

# A WELL CONNECTED PLACE

Comments received from consultees in relation to the previous masterplan -

9

“

“The ambition is correct ... that a simple direct and connected network of streets is required, but the layout could be improved to ensure further connectivity at all levels to the major access routes and within the site, and make it easy for future residents to find their way around.

This is particularly the case with the adjacent neighbourhood, the form of which, has constrained this. This may require further work with the County Council, especially if a simple street hierarchy is proposed.

The street network is unnecessarily tortuous, for instance a simple and direct avenue link from Oxford Road to Shipton Road/ Hensington Road may be more appropriate that which is indicated.”

*Cherwell District Council Urban Design Consultant - March 2015*

# 9.0 | A WELL CONNECTED PLACE

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

Creating a connectivity network that is **cohesive and fully integrated** was a crucial design element from the outset and throughout the consultation process. It is important that people who live, work and visit this place have a very clear mental map of the way they move around the streets and spaces.

To this extent, in making improvements to the masterplan we have focused on changes that help **to improve this network of connectivity**.

The ambition has always been correct but now we feel that this has been expressed in a solution that is connected and complete.

The structure of the road network remains as it was conceived from the outset; a singular primary placemaking and access road which connects the local centre, the park and the residential development.

Off of this primary access road exists **a simple structure of secondary and tertiary roads** that serve other areas of the

development creating a clear mental map and a place that **is easy to navigate**.

This connected network seeks to **improve the safety of cyclists, pedestrians and motorists** by defining a clear separation of vehicles from cycle and pedestrians within the site.

In addition, **pedestrians and cyclists take priority** over cars and a secondary network of connected non vehicular routes is present to **allow easy and quick travel in straight direct lines**.

The 3km circular route around the development provides a longer and more **leisurely pedestrian route**, safe for children and adults alike and suitable for play, jogging, dog walking and weekend family walks.

Another element of the connectivity of this place, is a wider strategy which proposes **improvements to the Shipton Road** to the north of the site. Shipton Road serves the highly regarded Marlborough Church

of England School. **A new coach park** is proposed with the intention to improve and alleviate the current road issues which arise from the school. The coach park will ensure the safety of the pupils and provide a better and **safer route to school**.

The secondary road which serves the proposed 'Marlborough Drive' and the Shipton Road also **seeks to eradicate** what has been raised by many members of the public as a network of hazardous bends to the existing Shipton Road.

The masterplan provides an alternative route through the centre of the site **fully integrating the site** with it's surroundings.

The scheme takes a **campus based approach** to producing an environment which is safe for its new and existing inhabitants.

Following comments seeking to improve the network the revised masterplan seeks to elaborate on the concept further by the addition of a cycle and pedestrian link

## Seamlessly connecting the place



Historic trail passes through the site leading to Woodstock.

to Flemmings Road and Hedge End to the proposed 'Hensington Place'. The Masterplan also accommodates an expansion of the North South pedestrian & cycle route to Marlborough School on the western edge.

**This further strengthens the connectivity** into the proposed scheme and reaffirms the position of 'Hensington Place' as the proposed local centre.

The revised masterplan establishes an increased relationship with the new two form entry primary school, Marlborough School and the new Woodstock Town Football Club and the other sports facilities that are provided on site.

The local centre, 'Hensington Place' is now shaped to integrate with the entrance road from the A44 Oxford Road, through the development towards Woodstock park and through to the A4095.

Additional pedestrian and cycle **links have been increased**, including the new East West 'Woodstock Way' which provides a direct lit route across 'Woodstock Park' to connect to the local centre and provide a route without vehicles.

