

04

DESIGN EVOLUTION

*This section of the DAS focuses on the evolution of the design. It shows how the proposals have been informed by a series of consultation and community engagement events, from Enquiry by Design and public consultations through to detailed discussions with Parish Councils and planning officers, and input from an independent design review panel.*

## 4.0 Design Evolution

### 4.1 Consultation and Engagement

The design process for PR6a has been subject to various stages of community engagement, discussions with various stakeholders and the general public which includes workshops, site visits and consultations with the Parish, Oxford City Council, Cherwell District Council, Oxfordshire County Council, and their advisors on the Development Brief.

#### 4.1.1 Enquiry by Design (EbyD)

A virtual '[Enquiry by Design](#)' (EbyD) was held in July 2021 over a period of five days. This workshop involved participants representing residents and local stakeholder groups involved with the project. Officers from OXCC, CDC and OCC were also present in a listening capacity.

A team of facilitators and anchors set out the initial thoughts and ideas for the site in relation to the key principles of design, including the policy requirements and the landowner's emerging environmental, social, and governance principles. Discussions were held during the workshop regarding stewardship, character and identity, mix and location of land uses, green infrastructure, heritage, connectivity and sustainable travel to major hubs, health and wellbeing, energy, climate mitigation and minimising carbon impacts.

The facilitators engaged in productive dialogue with the participants, identifying key issues and concerns and working on potential solutions where appropriate, noting these on virtual post-it notes using an online 'Mural'. The final session drew together the responses with the production of a draft masterplan that was subject to critique from the participating stakeholders.

Screenshot of virtual EbyD Event, July 2021

# VISION AND PRINCIPLES

PR6A LAND EAST OF OXFORD ROAD  
Enquiry by Design - Session 1

**Introduction**  
This is an introductory session to set out the purpose of vision, where the principles come from, what they (generally) mean and give some initial examples.  
We will also have a brief introduction on how to use Mural for our interactive sessions.

**A Vision for PR6a**  
PR6a will be founded on history and built for the future. It will reflect its location as an extension to Chelmsford city, inspired and informed by the built of Chelmsford and Chelmsford's community, providing essential services for Chelmsford. It will be connected to the city through its history and location and its connectivity. A place that people value where each individual, building and the quality of life is paramount.



## CHARACTER & IDENTITY

PR6A LAND EAST OF OXFORD ROAD  
Enquiry by Design - Session 1B

## CHARACTER & IDENTITY

PR6A LAND EAST OF OXFORD ROAD  
Enquiry by Design - Session 1B

### GROUP 1



## **Constraints**

- Site surveys and analysis forms basis for development strategies
- Key physical influences on design

## **Green network**

- Pluvial (rainstorm) corridors permeate site
- Hedgerows retained
- Habitats and linkages retained
- Orchard and extension
- Barrows
- Existing rights of way
- Link to city site / open space
- Multi-use green spaces throughout

