

OUR VISION IS  
BUILDING  
A FUTURE  
WITH THE  
COMMUNITY

OXFORDSHIRE COTSWOLDS GARDEN VILLAGE



GROSVENOR

...A SENSE OF  
BELONGING



A word cloud on a teal background featuring various lifestyle and community benefits. The words are arranged in a non-uniform, overlapping manner. The colors of the words are white and a dark blue. The words include:

- SHOPPING
- RELAXING
- STIMULATING
- VIBRANT
- OUTDOORS
- SOCIALISING
- GROWING
- LOCAL
- EXPLORING
- NEW IDEAS
- EXERCISING
- CULTIVATING
- ARTS & CULTURE
- SMART HOME
- NATURAL
- CYCLING
- SUPPORTING
- CONNECTED
- TAKING A BREAK
- SPACE
- HEALTHY
- WALKING
- LIFELONG
- FARM TO TABLE
- WORKING
- HERITAGE
- SAFE
- CHATTING
- MAKING FRIENDS



EYNSHAM  
A VIBRANT  
AND  
SUCCESSFUL  
COMMUNITY

# EYNESHAM

## A VIBRANT COMMUNITY

Eynsham possesses many key design principles that will inform the vision for OCGV.

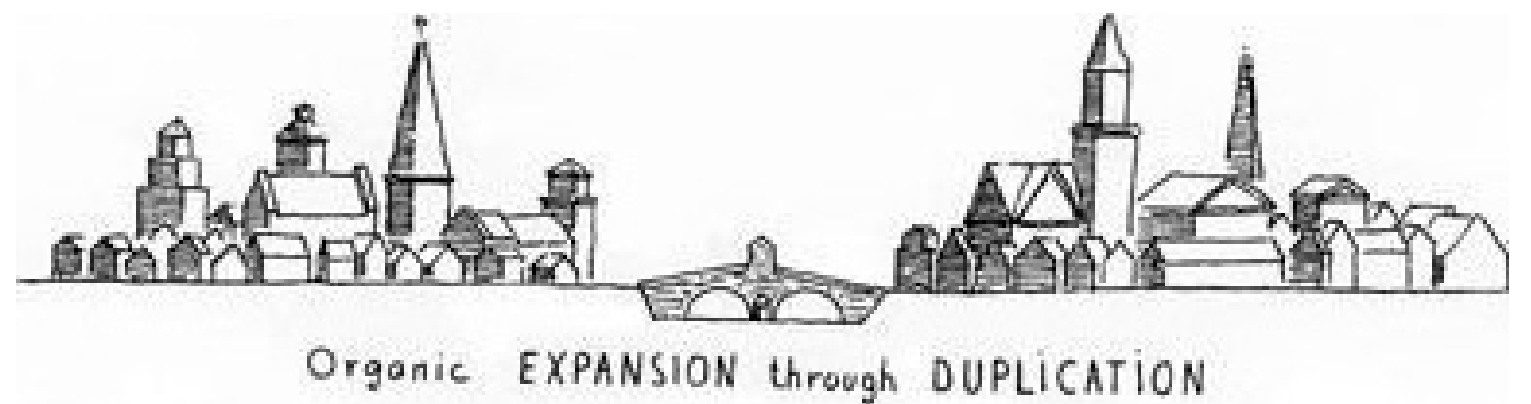
Through both listening to residents and observing the village, these principles can be distilled into 5 themes:

1. A walkable neighbourhood
2. Schools and amenities
3. Community spirit
4. Live and work
5. A historic node

An understanding of these themes enables us to duplicate the good and build on elements of the village which may be missing. The resulting outcome will constitute two distinct but connected settlements that are able to talk to each other.

