

## 4.4 | LANDSCAPE

The masterplan has been driven by a landscape-led approach. A desire to set the proposal apart, as a national exemplar, has resulted in a focus on how exceptional landscaping can distinguish the proposed development.

The Capability Brown landscape on the opposite side of the road has helped to focus minds. The result is a masterplan that respects its exceptional neighbour, whilst provides for a development fit for the 21st Century.

### 4.4.1 | LANDSCAPE STRATEGY

In terms of landscape, this has been achieved through obtaining an exceptional understanding of the landscape attributes and landscape character of the site and its context.

The landscape strategy has also been designed in accordance with the West Oxfordshire and Cherwell open space studies. These provide a table of open space requirements and guidance on the form of these spaces.

The strategy considers visual impact, character and ecology in the design of the proposals. Green spaces within the layout can accommodate a variety of uses, which contribute to the overall character of each, ranging from the more formal football pitch area, through to the paths and walkway to the Schedule Monument park, nature reserve areas and more dense boundary treatments. These spaces integrate play areas, allotments, and walking and cycling routes into the layout.

The landscape strategy has been designed in accordance with the West Oxfordshire and Cherwell open space studies. These provide a table of open space requirements and guidance on the form of these spaces to create a robust, high quality setting to the development, through the provision of high quality open space, robust green infrastructure and soft landscape proposals which both complement and enhance the setting of the development, Blenheim Palace and the wider landscape context.

The landscape proposals have been designed to ensure that the proposed development is set within a robust, high quality landscape setting and that an appropriate transition between the proposals and the wider landscape context is created.

A significant level of tree planting is proposed, creating a strong landscape network within which the proposed development will be set, this will complement and reinforce the existing vegetation associated with the site's boundaries and also enhance the localised townscape setting.

The strengthening of the tree lined avenue to the east of the A44 to mirror the western side will create a fantastic wooded and rural setting on the approach to Woodstock, which in places to the east of the A44 will be strengthened further to obscure, in all seasons the proposed development at the southern end, allowing occasional glimpses as to move north of the A44 road junction with the site to reflect and merge with the existing character of the existing edge of Woodstock.

The proposed tree planting will incorporate a range

of sizes to ensure a varied, high quality and successful scheme is achieved. Native species will be used where appropriate with some ornamental species used as feature elements within the scheme. The species have been coordinated with the project ecologists to maximise biodiversity

The presence of the airport and airport safeguarding requirements has also informed the species list with fruiting plants which attract large numbers of birds avoided. The native species will be focused around the perimeters of the site and within the natural and semi-natural green spaces. Within the built environment, the use of ornamental species will create a high quality landscaped setting which complements the proposed built form to ensure a pleasant environment.

It is considered that the proposals have been informed by the identified opportunities and constraints associated with the site and will ensure that robust green corridors are created and maintained, that public access is maximised and that the landscape resource is conserved and, where possible, enhanced.

The layout includes several open spaces connected via a network of pedestrian and cycle routes. Development of the landscape strategy has required investigation and consideration of the impact on ecology, drainage and, archaeological constraints and opportunities. Designing the proposal has also required consideration of the long-term management of the landscaping.

Figure 81 shows the landscape strategy for the site:



FIG. 81 | LANDSCAPE STRATEGY

#### 4.4.2 | LANDSCAPE MAINTENANCE PLAN

Landscapes evolve. The very best landscapes in the world – such as at Blenheim Palace – have developed over centuries. The establishment and long term management of the landscape proposals is therefore of key concern, and a detailed management plan for the entire site will be prepared at detailed stage.

This management plan will set out the key management principles, building on the aims and objectives of the landscape strategy to ensure that, as the scheme matures, the setting of the proposed development is enhanced, maturing to create a robust, high quality landscape that both compliments and enhances the setting of Blenheim Palace and the surrounding landscape context.

As referred to previously, the Blenheim Estate has a long term interest in the success of this development (far more so than most other developers) lasting 100's of years, it is therefore strongly motivated to deliver and maintain an exemplar scheme that it can be proud to exist next to. The new development will be no lesser an integral part of the Blenheim Palace heritage asset than any other part of Woodstock on all levels.

#### 4.4.3 | LANDSCAPE

The figure 83 shows the landscape strategy for proposed open spaces across the site. These are described in further detail below as their landscape types:

##### A-Linear Park and Green Wedge

- naturalised character
- native tree species with native shrub planting to form understorey

##### B- Central Square

- formalised open public realm
- largely hard surfaced with some planting to the perimeters

##### C- Link Road

- landscaped urban approach
- broad grass verges with naturalised swales.
- Trees form distinct features within the streetscene
- suggested species include carpinus betulus or acer platanoids

##### D-A44 Frontage

- landscaped belt incorporating naturalised character
- native woodland species incorporated to reflect existing woodland to the south west

##### E- Naturalised Wildlife Corridor

- broad avenue comprising existing retained hedgerow and new native planting
- native planting will comprise a mix of tree and shrub species to create a dense landscape buffer



FIG. 82 | SWALE

#### F- Northern Boundary Woodland

- extension to existing woodland edge to create a robust buffer between the proposals and landscape to the north
- native woodland species

#### G- Football Club Buffer

- tree and shrub planting softens edge of the football club development
- use of native tree and shrub species ensures a degree of biodiversity enhancement

#### H- Lime Avenue

- formalised double avenue of trees is informed by features within the blenheim parkland and also forms a backdrop to the SAM
- suggested tree species: *tilia cordata*; reflecting existing specimens around the site and immediate setting

#### I- Linear Park

- informal open space linking the SAM with common land
- native tree and shrub planting break up the space and create visual interest
- sweeping footpath draws pedestrians through the space
- areas of wildflower grassland create biodiversity interest

#### J- Tree Lined Primary Road

- urban streetscene incorporating tree avenue to create visual interest and vertical scale
- suggested species: *capitus betulus* 'frans fontaine.'



FIG. 83 | LANDSCAPE STRATEGY

K- Gateway Planting

- key trees at transition between urban environment and open space
- suggested species: *fagus sylvatica* 'purpurea' or *liriodendron tulipifera*

L- Urban Edge

- formal tree avenue creates a transition between the setting of the SAM and the proposed built environment. The formalised planting reflects some of the features within blenheim estate.
- suggested species: *tilia cordata*; *platanus x hispanica*

M- Urban Linear Parks

- formal open spaces provide amenity space within the built up area. the spaces will incorporate a mix of soft and hard public realm to provide a variety of experiences.

- the planting can contribute to the character of these areas including species to create sensory spaces
- suggested species: *liquidambar* etc

Q- Land East of Shipton Road

- creation of naturalised setting for the proposed coach parking
- the proposed woodland planting creates a robust green corridor between the site and the landscape to the north

N- Upper Campsfield Road Gateway

- extend existing woodland buffer to ensure a robust green edge is maintained
- use of certain tree species can highlight the gateway through foliage or form
- suggested species: *fagus sylvatica* 'purpurea'; *quercus ilex*

O- A44 frontage

- native woodland reflective of the tree belt on a south eastern boundary and woodland to the south west
- the planting creates a robust green edge to the development, enhancing the approaches

P- Scheduled Monument Open Space

- informal open space comprising extensive area of native wildflower grassland
- a formalised perimeter footpath creates a circulous route for locals. seasonal mown paths allow access across the space
- suggested palette of 'emorsgate' grassland species: EW1: woodland / EH1 Hedgerow and EM2F general grassland conservation mix

NATIVE TREE PLANTING

- Acer campestre*
- Ainus glutinosa*
- Betula pendula*
- Fagus sylvatica*
- Malus sylvestris*
- Prunus avium*
- Quercus robur*
- Salix alba*
- Sorbus aria*
- Sorbus aucuparia*

NATIVE SHRUB MIX

- Cornus sanguinea*
- Corylus avellana*
- Crataegus monogyna*
- Lix aquifolium*
- Ligustrum vulgare*
- Prunus spinosa*
- Rosa canina*
- Sambucus nigra*
- Viburnum lantana*

NATIVE WILDFLOWER MIX

- Achillea millefolium*
- Centaurea nigra*
- Daucus carota*
- Galium verum*
- Knautia arvensis*
- Leucanthemum vulgare*
- Lotus corniculatus*
- Plantago lanceolata*
- Primula veris*
- Prunella vulgaris*
- Ranunculus acris*
- Rhinanthus minor*
- Rumex acetosa*
- Trifolium pratense*

## 4.5 | ECOLOGY



The proposed landscape treatment has been informed through detailed liaison with the project ecologists to ensure that an appropriate scheme is achieved in terms of tree cover and species biodiversity.