## **Uses**

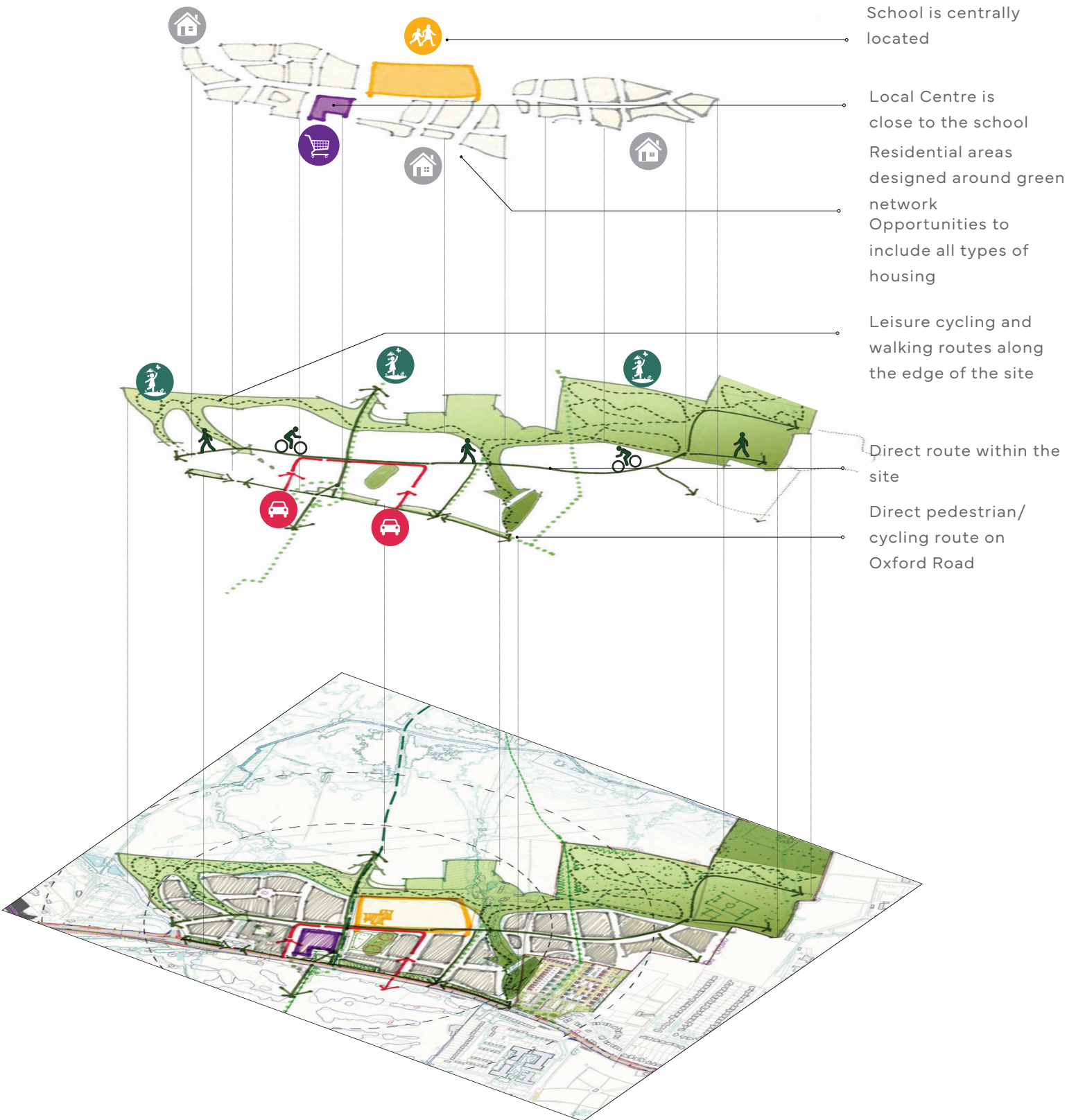
- School is key land use
- Centrally located
- Feathers to countryside edge
- Accessible by east west green route / right of way
- Local centre is close to school
- Potential for shared areas
- Opportunity for community uses and ethical retail
- Potential for cycle hub
- Accessible via footpath and bridleway right of way

## **Movement Network**

- Pedestrian / cycle routes:
  - Direct route on A4165
  - Direct route through site
  - E-W route connects PR6a and Oxford North employment and bus stop
- Leisure routes through edge of site and accessing linear park
- Cross roads to south for vehicles
- Secondary access north of local centre

## **Residential Areas**

- Designed around green network
- Opportunities for all types of housing
- Orientation to maximise solar gains and sustainability



**Figure 21** The masterplan developed at the last stages of the 'Enquiry by Design' was based on a series of strategies, reflecting the topic discussions in the EbyD event

#### **4.1.2 Draft Masterplan**

Several concerns and comments were captured during the EbyD, which eventually led to the draft of the first masterplan. The following suggestions were considered in the design –

- ***Agreement in principle that the primary school and the local centre should be centrally located, close together;***
- ***The need to create a strong community through shared use of facilities and amenities on site;***
- ***A pedestrian bridge to be considered for crossing A4165 into PR6b and beyond;***
- ***The need to conserve, protect and enhance wildlife habitats on site;***
- ***Using the multi-functional green open spaces for wildlife, health and wellbeing.***

The first draft of the masterplan from the EbyD was presented for the following Design Review Panel in September 2021 for further consideration and feedback.



