

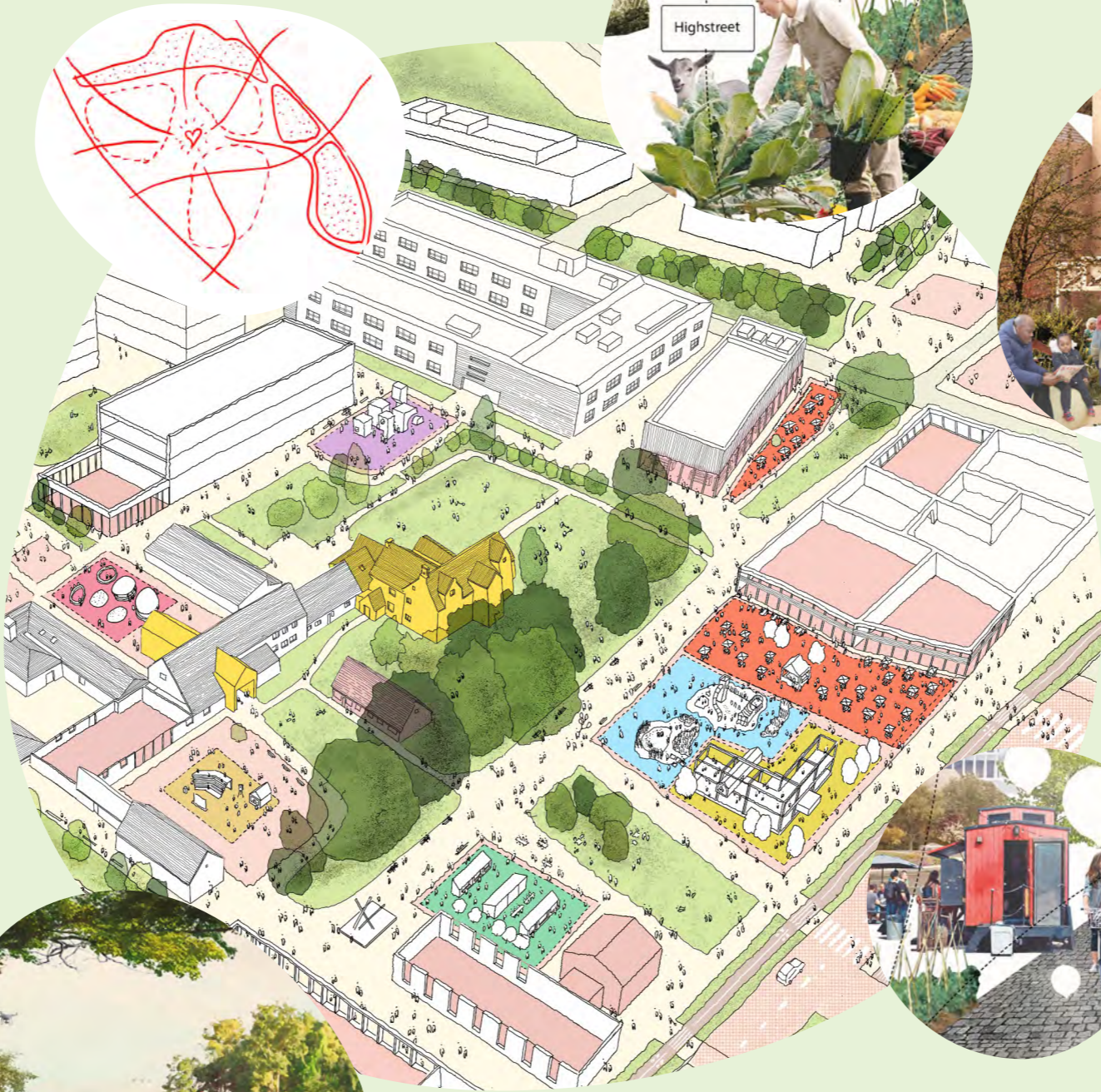
4. Place Principles, masterplan framework and illustrative masterplan

The design process has distilled the vision into a set of guiding principles that will form the foundations on which Begbroke Innovation District is built. These Place Principles, tested through the Illustrative Masterplan, have been captured in the Development Specification, Parameter Plans and Strategic Design Guide.

