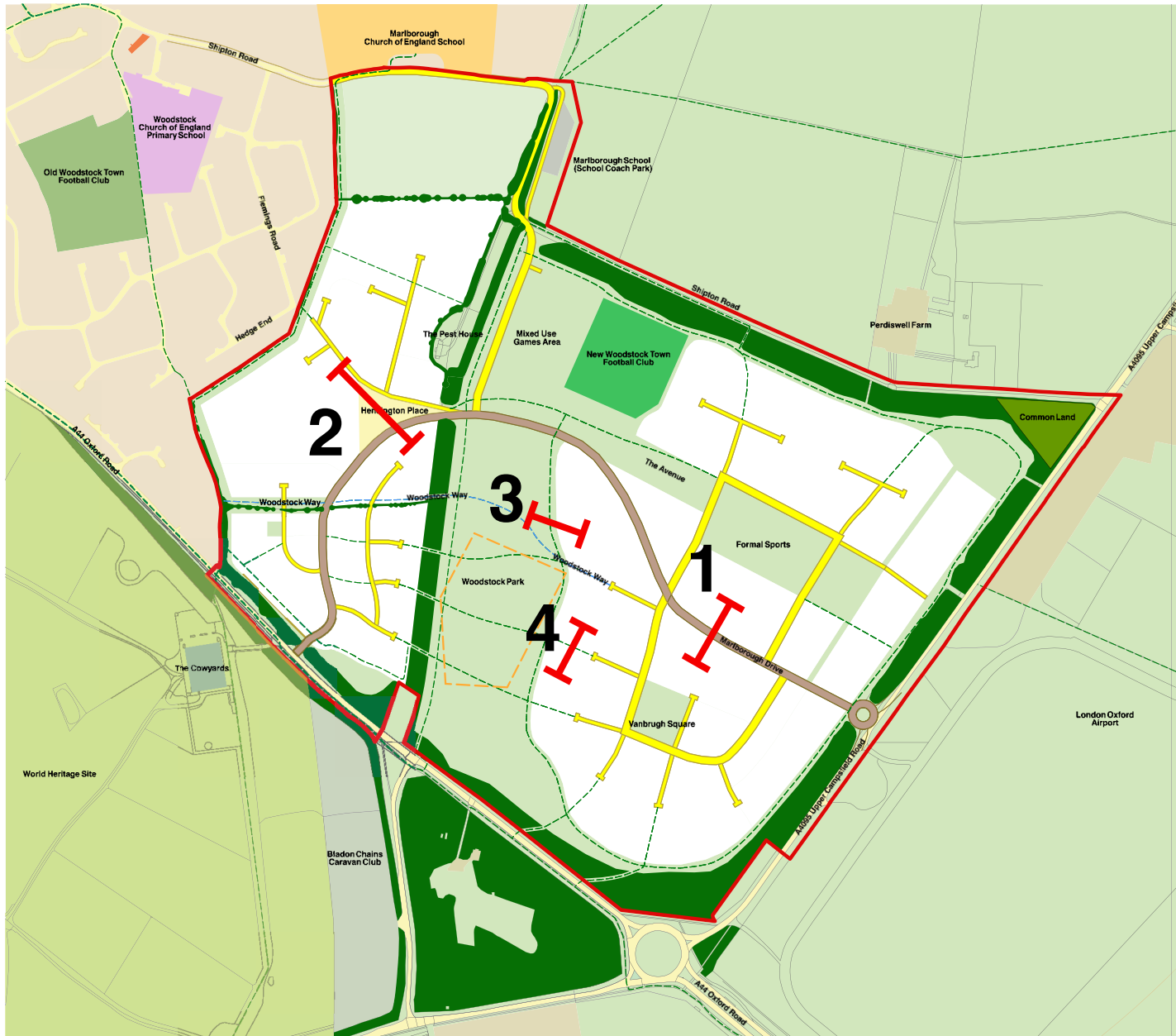


PROPOSED STREET SECTIONS

1 1

The proposed network of streets should reflect the character and typologies found in the existing streets and spaces in Woodstock