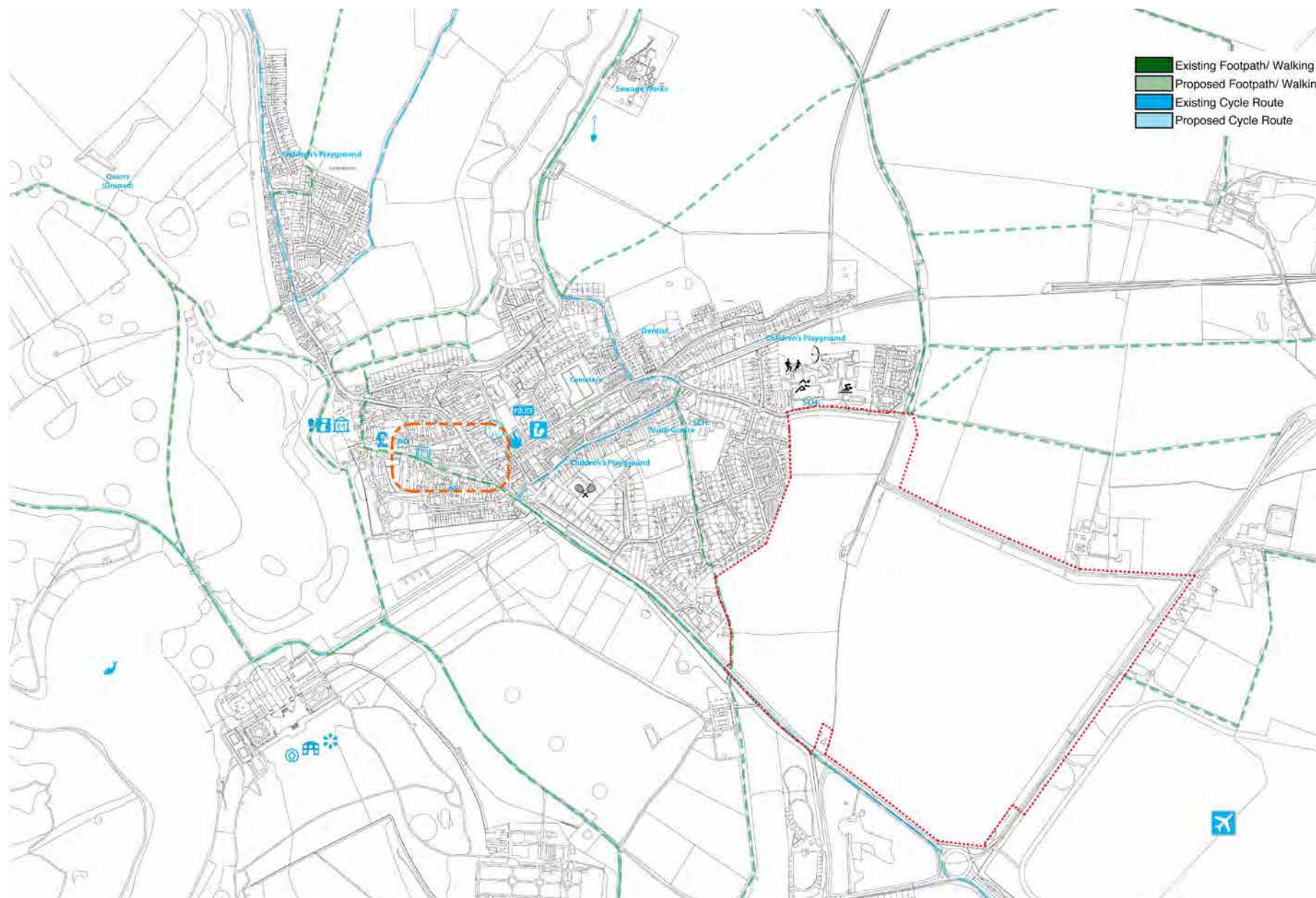
**Improved bus stops** on the A44, mean **improved connectivity** and are supported by a proposed 4 buses an hour from Stagecoach, at least 2 of which will be going through the new masterplan site, connecting the Primary School, 'Hensington Place' and 'Malborough Drive'.

In addition, the **historic route** of 'heh straet' used to run alongside the historic hedge and the pest house. We have introduced a route alongside the hedge which reinstates this historic route and **will make reference to CDC's SPD 'Historic Routes in Cherwell District'**.