4.1. Cultivating a place

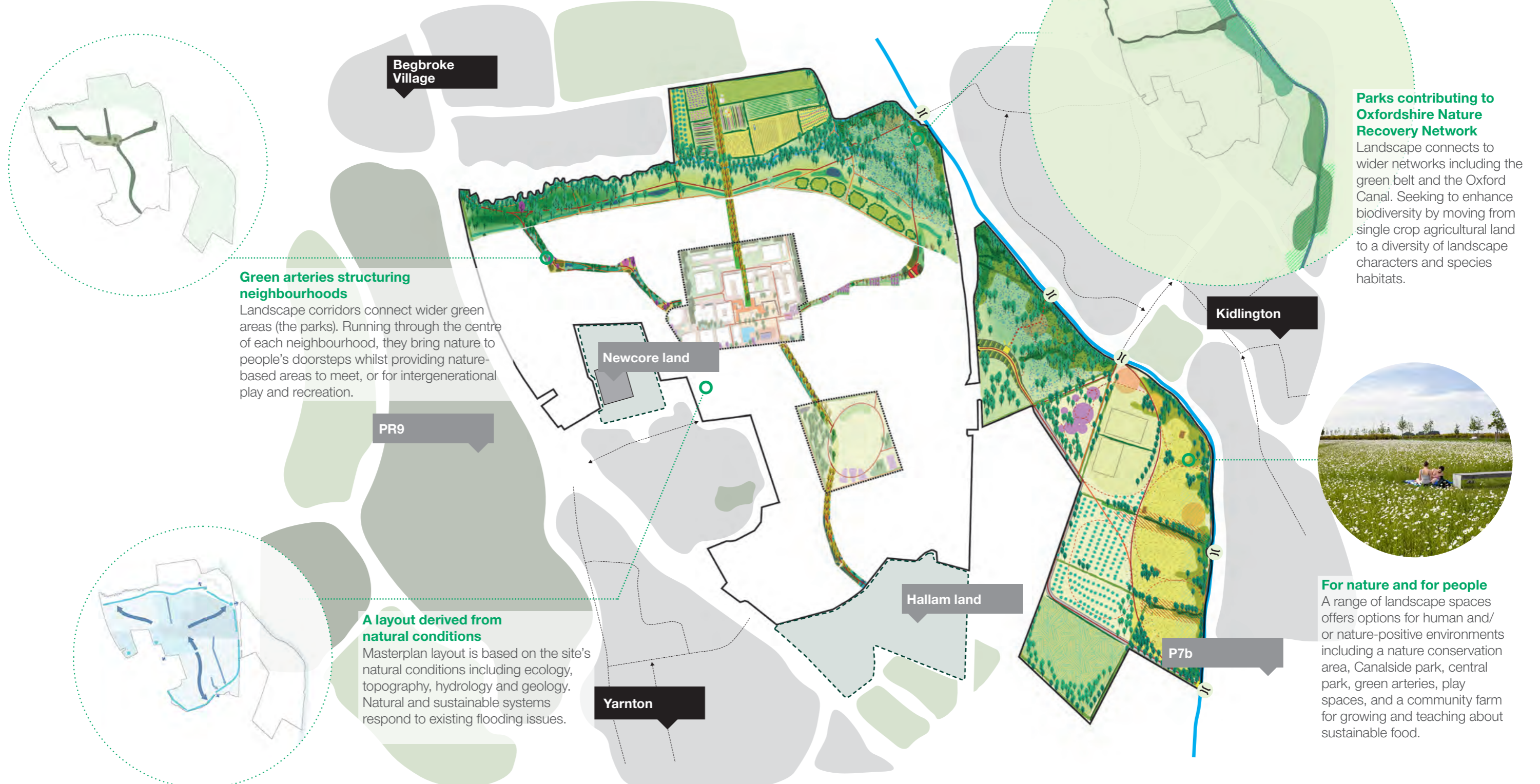
... In which a community can change the world

A world-leading university with research credentials, shareholders guided by long term values, and a site with impressive natural resources surrounded by well-established communities represents a once in a lifetime opportunity to create a global innovation district with tangible local benefits.