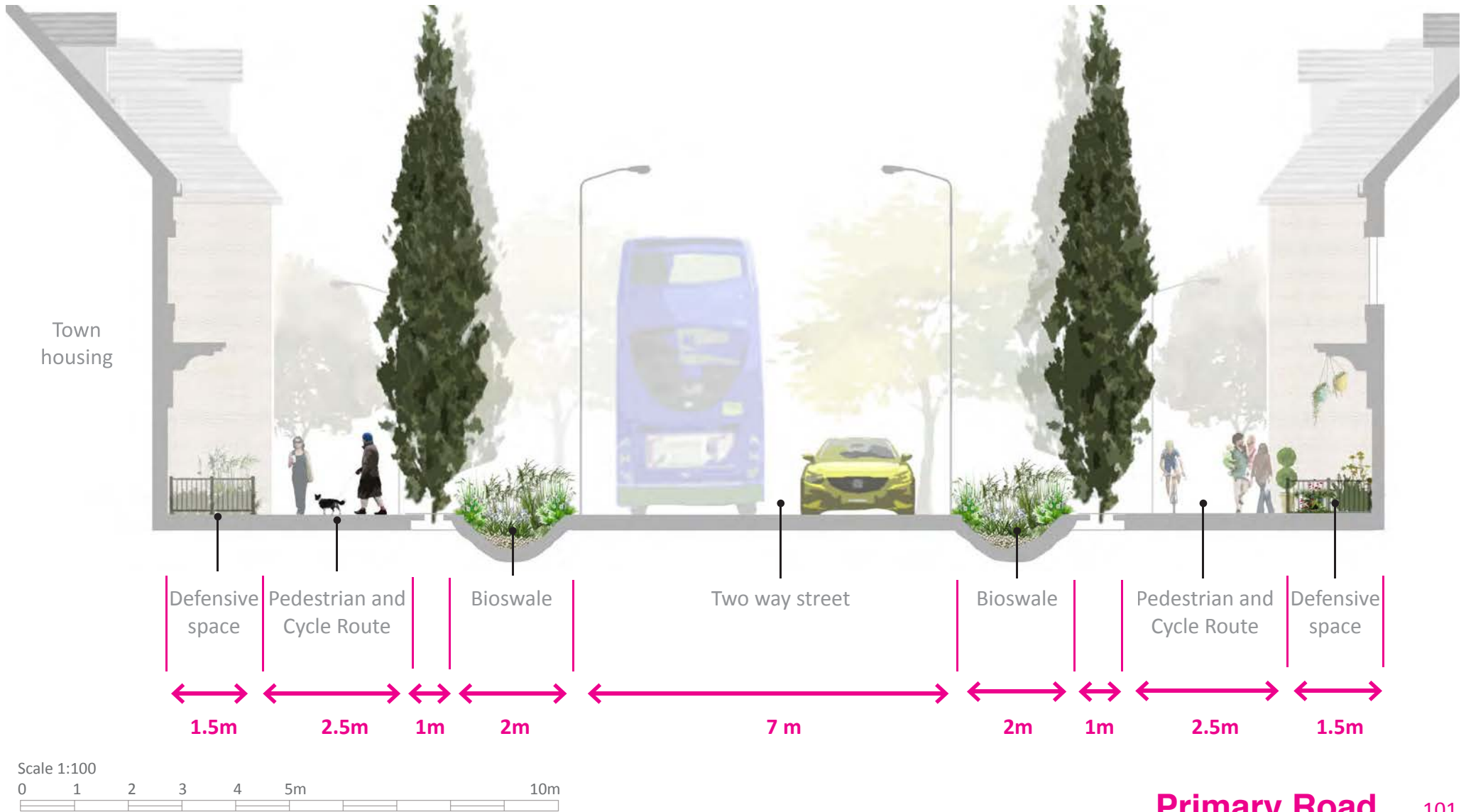


Varying the street width?
Characteristic of woodstock

- Red Line Site Boundary
- Pedestrian and/ or Cycle Path
- Main Pedestrian and/ or Cycle Path to be lit with discrete LED lighting and surfaced as appropriate
- Designated Scheduled Ancient Monument
- Primary road corridor with predominantly segregated footpath and cycle route
- Secondary Roads
- Existing & Proposed Landscaping
- World Heritage Site

1

The Primary Road, Marlborough Drive, is a placemaking road which links together all of the key spaces and places in the masterplan



2 The principle civic space on Marlborough Drive is Hensington Place, a shared surface 'square' reflecting the character of the surrounding town

- Providing a public square for the community
- Used for public gatherings and leisure
- Hard landscaping and street furniture shapes the square
- A reflection on Woodstock's vernacular



Woodstock existing Town Centre section showing how street furniture and shared surfaces shape the square



Reflecting Woodstock's Town centre design details into the Local Centre



Cycle and pedestrian route connecting to Woodstock

High density terraced houses that reflect Woodstock's Town Centre character

Scale 1:200



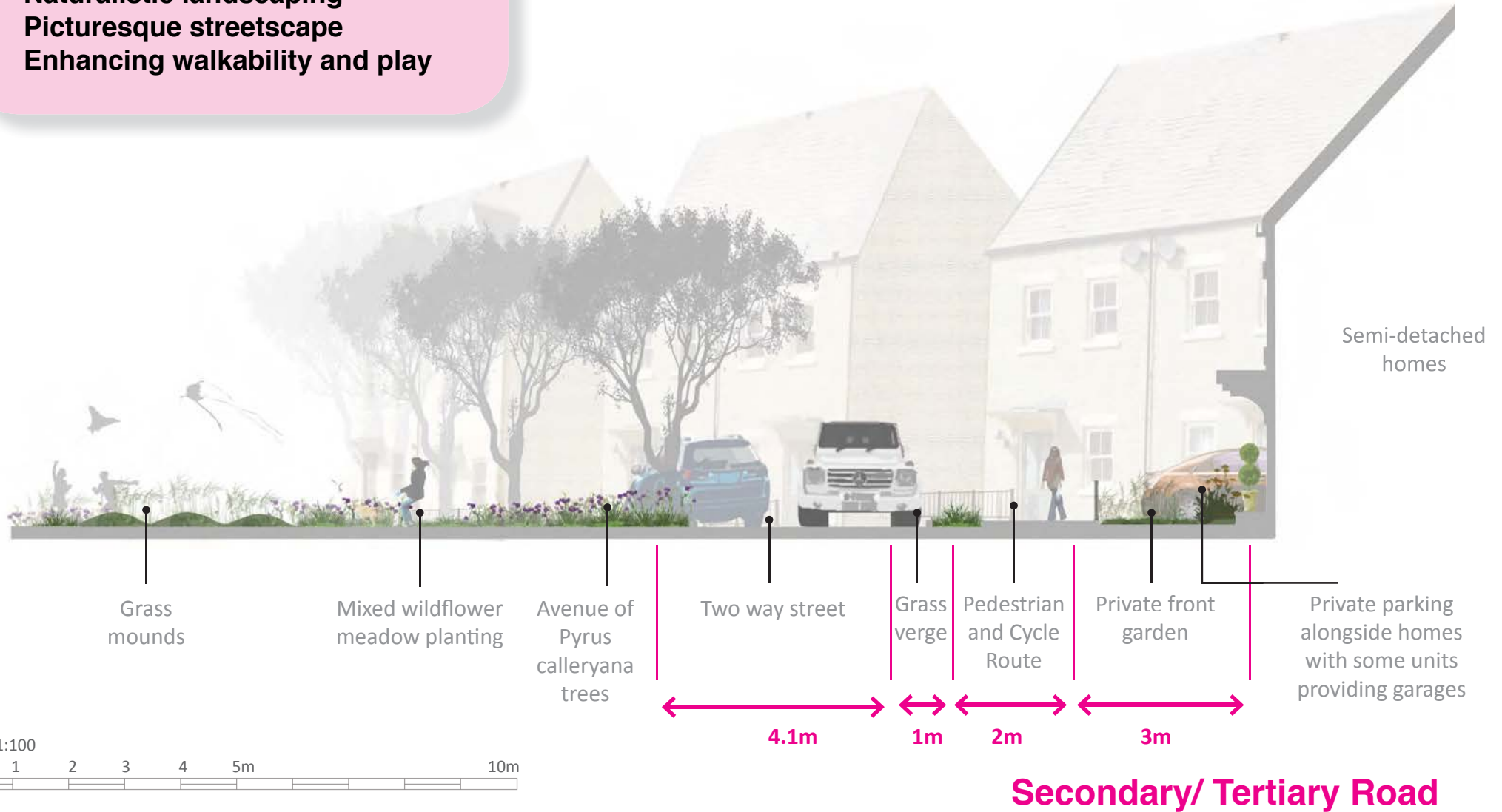
Hensington Place provides the opportunity for a local shop, integration with the Care Village, and spill out space. It provides links to existing Woodstock, the Primary School and Woodstock Park



