



Land Use

The plan opposite sets the parameters for the land use strategy for the proposed development.

The whole developable area of the Site (approx 5.9ha) will be comprised of residential use.

Housing Strategy

The dwellings will be designed to reflect the character and aesthetic qualities of the wider Heyford Park area and mirror design features of the settlement. High quality, vernacular materials for homes will aid the integration of this development within the settlement.

The illustrative masterplan proposes a variety of different house types, providing a range of sizes catering for the needs of different people. The internal layouts will all be designed to meet the National Minimum Standards and will consider market preference and modern ways of living. The proposals take into account standards set out in the Cherwell Residential Design Guide SPD (adopted July 2018) including minimum separation distances within the block structure and the use of terraced properties to create continuous frontage. Houses will be designed to allow for flexibility and adaptation in order to encourage residents to stay for longer depending on life circumstances, for example first time buyers, young families, growing families and downsizers. The scheme will ensure there is a wide range of choice.

The proposed housing mix would be broadly in line with the recommendations of the Local Planning Authority, unless local circumstances at the time of an application justify a different mix. The proposals consist of a mix of apartments, terraced, semi-detached and detached properties.

Affordable Housing Strategy

Policy BSC3: Affordable Housing requires at least 35% affordable housing to be provided. The masterplan proposes 35% affordable housing, meeting the requirement set out in the policy. The development proposes that affordable dwellings are distributed evenly across the Site and that they will be tenure blind to create an integrated community.

Parking Strategy

Parking provision (including allocated and unallocated spaces) will be provided in compliances with policy requirements including Oxfordshire's Parking Standards For New Residential Developments.

The majority of parking spaces will be provided on plot - either in garages and car ports or driveway spaces will be provided to accommodate cars. In some instances, it may be necessary to provide some on street allocated parking spaces. This will be in close proximity to dwellings for ease of access.

Visitor spaces, predominantly unallocated along streets, will also be provided. These will be evenly distributed throughout the development. Overall parking provision will be in accordance with the Local Planning Authority guidance.

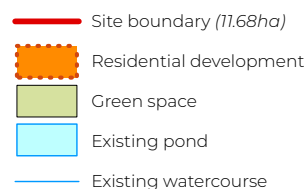
Adequate provision for cycle storage will be made for all properties to encourage the use of alternative modes of transport to the car.

Refuse Strategy

Adequate provision for refuse storage will be made in either garages or back gardens of all properties. This will ensure that bins are not left on the streets.

All roads will be designed to adequate widths and turning to accommodate refuse collection vehicles. Several shared surface streets are looped to assist service vehicle movements, designing out turning heads.

Homes should be designed with adequate storage space to encourage recycling and composting to minimise overall waste. Where required, waste collection points will be integrated into streetscenes in a positive way.

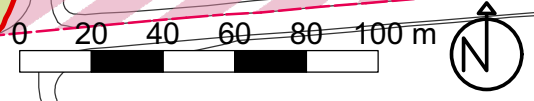




Masterplan Strategy

CAMP ROAD

CHILCROVE DRIVE



Access & Movement

The plan below sets the parameters for the access and movement strategy for the proposed development.

The movement hierarchy delivers a clear, permeable and legible network of distinctive streets and pedestrian routes, helping to create character and identity as well as serving to slow internal traffic speeds through design rather than signage.

It is proposed that the primary access will be off Camp Road, to the south of the Site. The proposed access takes the form of a priority T-junction, with an extension to the footway provision along the northern side of the carriageway also proposed.













A tree lined primary street with green verges runs through the centre of the development. Footpaths will be provided on both sides of the street, with a shared pedestrian and cycle route provided on the southern side of the street into the centre of the Site and then linking through towards Chilgrove Drive. The primary route transitions in character towards the north. Secondary mews streets with shared surfaces branch off this primary route in a geometric pattern, providing a legible street hierarchy.

