



Figure 40. *Bird's eye view of indicative layout in context of surrounding development*

### 4.3 PROPOSED ACTIVITY ZONES

Activities are designed to be inclusive and enjoyed by all, encouraging repeat visits by all family members. The proposed zones within the site have been carefully selected to align with the identified parameters and to suitably host site activities. The details of how this could be achieved are described within the following pages.

**KEY**












-  4x4 Tracks
-  Urban Integrated 4x4 Tracks
-  Building clusters 1
-  Building clusters 2
-  E-karting
-  Demonstration / Driver Experience
-  Experience Quarter
-  Visitor & Staff Entrance
-  Service & Emergency Entrance
-  Lake Users Entrance
-  Parking



Figure 41. Indicative Zones (not to scale)

## 4.4 PROPOSED BUILDING MASSING

### 4.4.1 General Design Considerations

The proposals show how the low-density conservation-led brief, as determined by the significance diagrams, can be achieved. By developing the building massing and heights carefully, the views identified in the landscape significance diagrams are maintained. In the same manner, the historic tracks highlighted in the heritage significance diagrams are reinstated and enhanced.

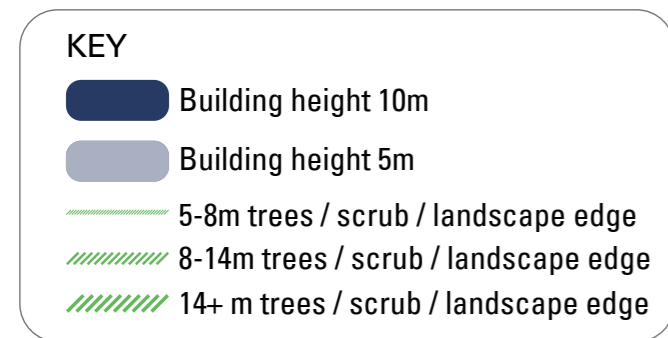
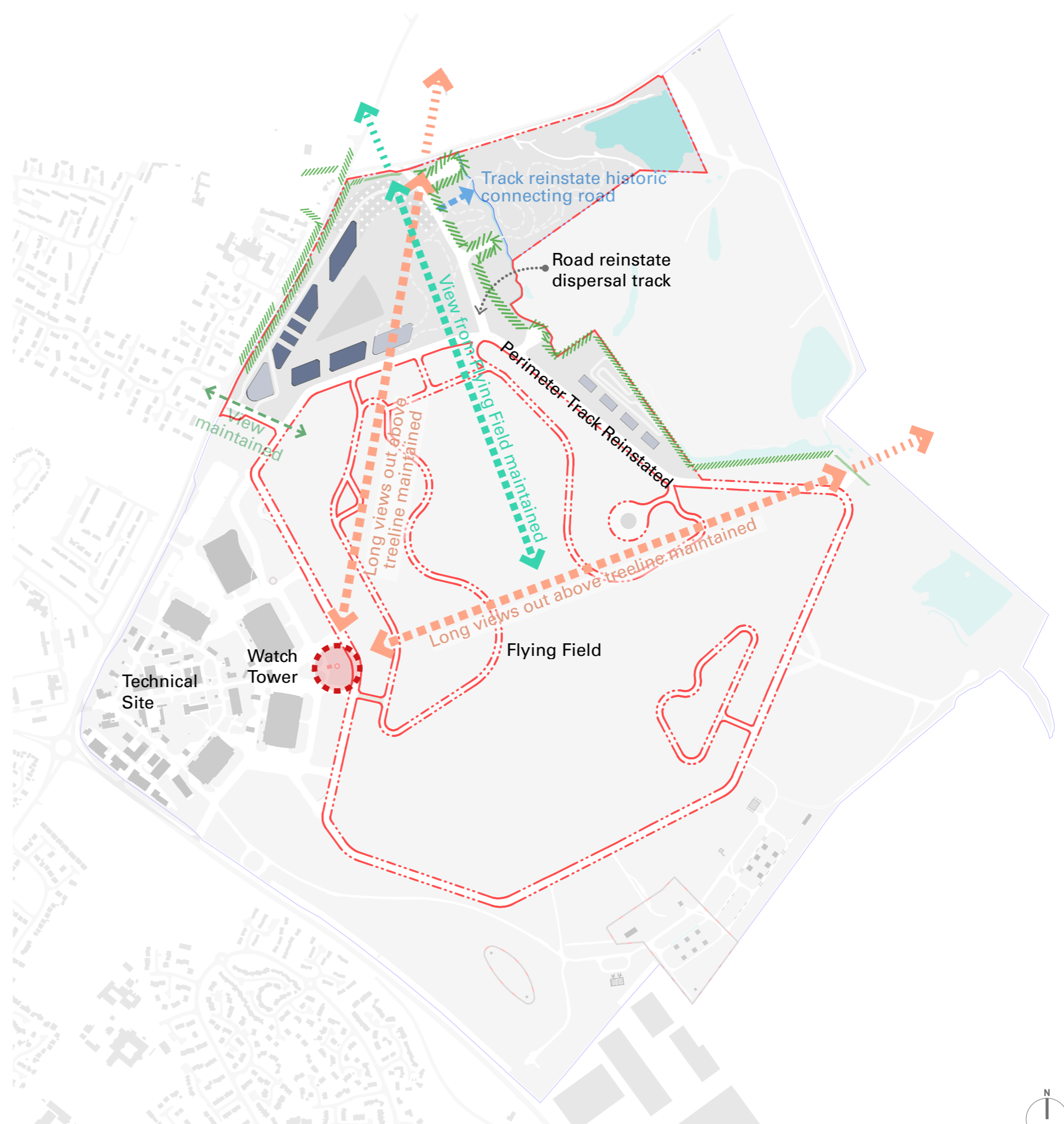


