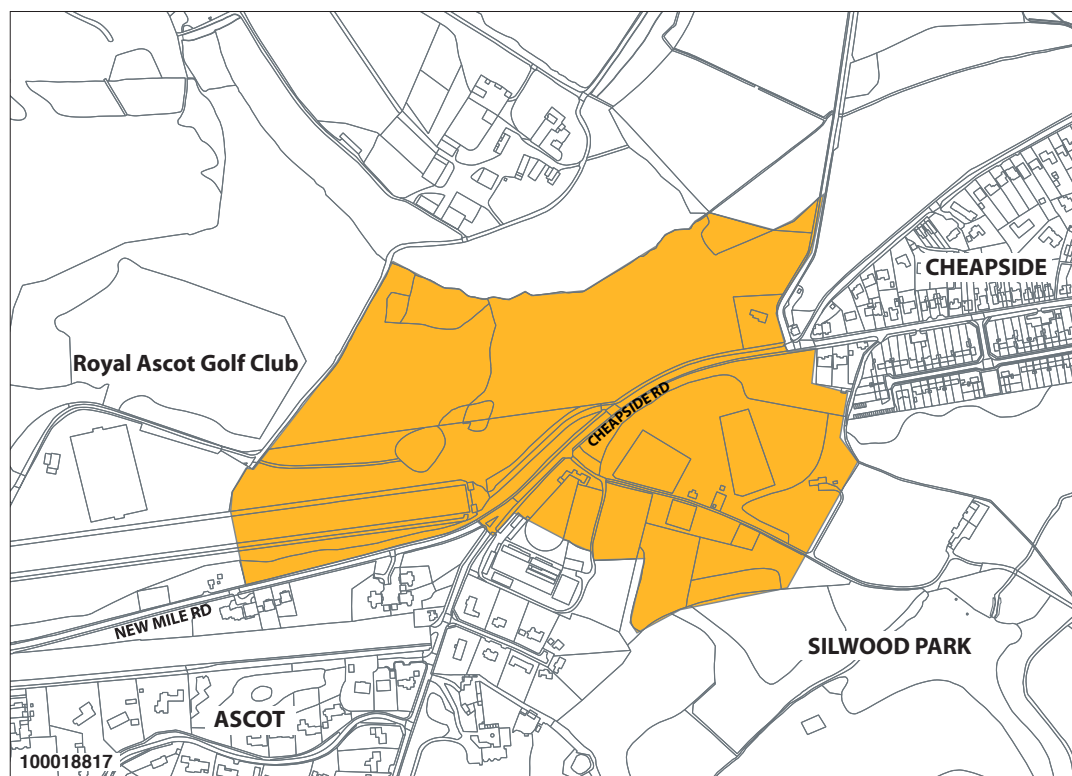
SUBJECT	ACRONYM	EXPLANATION
Sustainable Urban Drainage Systems	SUDS	A drainage system that controls the rate and quantity of run-off of surface water from developments. It replaces the conventional practice of routing run-off through a pipe to a watercourse, which can cause problems with flooding. SUDS minimises run-off by putting surface water back into the ground on site through measures such as permeable paving, underground infiltration blankets and drainage swales (similar to traditional ditches). Where surface water must still be take off-site (because, for example, the site is underlain by clay that reduces the permeability of the ground), features to slow down the rate of run-off are used – these may include ponds or underground storage tanks to store water, and oversized pipes.
Topic Group		A group of NP volunteers formed around a specific topic (eg. The Economy)
Townscape Assessment		A document produced by RBWM which divides the built up areas into character classifications depending on the the age and style of buildings and the character of the area.
Tree Preservation Order	TPO	A legally enforceable order made the the Local Planning Authority (in this instance RBWM) to protect trees and woodland in the interests of public amenity.
Use Classes		<p>The Town and Country Planning (Use Classes) Order 1987 (as amended) puts uses of land and buildings into various categories known as ‘Use Classes’. A short description of major use classes associated with employment follows below; for a more detailed description, visit the Government’s Planning portal:  <a href="http://www.planningportal.gov.uk">www.planningportal.gov.uk</a></p> <p>A1: Shops including retail warehouses, hairdressers and sandwich bars  A2: Financial and professional services including banks, building societies, estate agents and betting shops  A3: Restaurants and cafes (for consumption on the premises)  A4: Drinking establishments including pubs and bars  A5: Hot food takeaways</p> <p>B1: Business including offices and light industry  B2: General industrial  B8: Storage or distribution</p> <p>C1: Hotels and guest houses  C2: Residential institutions including care homes, hospitals, boarding schools and residential colleges and training centres</p> <p>D1: Non-residential institutions including clinics, health centres, day nurseries, libraries, halls and places of worship  D2: Assembly and leisure including cinemas, concert halls, bingo, swimming baths, gyms or areas for indoor or outdoor sports and recreations</p> <p>Sui Generis: Uses not in any use class. Examples include petrol stations, motor dealerships and scrap yards.</p>
Windfall Sites		Sites not allocated for development in the Borough Local Plan that unexpectedly come forward for development.



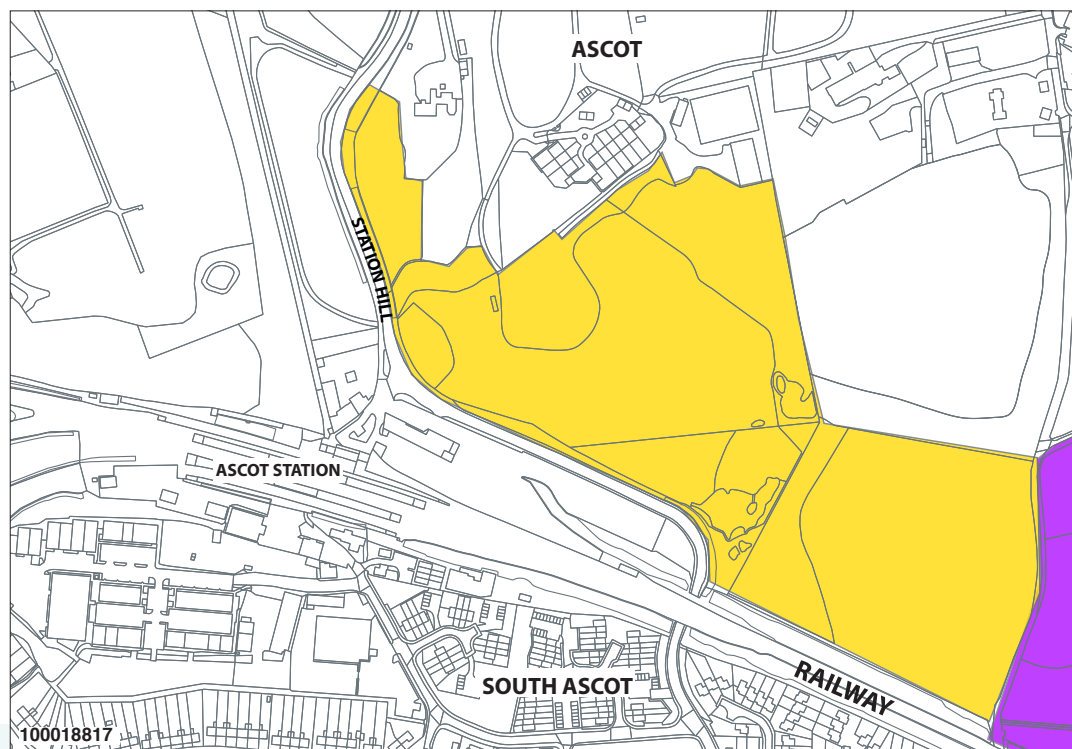
## Appendix B: Detailed Maps and supporting photographs