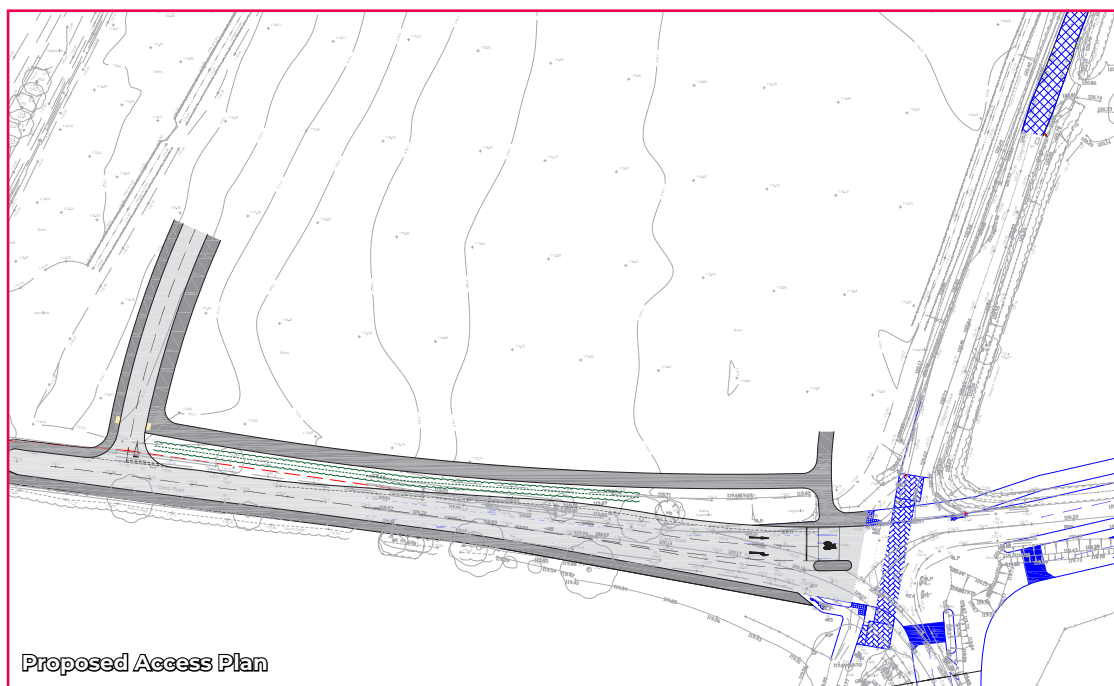
Changes in street type and road surfaces are proposed to aid in creating

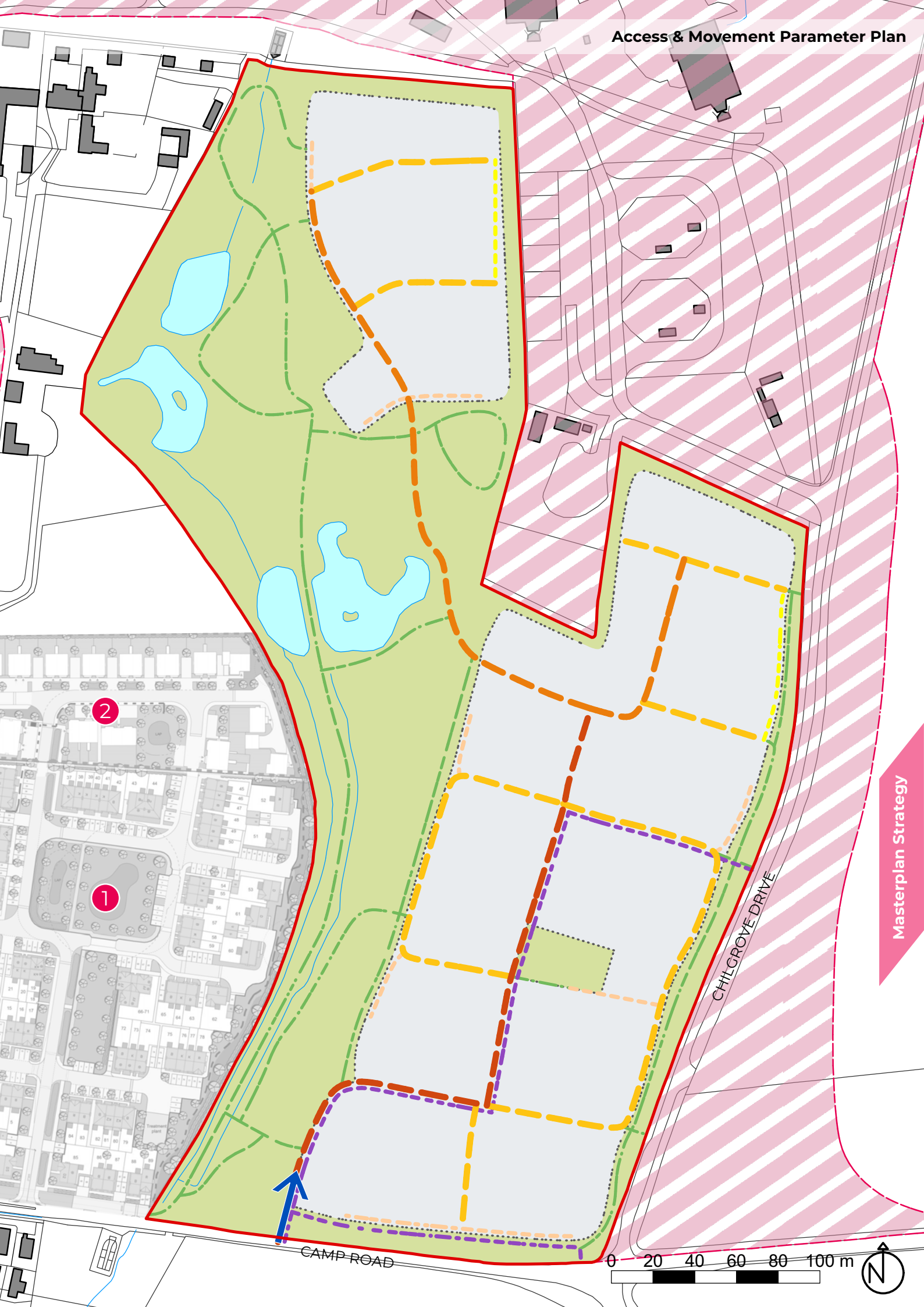
character, as well as break and provide interest to hard standing. Some shared surface streets and private drives will also be integrated, providing a soft development edge.

