

Extension to
ascot high street

Design Addendum

July 2022



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Front cover image: CGI showing the Ascot High Street
frontage buildings and the northern extent of the new
landscaped public parkland.



introduction



London Square is progressing a Full Planning Application, with the Royal Borough of Windsor and Maidenhead, for a strategic mixed-use development located at Ascot High Street.

This design addendum to the submitted Planning Application (ref: 22/01971/FULL) has been prepared to illustrate the final stages of the design evolution of this development.

The negotiations with the Royal Borough on this project initially began in June 2021. For several months previous to this, London Square had appointed a design team and had been assessing the site and considering the right design approach.

We have had an extensive series of meetings since 2021 involving various departments of the Royal Borough of Windsor and Maidenhead, along with key stakeholder groups including the Parish Council, the neighbourhood plan steering group, the Society for the Protection of Ascot and Environs, Ward Councillors, and local residents through consultation events and our regularly updated consultation website.

The extent of the meetings has been exceptional for this exceptional site and we believe, with the Royal Borough's support, that the finalised plans within are a collaborative

solution to the needs of public bodies, the locals and the Local Authority Officers.

This document will act as a simple directory of the changes made to the site layout, elevations and floor plans following the consideration of all of the consultation responses received in response to the submitted Planning Application. The original Design and Access Statement submitted in July 2022 remains current in respect of the contextual analysis of the site and its surroundings, and the site's constraints and opportunities which focused the application proposals.

London Square is proud of these proposals and is committed to resolving these final matters and carrying out this exemplar development.

overview of the design revisions

General Review: Elevational Design & Detailing to the High Street Parkland Blocks:

- ☞ Elevational detailing reconsidered to remove brick detailing and brick window framing and replace with thinner stone surrounds and horizontal banding.
- ☞ Alternate brick bonds and contrast brick detailing at commercial ground level to differentiate the retail storeys from residential above.
- ☞ Material choices revised with red brick, grey zinc roof and stonework.
- ☞ Internal reconfiguration of the buildings to show the adaptability of the commercial floorspace and updates to the residential storeys.

Block 2:

- ☞ Scale, height and massing reduced for the retail and commercial floorspace - from 4 storeys to 3 storeys.
- ☞ Internal reconfiguration to provide balconies for all apartments.
- ☞ Alterations to the unit mix within the building to provide 9 new 3-bed dwellings, reducing the number of dwellings within the block from 30 to 24.
- ☞ Alterations to achieve appropriate daylight to every dwelling, now confirmed acceptable by the appointed consultant's report.



Block 3:

- ☞ Lift shaft and lift overrun removed from the east facing elevation and now located internally to the building footprint with a ground level pit for servicing.
- ☞ East facing elevation reconsidered in architectural detailing and window proportions.
- ☞ Internal reconfiguration of floors to show revised community floor space in accordance with the Royal Borough's suggestions, and to provide a designated space for the Parish Council at ground floor level.
- ☞ Apartments within the building adjusted, accommodating some additional dwellings at first floor level.





Mews Gardens Character Area:

- Scale, height and massing reduced from 3 storeys, with pitched roofs, to 2½ storeys with recessed hidden flat roof and mansard.
- Elevational design reconsidered to create a building with a more traditional appearance - differentiated from the eastern terrace, but with some consistent elements that allow the frontages to sit comfortably alongside each other.
- Variation introduced in the elevational forms, with the houses and apartments visually differentiated.
- In keeping with traditional mews, verticality has been introduced in the rhythm of buildings through the use of different brick choices for each dwelling, together with feature rainwater down-pipes and parapets at roof level.
- Stone window surrounds replaced by contrasting brick.
- Window proportions and the void-to-mass proportions of the elevations as a whole replanned.
- A more domestic, traditional front door entrance and porch canopy introduced.
- A traditional slate-finished roof to the mansard introduced.
- The modern expansive areas of glassing to the rear replaced by more traditional patio doors to the 1st floor balconies.
- Internal redesign of the apartments and houses as a result of the elevational alterations.



