

5.6.8 | ILLUSTRATIVE LAYOUT

These principles will provide the development with its own identity which co-ordinates and integrates with the existing town of Woodstock. This provides a unique sense of place, varying across the development and creating legible and recognisable places.

This chapter follows on from the parameter plans providing an interpretation and greater level of detail. It should help outline how the development will emerge and demonstrates the proposed sense of place, identity and appearance.

The appearance of the development has been guided by: the summary of design generated from the townscape analysis; West Oxfordshire District Council design guidance and urban design literature including the Urban Design Compendium and the Manual for Streets.

The information is provided for illustrative purposes only and represents one way in which the detailed design could come forward.



FIG. 113 | SOUTH OF SHIPTON ROAD



simon jones assoc

FIG. 114 | BIRDSEYE VIEW

5.6.1 | SECURED BY DESIGN

Secured by Design is a guide that provides guidance on those principles that help to prevent crime. These are described under the following 7 headings; access and movement, structure, surveillance, ownership, physical protection, activity and management and maintenance. The following section explains how the design has been developed following this guidance to help prevent crime meet the vision objective for a safe and attractive development:



FIG. 115 | SECURE FOR CHILDREN TO PLAY

5.6.2 | SURVEILLANCE

Pedestrian routes throughout the site are overlooked or connected to main roads when travelling through large open spaces. This aims to ensure that pedestrians and cyclists feel safe encouraging people to travel sustainably and reducing crime. Parking is provided in the curtilage of dwellings, on roads or in public courtyards directly in front of dwellings. This prevents rear-parking courtyards becoming places of crime or vandalism.

5.6.3 | ACCESS AND MOVEMENT

Pedestrian and cycle routes are designed to be as direct as possible between the main community destinations. This encourages their use, creating an active community and safer and more comfortable places. All footpaths are overlooked and the footpath distance between roads is kept to a minimum. Rear access to dwellings is avoided where possible to maintain surveillance.

5.6.4 | STRUCTURE

Culs-de-sac are kept short and connected to main routes via pedestrian links. These provide glimpses between roads increasing the level of surveillance. Open spaces are given mixed uses but specific purposes, integrating community facilities with public spaces so that there is a high level of activity and surveillance.

5.6.5 | PHYSICAL PROTECTION

Design features on individual buildings provide physical protection and security.

5.6.6 | ACTIVITY

Activity is provided across the site through community facilities; school, local centre, employment, 'Link and Ride' and open spaces. These are spread across the site providing activity and well used pedestrian and cycle routes between the facilities. This ensures that these routes are well-used, encouraging further activity.

5.6.7 | OWNERSHIP

Private front and rear gardens are clearly distinguished from public space via the use of boundary walls and planting in context with the character of the development.

5.6.8 | CHARACTER AREAS

For legibility and visual interest the site has been split into a series of character areas. Four areas have been identified, ensuring that there are a variety of identities and appearances across the site. The character areas are primarily split and contained by parks, prominent landscaping and major roads.

Densities, built form and the street hierarchy, differentiate the areas. Densities are set out on the parameter plan in Chapter 4 and are further illustrated in the following Section. Use of materials is consistent across the site, connecting the areas to each other and integrating them with the existing area of Woodstock.

The following identifies the principles for each area:

- **Description:** a summary of the key characteristics of the area
- **Layout:** The urban principles including; uses, urban grain, street hierarchy, densities, landmark buildings and views which guide the development design and the key spaces which make each area recognisable.
- **Materiality and built form:** the building characteristics and specific principles that should guide the design of individual buildings
- **Visualisations:** illustrate the atmosphere and appearance of the proposed character areas

