

## December 2014 - Rev B







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# 1 Introduction

## 1.1 Background

- This Design Report has been produced to support and enhance the Reserved Matters Planning Application for the development of parcel E of the Plateau at Longford Park, Banbury.
- The primary objectives of the proposal are:-
  - To provide a distinctive and high quality place that enhances the character of Longford Park and the surrounding region.
  - To deliver a range of well-designed, sustainable housing opportunities.
  - To enhance the public accessibility and linkages to the rest of the masterplan.
  - To increase the opportunities for Green Infrastructure within the development, providing green corridors linking to the surrounding countryside, and green edges to provide a clear boundary to the site.
  - To create a well-considered, sustainable and sensitive development that is special to locals and relates to the wider context.

## 1.2 Aim Of The Document

- This Design Report aims to explain the urban design approach and outline key character areas within the proposed development.
- The proposal has been informed by sound urban design principles, including those relating to movement frameworks and street hierarchies, open space, affordable housing, sustainability, and crime prevention measures. The proposal reflects the development principles laid out within the Design Code for Longford Park.



# 2 The Vision



The proposed development will create a **sustainable, inclusive** and **integrated** part of the Longford Park Masterplan.

The scheme will create a **well-balanced, distinct** and **vibrant** neighbourhood that will provide for all ages, economic situations and lifestyle.

The proposal will respect the surrounding **landscape** and respond to the local urban and rural context, enhancing the **local vernacular**.



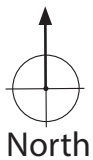


Haynesbridge

Community Park

Site

Plateau





# 3 The Site

## 3.1 Introducing The Site


- The site is part of Parcel E of the Longford Park development on former College fields.
- It is situated to the south of Banbury on higher level ground.
- The site is not directly bounded by any existing housing and sits within existing fields. Oxford Road, which links Banbury with Villages to the south (Twyford and Adderbury), is located to the south of the site but is separated from the site by fields and the housing facing onto Oxford Road.
- Oxford Canal is situated to the north east of the site over further fields which should form a community park in the Longford Park Masterplan.
- To the north west are fields and Bankside (which provides access into the site). It is intended for these fields to become a formal sports provision (proposed in the masterplan).
- Further east and south east of the site are further fields named as 'the Plateau' in the Masterplan and Design Code document. These fields are proposed to become mixed use development, including a new primary school.





 Site Boundary

This aerial photograph shows a river bend. The original meandering channel is visible on the left, while the straightened section is on the right. The riverbed is marked with black lines, and the surrounding land is green.



Hedgerow Lane Frontage



### 3.2 Site Constraints

- Key constraints on the site and surroundings are noted on the map opposite.
- These include that the proposed uses surrounding the site have been agreed within the Longford Park Masterplan. The Longford Park Masterplan proposes the following;
  - That land to the north west of the site is to become a formal sports provision.
  - That land to the north east of the site is to become a Community Park
  - That land to the south is to incorporate a mixed use development.
- The Longford Park Masterplan proposes that there is a main road incorporated from the north west corner through the south boundary. Vehicular access is from Bankside (to the north west of the site) and from Oxford Road.
- The Masterplan also proposes that there are pedestrian and cycle connections incorporated into the layout linking the development with the community park to the north.
- There is a hedgerow to the south boundary of the site which needs to be retained. Houses will need to front this hedgerow.

### 3.3 Site Opportunities

- There is the opportunity to integrate the development into the rural context by incorporating existing landscaping features and producing a development with a rural character. Existing landscaping features that should be incorporated include the existing topography and existing trees and hedges.
- A rural character should be formed by incorporating mews courts and lanes.
- The creation of the community park to the north should be utilised by incorporating linkage routes through the development to the park and by fronting dwellings onto the park.
- The main spine road through the site will link the development with other phases of the Longford Park development and the development centre, which contains community facilities. This main connection road should therefore be lined with a strong frontage.





# 4 Design

## 4.1 Design Strategy

- The site has been laid out with reference to the Design Code produced for Longford Park.
- Streets are laid out to enable connection to the wider scheme and promote community identity whilst consideration has been given to way finding within the site through the use of different character areas and focal point buildings.
- Dwellings are sited to form active frontages and to provide clear definition between public and private spaces. The required degree of privacy between dwellings is maintained through the use of the required back to back distances.
- Key buildings are located at focal points within the development and act as gateways between different character zones, whilst corner buildings have been designed to be articulated on both fronts.
- Parking has not been allowed to dominate the street scene especially along the spine road where on street parking is restricted to visitor spaces. Trees will be incorporated into the street scene to give a village feel to the development.