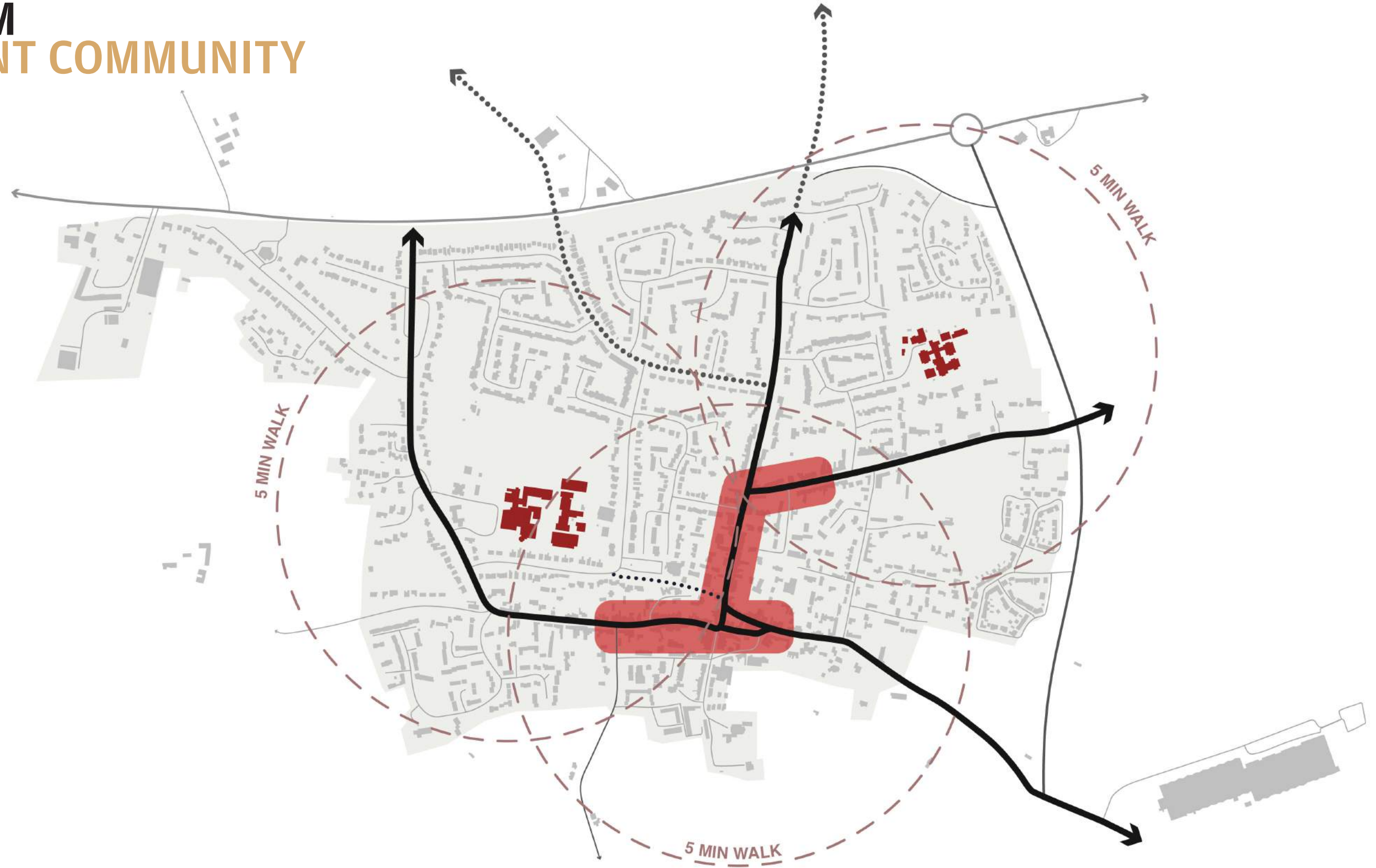
### CONCEPT OF NEW URBANISM

“Duplication rather than over expansion” - Leon Krier



# EYNESHAM

## A VIBRANT COMMUNITY



# EYNESHAM

## A VIBRANT COMMUNITY

### 1 Schools And Amenities

- Bartholomew School and Eynsham Primary School are high quality academic establishments
- Eynsham has a multitude of different local facilities such as local shops, pubs, churches, and the community hall
- Amenities support a self sufficient village