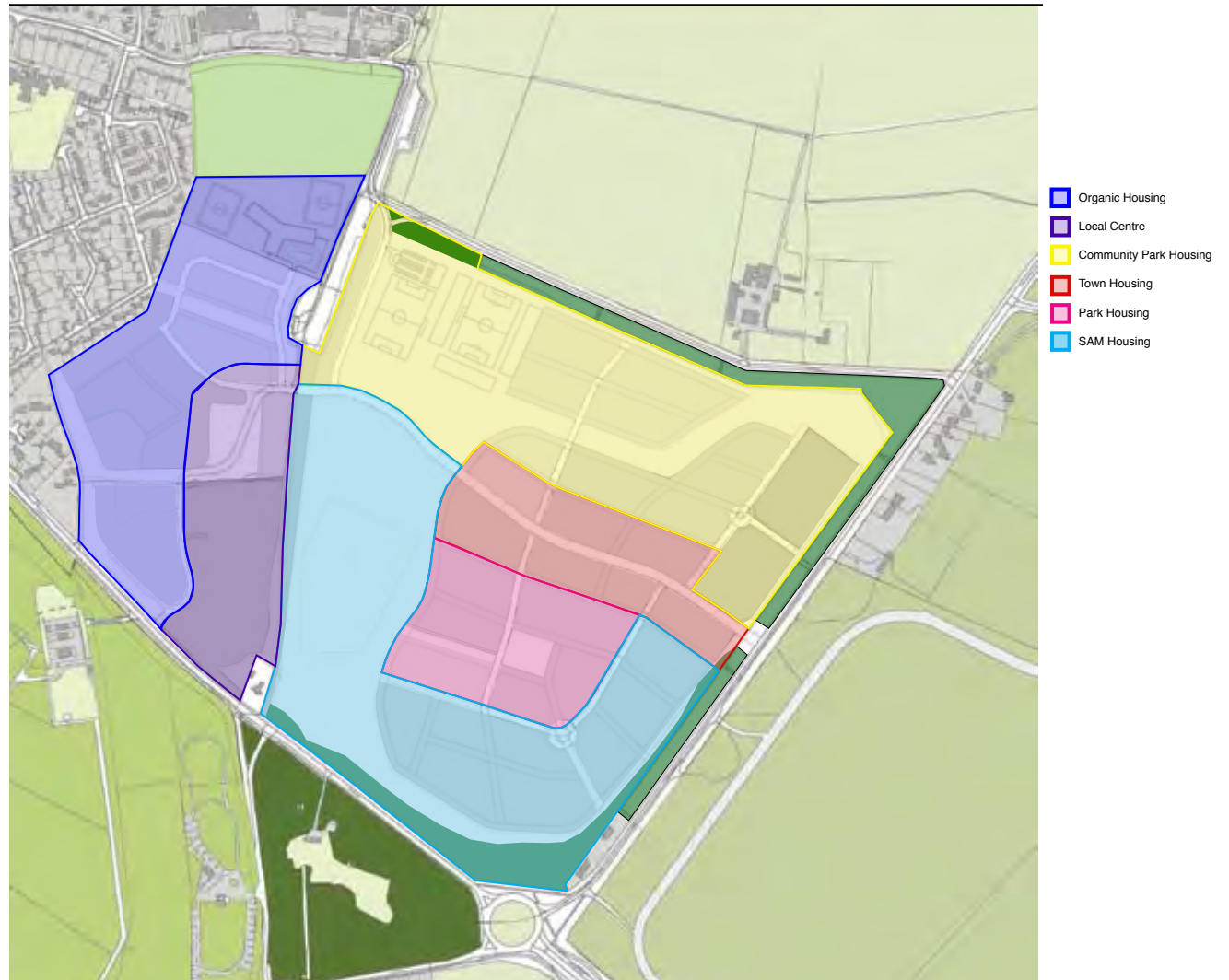


FIG. 116 | CHARACTER AREAS PLAN

5.6.9 | ORGANIC HOUSING

The 'Organic Housing' character area is located adjacent to the existing 'new housing' area of Woodstock. The grain and density of this area reflects the suburban housing to the east of Woodstock whilst reflecting the architectural design of the more traditional areas of Woodstock. This integrates the development with this part of Woodstock without interpreting the 'new housing' area through the architectural form and materials. Two sub-areas are noticeable from changes in density separated by the existing east-west hedge.



FIG. 117 | ORGANIC HOUSING

5.6.10 | LAYOUT

Curved roads and a variety of building orientations are used to create a constantly evolving view with buildings and landscaping used as backdrops. The curved roads also reduce traffic speeds and reduce the regularity of plot shapes and sizes.

Front gardens of various sizes create prominent landscaping and reduce the visual impact of cars. This all aims to create a small community atmosphere and a place comfortable for use by pedestrians and cyclists.

Parking is provided in the curtilage of properties where desirable because of the larger plots and lower density. This enables vehicles on the street to be kept to a minimum reducing their visual impact and increasing the capacity of the street for cyclists.

5.6.11 | MATERIALITY AND BUILT FORM

Traditional building forms of 2 storeys are implemented. This ensures that the area successfully integrates with Woodstock whilst having its own 21st century language of architectural detailing.