### Maps 7a – 7f: Gaps between villages

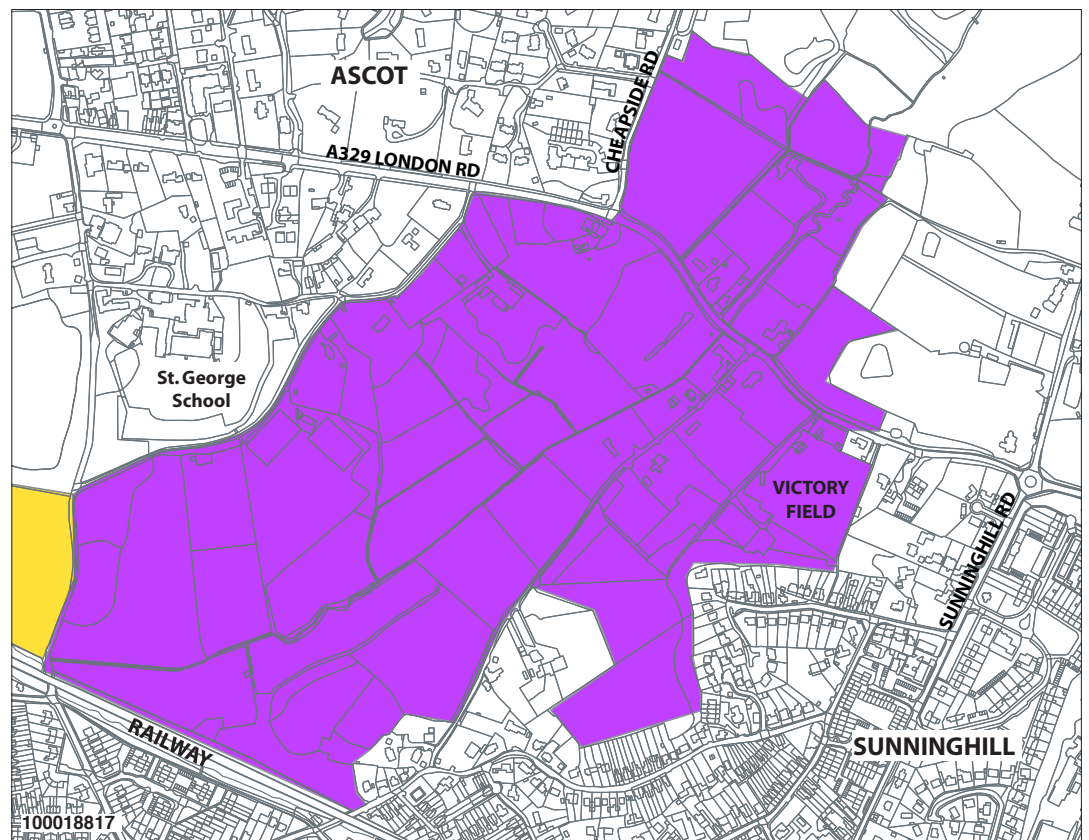
Map 7a: Gap – Ascot to Cheapside



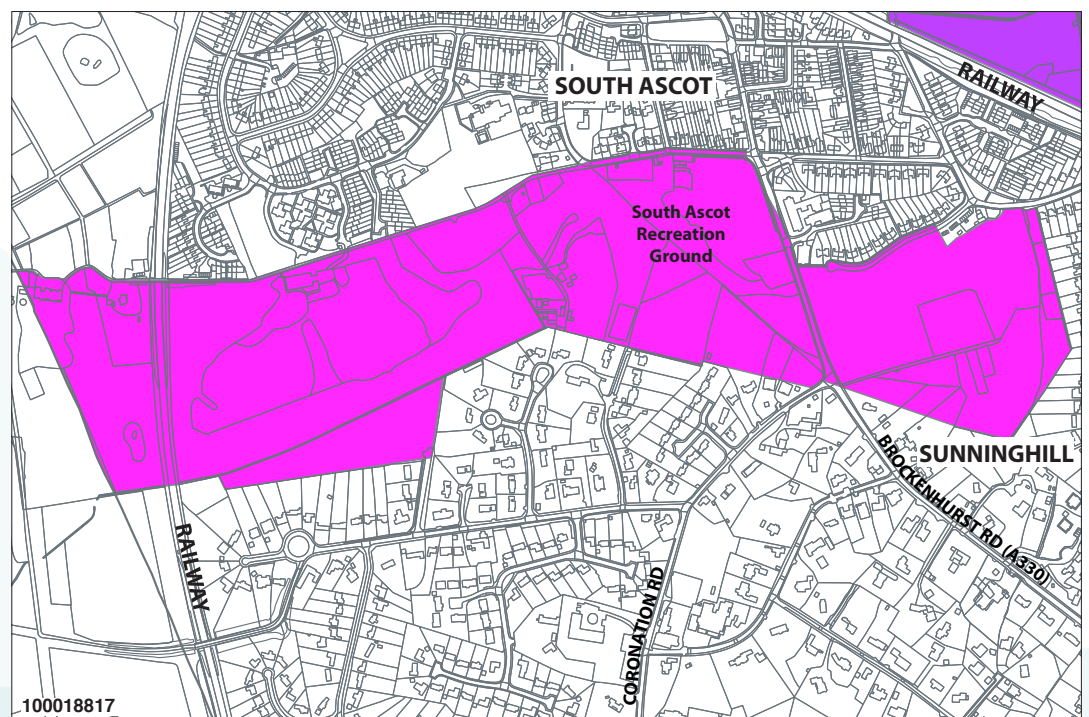
Map 7b: Gap – Ascot to South Ascot



Map 7c: Gap – Ascot to Sunninghill

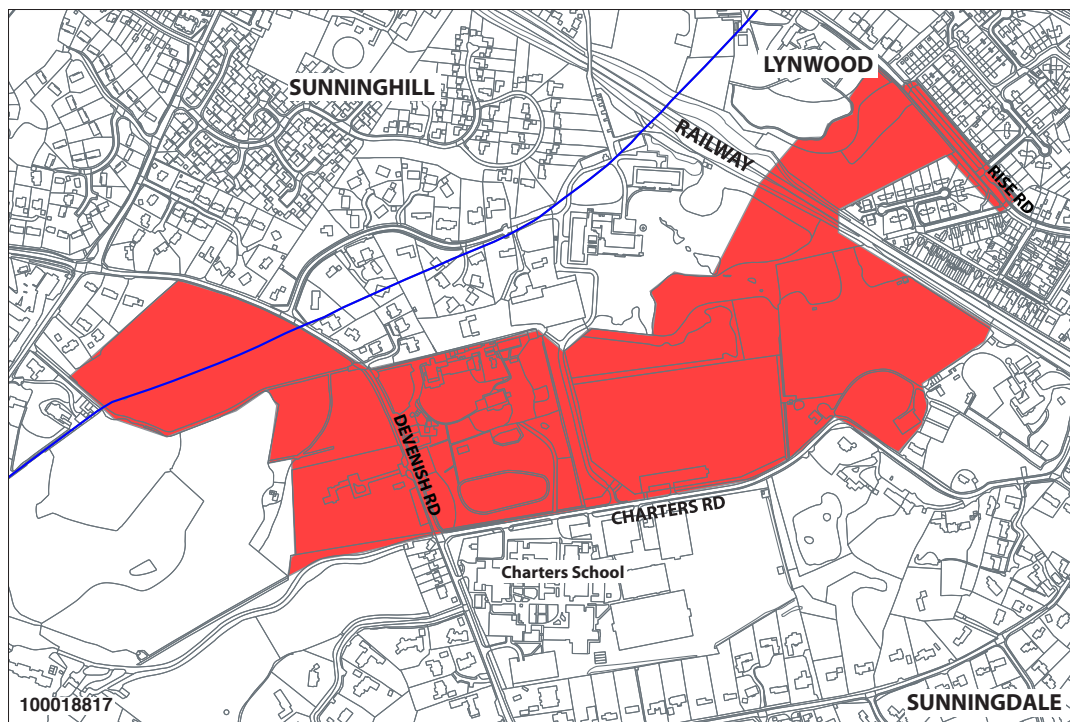


Map 7d: Gap – South Ascot to Sunninghill

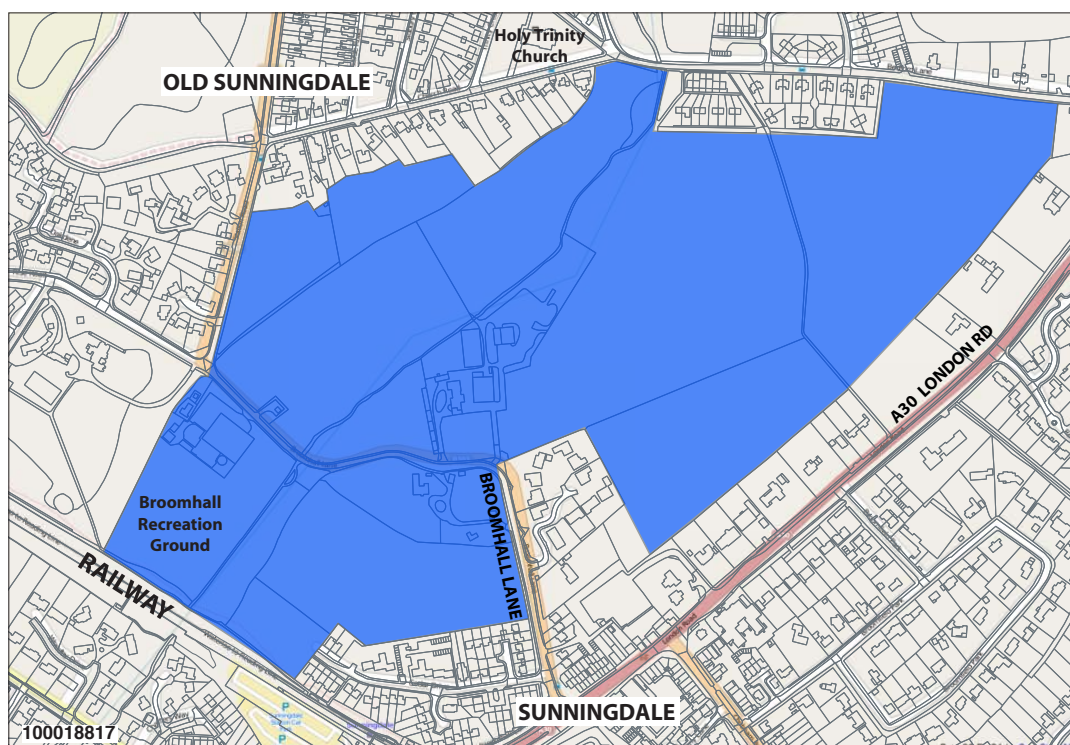




Map 7e: Gap – Sunninghill to Sunningdale

