

Site South of High Street, Ascot (Site AL16)

Addendum Planning Statement

July 2023





Contents

Section 1	Introduction	1
Section 2	Consultation Process	3
Section 3	Key Revisions	5
Section 4	Planning Assessment & Material Considerations	10
Section 5	Conclusions	39



Executive Summary & Planning Benefits

1. This statement supports proposed minor revisions to the current planning application being considered by the Council which seeks the redevelopment of the site at South of High Street Ascot. The site benefits from an allocation within the recently adopted Borough Local Plan.

2. The revised description of development is as follows:

Redevelopment of existing site to provide 1,798.9sqm flexible commercial floorspace and 278.5sqm flexible community floorspace (mix of uses within Use Classes E, F1 and F2) and 117 dwellings with associated parking, access, open space, landscaping and other associated works. Provision of new public open space with associated hard and soft landscape works, new pedestrian and cycle paths and children's play area.

3. These revisions address the comments made on the earlier revisions to the scheme in December 2022 by the Council, local stakeholders and members of the public. The revisions maintain the overarching vision for this Site in ensuring development allows Ascot to become a destination and a vibrant place for people to live, work and socialise in a predominantly natural environment.
4. The proposed development is in accordance with the BLP, Neighbourhood Plan and the NPPF and there are significant benefits arising from the proposals that should be taken into consideration. These include:

Community Parkland

- ❑ Provision of 0.82ha of accessible community parkland including the provision of 2,070sqm public piazza, market square and natural play area.
- ❑ New pedestrian and cycle routes will be created into, within and out of the site to High Street / Station Hill and the existing housing and tennis club to the south.
- ❑ Retention of existing trees and enhancement of root systems to ensure long term protection and enhancement.
- ❑ Links to ecology through reinforcing green corridors within the community parkland.
- ❑ Creation of natural habitats and improve biodiversity.

Housing

- ▣ Delivery of 117 new homes incorporating a mix of 1, 2, 3 and 4 bedroom apartments and houses to meet the current shortfall in housing delivery within the Borough.
- ▣ Delivery of a significant proportion of affordable homes on site incorporating a mix of 1, 2 and 3 bedroom apartments and houses to assist in meeting the significant need for affordable housing in the Borough.
- ▣ Creation of high quality homes set within a parkland and benefitting from private areas of amenity space and access to attractive semi private and communal areas of open space.

Economy

- ▣ Delivery of 1,798sqm of high quality and flexible commercial floorspace within the main three northern buildings to create an enhanced and vibrant mixed use centre for Ascot.
- ▣ Opportunity for small independent businesses to take up space within the commercial buildings.
- ▣ Creation of jobs during the construction and operational phases of the development.
- ▣ Significant contributions through CIL which can be used to support highway improvements, local community and social infrastructure and public services.

Social and Community

- ▣ Delivery of a turnkey community space of 278.5sqm incorporating a main hall that can be used for a multitude of users and activities; meeting room and office space for organisations such as the Parish Council.
- ▣ Community space that can link to outdoor public spaces and optimize the community use of these spaces for various events within the centre of Ascot.
- ▣ Access to an attractive and fully managed community parkland including a public piazza, market square and natural play area, places to eat and socialize.
- ▣ Enhanced pedestrian connections from the High Street into, through and out of the community parkland.

Sustainability

- ☐ Site wide SuDS scheme to help address the needs of the proposed development and the issues relating to Climate Change.
- ☐ Creation of energy efficient buildings.
- ☐ Retention of trees to assist with climate change issues around carbon and solar gain.

Highways

- ☐ Highway improvements in the local area including new pedestrian crossings along Station Hill to improve access to the station.
- ☐ Improved parking provision along Station Hill.



Section 1

Introduction

- 1.1. This addendum statement is prepared in support of the minor revisions to the proposed redevelopment of the 'Site South of High Street Ascot' herein referred to as the 'Site'.
- 1.2. Since the comprehensive revisions were made to the scheme in December 2022, further work has been carried out on the proposed development as a result of discussions with the Council, statutory consultees and the local communities response to the proposals.
- 1.3. The majority of the revisions undertaken are focussed on elements of architecture and detailed design with the layout broadly remaining as per the previous iterations as this has been agreed with the Council previously. There are however changes to the quantum of development, housing mix and scale of some buildings which will be explored in greater detail within the later sections of this statement.
- 1.4. The description of the development has therefore been amended as follows:

Redevelopment of existing site to provide 1,798.9sqm flexible commercial floorspace and 278.5sqm flexible community floorspace (mix of uses within Use Classes E, F1 and F2) and 117 dwellings with associated parking, access, open space, landscaping and other associated works. Provision of new public open space with associated hard and soft landscape works, new pedestrian and cycle paths and children's play area.

- 1.5. This statement focuses on the revisions to the proposed scheme and relationship with key planning policies and objectives for the site. A comprehensive analysis of the site and surroundings and planning policy context is set out within the July and December Planning Statements, particularly in relation to the principle of development, relationship with the Neighbourhood Plan and other previous stakeholder vision documents.
- 1.6. This statement should therefore be considered alongside these documents and the various consultant reports and assessments that support these revisions. These encompass the following key documents:

Document / Drawing	Responsibility
Drawings	DHA Architecture
Addendum DAS	DHA Architecture
CGI Model	Sanders-Studios

Landscape masterplan	Exterior Architecture
Addendum Landscape Design Document	Exterior Architecture
Planting plans	Exterior Architecture
Addendum Arboricultural Impact Assessment	Aspect Arboriculture
Updated BNG assessment	Richard Graves Associates
Updated FRA and Drainage Strategy including accompanying calculations	Barnard & Associates
Addendum Transport Statement	ADL Traffic and Transport
Updated Car Parking Management Plan	ADL Traffic and Transport
Addendum Noise Report	Pulsar
Addendum Sustainability & Energy Statement	SRE
Updated Overheating Assessment	SRE
Updated Sunlight & Daylight & Overshadowing Assessment	Herrington Consultancy



Section 2

Consultation Process

- 2.1. In December 2022 revisions were carried out to the scheme to address key comments from the Council and from key stakeholders in relation to the community space provision. These revisions were the subject of a statutory period of consultation by the Council for both the local community and statutory consultees.
- 2.2. Discussions have continued with the Council on the revised proposals since December and these were focussed primarily on affordable housing provision, design and drainage.
- 2.3. The drainage strategy for the proposed development has been discussed in detail with the Local Lead Flood Agency (LLFA). The LLFA have now prepared detailed and full comments on the application which confirm that they are satisfied with the hydraulic design proposed for the drainage strategy and approach to surface water drainage. The current, minor revisions to the scheme do not deviate from the agreed strategy but minor tweaks have been necessary to pick up on the revisions made to the proposed buildings. This is all addressed within an updated FRA which will accompany this set of revisions.
- 2.4. The Council also emphasised the importance of affordable housing within the Borough particularly as there has been a decrease in the number of affordable units provided over the period 2021/2022 in comparison to previous years. The applicant has therefore considered the way in which affordable housing could be increased within the proposed development through a re-balance of land uses and also sought to amend the housing mix. The final level of provision will still be the subject of a viability appraisal undertaken by the Council's independent assessors, BPS, however it is considered that a more balanced approach is now achieved for this site whilst maintaining the key components required under AL16 and the BLP for this site.
- 2.5. There were also comments raised during the consultation on specific aspects of design and architecture. The detailed design, architectural approach and scale of the proposed development has been revised to respond positively to these comments. These revisions allow the proposed buildings to respond well to their surroundings and also give interest to the public parkland within which they are located.
- 2.6. The consultation process undertaken on the proposed development for this site has been extensive both at pre-application and post application stage. There has been a willingness by the applicant to ensure that the scheme addresses as many of the comments raised as possible to ensure the development creates an attractive and high quality destination for living / working / socialising in the centre

of Ascot. The way the proposed development relates to the Site Allocation as a whole continues to be a significant consideration and the continued dialogue with key adjacent landowners is also important.



Section 3

Key Revisions

3.1. Following a detailed review of all responses by key stakeholders, members of the public, statutory consultees and the Council, a series of revisions have been made to the proposed development. These revisions positively address the comments made and include the following key changes:

- ▣ Reduced quantum of development
 - Commercial floorspace reduced to 1,798.9sqm
 - Community Floorspace reduced to 278.5sqm
 - Number of residential dwellings reduced from 133 to 117
- ▣ Detailed design and architectural changes to the elevations of Blocks 1, 2 and 3;
- ▣ Reduction in scale of Block 2 down to three storeys across the whole building;
- ▣ Replacement of previous apartment Block 6 with six new houses including a mix of three and four bedrooms.
- ▣ Introduction of 17 three bedroom dwellings (mix of apartments and houses).
- ▣ Detailed design and architectural changes to the mews buildings to create a more subservient form of development within the southern part of the site.
- ▣ Minor revisions to car parking layout across the site.

Residential

3.2. The residential component now includes a mix of 38 houses and 79 apartments dispersed across the Site instead of the previously proposed 32 houses and 101 apartments.