Boundary walls and planting relate the development to the World Heritage Site following the same materiality, forms and legibility of place. Local quarried stone and timber is used in keeping with the Cotswold character of Woodstock whilst integrating its own unique identity.

5.6.12 | LOCAL CENTRE

The 'Local Centre' continues the traditional forms and detailing of the 'Organic Housing' character area but the density increases to create a more urban setting to incorporate the local centre. This change in height and density is also achieved through the Care Village which connects the low density housing of the organic character area to the high density local centre through a mixture of individual properties and larger service buildings increasing in height and density towards the north of the Care Village.



FIG. 118 | LOCAL CENTRE

5.6.13 | LAYOUT

The local centre provides a formal heart to the character area by increasing the formality of landscaping through trees in the local centre which connect to the less formal planting of the footpath and east/west hedge. The landscaping of the east/west hedge is reduced on the boundary of the Care Village where it meets the local centre to provide integration between the two.

Higher density 3 storey terraced buildings enclose the square. This reflects the town centre character of Woodstock providing a mix of building heights and a similar arrangement to parking in the town centre. This provides an interesting and active public space.

The roads become more curved leading out of the local centre connecting to the 'Organic Housing'. This differentiates the areas and shows the beginning of the residential area.

5.6.14 | MATERIALITY AND BUILT FORM

3 storey terraces create a dense urban character and a mix of render and stone materiality creates variety and interest. Traditional building forms reflect those in the town centre to create a sense of arrival at the town that reflects the identity of Woodstock improving on the current 1960s housing that creates the current arrival to the town.

5.6.15 | COMMUNITY PARK HOUSING

The 'Community Park Housing' edges the football club, employment zone and linear park. This accommodates a contemporary interpretation of Woodstock character providing a modern and sustainable new community and an exemplar and memorable housing scheme.

This provides a new character area with its own unique identity but still providing a positive appearance and relationship to the existing identity of Woodstock.



FIG. 119 | COMMUNITY PARK HOUSING

5.6.16 | LAYOUT

The area integrates with the park to the south and east of the area. The layout comprises higher density terraced housing in a more formal linear arrangement orientated to make best use of solar gain.

5.6.17 | MATERIALITY AND BUILT FORM

Forms and materials will reflect those in the traditional housing but increase the use of render and timber in proportion to stone.

This enables the area to integrate with the more traditional areas of the site and to be identifiable as a part of Woodstock whilst providing a more contemporary style of development for variety and choice.

5.6.18 | TOWN HOUSING

The 'Town Housing' provides an edge to the main highway. Higher density development encloses this providing a continuous street scene and interpretation of the historic centre of Woodstock. This area acts as a gateway into the development and Woodstock from the A4095 and therefore traditional building types in stone and render will be used to ensure at arrival that the development is immediately identifiable as Woodstock



FIG. 120 | TOWN HOUSING

5.6.19 | LAYOUT

This area of housing follows the main road, relates to the employment area and 'Link and Ride' and provides the gateway into the site from the main access. For this reason the area is designed to be most recognisable and similar in style and form to the centre of Woodstock.

Front gardens will be kept to a minimum and terraces form the dominant style of housing reducing street widths and creating a narrower and more intimate atmosphere whilst providing an obvious gateway and recognisable entrance into Woodstock.

5.6.20 | MATERIALITY AND BUILT FORM

The housing in this area will be representative of the centre of Woodstock using a variety of roof heights up to 3 storeys to create a more intimate and dense environment. Stone will be the principal material with timber detailing gradually increasing towards the rear of the site towards the contemporary housing.

5.6.21 | PARK HOUSING

The 'Park Housing' is centred around a green route and landscaped park which provide an attractive setting as part of the Heritage Trail. This route incorporates public art as part of the heritage trail and therefore acts as an attractive green route through the residential area and onto the Scheduled Monument housing which links to the surrounding open spaces. A medium density of development ensures that a mix of housing is achieved and a mixed community is created around this attractive green route.



FIG. 121 | PARK HOUSING

5.6.22 | LAYOUT

A mixture of plot and house types are used to create a varied streetscape and a mixed community. The principle routes are bound by smaller front gardens connecting to green street spaces increasing the amount of publicly accessible green space.

Within cul-de-sacs, larger front gardens and more on plot parking is used to create small communities which are safe for children to play. These cul-de-sacs are connected via pedestrian routes which maintains permeability through the area.

This creates an overall figure ground plan of large blocks broken up by smaller pedestrian routes reflecting the hierarchy of blocks in Woodstock.