Figure 22 Comments made during 'EbyD' workshop



## 4.2 Design Review Panel (September 2021)

This was the first time the Design Review Panel had reviewed the scheme. The full Design Review Panel written response is available in Appendix 2. In summary, the main conclusions of the Panel were: –

- *The site (PR6a) should be considered holistically in the context of the site located on the opposite side of A4165(PR6b);*
- *The inevitable change of character of Oxford Road should be considered when considering the site's relationship with this road/ street scene;*
- *The number of vehicular access points along the A4165 to be kept to a minimum;*
- *Pedestrian bridges should be avoided and at level pedestrian crossings should be provided;*
- *The site should be considered three dimensionally, a digital 3D model and long site sections would be beneficial;*
- *Further consideration needs to be given to the locations of the school and local centre;*
- *Adequate provision should be provided for drop-off and pick-up at the school for parents (and if present) school buses;*
- *Phasing and chronology of how this new place may come together needs to be considered;*
- *There are too many character areas and the proposal may benefit from a simplification;*
- *Identifying what the desired character for the central street/ spine road will be is important;*
- *Consider if a central green space could be provided, incorporating elements of blue infrastructure*
- *Consider the number of units that are proposed to be provided off the southern part of the spine road: can carriageways be avoided and shared streets provided?*



**Figure 23** Comments made by the Design Review Panel on the Character Areas Plan

### 4.3 Public Consultation (October 2021)

Following the initial Enquiry by Design process (EbyD) in July and subsequent feedback from the Design Review Panel in September, the draft masterplan and the vision for PR6a were subject to a public consultation event that was held by Christ Church from 8th October to 24th October 2021. This comprised a website and online consultation together with physical exhibition. Information was provided on the analysis of the site, initial ideas and proposals, and consultation that had informed the design to date.

During the public consultation period, Christ Church held two in-person events and one online webinar. These events provided the public with the opportunity to engage with emerging proposals for PR6a and ask questions to the representatives present during the events.

The summary of the feedback received from the public consultation including the points and issues that were raised during the event verbally, from feedback forms, and from the consultation website are as follows:

- *Desire to see biodiversity net gain on site*
- *Parks and Gardens*
- *Dedicated cycleways on A4165*
- *Public footpaths and access to the countryside to be maintained*

- *Character*
- *Traffic impacts and public transportation*
- *Proposed housing including affordable housing*
- *Shops and other community facilities in the local centre and within the green infrastructure*
- *Construction and sustainability*
- *Sewage and flooding.*

The feedback received from the first public consultation was incorporated into the masterplanning work.

The full public consultation response can be found within the Statement of Community Involvement (SCI) which is submitted as part of this application.