### 4.5.1 | HABITAT RETENTION

The main habitats of conservation value will be retained throughout the site.

- The majority of the woodland (93%) along the northern and eastern site boundary (W1) will be retained, although a small loss of habitat will be required (0.21 ha) to allow for the construction and operation of a roundabout on Upper Campsfield Road.
- All woodland (and rows of trees) to be retained will be protected throughout the construction by following BS 5837:2012 Trees in Relation to Design, Construction and Demolition - Recommendations.
- The hedgerows within the centre and running south to north of the site (H1 and H2) will be retained, although a section measuring 10m in length will be removed from H2 to accommodate the alignment of road, south of Pest House.
- The hedgerow (H3) which runs west to east of the site, will be retained although a section will be removed to allow alignment of the road from Oxford Road (A44) and provide visual permeability through the local centre.
- The mature hedgerow (H4) which surrounds the Pest House, on the northern boundary of the site will be retained. To allow for the realignment of Shipton Road from the north into the site, a section of 24 m will be lost from this hedgerow, with a further 33 m removed from the western section.
- The hedgerow (H6) on the northern boundary of the site, adjacent to Shipton Road, will be retained. A section of 24 m will be removed to allow for the realignment of Shipton Road from the north into the site.
- The hedgerows to the south of The site (H7 and H8), adjacent to Oxford Road (A44), will be retained. A section measuring 8 m in length will be removed from H7 to allow for the alignment of road from A44 into the Site.
- The field margin areas of semi-improved grassland, which are associated with the hedgerows within the site, will be retained. The semi improved grassland margin adjacent to the hedgerow (H6) and the broadleaved semi-natural woodland (W1) which borders the north and eastern sections of the site (SI1) will be retained.

A small section of 0.01 ha will be removed to allow for the realignment of Shipton Road into the site. A section of 0.05 ha of semi improved grassland will be removed to allow for the construction and operation of a roundabout on Upper Campsfield Road.

- The semi-improved grassland field margins (SI3) associated with the hedgerows located within the central section of the site (H1, H2 and H4) will be retained although an area of 0.03 ha will be removed to allow for the alignment of two roads within the site, south of the Pest House.
- The field margin areas (SI2) associated with Hedgerow (H8) will be retained.

### 4.5.2 | ECOLOGY STRATEGY

The detailed design of the Green Network will be developed in the next stages of the project. However the planting scheme will:

- Provide an overall increase in area of habitats of conservation and ecological value within the site including woodland, hedgerow and grassland.
- The lines of trees and areas of scattered trees, which will be created through the central eastern section of the site will contribute to the conservation value of the site.

- Provide improved functional ecological corridors throughout the site for commuting, foraging and dispersal of receptors.
- Provide improved foraging and commuting routes for bat species throughout the site, and in particular the north-south, and east-west commuting routes which are of importance for *Barbastelle* and *Myotis* sp. The planting scheme will result in the development of a north-south habitat corridor through the creation of additional hedgerows (H12, H13 and H14), and woodland sections (W3, W5 and W6) as shown in Appendix, Figure X. The habitat corridor will provide a dark route through the site which will benefit the light intolerant bat species. Further detail relating to planting design is found in the Landscape Framework Plan.



FIG. 84 | ECOLOGY STRATEGY

### 4.5.3 | OFF SITE COMPENSATION HABITAT CREATION

Off-site habitat creation will be undertaken in the arable field to the north of the site, and to the east of Shipton Road and adjacent to the proposed illustrated layout for Marlborough C of E School coach park.

The habitat creation will include the planting of a hedgerow (H11), to run north to south parallel with the coach park, connecting up with the southern section of the Drovers Lane. The hedgerow will be set 20 m from existing hedgerow and will be 199 m in length.

The hedgerow will be planted up with native species, which provide increased conservation value to the site. The area between these two hedgerows will be planted up with native tree species at a density to allow for understory vegetation to develop (see Landscape Framework Plan).

Two additional woodland areas will be created to the north and south of the coach park (W9 and W8). The areas will be planted up with standard, mature, native trees of local provenance increasing the woodland area by 0.18 ha in total (W8 0.13 ha; W9 0.05 ha).

This area will form the northern section of dark corridor to allow for the foraging and commuting of bats through the site. In the southern section of the area, adjacent to Shipton Road, large mature trees will be planted to strengthen the commuting route for bat species.

The creation of this area will also increase the suitable habitat for reptiles within the area, and will provide suitable areas for translocation of any reptiles located within the site during construction phases of development.

The central reservation of the new road alignment will be planted up with a line of mature standard trees (L8) of 164 m in length.

The area will provide additional suitable habitat for foraging, nesting and commuting habitat for dormouse between the site and suitable habitats to the north of the site. The hedgerow (H11) will be planted up with species, which are beneficial to dormouse including hazel and honeysuckle.

The planting of large mature trees in the southern section of the area will provide an arboreal bridge to strengthen commuting routes between habitats within the north of the site and habitats off site.

Together, the above approach will result in all significant habitats being retained and/or strengthened, and new, valuable habitats being created.

### 4.5.4 | DESIGN OF A SENSITIVE LIGHTING STRATEGY

The external lighting strategy for the hybrid planning application acknowledges that one of the key principles that will need to be carried forward to the design coding stage will be to retain dark corridors where bats are using lines of trees as flight paths.

The corridor with greatest bat activity levels is along the west east hedgerow (H3), and along the north south hedgerows (H1, H2 and H4). It is proposed that additional new hedgerows (H12 and H13) and woodland sections (W3, W5 and W6) will form a corridor through the site, and therefore this corridor will be retained as dark as reasonably possible to minimise alterations in the use of this corridor by bats.



FIG. 85 | BAT CORRIDOR



## 4.6 | DRAINAGE STRATEGY

### 4.6.1 | FOUL WATER

Consultation with Thames Water has taken place with regards to the development site, initially through the pre-development enquiry process. Early consultation has confirmed that the foul drainage system currently serving the town of Woodstock does suffer from capacity issues and as such the connection of the proposed development could not utilise this system without significant upgrading works.

In conjunction with the development of the overall master plan, 'Infrastruct CS Ltd' have been working with Thames Water to identify local sewerage catchments in order to establish the most appropriate connection point(s) for the foul drainage. By working collaboratively with Thames Water it will help to ensure that flows from the new scheme will pose no detriment to local buildings connected to and located close to the existing sewerage network.

The natural topography of the development site falls away from the town of Woodstock and the Thames Water drainage systems serving it. As such all foul drainage from the Woodstock East development site will need to be pumped to a receiving network.

Discussions to date have established that foul flows from the development site should be directed straight to the Woodstock Sewerage Treatment Plant located to the north of the town.

As foul flows from the Woodstock East site will need to be pumped, it is envisaged that an on-site pumping

station will pump the foul water from the site direct to this treatment facility and that Thames Water will be continuing their assessment of the sewerage treatment works to establish what upgrades will be required to accommodate the additional flows.

We do not believe that there are any issues that would prevent a suitable detailed foul drainage strategy being designed and implemented.

### 4.6.2 | SURFACE WATER

The intrusive ground investigations found varied ground conditions across the development site with less permeable ground conditions associated with the slightly higher ground to the west, with the ground becoming more granular and permeable in an easterly direction. The site therefore requires slightly different strategies for different areas.

### 4.6.3 | WESTERN DRAINAGE STRATEGY

With the underlying ground offering zero to limited infiltration potential for the western half of the development site, the proposed drainage strategy mirrors that of the existing surface water regime with flows discharging into the adjacent ditch systems at greenfield run off rates.

In order to ensure the proposed system replicates the current greenfield status, the proposed drainage system utilises a piped drainage system to collect and direct flows from the development into a new attenuation pond located close to the southern boundary of the site.

A series of swales to the side of the main road network will also collect and convey water to the attenuation pond.

