

## 3/ Village Centre Masterplan

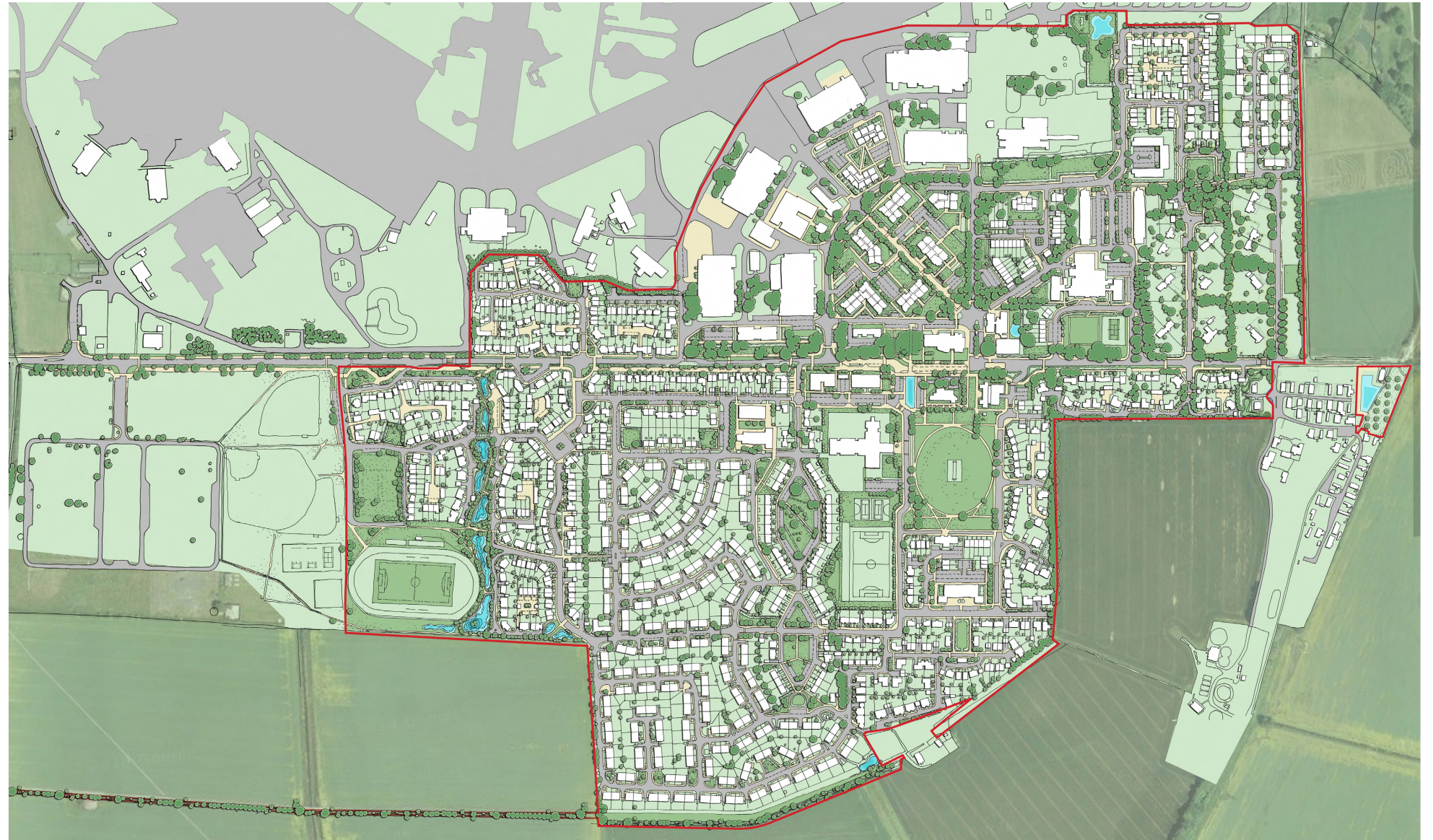
### 3.1 Heyford Park Vision

On 22 December 2011, Cherwell District Council (CDC) granted outline planning permission for the development of a new settlement at the former RAF Upper Heyford airbase (ref 10/01642/OUT). The permission included up to 1,075 dwellings (comprising a mix of new build and conversion of existing former military accommodation); new employment comprising B1 office, B2/B8 industrial/warehousing consisting of a mix of new build and conversion of existing buildings; together with a new village centre and other physical and social infrastructure. This permission has been commenced and is in the process of being built out in a phased manner with a rolling programme of discharge of planning conditions together with reserved matters for the new build housing. Pursuant to this outline planning permission, a Design Code has also been approved which seeks to create distinctive character areas whilst unifying the different development areas into a coherent whole. One such character area comprises the village centre.

In addition, there have been a number of subsequent planning permissions which are relevant to the wider environs of the village centre, including the creation of a new Free School at the former officers mess to the east of the centre; 60 additional dwellings which have been approved to the west of the village green on the former proposed primary school site which lies to the south west of the village centre; and change of use of Building 103 to a heritage centre (which lies to the west of the village centre to the north of Camp Road).

More recently, the Cherwell Local Plan was adopted (July 2015) which has increased the size of the new settlement to 2,675 dwellings together with additional employment and supporting social and physical infrastructure. A framework plan has been jointly commissioned by the applicant and the Local Planning Authority to identify how the larger allocation should be brought forward and is due for consideration by the Council shortly.

The vision being implemented at Heyford Park is one that seeks to create an attractive, readily accessible, vibrant and sustainable development, set within the more formal 'military' landscapes defining the central community heart of the new village. A variety of edge areas will link these visually and physically to the adjacent landscapes, set within a multifunctional green framework.



Heyford Park Illustrative Masterplan (February 2011)