### 2 Walkable Neighbourhood

- Eynsham's compact scale allows it to become a walkable neighbourhood for its residents
- Local facilities are at a walkable distance via primary roads and public footpaths
- Walkability promotes incidental interaction with neighbours

### 3 Community Spirit

- Eynsham has an active network of social community groups
- This creates a sense of belonging and identity
- The community identity is promoted by a distinct village hub

### 4 Live And work

- Eynsham is home to a range of successful employment
- Not only have employers been attracted to Eynsham but they have remained and expanded
- Eynsham has retained the character of a working village

### 5 Historic Node

- Main routes converge into a historic crossroads where a strong centre is located
- Height and density increase closer to village centre
- Street typologies are more formal and tight in the centre





# LESSONS FROM BEST PRACTICE

## Design and quality of public realm and landscape are integral to character and distinctiveness

Public realm should be the unifying theme through varying character areas, densities and architectural styles

Public realm designed at a human scale creates interest and aids legibility

Functional, well designed and strategically located open spaces with a range of size and function emphasises that quality is as important as quantity

Open spaces should accommodate the needs of all multi-generational users

## Delivery of community facilities at the right time helps to establish a sense of community

Co-location of schools, local centres, play areas and community spaces foster interaction and establish inclusiveness

Providing high quality community facilities initiates early stewardship

Good community facilities establish “more lively feel - more feeling of community”





# LESSONS FROM BEST PRACTICE

## A well connected neighbourhood which promotes active movement choices

Access to high frequency bus services to key local destinations, with opportunities to expand service provision (weekends and weekday evenings) and wider destinations as development is phased in

Prioritisation of pedestrian cycle provision, ensuring legible network of high quality routes (ie appropriate

widths) connecting homes to key facilities and amenities (on and off site)

Ensuring the on-site network of PROW are connected to wider local routes to walk / run / cycle catering for users of all abilities

Connecting points of interest to create a network of attractive routes

## Compact form which makes the most efficient use of land

Compact environments can bring placemaking benefits and release land for green infrastructure

Dense cores, framing of key spaces and generous strategic green infrastructure create an engaging environment

Well designed parking solutions which prioritise pedestrian and cycle movement and ensure cars don't dominate the street scene