3.3. The apartments are located to the north of the site within the upper levels of Blocks 1, 2 and 3 adjacent to the High Street and Station Hill and also at intervals within the eastern terrace and within parts of the southern mews buildings. The houses are positioned within the eastern terrace and within parts of the southern mews buildings. The revised housing mix across the development is as follows in Table 1:

	Apartments	Houses	%
1 Bed	15		13%
2 Bed	55		47%
3 Bed	9	8	15%
4 Bed (7P)		12	10%
4 Bed (8P)		18	15%
Total	79	38	100%

Table 1: Accommodation schedule

Commercial Floorspace

- 3.4. The quantum of commercial and community floorspace has evolved as a result of changes to the scale of buildings, introduction of three bedroom houses and apartments and more specifically with the increase in the quantum of affordable housing.
- 3.5. Delivering affordable housing is a key objective for the Council and it was therefore important to increase the level of provision within the scheme. This has however been balanced with the other significant benefits of the scheme which include provision of a turnkey community space, a public park, public playground, public piazza spaces and new connections across this part of Ascot.
- 3.6. Whilst the significant benefits listed above remain, there has had to be a change in the overall quantum / layout of some of these elements.
- 3.7. The commercial space within Blocks 1 and 2 has been reduced to 1,798.9sqm (reduction of 20%). But it is still intended that these spaces be used flexibly within Use Class E to allow for a variety of land uses including small scale retail, flexible office spaces for small to medium sized businesses, cafes, restaurants, creative uses and art galleries.
- 3.8. These commercial uses will be located adjacent to proposed areas of public realm as in the previous iterations of the scheme which allows a greater interaction and flexibility between the internal and external spaces across the northern part of the Site. DHA have designed the ground floor commercial spaces so that they can be divided into a series of different sized units that have the potential to accommodate small independent businesses / start-ups as well as medium sized businesses. An extract of the floor plans showing the options are below:

Community Floorspace

- 3.9. The community space will remain within the ground floor of Block 3 and will encompass an area of 278.5sqm. The reduction in the size of this space flows from the need to balance the mix of uses on the site and implications on viability, reduce the scale of buildings, introduce a broader housing mix and increase the affordable housing provision.
- 3.10. The intentions for this space will however remain - to provide a space that the community of Ascot can use in a flexible manner, ensuring it will provide highly accessible, modern and flexible spaces that have the ability to accommodate the following:
- ❑ Flexible main hall – 108sqm space that could accommodate circa 131 seats (in a theatre style with space at the front for a stage area) for an event such as a cinema screening or it has the potential to be used on a more holistic basis for classes, workshops, presentations, art galleries, indoor markets etc.
 - ❑ Equipment and plant stores
 - ❑ Toilet facilities including disabled facilities
 - ❑ Foyer space with frontage to High Street
 - ❑ Kitchen with frontage to High Street.
 - ❑ Two independent offices / meeting rooms (Room 1 – 11sqm and Room 2 – 13sqm)
 - ❑ Larger meeting room that could accommodate Parish Council meetings / other independent meetings (circa 76sqm - accommodating seating for circa 14 people).
- 3.11. The community space also retains the ability to be opened up to the public piazza areas within the adjacent parkland. This ensures there will be the ability to utilise the community space in a much broader capacity across internal and external spaces for a multitude of operators.
- 3.12. The masterplan layout below in Figure 1 shows the location of these uses:

**Figure 1: Block 3 –
Community Space
layout**



Public Realm

3.13. The proposed area of public open space within the northern part of the site and the wider parkland has not changed significantly in terms of the quantum of space, layout and position. As discussed previously these spaces comprise:

- ☐ New main public piazza fronting the High Street and adjacent to Block 3
- ☐ Natural Play area
- ☐ Market Square fronting the High Street and interlinking with the public piazza
- ☐ Public open spaces around Blocks 1 and 2
- ☐ Community Parkland
- ☐ Cycle and Pedestrian routes

3.14. The main public piazza and associated market space will comprise 1,235sqm of public open space and will be linked with the community space located within Block 3 allowing this to be used as spill out space for any events taking place within the community hall.

3.15. The public piazza will provide active and passive spaces providing a place for visitors and residents to spend time and socialise. This space has the potential to be used for a multitude of different activities such as outdoor theatre / music events, community fairs and markets.

- 3.16. These areas of public realm and the various different uses will be connected via a series of pedestrian and cycle routes extending from the High Street through the site in a number of directions towards Station Hill, dwellings within the southern parts of the site, Ascot Wood Tennis Club and existing houses.
- 3.17. Provision of pedestrian and cycle routes through the Site from north to south and east to west enhance connectivity between the different spaces on the Site and also from the High Street and Station Hill directly into the Site
- 3.18. New community parkland (Figure 2 below) will be created to the south of the High Street interspersed with the new housing. This community parkland will encompass circa 0.82ha of the Site and form a new public park accessible from the High Street and also Station Hill with pedestrian connections extending south to Royal Ascot Tennis Club and Ascot Wood.

Figure 2: Community parkland





Section 4

Planning Assessment & Material Considerations

- 4.1. This section provides a detailed assessment of the revised proposals in relation to the key planning policies that relate to the redevelopment of this site. As the revisions are minor, this section is a light touch assessment with more detailed analysis provided in the July and December planning statements.
- 4.2. Table 2 below sets out an analysis of the proposed development in relation to site allocation AL16.

Table 2: AL16 Analysis

AL16 Site Allocation Pro Forma Requirements	Development Proposal Response
1. Be considered as part of a wider Ascot Strategic Area to enable comprehensive development and effective placemaking	Compliant <ul style="list-style-type: none">▪ Discussions have taken place pre and post application stage with adjacent landowners to ensure transparency and placemaking within Ascot.▪ The proposed layout incorporates a well-considered approach to the placement of buildings to ensure development can be delivered on adjacent sites, within the allocation.▪ Connectivity is an important element of the layout and design of the development for the Site and this has been explored further as a result of the consultation responses to demonstrate strong pedestrian and cycle routes from the High Street through the site towards Station Hill and to the south serving Ascot Wood development, the tennis club and beyond to the east. The connections ensure that a holistic approach is taken to ensure direct access can be created across the wider site allocation as required.▪ There is also the potential for connections to be created through to site allocation AL17 ensuring pedestrian and cycle routes are significantly improved within this part of Ascot. This also assists in encouraging the use of more sustainable forms of transport within the centre, meeting the objectives of the NPPF and local policy.

<p>2. Deliver holistic mixed use phased development, integrated with surrounding uses, including on allocation AL17 to the south</p>	<p>Compliant</p> <ul style="list-style-type: none"> ▪ The approach to the layout and design of the development proposed is one that focuses on integration with the wider Ascot area and in particular allowing for and being complementary to the adjacent sites within the wider Site Allocation. ▪ The proposed development reflects the context of Ascot centre and will create attractive and vibrant spaces adjacent to the High Street that expand on the existing function and vitality of the centre as a shopping centre whilst maintaining the verdant edge to the southern side of the High Street. ▪ A mix of commercial and community spaces are proposed that are flexible both spatially and, in their design, helping to create a more prosperous and vibrant centre within Ascot which is sought by both the ASSNP, AL16 and QP1c. The flexibility of these spaces will ensure they can be used by a multitude of uses compatible with the existing retail function of Ascot centre and also ensuring the longevity of these units. ▪ The proposed new homes will reflect the characteristics of the area and site as part of a holistic, mixed use development adjacent to the High Street to create vibrant areas within the centre of Ascot. ▪ The proposed development also has at its heart the creation of public open space alongside the open and green parkland which will be fully accessible, natural play area, pop up market area, piazza as well as an internal community space and other commercial spaces that will be used by the local community. These are centred around the northern part of the site and provide flexible, functional and attractive spaces that can be used for a multitude of purposes dependant on demand and need and allow high quality spaces for the community to gather.
<p>3. Deliver a 'village square' on the southern side of the High Street with community / cultural /leisure/retail uses and public open space</p>	<p>Compliant</p> <ul style="list-style-type: none"> ▪ The proposals for the Site place the significance of the trees and parkland setting at the heart of the development, extending up to the High Street edge with the mixed use buildings positioned towards the eastern and western edges, set within the green open space. ▪ These buildings will provide for a mix of flexible and high quality commercial spaces that can be used by different types of industry within Use Class E. These buildings also benefit from active frontages to the High Street, Station Hill and within the site itself. This ensures that a