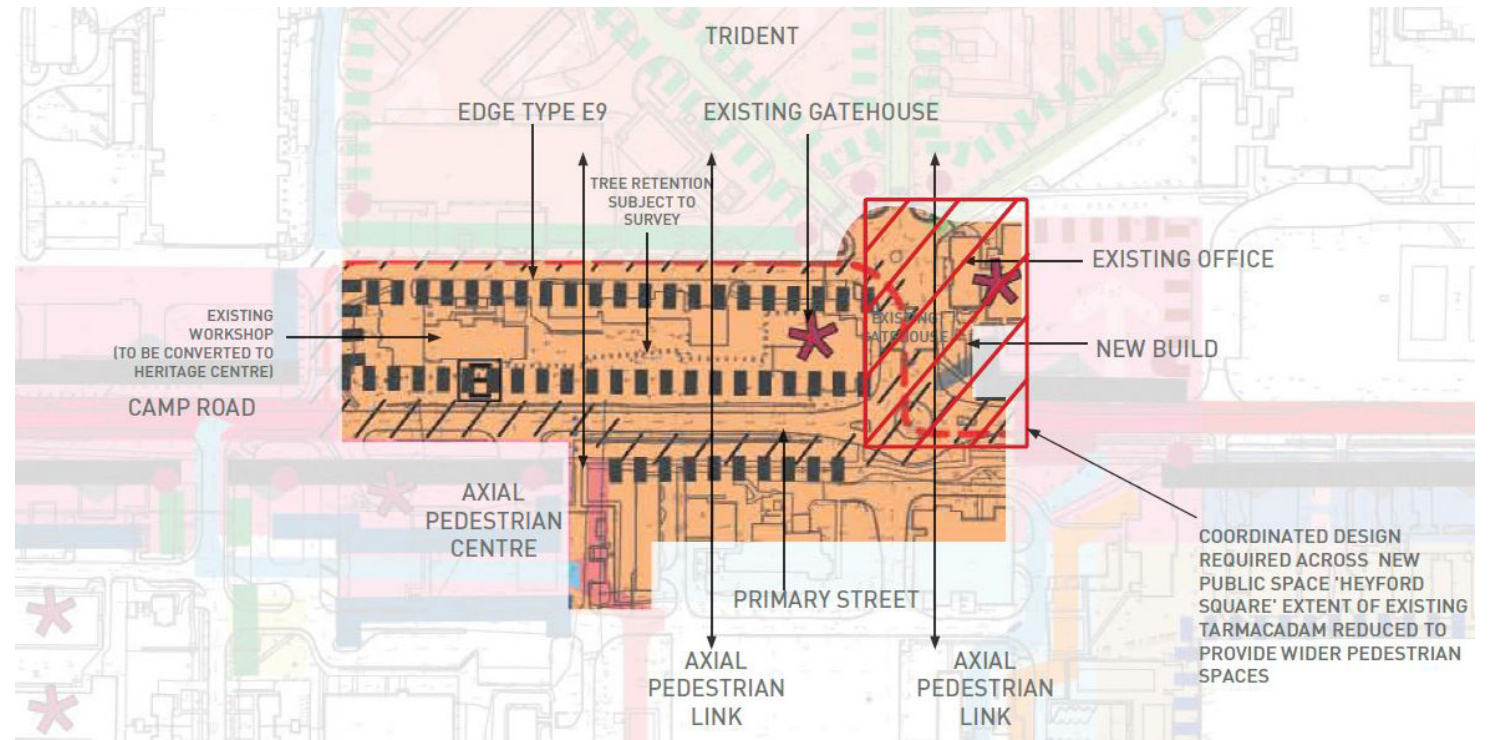
# 3/ Village Centre Masterplan

## 3.2 Commercial Viability

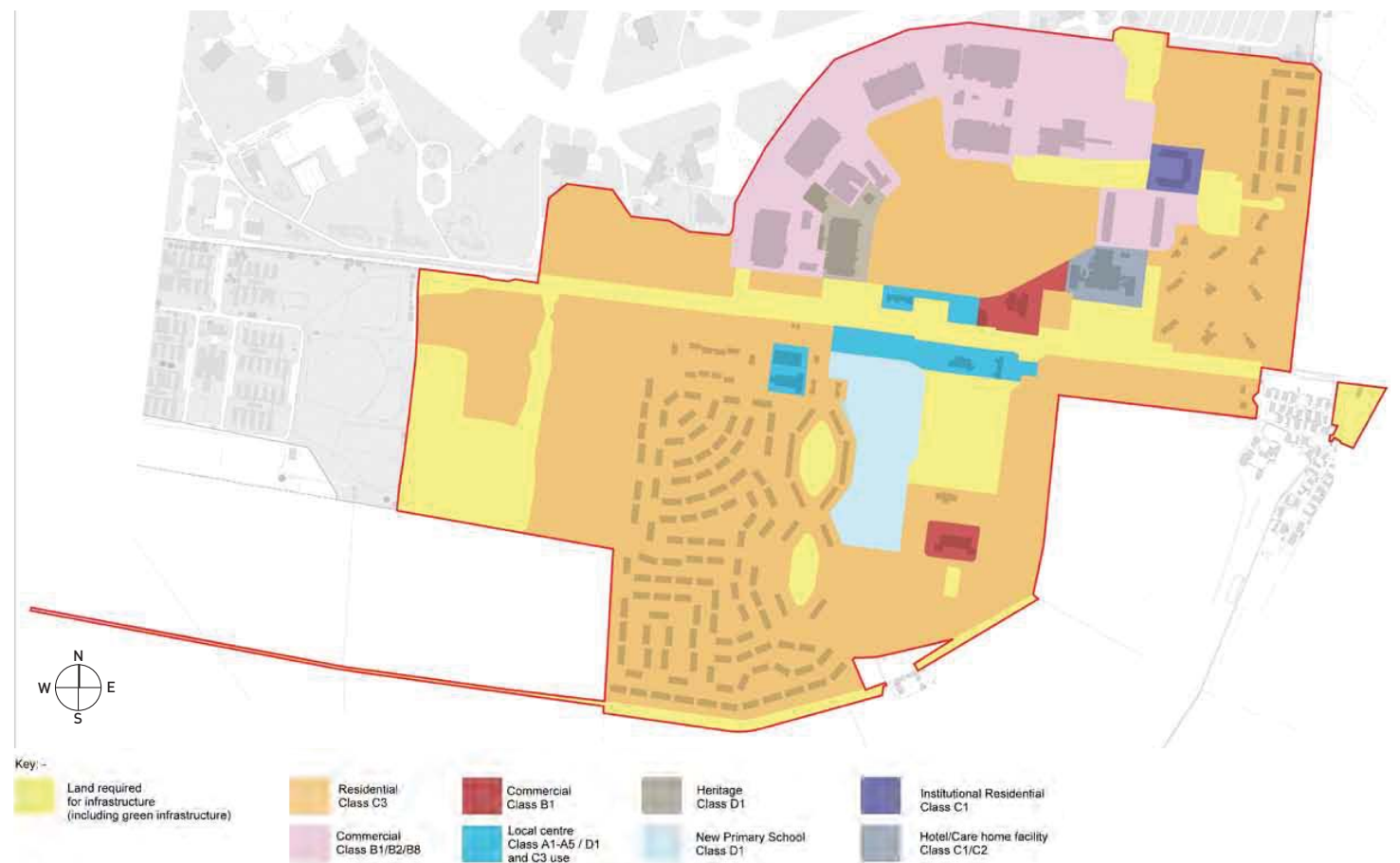
In 2015 Dorchester Living undertook a 3 month marketing exercise to understand how best to respond to the needs of the future residents. The study concluded that the most appropriate and viable uses for Building 455 and 457 are a combination of A1, A3, A4, A5, C1 and D1. After marketing the buildings to various industries as well as local people in the wider North Oxfordshire area, the primary interest received was in regards to a pub/restaurant/hotel facility. The marketing exercise also demonstrated that the existing structures would require some modification in order to reconfigure them for efficient commercial operations. In conclusion, to ensure the long term preservation of these buildings, and for the benefit of the wider community, it will be necessary to undertake some adaptation and to ensure current UK building standards are met.