4.2. A restorative landscape

Work with natural systems to improve the health and well-being of people and nature



Green arteries structuring neighbourhoods
Landscape corridors connect wider green areas (the parks). Running through the centre of each neighbourhood, they bring nature to people's doorsteps whilst providing nature-based areas to meet, or for intergenerational play and recreation.

PR9

A layout derived from natural conditions
Masterplan layout is based on the site's natural conditions including ecology, topography, hydrology and geology. Natural and sustainable systems respond to existing flooding issues.

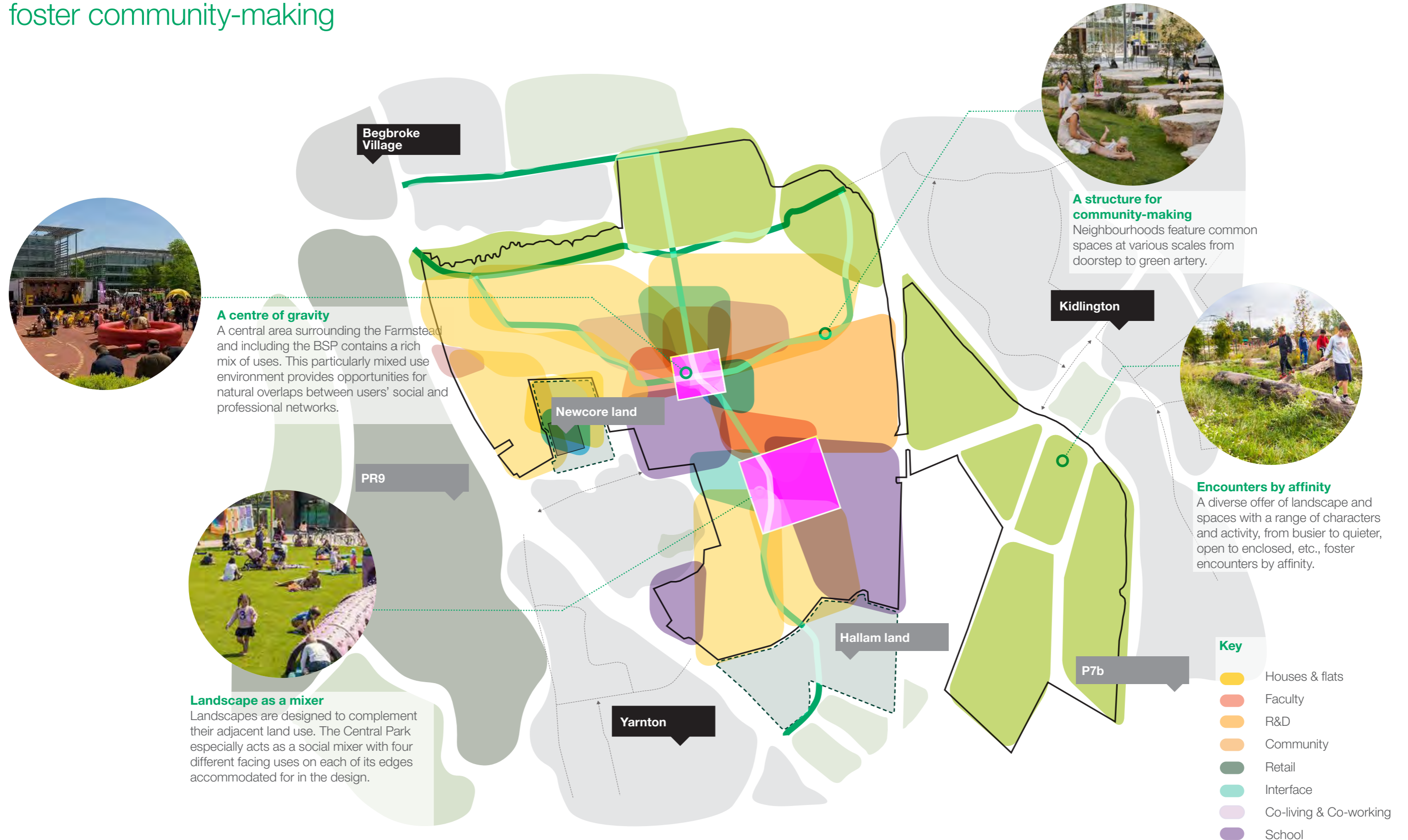
Parks contributing to Oxfordshire Nature Recovery Network
Landscape connects to wider networks including the green belt and the Oxford Canal. Seeking to enhance biodiversity by moving from single crop agricultural land to a diversity of landscape characters and species habitats.