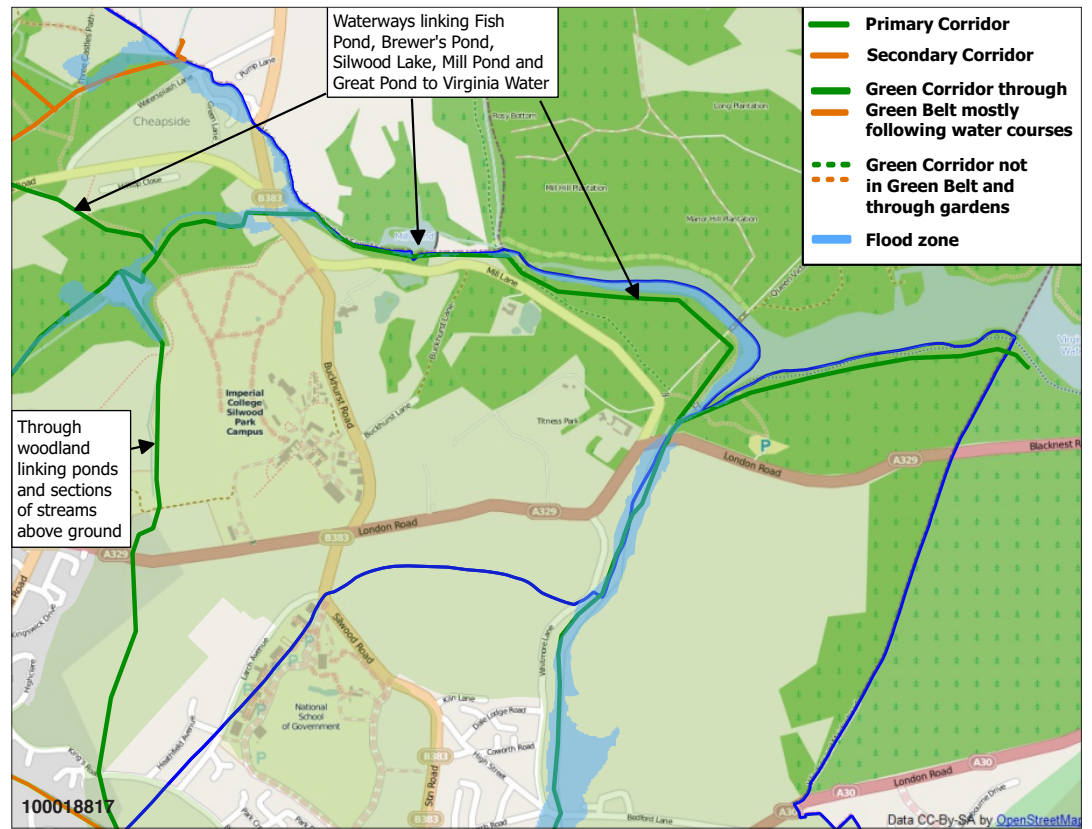


Map 7f: Gap – Old Sunningdale to Sunningdale

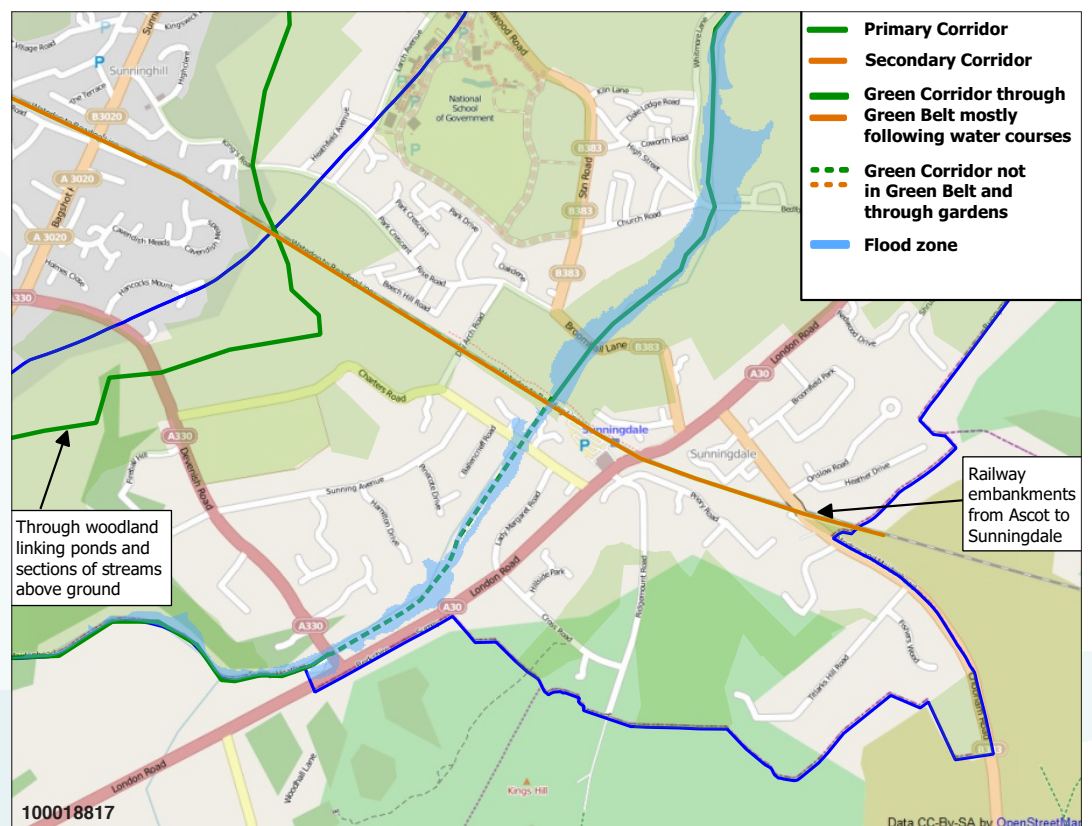


## Maps 8a–8d: Larger scale maps of Green corridors

Map 8a: Green Corridors NE

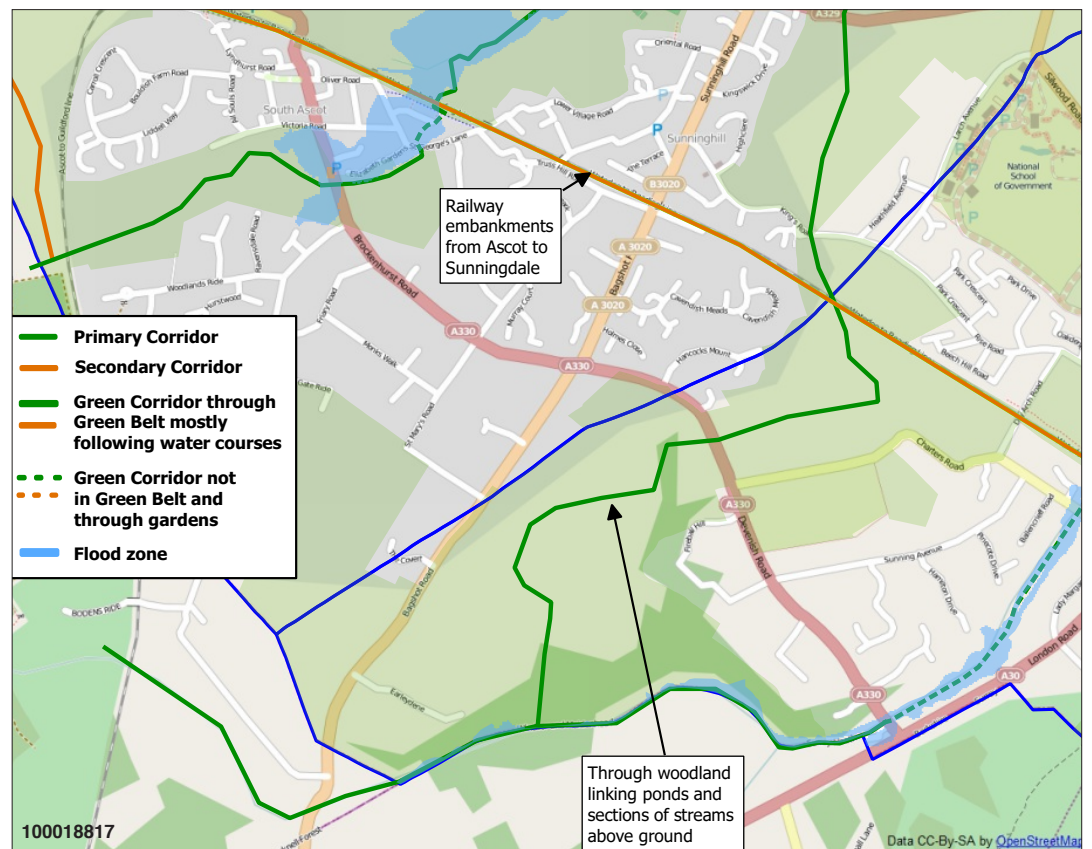


Map 8b: Green Corridors SE

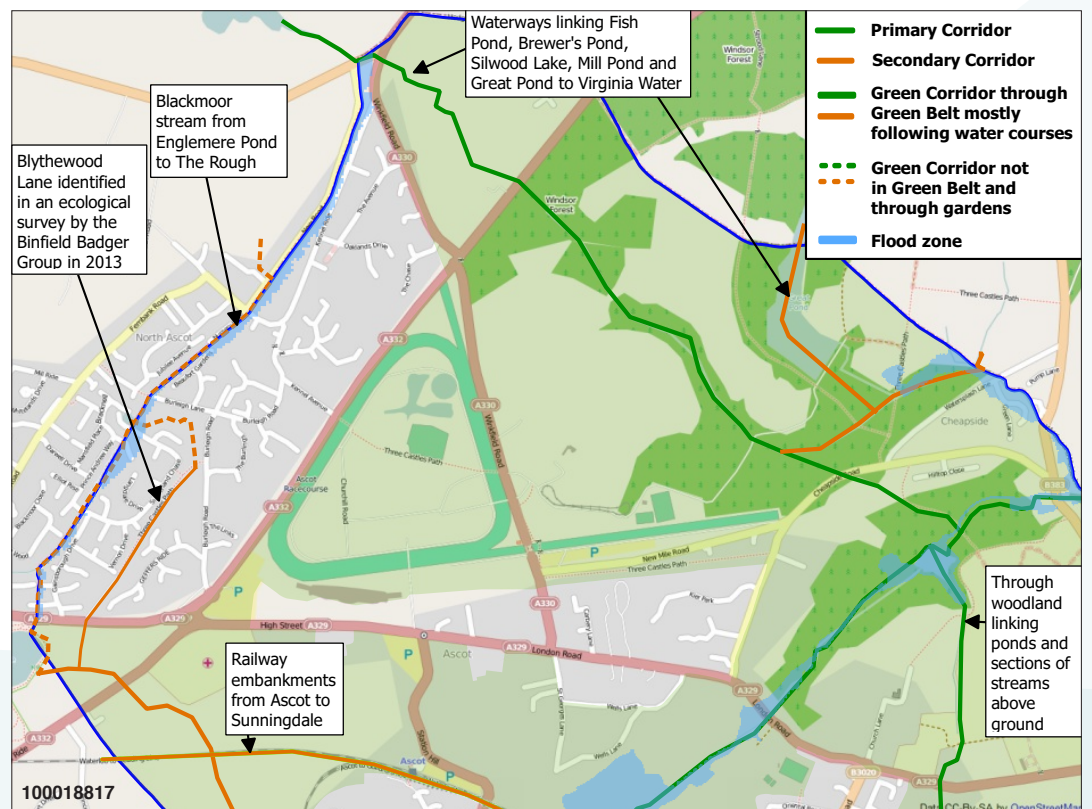




Map 8c: Green Corridors SW