	<p>level of activity and vibrancy is maintained in these key areas and leading into the public square directly adjacent to the main High Street.</p> <ul style="list-style-type: none"> ▪ A ‘public piazza’ (or village square) has been created within the north east corner of the Site linked to a transient pop up market space along the High Street frontage. The piazza space is also positioned directly adjacent to the ground floor community space in Block 3 to allow flexible use of both indoor and outdoor spaces by the local community. ▪ The main piazza space and market space will encompass a mix of hard and soft landscaped areas, alongside natural seating to allow greater flexibility in its use and would comprise 1,235sqm of space. These spaces will provide the opportunity to be used in a number of ways including (but not limited to): <ul style="list-style-type: none"> ➤ Outdoor events ➤ Pop up markets ➤ Street performers ➤ Community gatherings ➤ Small outdoor concerts ▪ In addition to the ‘main public piazza and market space’ the proposed development also provides for a dedicated area of natural play and various forms of play on the go that extend throughout the Site in different guises. This assists in creating a Site that is multi-functional and accommodating for different users. ▪ The community park extends around the more specific natural areas of the site referenced above, maintaining the important natural habitat along the High Street and around the buildings proposed. The amount of public open green space is 33% which exceeds that required within the ASSNP and BLP for this site and will be a major benefit for the existing and future occupiers of Ascot as the Site is currently closed for public use.
<p>4. Provide small scale retail/cafes/restaurants, including independent retailers along the High Street and the village square</p>	<p>Compliant</p> <ul style="list-style-type: none"> ▪ See above. Commercial space will be flexible and adaptable to cater for small independent and larger businesses within the retail / food and beverage sectors as well as others. ▪ The adjacency to the parkland, High Street and main Public piazza allows for these uses to spill out into external areas and make the most use of the space in

	and around these buildings creating an attractive and vibrant centre to Ascot.
5. Provide high quality green and blue infrastructure, including significant public open space and children’s play areas throughout site	<p>Compliant</p> <ul style="list-style-type: none"> ▪ Open space and the parkland character of the site is intrinsic to the development of this site and as such its importance is underlined in the revised design approach to the Site and emerging High Street character. ▪ The northern parkland areas will incorporate functional elements including the public piazza, market space and children’s play areas and play on the go activities. ▪ A series of interlinked footpaths and cycleways lead the visitor through the site from the more functional northern parts into a more green and natural parkland. ▪ Exterior Architecture have designed an approach to these spaces that demonstrates the quality of each and the multifunctional nature of all the open spaces. ▪ The amount of public open green space is 33% which exceeds that required within the ASSNP and BLP for this site and will be a major benefit for the existing and future occupiers of Ascot as the Site is currently closed for public use.
6. Provide public open space on at least 22% of the developable site	<p>Compliant</p> <ul style="list-style-type: none"> ▪ See above – 33% of the site will be high quality public open green space exceeding this requirement.
7. Retain the prevailing green and leafy character of the area, with mature trees and hedgerows retained where possible	<p>Compliant</p> <ul style="list-style-type: none"> ▪ The parkland and woodland character of the Site has been the key driver for the proposed development in terms of layout and design. The frontage allows for 100m of open and accessible community parkland along the High Street. • A significant proportion of the mature trees will be maintained across the site, however there will be losses but this is also balanced against the need to create the vibrant and attractive space sought by both the local community and the Council for this site. • Existing trees will be safeguarded and remedial ground treatments proposed to improve the health and outlook of all retained trees. • Ninety five trees will also be planted to mitigate the removal of the identified trees on the site and further

	enhance the green and leafy character of this part of Ascot as well as enhancing biodiversity across the site.
8. Conserve and enhance biodiversity of the area, including on the priority habitat fronting the High Street	<p>Compliant</p> <ul style="list-style-type: none"> ▪ There is a holistic approach to landscape, trees and ecology ensuring all elements knit together to enhance the biodiversity across the site. The retention of a green and leafy edge to the High Street ensures this is extended through the whole of the site and an enhancement in biodiversity is achieved. ▪ A detailed Preliminary Ecological Appraisal, Breeding Bird Survey and revised BNG assessment have been prepared to support the proposals with a focus on enhancing biodiversity across the site including the priority habitat along the High Street frontage with the retention of trees and enhanced landscaping.
9. Provide a network of high quality pedestrian and cycle routes through the site and enhanced connectivity to Ascot Railway Station and South Ascot	<p>Compliant</p> <ul style="list-style-type: none"> ▪ The existing roads through the site remain as there is a legal requirement for these to be retained. ▪ New pathways and cycle routes are proposed through the site to create strong vistas across the parkland and direct routes taking visitors / residents from the adjacent land in the south east through the site and up to the high Street; from the houses in the south up to the High Street or vice versa; take visitors from the High Street / commercial buildings through the parkland and out onto Station Hill leading to the Railway Station. ▪ The Landscape Strategy and Transport Statement show this in greater detail.
10. Ensure that the development is well-served by public bus routes/demand responsive transport/other innovative public transport solutions, with appropriate provision for new bus stop infrastructure, such that the bus is an attractive alternative to the private car for local journeys, including to local leisure and educational facilities	<p>Compliant</p> <ul style="list-style-type: none"> ▪ This will be considered with the Council as part of discussions relating to viability and s106 contributions as well as the High Street Improvement Works.

<p>11. Develop and implement a robust residential travel plan to manage travel to and from the site and reduce instances of single-occupancy car trips</p>	<p>Compliant</p> <ul style="list-style-type: none"> ▪ A robust Travel Plan has been prepared to support the proposed development and focusses on encouraging future occupiers to use more sustainable modes of transport.
<p>12. Be designed to as to rationalise and improve the junctions of the A329/A330/St George’s Lane and the site access</p>	<p>Compliant</p> <ul style="list-style-type: none"> ▪ Assessments have been carried out to understand the capacity of existing junctions across different scenarios with the proposed development as occupied and taking on board the future development of surrounding sites. This information was submitted in December and considered acceptable by the Council’s highways department.
<p>13. Provide improvements to the quality of the public realm, specifically the High Street environment for pedestrians and cyclists, including provision of parking for all users of the High Street</p>	<p>Compliant</p> <ul style="list-style-type: none"> ▪ New footpaths will be created along the south side of the High Street / northern edge to the site as well as linking with new footways and cycle paths extending through the site. ▪ The proposed development does not affect the existing car parking located along the south of the High Street. ▪ Parking will be improved along Station Hill with the re-location and increase to 38 parking spaces. These will be available to members of the public on a short stay basis.
<p>14. Consist of a high quality design which is sympathetic to local character, reflects the local vernacular, is sensitive to the scale and heights of existing properties around the site and the sloping topography and considers the impact of long distance views. No buildings should have more than four storeys</p>	<p>Compliant</p> <ul style="list-style-type: none"> ▪ The design and architectural approach of the buildings has been considered further by the applicant and architect team in order to respond to the consultation responses whilst maintaining a holistic approach to architecture and form. ▪ The scale and massing of Blocks 1, 2 and 3 is sympathetic to the prevailing townscape and character of Ascot. ▪ The architectural detailing has been further refined within the main elevations of the buildings across the site to create elegant buildings that respond to the characteristics of the site and reflect the centre / high street character. ▪ The materiality has continuity across the site and incorporates an elegant and contemporary group of buildings within an attractive and green parkland setting. ▪ The scale and footprint of the proposed houses is reflective of those seen elsewhere within Ascot and

	<p>there is a consistency in the high quality palette of materials proposed which is reflective of many buildings within the local area but variations in the gable details, aperture surrounds, window styles and roof forms provide visual interest and respond to the differing house types proposed.</p>
<p>15. Provide appropriate mitigation measures to address the impacts of noise and air quality in order to protect residential amenity</p>	<p>Compliant</p> <ul style="list-style-type: none"> ▪ An Air Quality Assessment has been prepared by Redmore Environmental which demonstrates that during the construction phase of the development the use of good practice control measures would provide suitable mitigation for a development of this size and nature and reduce potential impacts to an acceptable level. ▪ There were not considered to be any significant road traffic impacts associated with the construction phase and in relation to the operational phase of development, the predicted air quality impacts as a result of traffic generated from the development were not predicted to be significant at any sensitive location in the vicinity of the Site. The Air Quality Assessment also demonstrated that predicted pollution levels were below relevant air quality standards across the development.
<p>16. Provide 40% affordable housing</p>	<p>Compliant</p> <ul style="list-style-type: none"> ▪ The aspiration is to provide a proportion of affordable housing on site but this will be the subject of a viability appraisal and has to be balanced with the substantial benefits the scheme is delivering as part of the development.
<p>17. Provide 5% of market housing units as custom and self-build plots (fully serviced)</p>	<p>Compliant</p> <ul style="list-style-type: none"> ▪ The introduction of self or custom build within this type of development is not feasible. The applicants operate on a holistic basis for construction and delivery of their sites and as such there isn't scope to hold back plots for custom or self-build projects for individuals. ▪ The build programmes and lead in times for construction and sourcing of materials have to be undertaken at certain points in time and there is no room for delays or changes in timeframes to allow for individual changes. In addition, it is very rare that prospective buyers interested in self or custom build properties are moving forward with the purchase of plots at the early stages needed or are able to follow the construction programme for delivery of sites such as this.