New recreational routes within the site will provide connections with existing and proposed footpaths along Camp Road and the wider PRow network.

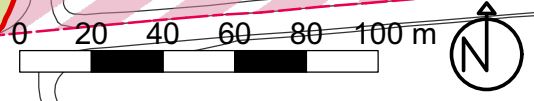
The masterplan creates outward looking streets which are enhanced through the integration of front gardens, tree planting and green edges overlooking the public spaces. This creates activity and safe overlooking within the development.

-  Site boundary (11.68ha)
-  Residential development
-  Green space
-  Existing pond
-  Existing watercourse
-  Primary street with foot/cycleway (main tree lined street)
-  Secondary street
-  Shared surfaces
-  Linked private drive
-  Private drive/lane
-  Proposed footpaths
-  Proposed cycle route





Masterplan Strategy



Creating Character

The masterplan should create a distinguished place where people will want to live, work and play. The proposals provides a scale of development affording the opportunity for a distinct landscape-led housing scheme with the ability to deliver something new and special for Heyford Park.

Whilst the design of the masterplan and the integration with the existing landscape fits with the context of the settlement, there is also an opportunity to provide enhanced placemaking and architecture of varying character.

A distinguished built form and a strong design hierarchy helps to create character and identity, with opportunities to explore an architectural typology offering something new to the market.

This character could be a contemporary interpretation of the existing character of Heyford Park or a number of landscape character areas that change and evolve as you move from one area of the development to another.

Varied street typologies are used to deliver variation in character across the scheme. Varied landscape, distinct architectural styles and typologies, and varied densities within the development will create design interest and variety, delivering a special place and a sense of belonging.

Streets

The masterplan proposes three key street typologies with distinct characters, providing permeability, legibility and aiding with wayfinding throughout the Site.

The following pages provide an indication of the different characters that the streets deliver. This character is determined by the distances between frontages across the street, building heights, building line, footpaths, on-street parking, front gardens and landscaping.