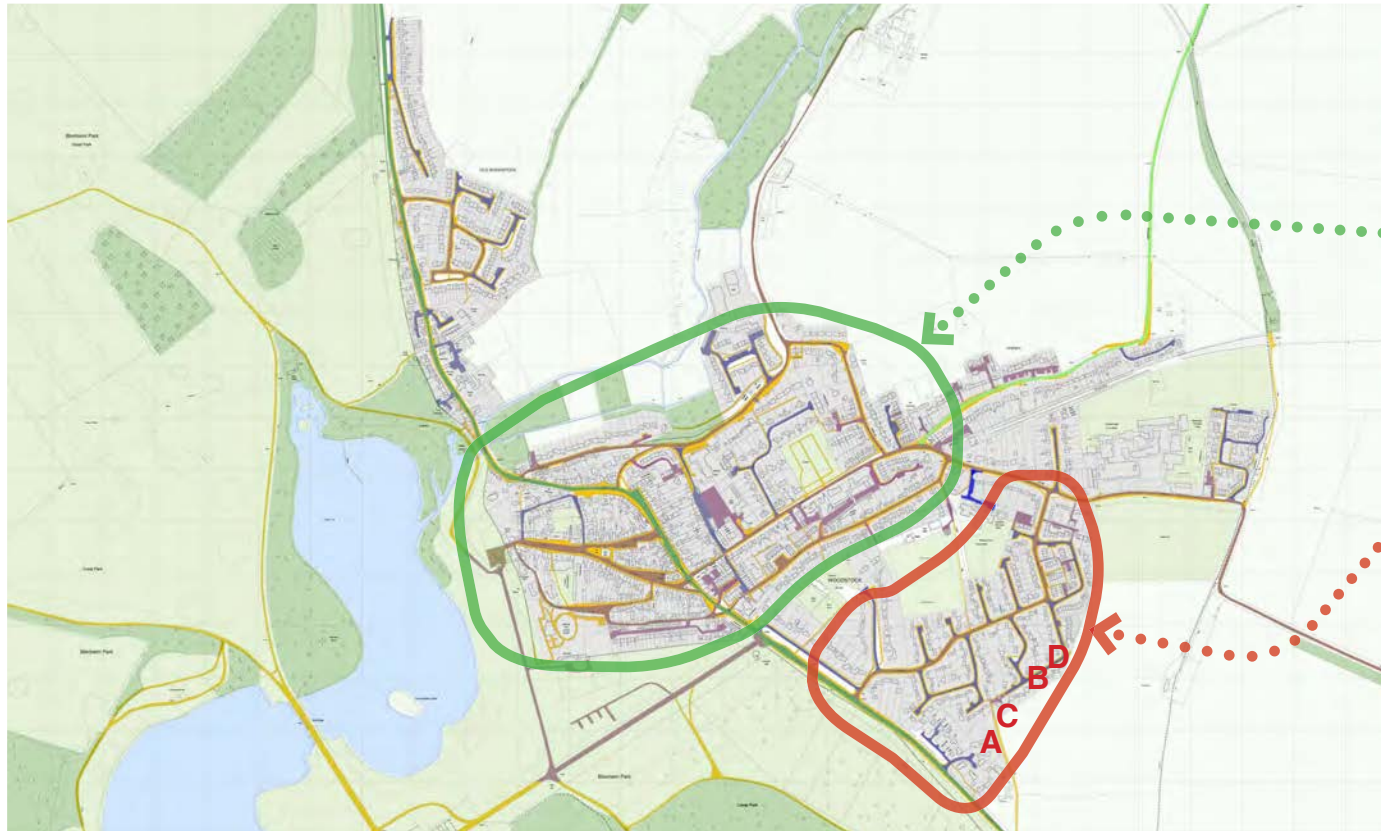


Cherwell District Council  
'Historic Routes in Cherwell District SPD', 2014

The town centre and the surrounding countryside are well connected with footpaths and cycle ways, but historic ownership patterns have left a void



The key to unlocking this masterplan and creating an integrated community is through connectivity and clear, legible routes. Connections to the existing edge improve cycle and footpath connectivity to Princes Ride and Hedge End



**1** The historic town has a clear network of streets and spaces that are well connected

**2** The new estates are less legible and less well connected but access to the estates can be improved with links to the proposed masterplan