Figure 42. Landscape and Heritage Response Diagram (not to scale)



#### 4.4.2 Cluster 1 - Principle Experience Quarter Design Considerations

##### 4.4.2.1 Location:

The principle cluster of buildings, as part of the Experience Quarter, which will include the 'first point of contact' for visitors, have been grouped to the northeast of the Watchtower in an area identified through in depth heritage and landscape analysis as most suitable for development. This location combines easy access from Buckingham Road with great trackside opportunities against a backdrop of trees, A4421 Buckingham Road and the developed residential area beyond the road. A central experience quarter can serve as a demonstration zone, an information area and meeting point and provide interesting landscaping opportunities to offer a unique outdoor setting for exhibitions and events.

##### 4.4.2.2 Links and Views inside-out:

Massing has been developed with views from the Watchtower in mind. Sightlines identified in the Challenges and Opportunities diagrams are maintained in-between the buildings. Buildings have been placed to avoid sightlines being obscured by the secondary buildings behind the track-side buildings. This technique enables the track-side buildings to effectively mask the rear development massing, reducing the overall perception of mass.

The long views identified along the two remaining dispersal roads (either side of this area) have been maintained and the buildings stepped in height.

##### 4.4.2.3 Links and Views outside-in:

The buildings along the Buckingham Road are screened by the dual treeline either side of the road. Where unscreened open views inward do exist, built forms have been avoided. In the transition area, where diagonal views in are possible, the building heights have been restricted to 5m.