For nature and for people
A range of landscape spaces offers options for human and/or nature-positive environments including a nature conservation area, Canalside park, central park, green arteries, play spaces, and a community farm for growing and teaching about sustainable food.

4.3. Engineering serendipity

Landscape and amenities that intentionally foster community-making



A centre of gravity
A central area surrounding the Farmstead and including the BSP contains a rich mix of uses. This particularly mixed use environment provides opportunities for natural overlaps between users' social and professional networks.

A structure for community-making
Neighbourhoods feature common spaces at various scales from doorstep to green artery.

Encounters by affinity
A diverse offer of landscape and spaces with a range of characters and activity, from busier to quieter, open to enclosed, etc., foster encounters by affinity.

Landscape as a mixer
Landscapes are designed to complement their adjacent land use. The Central Park especially acts as a social mixer with four different facing uses on each of its edges accommodated for in the design.

- Key**
- Houses & flats
 - Faculty
 - R&D
 - Community
 - Retail
 - Interface
 - Co-living & Co-working
 - School

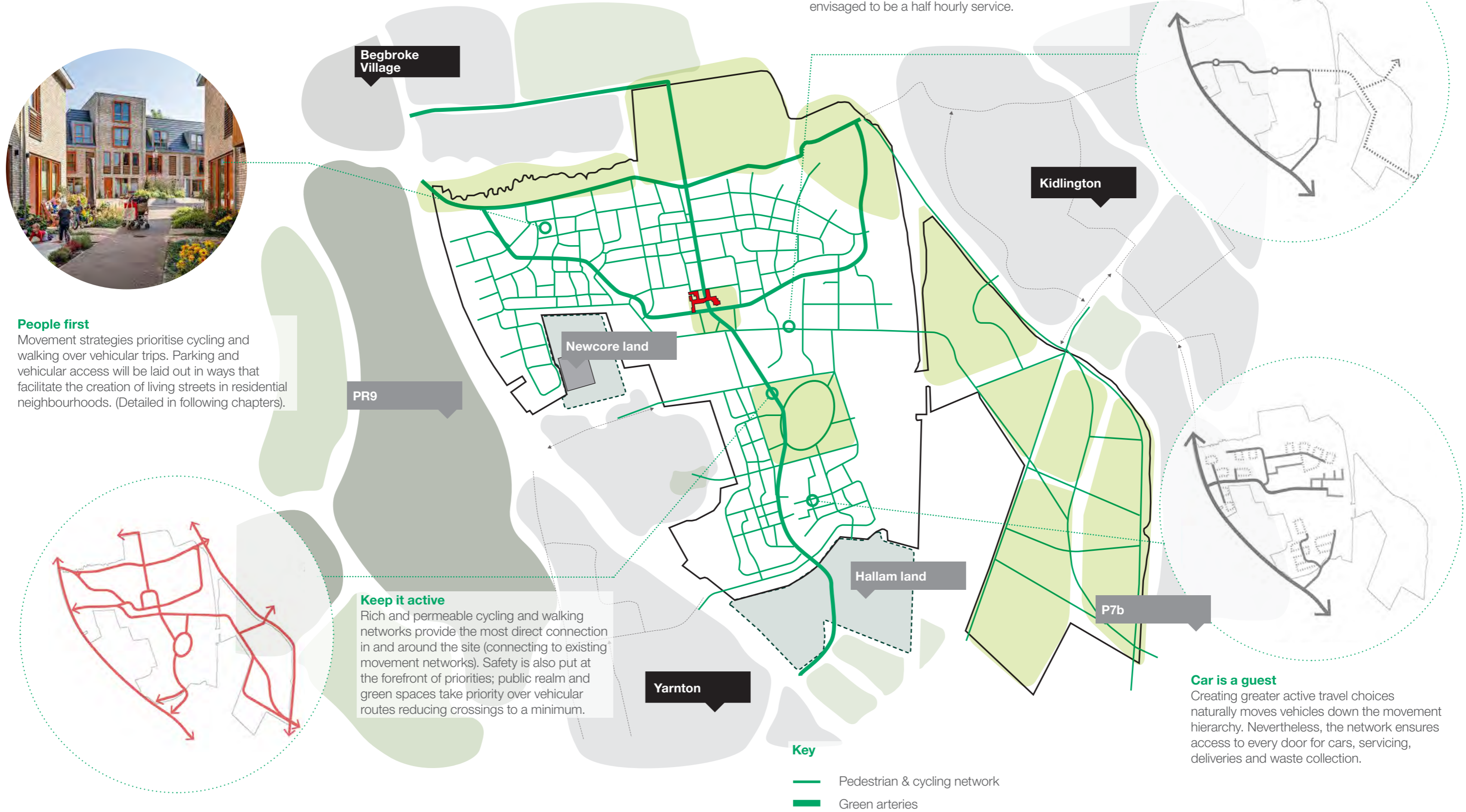
4.4. Car is a guest

Prioritise active travel and limit car movement to create better streets



People first
 Movement strategies prioritise cycling and walking over vehicular trips. Parking and vehicular access will be laid out in ways that facilitate the creation of living streets in residential neighbourhoods. (Detailed in following chapters).

Public transport, today and tomorrow
 A new bus route is anticipated to serve the site, subject to agreement with OCC of the precise route, and is illustrated in the diagram below along with the proposed upgraded S3 service. The frequency of this new route is envisaged to be a half hourly service.



Keep it active
 Rich and permeable cycling and walking networks provide the most direct connection in and around the site (connecting to existing movement networks). Safety is also put at the forefront of priorities; public realm and green spaces take priority over vehicular routes reducing crossings to a minimum.

Car is a guest
 Creating greater active travel choices naturally moves vehicles down the movement hierarchy. Nevertheless, the network ensures access to every door for cars, servicing, deliveries and waste collection.