**A** Pedestrian access along Hedge End between housing



**B** View from parking lot along Hedge End looking over the site

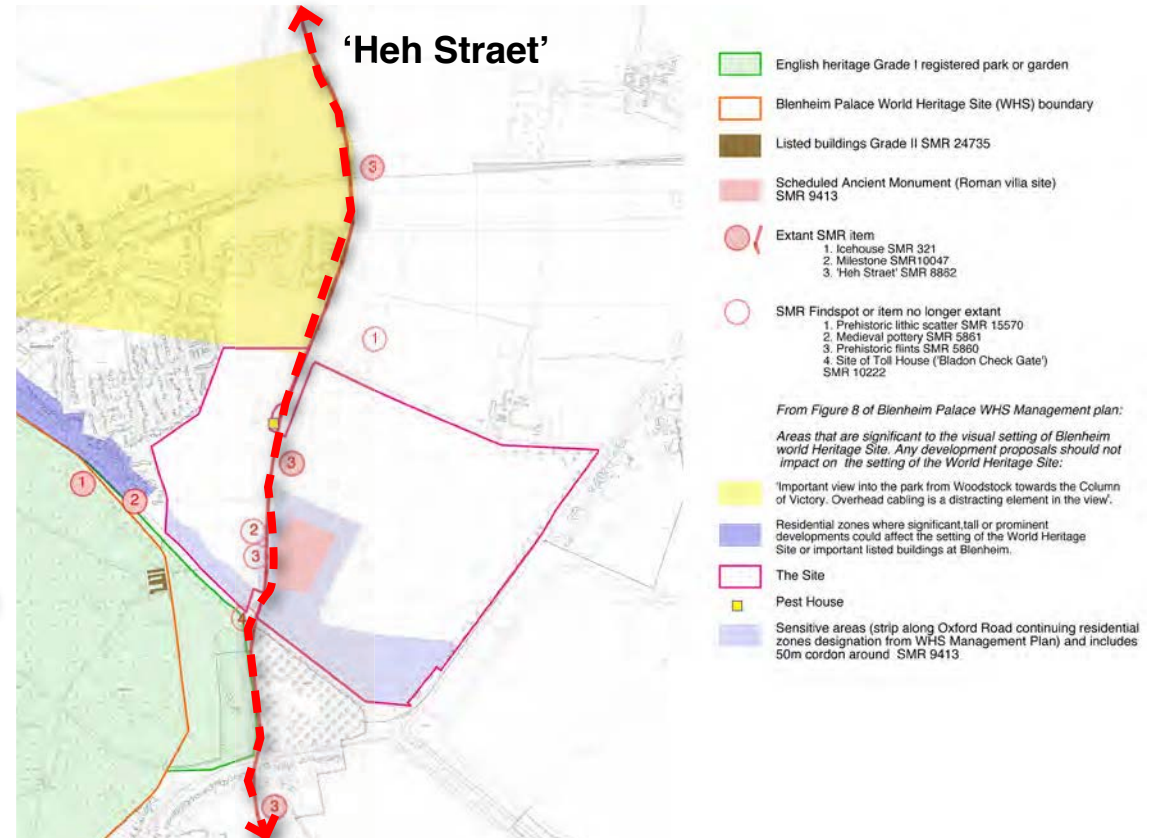
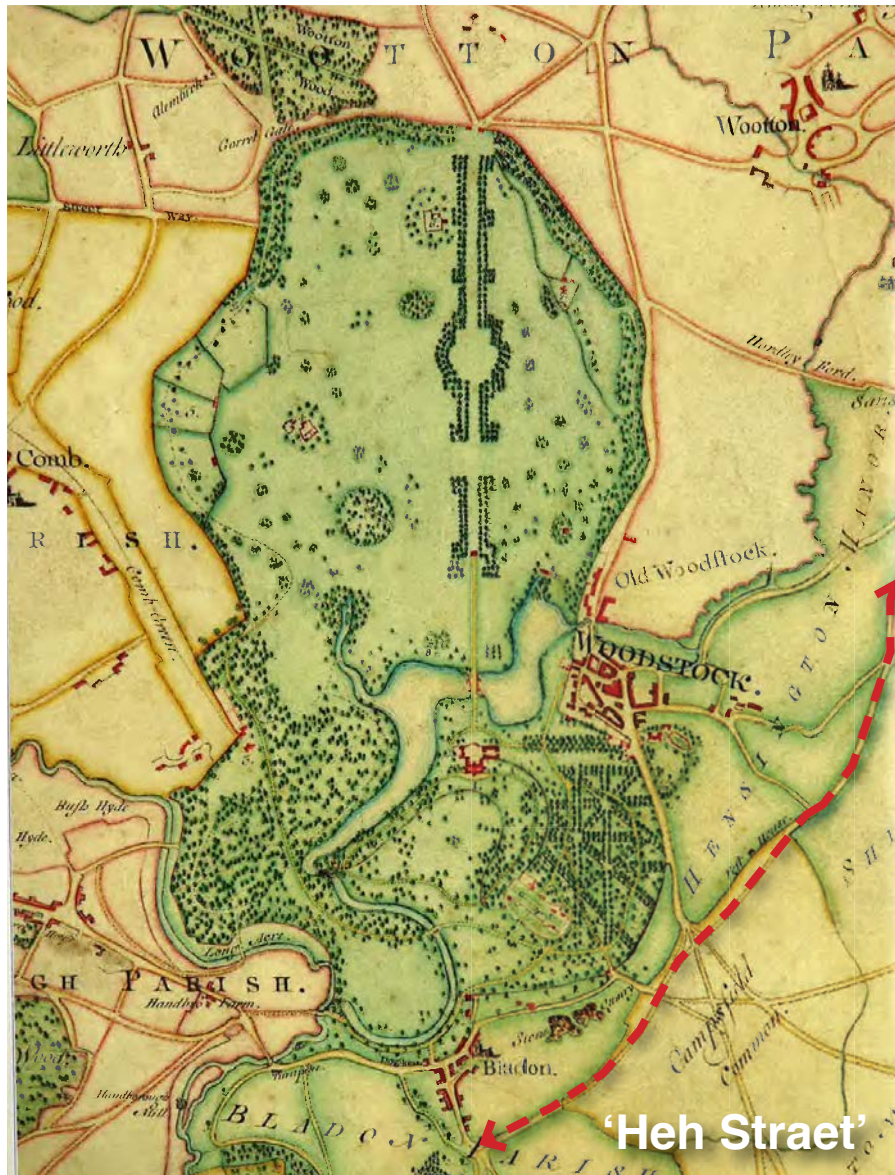