Eastern Townhouses Character Area:

- Composition of houses within the terraces reconsidered in order to incorporate a 8x new 3-bedroom family dwellings.
- The depth of several properties altered to create a better transition between dwellings along the rear build line.
- To the southern corner, the apartment building replaced by 4x 3-storey houses and 2x 2½-storey houses.
- The balcony design simplified.
- Some gables lowered in height to remove the central feature and be consistent in height along the length of the eastern terrace.

high street parkland
mixed-use buildings



apartment block 1 elevational redesign



Scheme Revisions - December 2022

- ▣ Contrasting brickwork - red & grey.
- ▣ Window framing.
- ▣ Parapet upstands.
- ▣ Recessed brickwork features to cornice.
- ▣ Ornate balconies.
- ▣ Crown peaks to the corners of the parapet.



Interim Proposals for Discussion with RBWM

Following Officers' advice that the building incorporated too many features, and their suggestions that the elevations should be simplified, these proposals included:

- ▣ Grey brickwork replaced by red.
- ▣ Simplified balconies.
- ▣ Parapet crown peaks and recessed brick details removed.



Interim Proposals for Discussion with RBWM

Following Officers' advice that there should be more emphasis on verticality in the proportions, and less prominence to the detailing, these proposals included:

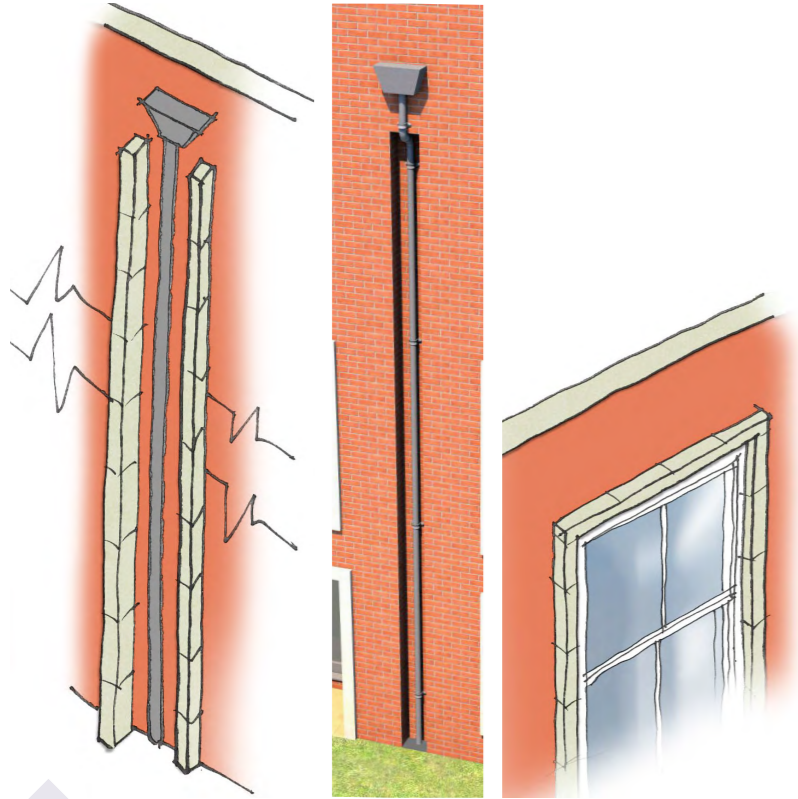
- ▣ Simpler window surrounds in stone.
- ▣ Vertical emphasis through use of downpipes and feature hoppers.



Final Revisions - July 2023

Officers suggested that the retail should be more clearly differentiated from the residential above, brick bonds should also be explored, and the overall height was a concern:

- ▣ Concealed flat roof behind mansard.
- ▣ Strong horizontal stone band added above retail.
- ▣ Flemish Bond brickwork to the whole building.
- ▣ Contrasting darker coloured brick headers to the Flemish Bond at the lower storey, subtly differentiating the retail from the residential above.