From here flows will be released in a controlled manner into the existing ditch system running parallel to the A44 Oxford Road. Flows will be reduced down to the Qbar rate for all storms events up to and including the 1 in 100yr storm plus 30% for climate change, with sufficient storage to accommodate the associated volume of water contained within both the swales and the attenuation pond. When not in operation this pond will drain down dry.



FIG. 86 | SWALE

#### 4.6.4 | EASTERN DRAINAGE STRATEGY

The site investigation results confirm that land to the east of the site has ground conditions that will support the use of infiltration.

In accordance with the SuDS hierarchal approach, this side of the development site will utilise a system of infiltration devices to disperse surface water from hard standing and roof areas into the underlying ground conditions.

These will follow three main measures, which have been outlined below;

#### 4.6.5 | INFILTRATION SWALES

The main elements of roads have been designed with sufficient space to one side to accommodate a swale feature to collect and disperse surface water from the adjacent road. This technique has the additional benefit of providing a level of biological treatment to the surface water prior to infiltration.

The average infiltration rate of the eastern half of the site equates to  $1.095 \times 10^{-4}$  m/s. The current master plan layout makes provision of a 2.5m wide swale to one the side of the 7m wide carriageways.

#### 4.6.6 | CELLULAR SOAKAWAYS

The remaining impermeable areas associated with the development relate to the roof areas of the proposed buildings. As such it is the intension to discharge the surface water into the underlying ground conditions.

As the ground conditions associated with this half of the site have permeable strata to depths, it is recommended that cellular soakaways are used to discharge surface water from these areas.



FIG. 87 | ATTENUATION BASIN

#### 4.6.7 | PERMEABLE PAVEMENTS

Off the main road network, it is the intension to utilise permeable pavements to allow surface water to infiltrate down into the underlying strata. This technique also has the potential to incorporate an element of microbial treatment to the surface water whilst passing through the stone sub base layers.



FIG. 88 | PERMEABLE MATERIALS

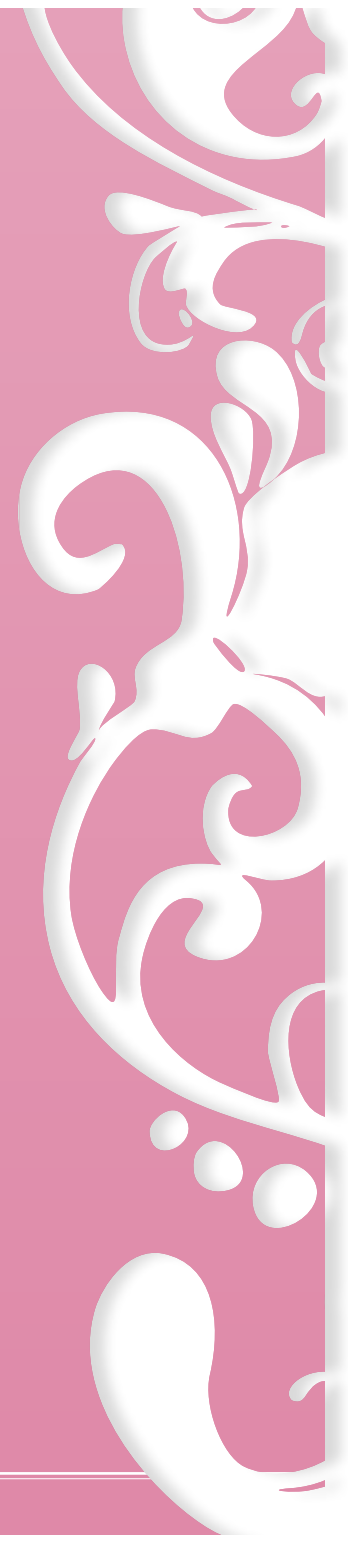
# ILLUSTRATIVE INFO

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“ *I believe that the way people live can be directed a little by architecture.* ”

*Tadao Ando*

# 5



## 5.0 | ILLUSTRATIVE INFORMATION

Chapter 5 is illustrative but describes how the layout and design of the scheme has evolved from the vision and principles described at the beginning of this document and how it fulfils all of their objectives.

# 5.1 | RESPECTS THE PAST

As well as placing landscaping at the heart of the proposal, the concept of the scheme and the development layout has been heritage-led.

The relationship of the site to heritage assets is significant and together, these have provided a fantastic and positive opportunity to further enhance the historical significance of Woodstock.

As stated above, it is the intention of the proposal to create Woodstock's next Conservation Area in the years to come.

As part of the vision for the site, the development will:

- Provide an extension to the heritage trail that makes interpretation and history accessible to the public; and
- Protect and provide access to the Scheduled Monument.

The following section sets out how this will be achieved:

## 5.1.1 | SCHEDULED MONUMENT

The Scheduled Monument acts as the core of the development and provides a central link connecting the local centre, Care Village, residential areas, linear community park, common land and subsequently the football club and education district.

Pedestrian routes across the Heritage Park have been designed to link the site together and encourage use of the space. Routes are attractive, safe and secure and have been designed to encourage activity.

The Scheduled Monument consists of the foundations of a Roman Villa buried under ploughed agricultural land. To all but the expert eye the villa is invisible, however it is proposed that interpretation material would be used to better reveal the significance of this heritage asset and open it up to the public.

The landscape proposals seek to create an appropriate setting for the Scheduled Monument and ensure that an appropriate transition between this heritage asset and the proposed built environment is achieved.

The creation of tree lined streets, which front onto the Scheduled Monument; create an attractive green and spacious area between the open space and the built form, with the treescape softening the built elevations and maintaining a semi-rural appearance.

The use of tree-lined avenues is also considered appropriate in the context of the Blenheim Estate to the south and the relationship between the Heritage Park and the proposed development.

The proposals maintain access to the Scheduled Monument, with proposed wildflower grassland offering a species rich, bio-diverse habitat and an informal recreation space. This adds further to the open, spacious character of the Scheduled Monument and its setting.



FIG. 89 | SCHEDULED MONUMENT PARK

### 5.1.2 | HERITAGE TRAIL

The 'Link and Ride' will provide additional parking and increased access to the Scheduled Monument and Woodstock Heritage Trail. This, in addition to pedestrian routes connecting the Scheduled Monument to the centre of Woodstock, will provide people with a direct link to the centre and to the Heritage Trail, or to follow an extended, attractive pedestrian route beginning at the Scheduled Monument.

The Trail is integrated within the site's green network to provide an attractive leisure route around the town. Distinctive and attractive public art, sympathetic to the heritage assets and surrounding building designs, is proposed at key nodes in the green network.

This will provide interest and focal points, encouraging pedestrian movement around the site. The following plan shows how the public art and Scheduled Monument integrates with the existing Heritage Trail.



FIG. 90 | HERITAGE TRAIL

## 5.2 | A GATEWAY

Site analysis of the boundaries to the site demonstrate that there is a clear opportunity to greatly improve the relationship of the site and Oxford Road (A44) to the World Heritage Site boundary.

This is an important principle behind the proposal and its development, within the masterplan, strengthens this relationship and creates a positive relationship to the town and Blenheim Palace.

These aims were set out in the development vision objectives, which included:

- Reflect the World Heritage Site boundary and bring forward and enhance a recognisable entrance into the historic town so that it is easily identifiable;
- Create a noticeable and attractive development that reflects Woodstock and creates a clear sense of arrival to the town.

### 5.2.1 | OXFORD ROAD (A44)

Currently, the site boundary consists of broken landscaping providing glimpses through to the land behind. This is out of character with the rest of Oxford Road to the west where there is a much stronger tree belt to the World Heritage Site boundary.

The Oxford Road entrance into Woodstock is the most frequently used. Improving this gateway for people enhances their experience and appreciation, and makes Woodstock identifiable from the A44/A4095 roundabout to the south, close to the beginning of the World Heritage Site boundary. It provides a more definitive gateway, reflective of the most distinctive and attractive characteristics of the area.

The design of the development and landscaping closest to the Oxford Road and the Blenheim Palace boundary uses planting and large verges to reflect the most attractive characteristics of Oxford Road. To a large degree, this mirrors the enclosure to the other side of the road, comprising the landscaping edging Blenheim Palace Park. Most notably, it more successfully frames the view into the town, forming a distinctive and recognisable entrance into Woodstock.