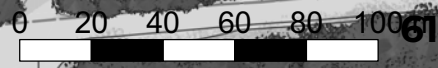




Masterplan Strategy

CAMP ROAD

CHILCOTTE DRIVE



Primary Street

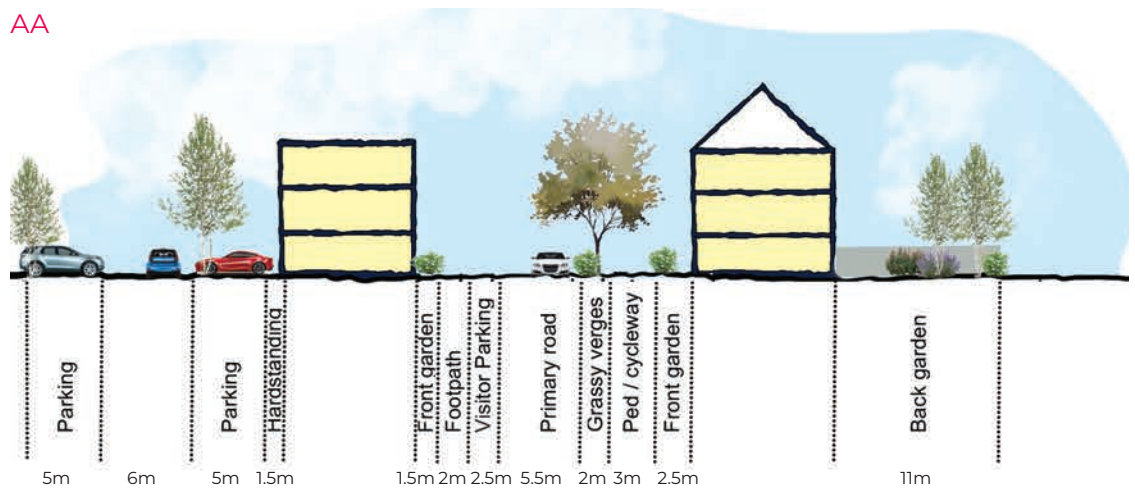
The primary street features regular tree planting on one or both sides of the street, creating a green spine through the development. A green focal square featuring a LAP is located centrally.

Taller buildings are located along the primary route at key corners and towards the green, with linked dwellings and continuous frontage creating a formal character. Parking is located to the side of properties or in drive through car ports, ensuring adequate parking provision and avoiding a car dominated frontage. This ensures that the formal rhythm of dwellings and built form is maintained.

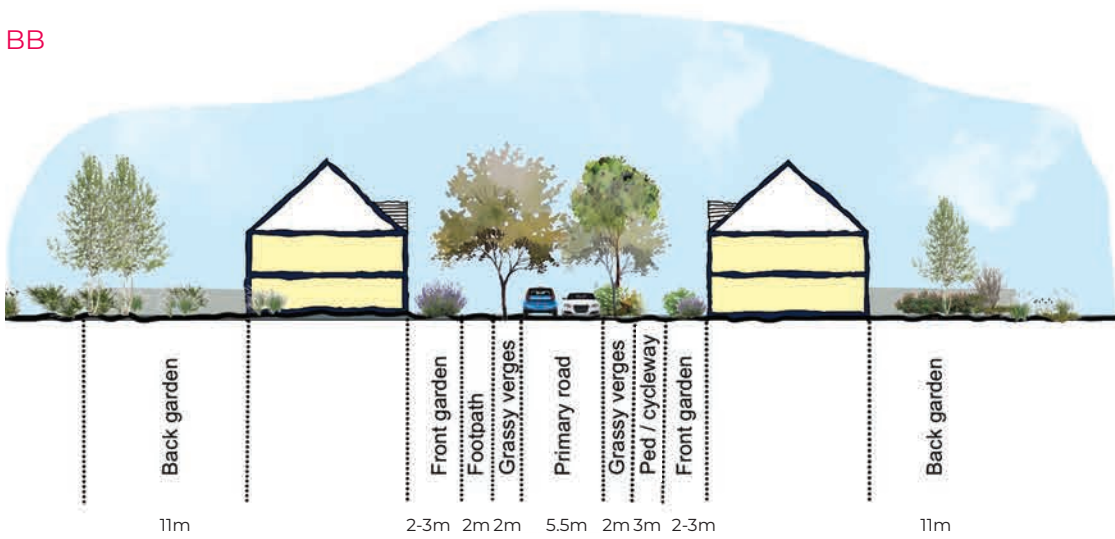


Typical Street Section

AA



BB



PRIMARY STREET - GENERAL PRINCIPLES

Carriageway Width	5.5m
Footpath	2m, 3m where shared foot and cycleway
Verge/Tree Planting	Tree planting in verge to either one or both sides of street
Cycleway	Shared ped/cycle route for part of the street
Traffic Calming Options	Change of surface
Access to Properties	Direct access
Landscape Design	Tree lined
Front Garden	1.8m-3.6m

Masterplan Strategy



Secondary Street

Further into the Site, the primary street transitions to a smaller scale secondary street, reflecting the change in character further north and serving less dwellings. The street reduces in width and becomes more informal. Tree planting features within the open space and footpaths are located to one side of the street towards the north.