## 3.3 Appointment and Brief

Alongside the masterplan for the Village Centre, Jestico + Whiles Architects were appointed to refurbish and extend Building 455, 457 and create a new canopy structure linking the two buildings to house the use classes identified above. The two former interwar RAF/USAF mess buildings dating back to the 1920s adjacent to Camp Road are non-listed but of local significance, and are representative of their time and valuable in the local historical context of the former military site as part of a wider collective of buildings. Consent has been granted for the partial demolition of these structures in preparation for the redevelopment as part of the village centre (ref 15/01944/F and 15/01849/F).



Plan indicating routes and accessibility within the public realm (excerpt from Heyford Park Design Code B.0286\_2C page 73)



Land Use/Parameter Plan (excerpt from Heyford Park Design Code B.0286\_2C page 8)

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## 3.4 Masterplan Design Approach

In order to create a successful village centre within Heyford Park, three typologies were considered:

- The High Street
- The Village Green
- Market Square

The market square typology was deemed the most successful solution in providing a strong identity for the village centre, as a natural heart occurs along Camp Road where it is flanked by buildings 100, 52, 455 and 457. A new key focal point situated centrally on the square along the east-west approaches and north-south axis gives the square a civic status while also addressing the vistas from both Camp Road, the Trident and the Village Green.

Historically Heyford Park has been laid out with typical military efficiency to facilitate the movement of personnel around the airbase. Since the airbase has been decommissioned and re-planned as a residential development, this functional approach to site planning has been a consistent thread in the development of new proposals for the village centre.