5.6.23 | MATERIALITY AND BUILT FORM

The form and materiality is a merger of the other traditional and more contemporary styles across the site; to provide legibility through the area. More traditional forms and materials edge the area relating the Heritage Park and the gateway park..

A mixture of heights and materials are used to ensure that a varied streetscape is created which ties together the green spaces and other characters throughout the site.

5.6.24 | SCHEDULED MONUMENT HOUSING

The 'Scheduled Monument Housing' relates to the parks and play trails around the main residential area. These properties relate to the open spaces and provide an attractive boundary and definition to these spaces.

The edges of the area fronting the open spaces and therefore the heritage park and A44 use more traditional forms and gradually become more varied as the area approaches the 'Park Housing'.



FIG. 122 | SCHEDULED MONUMENT HOUSING

5.6.25 | LAYOUT

Continuous street scenes are used to border the parks to create an attractive backdrop providing appropriate surveillance to these spaces. The south eastern residential area is broken down into large blocks by attractive green streets. This ensures legibility through the area and creates a clear hierarchy of routes.

Smaller roads border the parks and provide private access routes as cul-de-sacs which limit vehicles and provide a more pedestrian orientated environment. This enables the streets to become a continuation of the parks and act as 'play and social spaces', integrating with the uses and activity of the public open spaces.

5.6.26 | MATERIALITY AND BUILT FORM

Stone is used along the park boundaries to provide an appropriate contrast to the planting and open spaces. The amount of render and timber increases further into the area to aid legibility.

5.7 | ENVIRONMENTALLY RESPONSIVE

The scheme has undergone a full sustainability appraisal to identify the potential social, economic and environmental impacts that the development might have. This analysis has been submitted as part of the application in the form of a sustainability statement.

Sustainability is key to creating successful places and is identified throughout local and national policy as an important consideration for development.

For these reasons, creating an environmentally responsive development is be a key objective in the scheme design.

This has meant considering the physical, social, economic and environmental factors in significant detail.

This vision principal is concerned with the environmental factors as the social and economic objectives are covered in previous vision principles. The objectives for an

environmentally responsive design are therefore:

- Efficient and environmentally conscious design that integrates with the existing landscape and general setting
- Conserve and enhance the landscape and biodiversity on the site

5.7.1 | SOCIAL

The development is an opportunity to create a high quality sustainable community, which is connected to a local centre, integrated with Woodstock and creates an attractive and safe place to live.

The objectives that lead to this vision being achieved are illustrated in the vision through the creation of 'a mixed and active community' and 'an identity and sense of place.' These chapters show that the development will provide the following facilities as well as social benefits for the new and existing community:

- New and expanded football club
- New primary school
- Local employment
- Leisure facilities

There is currently very few affordable homes in Woodstock. Woodstock East will provide a mixture of market and affordable homes.

5.7.2 | ECONOMIC

The scheme is not employment led but employment will play an important part. The site's strategic location provides the opportunity to contribute to the retail and employment provision in Woodstock, a town with much employment demand but limited current opportunities, and the wider area. The economic objectives are covered under the vision principle 'Economic Vitality.'

5.7.3 | ENVIRONMENTAL

The design of the scheme has considered and implemented a number of environmental measures to ensure that the development delivers and exceeds local and national objectives for sustainability.

5.7.4 | LANDSCAPE, DRAINAGE AND BIODIVERSITY

The proposed scheme increases biodiversity on the site and landscaping has carefully co-ordinated biodiversity objectives and community facilities with the appearance and layout of the development.

Further details of this are provided in the landscape parameters for the site, which also incorporates the schemes drainage strategy.



FIG. 123 | BIODIVERSITY

5.7.5 | SUSTAINABLE TRANSPORT

A range of transport infrastructure and facilities have been integrated to connect the development to major employment sites in Oxford, Begbroke Science Park and the proposed north Oxford Gateway site at Wolvercote. The development also links to trains and transport hubs to sustainably connect the development to Oxford, London and other employment or leisure destinations both locally and nationally.

Sustainable transport infrastructure is provided across the site to encourage walking and cycling to community and leisure facilities. These pedestrian and cycle routes are extended into Woodstock to integrate the development into Woodstock and to encourage use of Woodstock town centre.

Buses through the development provide bus stops within 400m of all housing, providing a further connection into Woodstock and connecting to a link and ride which provides a regular connection to Oxford and the rest of the local districts.