Landscape verges increase in thickness towards Bladon roundabout and Upper Campsfield Road mirroring the effect of the wall and woodland on the western side, thus balancing out the street scene. These variations in landscaping create a staged approach into the town and an experience that much better reflects local character:

### 5.2.2 | STAGE 1 ROUNDABOUT GATEWAY

The thickening and enhancement of the tree belt creates a continuous boundary around the corner of the site connecting to the dense landscaping along Upper Campsfield Road. This provides an identifiable end to Oxford Road and a boundary to the town. On the opposite (western) side of Oxford Road is Campsfield Wood. This landscaped entry would be balanced and mirrored on the opposite side of the road by the thickened planting within the site forming a recognisable gateway.

A roundabout on Upper Campsfield Road (A4095) provides a new gateway into the built area of Woodstock. It is important that this new and potentially well-used entrance creates a distinctive, attractive and recognisable entrance to Woodstock.

Currently, on entering Woodstock from the east, one's first view is of the Hensington Gate Estate, 1960's/1970's houses that, do not reflect the style, character or materiality of the town's identity as reflected in the town centre and Conservation area.

It is proposed that the Upper Campsfield Road (A4095) gateway uses two stone buildings reflective of the town centre buildings to create a narrower entrance and visual gateway. This will continue into a character area of stone town houses reflective of those in the centre and historic parts of the town.

### 5.2.3 | STAGE 2 FOREST TUNNEL

Additional woodland planting is continued along Oxford Road. This woodland planting will create an appropriate green edge to the development, providing an opaque boundary between the development and Oxford Road and continuing the landscaped tunnel like atmosphere further along Oxford Road.

The Woodland Gateway Park will also create an attractive gateway to the development, providing attractive, accessible open space with easy access to the wider landscape setting of Blenheim Palace Park. Further details of the proposed Woodland Park are included within the Landscape Masterplan, which accompanies this application.

### 5.2.4 | STAGE 3 SCHEDULED MONUMENT

The boundary planting is continued along the edge of the Scheduled Monument Park allowing breaks only to allow footpaths and cycle routes out of the site. This provides permeability and pedestrian and cycle access onto Oxford Road whilst maintaining a continued landscape edge reflective of the World Heritage Site boundary.

### 5.2.5 | STAGE 4 RETIREMENT VILLAGE

The Care Village starts at the north-south hedge and current entry to Woodstock on the District boundary line. Further planting and verge continues the strong site boundary. Beyond this and into the Care Village, an attenuation basin and landscaped walk create an attractive setting for the retirement village.



FIG. 91 | OXFORD ROAD

### 5.2.6 | STAGE 5 OXFORD ROAD HOUSING

The verge is further reduced after the road entrance into the site. This is fronted by low-density housing providing a positive frontage to the Oxford Road and continuing the layout and character of the Oxford Road housing further into Woodstock.



FIG. 92 | OXFORD ROAD





FIG. 93 | OXFORD ROAD SECTION

## 5.3 | LEGIBLE AND WELL CONNECTED

The site is well connected to the existing transport network. This provided the opportunity for it to strategically contribute to transport infrastructure in the area. This opportunity and its strategic location led to the objectives:

- Connect to the Oxford City Deal and create better connections between Oxford and Blenheim Palace
- Ensure that a range of transport modes is provided for; connecting the development to Woodstock and further afield.

### 5.3.1 | CONNECTIVITY

As a sustainable development, connectivity, including to the railway stations in the area; and the full range of transport modes; pedestrian, cycle, vehicle and bus routes have been integral to the design. Consequently, the site is integrated into the existing road and pedestrian network of Woodstock. In this way the site connects with and contributes to the town. It is not an isolated or stand-alone development.

'Link and Ride', bus, pedestrian and cycle infrastructure encourage the use of sustainable modes of transport.

A 'Link and Ride' has been proposed on the site to provide a sustainable public transport connection between Woodstock and Oxford connecting to Begbroke and potentially Oxford Parkway Station.

This approach contributes significantly to long term sustainable transport planning in Oxfordshire. It further strengthens a key public transport route.

### 5.3.2 | BUS ROUTE

The strategic location of the site enables it to provide a 'Link and Ride' that fits into the regional transport strategy. Further to engagement with Oxfordshire County Council and Stagecoach, a proposed route has been identified and two alternative routes, have been suggested.

The final scheme is a reserved matter and will be agreed through a detailed application.

### 5.3.3 | PROPOSED BUS ROUTE

The proposed bus route provides a bus link through the site, stopping at a bus interchange at the link and ride continuing to a further bus stop in the retail area. The route continues to emerge onto Oxford Road and continue on the existing route through Woodstock. This provides a bus stop within 400 metres of all dwellings. This further strengthens the integration of the

development with the town, as well as emphasising the fundamental role of sustainable transport to the proposal.

### 5.3.4 | BUS INTERCHANGE

Another option that has been discussed is the potential to create a turning station or roundabout near to the A4095 roundabout access. This provides a turning point for buses at the main 'Link and Ride', acting as a public transport hub for the development. A further bus stop would be provided on Oxford Road close to the local centre. The bus stop is connected via the Care Village on a safe and attractive route through an active area of the site.

### 5.3.5 | EXISTING ROUTE

A further option provides two bus stops on the Oxford Road allowing buses to continue to use the current route but also serve the development. A direct route is provided through the housing development providing a safe and attractive pedestrian route to the bus stops. The regularity of buses makes this a further efficient alternative to driving and reduces the impact on the town centre parking.



FIG. 94 | PROPOSED BUS ROUTES

### 5.3.6 | LINK AND RIDE

The 'Link and Ride' proposal also aims to reduce pressure on parking in the town centre by providing alternative, easily accessible parking connected to the town centre by pedestrian, cycle routes and regular public transport, as well as alleviate the town centre parking problems caused by the informal park and ride that occurs as a result of the good bus service that runs through the town centre along the A44.

Initial discussions with Oxfordshire County Council and Stagecoach also suggested that the site might be suitable for a larger strategic county-wide 'Link and Ride' to Oxford. The current layout allows for land currently neighbouring the link and ride and employment zone to potentially be used for an extended 'Link and Ride'.

Figure 95 shows an illustrative option for introducing an additional roundabout and layby to the proposed link and ride. This option would allow the proposed link and ride buses to pull into a designated layby from the main primary road to pick up and drop off customers, without having to travel into the depth of the site.

To maintain the gateway nature of this area of the site, the roundabout and layby will be landscaped to a high quality to tie in with the wider site. Access to the new bus stop for pedestrians will be from the parking area to the north, with pedestrian routes linking to a hard-scaped area and a possible link and ride building providing facilities such as a waiting room, toilet facilities and information desk.