	<ul style="list-style-type: none"> ▪ Whilst this element of AL16 cannot therefore be complied with fully, the applicants can offer prospective purchasers the opportunity for elements of custom design for some of the internal finishes which gives these purchasers a degree of control over the internals of these properties.
18. Make a financial contribution towards High Street public realm improvements and education provision	<p>Compliant</p> <ul style="list-style-type: none"> ▪ There are significant public realm improvements as part of the development proposals. Discussion will be required with the Council on these matters so that agreement can be reached.
19. Provide local waste water infrastructure upgrades and address the issue of public sewers crossing site	<p>Compliant</p> <ul style="list-style-type: none"> ▪ This is being considered by the Drainage Consultant for the site.
20. Address surface water flooding issues	<p>Compliant</p> <ul style="list-style-type: none"> ▪ The approach to drainage and surface water drainage to serve the development has been designed by Barnard and Associates. This has been discussed extensively with the LLFA and they have confirmed agreement to the strategy. The revisions to the scheme do not change this approach and is more of a refinement to address change in unit types.
21. Consider flood risk as part of a Flood Risk Assessment as the site is larger than one hectare	<p>Compliant</p> <ul style="list-style-type: none"> ▪ See above – being addressed by Barnard and Associates and agreed with the LLFA.
22. Demonstrate the sustainable management of surface water runoff through the use of Sustainable Drainage Systems (SuDS) in line with policy and best practice; any proposed surface water discharge should be limited to greenfield runoff rates where feasible	<p>Compliant</p> <ul style="list-style-type: none"> ▪ See above – being addressed by Barnard and Associates and agreed with the LLFA.
23. Mitigate the impact of residential development on the Thames Basin Heaths Special Protection Area.	<p>Compliant</p> <ul style="list-style-type: none"> ▪ Discussions have been held with private SANG owners and Bracknell Council on the availability of SANG opportunities. Further discussion is required on this and agreement will be reached on the provision of a contribution towards SANG.

Principle of Development

- 4.3. Policy HO1 of the BLP commits to providing at least 14,240 new dwellings in the plan period up to 2033 that will focus on existing urban areas and the allocations listed within the policy.
- 4.4. The Site is located within the centre of Ascot (a district centre) and comprises the western portion of Site Allocation AL16: Ascot Centre, Ascot which is allocated for *'a mixed use development providing appropriately 300 residential units, 900sqm (net additional) of offices, public open space, a community building (including cultural/leisure) and retail/cafes/restaurants'*.
- 4.5. The BLP identifies the site as being appropriate for residential development, subject to site specific requirements which are set out in the BLP - AL16 Site Allocation. These requirements have been considered extensively in relation to the proposed development and the way in which it adheres to these requirements is set out in Table 1 in the Executive Summary to this statement.
- 4.6. Essentially the proposals will create a sustainable mixed use development within the centre of Ascot that respect the surrounding local character, wider parts of the site allocation and will create appropriate commercial spaces that will add to and enhance the vitality and vibrancy of Ascot Centre. The site will also be opened up to create large areas of publicly accessible parkland, a public piazza and outdoor market areas alongside natural play areas. New pedestrian and cycle routes are created through the site to allow attractive and safe connections between Ascot centre, the parkland and new houses, existing communities and Station Hill. These principles demonstrate the proposed development adheres to the requirements of Site Allocation AL16, Policy QP1 and QP1c of the BLP for this site.
- 4.7. The proposed development will also adhere to the requirements of Paragraph 119 of the NPPF which states that *"Planning policies and decisions should promote an effective use of land in meeting the need for homes and other uses, while safeguarding and improving the environment and ensuring safe and healthy living conditions. Strategic policies should set out a clear strategy for accommodating objectively assessed needs, in a way that makes as much use as possible of previously-developed or 'brownfield' land47."*
- 4.8. The Council have also recently confirmed that they no longer benefit from a 5 year housing land supply. As such the tilted balance applies and there is a presumption in favour of sustainable development. This means that paragraph 11d of the NPPF is engaged which states that *"where there are no relevant development plan policies, or the policies which are most important for determining the application are out-of-date, granting planning permission unless:*
- i. the application of policies in this Framework that protect areas or assets of particular importance provides a clear reason for refusing the development proposed; or*

- ii. *any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole."*
- 4.9. The proposed development is focussed on an urban site within a highly sustainable and accessible location and will achieve the following:
- ▣ Contribute positively to the rejuvenation of Ascot, a recognised growth area.
 - ▣ Boost the local economy through the provision of high quality, flexible commercial floorspace capable of accommodating a mix of retail, employment, cultural and leisure uses that will create a vibrant day and night time economy.
 - ▣ Increase the supply of a mix of housing through a complementary design and architectural typology to the surrounding area.
 - ▣ Enhance existing retail provision.
 - ▣ Open the site up for public access to an enhanced area of parkland and public realm including a new public piazza connected to flexible community floorspace, natural play area and pop up market space.
 - ▣ Increase permeability and connectivity in and around the site for pedestrians and cyclists from the High Street through to the railway Station and other locations south of the Site.
 - ▣ Improve the public realm around the site to allow for an improved High Street and future regeneration of the High Street.
 - ▣ Ensure the development is energy efficient and built to high environmental standards responding appropriately to matters of climate change not just within the building fabric but also within the permeability of the site.
 - ▣ This site is also part of the Council's housing land supply and with current supply issues and potential for speculative development in the Borough, it is even more important to ensure the delivery of the proposed development on the site.
- 4.10. There are therefore no adverse impacts associated with the proposed development that would outweigh the significant benefits.

Development Brief & SPD

- 4.11. Policy NP/H1 of the ASSNP sets out that *"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."* It follows on to require that such planning applications should also be accompanied by a Statement of Community Consultation.
- 4.12. As discussed previously, whilst not titled a 'development brief', all of the elements set out in the ASSNP in relation to a development brief formed part of the consultation package of documents prior to the submission of the planning

application either published within the proposals leaflet, the website and the exhibition boards or as part of the presentation material at the detailed meetings with key local stakeholder groups, ward Councillors and the local community.

- 4.13. The material provided as part of these consultation methods was appropriate to facilitate an informed and effective consultation process. An analysis of the way in which the proposed development complied with the whole policy framework including the neighbourhood plan was set out within the previously drafted Planning Statement as well as this revised statement. A detailed Statement of Community Involvement was also submitted with the planning application and has been extensively updated to support the revisions and set out the consultation that has continued since the planning application was submitted.
- 4.14. The proposed development is therefore entirely in accordance with the requirements of the ASSNP in this regard.
- 4.15. Policy QP1C (2) sets out that *“Development will be guided by an Ascot Strategic Placemaking Area Supplementary Planning Document produced by the Council in partnership with the local community, developers, landowners and other key stakeholders.”*
- 4.16. This SPD has not yet been produced by the Council, but we are aware that this is in the early stages of consideration. Any SPD that is produced for Ascot will be based on the vision, policies and principles defined within the ASSNP, the recently adopted BLP (including the Site Allocation parameters) and the NPPF. The Council have therefore confirmed that the work on this SPD will continue to progress over the next two years and the current planning application for this Site will not be paused or affected by the SPD work in any way but will continue to be determined in relation to the ASSNP, adopted BLP and the NPPF.

Proposed Land Uses

Commercial Use

- 4.17. The NPPF sets out the Government’s commitment to securing economic growth in order to create jobs. Planning policy should therefore encourage sustainable development that helps to meet this objective particularly in growth areas and town centres.
- 4.18. Policy QP1c of the BLP sets out the overarching vision for Ascot which aims to ensure that it is rejuvenated through a combination of new developments, proactive management of change and support for community led initiatives as a vibrant, multi-use green place that serves all parts of the Ascot community as well as being a retail focus for visitors to the Ascot racecourse.
- 4.19. ASSNP Policy NP/E3 requires that *“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.”*

- 4.20. The proposed development has been revised to reduce the overall quantum of commercial floorspace. However, this doesn't affect the objectives of the proposals in meeting the vision for creating a vibrant daytime and night time economy for Ascot.
- 4.21. The commercial spaces will be maintained within the ground floor level of Block 1 and ground, first and part second floor levels of Block 2. These spaces will provide an opportunity to create a cluster of like-minded businesses and at ground floor levels these will be focussed on (but not limited to) the food and beverage sectors to build on the vibrant and cultural character emerging in this location from the local community, the Racecourse and visitors to the area. There will also be the potential for those uses at ground floor level to integrate with the public piazza ensuring the commercial spaces benefit from direct public access, activating the ground floor areas of the Site throughout the day and add significantly to the night time economy of Ascot.
- 4.22. This will address the requirements of ASSNP Policy NP/E3 and Policy QP1c (4b) which seeks the provision 'of a high quality retail, cultural and leisure experience' to include vibrant day and night time economy with primarily small independent shops, cafes / restaurants.
- 4.23. ASSNP Policy NP/E2 states that development proposals to provide new accommodation including serviced offices, which is suitable for micro businesses shall be viewed favourably. BLP Policy ED1 states that "(1). A range of different types and sizes of employment land and premises will be encouraged to maintain a portfolio of sites to meet the diverse needs of the local economy. Appropriate intensification, redevelopment and upgrading of existing sites and premises will be encouraged and supported to make their use more efficient and to help meet the forecast demand over the plan period and to respond to modern business needs. (2). The Royal Borough will seek to make provision for at least 11,200 net new jobs across a range of floorspaces."
- 4.24. The spaces within the upper parts of Block 2 in particular will incorporate clear and flexible floorplates with access to high levels of natural light and have the potential to adapt to differing business sizes including start-ups and micro / small to medium sized businesses. The ground floor spaces have the potential to attract small, independent retailers as well as perhaps larger, more cultural spaces for the display of artwork / sculpture etc. The way these spaces could be divided is shown in greater detail at Page 22 of the DAS.
- 4.25. The diverse nature of these spaces will also help to provide a diverse retail / food and beverage offer within Ascot centre assisting in enhancing the local economy through the creation of jobs, meeting the overall aspirations of the NPPF and the BLP and in particular Policies QP1c, AL16 and Policy TR4 which supports the creation of new retail and non-retail opportunities such as those proposed within this application.

