

<b>Local Authority:</b>	Royal Borough of Windsor & Maidenhead
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<b>Name of the Project:</b>	Ascot High Street – Public Realm and Housing Sites Enabling Works
<b>Local Plan References:</b>	The submitted Borough Local Plan includes the following references: <p><i><b>Policy SP1:</b> Development in the Ascot growth location will be largely based on Ascot Centre. The coordinated development of several sites related to Ascot High Street will provide the opportunity to strengthen its role as a significant centre in the Borough providing a wide range of uses and activities and include the provision of public open space. This will be achieved through the redevelopment of existing sites as well as limited Green Belt release.</i></p> <p><i><b>Policy HO1:</b> The Borough Local Plan will provide for at least 14,240 new dwellings in the plan period up to 2033. The Spatial Strategy sets out that development will be focussed on existing urban areas, primarily Maidenhead, but also Windsor and Ascot.</i></p> <p><i>The following sites are allocated for housing development and defined on the Policies Map...</i></p> <ul style="list-style-type: none"> <li>• HA10 – Ascot Town Centre, 300 estimated capacity (net)</li> </ul> <p><i><b>Policy ED2:</b> The BLP will retain sites for economic use and employment as defined on the Policies Map.</i></p> <p><i>The following sites, forming part of the strategic growth location in Maidenhead and the growth location in Ascot as identified in 5.2 ‘Policy SP1 Spatial Strategy’, are allocated for mixed uses:</i></p> <ul style="list-style-type: none"> <li>• Ascot Centre’</li> </ul> <p><b>Housing Site Allocation Proforma HA10: Ascot Town Centre</b></p> <p><i>Allocation:</i></p> <ul style="list-style-type: none"> <li>• Approximately 300 residential units on some areas of Green Belt land</li> <li>• Strategic open space including retention/reprovision</li> <li>• Multi-functional community hub</li> <li>• Small scale retail including independent retailers</li> </ul> <p><i>Site size:</i></p> <ul style="list-style-type: none"> <li>• 18.69Ha</li> </ul> <p><i>Requirements:</i></p> <ul style="list-style-type: none"> <li>• Holistic mixed-use development</li> </ul>

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- *Provision of public car parking*
  - *Provision of strategic public open space*
  - *Provision of community facilities*
  - *Provision of small scale retail services*
  - *Designed sensitively to conserve biodiversity of the area*
  - *Retain mature trees and hedgerows where possible*
  - *Provide pedestrian and cycle links through the site, including from Ascot Railway Station*
  - *Provide improvements to the quality of the public realm specifically the High Street environment for pedestrians*
  - *Designed to be of a high quality which supports the character and function of the area*
  - *Maintain and enhance the public right of way on St George's Lane*
  - *Enhanced vehicular access, including improved connectivity through the site*
  - *Designed to be sensitive to the scale and heights of existing properties around the site, and the sloping topography*
  - *Designed sensitively to consider the impact of long distance views*

*Key Considerations:*

- *On-site infrastructure provision*
- *Ascot race day car and coach parking*
- *Mitigation of the impact of residential development on the Thames Basin Heaths Special Protection Area in agreement with the Council and Natural England*
- *Vehicular, cycle and pedestrian access and connectivity*
- *Biodiversity*
- *Sloping topography*
- *Setting and character of Ascot*

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<b>Approximate Capital Value of Project</b>	£2 million to £5 million
<b>Housing, Employment, Leisure or Retail Development to Be Enabled</b>	<ul style="list-style-type: none"> <li>• Approximately 300 residential units on some areas of Green Belt land</li> <li>• Strategic open space including retention/reprovision</li> <li>• Multi-functional community hub</li> <li>• Small scale retail including independent retailers</li> </ul>
<b>Partner Organisations</b>	<ul style="list-style-type: none"> <li>• Ascot and Sunnings Neighbourhood Plan Group</li> <li>• Ascot Racecourse</li> <li>• Crown Estate</li> </ul>
<b>Project Description</b>	This project will deliver public realm improvements for Ascot High Street, coordinating them with proposals for new development and

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highway works.

£100,000 is sought for a study to develop an outline business case for: the public realm; a new alignment for the Winkfield Road / St George's Lane junction; and town centre gateways.

It will also consider access, parking and traffic issues, addressing: through-traffic; parking; and access for pedestrians, cyclists and public transport.

Solutions will be designed to accommodate increased traffic associated with Royal Ascot and other events and will consider alternative event parking for that displaced by the development.

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**How the Resource Will Be Used**

It is proposed that £48,000 of the available £100,000 will be allocated to the initial options assessment leading to an outline business case. These will be undertaken by the council's term consultant, Project Centre.

It is envisaged that the balance of the funds will be drawn down at a future date to pay for the development of an outline business case once the proposals for Ascot High Street have been identified and agreed with the partner organisations.

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**Project Timescales:**

Initial study:	January – March 2019
Outline business case:	April – June 2019
Progress reports:	BLTB – 14 March 2019
	BLTB – 18 July 2019

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