FIG. 95 | EXISTING ROUTE

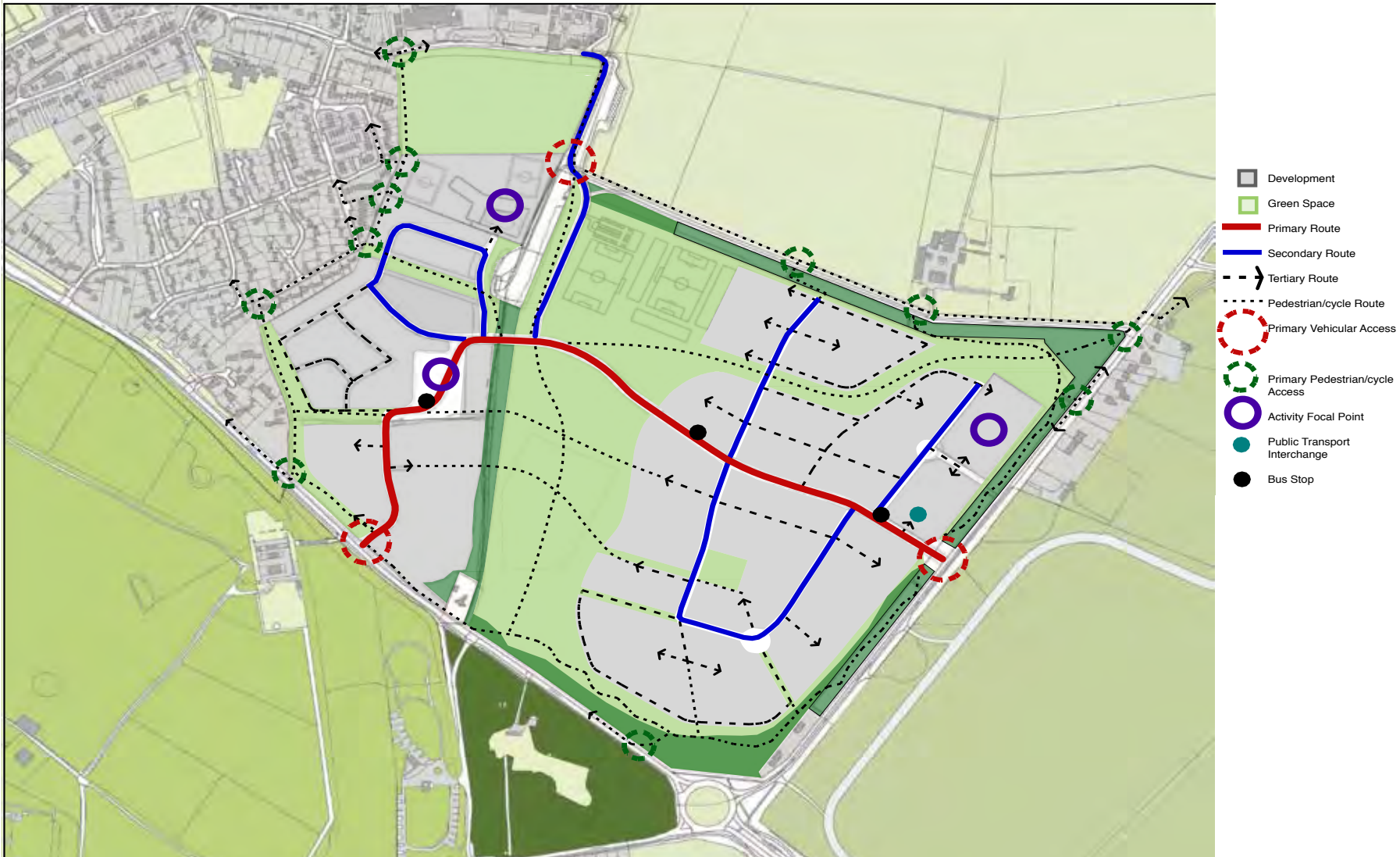


FIG. 96 | PRIMARY ROADS

### 5.3.7 | MOVEMENT FRAMEWORK

The design aims to be legible making main routes clear and allowing residents or visitors to easily find their way around. This is done through a hierarchy of roads and pedestrian routes in addition to character zones and landmark buildings enabling people to understand where they are.

### 5.3.8 | WALKING AND CYCLING

Cycle ways and footpaths already run from the site into Woodstock, Oxford and Witney making sustainable transport a real option. The proposal capitalises on these and strengthens the role of walking and cycling in the area.

The road network within the site has pedestrian and cycling routes on both sides as standard. These routes are connected with pedestrian and cycle routes integrated within the open space network encouraging walking and cycling as an alternative method of travel.

Facilities are integrated into this network aiming to encourage people to walk to school/ shopping etc. This provides a leisure facility for walking and running, encourages sustainable modes of travel and integrates the site with existing Woodstock.

### 5.3.9 | STREET HIERARCHY

The streets as shown on the parameter plans are split into a hierarchy of streets and pedestrian routes as shown on figure 96.

The hierarchy is based on three tiers of road; primary, secondary and tertiary.

These each have their own function and character, located to ensure that they provide the appropriate capacity for the surrounding land uses and number of dwellings.

The widths and character of the streets are designed in relation to Oxfordshire County Council guidance and the Manual for Streets.

The primary and secondary roads are considered as 'core roads' and do not contribute to density calculations. Tertiary roads however are indicative and their locations will be decided at future detailed application stages. They are contained within the development areas and form part of the calculated development area.

The southwest residential area forms the detailed part of this hybrid application. Here the location of all levels of street is fully established. The principles of each of the hierarchy of streets throughout the site are illustrated on the following pages.

### 5.3.10 | PRIMARY ROADS

The primary routes connect the development to the surrounding road network and allow for larger quantities of traffic and buses to pass through the site. These roads are designed to accord with the Oxfordshire residential road design guide 'link road' standard.

Houses front onto these roads but parking arrangements to these properties allows egress from the site in a forward gear. The carriageway is 6.75 metres wide with a 2 metre footpath and cycle links either side.

Verges, landscaping tree plants and areas of parallel parking vary the scale of the road and create a varied street scene.

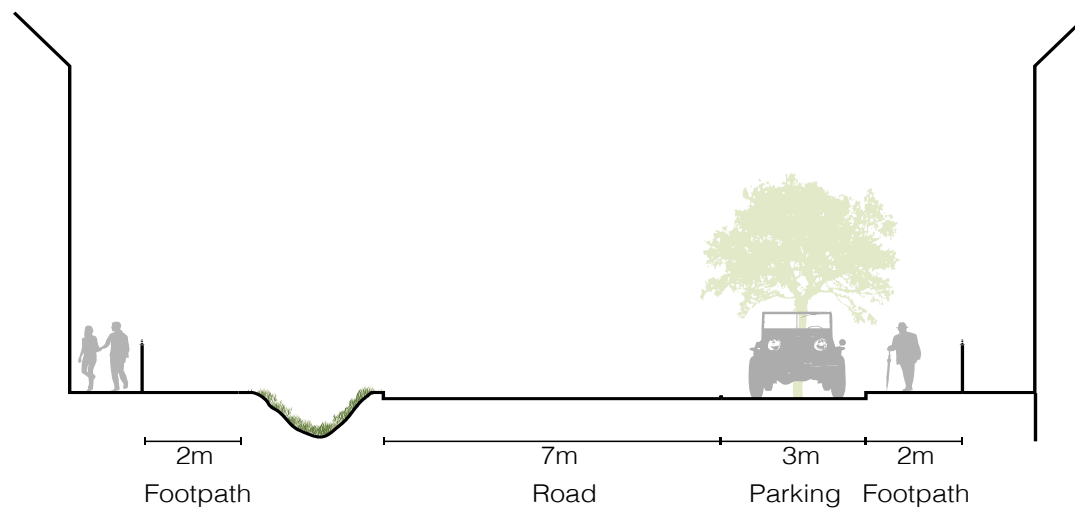
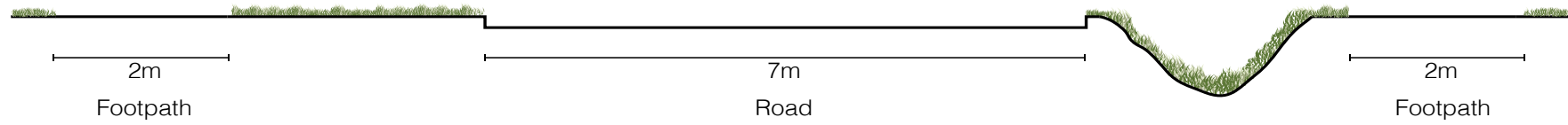


FIG. 97 | PRIMARY ROADS

### 5.3.11 | SECONDARY ROADS

Secondary roads feed several blocks and create the perimeter to blocks that contain several smaller development blocks, similar in character to existing attractive parts of Woodstock.

Two types of secondary road are included, the use dependant on the number of dwellings and size of the blocks that they are serving. The first type is a street designed to accord with the Oxfordshire residential road design guide 'major access road' standard.

A carriageway width of 6 metres is provided and a minimum of 1.8 metre wide footpaths. Parking from these roads is in forward gear only and traffic-calming methods are used to reduce the speed of traffic to 20mph.

The second type provides access from the primary roads to smaller blocks serving a smaller number of dwellings. These follow the Oxfordshire residential road design guide 'Minor Access Road' standard.

The carriageway is 4.8 metres wide with 1.5 metre wide footways either side. On-plot parking is provided directly from the road.