The Camp Road landscape is already undergoing resurfacing in keeping with traffic calming measures and integration of new footpath and cycle ways under s278. Further to this and in keeping with the Design Code guidance, the landscape design along Camp Road has been developed to provide an attractive public setting which provides points of interest in the planting, as well as area of rest for residents as they move around the village centre.

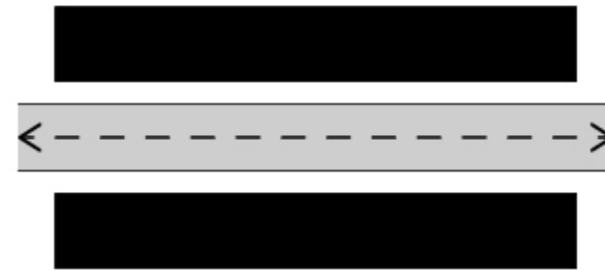
The design approach focuses on the creation of the Village Square which will form the primary public space along Camp Road capturing the attention of passing traffic and pedestrians and guiding them into the village centre.

Provision of car parking and public amenity landscape facing Camp Road would provide clear visibility of the facade of the buildings in order help wayfinding and promote the significance of the buildings within the Heyford Park Development.

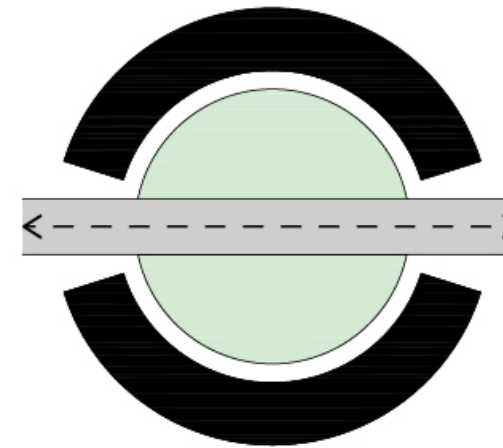
Within the village centre, the spaces around the buildings would provide ease of access for pedestrians and vehicles, while also complimenting the scale and character of the architecture. To the south of the village centre around the green, further public spaces would provide for play space, outdoor dining, public performance and community events.

The programming and management of the spaces around the village centre will be developed through consultation by the client with the local community.

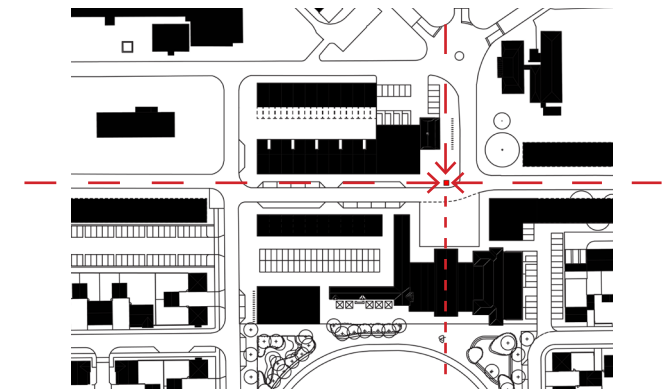
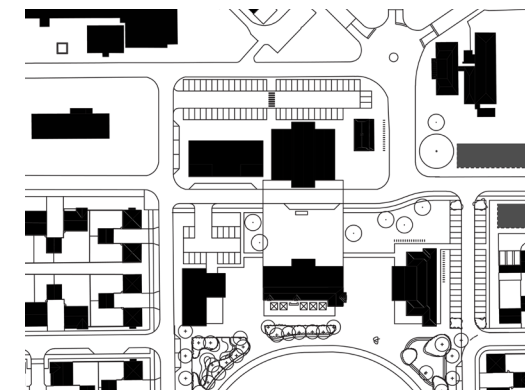
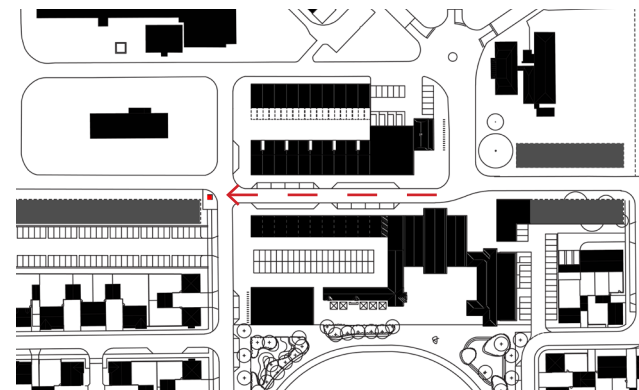
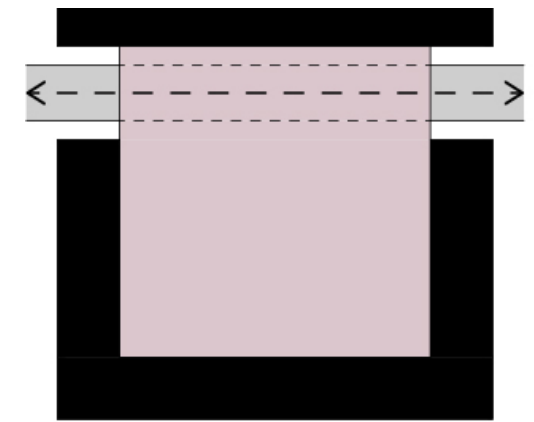
High Street