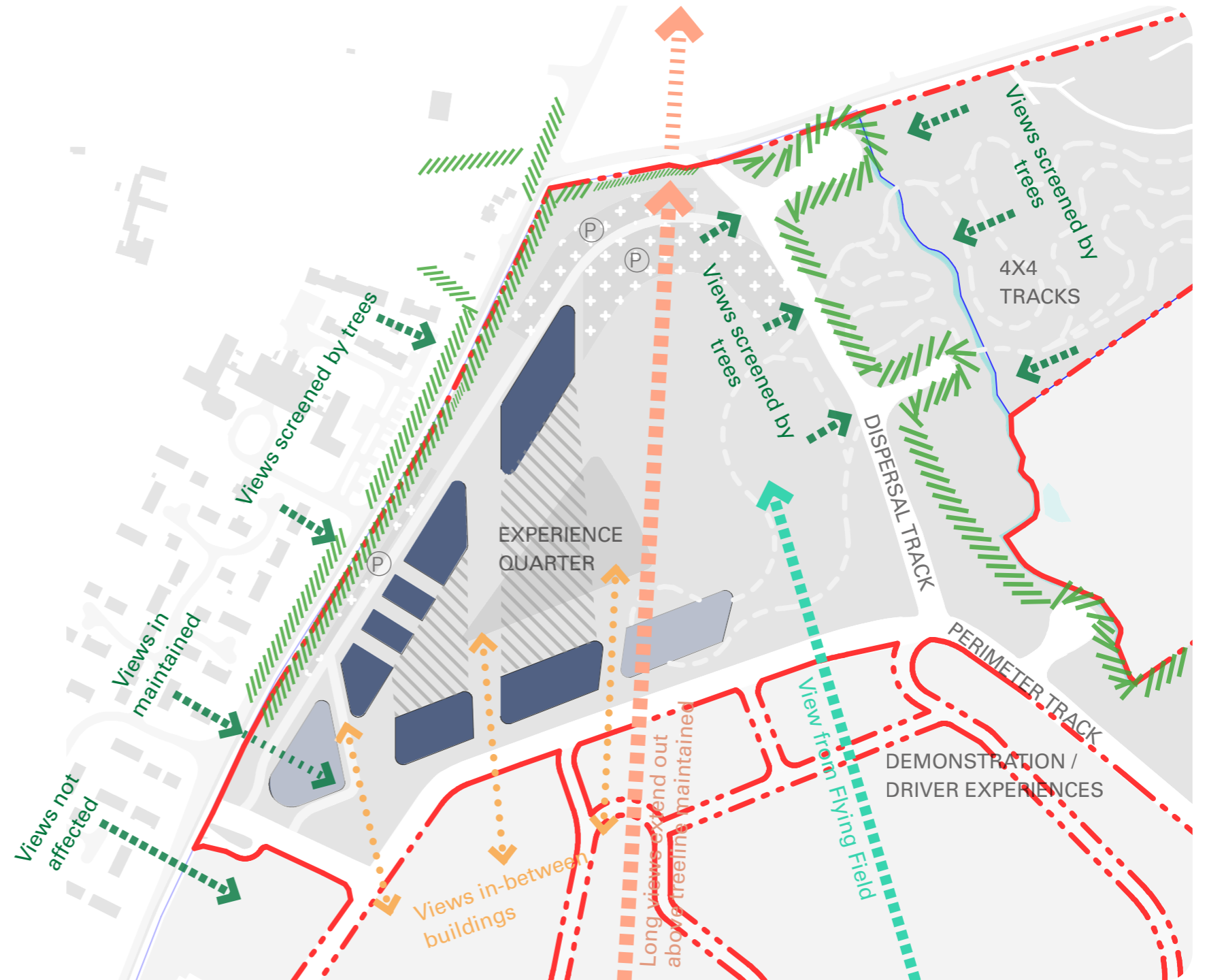


Figure 43. Building Cluster 1 Design Considerations (not to scale)

KEY			
	Building height 10m		5-8m trees / scrub / landscape edge (existing)
	Building height 5m		8-14m trees / scrub / landscape edge (existing)
	Automotive & Aviation Pavilions mask the rear development massing		14+ m trees / scrub / landscape edge (existing)

#### 4.4.3 Cluster 2 – Automotive & Aviation Pavilion Design Considerations

##### 4.4.3.1 Location:

A small secondary cluster of trackside buildings has been located north of the perimeter track in a small section of land in-between the perimeter track and neighbouring quarry. These are furthest away from the Technical Site location and against a backdrop of trees and scrub.

##### 4.4.3.2 Links and Views inside-out:

Building heights have been kept below the treeline as to not obstruct the long views over the treeline. Massing has been managed by proposing smaller pavilion buildings.

The location of Automotive & Aviation Pavilion offers distinct vantage views towards the hangars, airfield, watchtower and technical site which are currently not accessible. Those small scale units will have dual façades / frontages and potentially roof terrace to allow enhanced vantage views and landscape views towards the Wilderness Quarter.