Community Use

- 4.26. An important aspect of the ASSNP and the BLP is to ensure that development on the Sites identified within AL16 meet the needs of the community. This is sought in the form of external and internal spaces through the creation of public open space and a community space within the buildings that addresses local need. Site Allocation AL16 requires the provision of “a ‘village square’ on the southern side of the High Street with community/cultural/leisure/retail uses and a public open space”.
- 4.27. The proposals for the internal community space has evolved during the course of the planning application, with a larger, double height space proposed in the December revisions. However, following the extensive discussions with the Council on the balance of land uses proposed, the need to provide an improved housing mix and an increase in affordable housing provision, the quantum and layout of the community space has evolved further.
- 4.28. This space is now positioned at ground floor level only but has been designed so that it can be flexible and accommodates a series of different rooms including:
- ▣ Flexible main hall – 108sqm space that could accommodate circa 131 seats (in a theatre style with stage to the front) for an event such as a cinema screening or be used on a more holistic basis for classes, workshops, presentations, art galleries, indoor markets etc.
 - ▣ Equipment and plant stores
 - ▣ Toilet facilities including disabled facilities
 - ▣ Foyer space with frontage to High Street
 - ▣ Kitchen with frontage to High Street.
 - ▣ Two independent offices / meeting rooms (Room 1 – 11sqm and Room 2 – 13sqm)
 - ▣ Larger meeting room that could accommodate Parish Council meetings / other independent meetings (circa 76sqm, accommodating seating for circa 24 people).
- 4.29. Whilst there has been a reduction in the overall floorspace it should be noted that a large proportion of the space included in the December revisions was void space to accommodate the tiered seating in the main hall. As such, the reduction in useable community floorspace would be minimal.
- 4.30. This space also has the ability to be used by a multitude of different users for events / talks, galleries, cinema screenings, presentations, workshops, community classes, community fetes and many more. The space also maintains the ability to open up the side doors adjacent to the community parkland and public piazza area which can then accommodate a much wider range of uses across an indoor / outdoor

platform. This will give the community of Ascot greater flexibility in how they use this community space and that of the adjoining parkland and piazza areas.

- 4.31. As touched on above, the community space also incorporates the external parkland, public piazza, pop up market space and natural play area. These provide significant areas of outdoor space that can be used by the community of Ascot in a number of ways – more informal use or organised event use.
- 4.32. These outdoor community spaces will incorporate a mix of hard and softer, more natural landscaped areas to allow flexibility in their usage and also well designed connectivity links between the spaces and those beyond. The overall size of the outdoor spaces far exceed those shown in previous consultation documents and encompass the following:
- ▣ Community Parkland – 0.82ha
 - ▣ Public Piazza - 789m²
 - ▣ Pop up Market - 446m²
 - ▣ Natural Play Area - 835m²
- 4.33. These spaces have been well considered, address the requirements of ASSNP policy, as well as Site Allocation AL16 and the BLP as a whole. They also form a substantially positive response to the comments raised by key stakeholders such as the Parish Council and other members of the local community. The spaces are well designed and allow for the provision of a high quality community space and public open space that is a significant benefit for the local community.

Residential Use and Living Conditions

- 4.34. As mentioned previously in this section, the Borough cannot demonstrate a 5 year housing land supply, with the current level of supply estimated at 4.69 years (based on Council estimates). As such, this means that paragraph 11(d) and a presumption in favour of sustainable development applies.
- 4.35. As discussed previously in this section the tilted balance is considered to apply particularly as there would be no adverse impacts of granting planning permission for the development proposed.
- 4.36. The residential component of the scheme addresses the requirements of the NPPF which states at paragraph 10 that housing applications should be considered in the context of sustainable development and further proposals at paragraph 86, recognises the role that housing can play within town centres in terms of enhancing vitality and longevity alongside commercial uses.
- 4.37. ASSNP Policy NP/H2 requires that development proposals for new dwellings will be expected to contribute to the aim of ensuring a balanced mix of housing in the Plan area. Policy NP/H2.1 further requires dwellings to be of a size and type that is in keeping with the size and type of dwellings in the surrounding area.

- 4.38. BLP Policy HO1 defines the more recent housing targets for the Borough over the plan period up to 2033 and states that development will be focussed within existing urban areas such as Ascot. The principle of providing residential dwellings as part of this development is therefore accepted.
- 4.39. Policy HO2 requires that proposals should provide an appropriate mix of dwelling types and sizes to reflect the most up to date evidence which in this case is the Berkshire SHMA 2016.
- 4.40. Table 12 of the BLP sets out the recommended mix of housing across the whole housing market taken from the 2016 SHMA as follows:

	1 bed	2 bed	3 bed	4+ bed
Market	5-10%	25-30%	40-45%	20-25%
Affordable	35-40%	25-30%	25-30%	5-10%
All dwellings	15%	30%	35%	20%

- 4.41. The creation of a mix of dwelling types in the form of smaller sized flats with larger, family sized flats and houses is reflective of the district centre character of Ascot as well as assisting in meeting current housing need within Ascot and the wider Borough as a whole. The proposed mix of dwellings is set out in Table 3 below:

Table 3: Proposed dwelling mix

Land Use	1 bed	2 Bed	3 bed apartment	3 bed house	4 bed House
residential	15	55	9	8	30
%	13%	47%	8%	7%	25%

- 4.42. The proposed mix as set out above creates an improved balance between the housing types and whilst there is a larger proportion of 2+ bed dwellings, the proportion of three bedroom dwellings is across the apartments and houses. This allows for a more varied and balanced mix of houses and apartments in the proposed development reflecting local need and the BLP Policy HO2 and ASSNP Policy NP/H2.
- 4.43. All dwellings will meet the nationally described space standards as well as ensuring that the proposed dwellings are not all single aspect north facing and the internal living conditions will be of a high standard. Where some dwellings are single aspect, these are balanced with the fact that the internal layout and glazing will be maximised to ensure appropriate light levels work within the spaces to create good living environments. The views of the dwellings will also be optimised towards the parkland where possible.

- 4.44. The dwellings have been designed so that 30% will be delivered as accessible and adaptable in accordance with Building Regulations M4(2) and 5% will meet the requirements of Building Regulations M4(3) in accordance with BLP Policy HO2.
- 4.45. The M4(3) apartments will be located within Block 3 and will have the benefit of 3 accessible parking spaces located to the west of the block which creates a highly sustainable and accessible environment for occupiers of these apartments in line with BLP Policy HO2.

Custom / Self Build

- 4.46. AL16 requires that 5% of the market housing be custom and self-build plots. The introduction of self or custom build within this type of development is not feasible. The applicants operate on a holistic basis for construction and delivery of their sites and as such there isn't scope to hold back plots for custom or self-build projects for individuals.
- 4.47. The build programmes and lead in times for construction and sourcing of materials have to be undertaken at certain points in time and there is no room for delays or changes in timeframes to allow for individual changes. In addition, it is very rare that prospective buyers interested in self or custom build properties are moving forward with the purchase of plots at the early stages needed or are able to follow the construction programme for delivery of sites such as this.
- 4.48. Whilst this element of AL16 cannot therefore be complied with fully, the applicants can offer prospective purchasers the opportunity for elements of custom design for some of the internal finishes which gives these purchasers a degree of control over the internal design of these properties.

Affordable Housing

- 4.49. The Site Allocation AL16 requires that 40% affordable housing is provided as part of any scheme coming forward on the sites within the allocation area, however the Site is considered to be a brownfield site due to its existing use as an overflow car park. This is acknowledged and accepted within the initial independent report prepared by BPS. As such, BLP Policy HO3 is considered relevant in that it states that on all other non-greenfield sites the Council will require the provision of 30% affordable housing which given the status of the existing Site, should be applied as the baseline requirement for this site.
- 4.50. The proposals incorporate an element of affordable housing within the scheme at 23%. A revised viability appraisal has been prepared and discusses the increased level of provision as a result of the revisions to the proposed development. This doesn't meet with the expectation of the Council for 40% affordable housing but the report by Strutt and Parker sets out the detailed justifications for this level of provision.
- 4.51. Alongside this, it is important for the Council to consider the quality of the affordable housing proposed on this site. It will be largely located within the mixed

use buildings in the form of apartments as well as houses which creates a well balanced mix of high quality affordable accommodation.

- 4.52. It is anticipated that the tenure mix will be reflective of Policy HO3 but further discussions will be held on this as part of the viability work. The apartments and houses are also well sized and have the ability to accommodate a range of family sizes which will address a specific need in the Borough.
- 4.53. The quantum of affordable housing proposed for this site is also intrinsically linked to the significant benefits that flow from this development. The key benefits include (but are not limited to) are as follows:
- ▣ Creation of sustainable, good quality homes for a mix of occupants including families.
 - ▣ Provision of flexible community space with potential for meeting room space for use by the Parish Council and other community organisations
 - ▣ Provision of a substantial publicly accessible parkland with large areas of public piazza space, market space, natural play area that can all be used by the local community in a multitude of ways.
 - ▣ Creation of highly flexible and modern commercial space that can connect to the surrounding public open spaces, be used by different types of businesses including small independents and provide longevity for the local economy.
 - ▣ Creation of new, attractive pedestrian and cycle connections into, through and out of the site.
 - ▣ Retention of a substantial number of mature trees and incorporating mechanisms to enhance their longevity and health. Planting additional trees and areas of native hedgerows to preserve and enhance the woodland character and biodiversity of this site.
 - ▣ New pedestrian access points on Station Hill to improve pedestrian environment.
 - ▣ Biodiversity enhancements across the site.
 - ▣ Enhanced public parking provision along Station Hill.

