

LAND SOUTH OF ASCOT HIGH STREET

Housing Mix Assessment to support a planning application for 101 dwellings

CLIENT	London Square Developments
PROJECT	Land South of Ascot High Street
SECTOR	Residential
ADVICE	Affordable Housing and Housing Mx
DATE	April 2025



“The development would deliver 40 affordable homes in the form of social rented flats and this is given significant weight as a benefit, as there is a great need for affordable housing of the social rented tenure, and 40 units would make a significant contribution to addressing this need.”

Officer’s Report to Planning Committee

GARETH DENNING

Senior Planner - Economics and Planning Policy

Planning Regeneration + Infrastructure

Gdenning@lsh.co.uk

07763 206166



**Lambert
Smith
Hampton**

OUR ROLE

- Preparation of up-to-date evidence to justify why a proposed housing mix on a greenfield site should be considered appropriate and meets local housing needs.
- Demonstration that in an area of acute affordability pressures, the application will make a vital contribution to meeting affordable housing needs.
- Preparation of a report to be included in the planning application submission.

RESULTS

- Presentation of housing market data to justify slight variance from policy aspirations
- Agreement from Officers that the proposed affordable housing mix responds to identified needs
- Planning Consent was granted at Planning Committee in October 2025