Interim Detailing Options for Discussion with RBWM

- ☞ In order to increase the verticality of the building forms, a projecting channel in stone was proposed.
- ☞ Officers advised that the simplified inset channel which had previous been submitted was preferred.
- ☞ The simplified window surround detail with a slimmer section in stone was accepted for the mixed-use buildings.



Elevation Addressing the Parkland

- ☞ Following the design principles negotiated and agreed to the High Street frontage elevation around to the elevation addressing the parkland.
- ☞ Simple thin and elegant stone frame window surrounds.
- ☞ Contemporary recessed rainwater goods and feature hopper, creating verticality in the building facades and breaking longer elevations into traditionally proportioned 'bays'.
- ☞ Glazed retail frontages.
- ☞ Strong visual stone band distinguishing ground level commercial from residential above.
- ☞ Elegant stone window surrounds creating verticality in the building through appropriate void-to-mass proportions.
- ☞ Contemporary 'boxed' dormers, veluxes and balcony recesses.
- ☞ Contemporary zinc seamed mansard roof.
- ☞ Checker-board proportions created by the recessed balconies and windows.



Scheme Revisions - December 2022

- Retail and office element of the building taller and more prominent than the residential element, with larger commercial-scale windows.
- Contrasting brickwork - red & grey.
- Window framing.
- Parapet upstands.
- Recessed brickwork features to cornice.
- Ornate balconies.
- Crown peaks to the corners of the parapet.



Interim Proposals for Discussion with RBWM

Officers' advice was similar to Block 1, as well as requesting the commercial element be reduced in height, and the detailing to the end elevation be enhanced:

- Reduced height of the retail and office element of the building to 3 storeys - to create a transition of building scale along Station Hill. Build line set back behind that of the residential building.
- Decorative end panels of feature brickwork with inset windows.
- Simplified balconies.
- Parapet crown peaks and recessed brickwork removed.

apartment block 2 elevational redesign



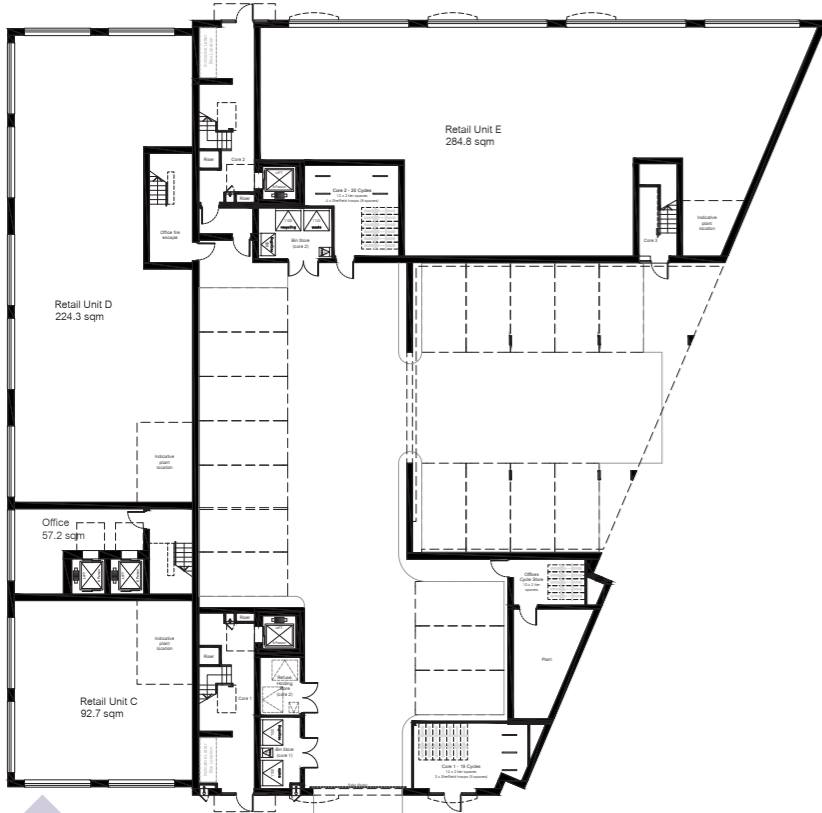
Final Revisions - July 2023

In addition to the comments already noted, Officers also requested the detailing to the end elevation to be more informally designed:

