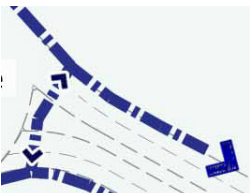


3.7 Existing and Proposed Vehicular & Pedestrian Movements Plan



Main Roads



Pedestrian / Cycle Routes



Green Link /
Cycle / Pedestrian Gateway



Phase I/II Traffic and Pedestrian Flow Plan



04 | Site Evaluation & Scheme Development

4.1 Design Brief

The proposed scheme will comprise the following:

- **Bicester Gateway comprising a hotel (up to 149 beds) and up to 161,166 sq ft of B1 business space, with car parking, associated infrastructure and marketing boards.**

The Design Brief for the scheme was to create an exciting prospect for economic growth for the wider Bicester area, by creating a business park at Bicester Gateway. It is recognised that the scheme needs to give flexible opportunities to cater for a wide range of business, both in terms of size and businesses types.

Offices are designed in such a manner that they could easily be adapted to accommodate a range of end users or single user, depending on their requirements. This aims to give maximum flexibility to the developer, to accommodate the needs of potential 'best in class' employers seeking a high quality, high amenity environment in a high profile, highly accessible location. The Phase 1 proposals are emphatically not for large format storage, warehousing or industrial uses.

4.2 Site Constraints & Opportunities

The development site has no major constraints or restrictions. It is predominantly flat, with an approximate level difference of approximately 2m from its southern boundary to site's northern tip.

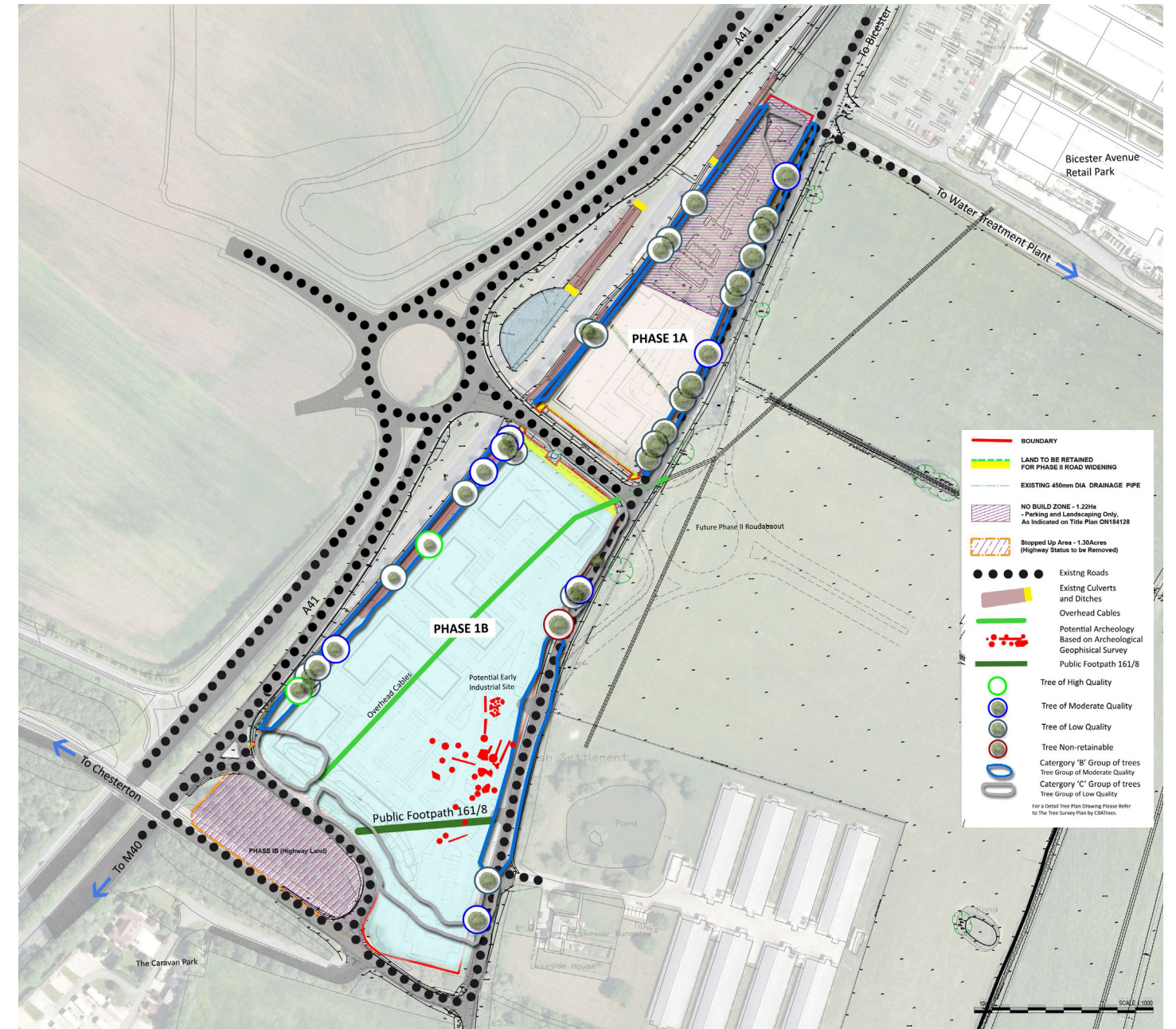
There are no noticeable signs of potentially problematic above or below ground services, and no water courses through the site. There is a public footpath 161/8 running across the southern end of the southern tranche of land. This footpath will be retained although its route through the site will be altered to provide a safe route through the car park. The development site is relatively rectangular and therefore straightforward to develop without significant hindrance.