Village Green



Market Square





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## 3.4 Masterplan Design Approach

Four principles were established in our analysis which formed the basis for our approach to Heyford; identity (approach), character, programme and commercial vitality.

### Identity (Approach)

Camp Road is a linear road passing through the middle of the village centre. The approaches from the east and west are the first views that residents and visitors will see, so it is important for these routes to set the scene for the arrival at the centre. A new focal point will provide an indication from the approach that there is an interruption along this road and the vehicle is now entering a more pedestrian setting.

### Character

A wide variety of roofscapes and materiality add variety and richness to Heyford Park, and we have the opportunity to enhance and bring in to use a set of existing buildings left over from its functions as an airbase. It's military aesthetic helps generate the character of the village and sets a tone for the nature of any design interventions. Fig.03 demonstrates how a shared surface links together the north and south sides of Camp Road and also provides a sense of enclosure through the creation of retail frontage.

### Programme of buildings

Programme and vitality are integral to the success of any public space. Fig. 04 demonstrates how the new centre benefits from active frontages and programme, while the uses benefit from ancillary spaces in the outer circles which accommodate parking and servicing. Therefore, people's enjoyment of the main square is not compromised by services areas and car parking. A series of events have been organised to be held around the proposed village centre to begin to introduce vitality to the area (ref. appendix 1 pg.35).

### Commercial Vitality

The masterplan has been designed on the basis of a phased development. It is important that the proposal can react to fluctuations in the market. The centre is intended to grow naturally responding to market demand.

