



14th June 2018

Daniel Hayman on Behalf of the Ascot Consortium

Dear Daniel

The Ascot Sunninghill and Sunningdale Neighbourhood Plan Delivery Group recognises the improvements made by the Consortium to their proposals since the previous consultation 18 months ago. Nonetheless, too many issues remain which concern us and lead us to continue to OBJECT strongly to the proposals for the Rejuvenation of Ascot High Street as proposed.

- Overdevelopment, particularly on the south side of the High Street
- Excessive loss of mature and valuable trees again on the south side of the High Street
- Development proposed adjacent to Station Hill on the south side of the High street to be overbearing, dominant and would introduce an urbanising effect out of character for the area
- To be consistent with the Princes Foundation Report for the Rejuvenation of Ascot a 2 sided shopping experience was sought. This should not be concentrated on the ACP Car Parks site but should also consider some shops on the other side Hermitage Parade.
- The quantum of shops is too great & concentrated in one place. The Princes Foundation Report favoured small independent shops that would not attract Business Rates.
- Noncompliance with the adopted Neighbourhood Plan for Ascot, Sunninghill and Sunningdale
- While we support proposals for improving traffic flow through the High Street and the enlarging of the two roundabouts and the increase on parking provision relative to previous proposals we question if there is sufficient parking for the new residential development sufficient to allow for visitors, tradesmen etc (NP/T1).
- Our concerns about these proposals being over-development are exacerbated by the fact that we are facing a very substantial increase in traffic going through the High Street in the next 15/20 years as housing in RBWM & surrounding Boroughs increases.

The Prince's Foundation Vision Report, published in January 2013, provided key evidence in support of the Ascot Sunninghill & Sunningdale Neighbourhood Plan adopted in April 2014. It was the basis on which the rejuvenation of Ascot High Street emerged however it is felt that the PF report has been leveraged by the Consortium to increase housing numbers rather than concentrating on the rejuvenation of the High Street.

The concentration of housing north of the High Street in the Prince's Foundation Vision was to have been 30-35 dwellings per hectare. This has now been increased by as much as 25%. On the south side of the High Street which had been envisaged "as a development tucked into the landscape, taking advantage of the existing large trees that dominate" a lower density of 24-28 dwelling per hectare was suggested. What is now proposed south of the High Street is as much as 60 dwellings per hectare which doubles the density previously considered appropriate.

Loss of Mature Trees

The proposed overdevelopment with approaching 200 homes south of the High Street would be the unacceptable loss of many valuable "Category A" trees which forms the key character of the area. There is concern for the root protection during development for those trees that are not removed. In future years there is likely to be pressure from "new" householders for pruning and further tree removal.

Inappropriate development adjacent to Station Hill

The illustrations for this proposed development are very creative but the four- storey element with grassed flat roofs serves to encourage that this building is sustainable but the structure is totally inappropriate in scale and bulk. This will create a dominate urban effect on this focal point in the centre of Ascot. It would be completely contrary to Ascot's Victorian Village setting and the character of the area.

Noncompliance with the Ascot, Sunninghill and Sunningdale Neighbourhood Plan

The development brief presented does not comply with the adopted Neighbourhood Plan for Ascot, Sunninghill and Sunningdale. Policy NP/H1 requires a "Development Brief" that includes Scale, Footprint, Bulk and Height of buildings. There is no information on the scale of development, but the drawings seen so far suggest there could be as many as 150 flats. We would also wish to remind you that following this consultation process a Statement of Community Consultation will be required when making a Planning Application, setting out how feedback has been taken into account in the details of the Application.

Impact of development on existing Infrastructure

There has been considerable pressure on the existing local infrastructure which has remained largely unchanged, particularly on the A329. The cumulative impact of this, together with the other new developments proposed in the Bracknell Forest and Royal Borough of Windsor and Maidenhead draft Local Plans, as well as recently granted permissions, represents a step-change in the pressure on infrastructure with major implications for our roads, medical, education, and other services, including sewage and power. The scale of development proposed by the Consortium will add to these pressures.

For all the reasons above we urge the Ascot Consortium to reconsider the proposals put before the community.

On Behalf of Ascot Sunninghill & Sunningdale Neighbourhood Plan Delivery Group