

ASCOT CENTRE DEVELOPMENT BRIEF

Meet the team and let us know your views
at our Open Day

1st DECEMBER | 3PM – 8PM

ASCOT RACECOURSE

NOVEMBER 2016 UPDATE

We'd like to update you with our progress creating a Development Brief to inform the regeneration of Ascot High Street, which forms part of the Ascot, Sunninghill and Sunningdale Neighbourhood Plan.

The Development Brief, which is being developed by a consortium of landowners and promoters including Bloor Homes, Ascot Racecourse, The Crown Estate and Ascot Car Parks Ltd, picks up from and will build upon the consultation originally undertaken by the Prince's Foundation in 2012/2013.



Site Plan

The team have been tasked with putting together a Development Brief as set down in the Neighbourhood Plan. A Development Brief sets down out the broad structure and development principles to guide for future planning applications, so that they can achieve a common vision. It covers a lot, but not all of, the detail you would find in a planning application. We are looking at a range of areas and issues including:

- Creating a two sided High Street, with new retail, cafes, services and configuration of the High Street to make it more pedestrian and shopper friendly
- Better configuration of parking, loading zones for shoppers and retail units
- A new residential development which reflects the green and leafy characteristics of Ascot whilst providing a range of house sizes and styles – including affordable housing
- A new community hub building which forms part of the High Street
- New green space, creating a place for relaxing, walking and market stalls / small events

We are paying very close attention to the results of the original consultation and working up our proposals as tightly to these as we can, subject to deliverability and viability. You can find out more about these original aims and how we are seeking to progress these at our Open Day on 1 December, or visit our website

www.ascotcentreconsultation.co.uk

CREATING A VISION FOR ASCOT HIGH STREET

The four landowners and promoters are working together to create a common vision for the High Street, based on the original workshops held by the Prince's Foundation in 2012. These sought to achieve a scheme which:

- Rejuvenated the High Street creating a safer and more useable environment
- Provided small, flexible spaces to encourage independent businesses
- Sought solutions for traffic and infrastructure, based on safety and improved access
- Improved bus service and cycle facilities
- Introduced more facilities for the community – a creative / cinema / social space
- Retained mature trees where possible around new green spaces
- Designed in a range of private and affordable housing in line with policy
- Reflected local architectural character

The team believe there are some real opportunities to enhance the High Street, improve pedestrian and cycle facilities, servicing, parking, traffic movement and general quality of environment through careful planning. This can include new tree planting along the High Street, green spaces, a prominent community hub and creating better links to different parts of Ascot and wider area.

OPEN DAY

we'd like to invite you to an Open Day where you can meet the team, have a look at the background to the proposals and see which areas we will be focussing on as we work up the Development Brief.

This drop in will take place on 1 December between 3pm and 8pm at the Ascot Racecourse.

The Prince's Foundation will also be hosting a talk outlining the background and progress of the proposals at the Racecourse starting at 6.30pm which you may also like to attend.

Come along, meet the team and let us know what you think or visit www.ascotcentreconsultation.co.uk.



WHERE ARE WE TODAY?

A range of technical studies have been commissioned to understand how this vision can be reflected in a deliverable proposal. At this early stage we are creating a draft framework which reflects site constraints and shows the foundations of a plan for the High Street and surrounding land.

This will continue to be developed through the next few months, leading to the publication of a Draft Development Brief which we will consult fully upon for consultation. This will then help inform the Royal Borough of Windsor and Maidenhead's Local Plan, which will set down out the long term vision for development across the whole borough.