**C** Possible link from site leading to Hedge End.



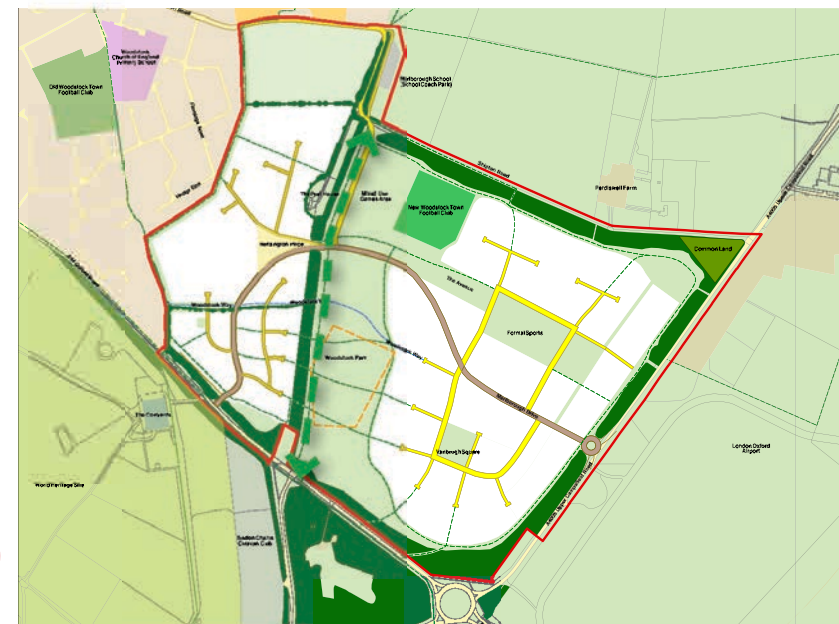
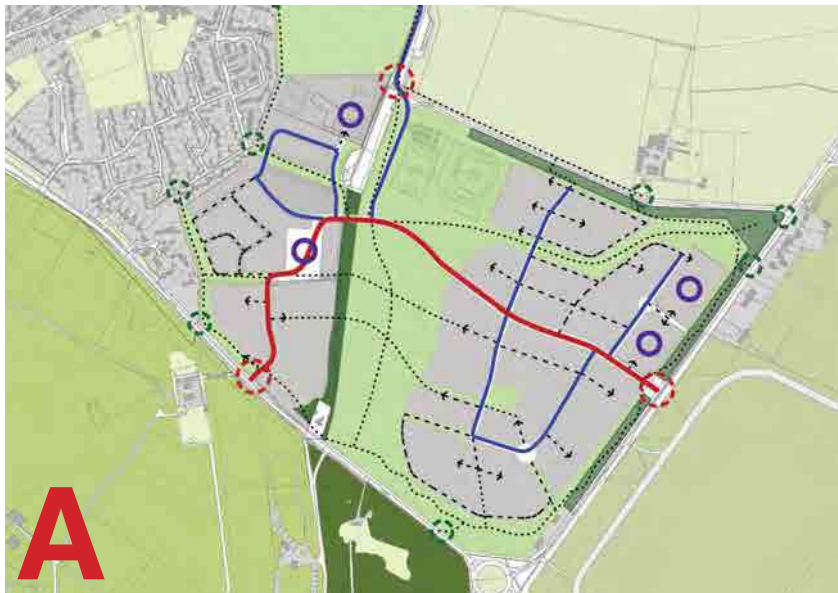
**D** View from parking lot looking towards the site. Possible pedestrian link.