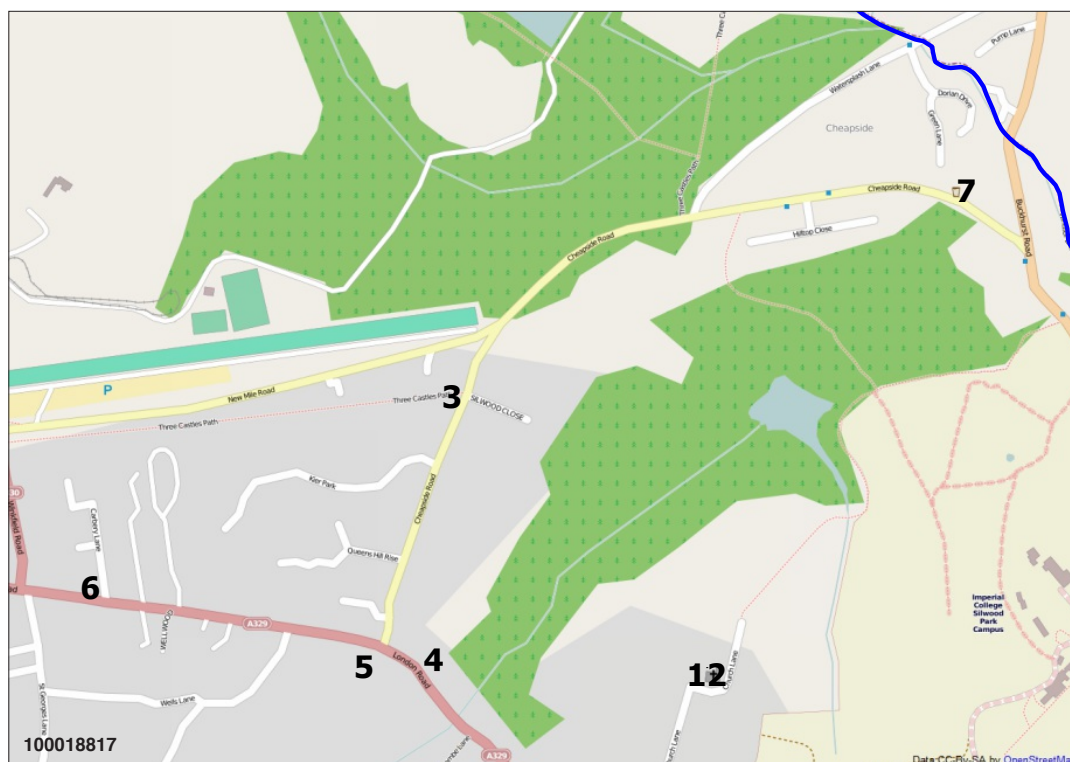


Map 8d: Green Corridors NW



## Maps 10a – 10e: Landmark views and buildings

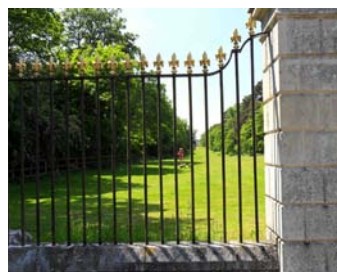
**Map 10a: Ascot and Cheapside**  
Landmark views and buildings



**3a. Golden Gates, Cheapside Rd**



**3b. Lodge at Golden Gates**



**3c. View through Golden Gates,  
Cheapside Rd**

**4. North of London Rd &  
Cheapside Road**