Local Centre - Primary Road

3 The edge of Woodstock Park is characterised by low density properties fronting the Park and activating the green edge, providing a parkside walk

- Parkland living
- Naturalistic landscaping
- Picturesque streetscape
- Enhancing walkability and play



4 Tertiary roads could take the character of hard surfaced spaces such as mews streets; reflecting the character of historic spaces in Woodstock



- Traditional Mews design
- Narrow streetscape
- Predominately hard surfaces leading onto a green edge along Woodstock Park.
- Pedestrian and cycle friendly

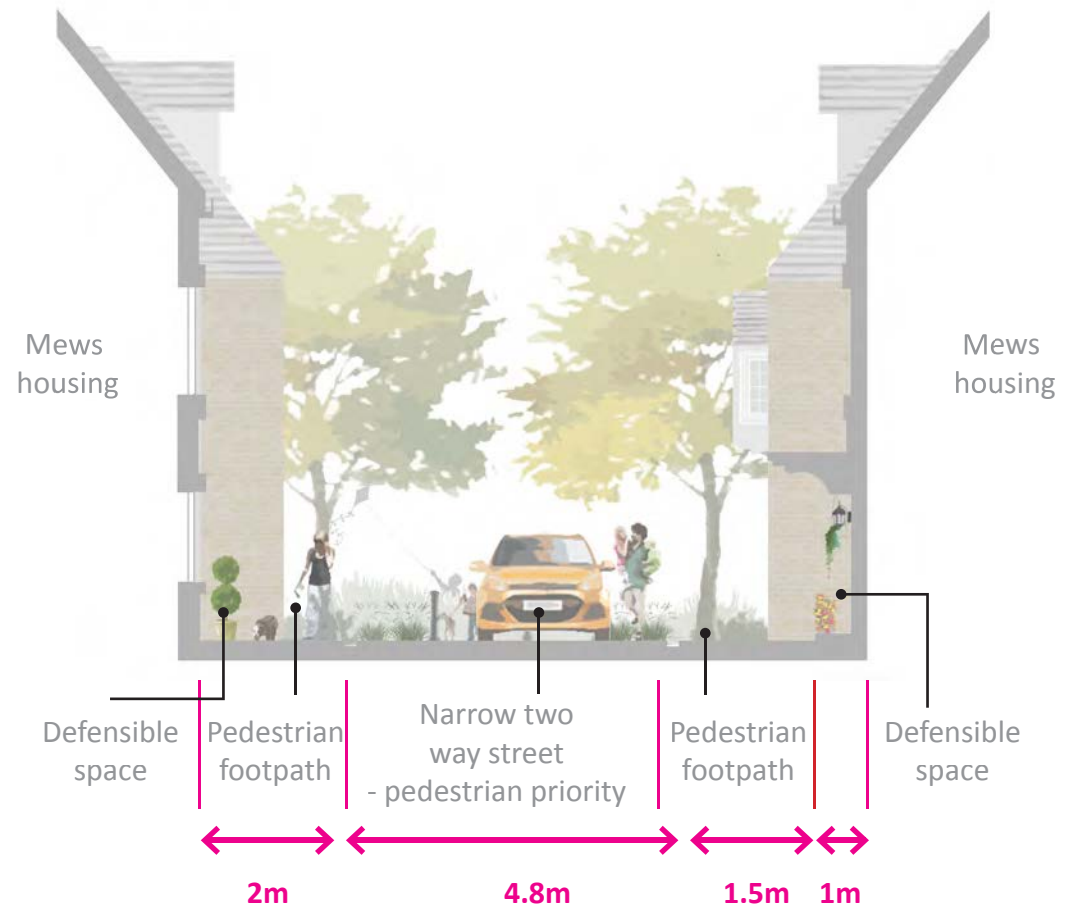
Existing - Chaucers Lane



Existing - Oxford Road



New Oxford Road housing interprets Woodstock's character using contemporary materials.



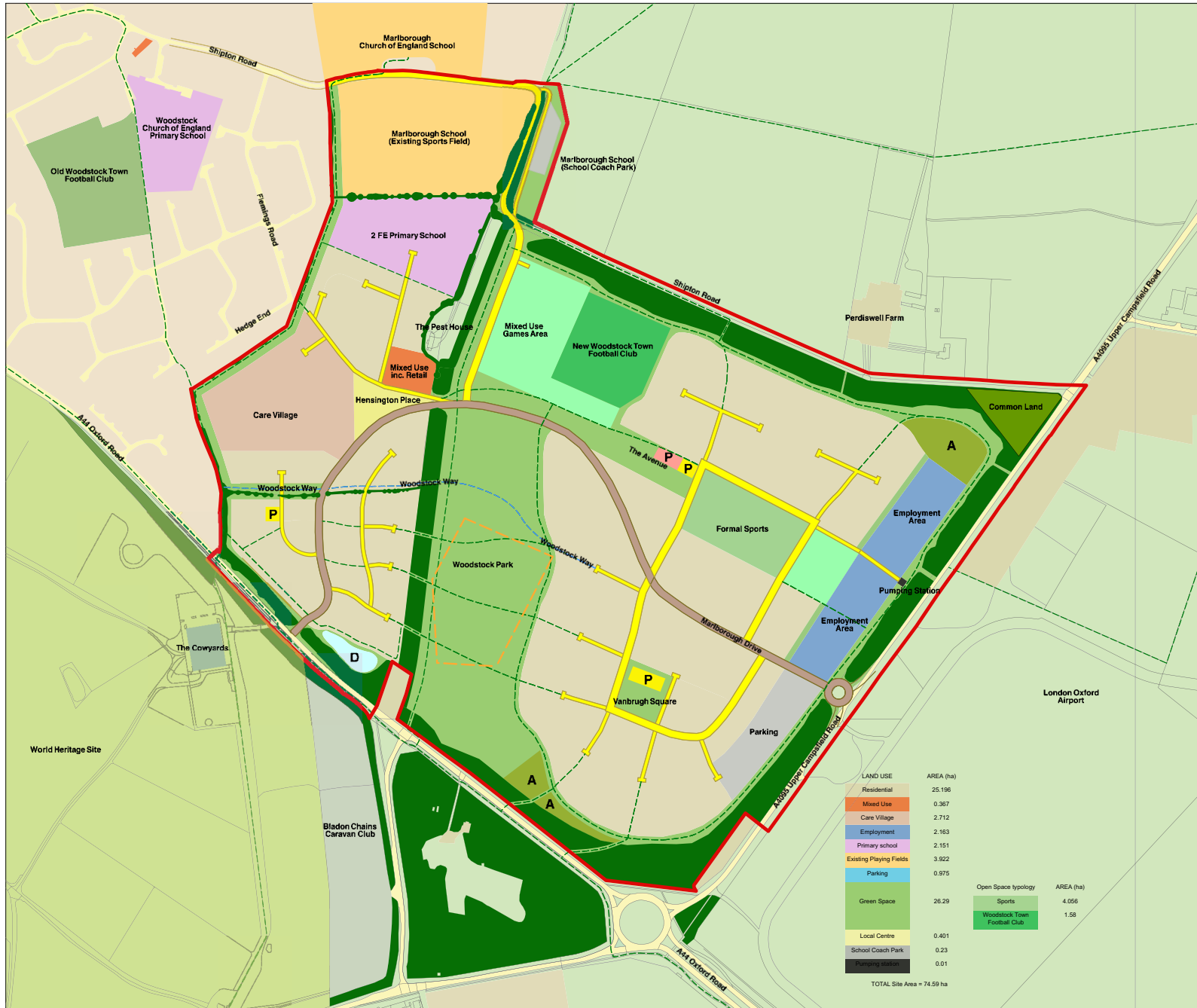
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MASTERPLAN PARAMETERS