- Strong horizontal stone band added above retail.
- Flemish Bond brickwork to the whole building.
- Contrasting darker coloured brick headers to the Flemish Bond at the lower storey, subtly differentiating the retail from the residential above.
- Simpler window surrounds in stone.
- Vertical emphasis through the use of downpipes and feature hoppers - now reduced in number.
- Flemish Bond and contrasting brickwork to create varied and random brick panel surrounds framing the side windows to the end elevation.

apartment block 2 floor plan alterations

- Through replanning the internal layouts, 16x 1-bed dwellings have been converted into 9x 3-bed apartments and 1x 2-bed apartment - the number of dwellings in this block has been reduced from 30 to 24.
- The 4 storeys of commercial floorspace have been reduced to 3 storeys.
- A daylight analysis has been undertaken in order to verify acceptable levels of daylight are achievable to every dwelling.



Revised Ground Floor Plan

Only minor alterations were required to the ground floor to create more accessible cycle stores which include sheffield stands as well as tiered racks.



Revised First/Second Floor Plan

- The new 3-bed apartments are highlighted above.
- Every dwelling has a private balcony as shown above, in addition to the first floor communal terrace to which every dwelling has access.



Revised Third Floor Plan

- The new 3-bed apartments are highlighted above.
- Every dwelling has a private balcony as shown above, in addition to the first floor communal terrace (shown above left) to which every dwelling has access.

apartment block 3 elevational redesign



Scheme Revisions - December 2022

- Contrasting brickwork - red & grey.
- Window framing.
- Parapet upstands.
- Recessed brickwork features to cornice.
- Ornate balconies.
- Crown peaks to the corners of the parapet.



Interim Proposals for Discussion with RBWM

- Officers' advice was similar to Blocks 1 and 2, as well as concern regarding the visual prominence of the lift overrun:
- Variation to red brickwork.
 - Simplified balconies.
 - Parapet crown peaks and recessed brickwork removed.
 - Lift moved into the body of the building and specification of lift altered to reduce the vertical overrun.
 - First floor cantilevered bay removed and similar bay introduced at ground floor level, as part of the redesign of the community provision.



Interim Proposals for Discussion with RBWM

- Simpler window surrounds in stone.
- Vertical emphasis through use of downpipes and feature hoppers.