5.7.6 | BUILDING DESIGN

Dwellings are designed to 'Lifetime Homes' standard aiming to achieve Code for Sustainable Homes level 4. The dwellings have been designed to provide high building performance in respect of fabric energy efficiency.

PHASING STRATEGY

“ Architecture starts when you carefully put two bricks together. There it begins. ”

Ludwig Mies van der Rohe

6

6.0 | PHASING STRATEGY

Figures 124-131 show the phasing strategy for the construction of the development. Landscaping is built into this; co-ordinating with the construction of the various phases of development. The proposed time frame for completing the development would be approximately 15 years. This is however dependant on market take-up and other external impacts.

Construction management will ensure that the development emerges in a sensitively managed way throughout this time. The development period will bring major investment into the town and through careful management, will enable people to live comfortably on the site whilst development takes place.

The primary access road will be constructed at the outset of development. This will enable construction to begin from the eastern and western sides of the site simultaneously. It will also serve to avoid construction related traffic using Oxford Road.

Buffer planting to the edges of the development will be implemented as early as possible to allow them to establish before all development is implemented.

The phasing strategy aims to create a place at every stage in order to provide flexibility and a liveable community throughout the 15 year build out.



FIG. 124 | PHASE 1



FIG. 125 | PHASE 2



FIG. 126 | PHASE 3



FIG. 127 | PHASE 4



FIG. 128 | PHASE 5



FIG. 129 | PHASE 6



FIG. 130 | PHASE 7



- Phase 1
- Phase 2
- Phase 3
- Phase 4
- Phase 5
- Phase 6
- Phase 7

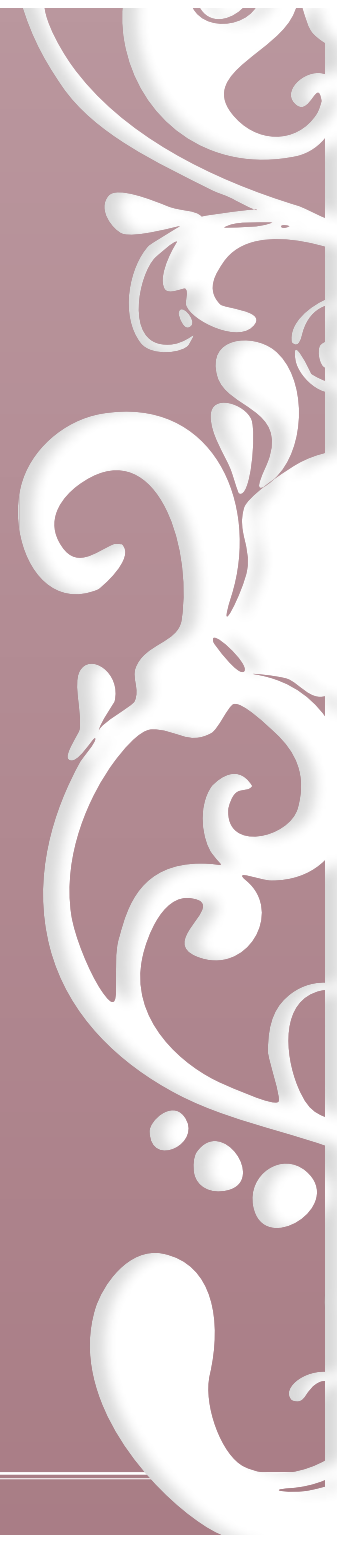
FIG. 131 | INDICATIVE PHASING STRATEGY

DETAILED DESIGN

“ *Architecture should speak of its time and place but yearn for timelessness.* ”

Frank Gehry

7



7.0 | INTRODUCTION

This chapter explains the evolution of the south western corner, which makes up the detailed planning application and part of which the information is illustrative providing a flavour of the character of this area.

This additional information enables an assessment to be made of the impact the development will have upon those heritage assets near to and on the site.

The detailed site area proposes 29 new residential dwellings and neighbours the existing residential edge of Woodstock and lies opposite the Blenheim Palace World Heritage Site.

The plan at figure 132 identifies the south western corner where the detail and illustrative material relates to.

7.0.1 | SITE ANALYSIS

The detailed area is key in that it provides the link between the existing residential area of Woodstock, Oxford Road (A44), the Blenheim Palace World Heritage Site and the new development. There are a number of constraints in this part of the site and the area is an important pedestrian and visual link.

The overall site analysis was described in Chapter 2 'Assessment'. The following text briefly describes those site features that have informed the layout of this particular area of the site.