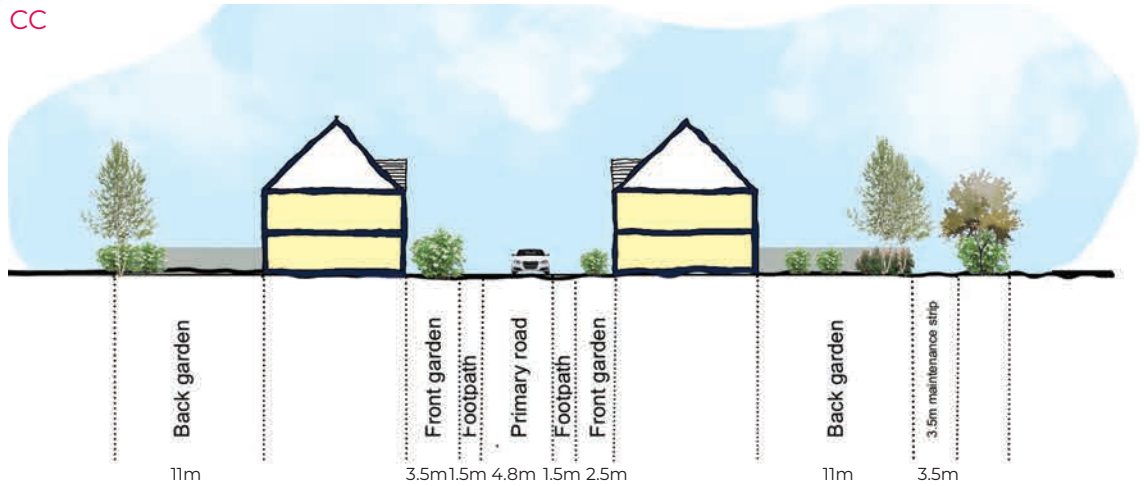


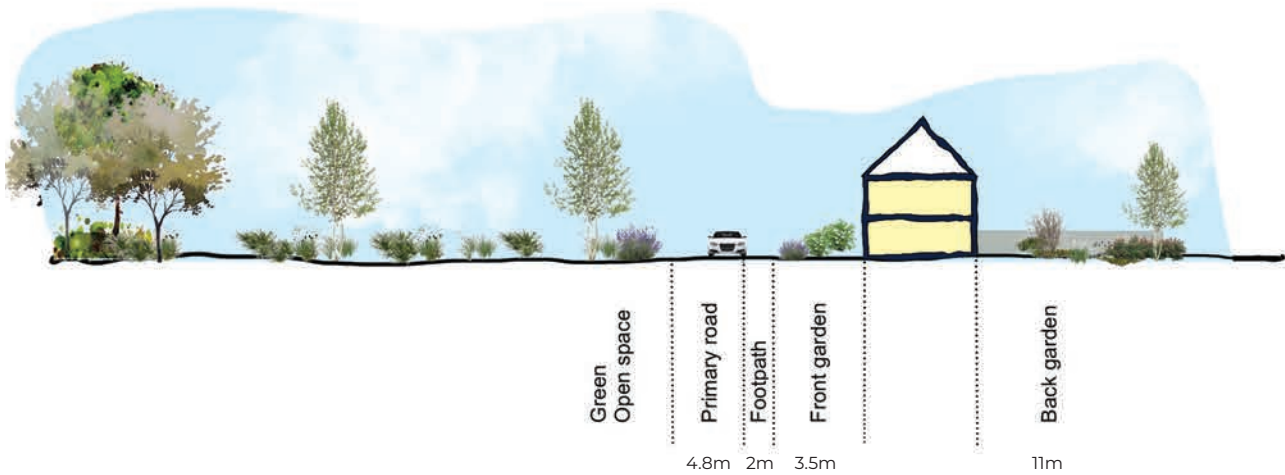
Potential design opportunities

*May be up to 2.5 storeys, refer to parameter plan.

Typical Street Section

CC





SECONDARY STREET - GENERAL PRINCIPLES

Carriageway Width	4.8m
Footpath	1.5m- 2m to one or both sides of street with continuous raised footways at junctions
Verge/Tree Planting	Tree planting in public open space & within private curtilages
Cycleway	In carriageway
Traffic Calming Options	Horizontal & vertical deflection
Access to Properties	Direct access
Landscape Design	Street trees and plot landscaping
Front Garden	1.5m-4m

Masterplan Strategy



Shared Surface Streets

The shared surface streets connect from the primary and secondary streets through the neighbourhood areas and towards the development edge. They are typically perpendicular to the primary route, providing a grid layout.

These shared surface streets feature homes set back behind frontage parking interspersed with landscaping and tree planting.

