05

MASTERPLAN & DESIGN STRATEGIES

Overarching strategies, emerging from the analysis, consultation and evolution of the proposals, will ensure that the detailed design work delivers the vision and overall approach to the development.

5.0 Masterplan and Design Strategies

5.1 Overarching Design Strategies

5.1.1 Land Use Strategy

The proposals provide for the following uses:

Land Use	Area in ha.
Residential	25.0
Primary School	2.2
Local Centre	0.5
Cutteslowe Park Extension	11.0
Green Infrastructure Corridor	8.0

LOCAL CENTRE AND PRIMARY SCHOOL

The local centre and primary school are to serve development sites PR6a to the east and PR6b to the west of Oxford Road. The land use strategy therefore delivers the local centre at the geographic heart of the Water Eaton (PR6a) and PR6b sites, minimising the distance to this community facility for all residents.

The central location for the local centre, together with the primary school, locates it on the east-west public rights of way through the two sites. With a new crossing on the Oxford Road linking the public rights of way, this provides a safe east-west off-road connection central to the development area, encouraging access on foot and by bicycle to local facilities and primary school.

GREEN SPACES AND PUBLIC REALM

The policy for Water Eaton requires a green infrastructure corridor to be delivered to the east of the development area together with an extension to Cutteslowe Park to the south-east of the site. The eastern side of the site is lower-lying land, and therefore suitable for rain-water retention during storm events. This allows the creation of ponds and natural features that will serve multiple purposes for storm water attenuation and wildlife habitat creation.

Green 'fingers' within the housing/ development area are proposed that link the development to the larger green spaces on the eastern edge of the scheme. The green 'fingers' follow existing natural locations for overland rainwater flow as described in the "5.1.3 Natural and Historic Environment Strategy" on page 85 of this DAS. Further specific green features are identified in the next section which include: -

- *Areas for community use such as community orchards, allotments, and community gardens*
- *Areas for informal play, some with play equipment and others without*

- *Green infrastructure corridor to include a pedestrian, wheelchair and all-weather cycle route*
- *New wildlife habitats, some of which will be linked to new drainage features, providing wet and semi-wet habitats*
- *Walking and running routes, exercise trails*
- *Meadowland with mown paths*

An area of land is set aside for agricultural purposes to the south-east corner of the allocated site in the local plan policy. This area is already in agricultural use. Its current use therefore complies with the local plan policy. There are no proposals to change the use from agricultural. The area has therefore been excluded from the outline planning application.

Streets make up a significant part of the public realm within any development. The strategy aims to ensure that the majority of streets are primarily areas for residents to enjoy, meet and socialise, rather than roads that convey vehicular traffic. All streets will benefit from street trees.

NEW HOMES

The strategy for housing development is to: -

- *Provide higher density, taller buildings fronting onto A4165;*
- *Provide lower density, lower height dwellings to the eastern part of the site adjacent to open space and countryside*
- *Locate extra care housing (if provided) close to the local centre, so that the centre can be more easily used by extra care residents*
- *Ensure that all homes are close to play areas and green spaces.*

Oxford Road is a key 'artery' into (and out of) Oxford, providing cycle links and bus routes into the city. The majority of new homes, and in particular of apartments (where car parking is at its lowest provision) are located near to Oxford Road. This also provides a street presence and overlooking of this route, enhancing a feeling of security.

As the land slopes away to the countryside to the east, buildings with lower heights and densities will provide a softer edge to the countryside.

GREEN INFRASTRUCTURE

The following table provides an overview of the open space requirement on site with respect to Draft Developer Contributions SPD (November 2017).

Population (800 homes)	2,000 (as per 2.5 residents per home)	
Provision	**Standard (per 1,000 people)**	**800 homes**
General Green Space (Parks and gardens, semi-natural/amenity)	2.74	5.48
Play Space (combined young and older children inc. MUGA)	0.78	1.56
Outdoor Sports Provision	1.13	2.26
Allotments	0.37	0.74
Total Area		**10.04**

Example for Allotments on site

Natural Walking routes

Example for off-road, leisure walking and cycling routes

Equipped Play Area Example

Natural Play Area Example

PLAY AND SPORTS

A range of different types of play space are to be provided within the site in safe, and accessible locations. The Development Brief requires for the following quantum of play spaces to be provided on site:-