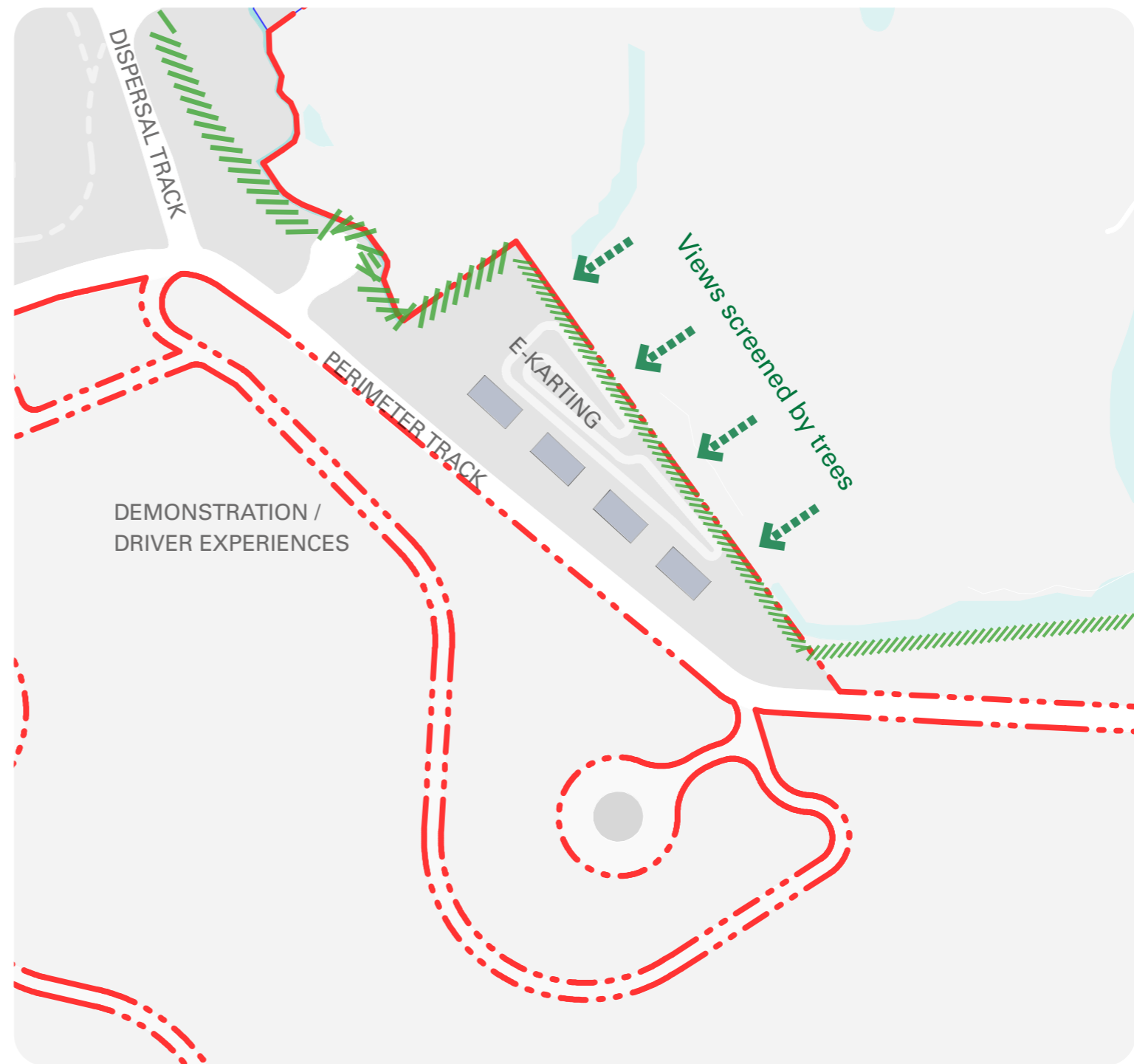


Figure 44. Building Cluster 2 Design Considerations (not to scale)

#### KEY

■ Building height 5m

▨ 8-14m trees / scrub / landscape edge

▨ 14+ m trees / scrub / landscape edge

## 4.5 PROPOSED AUTOMOTIVE DEMONSTRATION AND DRIVER EXPERIENCE

The track concepts, and their proposed locations within the site plan, have been sensitively designed to align with the aviation activities and the wider parameters such as heritage and landscape. The various automotive experiences are described within the Activities section and the separate report by Driven, but their locations are briefly described below:

### A. Perimeter Road

The Perimeter Road will be retained and mostly utilised for general site circulation, with its integrity and dominance on the site retained, compared with the narrower inner driving loops being subservient.