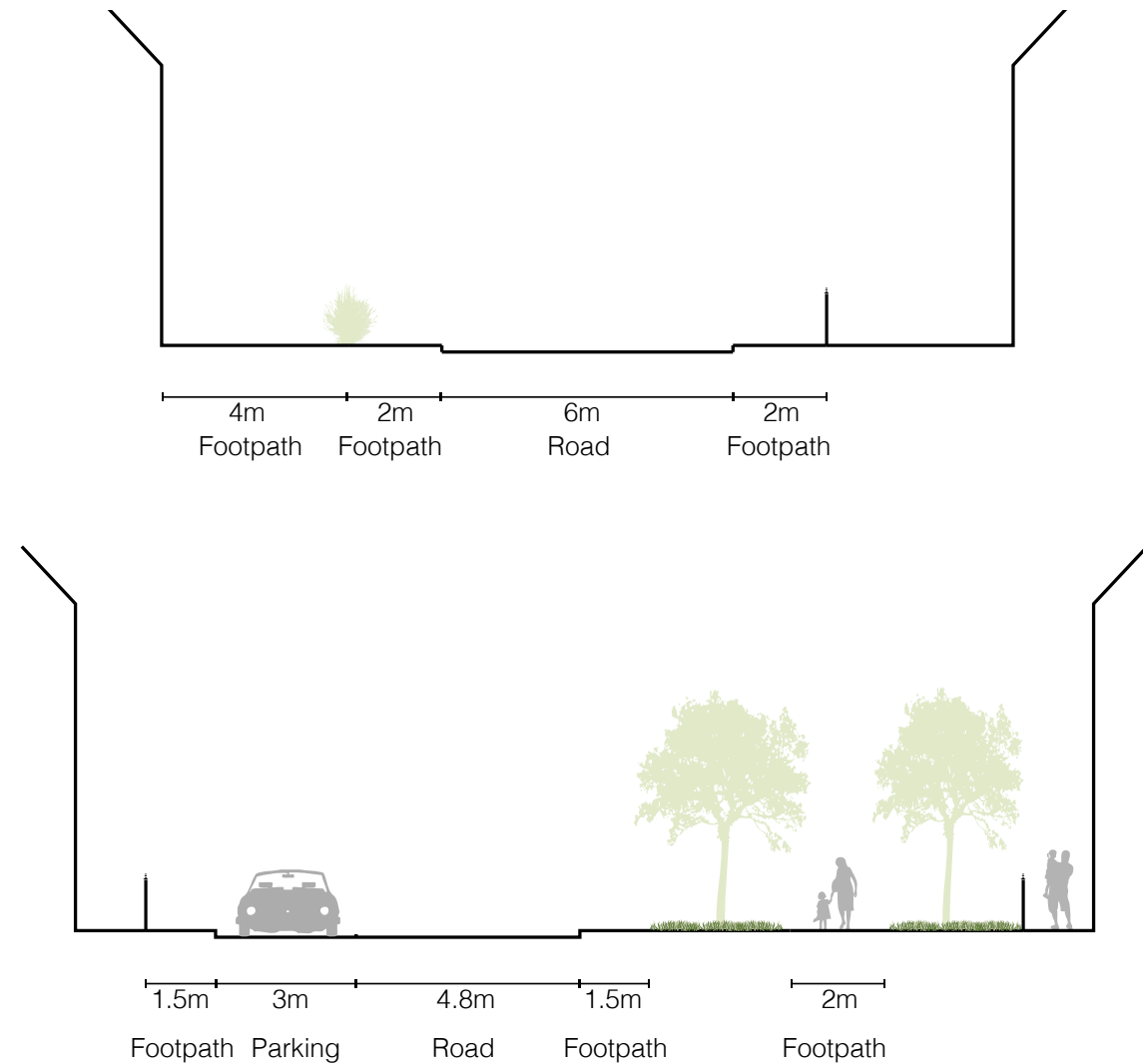


FIG. 98 | SECONDARY ROADS



### 5.3.12 | TERTIARY ROADS

Tertiary roads sit within the development blocks and feed a smaller number of dwellings. These provide the most variety throughout the development influenced by the character in that area of the site.

These vary in width and include a mixture of materials but they always allow for at least a 3 metre carriageway to allow access to emergency and waste collection vehicles as well as 1.8 metres of pedestrian footpath outside of this vehicular access. This approach meets with policy requirements and provides for an attractive and readily serviceable environment.

In the western development the blocks are smaller and separated by minor access roads. These roads are 4.8 metres wide and flanked on both sides by 1.5 metre wide footways. The character of the road types is increased through variations in the depths of front gardens changing the relationship of the buildings to the streets and the impact of landscaping on the street scene.

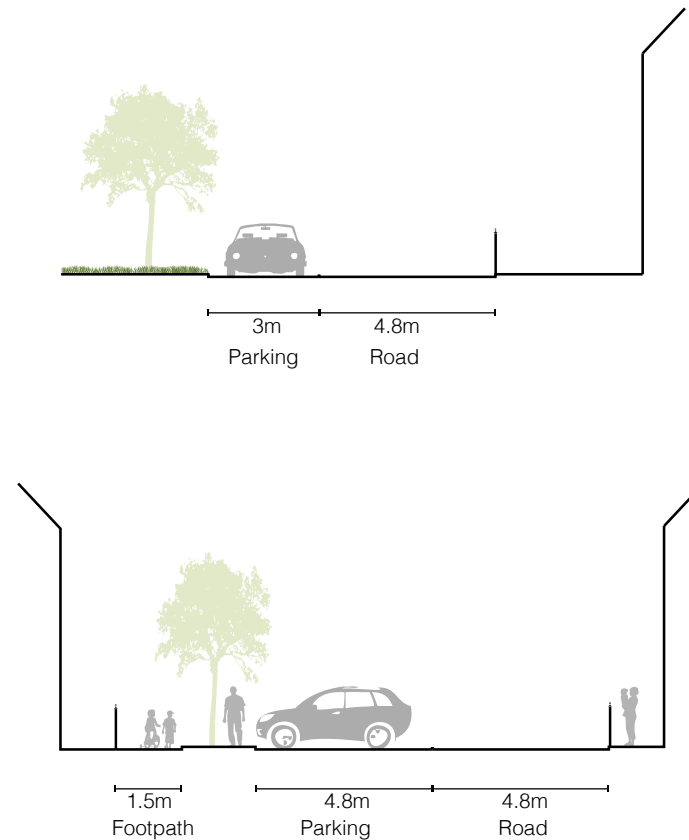


FIG. 99 | TERTIARY ROADS

## 5.4 | A MIXED AND ACTIVE COMMUNITY

As part of creating a sustainable community and an attractive place to live it was important that facilities are included that created a mixed community and create activity across the site. To achieve this the following vision objectives were created to guide the development:

- Provide a mix of housing for a varied and diverse range of people, including housing for elderly persons, families and individuals
- Create a vibrant and welcoming place with a mix of uses
- Provide equal access to good homes for all, creating lifetime homes and providing affordable housing to contribute to the housing needs of the county.
- Provide a good range of facilities for the town including a school, open space and leisure facilities

- Promote healthy and sustainable living through the provision of community and leisure facilities and a safe and attractive environment to live, work and play

### 5.4.1 | OPEN SPACE

The proposal aims to 'promote healthy and sustainable living' by providing open spaces designed to accommodate various forms of leisure. These parks include places for play, allotments and spaces for leisure and exercise. Importantly, the spaces will all be



FIG. 100 | PLAY AREAS

managed, ensuring that they are maintained as active areas which continue to make a significant contribution to the character and appearance of the area.

The open spaces are connected through a green network of streets and local play areas and parks. The Scheduled Monument Park and Gateway Park are further described in 'A Gateway' vision objective. This links to their uses and position within the site.



FIG. 101 | FOOTBALL CLUB

## 5.4.2 | EDUCATION AND LEISURE QUARTER

The core community facility of the development is the new school and leisure facility. Sustained engagement has revealed that this can ensure successful integration with the town.

The existing primary and secondary schools are in relatively close proximity and therefore a new school near to these two existing facilities would enable them to share facilities and a new stronger 'education and leisure quarter' for the town will emerge.