7.0.2 | BOUNDARIES

This area of the site is contained by a hedge running east/west to the north, which provides a green boundary and a green route into the local centre, legibly linking it with the public footpath and existing Woodstock. A proposed road bounds the site area to the east, a link into the site from the Oxford Road (A44), providing vehicular integration with Woodstock. The Oxford Road (A44) edges the site to the south and rear gardens to the existing properties to the west.

7.0.3 | FOOTPATH

A public footpath runs along the western edge of the site providing a pedestrian connection into the existing residential area of Woodstock.

7.0.4 | NEIGHBOURING DEVELOPMENT

Neighbouring development to the west of the site is separated from the site by rear gardens and dense trees and vegetation.

The grain will inform the 'Organic Housing' character area to integrate the development with Woodstock ensuring that the development becomes a continuation of Woodstock rather than a separate new housing development. The estate was built in the 1960s and therefore is unrepresentative of the more identifiable historic character of Woodstock in the town centre.

The materials and built form do not influence the design or character of the West Character Area but the low density, and organic grain inform the layout to integrate the development within the existing settlement.

7.0.5 | OXFORD ROAD (A44)

The Oxford Road (A44) forms the entrance to the town and provides a direct link through the town into Old Woodstock and beyond. The south of the development area is informed by the residential layout further along Oxford Road (A44). The existing frontages on the Oxford Road (A44) are set back from the road.

This earlier development was carried out throughout the Middle Ages, ignoring the line of the road to create a wide market area. Subsequent development has continued to follow this recessed building line. This building line is an important feature of the streetscape and will be used as a precedent.



FIG. 132 | LOCATION PLAN

7.1 | PRINCIPLES

The vision for the full site was described in Chapter 3 'design development.' The detailed area follows this same vision but expands this to fit the context and constraints in this area of the site. This provided a set of principles specific to this area:

7.1.1 | RETAIN EXISTING VEGETATION

Retain and enhance existing hedgerows and tree planting to fit the design to its context and increase the ecological value of the site.



FIG. 133 | PRINCIPLES

7.1.2 | RELATIONSHIP TO WORLD HERITAGE SITE AND WOODSTOCK

The scheme proposals are primarily driven by the desired landscape and in generating an appropriate and positive response to the World Heritage Site opposite. The landscaping alongside Oxford Road (A44) reflects the World Heritage Site boundary of walls and trees by containing the road and creating a continuous belt of landscaping, (a continuation of the character of Oxford Road) back to the Bladon Roundabout and a gateway to Woodstock. The development aims to integrate with the existing residential area of Woodstock to provide a seamless transition and a continuation of Woodstock.



FIG. 134 | PRINCIPLES

7.1.3 | LANDSCAPED TREE BELT AND GRASS VERGE

In addition to the retention of the existing hedge a proposed new tree 'belt' to the northern edge of the Oxford Road (A44) forms part of a wider landscape strategy to largely screen development from Oxford Road (A44) enhancing the existing roads character. Visual permeability is controlled to create vistas and glimpses into the site where appropriate linking the road with activity within the site. Landscaping around the Oxford Road (A44) junction provides a visually unobtrusive access into the site providing access for buses and integration with Woodstock.

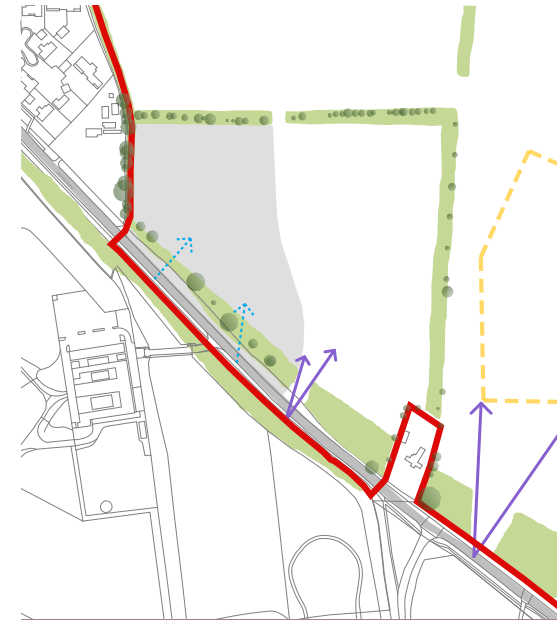


FIG. 135 | PRINCIPLES