## 4.2 Layout

- The site plan embraces a range of design principles to suit the three different character areas across the site, this will ensure that the development is distinctive and characterful, easily accessible and navigable, with a layout that has a low impact on the existing town.
- The site plan opposite illustrates the layout of the development, outlining the locations of green infrastructure, the access point and built development.
- The public open space is situated to the north-west corner of the site. A green corridor is situated towards the centre of the site, running alongside the road which links the west of the development to the east.
- The highways throughout the development have a hierarchy. Highways within the development include;
  - Primary Streets
  - Secondary Streets
  - Side Street
  - Lanes/Minor Streets
- The housing proposed for the development reflects the typical aspirations of the population and is suited to the need in the area.

The design philosophy is heavily influenced by the following factors:

- The provision of a development which has its own identity but follows a similar material use as the existing properties in Banbury.
- Creating character areas to provide a unique development which has a sense of place.
- Using a minimum amount of adopted highway to create a hierarchy throughout the site.
- The dwellings are sited to provide natural surveillance over the adopted highway and open spaces. There are no blank gable elevations overlooking public areas, instead side facing windows. This will also increase the security over the site entrance as well as parking.
- The development addresses the proposed housing that will bound the site to the south and east.
- The following pages describe the nature of the character areas proposed across the development, along with an explanation regarding the scale of the houstypes used within the development.



Character Area 1 - Spine Road



Character Area 2 - Rural



Character Area 3 - Tertiary





## 4.3 Scale

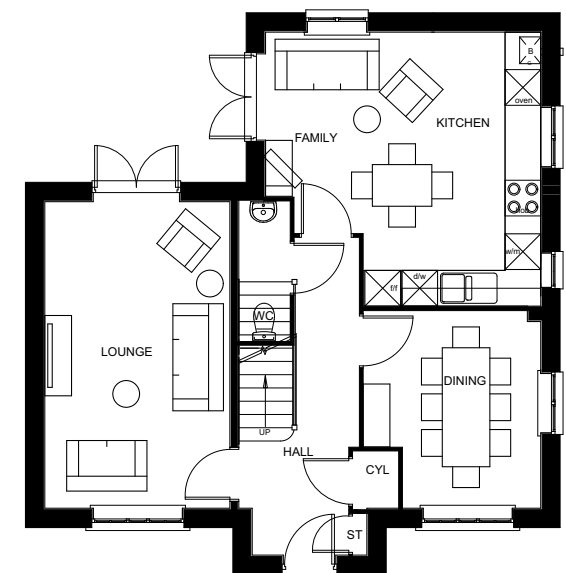
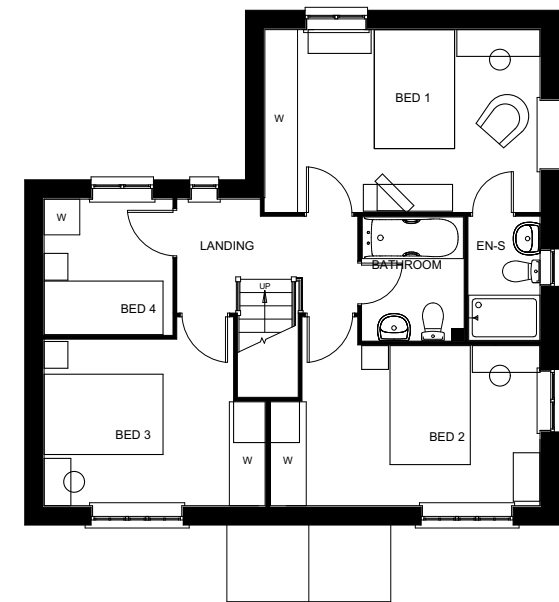
- The proposed houses vary in size ranging in widths from 6.6m to 9.1m and depths between 5.1m and 10m (including L-shaped configuration). Eaves heights will range between 4.8m and 5.3m. The properties throughout the site are mainly 2 storey with a few 2.5 storey houses to create a varied street scene.
- Overall the scale of the proposed development does not cause any harm by way of over dominance, loss of light or amenity. The scale is domestic in character and detail.
- Render and brick will be used throughout the proposed development which reflects the dominant materials that are found in Banbury. Stone is also used within the rural character area.
- The house types range from a 1 bed flat to a 5 bed detached house.
- Variety will be key in creating a sense of place, with different house types, material palettes and character areas helping to break up the views across the sit-e.