- Key**
- Pedestrian & cycling network
 - Green arteries

4.5. Opening to Oxfordshire

Respect boundaries, connect to neighbours, and provide amenity for all



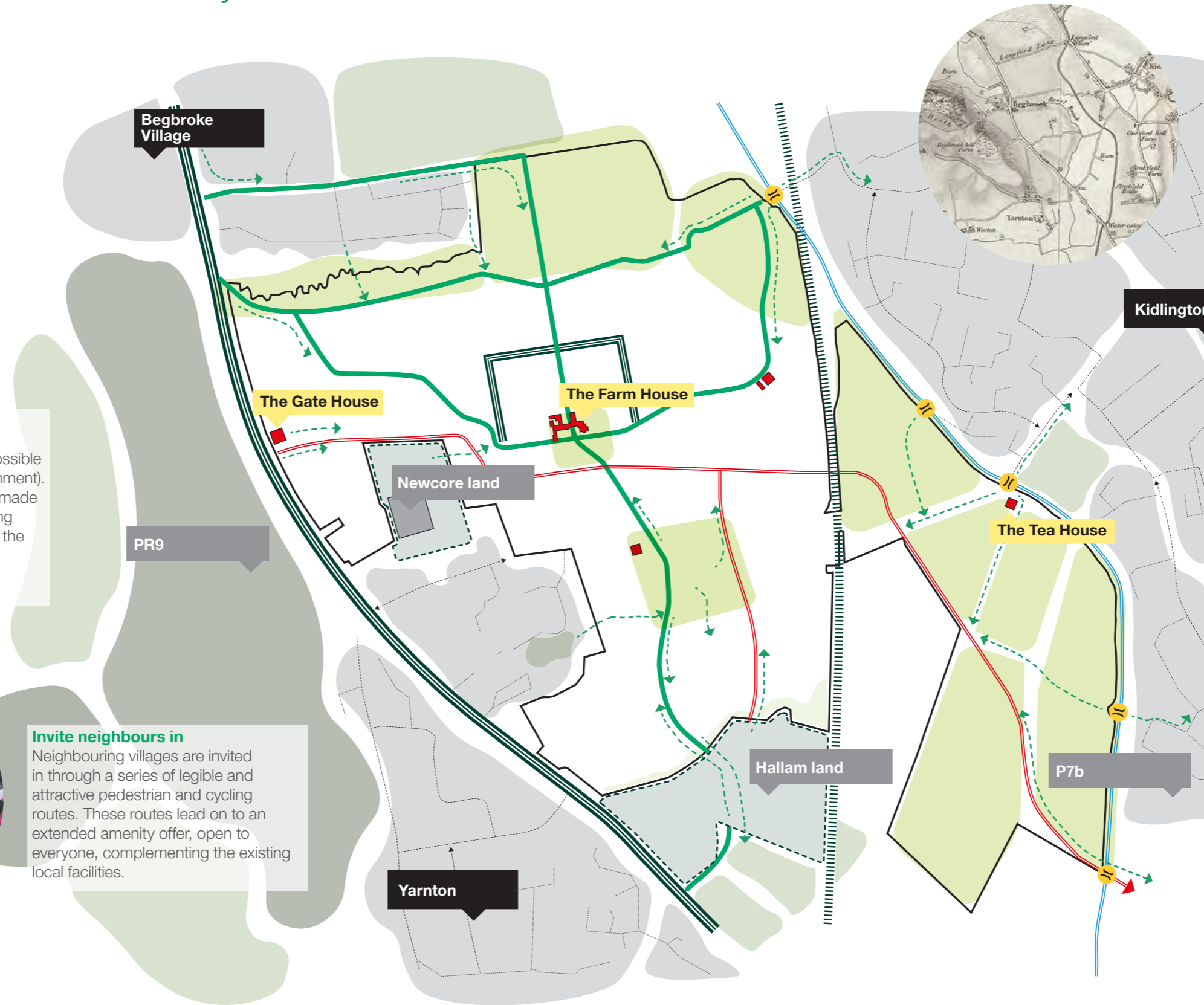
Open up the gates

All landscape will be open and accessible to everyone (where possible and not detrimental to the environment). The existing science park will be made more accessible with a broadening of uses and with modifications to the hedge (the Membrane).



Invite neighbours in

Neighbouring villages are invited in through a series of legible and attractive pedestrian and cycling routes. These routes lead on to an extended amenity offer, open to everyone, complementing the existing local facilities.



5,000 years of history

Begbroke ID emerges from the history of the area, in particular the farm settlement and land-based interventions like the Oxford Canal as layers built upon the site's underlying geology.