12

Land use Parameter Plan



LAND USE	AREA (ha)
Residential	25.196
Mixed Use	0.387
Care Village	2.712
Employment	2.163
Primary school	2.151
Existing Playing Fields	3.922
Parking	0.975
Green Space	26.29
Local Centre	0.401
School Coach Park	0.23
Pumping Station	0.01
TOTAL Site Area	74.59 ha

Open Space typology	AREA (ha)
Sports	4.056
Woodstock Town Football Club	1.58

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- Secondary road corridor
- Common Land
- Allotments
- Play Area (Children)
- Play Area (Youth)
- Green Infrastructure
- Formal Sports
- New Woodstock Town FC
- Proposed Attenuation Pond
- Existing & Proposed Landscaping
- Local Centre - Hensington Place
- Pumping Station
- World Heritage Site

Rev	Date	Revisions	IG	HS

Woodstock East

Land Use Plan

The Millhouse
80 East St, Helen Street
Ayrton, Cotswolds, OX14 5EB
Tel: (01235) 521139
Fax: (01235) 521662
e-mail: enquiries@westwaddy-adp.co.uk

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westwaddy ADP

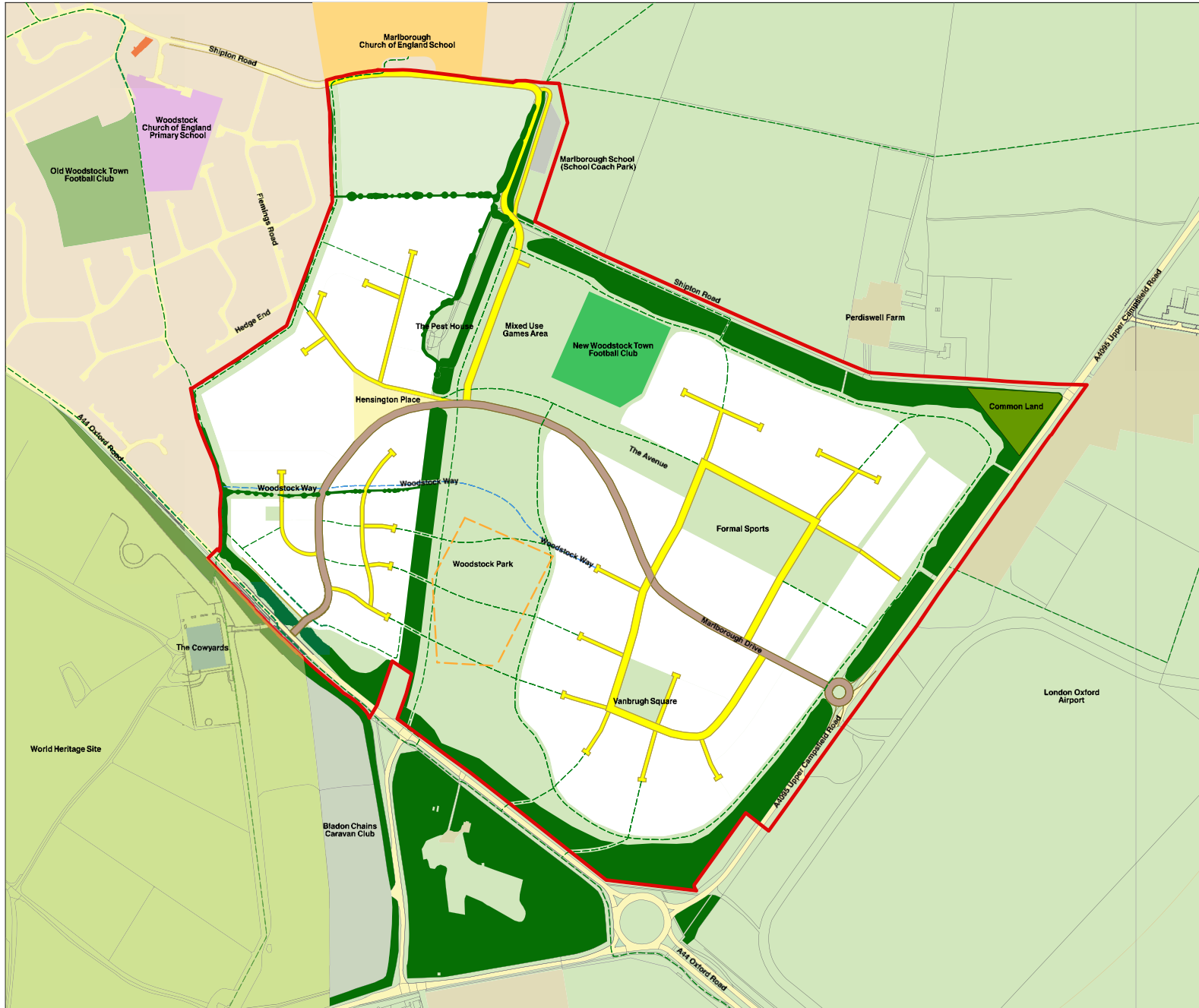
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Drawn: IG Checked: HS