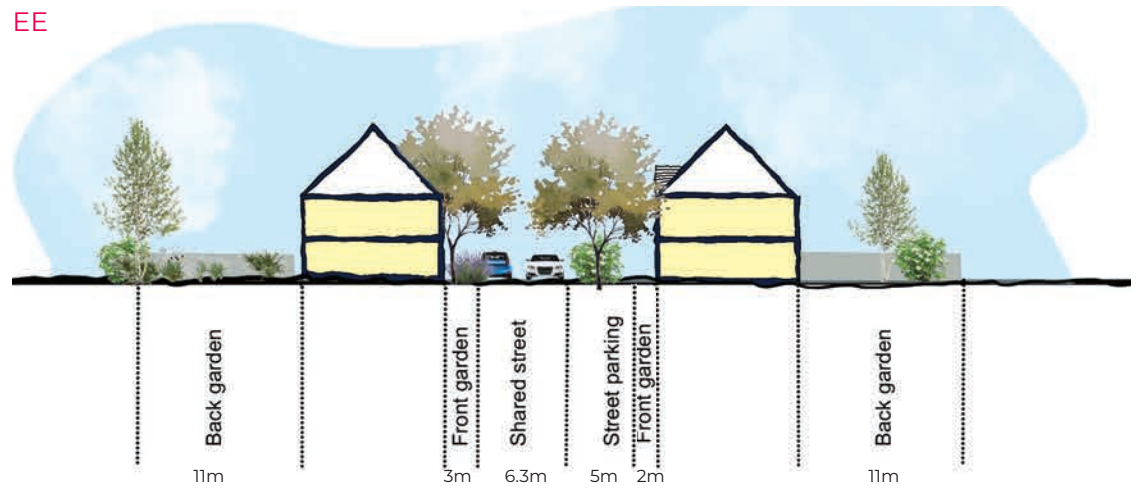
Looped streets promote connectivity and assist servicing vehicles by designing out turning heads.

*May be up to 2.5 storeys, refer to parameter plan.

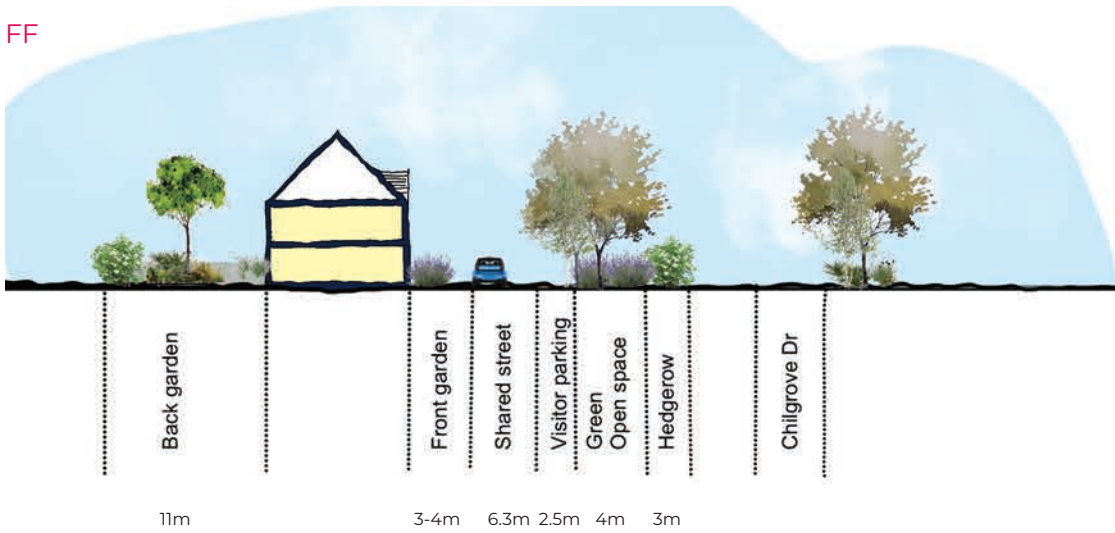


Potential design opportunities

Typical Street Section



FF



SHARED SURFACE - GENERAL PRINCIPLES

Carriageway Width	6.3m overall (including service strips)
Footpath	Shared surface, pedestrians have priority
Verge/Tree Planting	Informal, irregular tree planting
Cycleway	In carriageway
Traffic Calming Options	Horizontal & vertical deflection
Access to Properties	Direct access
Landscape Design	Street trees, plot landscape & variation in hard surfacing materials
Front Garden	1.2m +

Masterplan Strategy