**5a. The Mikado, Ascot**



**5b. View from Mikado towards  
Ascot**



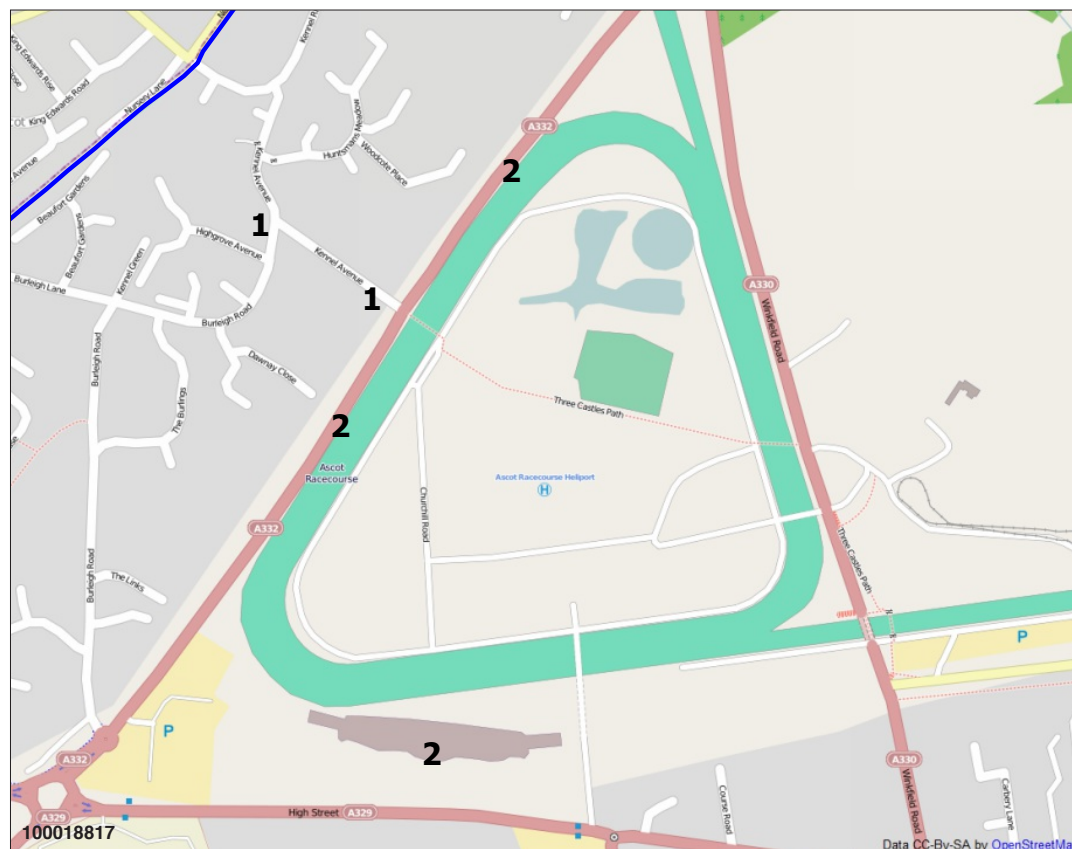
**6. The Old Courthouse, Ascot**



**7. Thatched Tavern, Cheapside**



**Map 10b: North Ascot & Ascot  
Landmark views and buildings**



**1a. Old Huntsman's House**



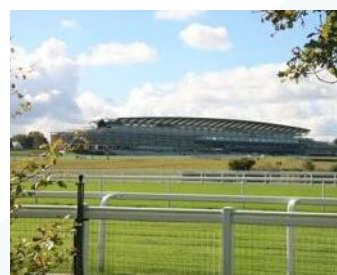
**1b. Kennel Avenue to Old  
Huntsman's house**