Impact on Living Conditions

- 4.54. ASSNP Policy NP/DG3 requires all new development to demonstrate good quality design and to respect the character and appearance of the surrounding area including the promotion of high quality interior spaces and light.
- 4.55. BLP Policy QP3 requires new development to have no unacceptable effect on the amenities enjoyed by the occupants of adjoining properties in terms of privacy, light, disturbance, vibration, pollution, dust, smell, and access to sunlight and daylight.

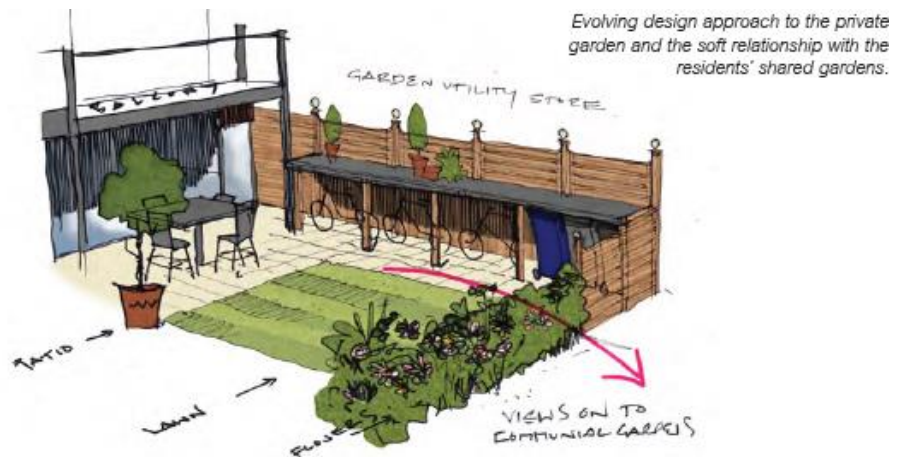
- 4.56. The Site is unique in that it doesn't include a significant number of sensitive properties within close proximity of the main boundaries. The design and layout of the proposed development is such that where there are close neighbours, for instance to the south of the site, there is sufficient separation distance to alleviate any impacts on their amenities in terms of overlooking, loss of privacy / outlook, loss of daylight and sunlight. The development is also interspersed with large areas of open space and mature trees which assist in screening the site and preventing any harm to residential amenities of any neighbours.
- 4.57. The proposed development has been carefully considered again following a detailed review of consultee comments and the change to housing mix and layouts to ensure that the interrelationship between the houses and apartments and commercial units would not cause any undue loss of amenity in terms of overlooking, loss of privacy, outlook or sunlight and daylight.
- 4.58. All of the dwellings created will benefit from spacious layouts with well-proportioned fenestration that allows good light penetration within the dwellings. The detailed daylight and sunlight assessment prepared by Herrington Consulting Ltd has been updated to address the revisions to the proposed development and demonstrates that for 98% of the habitable rooms assessed within the development, the provision of natural daylight will meet or exceed the minimum requirements set out in the BRE Guidelines. It also shows that in each unit, at least one habitable room will receive direct sunlight for part of the day throughout the year. The proposed dwellings will therefore meet the guidance set out in the Borough Wide Design Guide.
- 4.59. The proposals are considered to comply with the requirements of ASSNP Policy NP/DG3, AL16 and BLP Policy QP3.

Amenity Space

- 4.60. ASSNP Policy NP/DG requires that 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.
- 4.61. BLP Policy QP3 requires new development to provide sufficient levels of high quality private and public amenity space. The Council's Borough Wide Design Guide sets out further guidance on the provision of amenity space for the different types of dwellings.
- 4.62. In this instance, private rear gardens are proposed for the houses within the eastern terrace and houses within the southern mews. Private balconies are provided for the majority of apartments within Blocks 1, 2, 3 and those apartments interspersed within the eastern terrace and the southern mews buildings.
- 4.63. The private gardens will meet the standards set out within the Borough Wide Design Guide and will benefit from appropriate levels of daylight and sunlight throughout the daytime. DHA have prepared sketch drawings to show the

envisaged design approach to the mews gardens. These are contained within the addendum DAS with extracts below at Figure 3.

Figure 3: Mews Gardens



- 4.64. These sketches show that the gardens will be attractive and private spaces appropriate to the dwellings they support.
- 4.65. Future occupiers of the southern mews will also benefit from access to the private, communal garden located adjacent to this building which will be an attractive semi private amenity space enhancing the amenity provision within the site.
- 4.66. All occupiers of dwellings within the proposed development will also benefit from direct access to the mature and leafy parkland within which the proposed dwellings are located.
- 4.67. The provision of amenity space across the proposed development is extensive and more than meets the standards set out by the Council in their Design Guide with the combination of private, communal and public green open spaces. This allows for the creation of high quality dwellings reflective of the character of Ascot meeting the requirements of ASSNP and BLP Policies and SPD guidance.

Impact on Character and Appearance

- 4.68. Paragraph 126 of the NPPF states that *“the creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities.”*
- 4.69. ASSNP Policy NP/DG3 focuses on new development being of good quality design in order to respect the character and appearance of the surrounding area and emphasising that a central part of achieving good design is responding to and integrating with local surroundings and landscape context as well as the built environment.
- 4.70. AL16 and BLP Policy QP1c continue this approach to new development and require that:

“4) All new development in the Ascot Strategic Placemaking Area will need to adhere to the following place making principles:

(c)The delivery of holistic residential-led mixed use development on development Sites close to the High Street that has a distinct and exemplar design, is sympathetic to local character and existing context heights and reflects the local architectural vernacular. To achieve this developers must work together to ensure that Sites are not developed in isolation but instead are well integrated with each other and with surrounding uses.”

- 4.71. The site presents an opportunity to create a vibrant place to live/work/play which will enhance the heart of the Ascot centre and the proposals reflect this as well as the aspirations defined within the adopted BLP and site allocation.
- 4.72. The design and architectural approach of the buildings has been considered further by the applicant and architect team in order to respond to the consultation responses whilst maintaining a holistic approach to architecture and form. As such, revisions have been made to the scale and mass of the proposed development with reductions along the western and southern parts of the development. The linked flyover buildings have been removed and the four storey elements at the southern part of the site have also been reduced to three storeys.
- 4.73. The roof form and architectural detailing for the southern mews has been revised to reduce the overall scale of this form of buildings that is reflective of the development further south at Ascot Wood. The materiality now links with the wider buildings across the Site and the southern mews incorporates an elegant and contemporary group of buildings within an attractive and green parkland setting.
- 4.74. The scale and massing of Blocks 1 and 3 on the northern frontage have also been revised to create setbacks at fourth floor level that provide more recessive roof lines and takes its cues from, the local vernacular of Ascot. The architectural detailing has been further refined within the main elevations of these buildings and those of Block 2 to create elegant and refined buildings that respond to the characteristics of the site and reflect the centre / high street character where mixed use buildings of slightly increased height are more appropriate. The Inspector appointed on the BLP hearings considered that 4 storeys would be appropriate in this location given its sustainability and function. The proposals adhere to this and do not exceed this height, albeit this floor is now set back to create a more recessive built form.
- 4.75. The need to incorporate a public piazza, play area and allow the existing green and leafy character of the site to be maintained along the High Street creates the opportunity for a slightly different approach to building lines and the development of the northern part of the Site. The approach to the layout and form of buildings within the Site has been considered at length and the approach taken ensures that there are strong, elegant buildings within the northern part of the Site that act as pavilions within the parkland. These buildings are mixed use thus allowing for a vibrancy throughout the daytime and evening that links easily with the adjacent High Street and allows for a transition across the external and internal spaces created by the proposed development.

- 4.76. The scale and footprint of the proposed houses is reflective of those seen elsewhere within Ascot and in accordance with the requirements of ASSNP Policy NP/DG2 and BLP QP1c.
- 4.77. There is a consistency in the high quality palette of materials proposed which is reflective of many buildings within the local area but variations in the gable details, aperture surrounds, window styles and roof forms provide visual interest and respond to the differing house types proposed.
- 4.78. In relation to the views from the High Street, these have been considered further and townscape views developed and included in the DHA addendum Design and Access Statement to show the way the proposed buildings address the streetscape appropriately.
- 4.79. The design approach to the proposed buildings has also evolved to ensure there is a strong relationship with the ground floor commercial units and the surrounding streetscape.
- 4.80. Landscape is also key to the success of this development and the approach to the Site has always been landscape led to celebrate the trees and woodland character adjacent to the High Street. This has been amplified within the scheme and as such plays a significant part of the overall masterplan design. The Design document prepared by Exterior Architecture provides a more detailed analysis of the way in which the parkland will be designed and will be based on the creation of a series of interlinked green spaces and play space addressing the different environmental and social needs of the location community, business community and future occupants.