A community of communities

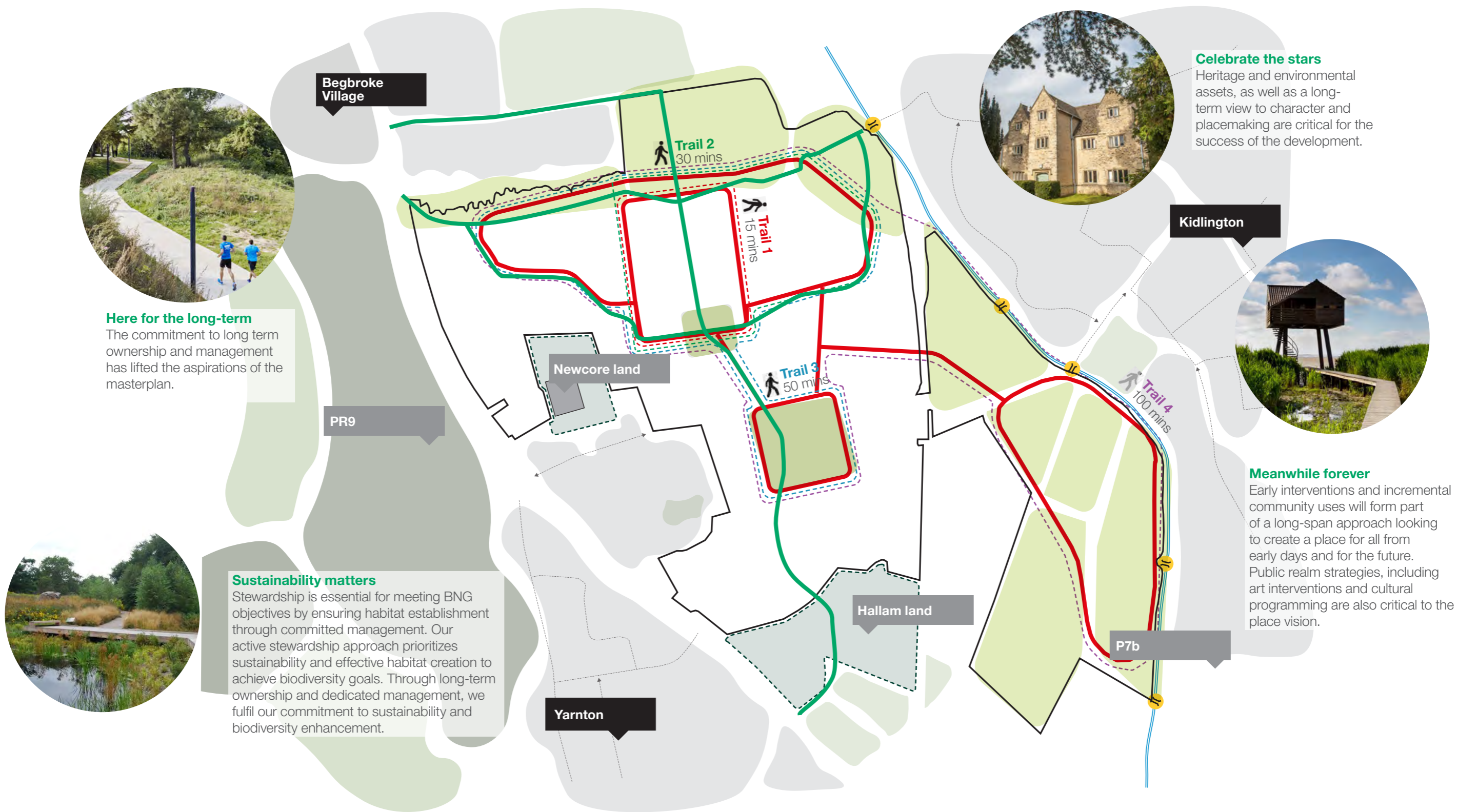
The cultural identity of the place will be based both on the lives and stories of people present and past, and their relationship to the land. Meanwhile uses, community events, art interventions, amenities, trails, and other strategies will expose these layers of culture and make them present in the place.

Key

- Site boundary
- A44
- Railway
- Oxford canal
- Existing roads
- New developments
- The hedge
- Green Arteries

4.6. Active stewardship

Plan, manage, curate and monitor for long-term value creation



Here for the long-term
The commitment to long term ownership and management has lifted the aspirations of the masterplan.



Celebrate the stars
Heritage and environmental assets, as well as a long-term view to character and placemaking are critical for the success of the development.



Meanwhile forever
Early interventions and incremental community uses will form part of a long-span approach looking to create a place for all from early days and for the future. Public realm strategies, including art interventions and cultural programming are also critical to the place vision.