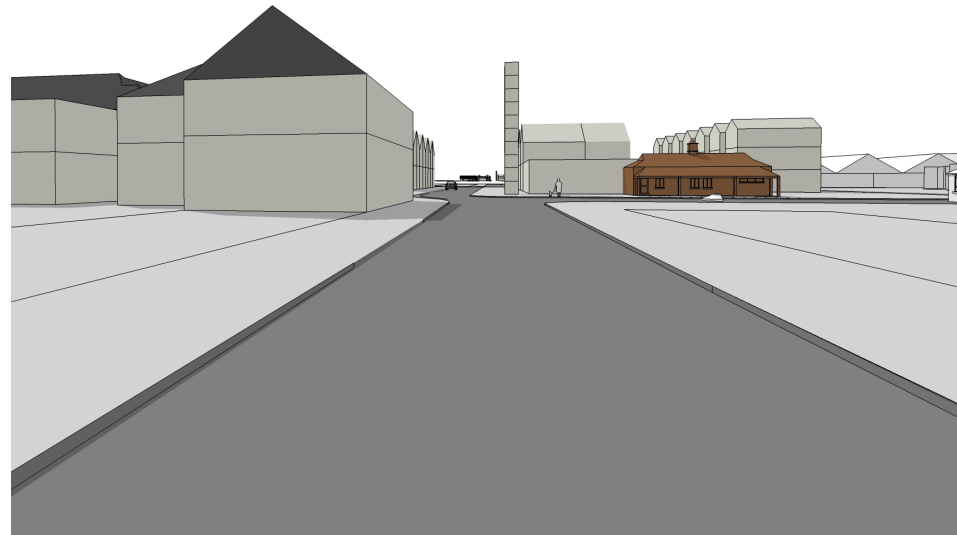


Fig.01 East Approach

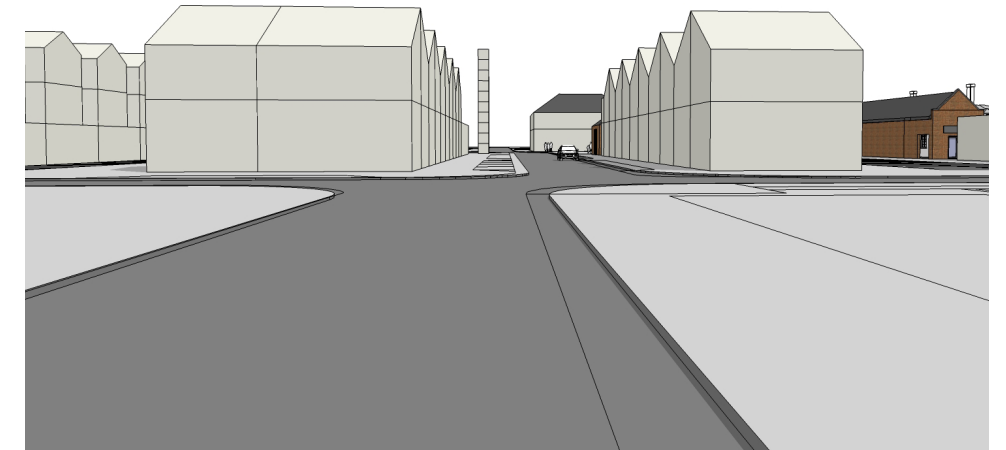


Fig.02 West Approach