### B. New driver training and handling tracks

To provide a viable operation, proposals to offer split tracks that can operate simultaneously have been developed, thereby allowing independent operation of tracks at the same time. The track locations were carefully considered to avoid impact on aviation activities.

- **West Circuit & East Circuit**

Two sections of track proposed can operate either simultaneously or connected to provide a larger track. The development is illustrated in the Perimeter Track Design Development section and further explained in the Driven Report.

- **South Mini Circuit**

A 600m Circuit located at southern part of the airfield.

Apart from providing operational flexibility and experience diversification, it also offers the opportunity to focus some activities further away from the more sensitive Landscape and Heritage areas.

### C. 4x4 Tracks

Adding to the facilities and experiences on offer are some all-terrain driver experiences and demonstration tracks. The details of these will be subject to detail design but could contain exciting landscapes of both an off-road (the traditional 4x4) and modern obstacle-based nature (structured landscaping 4x4).

These have been located away from the Old Technical site, mostly hidden behind the Experience Quarter (Cluster 1). There are good examples at Autostadt in Germany where contemporary hard landscaping has been designed to combine obstacle-based automotive experiences with other pedestrians in a safe environment and to create a uniquely dynamic and interactive experience for both types of visitors. These activities also offer a very visual attraction for visitors if combined with the buildings themselves for example.

The off-road 4x4 is located within the former quarry area. It is proposed to be integrated within the natural landscape and utilises existing topographic conditions.

### D. Experience Quarter

Located within the Cluster 1 piazza, the Experience Quarter is proposed to provide a unique demonstration area with dedicated viewing areas. Again, due to its likely use as a simulated streetscape it has been located behind the trackside row of buildings as to appropriately facilitate this more 'urban' type of experience within the developable area. It will also provide optimum accessibility, safety and vantage for parents and families.

### E. E-karting

The inclusion of driving related activities for children is key to the viability and long-term sustainability of the Experience Quarter. The Electric Go-karting tracks have been located north of the perimeter track in a small parcel of land in-between perimeter track and quarry, hidden behind the Experience Quarter Automotive and Aviation Pavilion (Cluster 2) with a backdrop of trees and scrub. It would be operated as a leisure based activity using Electric karts.

**KEY**

- A Perimeter Road
- B1 Full Circuit (3.1 km)
- B2 West Circuit (1.5 km)
- B3 East Circuit (1.3 km)
- B4 South Circuit (0.6 km)
- C 4x4 Tracks
- D Experience Quarter
- E E-karting