**2a. Ascot Racecourse  
Grandstand**



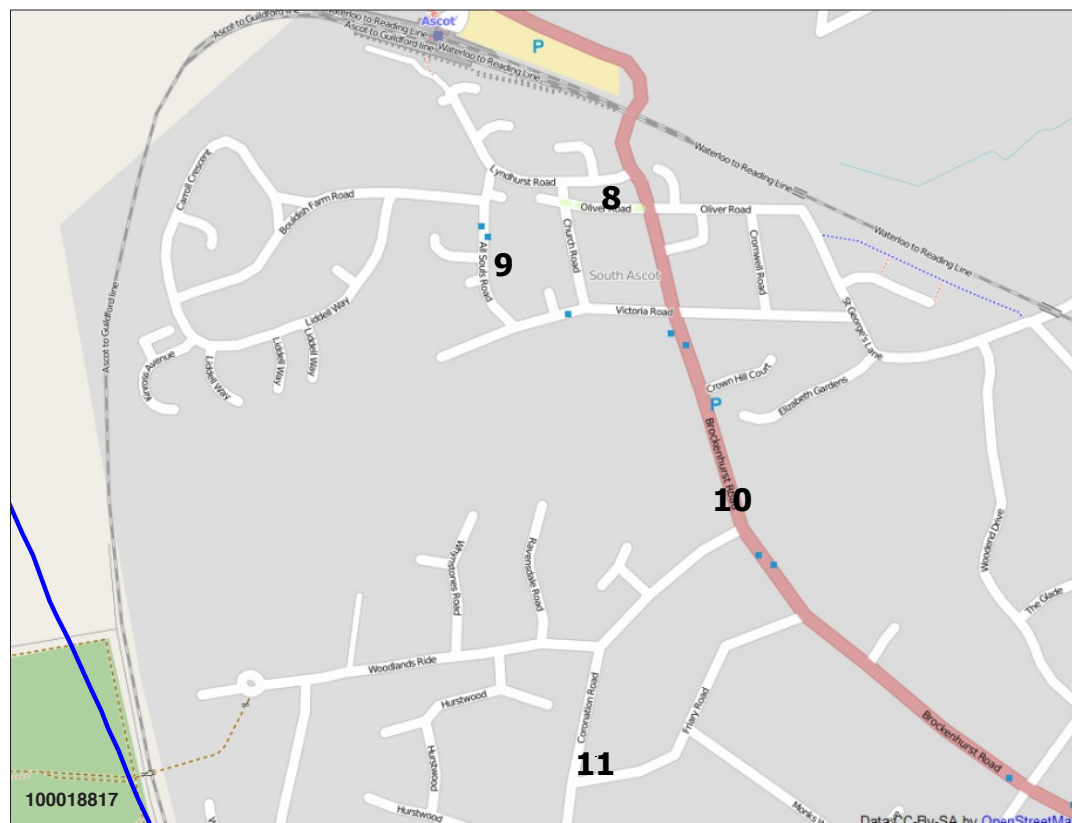
**2b. Ascot Racecourse  
Grandstand**



**2c. Racecourse view from  
Windsor Road**



**Map 10c: South Ascot Landmark views and buildings**



**8. All Souls Church, South Ascot**



**9. South Ascot Village Green**



**10a. View entering South Ascot with playing fields on left**

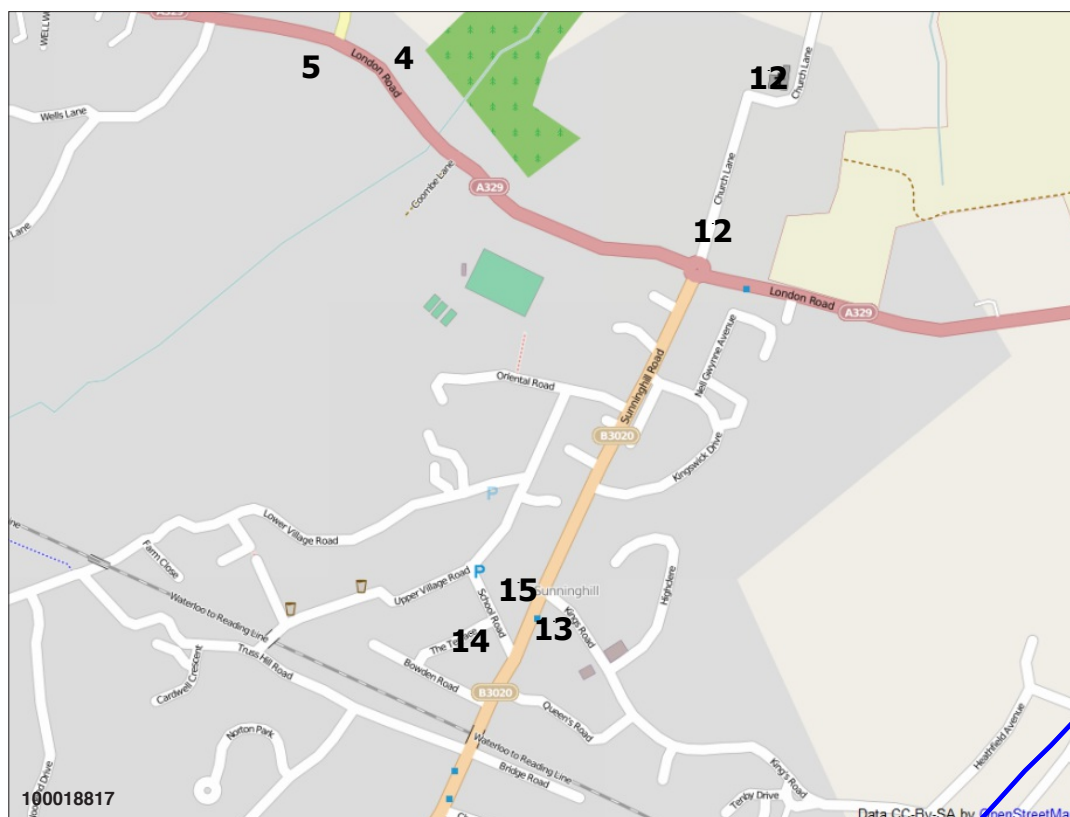


**10b. Southern entrance to South Ascot**



**11. St Francis Church, South Ascot**

**Map 10d: Sunninghill Landmark views and buildings**



**12a. St Michael's & All Angels Church, Sunninghill**



**12b. Church Lane, Sunninghill**



**13a. Cordes Hall, Sunninghill**



**13b. Gateway view of Cordes Hall**



**13c. Cordes hall and view into Sunninghill**

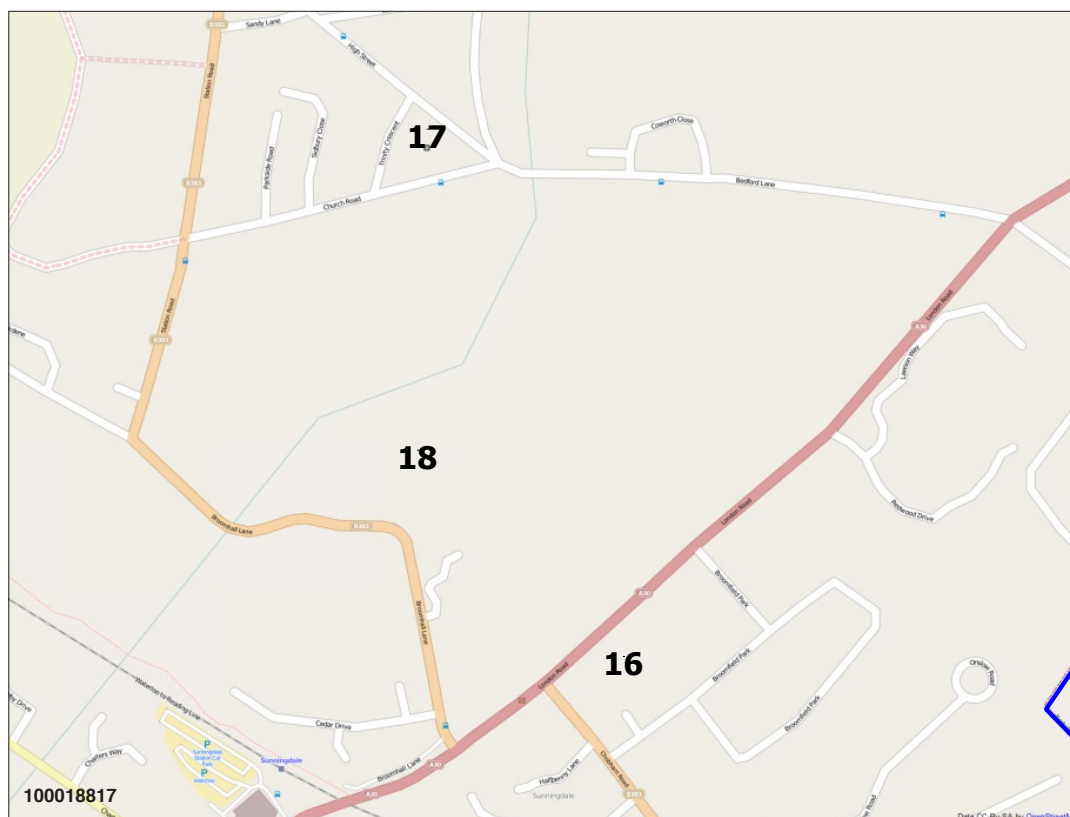


**14. The Terrace, Sunninghill**



**15. St Michael's School, Sunninghill**

**Map 10e: Sunningdale Landmark views and buildings**



**16. Broomfield Hall Stables**



**17a. Holy Trinity Church, Sunningdale**



**17b. Holy Trinity Church, Sunningdale**



**17c. Trinity Crescent, Sunningdale village**



**17d. Trinity Crescent, Sunningdale village**



**17e. War Memorial, Sunningdale village**



**18a. Broomhall Stables**

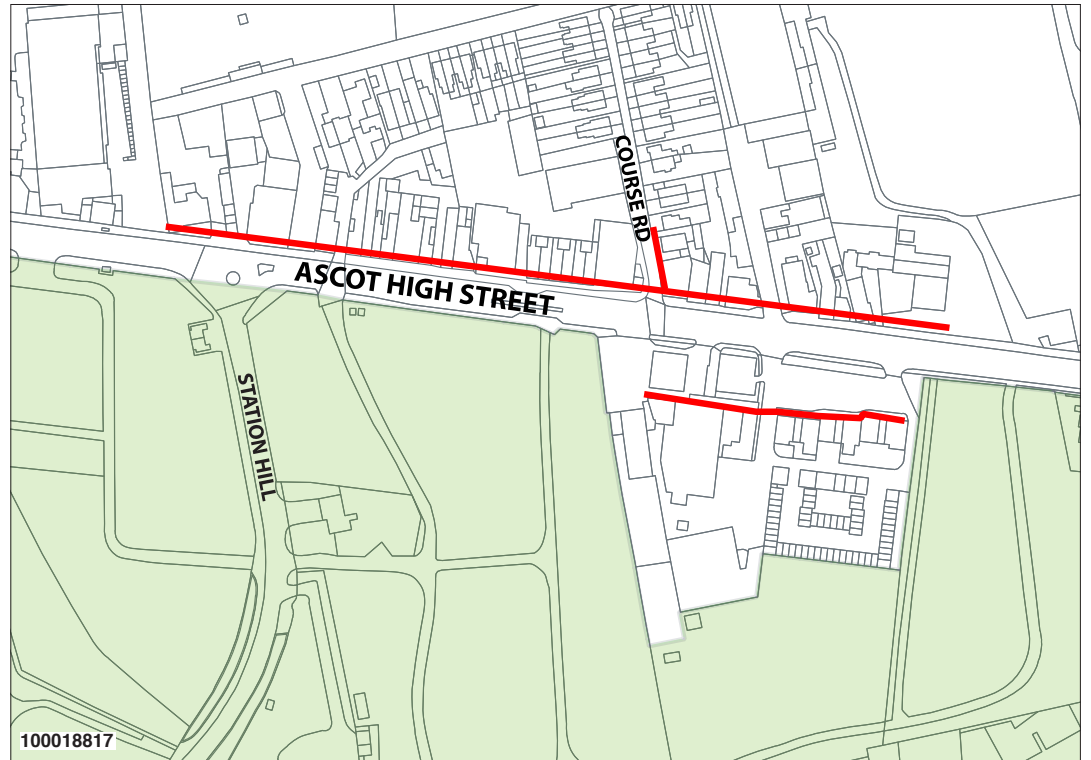


**18b. View of Broomhall Stables**

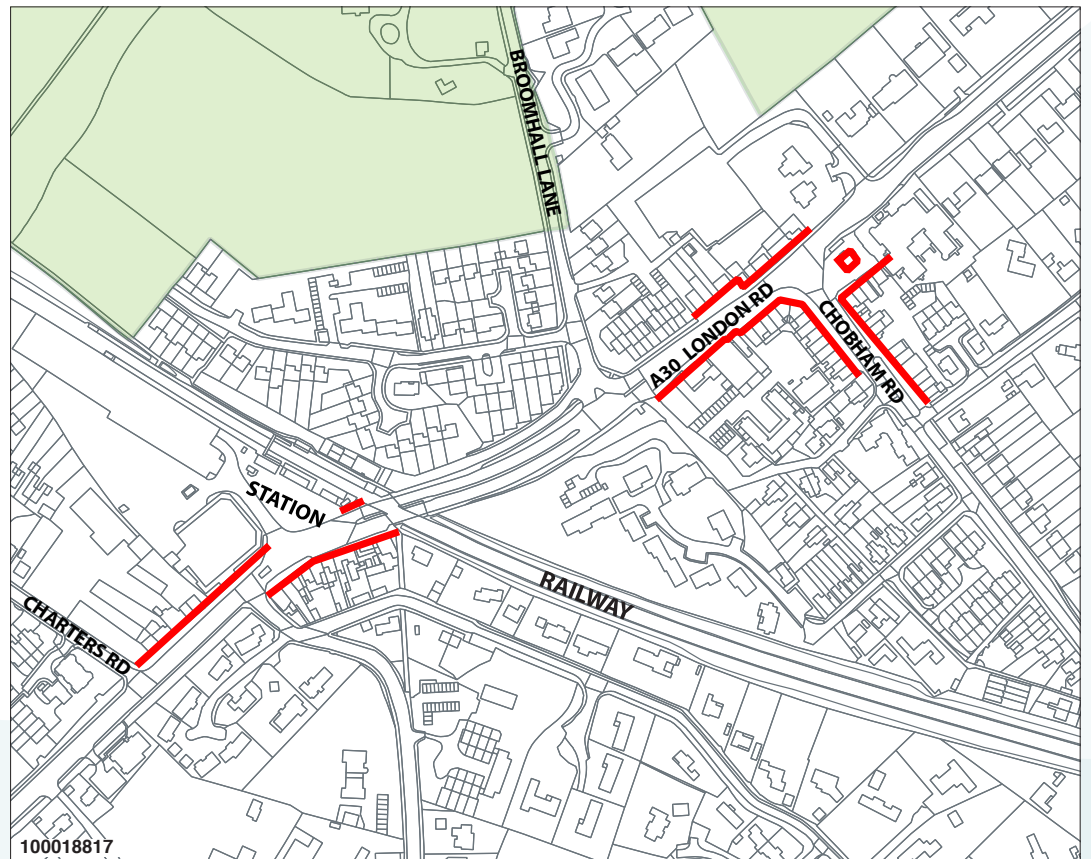


## Maps 11a – 11c: High Street retail frontages

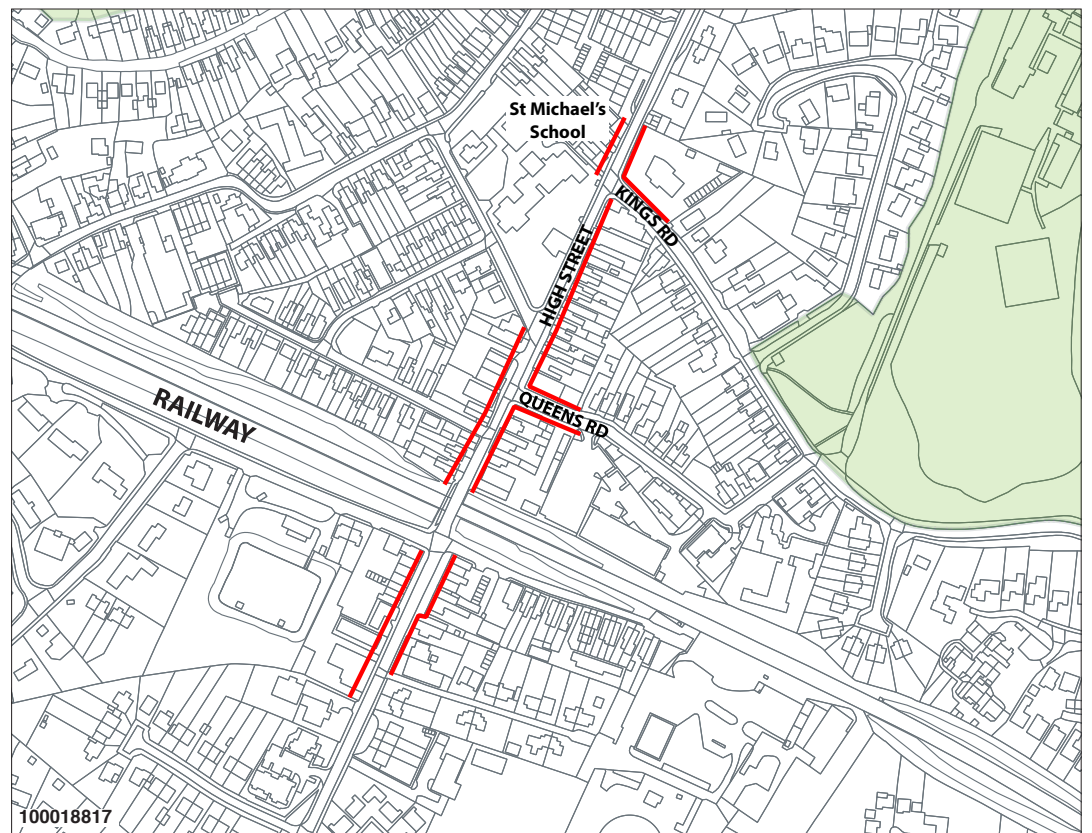
Map 11a: Ascot High Street retail frontage



Map 11b: Sunningdale retail frontage



**Map 11c: Sunninghill retail frontage**



## Appendix C: Development Brief

---

A Development Brief shall include all relevant information needed to facilitate an informed and effective consultation, including but not limited to:

- A site map showing the site's location and its context within its immediate neighbourhood – including any areas of Green Belt, flood zones, the location of any SSSIs, SPAs, LWSs and heritage assets, landmark buildings or views
- An illustrative layout that shows how the proposed development could be accommodated on the site
- Scale, footprint, bulk and height of buildings
- Mix of dwelling types and tenure
- Design style and guidelines
- Improvements to infrastructure and facilities to be provided
- Access, parking, cycle and pedestrian ways and any required traffic congestion and parking assessments