**An historic route 'Heh Straet' ran north - south along the administrative boundary and historic hedgerow. This would have been the boundary between Hensington Manor and Campsfield Common and will be revealed as a new pedestrian and cycle route**



**A** To the left, a plan of Blenheim Park by Thomas Pride, 1772 shows the development of the park landscape after Capability Brown had landscaped the grounds and planted his trademark tree abundant landscape. This map clearly shows historic 'heh straet' dividing the estate lands and the common land at Campsfield. It is no mistake that the 'Pest House' sits on the very edge of Woodstock and the estates. A 'Pest House' building was used for persons afflicted with communicable diseases such as tuberculosis, cholera, smallpox or typhus. Often used for forcible quarantine, many towns and cities had one or more pest houses.

# The connectivity network has evolved as the framework plan has evolved, with the masterplan connectivity becoming more legible and complete





# We have created a clear strategy for connectivity based on; new links to Woodstock, connectivity through the historic hedge and, by creating a place with a clear mental map

## CLEAR AND SIMPLE CONNECTIONS TO WOODSTOCK

- Make use of possible connection points to the site from the existing eastern Woodstock housing estate to create direct links into Woodstock promoting walking and cycling.
- Improve safety and connectivity to the town by connecting to Shipton Road and providing a safer route out of Woodstock.
- Integration of the masterplan with existing Woodstock at Hedge End.



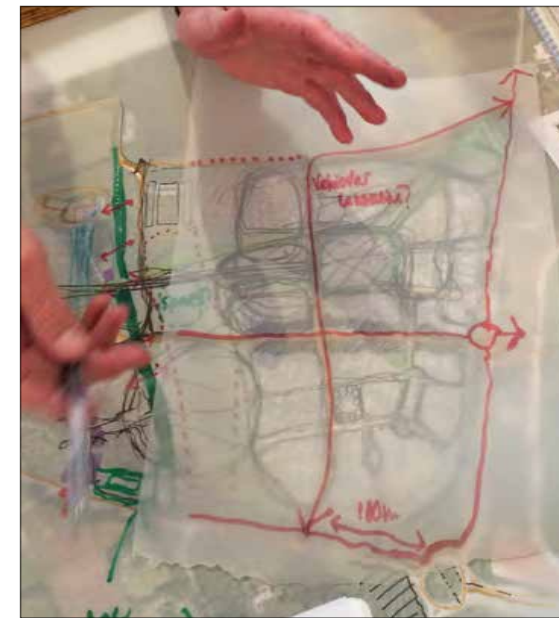
## CONNECT THROUGH THE NORTH- SOUTH HEDGE

- The north- south hedge has been strengthened to improve its ecological and habitat credentials. This presents a possible barrier between integration and connectivity.
- By breaking the hedge in several places for pedestrian and cycle access, and mitigating the breaks through planting; this constraint becomes an opportunity.



## A CLEAR AND LEGIBLE STREET NETWORK AND HIERARCHY

- It is important that the development feels grounded and integrated. By introducing a very simple hierarchy of routes that connect at a crossroads, users have a clear idea of wayfinding.
- This can be achieved through the introduction of a key north - south access. In the most part vehicular, the two ends provide pedestrian and cycle access only to the Shipton Road and the A44.



# This strategy for connectivity is expressed as a complete, integrated network

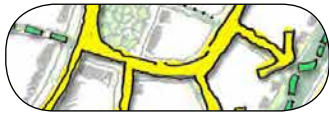
1



## 'Marlborough Drive'

A primary placemaking road connecting the A44, A4095 and Shipton Road. This road links together all of the key places and spaces in the masterplan including the pivotal square - 'Hensington Place' and creates structure and addresses.

2



A network of secondary streets providing through connectivity and access to green spaces, cycling and pedestrian routes.

3



A network of pedestrian and cycle routes connecting with the existing context and ensuring that the masterplan is legible and clear. These are vital to connect the masterplan across 'Woodstock Park'.