Landscape and Public Realm

- 4.81. The importance of creating a rich landscape and areas of amenity space within a development such as this is key to creating an attractive environment within which a community will live and work. The approach to the landscape hasn't been revised significantly from that of the December revisions. It maintains a strong and integrated approach to the provision of a community parkland and more private amenity space for future occupants.
- 4.82. ASSNP Section 9 considers the vision for how Ascot Centre can be rejuvenated including the area south of the High Street which relates to the application Site. This vision includes the following:
- “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 is expected that approximately 25% of the total area will be retained as green spaces. “(ASSNP Section 9).”*
- 4.83. The BLP recognises the importance of open space provision within the Borough, as part of delivering green and blue infrastructure and as spaces that *“underpin peoples quality of life and wellbeing, providing green lungs in urban areas and*

forming an essential part of creating sustainable and healthy communities.” (para 14.10.2 BLP).

4.84. BLP AL16 requires the development to:

(3) Deliver a ‘village square’ on the southern side of the High Street with community/cultural/leisure/retail uses and public open space.

(5) Provide high quality green and blue infrastructure, including significant public open space and children’s play areas throughout the site.

(6) Provide public open space on at least 22% of the developable site.

(7) Retain the prevailing green and leafy character of the area, with mature trees and hedgerows retained where possible.

(8) Conserve and enhance biodiversity of the area, including on the priority habitat fronting the High Street.

4.85. The NPPF also defines all open space to be of public value which offers important opportunities for sport and recreation and that it can act as a positive visual amenity for an area. This is the case for the Site and the public value is integral to the proposals and can be linked to the community space as well to ensure it secures the environmental and social benefits that form the basis of truly sustainable development.

4.86. A ‘public piazza and market space’ is created within the north east corner of the Site linked to a transient pop up market space along the High Street frontage and adjacent to Block 3 accommodating the community space. This space will encompass a mix of hard and soft landscaped areas, alongside natural seating to allow greater flexibility in its use and would comprise 1,235sqm of space. This space will provide the opportunity to be used in a number of ways including (but not limited to):

- ▣ Outdoor events
- ▣ Pop up markets
- ▣ Street performers
- ▣ Community gatherings
- ▣ Small outdoor concerts

4.87. The ‘main public piazza’ is shown in greater detail within the Landscape Masterplan prepared by Exterior Architecture. Extract below at Figure 4.

Figure 4: Public Piazza



- 4.88. In addition to the 'public piazza' the proposed development also provides for a dedicated area of natural play and various forms of play on the go that extend throughout the Site in different guises. This assists in creating a Site that is multi-functional and accommodating for different users.
- 4.89. The community park extends around the more specific natural areas of the site referenced above, maintaining the important natural habitat along the High Street and around the buildings proposed. The amount of public open green space is 33% which significantly exceeds that required within the ASSNP and BLP for this site and will be a major benefit for the existing and future occupiers of Ascot as the Site is currently closed for public use.
- 4.90. The overall provision of public open space, landscape and amenity space exceeds the requirements defined within the ASSNP, BLP Policy IF4, QP1c, QP3 and the Site Allocation.

Trees

- 4.91. The BLP emphasises the important role that trees and woodlands play in defining the character of the Borough and conserving / enhancing the environment and biodiversity.
- 4.92. ASSNP Policy NP/EN2 requires that 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. The Policy continues to require that detailed tree surveys and protection plans should accompany development proposals as well as

indicative planting schemes to demonstrate an adequate level of sustainable planting can be achieved on the site.

- 4.93. BLP AL16 requires new development to retain the prevailing green and leafy character of the area, with mature trees and hedgerows retained where possible. Policy SP2 recognises the importance of trees in addressing climate change through the provision of natural solar shading of amenity areas, buildings and streets and connect habitats. This is an important element of the proposed development as there are a large number of mature trees across the site that can assist in addressing climate change and solar shading in a natural way.
- 4.94. Policy NR2 sets out that development proposals will be expected to demonstrate how they maintain, protect and enhance the biodiversity of application sites including features of conservation value such as hedgerows, trees, river corridors and other water bodies and the presence of protected species.
- 4.95. Policy NR3 more specifically relates to the protection and retention of trees, woodlands and hedgerows, provide appropriate mitigation measures that will enhance or recreate habitats and new features and plant new trees to extend coverage where possible.
- 4.96. The Arboricultural Impact Assessment including tree survey and protection plan has been updated by Aspect Arboriculture. This identifies the trees on the site, their condition (including an extensive decay survey) and discusses the justifications for removal of trees alongside the extensive mitigation planting and enhancement of existing tree root systems to ensure longevity of the trees.
- 4.97. The removal of those trees identified is balanced against the need to create the vibrant and attractive space sought by both the local community and the Council for this site. Development of the site cannot be achieved without some tree loss and this has been carefully considered to ensure it is as minimal as possible.
- 4.98. Existing trees will be safeguarded and remedial ground treatments proposed to improve the health and outlook of all retained trees. Ninety five trees will also be planted to mitigate the removal of the identified trees on the site and further enhance the green and leafy character of this part of Ascot as well as enhancing biodiversity across the site.
- 4.99. The Arboricultural Impact Assessment prepared by Aspect Arboriculture and Landscape Strategy Report prepared by Exterior Architecture include planting schemes for the site and these demonstrate that a high number of additional trees and other plants / shrubs can be planted within the site to maintain its sylvan character. The canopy cover across the site has also been calculated to understand the benefits to climate change and the environment as a whole.
- 4.100. This strategy demonstrates that the proposed development adheres to the overarching objectives and requirements of the ASSNP and BLP Policies and will create an enhanced natural environment within the site alongside addressing matters of climate change through natural shading across the site.

Biodiversity

- 4.101. ASSNP Policy NP/EN4 requires development proposals to enhance biodiversity wherever possible and where there is evidence of the existence of bats, badgers or other species the appropriate surveys should be carried out to consider the likely impact of development on these species and / or appropriate mitigation measures.
- 4.102. BLP AL16 requires at that new development will **(8)** *conserve and enhance biodiversity of the area, including on the priority habitat fronting the High Street.*
- 4.103. As discussed earlier in this report, the importance of maintaining the green and leafy character of the Site adjacent to the High Street and beyond was at the heart of the proposals for the Site. As many of the trees as possible are retained within the Site and those existing will be enhanced to ensure their longevity and the green open space maintained to a greater degree than that required under BLP AL16. This approach will ensure that biodiversity across the site is maximised and enhanced wherever possible.
- 4.104. A detailed Preliminary Ecological Appraisal was prepared to support the planning application and also updated in December 2022 along with a Breeding Birds Survey. These reports remain valid and no updates have been required for these reports.
- 4.105. An updated BNG assessment has however been prepared by Richard Graves which demonstrates that with the general enhancement of soft landscape and habitats across the site alongside additional planting and the extensive improvement of the condition of existing mature trees there will be a net gain of 4.26%. This demonstrates a compliance with BLP and NPPF policy through the enhancement of biodiversity across the development site.

Transport and Highways

- 4.1. BLP Policy QP1c emphasises the fact that Ascot benefits from good transport links, but its road network suffers from congestion and the pedestrian and cycle routes are poor including those to the railway station.
- 4.2. The proposals seek to address these constraints through enhancements to the High Street and the pedestrian and cycle connections through the Site to the adjacent land within Site Allocation AL16 and to the south. The revisions further emphasise the connections and accessibility requirements of the site in the wider context of Ascot.

Connections

- 4.3. BLP AL16 requires that new development will *“provide improvements to the quality of the public realm, specifically the High Street environment for pedestrians and cyclists, including provision of parking for all users of the High Street”*
- 4.4. The addendum DAS and Landscape Masterplan show the extensive new cycle and pedestrian routes to be created through the site which will provide sustainable

links from the High Street frontage and Ascot centre through the site to the south, other developments including Ascot Wood and the Tennis Club as well as the future sites adjacent to the east. These routes will also provide access through the site to Station Hill and the railway station further south creating a new network of sustainable routes within Ascot.

Car Parking

- 4.5. ASSNP Policy NP/T1 requires development proposals to *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.* Policy NP/T1.2 further requires *that development proposals must, wherever possible, provide adequate parking on site and not rely on on-street parking.*
- 4.6. The starting position for considering parking provision is the priority for introducing sustainable transport methods such as walking, cycling and public transport use as well as focusing development within locations which are sustainable. Ascot is a sustainable location given its designation as a district centre, the proximity of the train station and local services. The requirement for parking has also evolved since the adoption of the ASSNP and the BLP states that *“the parking standards in the 2004 parking strategy will be used as a guide for determining the appropriate level of on-site parking provision. However, they will not be used to apply maximum standards and consideration will be given to the accessibility of the site and any potential impacts associated with overspill parking in the local area....”*
- 4.7. The aims of this policy in reducing the reliance on the use of the private car follows on from the Council’s Environment and Climate Strategy which sets a target for the Borough to achieve a target of net zero carbon emissions by 2050.
- 4.8. This Strategy outlines the objectives for the Council in relation to transport with a focus on reducing the need for travel, increase uptake of cycling, walking and public transport and decarbonising private vehicle journeys.
- 4.9. A revised Transport Note has been prepared by ADL Traffic and Transport to reflect the revisions to the scheme and any queries arising from discussions with the Council’s transport and infrastructure team.
- 4.10. Parking is proposed at 133 spaces including 6 car parking spaces to serve the commercial elements of the development; 2 spaces that could be used for dedicated use by the Parish Council adjacent to Block 3 and the provision of 3 car club spaces (equivalent to 60 car parking spaces) that could be used by occupiers of the development and beyond alongside the installation of both passive and active electric charging points in accordance with the BLP Policy.
- 4.11. A draft Parking Management Plan accompanies the planning application and defines those spaces which will be allocated and those which will remain as unallocated spaces designed to serve as residents parking and visitor parking. This will ensure that there will be no overspill of parking onto the existing roads within the Site maintaining free flow of movement within the site. A framework Travel Plan also accompanies the planning application and provides the focus for reducing

single occupancy car trips and encourages use of more sustainable forms of transport.