Job	Dwg No.	Rev.
273	P114	-

Movement and Access Parameter



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- Common Land
- Local Centre - Hensington Place
- New Woodstock Town FC

18/05/15	First Issue	IG	HC
Rev	Date	Revisions	Initials

Woodstock East

Movement & Access

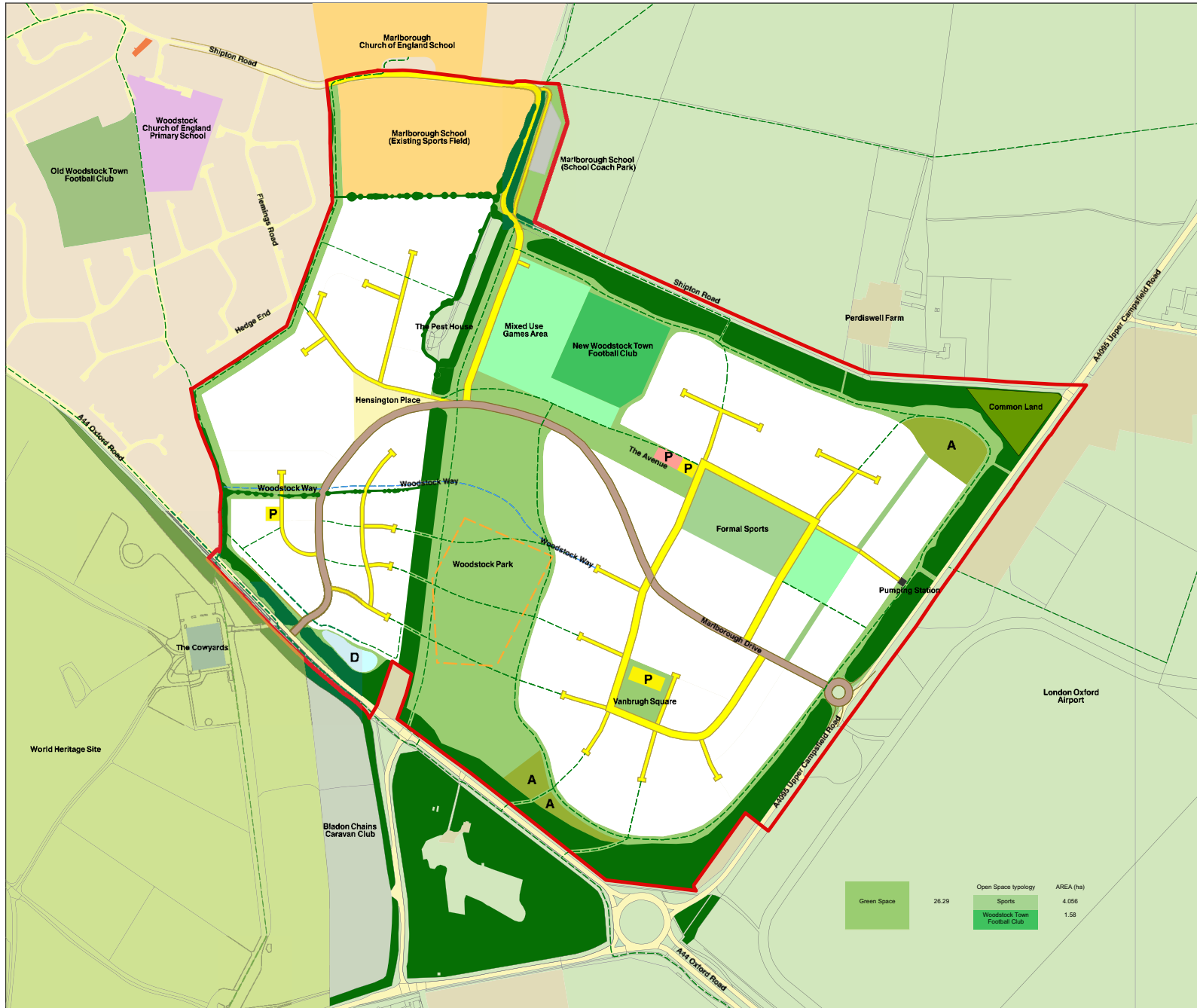
The Millhouse
 60 East St, Millen Street
 Kingsjones, Colchester, CO1 4 5EB
 Tel: 01206 523139
 Fax: 01206 521862
 e-mail: enquiries@westwaddy-adp.co.uk

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westwaddy ADP

Date: 18/05/2015
 Scale: 1:2500@ A
 Drawn: IG Checked: HC

Job	273	Dwg No.	P111	Rev.	-
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Open Space Strategy



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- A Allotments
- P Play Area (Children)
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- Green Infrastructure
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- New Woodstock Town FC
- D Proposed Attenuation Pond
- Existing & Proposed Landscaping
- Local Centre - Hensington Place
- Pumping Station
- World Heritage Site