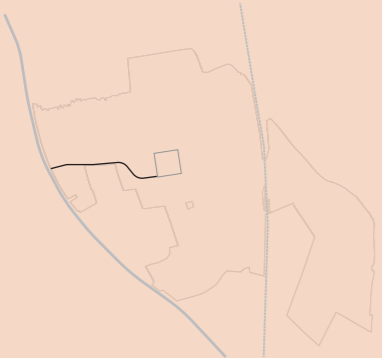


Sustainability matters
Stewardship is essential for meeting BNG objectives by ensuring habitat establishment through committed management. Our active stewardship approach prioritizes sustainability and effective habitat creation to achieve biodiversity goals. Through long-term ownership and dedicated management, we fulfil our commitment to sustainability and biodiversity enhancement.

4.7. Place Principles and masterplan framework

L - A restorative landscape
 E - Engineering serendipity
 C - Car is a guest
 O - Opening to Oxfordshire
 S - Active stewardship

The masterplan includes 15 components (diagrams below) bringing the Place Principles to life. The following chapters of this document provide guidance on key design aspects ensuring the fulfilment of their role(s).



The Arrival
O|C



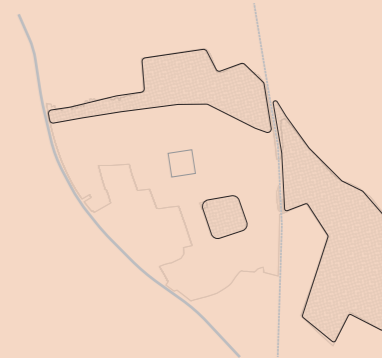
The Farmstead
E|O|S



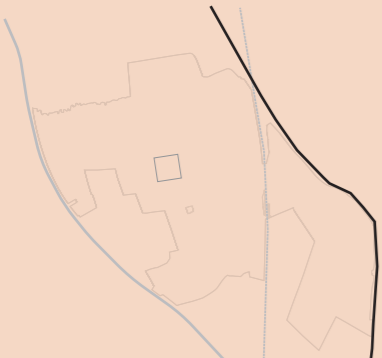
Green Arteries
L|E|C



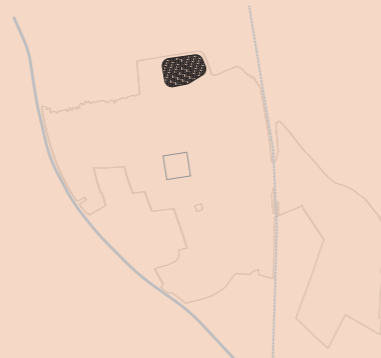
Farm Link & Innovation Avenue
L|E|C



Parks
L|O|S



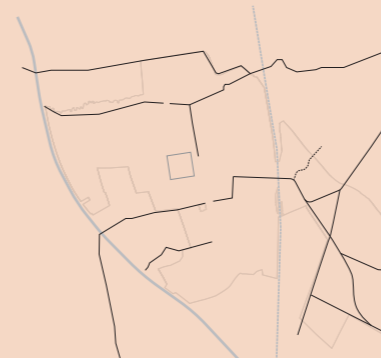
Oxford Canal
L|O



The Community farm
O|S



The Interface
O|E



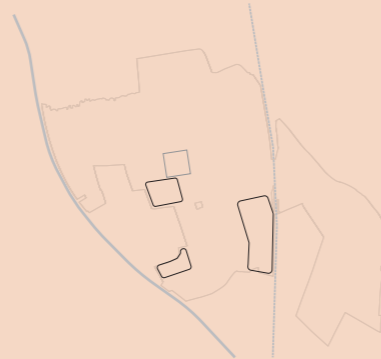
Lanes
O|S



Bridges
O|S



Landmarks
E|C



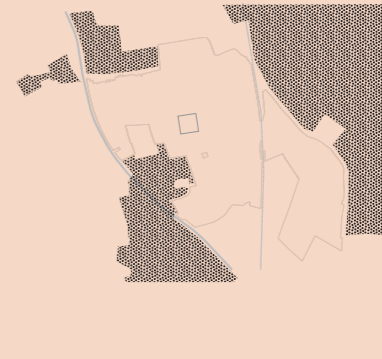
Schools
E|O|S



Living Streets
C|L|E



Research & development
E|O



Neighbouring Villages
O|C