# DENSITY, PHASING & HEIGHTS

10

# 10.0 | DENSITY, PHASING & HEIGHTS

The current masterplan framework is the result of combining several strategies to **create a successful place** which reflects the original vision principles and **makes best use of the opportunities** and constraints presented by the site.

Intrinsic to this is the phasing strategy which **should be delivered over a period of 15 years** and principally looks to build out the development from the West to East, completing the western edge of Woodstock East first.

The site area west of the hedge could be delivered in the first 4 years and integrated with the town by the major road infrastructure delivered within the first 2 years. The new primary school would be begun in the second year and completed within 4 years.

The strategic landscaping would be delivered in years 1 and 2 so that it is more mature when the neighbouring development is built. Landscaping within the western part of the site would also be implemented within this period.

The building of the care village would start in year 1 and take 4 years to be completed. The supermarket would also be delivered within the 4th year. The employment related development would be built over 8 years beginning in year 2. The parking area would also be delivered in the 3rd year.

In summary the western proportion of development including the care village, school, local centre and supermarket would all be delivered within 4 years of commencement of the project in addition to the main strategic infrastructure including the primary road network, parking area, football club, sports facilities and approximately half of the employment.

The next 7 years would deliver the principal southern area of housing and all housing adjacent to the primary road network. The principal open spaces and other landscaping would also be delivered within this period as well as the remainder of the employment development.

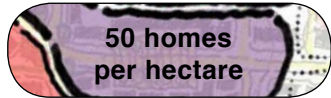
The final 4 years of the 15 year period would see the northern housing delivered. Three sub-communities allow for new residents to be affected for minimal lengths of time and completing the western area within 4 years would mean that existing residents were also minimally affected and community facilities would be easily accessible early on.

The density of the scheme will **predominantly reflect the high density terraces of historic parts of Woodstock**. It will however vary across the site to create individual character areas and relate to public and open spaces.

Buildings on the site are up to 3 storeys high. This is varied across the site to create different character areas and variety.

# A strategy for creating density and interest within the masterplan - appropriate to its sensitive built and heritage context

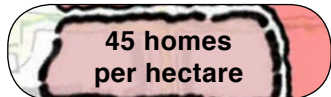
1



50 homes per hectare

**Up to 50 homes per hectare**, characterised by up to 3 storey dwellings, taking inspiration from Woodstock town centre.

2



45 homes per hectare

**Up to 45 homes per hectare** - Victory Park, a more contemporary area of the masterplan.

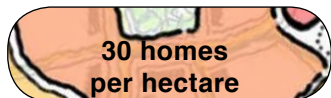
3



40 homes per hectare

**Up to 40 homes per hectare** - A mix of 2, 2.5 and 3 storey dwellings set around green spaces.

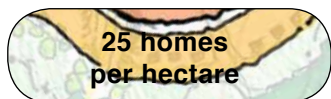
4



30 homes per hectare

**Up to 30 homes per hectare** - close to the more sensitive edges of the masterplan density drops to meet the context.

5



25 homes per hectare

**Up to 25 homes per hectare** - close to the sensitive SAM residential edge, properties overlooking the green space.

6



20 homes per hectare

**Up to 20 homes per hectare** - close to the sensitive residential edge of existing Woodstock and the World Heritage Site, properties follow the density and character of existing Oxford Road.



# A building heights strategy that respects the sensitivities of the site

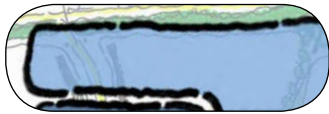
## 1



### Medium

- Up to 2.5 - 3 storeys.
- A mix of heights creating diversity and interest, including properties with dormers and gables.
- Town house character, reflecting the traditional character of Woodstock.
- Creating well defined streets.

## 2



### Low to Medium

- Up to 2.5 storeys
- A mix of heights to give variety and interest to the street scenes.
- Defining streets and spaces as well as providing views over green spaces.