Rev	Date	Revisions	Initials	Checked

Woodstock East

Green Infrastructure

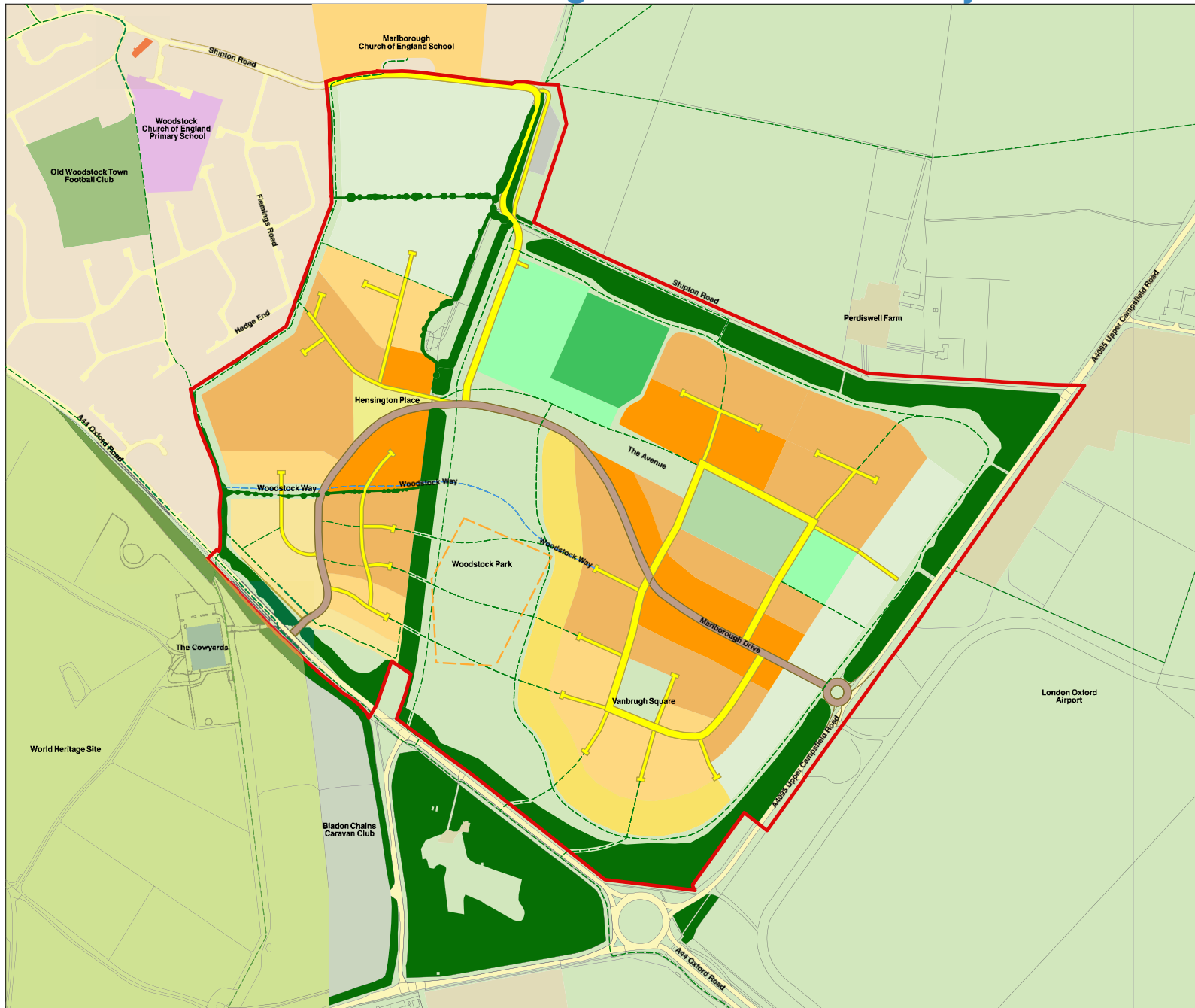
The Marbores
40 East St, Main Street
Abingdon, Oxfordshire, OX14 3EB
Tel: (01235) 629129
Fax: (01235) 521862
e-mail: enquiries@westwaddy-adp.co.uk

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273	P112	-

Housing Character and Density



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— Red Line Site Boundary	
- - - Designated Scheduled Monument	
- - - Main Pedestrian and/ or Cycle Path to be lit with discrete LED lighting and surfaced as appropriate	
■ Primary road corridor with predominantly segregated footpath and cycle route	
■ Secondary road corridor	
■ Up to 50 dph	
■ Up to 40 dph	
■ Up to 30 dph	
■ Up to 25 dph	
■ Up to 20 dph	

18/05/15	First Issue	IG	HS
Rev	Date	Revisions	Initials

Woodstock East

Density Plan

The Marlborough
60 East St. Helen Street
Abingdon, Oxfordshire, OX14 5EB
Tel (01235) 523139
Fax (01235) 521662
e-mail: enquiries@westwaddy-adp.co.uk

ARCHITECTS AND TOWN PLANNERS
westwaddy ADP

Date 18/05/2015
Scale 1:2500@ A1
Drawn IG Checked HS

Job	Dep No.	Rev.
273	P113	-

DESIGN CODE

Comments received from consultees in relation to the previous masterplan -

13

“

..... The elevation treatment of some of the housing shows the use of stone cladding.

That seems to be the only Woodstock attribute.

The plans are similiar to a standard range the the developer might produce anywhere - and probably has done.

Further design consideration is required to ensure the quality of the product matches both the aspirations of the Councils and that of the local community..... ”

Cherwell District Council Urban Design Consultant- March 2015

13.0 | DESIGN CODE

Our response to comments received and what we have done to address comments -

The character of the development is **based on the understanding of the character of Woodstock** shown as analysis earlier in this document.

This section builds on the character of streets and spaces as discussed in other chapters of this document, expanding this **to focus on the built form, materials and details.**

This provides an illustrative response of our vision for different areas of the site. This can be further developed in consultation with the Council as part of the detailed design.

A further developed Design Code such as this will enable several housebuilders to get involved, **providing variety** but maintaining the same vision of place and character, and ensuring **high quality** urban design and placemaking throughout the development.

Following the character descriptions is an initial design code showing the principles that the development will be following, based on understanding good and bad

examples of urban design practice in other developments.

The guide shows the **inspiration for the scheme** is drawn from Abode and Accordia developments in Cambridge, Poundbury in Dorset and the Young's garage development in Woodstock.

The architecture on the scheme, similar to some of these developments, will be **flexible**, designed to **allow integration of inside and outside space** and will allow for change and expansion as families change. These will **fulfil lifetime homes standards** and create high quality, comfortable and attractive housing.

The architectural design will **provide a new and contemporary interpretation** of its context, whilst ensuring a high quality of finish and **excellent energy efficiency.**

The Vanbrugh Unit Trust on developing this scheme will have a long term interest as some housing and **employment will be retained** by the trust as part of the legacy of Blenheim Palace.

This **will provide long term support for the Palace** and ensure that the development is high quality and part of the legacy of the Palace.

For detailed design code, please see 'Section 1' of the Appendix.