In addition to this, the new leisure facility is to be located adjoining the new school thereby providing ease of access between the school and the leisure facility

The applicants have been discussing with Marlborough C of E School possible ways that an 'education and leisure quarter' for the town could be created. The educational facilities; including adult education would be enhanced.

The proposed primary school will connect with the Marlborough C of E School through pedestrian and cycle links, and shared facilities including the existing playing fields and a joint connection to the proposed football ground and all weather games area.

Various alternatives are shown on figures 102, 103 and 104 for the new primary school and the required improvements to the secondary school. One suggestion for the primary school is to locate it south of the secondary school playing fields.



FIG. 102 | EDUCATION AND LEISURE QUARTER

A second suggestion for the primary school is to locate the school on the secondary school playing fields fronting Shipton Road.

Both alternatives would seek to improve the connections across the Shipton Road and to the site of the football club and leisure facility. Marlborough C of E School would need to provide additional classroom space on their site which the development would fund.

All of the above will provide for an exciting campus environment to the north western corner of the site and will ultimately deliver a sustainable and secure educational and leisure offer for Woodstock and its hinterland.

This will result in the positive improvement to the health and well being of the children and adult population since the facilities will be subject of a joint use agreement and will be available to the community also.

### 5.4.3 | FOOTBALL CLUB

A football club is an important focus for a community. This proposal will provide an opportunity to re-invigorate and save a club that has been part of Woodstock for a century and as such, must be regarded as a fundamental part of the towns social heritage. Without this proposal moving forward, this important heritage asset is extremely likely to be lost.

It is further proposed, following discussions with the secondary school, that a joint use agreement can enable areas of the clubhouse to be used for adult education



FIG. 103 | EDUCATION AND LEISURE QUARTER

areas of the clubhouse to be used for adult education purposes - facilities which are severely limited in the town.

Old Woodstock Town Football Club has been in existence in Woodstock for around a 100 years. It is facing increasingly hard times as the FA increase requirements for facilities, effectively rendering their current ground and facilities no longer fit for purpose.

The club has already been subject to voluntary relegation as a result of this and is now facing the real danger of closure if improved facilities are not found.

A football club will be provided to replace and upgrade the existing football ground. This will enable the football team to reach higher leagues than they are currently able.

The facility is designed to meet FA standards and provide a community, training and match facility, it will also enable them to run youth and ladies teams which at present they cannot due to poor and inadequate facilities.

The proposed football pitches are well integrated within a triangle of community uses connected to the primary and secondary school via several pedestrian and cycle routes. A clubhouse also provides a community hall and social facility for the football club, Woodstock and the development.



FIG. 104 | EDUCATION AND LEISURE QUARTER

#### 5.4.4 | SAFER PARKING AND DROP-OFF

As part of the masterplan for the area, changes are proposed to the Marlborough C of E School access providing an improved drop off facility and bus terminal at the school. This would provide better parking arrangements for the school and improve the safety of Shipton Road, increasing the efficiency of the traffic flow along Shipton Road.

This approach has been welcomed and is strongly supported by the school who identify drop off and pick up as a major existing issue for the school.

Four options have been considered to accommodate buses connecting to Marlborough School. These options are described under the headings: 12 bus bays, bus loop, bus link, and south of Shipton Road.

#### 5.4.5 | 12 BUS BAYS

The proposed option as shown on the site masterplan is a 12 bay coach parking facility east of Shipton Road. This would provide coach parking close to the school and the narrowing of the road would reduce the number of parked cars on Shipton Road. This would provide an easily accessible coach park from a newly extended footpath. The following image shows the potential layout for a new coach parking arrangement.



FIG. 105 | 12 BUS BAYS FOR SCHOOL

### 5.4.6 | BUS LOOP

The second option is a bus loop, which would enable buses to turn around on the northern corner of Shipton Road east of the school entrance. This would require separate provision for coach parking but would keep buses separate to the traffic; turning them around and sending them back into the site and away from Woodstock. This is shown in the following illustration:



FIG. 104 | BUS LOOP FOR SCHOOL

### 5.4.7 | BUS LINK

The third option provides a separate bus link to Shipton Road, which allows buses to stop and drop down or pick up pupils. To provide a through lane the link would need to be 2-3 metres wider than shown on the following image but would allow buses to stop for longer:



FIG. 105 | BUS LINK FOR SCHOOL



### 5.4.8 | SOUTH OF SHIPTON ROAD

The fourth option suggests reorganising the schools existing access to provide staff parking and a drop off zone to the south of Shipton Road, providing space for 3 lanes of coach parking in front of the school. This enables buses to stop and drop down children directly outside the school. The following plan shows the suggested arrangement:



FIG. 106 | SOUTH OF SHIPTON ROAD FOR SCHOOL

### 5.4.9 | CARE VILLAGE

The Care Village falls within the illustrative area of the site, located in the south west corner of the masterplan proposal positioned between family housing to the west, the site of a Scheduled Monument to the east and a proposed commercial centre to the north. The Oxford Road creates a boundary to the south with the grounds of Blenheim Palace beyond.

Figure 93 shows an illustrative layout of the Care Village and the location of the scheme within the site.

The area to the east of Woodstock provides the perfect opportunity to provide homes for older people who are looking for reassurance that as they age, the accommodation, external environment and availability of care will allow them to continue to live in an independent and dignified way as they age.

### 5.4.10 | ACCOMMODATION

The care village comprises of a combination of houses and apartments. In total there are 116 units spread throughout 20 houses, 6 apartment blocks and the communal hub. There is a mixture of 1 bed and 2 bed units providing a variety of options for the residents depending on their individual needs and desires.



FIG. 107 | RETIREMENT VILLAGE

### 5.4.11 | COMMUNAL HUB

This scheme also provides improved leisure facilities open to the community, including a restaurant and leisure and health facilities such as a gym and potential swimming pool. These facilities connect to the local centre to make them easily accessible and increase the activity in this core part of the development.

The communal building is situated in the north west corner of the site forming part of the public square. Facilities such as a restaurant, spa, swimming pool, bar and health suite will be housed in this central hub. Communal facilities will face the commercial square on its northern edge creating a positive frontage to the Care Village.

While operators may wish to offer these facilities predominantly on a 'club' basis for residents of the Care Village, it is anticipated they will also be an opportunity for interaction with the wider community.

Many of the activities within the communal building open onto the west and south garden areas providing activity to the external spaces enlivening the hub's setting.

The entrance to the south would be traditionally landscaped in a formal setting to highlight the importance of the building within the Care Village and create a sense of arrival on entering the village.

### 5.4.12 | TRANSPORT

Vehicular access to the site is via a single entrance to the north west of the site announced through a pillared entrance. The single access minimises the number of cars passing through the scheme and maximises space on the site for pedestrians and landscaping.

The parking is grouped across the site to minimise the impact on the landscaped setting, whilst ensuring the residents have easy access to their properties. The road surface will be raised providing a shared use for vehicles and pedestrians. Trees will line the single road within the site framing the communal building whilst softening the edges of the road.

There are two pedestrian entrances in to the Care Village in addition to the main vehicular access. One is located to the south west of the site to allow Care Village residents easy access to the Oxford Road either via bicycle and walking or bus.

The second entrance is to the north east of the site providing a public connection to the ancient scheduled monument site. Interconnecting pathways run throughout the communal gardens to encourage pedestrian use and allow residents easy access to other parts of the care village.

### 5.4.13 | APARTMENT BLOCKS

The apartment blocks are clustered to the east and north east of the site forming generous courtyard gardens. These are 2½ storeys relating to the surrounding 2 storey houses and picking up on the language of Woodstock village with projecting gables and small dormer windows providing the additional floor. The blocks are set out in a formal manner facing a central garden providing views over landscaped areas whilst allowing plenty of natural light to enter the rooms of the individual apartments.



FIG. 108 | RETIREMENT VILLAGE

### 5.4.14 | HOUSING

The housing is clustered on the southern and western sides of the site creating permeability and a domestic nature to the site when viewed from the Oxford Road and the new road into the masterplan area. The houses are a combination of semi-detached units in two differing styles which relate to the scale and massing of the units of the housing scheme opposite creating cohesion across the wider site. The southern boundary to the housing is defined by the rear of Littlecote and the fronts of the houses to the west picking up on the existing building lines of the surrounding context.