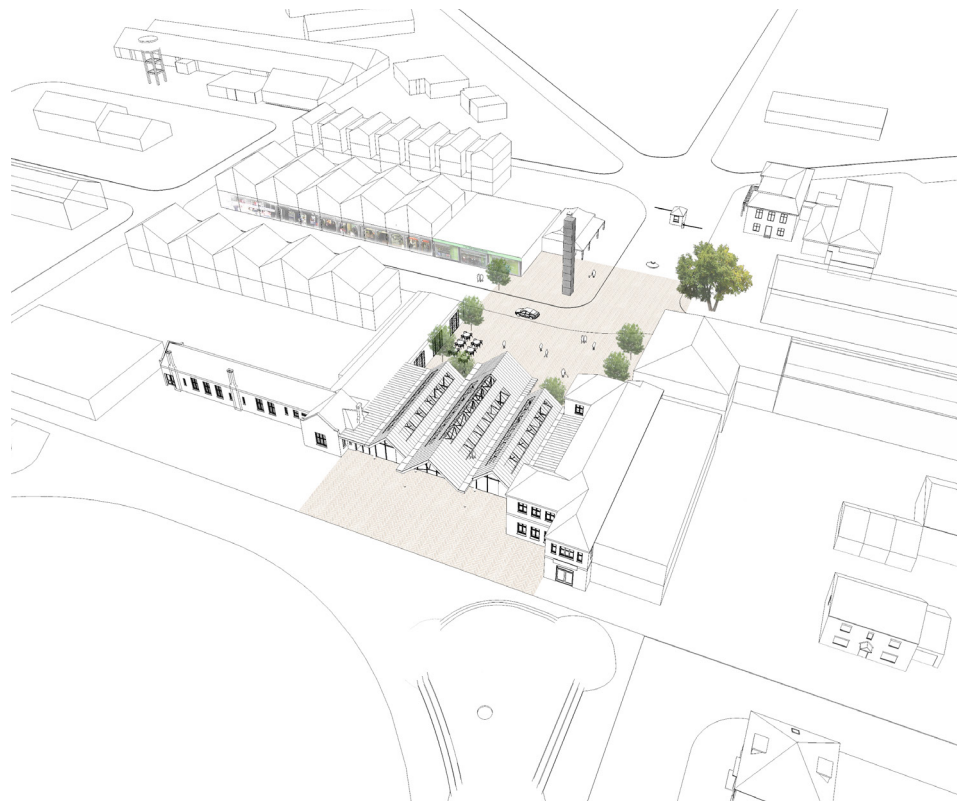


Fig. 03 Character

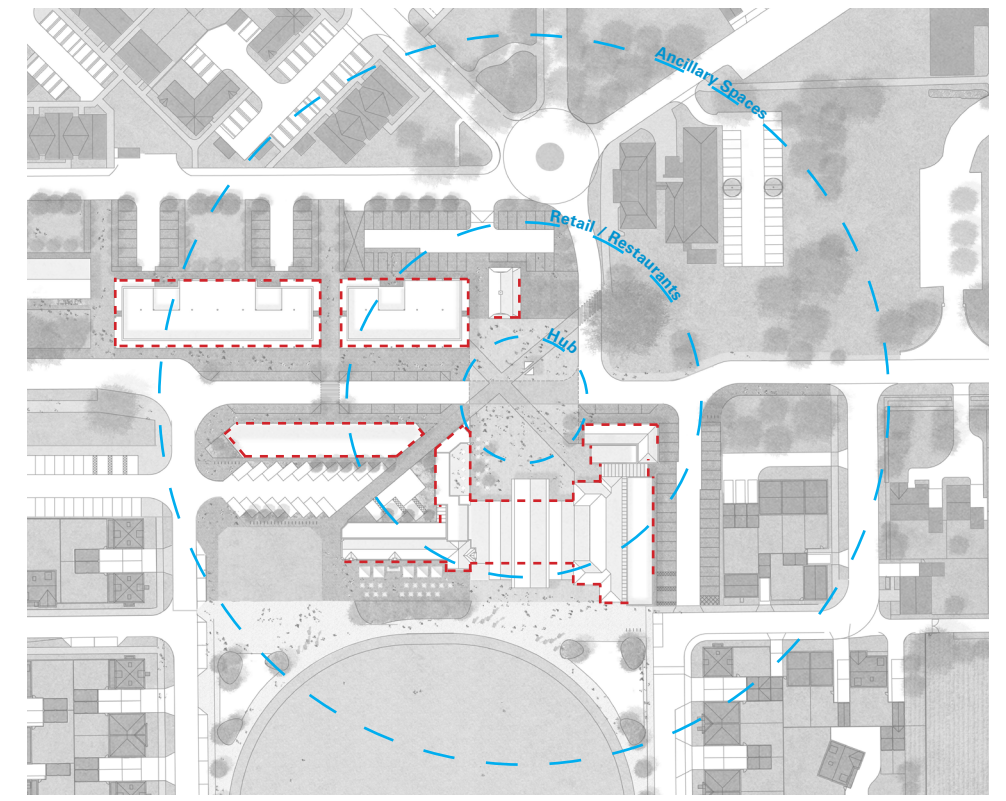


Fig. 04 Organisation of spaces

--- Active Frontages