Lincoln - 4 bed

## 4.2 Appearance and Character Areas

- The site has been designed to incorporate three different character areas .
- The first character area runs along the spine road of the site and has a more urban feel. This is achieved through the use of formal planting with box hedging to the front gardens and a palette of materials which compliments this ethos. Dwellings within this character area will be built of brick or render and have stone window heads and cills with a flat porch canopy.
- The second character area runs west to east in the centre of the site and around the north east and eastern boundaries. This character area is rural with a more informal planting style to the landscaping elements and different detailing to the spine road. The pallet of materials is extended in this area through the addition of stone for the walls of some of the dwellings alongside brick and render. Window heads are arched brick and cills are also brick. Porches in this area are lean to or gable canopies.
- Finally we have the tertiary character area which runs along the roads which intersect the site from south to north. Again this area has more of an informal style to the landscaping. Materials within this area consist of brick and render with straight brick window heads and brick cills. Porch canopies are designed to be lean to or gable canopies.







## 4.2 Parking Strategy

- A balance should be struck in terms of parking numbers – on one hand, parking should be minimised with a focus on encouraging sustainable forms of transport such as cycling and buses. However, it is important for there to be sufficient parking capacity for all new residents, to ensure that obstructive parking.
- The main spine road does not have any direct parking for residents, only visitor's spaces. The dwellings have access to communal parking courts to the rear of the properties.
- Rear parking courts have the advantage of enabling much more continuous frontages. This approach would work well in the higher density areas of the site, keeping the streets from becoming parking-dominated and allowing more space for green landscape along terraced frontages.
- The aim is to make car 'parks' that allow for tree planting to break up parking areas, softening hard surfaces and merging green spaces with development areas.
- For parking within owner curtilage, cars should be parked at the side rather than the front of properties wherever possible to reduce the risk of a car-dominated streetscape.
- On-street parking can have a beneficial traffic calming effect, but the layout should be designed to properly accommodate this and not compromise pedestrian / cycle routes and crossings.
- On smaller side streets and lanes, there may be opportunities to incorporate shared surfaces that blend cycling, pedestrian road and parking zones together, softening the appearance of the street and creating a 'mews' aesthetic in some higher density zones.



Rear parking courtyards



Planting can aid traffic calming while softening shared surface parking areas.



On-street parking broken up with soft landscaping



Traffic calming surfaces combined with on-street parking





A linear park which incorporates SUDs attenuation ponds.



Swales combined with natural, low-maintenance planting.



SUDs within a residential development.

# 5 Landscape and Open Space

## 5.1 Landscape Strategy

- The development will be based on a landscape strategy that integrates the development and its surroundings and values the existing landscape features.
- Thorough appraisal of local landscape and ecology, the development should respond to make the best use of the site's setting within the Plateau and the wider development of Longford Park.
- The development will:
  - + Accentuate linkages -road, footpath/cycle routes
  - + Provide spaces for relaxation and contemplation
  - + Provide attractive places to live
  - + Aid local distinctiveness
  - + Retain and seek to enhance biodiversity
  - + Soften built form where appropriate
  - + Retain and enhance existing significant features such as hedgerows and trees
- The development will incorporate landscaped routes to increase integration to the surrounding countryside. The perimeter routes will create a soft urban rural interface, providing views into and out of the site.

## 5.2 Edge

- Developing public facilities and activities which encourage public understanding and engagement with public resources will be of value.
- Creation and management of key habitats will include lowland meadows and species rich grassland to be grazed or mown.
- Native species hedgerows - retention of existing and planting of new hedgerows to strengthen habitat links and benefit farmland birds such as linnet and yellow hammer.
- Broadleaved and yew woodlands should take the form of small isolated blocks throughout this open Fen area.





# 6 Conclusion

- The design layout for this site has been carefully considered in respect to the existing masterplan and the surrounding area so that the development will have a positive impact and become an asset to the local community.
- The key priorities in order to achieve this include:
  - + Establishing a road hierarchy which is legible and complements the proposed architectural language.
  - + Using distinctive character areas to create a sense of place within different parts of the development, which are sympathetic to both the existing masterplan and the surrounding areas.
  - + Utilise existing landscape features.
  - + Careful consideration of the masterplan and design code document.







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