



# South of High Street **Ascot**

Update | December 2022

# Welcome

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We would like to **thank everyone** who has contributed to the consultation on our proposals for south of Ascot High Street.

Your **feedback has helped shaped design** development and the revised proposals that we have now submitted to the Council as part of an updated planning application.

We believe our proposals meet or **exceed** council policies and community aspirations in many key areas and look forward to the council coming to a decision on our revised proposals in the new year.



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## *In summary, we have:*

- ✓ Increased the size of the community building to provide a flexible hall space capable of seating 126 people with spill out space into the square and supporting office accommodation at first floor;
- ✓ Increased the size of the new square so that 33% of the site is now publicly accessible;
- ✓ Introduced an outdoor performance space and made changes to the landscape design;
- ✓ Reduced the height of key buildings;
- ✓ Refined the architectural look & feel;
- ✓ Introduced additional car parking spaces and committed to developing strategies for residential and race day parking management: and
- ✓ Confirmed our plans to increase the number of trees on site and improve local air quality and biodiversity.

# Our vision

Our site has the potential to become an **exciting addition** to Ascot High Street, bringing **new** activity, homes, community facilities and open space into the **heart** of the town.

Our approach builds on the principles and **vision** of both the Princes Foundation work (2012) and the Neighbourhood Plan (2014).

## Our site will deliver:



A new park for Ascot with open areas of grass and natural play equipment for children;



A new square providing places for everyone to sit and relax, with space for markets and outdoor events;



A new community building across two floors that can be used for events, meetings and functions with spill out space directly onto the new square;



Community, shops, cafes, restaurants and commercial uses to complement and support the existing local businesses, helping the area to thrive; and



New, environmentally sustainable homes.

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# Our approach

Our designs aim to **embrace the character** and location of the site at the heart of Ascot High Street, carefully **considering the local setting**, in particular the trees, reflecting the village quality that is Ascot.

We aim to **transform** the hotchpotch of poor-quality hard surfacing and grassed areas that have been mostly used as overspill car parking to deliver community uses that will **benefit everyone**.

The development will create **a place that is safe, inclusive, and accessible by all**. It will promote health and wellbeing for existing and future residents with pedestrian and cycle routes through the attractive areas of **public parkland and community space**.

We aspire to achieve a net-zero carbon development.



# Listening to the community

We are **delighted so many people** have taken the time to engage with us on our design proposals at our pop-up consultations, at public meetings, through our website and newsletters, and at one-to-one meetings.

At our first consultation in May 2022, we heard about the need to revive the high street, the **importance of supporting infrastructure** for development, the need for car parking and how much people cared for public open space.

Consultation has continued throughout 2022, **shaping our design** proposals at all stages, including in our latest updates to our planning application that can be viewed here on the council's website with the following reference: 22/01971/FULL

The following sections look at some of the detailed changes we have recently made and are summarised to the right:



Enhanced community facilities



A larger more flexible public square



Reductions in scale and massing



Changes to architecture



Enhanced open space and trees



Car parking and sustainable travel

### Enhanced Community Facilities

Directly accessed from the High Street and new square, the **community building** (570 sq m) will provide a **large flexible hall** and a café bar at ground floor, and community offices and meeting space at first floor.

The double-height hall could be configured to provide a 126-seat auditorium for performances using the extendable stage or film screenings, and can **open out onto the square**.