1. LAP

Two Local Area for Play (LAP) for 2 to 6-year old children, one of which could potentially be located in the local centre green square, subject to detailed design and assessment of impact on the heritage assets (barrows): Min. 100 sq.m. (10 x 10m)

2. LEAP

For children aged 4 to 8: Minimum 400 sq. m (20m x 20m) equipped activity zone set within a landscaped area

3. COMBINED LAP & LEAP

For children aged 2 to 8: Minimum 500 sq. m equipped activity zone set within a landscaped area. The size of the equipped activity zone should be a minimum of 10m x 10 m in respect of the LAP element and 20m x 20m in respect of the LEAP element

4. NEAP/ MUGA

Minimum 2400 sq. m equipped activity zone comprising an area of play equipment and structures, and a hard-surfaced area of at least 465 sq. m, set within a landscaped area, for children aged 4 to 16. The size of the equipped activity zone should be a minimum of 20m x 20m in respect of the LEAP element, 31.6m x 31.6m in respect of the NEAP element and 40m x 25m in respect of the MUGA element.

5.1.2 Sustainable Movement and Connectivity Strategy

The movement strategy for PR6a has been developed in consultation with consultants acting for the neighbouring development site (PR6b), and other stakeholders.

At present, Oxford Road is unsuitable for walking and cycling and is prone to injuries and fatal accidents due to high speed limits and inadequate infrastructure for walking and cycling. This deters people from switching to active travel locally and regionally. Hence, the aim of our movement strategy is to act upon those factors that discourage people from walking or cycling and provide new opportunities for people to do so, where possible.

LOCAL OPPORTUNITIES

As per the local planning policy, a local centre is proposed on site which will include shops, retail areas, ancillary community uses.

The strategy locally aims to create 'walkable neighbourhoods' that are within 800 metres of any residential area, reducing the dependency of cars in the new neighbourhood.

The local centre is located strategically in a central location close to the new primary school so that the two facilities are approximately equidistant and easily accessible by walking and cycling. The public bridleway 229/ 9/ 30 that runs across the site is connected to the public right of way 229/ 10/ 30 by the way of a toucan crossing prioritising pedestrians and cyclists on Oxford Road, encouraging walking and cycling to the school from PR6b and beyond.

A dedicated cycling route through the centre of the site will provide an alternative and less busy route from Oxford Parkway Station and Park and Ride and out of site to the south.

The site also offers opportunity for a mobility hub that can be located near the local centre which might include parking spaces of car sharing, car clubs, cycle parking, cycle sharing and EV charging points.

New bus stops are also proposed near the toucan crossing providing direct access to bus transport for future residents of PR6a and PR6b.

WIDER OPPORTUNITIES

The cycling route through the site is proposed to be connected to the Sustrans Route 51 via Cutteslowe Park offering a quiet and safer route to Oxford Parkway in the north and The Cherwell School to the south in Summertown. To encourage walking, cycling and to increase the use of public transportation to wider areas such as Summertown, Kidlington, Oxford and beyond, it is essential to improve the existing infrastructure at Kidlington roundabout and Oxford Road.

The existing Oxford Road will be revamped to incorporate a widened pavement for walking and to provide a segregated cycling lane on either side of the carriageway, The redesign also includes a bus lane to ensure that public transport services run efficiently from Oxford to Kidlington and beyond but also into the city centre.