- Landscaping and publicly accessible open spaces
- The location of trees and any that may be affected by the development
- Indicative timing and phasing of the proposed development
- Community benefits to be provided
- An analysis of how the development proposals comply with the whole policy framework including the Neighbourhood Plan.



## Appendix D: Statement of Community Consultation

---

An underlying principle in this Neighbourhood Plan is to have local people actively involved in ongoing consultation on important planning issues. And many of our policies expressly call for community involvement designed to understand local views about development proposals before planning applications are submitted.

Where a policy in this Plan includes a requirement for a **Statement of Community Consultation** to accompany a planning application this must, as a minimum, include the following:

1. An explanation of how a broad cross-section of local people, both in the immediate area likely to be affected by the development proposals and in the wider neighbourhood, were consulted on the development proposals in a timely fashion
2. The means used to involve and engage with local people in consultation, using a range of ways in which input and comments could be provided. For example, a variety of publicity and the opportunity to provide web-based comments as well as attending events in person
3. A record of the views expressed by local people and the Parish Council
4. An explanation of how the proposals being submitted following this Consultation have addressed the views of and any issues or concerns raised by local people and the Parish Council.

## Appendix E: Supporting Evidence Base list of documents

---

The following plans, documents and strategies have informed the making of our Neighbourhood Plan and support the various policies in it:

Ascot Centre Community Workshop Report by The Prince's Foundation  
AS&S Housing Completions 2001–2012  
Ascot and the Sunnings Information Pack  
BCIS construction costs  
BIS estimates CO2 emissions  
CABE Housing design in everyone's interest  
Census 2001 and 2011  
City of London Tree Strategy SPD  
DCLG Code for sustainable homes  
DCLG Development Briefs Guide to better practice  
DCLG Parades of Shops Understanding performance & prospects  