- 4.12. The proposed level of parking is consistent with BLP standards and addresses the ASSNP and BLP Policies and AL16 in providing appropriate levels of parking alongside more sustainable approaches to movement.

Off Site Parking

- 4.13. Following review of the comments arising from the consultation process and discussion with various stakeholders, the applicants have considered the way in which the Station Hill parking could be improved to benefit the general public. There is a commitment to relocate the parking along Station Hill to the opposite side of the road which would allow for an increase in the number of parking spaces available for short stay parking up to circa 30 space. These spaces would be located in a safer position allowing drivers and / or passengers to alight onto the adjacent footway.
- 4.14. The provision of these spaces in the revised position would also improve visibility of the parking spaces being positioned on the outside bend of the road.
- 4.15. These spaces would be located circa 200-400m walking distance from the High Street and could be made available on a 2 hour basis. This would allow users the ability to park and walk easily up to the centre and shops / services both along the High Street and within the proposed development.
- 4.16. The applicant is willing to deliver this improvement to parking provision within Ascot and include its provision with the S106 agreement, which is a significant benefit of the scheme.

Cycle Parking

- 4.17. In terms of cycle parking, houses will be provided with at least two cycle parking spaces and these will be in the form of covered Sheffield stands within their respective gardens. Houses with larger gardens will be provided with four cycle parking spaces. There will also be some external cycle parking spaces within the communal garden space in the southern part of the site.
- 4.18. Apartments will be provided with 123 cycle spaces in secure cycle stores at a ratio of 1.6spaces per apartment.
- 4.19. Cycle parking will be provided for the commercial and public realm elements of the scheme both within the buildings and externally for visitors / customers to the Site. Sheffield stands have also been integrated into the ground floor cycle stores of Block 2 in combination with the two tier storage.

Servicing

- 4.20. The proposed development incorporates a dedicated service area with access from Station Hill which will serve the two main mixed use buildings within the northern part of the site. This service bay is circa 23m x 3.8m which will be sufficient to

accommodate delivery and service vehicles to the site. All deliveries and servicing will be managed to ensure they arrive by allocated time slots and do not cause undue congestion on surrounding road networks. This service area and strategy adheres to the requirements of AL16 and ASSNP NP/E3.2 and NP/T1.

Sustainability and Energy

- 4.21. SRE have been involved in ensuring the proposed development meets the requirements of both BLP Policy and the NPPF focussing on the core aspirations of achieving a sustainable and energy efficient development.
- 4.22. BLP Policy SP2 requires all developments to demonstrate how they have been designed to incorporate measures to adapt to / mitigate climate change. This includes looking at the orientation of buildings to maximise opportunities for natural heating and ventilation; maximise resistance to solar shading, thermal mass; integrate the use of trees and other planting to provide shading of amenity areas, buildings and streets to address climate change conditions and minimise surface water run-off.
- 4.23. The energy strategy for the proposed development has been developed by following the nationally recognised Energy Hierarchy of Lean, Clean, Green and Seen. The chosen energy strategy includes Lean passive and active design measures and Green LZC technologies to achieve a net-zero development.
- 4.24. In delivering the Green Energy Strategy, the proposed development will provide the following:
- Enhanced building fabric and accredited construction detailing
 - Low-E double glazing and suitable G-values
 - Passive and active design measures
 - 100% low energy lighting
 - Balanced mechanical ventilation with heat recovery (MVHR)
 - Low-temperature flow, Appendix Q rated, Air Source Heat Pumps
 - A minimum 581kWp PV array
- 4.25. It will also significantly reduce the mains water use though a combination of efficiency measures including the use of fittings with a low capacity or flow restrictors to reduce water use and PIR sensors linked to water shut-offs valves.
- 4.26. Other key sustainability strategies will be integrated including:
- Introducing charging points for vehicles
 - Introducing a travel plan framework to encourage the use of sustainable transport methods

- Consideration of biodiversity as an integral part of the landscape design
 - Waste management throughout the construction and operational phases of the development
- 4.27. The strategy for surface water runoff has been developed by Barnard and Associates and very much addresses the future scenarios of flooding. This is contained within the FRA.
- 4.28. The proposed development will meet the requirements of the NPPF and the Council's BLP Policy ensuring that the development will be a highly sustainable and energy efficient development and will address the conditions associated form climate change.

Drainage

- 4.1. BLP Policy SP2 requires that *all development shall minimise the impact of surface water runoff from the development in the design of the drainage system, and where possible incorporate mitigation and resilience measures for any increases in river flooding levels as a result of climate change.*
- 4.2. Barnard and Associates Ltd have been liaising with the LLFA on the approach to the drainage strategy for the development. This has now been agreed with the LLFA and they have produced updated comments to confirm the LLFA are comfortable with the approach to drainage and surface water drainage across the site.
- 4.3. The revisions to the scheme have meant that some minor changes are required to the drainage drawings and an updated FRA, however the overall site wide strategy and technical approach remains as per that agreed and accepted by the LLFA on 12th May 2023.
- 4.4. An updated FRA has been prepared to reflect the minor changes to the scheme.



Section 5

Conclusions

- 5.1. The proposals comprise the:

Redevelopment of existing site to provide 1,798.9sqm flexible commercial floorspace and 278.5sqm flexible community floorspace (mix of uses within Use Classes E, F1 and F2) and 117 dwellings with associated parking, access, open space, landscaping and other associated works. Provision of new public open space with associated hard and soft landscape works, new pedestrian and cycle paths and children's play area.

- 5.2. The creation of a mixed use development for the Site has been accepted by the Council and meets the aspirations of the Site Allocation and other relevant BLP policies.
- 5.3. The proposals present the opportunity to create a landscape led scheme with the introduction of mixed use buildings and homes set within accessible and open parkland for use by the local community for a multitude of activities and spaces including public piazza, market, outdoor seating for cafes and restaurants and other cultural type uses and an extensive green park.
- 5.4. The Council no longer have a five year housing land supply and as such there is a presumption in favour of sustainable development. The proposed development would meet this presumption through the creation of a holistic, residential led mixed use development set within an extensive area of community parkland within the centre of Ascot.
- 5.1. The residential component will complement the commercial and community uses proposed within the main buildings along the frontage to the Site, address a recognised housing need within the Borough and meet the requirements of the Site allocation.
- 5.2. The proposals will create a substantial social and community benefits through the provision of a large, attractive external area of public open space with an extensive parkland, large public piazza that can accommodate a multitude of uses, natural play area and pop up market space, alongside a new community space within Block 3.
- 5.3. The proposals create modern and highly flexible commercial floorspace within Ascot creating highly flexible and modern spaces that can be adapted to a multitude of uses within Use Class E. These spaces can accommodate a wide range of uses and have the potential to be enlarged or divided as required by different businesses or organisations which assists in ensuring the longevity and vitality of

these spaces, addressing the changing character of the area and the requirements of BLP Policies and the NPPF.

- 5.4. A significant proportion of affordable housing will also be provided as part of the development which will assist in addressing a substantial housing need and social regeneration that can only be achieved from a mixed development such as that proposed.
- 5.5. The proposed dwellings will meet National and Local Plan policy requirements in terms of their internal amenity, space, layout and the amenity spaces accompanying these dwellings. This will result in the creation of a high quality residential environment.
- 5.6. The design and layout of the proposals will respond to the local context and the need to reflect the local character of the area and surrounding townscape.
- 5.7. Enhanced pedestrian connections can be secured through the proposed development and beyond into the wider area around Ascot High Street, Station Hill and Ascot Wood.
- 5.8. The proposals have also been designed to ensure that suitable connections can be made with adjacent Sites forming part of the wider Site allocation and that the development of these will not be prejudiced by these proposals. Consideration has been given to previous stakeholder consultations on the Neighbourhood Plan as well as direct discussion with adjacent landowners to ensure that the aspirations for Ascot are carried forward in these proposals.
- 5.9. The proposed development will deliver substantial planning benefits and will adhere to the requirements of the NP, BLP and the NPPF. The planning benefits are defined within the Executive Summary section of this statement and should be treated as material considerations.

Solve Planning Ltd
Cheyenne House
West Street
Farnham
GU9 7EQ

01252 916655

info@solveplanning.co.uk

	Initials	Date
Prepared by	RGr	28/06/2023
Checked by	KS	29/06/2023
Final	RGr	12/07/2023