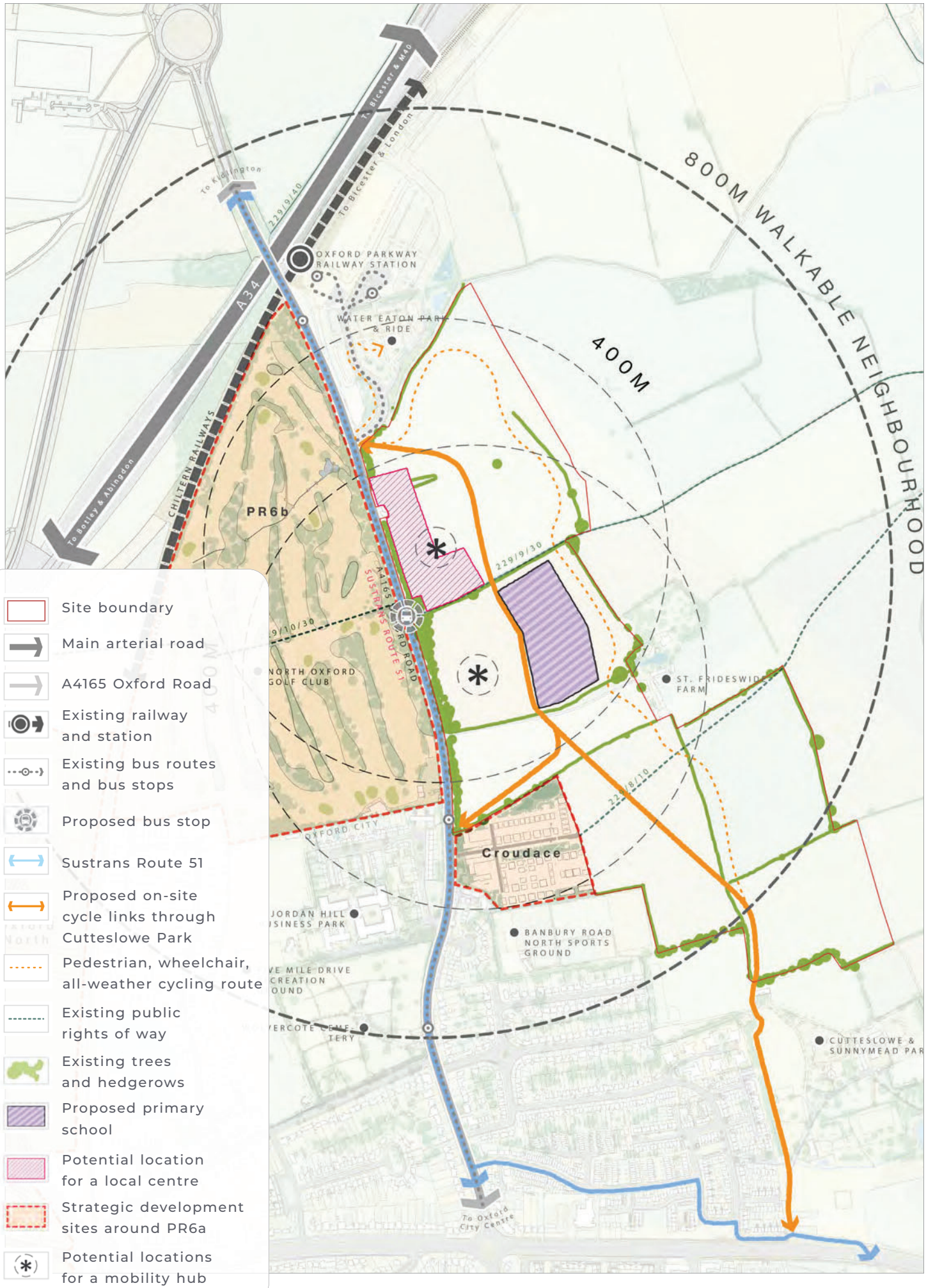


Figure 27 Movement strategy

5.1.3 Natural and Historic Environment Strategy

Water Eaton is proposed from a landscape and ecological perspective, to be designed to achieve the 'Building with Nature' Accreditation to enhance biodiversity on site and connect people with nature.

The landscape strategy for Water Eaton is summarised below into biodiversity landscapes, interactive landscapes, water sensitive landscapes and active landscapes. The detailed landscape strategy can be found in the Environmental Statement (ES) Appendix 10.3.

BIODIVERSITY LANDSCAPE

The aim of this strategy is primarily enhancing biodiversity on site. It involves identifying, and enhancing existing habitats on site and creating new habitats for birds, bees and insects by planting a diverse range of rich habitat species on streets and pocket parks such as the areas surrounding the Anglo-Saxon Barrows connecting the wider green infrastructure of the site.

Building with biodiversity

INTERACTIVE LANDSCAPE

Interactive spaces enable communal engagement and social interactions. These spaces on site can be identified as spaces for active travel such as walking and cycling, community spaces within landscape such as play areas for children, community gardens, orchards, and allotments that can also be utilised to enhance biodiversity on site. The long-term stewardship body will work with the community at Water Eaton to ensure effective quality management and maintenance of these spaces which responds to community needs.

WATER SENSITIVE LANDSCAPE

The flood risk and topographical analysis creates opportunities to introduce a sustainable drainage system on site. These ponds and attenuation basins are designed to be wider and longer than required. This allows ample space for overflow in a situation of torrential rain.