Character Strategy

CHARACTER AREAS REFLECTING WOODSTOCK

- Create a variety of character areas reflecting several districts in Woodstock
- Street types and open spaces inspired by existing spaces in Woodstock
- Create a place recognisable as Woodstock but of its own age and identity



Inspiration taken from historic Woodstock

DENSITY, HEIGHT AND GRAIN FOR INTEGRATION

- Integrate with the grain of neighbouring areas of housing by increasing height and density into the site ensuring a seamless transition
- Using density and height as particularly noticeable and recognisable characteristics of Woodstock to connect the development design to the character of Woodstock as a whole e.g. terraces, high density development and a mix of connecting heights.



Integrating with Woodstock by following the grain of neighbouring areas

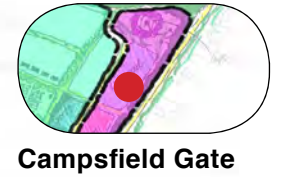
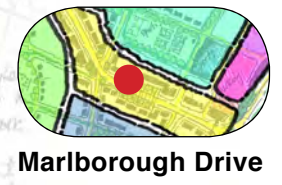
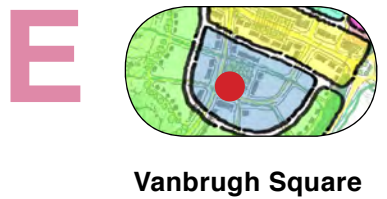
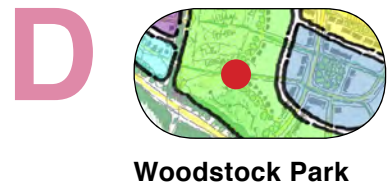
BUILT FORM REFLECTING LOCAL TRADITIONS

- Integrate traditional materials and building details to reflect the local vernacular in new building designs
- Provide a contemporary and sustainable interpretation of Woodstock, using recognisable forms and details. e.g. steep roofs, dormer windows, door canopies etc.



Traditional building details to reflect the local vernacular

Character Strategy



F

G

H

Looking at good urban design schemes for inspiration

ACCORDIA

Accordia is a housing development in Cambridge, England. The development includes 378 dwellings and became the first housing development to win the RIBA Stirling Prize in 2008.

The development is principally made up of a dense arrangement of terraces. The buildings are designed to integrate the private amenity space within the dwelling so that the buildings integrate with the landscaping and public spaces.



ABODE

Abode development at Great Kneighton is a large scale housing development containing 450 sustainable new homes on the edge of Cambridge. This is part of an overall development that will provide up to 2250 new homes.

The scheme won the 2012 Housing Design Project Award and is a good example of contemporary architecture interpreting traditional forms and attention to detail.



POUNDBURY

The Poundbury development is an urban extension to the Dorset county town of Dorchester built on architectural principles advocated by the Prince of Wales. The scheme is designed based on the principles in the Prince of Wales book, 'a Vision of Britain.'

This has created a development which integrates with the historic town and follows principles that create a heritage inspired and attractive development.



Creating principles for a design code

YOUNGS GARAGE, WOODSTOCK

The new housing scheme close to the centre of Woodstock was built on the site of Young's Garage. The scheme has been used as a local example of good design.

The scheme shows good attention to detail and an appropriate representation of traditional local architecture.



A variety of house types and character



A legible gateway to the development



Shared surfaces and spaces



Parking integrated without courtyard public spaces



Well defined public spaces and public art



Designed to relate to public and private outside amenity space



Surface distinction between main roads and residential streets



Local creative play spaces on pedestrian routes



Pedestrian routes and long connecting views

Urban design principles for the scheme



Street furniture to separate vehicle and pedestrian spaces



Special building types to address corners and enclose spaces



Buildings placed to terminate views



Well designed public and private spaces



Boundaries designed in combination with buildings



Legible layout



Undercroft parking to reduce vehicles on street



Landmark buildings at important view points



Recognisable landmarks representing history and place

For a successful scheme:

- The layout will be legible by using landmark buildings and views to orientate users
- The streetscape will be designed with simple and characterful street furniture, landscaping and materials to distinguish pedestrian, vehicle and shared spaces
- The architectural design will ensure high quality detailing and show an understanding of the local vernacular through all contemporary and traditional building types
- The layout will provide useful, interesting and varied open spaces which relate well to buildings



Learning from other schemes design features to avoid

13



Inadequate parking provision



No waste storage facilities



Untraditional/unproportional building forms and bad design



Continuous roofs and repetition creates obtrusive buildings



Pedestrian routes with minimal surveillance



No edging or distinction between public and private space



Lack of attention to detail



No relationship of parking to street or houses



Street doesn't relate to building lines or design

The design will not:

- Create buildings and spaces which do not respond to one another
- Create an illegible development with no definition of public and private space
- Use standard house types that do not provide appropriate surveillance or that create unattractive or unwelcoming spaces
- Create bland streetscapes without variation in roof height, building details or materiality





14.0 | CONCLUSION

Woodstock East - a memorable place with a legible mental map and a sustainable future!

“Good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people” - Para 56 NPPF

“The masterplan ... requires the proposals to establish a **strong sense of place**, using streetscapes and buildings to create **attractive and comfortable places to live**. It should optimise the potential of the site to accommodate development, respond to **local character and history** and create safe, accessible environments.

There is a need... for **recognisable design identity** that reflects Woodstock, creates a sense of place, and is **‘good 21st Century design’**.” - *Cherwell District Council Urban Design Consultant*

The Design Response has **addressed and understood** these design comments received from consultees.

We are confident that as a team and through the provision of this suite of documents for this application that we have demonstrated

notable and compelling changes to the framework masterplan for Woodstock East to address all points raised.

... We have created a strong sense of place.

... We have created the framework for attractive and comfortable places to live.

... We have optimised the potential of the site to create a site specific development.

... We have responded to local character and history.

... We have created identity.

... We have created a special 21st Century place.

Woodstock East represents exemplary placemaking for the benefit of present and future generations.