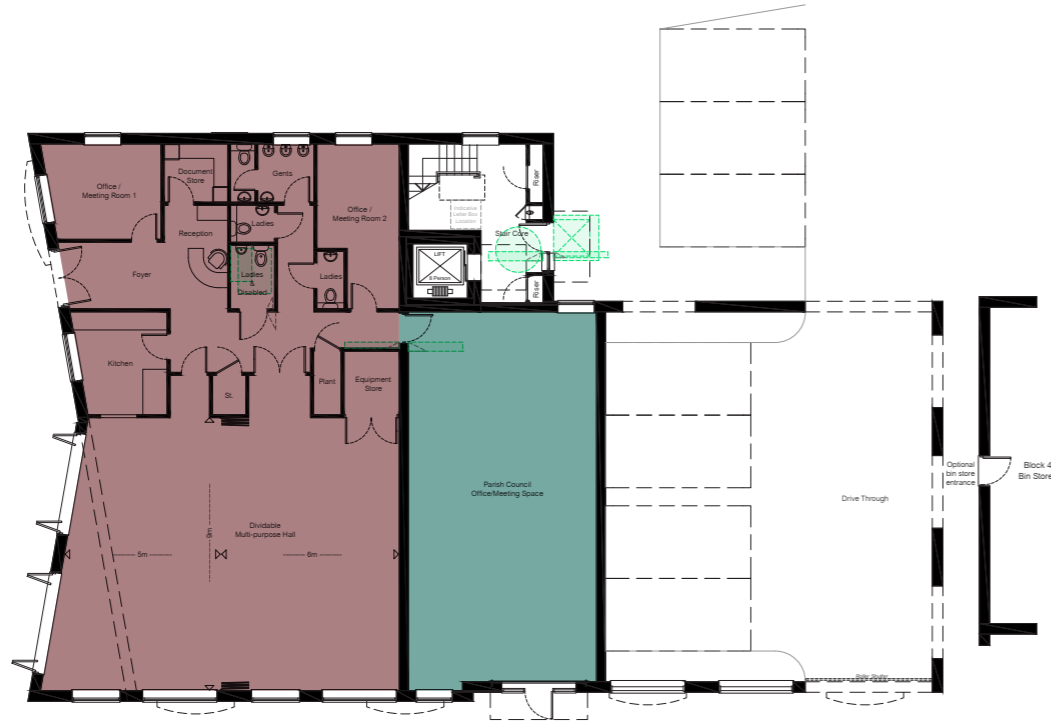


Final Revisions - July 2023

- Officers suggested that the retail should be more clearly differentiated from the residential above, brick bonds should also be explored, and the overall height was a concern:
- Concealed flat roof behind mansard.
 - Strong horizontal stone band added above retail.
 - Flemish Bond brickwork to the whole building.
 - Contrasting darker coloured brick headers to the Flemish Bond at the lower storey, subtly differentiating the retail from the residential above.
 - Downpipes reduced in number.

apartment block 3 floor plan alterations

- Internal redesign following the Royal Borough's advice to provide a revised floorspace for the community facility on the ground floor only, whilst also providing a separate designated Parish Council space.
- Accommodating more apartments to the first floor of the building.
- Lift shaft and plant room relocated central to the building floorplan to avoid it being visible from the eastern elevation.



Revised Ground Floor Plan

- Parish Council office/meeting space.
- Flexible community floorspace.



Revised First Floor Plan

- The new 2-bed apartments are highlighted above.



mews gardens
houses & apartments



elevational redesign



Scheme Revisions - December 2022

Officers considered this approach to be too contemporary, and the building elevations could be closer aligned to those of the Eastern Townhouses.



Interim Proposals for Discussion with RBWM

- A similar townhouse design for the houses was proposed, differentiated in form with a mansard roof. The apartments have a more contemporary character with a flat roof.
- The rhythm of verticality, similar to the Eastern Terrace, creates more traditional proportions of void-to-mass, with similar vertical downpipes and hoppers and a similarly proportioned gable projection.
- More traditional sash style window and balconies along with brick framed windows and doors provide a more cohesive architectural language between the Garden Mews and Eastern Townhouses.



Interim Proposals for Discussion with RBWM

Officers advised a simpler elevation and roof form should be considered – introducing more verticality through regular rhythm and downpipes.

- ☞ The height of the houses was reduced, with simple mansard roof and parapet with dormer windows set back behind.
- ☞ Stone window surrounds were proposed as per blocks 1-3, as a contrast to the red contrast brick of the townhouses opposite.