ACTIVE LANDSCAPE

Active landscape strategy proposed along the Green Infrastructure Corridor includes long leisure walking, cycling and running routes on site navigating through the green and blue infrastructure on site, supporting community gatherings and meeting spaces.

Figure 28 Green and Blue Infrastructure strategy

Public open space and gardens

Existing and proposed trees

Drainage ponds (some will be permanently wet, some dry except in storm events)

Allotments/ community gardens/ orchards

Destination play area

Carriageway

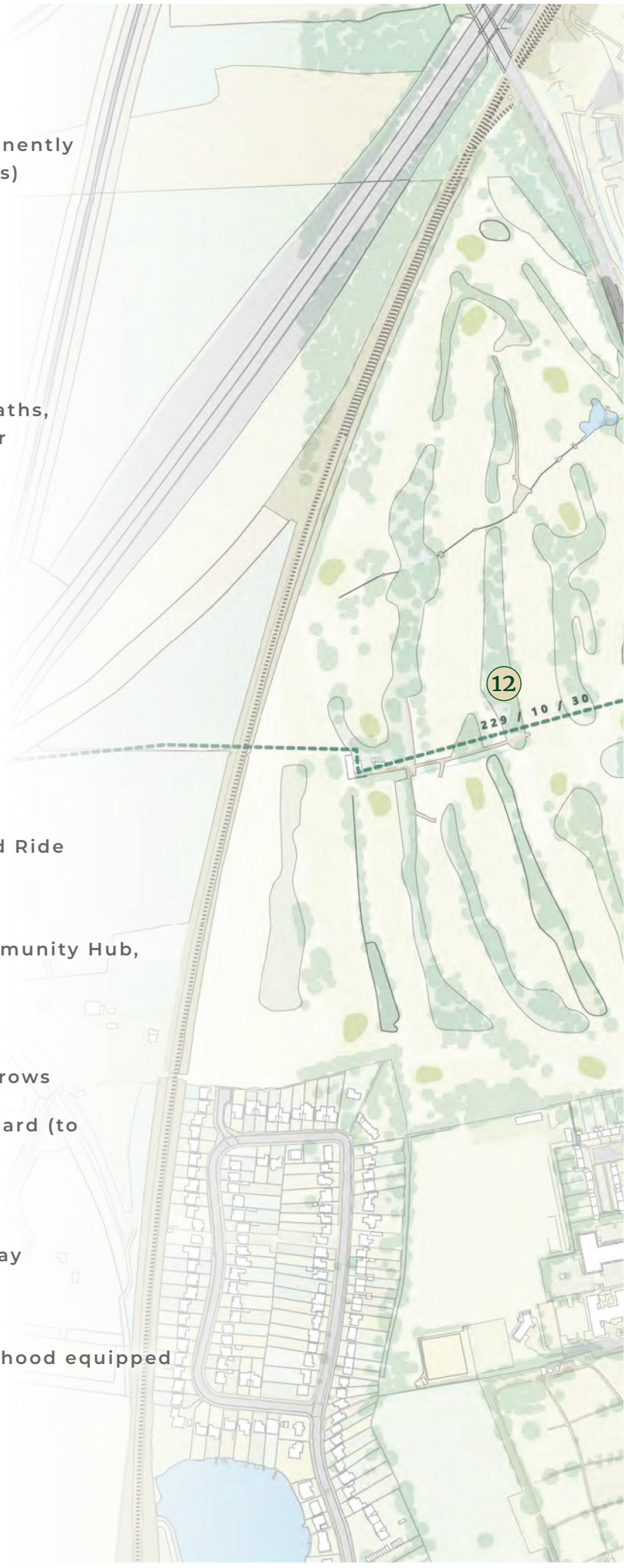
Shared streets, cycleways and footpaths, and leisure route through GI corridor

Buildings

Vehicular entrance to the site

Play area within community gardens

Indicative locations for pedestrian/ cycle off-site connection



1. Oxford Parkway Station and Park and Ride
2. Pipal Cottage
3. Local centre and public square/ Community Hub, including Mobility Hub
4. Primary school site
5. Underground remains of historic barrows
6. Listed St Frideswide's Farm and orchard (to north)
7. Main vehicular entrance
8. Existing public right of way/ bridleway
9. New development by Croudace
10. Multi-use games area and neighbourhood equipped play
11. Extension to Cutteslowe Park
12. PR6b development site

Illustrative Masterplan

NOTE- There is an A1 version of the illustrative masterplan available separately with the planning application.