The improvements result in a masterplan that is exemplary, well considered, which provides a sense of place and legacy for the future of the town of Woodstock - it is a special place and not just another housing development

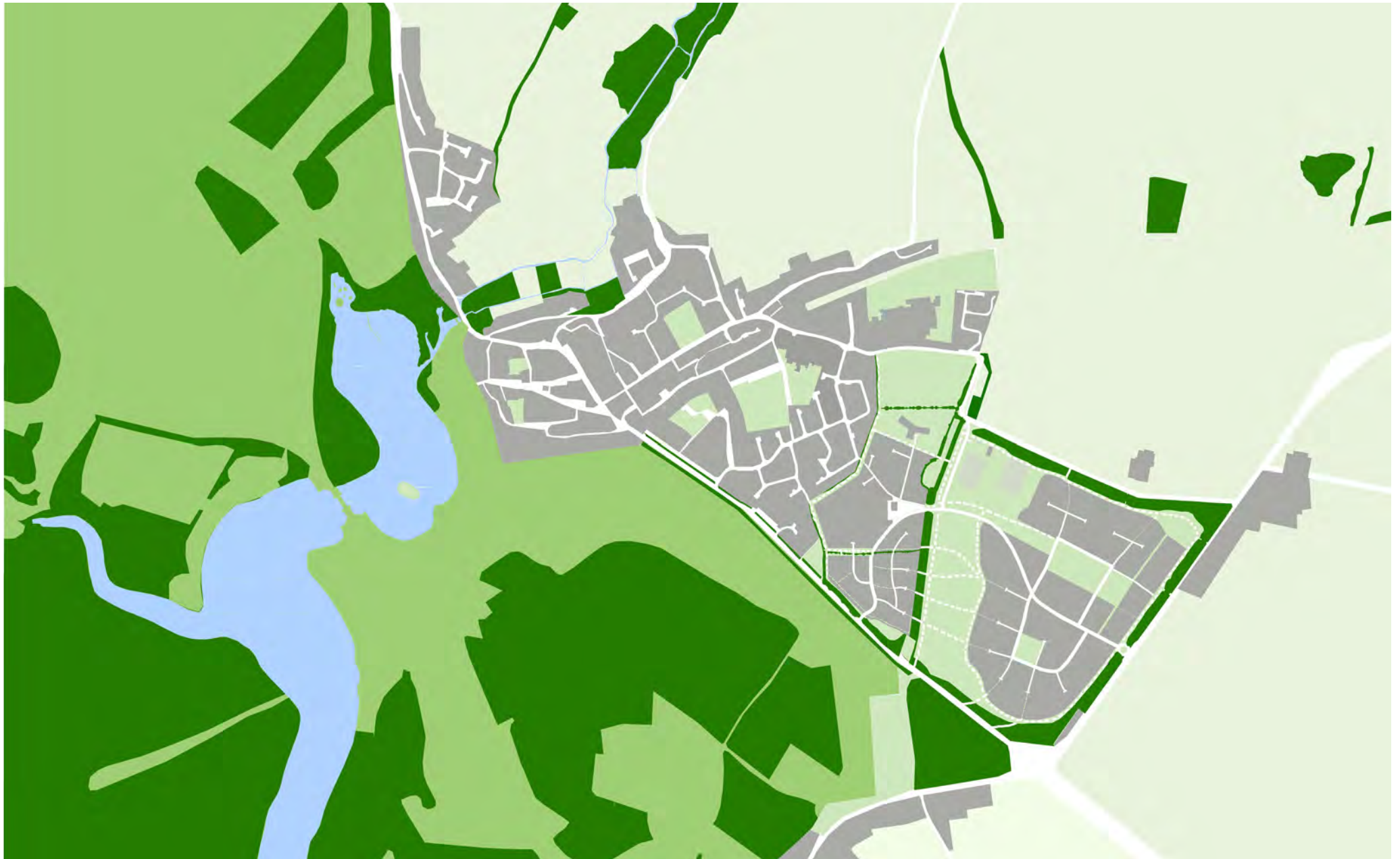


A summary of the changes made to the masterplan; after we listened to consultee comments and integrated positive design changes to the revised masterplan scheme



- 1 The new primary road, **'Marlborough Drive'** creates a **legible street network** connecting all sides of the development east to west and north to south.
- 2 There is more **direct north south connectivity** in the centre of the development through **'Vanbrugh Square'**. This route is vehicular but connects to the Oxford Road and the Shipton Road by means of a pedestrian and cycle route.
- 3 New pedestrian and cycle links **connect to existing** Flemmings Way and Hedge End from **'Hensington Place'**.
- 4 The local centre - **'Hensington Place'** - is now expressed as a more organic and logical triangular space **integrating all of the pivotal areas** of the masterplan.
- 5 The **'Care Village'** has been moved from fronting the Oxford Road to have a better **relationship with Woodstock** and is located to the west of **'Hensington Place'**. This provides the opportunity to create a better two sided residential street in **'Marlborough Drive'** and the entrance to the development.
- 6 The historic route of **'heh straet'** has been reinstated; running north south along the historic hedgerow.
- 7 Improved pedestrian connectivity allows **permeability** through the north south historic hedgerow
- 8 The masterplan pulls development back away from the south edge and Oxford Road to **respect the vista from the roman villa.**
- 9 Community **orchard planting** and allotments to the south of the residential edge respect the assumed vista of the **Scheduled Monument** and reflect its agricultural nature.
- 10 The **transport interchange** (parking area) is located closer to the Oxford Road providing better **access to bus stops.**
- 11 **'Woodstock Park'** creates a **key node** and **community focus** for the development.
- 12 **'The Avenue'** creates a tree lined walk between the **sports facilities** and **'Hensington Place'**.
- 13 An **increased employment area** to the gateway with Shipton Road offers **improved & varied employment** opportunities for Woodstock.
- 14 A **high quality two-sided landscape gateway** is introduced along the Oxford Road.
- 15 A green square has been introduced in **'Victory Park'**, this space is for formal sports connected to Woodstock by **'The Avenue'**.
- 16 The **Primary School access** road has been **improved** and is now a straight direct, **legible street** which is **walkable** from the local centre.
- 17 **'Vanbrugh Square'**, a residential green space provides play facilities.
- 18 **New Woodstock Town Football Club** and the Mixed Use Games Area (MUGA) are better **integrated** with the masterplan.
- 19 New **pedestrian routes** have been shown in the **landscape edge** to improve connectivity to bus stops, and to **connect** to the **existing footpath and cycle way** to the south of the Oxford Road.
- 20 A **3km circular route** around the outside of the development edge has been introduced.

The figure ground shows how the development seamlessly integrates with the town, blurring the development edge and creating more of what is great about Woodstock



Woodstock East - a memorable place with a legible mental map and a sustainable future!