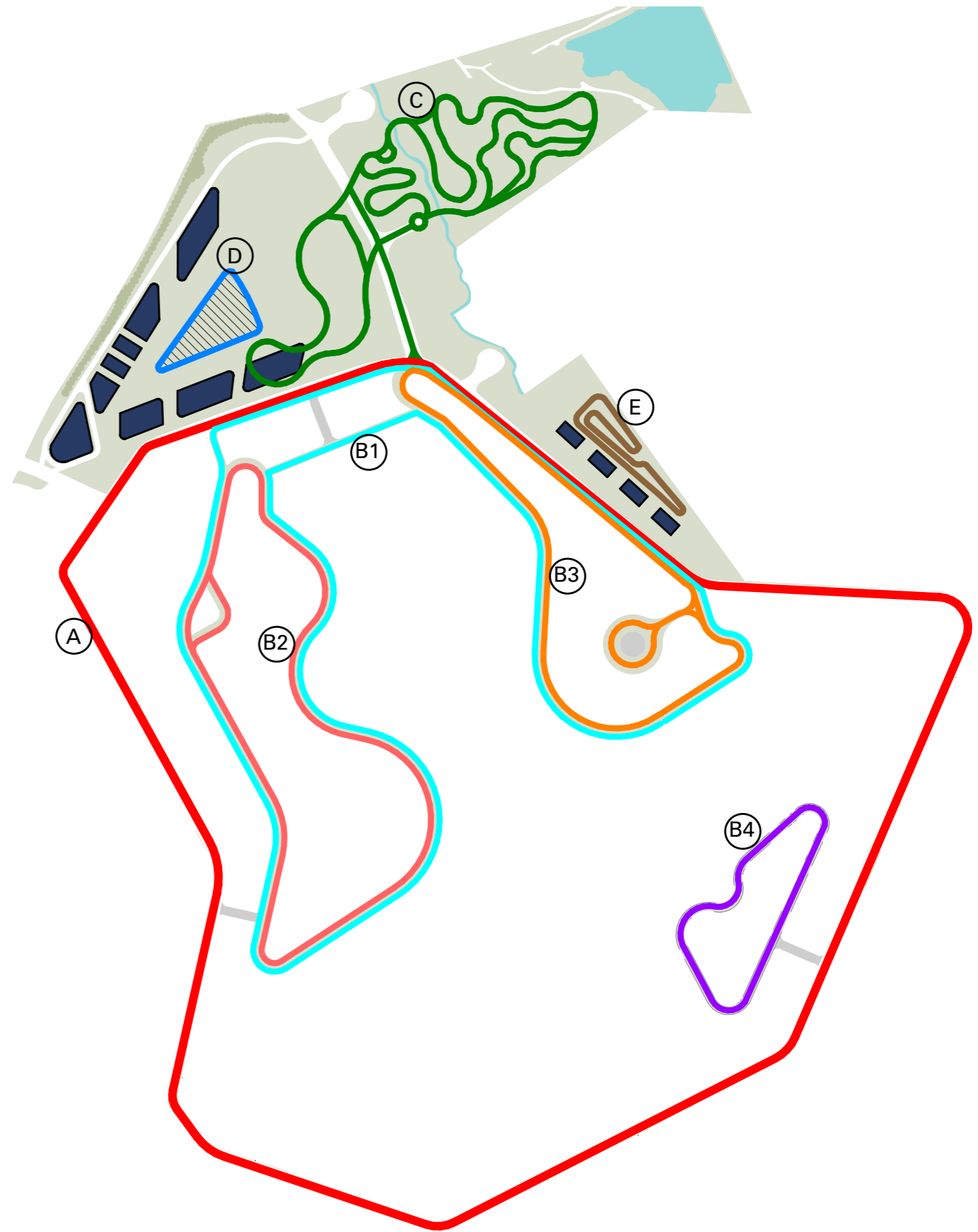


Figure 45. Proposed Automotive Demonstration And Driver Experience Diagram (not to scale)





5

CONCLUSION

## 5. CONCLUSION

### 5.1 PLANNING CONSIDERATIONS

The proposed development will comprise an Automotive Experience Quarter comprising Commercial, Business and Services uses (Class E), Light Industrial (Class B2) and Local Community and Learning Uses (Class F) at Bicester Motion, Bicester, OX26 5HA.

As automotive markets shift, the Experience Quarter proposal has been developed to create conditions in which both UK and international businesses can invest, expand and adapt, in accordance with paragraph 80 of the NPPF. The proposed new buildings will facilitate the expansion of a knowledge driven, creative and high-technology industry and provide attractive and healthy leisure facilities. It will attract UK and international businesses to the site, with some having already expressed interest in the proposal.

The principle of development is considered to be acceptable as the proposal is in accordance with Policy Bicester 8 and makes effective use of Previously Developed Land that is not of particular environmental value.

In accordance, with Policy SLE1 (Employment Development), the proposed development will support existing businesses by meeting their needs and attract new UK and international businesses to the site.

There are substantial economic benefits associated with the proposed development that will help to contribute to an economically successful future for the wider site as part of the vision for Bicester Motion.