## 3

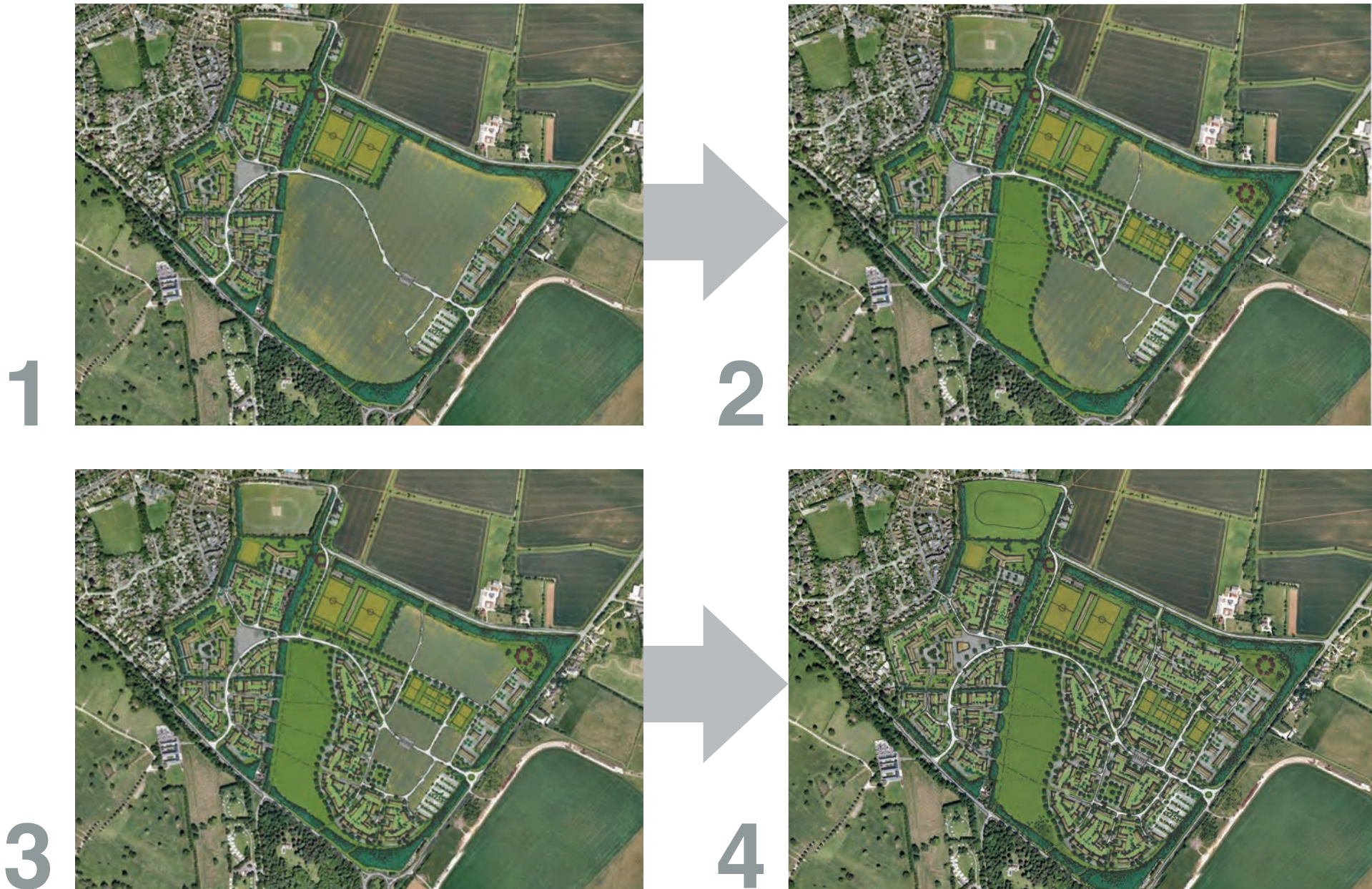


### Low

- Up to 2 storeys.
- Lower heights in more sensitive areas of the masterplan
- Respecting the existing edge of Woodstock and the setting of the World Heritage Site and Scheduled Monument.



A strategy for placemaking and phasing, ensuring that a place is created at every stage and that key landscape and community offers are delivered in early phases



# Phasing Strategy

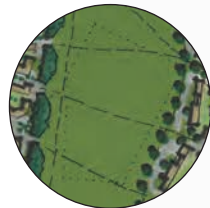
- Phase 1
- Phase 2
- Phase 3
- Phase 4
- Phase 5
- Phase 6
- Phase 7
- Phase 8
- Phase 9
- Phase 10
- Phase 11
- Phase 12
- Phase 13
- Phase 14
- Phase 15
- Phase 16



**2 FE Primary School**



**Hensington Place**



**Woodstock Park**



**Care Village**



**MUGA & New Woodstock Town Football Club**



**Vanbrugh Square**



**Employment Area**



**Transport Interchange**