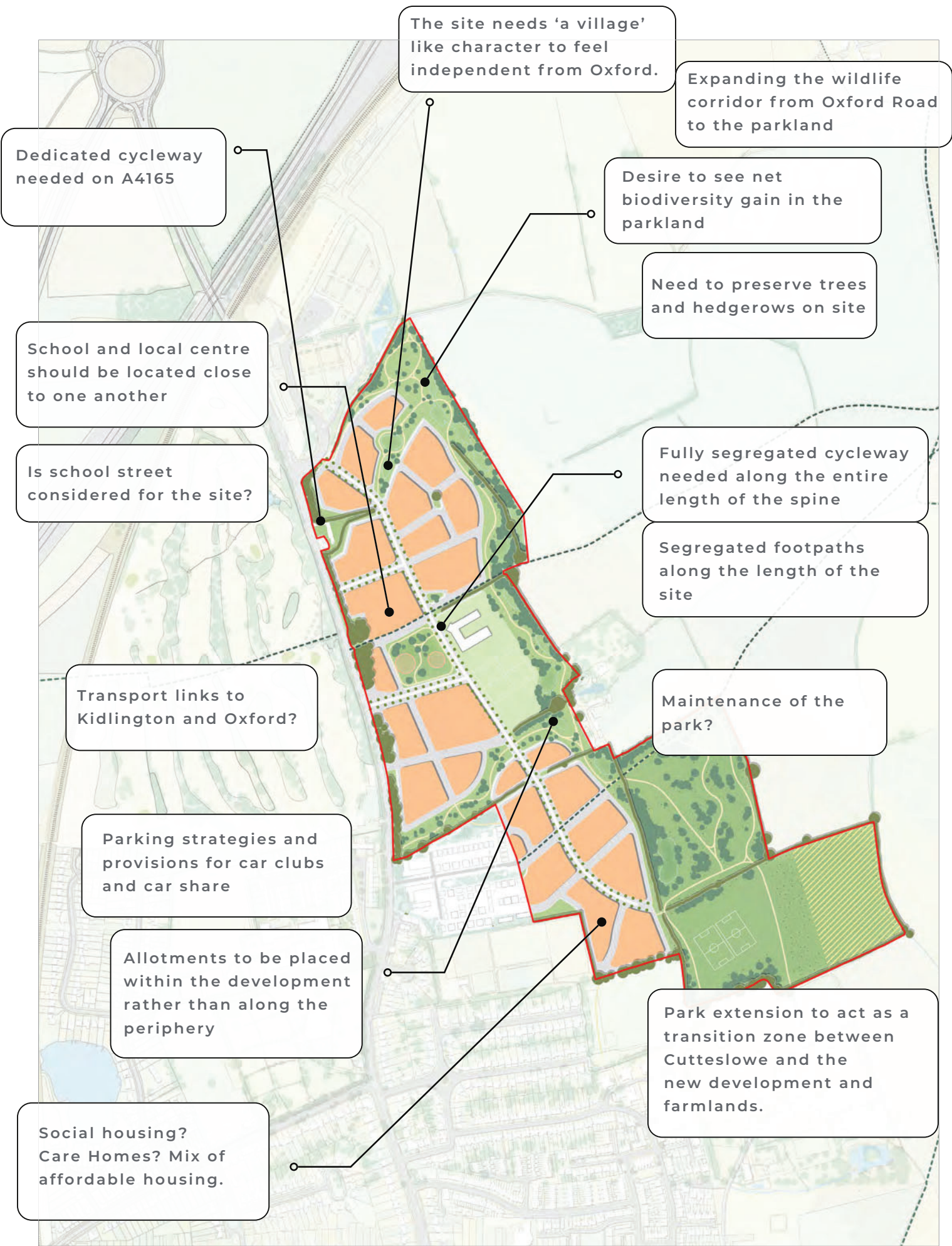


Figure 24 Comments made during public consultation

## 4.4 Design Review Panel - 2 (March 2022)

A second design review was carried out in March 2022. The review covered all aspects of the proposals, but focused on key elements of the scheme where decision-making had not been crystallised.

Key issues included: -

- *Access and movement*
- *School location and layout*
- *Green infrastructure*
- *Drainage*
- *Land use*
- *Building heights*
- *Character areas*

The full Design Review Panel written response can be found in Appendix 3. In summary, the main conclusions of the Panel were: -

- *The in-person site visit was considered to be useful to the design review panel process*
- *The significant amount of work undertaken since the previous session is acknowledged and the Panel was supportive of the design approach undertaken*
- *The proposal needs to be bolder and enhance the street scene on Oxford Road*

- *Retention of some of the poorer quality agricultural hedges within the development site is questioned*
- *It may be beneficial to undertake various structural landscape planting at an early stage*
- *Attenuation areas should be designed to ensure they will not require fencing off*
- *Street trees should be sited to ensure tree canopies do not conflict with high sided traffic*
- *It may be appropriate for the main access to run along the alignment of the historic track*
- *An additional pedestrian crossing along A4615 to the north of the site may be beneficial*
- *A high level of visual permeability between Oxford Road & the site would be welcomed*
- *Further consideration is needed regarding the relationship between the highway, cycle route and pedestrian footpaths along A4615*

- *Farm buildings along the A4165 may have little remaining relevance to the scale or setting of the proposed development*
- *The local centre and school should be located in close proximity to each other*
- *It is felt the local centre should be located in a commercially viable location that is positioned within walking distance of the largest number of residents (existing & new)*
- *Parameter plans should consider the design & layout of the school*
- *The proposed character areas would benefit from further design development.*
- *The proposed diagonal street should terminate in a destination*
- *Targets should be set for energy conservation, both in terms of energy in-use & embodied energy*
- *Design codes & parameter plans should be utilised to indicate the vision for the development*



**Figure 25** Illustrative Masterplan presented to the Design Review Panel in March 2022.



# ILLUSTRATIVE MASTERPLAN

# DRAFT



## PR6A Water Eaton



Figure 26 Water Eaton Boards presented during the Consultation Event in June 2022