4.3 Design Principles

The proposed development will create a 'gateway' to Bicester, defining a strong sense of arrival.

The elevational treatment will incorporate materials, textures and colours, to help create a business park with high value employment uses, whilst providing a transition between rural and urban /industrial designs in the local vicinity. The A41 is a particularly strong design influencer, as the prominence it offers is attractive to business space occupiers, leaving a more sheltered internal set of spaces, exhibiting a strong landscape character that offers a marked transition from the semi-rural, urban fringe surroundings. There are opportunities here for public art (in addition to the landscape-led approach), which can be conditioned and brought out at the detailed design stage, on the basis that preferred occupiers are likely to want to ensure alignment between public art and their own brand guidelines.

The master plan will offer clear lines of permeability to the adjoining footpaths and cycleways, the Park & Ride opposite, and the bus stops on the A41.



Constraints Plan



05 | Design & Access

5.1 Proposed Use

Bicester Gateway will comprise a hotel on the northern part of the 'frontage land', along with an application for c160,166 sq ft of employment space.

It is anticipated that the Bicester Gateway development will be made up of multiple occupiers, the exact number of which are currently unknown, but as is mentioned elsewhere in this document, one key driver is to create opportunities for economic growth, and opportunities are increased by a flexible approach to design.

The indicative four unit layout will allow for individual or multi-occupied office units.

5.2 Proposed Amount

The amount of development proposed at Bicester Gateway is a result of the design evolution outlined within Section 4.3 of this document and pre-application discussions with the Cherwell District Council planners.

In order for the development to be economically viable for the developer and also the end user, the scheme needs to provide an appropriate amount of building footprint within the site. Simultaneously the scheme's developer was keen not to over-develop the site, and to provide significant open spaces, respect neighbouring boundaries and create a well-balanced scheme, which is both pragmatic as an economic proposition whilst, at the same time creating welcoming external landscaped spaces. The scheme fronts the A41 as a series of separate buildings along the length of the site. This combination of forms will make the site prominent and will create a landmark development for Bicester.

- 1 Business Park 4 Bicester Gateway Access Office Elevation
 2 Hotel 5 Bus Stop Pedestrian/Cycle Access
 3 Hotel Access 6 Public Art Zone Existing Roads
 Vehicle Access



Development Parameters Masterplan