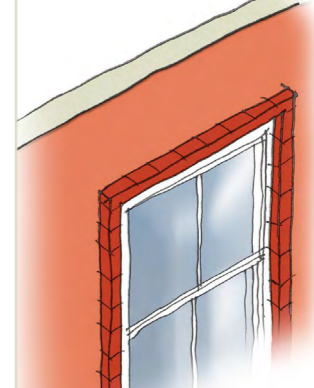


Final Revisions - July 2023

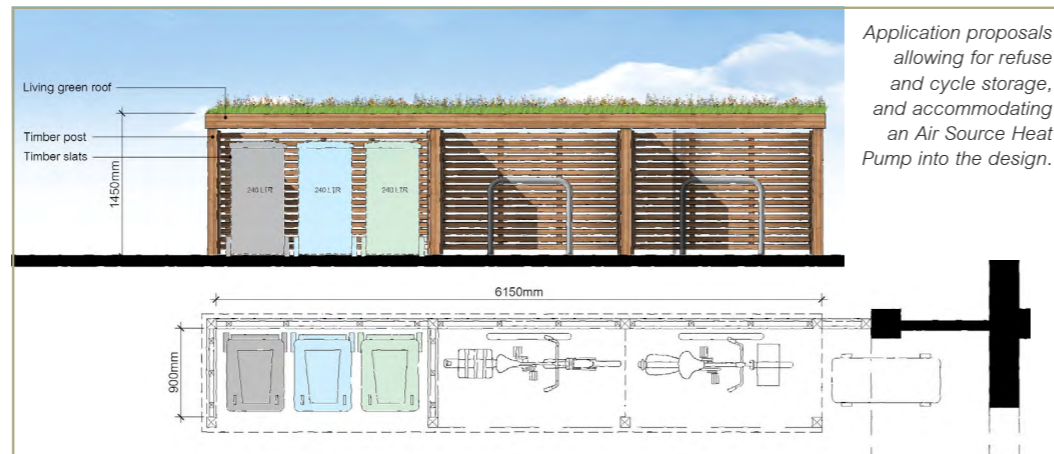
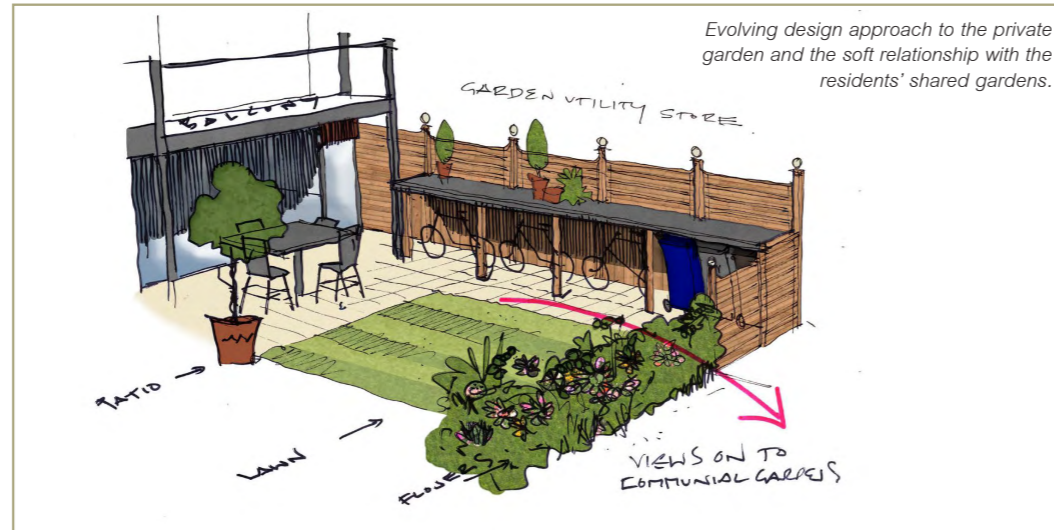
Officers requested more differentiation between individual dwellings, and suggested a more informal mix of brick colours than the Townhouses would be appropriate.

- ☞ The verticality and individuality of each separate house is reinforced with roof line party wall parapets, along with a variation in brick colour to each of the housing bays.
- ☞ Window proportions and design of the front door entrance revisited to be more traditional and domestic in scale.
- ☞ Stone window surrounds are replaced by brick (right).
- ☞ Slate coloured roof tile is used on the mansard roof, reinforcing the domestic residential character.