The Experience Quarter proposal will deliver significant economic benefits associated with the employment uses to be delivered by responding positively to identified opportunities for growth, particularly in the knowledge driven, creative and high-technology industries. There will also be economic benefits through the provision of high quality leisure facilities.

Local business needs and wider opportunities have been considered through this proposal. International businesses will

be attracted to the site and those already on site will be able to expand, building on current success.

The Heritage Report concludes that the level of harm associated with the proposed development would be placed at neutral or at worst at the lower end of the less than substantial scale. The public benefits of the proposed development demonstrably outweigh the less than substantial harm to heritage assets, in accordance with paragraph 196 of the NPPF.

Overall, the LVIA concludes that the proposed development will have site and local level impacts on one peripheral area of the site. When set within the context of the wider site, the indicative layout demonstrates that the proposed development including new buildings will not dominate the rest of the site or change the underlying open character of the flying field and setting of the existing technical site. Any impacts will be mitigated over time as new planting establishes and matures.

In accordance with Policy ESD13, the proposed development will not result in harm to landmark features and in accordance with Saved Policy C7 (Landscape Conservation) the proposal will not cause demonstrable harm to the topography or character of the landscape.

In accordance with Policy ESD13 (Local Landscape Protection and Enhancement), the proposed development will not result in harm the historic value of the landscape. The landscape has no statutory designations. Good design will ensure that impacts of the proposed development are limited.

The proposal is in accordance with Policy ESD15 (Character of the Built and Historic Environment). The proposed development will complement and enhance the character of the site through sensitive siting, layout and high-quality design.

The proposed development will be delivered to high standards of design and the new buildings will be of an appropriate form, scale, mass and will respect the character of their surroundings, in accordance with Policy SLE1 (Employment Development).

In accordance with Policy SLE4, the Transport Assessment concludes that the proposed development can be accommodated within the local area, will not have a significant adverse impact on the operation of the surrounding highway network. The proposed development will also support and facilitate the use of sustainable modes of transport to make the fullest use of public transport, walking and cycling.

The proposed development is in accordance with Policy ESD10 (Protection and Enhancement of Biodiversity and the Natural Environment).

Having regard to the key planning considerations the proposal is considered to be in accordance with the Development Plan for the district of Cherwell and national planning policy. Therefore, the proposal is considered to be in accordance with Policy PSD1 (Presumption in Favour of Sustainable Development) and paragraph 11 of the NPPF.

## 5.2 PUBLIC BENEFITS

- The proposal will contribute to the delivery of the Council's objectives including sustainable economic growth as identified in this document;
- Contribute to achieving a long-term commercially successful future for the wider site;
- Contribute to repurposing the perimeter track and finding a new and long term sustainable use for the airfield;
- Deliver substantial economic benefits to the town of Bicester and wider district;
- Provide public access to an otherwise closed and inaccessible site enabling understanding of this historic area;
- Develop an underutilised Previously Developed Site; and
- Deliver heritage benefits (which are public benefits) associated with the proposal.

## 5.3 HERITAGE BENEFITS

- Offering new ways of experiencing the airfield from the proposed tracks with diverse automotive activity offerings;
- Restoring and repurposing the historic perimeter track by giving it a new purpose that showcases the relationship between track and buildings on the Technical Site, thereby aiding public understanding of the workings of a wartime airfield;
- Sustaining the physical evidence of the panhandle areas and therefore enhancing understanding of the wider dispersal strategy that characterised later development of the airfield;
- Reinstating an historic dispersal route;
- Retaining and enhancing the continued use of the grass runways for aviation;
- Creating new views across the flying field, which express its open character and large scale;
- Giving the whole site a unified purpose under single ownership that secures a long-term future for the site;
- Ensuring the heritage assets are not fragmented any further, focusing on the preservation and enhancement of the historical and visual interdependence;
- Improving public access to the site, both physical and intellectual;
- Preserving the significance of the adjacent listed buildings and scheduled monuments by improving access;
- Providing new opportunities for the interpretation and enhancement of the memories associated with the site;
- Creating new experiences that derive from the site's history of innovation and experiment, with the potential to add new chapters to the history of the place, which in turn will be valued by society; and
- Ensuring that present and future generations can learn from and enjoy this component of our historic environment.

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