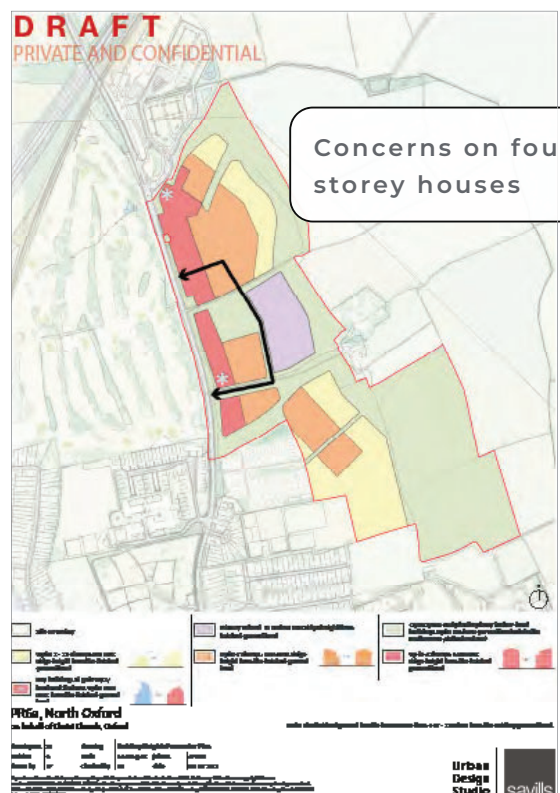
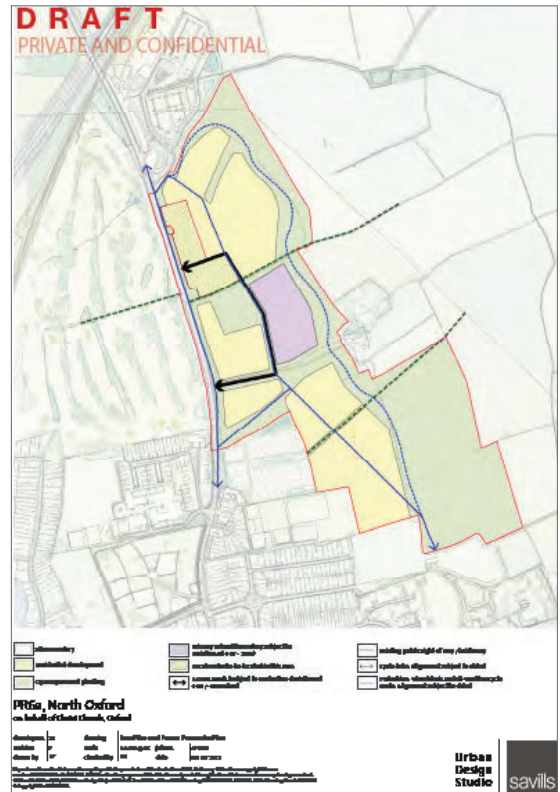
## 4.6 Public Consultation - 3 (December 2022/ January 2023)

A final stage of public consultation was held from 7 December 2022 to 20 January 2023. This stage of consultation was introduced by Bellway Homes Limited following the acquisition of the land comprising of Water Eaton (PR6a) application site from Christ Church in September 2022.

The winter consultation event was a final opportunity to identify how the project had evolved and for the public to provide feedback and comments on the illustrative masterplan and design proposal which included:

- *Parameter plans*
- *Character and placemaking*
- *Responsible ownership and stewardship*
- *Sustainability*
- *Transport (access arrangements, and sustainable transport movements)*
- *Green infrastructure*
- *Site heritage*
- *Ground conditions and utilities*
- *Ecology, biodiversity, and landscape and visual appraisal*

The information on the consultation event and the video recording is made available on the [project website](#) and the full consultation response can be found in the Statement of Community Involvement (SCI).



Comment that the updated masterplan has improved and that the shaping of the site seems appropriate

- 1 Oxford Parkway Station and Park and Ride
- 2 Pipal Cottage
- 3 Local centre and public square/ Community Hub
- 4 Primary school
- 5 Underground remains of historic burrows
- 6 Listed St. Frideswide Farm and orchard (to north)
- 7 Main vehicular entrance
- 8 Existing public footpath
- 9 New development by Croudace
- 10 Multi-use games area and neighbourhood equipped play
- 11 Extension to Cutteslowe Park
- 12 PR16 development site

Positive feedback on CYCLOPS junction

Desire to see landmarks/ focal points












At least 25% affordable housing

Ensuring good built quality

Only those at present living in Oxford City or Cherwell District Council areas should be allowed to purchase a property

Long term stewardship plans

Terrace housing to allow higher density development

 <b>Buildings</b>	 <b>Public and community gardens</b>	 <b>Street design, pavements, footpaths and street furniture</b>
 <b>Public spaces and pedestrian routes</b>	 <b>Soft landscaped areas</b>	 <b>Public buildings to locate</b>
 <b>Walking and cycling routes</b>	 <b>Street lighting and signage</b>	 <b>Streets with community gardens</b>
 <b>Streets with trees will be particularly well served by street furniture</b>	 <b>Canals and waterways</b>	

**PR16, North Oxford**  
on Oxford Parkway, Oxford

Planning no.	or	Planning	Structure, Substructure	Access
12/13/14	or	12/13/14	12/13/14	12/13/14
12/13/14	or	12/13/14	12/13/14	12/13/14