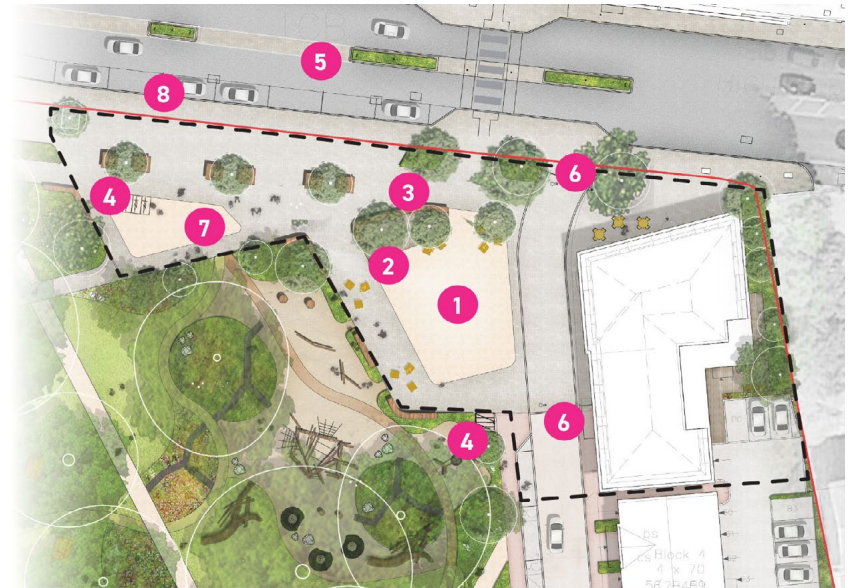


# Listening to the community

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## A larger more flexible public square

The **new square has been increased in size**, exceeding the aspirations set out in the Neighbourhood Plan and has been designed with **more landscaping** and a new, outdoor performance space.



Landscape Masterplan (November 2022)

- 1 Flexible space to allow spill out for the local community.
- 2 Multi-purpose timber Structure. Seating/deck/ stage
- 3 Solid edge benches under trees
- 4 Cycle storage
- 5 Existing High Street arrangement retained
- 6 Bollard secure shared street,
- 7 Extension to events space
- 8 Car parking

## Reductions in Scale and Massing

**We have removed buildings** closest to Ascot Wood neighbours and the Royal Ascot Tennis Club, which has the added benefit of opening up the site for better public access.

There will be **133 new homes** in total, 32 houses and 101 apartments.

We have also **retained an additional existing mature tree** by removing the proposed buildings within the 'Western Triangle' south of the Station Hill access link.

The buildings on the High Street **will be lower** in height than previously proposed and the top floor has been stepped back.

The Garden Mews, facing the new park, have also been **reduced in height**, now with a flat roof and the top floor stepped back.



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## Changes to Architecture

The architecture of the mixed-use buildings on the High Street **has been changed** in a number of areas, along with changes to the brick treatments.

In summary, this includes **reducing the prominence** of the central balcony detailing across the scheme and **removal** of the vertical grey brick corner returns to the pavilion development at the front.

We have used the **bespoke brick detail** features more selectively and removed the yellow/buff coloured brick.

There will be **997 sqm of retail space** and **1259 sqm of office space** in total.



## Open Space and Trees

**33% of the site will be publicly accessible**, exceeding both the Neighbourhood Plan and the Councils Local Plan requirements.

The total number of trees on the site currently is around 115. We plan to **increase** this to 160. When complete, trees will comprise 17% of the overall site area.

**A full tree survey** has been carried out, the conclusions of which have been used to inform the design and layout. Decades of use for car parking and car boot events have hampered the health and vitality of the existing trees, particularly the mature trees. Existing trees will be safeguarded and remedial ground treatments will be undertaken to improve the health and outlook of all retained trees.

**Felled trees will be reused** as play equipment on the site. There will also be nature trails, habitat discovery, a community orchard and space for outdoor workshops.

## Car Parking and Sustainable Travel

Car and cycle parking is provided in line with Council standards, **136 spaces are provided** across the scheme. **3 car club spaces** are proposed which are shown to **reduce** car ownership locally by 18.5 cars per car club bay.

**Detailed Car Park Management plans** will be developed for the residential uses and for race days, in conjunction with the race course.

We have redistributed car parking including placing **additional parking** adjacent to the commercial uses to the front of the site.

Crossing points along Station Hill will be **improved**.

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Seating and Community Parkland



# London Square

London Square is an award-winning developer with an excellent record of delivering places people want to live, visit and spend time in.

Developments such as The Star and Garter in Richmond and Ashley Park in Walton on Thames are clear demonstrations of the attention they give to high quality design and delivery.

London Square know the importance of the south of Ascot High Street site to the local community and the future of Ascot, and look forward to working with the community to deliver this vision.

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London Square developments

## Next steps

Our updated proposals have been submitted to the council for their consideration in the new year.

Subject to planning approval, we hope to begin to transform the site and deliver the community benefits we have committed to.

## Contact us

Please do get in touch with us if you have any questions or for more information about our proposals and planning application:

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