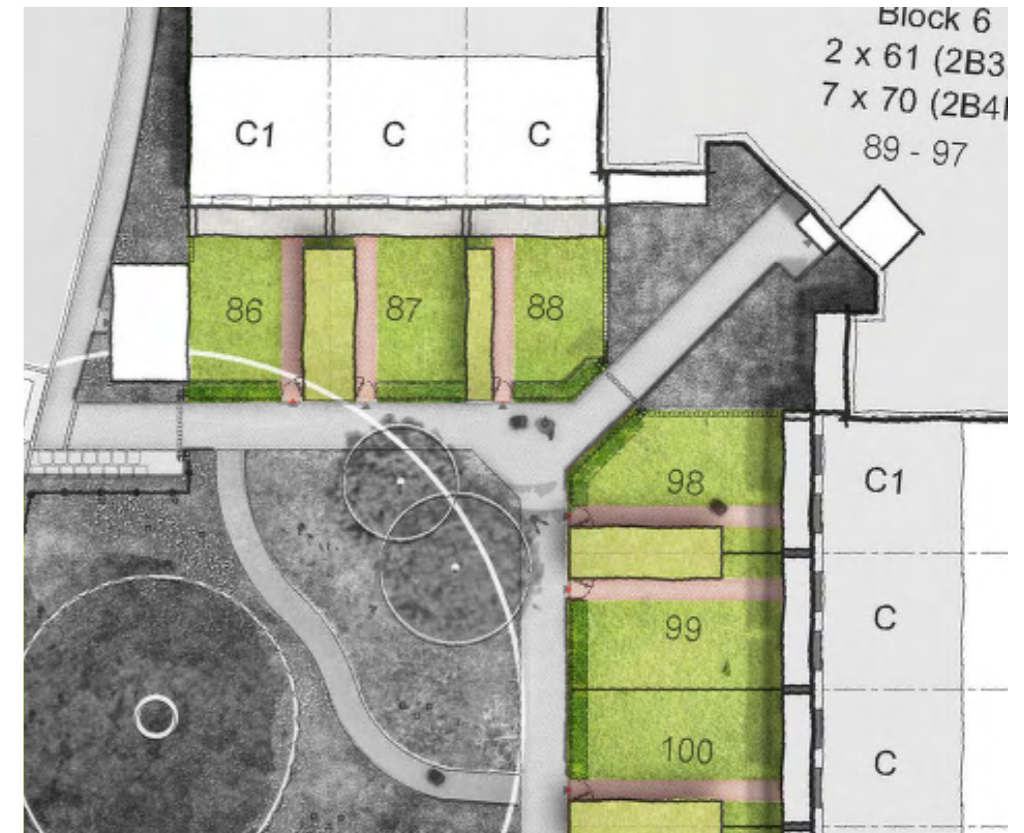
Evolving design approach to the brick window surrounds



gardens & stores



To reinforce the connection between the private communal space to the rear of the Garden Mews houses and apartments, the cycle and bin storage have been reconsidered to create a linear store to one side of the private garden. This then allows for railings and landscaped hedging to its boundary with the communal residents' gardens, which allows for a semi-private space, but equally allows views and enjoyment of the shared gardens.



eastern
townhouses



southeastern apartments replaced by houses



Scheme Revisions - December 2022

- Following the reduction of height from 4 storeys to 3 storeys in the previous submission, this apartment block had been redesigned to have synergy with the Garden Mews apartments opposite. They mirrored the theme of the Eastern Townhouses, but were more contemporary in architecture and detailing.

Interim Proposals for Discussion with RBWM

- Following Officers' concern regarding the relationship with Ascot Wood, the two southernmost houses were reduced in height to 2½ storeys, to be similar in height and form to Ascot Wood. The mansard roof style echoing Ascot Wood and the Garden Mews opposite was proposed to reinforce the character on both sides of the street.



Interim Proposals for Discussion with RBWM

- In revisiting the site-wide layout, to provide more 3-bed properties in response to Officers' request, the apartment building was replaced with a terrace of 6 family houses, continuing the elevational approach of the Eastern Townhouses.

Final Revisions - July 2023

- Officers disapproved of the mansard, and instead the top floor accommodation was changed to a 'room in the roof' style of building form, with gabled dormer windows echoing the gable angle from the 3-storey townhouses alongside.
- The step in height is marked by separating these two houses from the taller terrace of four properties.



elevational redesign

The street composition and make-up of the individual houses was reconsidered due to the introduction of new 3 bed houses, without significantly altering the composition of the street scene.