DCLG Parades to be proud of  
DCLG PPS3 – Housing  
DEFRA Biodiversity 2020  
DfT Cycle Infrastructure Design  
DoE Planning Service Parking Standards  
DTLR Creating mixed communities  
English Heritage Listed Buildings  
English Heritage Register of Parks and Gardens  
Flat sale prices analysis  
Government SN on Housing Density, Brownfield Sites and Gardens  
GP Patient Survey  
Green Infrastructure Guide TCPA & The Wildlife Trusts  
Land Registry house price comparisons 2012  
Lawton Report Making Space for Nature  
Locality Neighbourhood Plan Guide and Roadmap  
Natural England Badgers & Development  
Natural England SPAs  
Natural England website re SPAs  
NPPF  
ONS data on health in RBWM  
PCT and live birth dates  
Planning Aid on Submitting a Neighbourhood Plan  
Planning Use Class Orders SN  
Public Transport timetables  
RBWM 5yr land supply July 2012  
RBWM About Neighbourhood Planning  
RBWM Definitive rights of way  
RBWM Employment Land Review  
RBWM Employment Site Assessment Criteria  
RBWM Green Belt Boundary Study  
RBWM Highways Design Guide  
RBWM Landscape Character Assessment  
RBWM Local Plan  
RBWM Local Plan Sites consultation  
RBWM Local Transport Plan 2012–2026  
RBWM LTP Issues and Options Paper  
RBWM Open space audit  
RBWM Parking Strategy

RBWM Planning for an ageing population SPD  
 RBWM Primary School Sector  
 RBWM Retail Capacity Update  
 RBWM Retail Health Check  
 RBWM Secondary School Sector  
 RBWM SHLAA sites  
 RBWM Thames Basin Heaths Special Protection Area SPD  
 RBWM Townscape Assessment  
 RBWM Traffic Modelling report  
 RBWM Tree and Woodlands Strategy 2010–2020  
 Relevant Planning history  
 RHS The Garden 2012  
 Sunningdale Conservation Area Statement and map  
 Thames Valley Environmental Resource Centre website  
 The Portas Review on the future of high streets  
 The Town and Country Planning (Tree Preservation)(England) Regulations 2012  
 Think Cycling, a CIT(UK) Guide for Local Authorities  
 UK National Ecosystem Assessment  
 What Houses Where RBWM projection 2011 to 2026

Our Evidence Base also includes the following:

Statement of Consultation  
 Maps, photographs and information on land ownerships  
 Site assessments by members of the Neighbourhood Plan team  
 Other site specific or other evidence researched and compiled by members of the Neighbourhood Plan team