### 5.4.15 | LANDSCAPING

The buildings are surrounded by landscaped communal gardens which are open and accessible for residents to enjoy. Each unit has access to the shared gardens and many have balconies and patios providing private outdoor amenity space for residents. The housing is set back from the southern boundary to allow for an attenuation basin. This creates the opportunity for the site to open up in this area creating a large open landscaped area providing a sense of space to these residential units.

The Care Village is screened from the ancient monument site to the west by dense tree planting which creates an ecological corridor for the migration of bats throughout the wider site. This screen creates a green backdrop for the apartment blocks to the west and creates a sense of enclosure and privacy to the site. This sense of

enclosure is broken by the recessed courtyards which allow the apartment blocks to breathe and provide a low density frontage to this boundary.

### 5.4.16 | MASSING AND APPEARANCE

The development is predominantly 2 storey to the south and west creating a domestic scale to these two boundaries. It increases in height as the development moves northwards to 2½ storey creating variety in the built form where the distance from the boundaries increases. The communal building is 3 storey creating a focal point for the scheme emphasising the importance of the communal aspect of the Care Village. The different buildings are distributed to minimise overshadowing allowing plenty of sunlight to enter the garden areas between.

The Care Village draws reference from the local vernacular creating a traditional West Oxfordshire aesthetic. In particular inspiration has been taken from building elements which are found in the local area including small dormer windows, projecting gable bays, bay windows and traditional entrance canopies. Again, this highlights the domestic scale of the Care Village and creates an appearance that will merge with the character of the wider context.

In addition to the building elements, the materials used throughout the care village are inspired by the palette of the surrounding area. The walls are stone whilst the roofs are reconstituted stone slate. This creates an aesthetic which is in keeping with the local West Oxfordshire style.

Siting a Care Village in this location has the potential to provide high quality accommodation for older people given its tranquillity and good location in relation to Woodstock village centre. The buildings are set in landscaped communal gardens which provide an open feel whilst being dense enough to contribute to the public realm.

The scale is sympathetic to the surrounding area and the appearance would be in keeping with the wider West Oxfordshire context. This development would be a positive contribution to the masterplan and could provide a great setting for a development of this type.



FIG. 109 | RETIREMENT VILLAGE

## 5.5 | ECONOMIC VITALITY

For a community to be sustainable, it needs sustainable economic growth. National planning policy recognises economic growth as fundamental to sustainability.

The objective of this development is to recognise and address the economic vitality issues affecting Woodstock.

The following objectives thus form part of the vision for the development:

- Contribute to sustainable economic growth of the town and arrest the current decline
- Contribute to the future success of the wider area
- Help alleviate the current, perceived or actual parking issues in the town centre by providing the 'Link and Ride' facility removing those cars that use free town centre parking as an informal Park and Ride

### 5.5.1 | WOODSTOCK ECONOMIC CONTEXT

It is recognised that Woodstock is unique in that its economic viability is focused on the tourist and leisure sectors. In recent years, ordinary retail uses such as the butchers and ironmongers have disappeared.

Further to this, recently a number of tea shops have gained consent to change from a tearoom to residential use, further impacting on the economic sustainability of the town.

The proposal creates a development complementary to the existing town and which strengthens it, by enhancing retail and employment provision. This approach will encourage residents to stay and work and shop in the town.

In addition to the above, the increase in population the development will bring will significantly strengthen the businesses and leisure related facilities in the town, including the pubs, restaurants', takeaway's and hotels.

### 5.5.2 | LOCAL CENTRE

To follow the development vision and make a significant contribution to sustainable economic growth in the town, it is essential that the right facilities are provided. These should benefit Woodstock and complement its existing facilities, thus helping to reduce the need to travel out of the town. This will make Woodstock a more sustainable community and provide a major boost to, rather than compete with, the town's current retail offer.

The scheme's retail offer has been designed to complement the existing centre of Woodstock by providing a local size supermarket and not competing with the more specialist retail establishments in the town centre. It is not intended to provide A3 uses.

This conscious decision has been made with particular mind to encouraging leisure spend in the existing centre of the historic town. This will result from the strong connectivity and integration provided.

Within the site, and easily accessible from existing homes, the local centre will integrate with the community facilities provided by the Care Village to provide a mixed-use zone with a variety of dwellings and community, leisure and retail facilities.

There is potential for a private nursery to be provided in the local centre. This will further increase the activity in this area of the site, encourage the use of these local facilities and positively relate to the school via a strong pedestrian link and landscaped corridor. Parking and other details will be provided at detail design stage.



FIG. 110 | LOCAL CENTRE

### 5.5.3 | EMPLOYMENT

Woodstock currently has a low level of unemployment with many of the population working in the managerial and professional sector. The largest proportion of these work in education and the second largest proportion in professional, scientific and technical activities. The West Oxfordshire Economic Assessment revealed that 70% of business premises in the district hold under 5 people.

Currently a large majority of residents travel to work by car. Oxford City Council aim to reduce this car dependancy as 45000 of the working population of Oxford commute to work from outside the city and 70% of these travel by unsustainable means. 38,000 of these come from neighbouring districts.

The scheme will generate 7,500sqm of employment comprising office, light industrial use, Warehousing/ storage, 930sqm of retail as a local hub, a Care Village including retail and leisure uses, a 2 form entry primary school and football club. This will generate circa 160 jobs through employment land and more than 55 jobs through the retail and service provision on the site. Jobs will also be created through the construction phase of the development.

Woodstock is currently a service centre for local residents and tourists and therefore the provision of affordable housing will improve travel sustainability the area by providing affordable housing for people working in the lower paid tourist industries.

### 5.5.4 | OXFORD CITY DEAL

The sites job provision and housing development support the Oxford City Deal. This is a major investment strategy to create thousands of jobs supported by the government. The scheme aims to create new jobs, support research and businesses and improve housing and transport.

The City Deal aims to create 18000 jobs but alongside this 7500 homes are required to provide housing for these workers. Two of the growth points identified in the city deal are located close to Woodstock at the Begbroke Innovation Accelerator and the northern gateway.

The Northern Gateway has been identified in the northern gateway area action plan as the only strategic employment land in Oxford City. Policy NG2 of the AAP says that planning permission will be granted for 90,000sqm of employment, 500 new homes, local scale retail uses and a hotel of 180 bedrooms with associated leisure provision.

In addition, the Begbroke Science Park, owned by the Oxford University is less than 2 miles away, consent having been granted for 21,236 sqm of development as part of the City Deal initiative. Both of these developments will provide significant employment provision close to the site. A 'Link and Ride' facility and regular buses will sustainably connect these employment centres to the development.

### 5.5.5 | START UP BUSINESSES

Both Cherwell and West Oxfordshire Districts have identified that there is an identified additional need for employment land on top of what has already been allocated, particularly flexible small office spaces to support start up businesses.

The scheme will provide small units of 500sqm to medium sized self contained units of 1500sqm to enable start up businesses to grow and contract and encourage more enterprise facilities. These are in an ideal location close to London Oxford Airport giving people the opportunity to set up their own businesses and for specialist aviation research in this part of the county to continue to grow and improve.

A small business centre and office suite will encourage innovation and new business development aligning well with the economic growth strategy for the wider area and the Oxford City Deal/Cherwell Economic Development Strategy.

Broadband links and home office provision will further help to enhance employment facilities and create a sustainable working environment.

The provision of employment uses across the site, both in the local centre and employment zone, will increase its sustainability, reducing the need for out commuting and providing sustainable modes of transport.

## 5.6 | AN IDENTITY AND SENSE OF PLACE

The development vision will create a safe, sustainable and attractive place to live. The development has been designed to visually integrate with Woodstock, whilst establishing its own high quality design identity. The following vision principles were introduced to develop the design:

- Have a recognisable identity as 'Woodstock' whilst having its own sense of place reflective of good 21st Century design
  - A high standard of architectural and urban design including streets, spaces and individual buildings
  - A safe and attractive development integrating a network of public open spaces with high quality play spaces and safe and attractive routes to shops, schools and community facilities
- Exemplar standards due to the involvement of the Blenheim Estate and Pye Homes, both of whom are significant long term stakeholders in the local community.



FIG. 111 | PLAY AREAS



FIG. 112 | PLAY AREAS