Officers considered that the central feature 'paired' gable houses were too prominent, and requested the gables be altered to repeat the same gable design throughout the street scene.

Scheme Revisions - December 2022



Final Revisions - July 2023



technical matters
& dwelling mix



Proposed Dwelling Mix

PREVIOUSLY SUBMITTED	No.
1-bed apartment	36
2-bed apartment	65
3-bed apartment	-
3-bed house	-
4-bed house	32
Total Dwellings	133

Retail	996.9m ²
Offices	1258.7m ²
Community	571.0m ²

CURRENTLY PROPOSED	No.
1-bed apartment	15
2-bed apartment	55
3-bed apartment	9
3-bed house	8
4-bed house	30
Total Dwellings	117

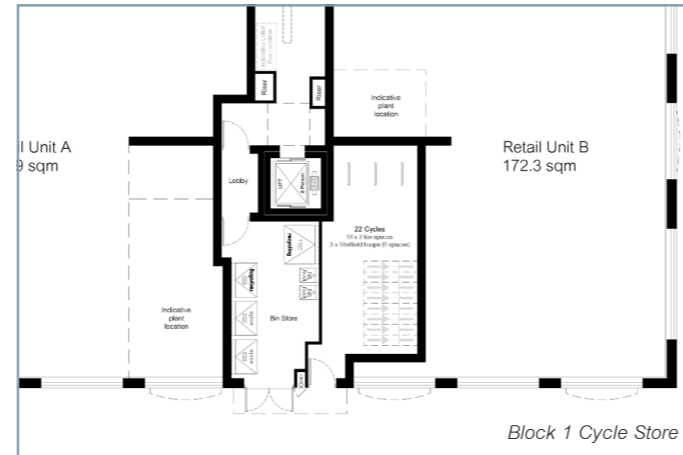
Retail	962.0m ²
Offices	829.2m ²
Community	278.5m ²

revised dwelling mix

As a result of the alterations and replanning previously illustrated, the number of dwellings has been reduced from 133 to 117. The mix of dwellings now includes 17x 3-bed dwellings in the form of townhouses and apartments.

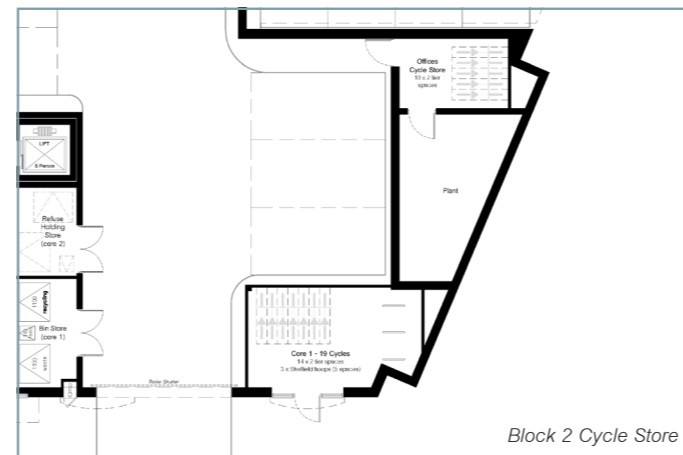
The retail, office and community provision have all reduced following the discussions with the Royal Borough and the redesign of various elements.

parking & cycle stores



Following the Highway Officer's advice, Sheffield stands have been provided in the cycle stores, where possible, in addition to the tiered stands already provided.

For block 3 this provision was not possible without reducing the community floorspace, which is also an important aspect of the proposals. However, cycle parking is provided across the site in excess of the required standards.



example retail floor plans

The floor plans reproduced right and below have been prepared in order to illustrate some possible ways in which the retail floorspace could be divided up in order to provide a variety of different types of retail premises for Ascot. The proposals have been considered to be flexible given the end users are unknown at this time. The detailed design for these is subject to future marketing and planning.

Whether a small retail outlet or larger food outlet, each tenants' needs can be catered for.





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