# A RESPONSIVE DESIGN

OXFORDSHIRE COTSWOLDS GARDEN VILLAGE



GROSVENOR

...A VISION SHAPED  
BY SITE ASSETS





PROVIDING EASY ACCESS TO  
THE COUNTRYSIDE FOR ALL



MAINTAINING LONG DISTANCE  
VIEWS TO HANBOROUGH  
AND EYNSHAM



ENSURING A NET  
BIODIVERSITY GAIN



CELEBRATING HERITAGE AND PRESERVING  
HISTORIC GREEN CORRIDORS



BUILDING ON  
TRANSPORT  
INVESTMENT



CREATING CONNECTED  
COMMUNITIES



# ENDURING THEMES

OXFORDSHIRE COTSWOLDS GARDEN VILLAGE



GROSVENOR

# PRINCIPLES

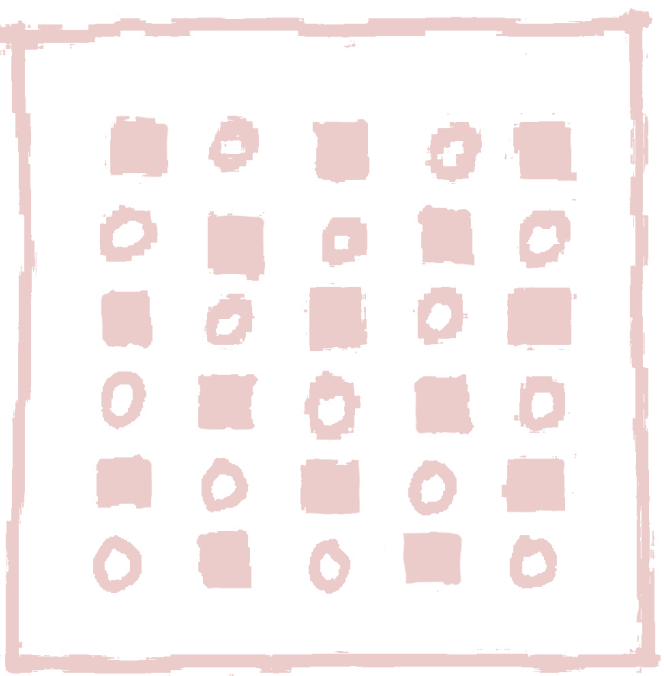
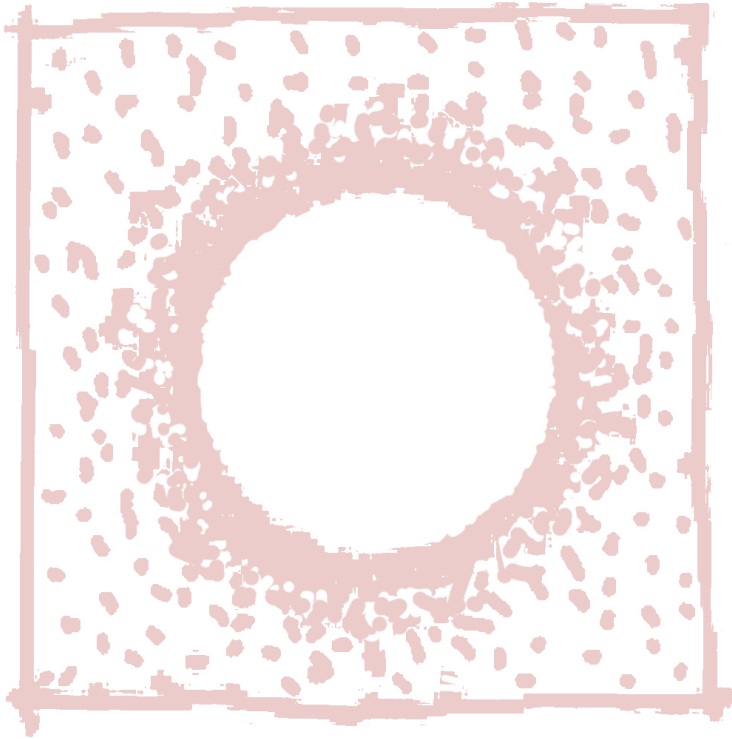
## OCGV

### SMART

### LOCAL

A succinct set of principles is beginning to arise from our work to date on the vision for OCGV. Through a thorough process of listening, learning and observing, our enduring themes are presented as a series of thoughts.

**FLEXIBLE SPACES**  
E-COMMERCE  
**CONNECTED**  
**DIGITAL**  
EMBRACE TECH  
BLENDED SPACE  
CLUSTERING  
AGILE WORKING  
ON DEMAND  
**EDUCATION**  
CAR SHARE AND AUTOMATION  
**LIVE WORK**  
EMERGING TECHNOLOGY  
CENTRALISED CHARGING  
ADAPT TO CHANGE  
INNOVATION  
SOCIAL INCLUSION  
**SHARED ECONOMY**



**RELEVANT** HOME  
**BESPOKE** AUTHENTIC  
UTILISING SITE ASSETS  
**HISTORY**  
COMMUNITY  
**GROW YOUR OWN** ACTIVE  
DIVERSE INCLUSIVE  
ARTS & CULTURE  
INTERACTION  
OXFORDSHIRE  
**FOOD**  
AGRICULTURAL PAST

# HEALTHY

SPACE TO BREATHE  
SOCIAL INCLUSION  
SUPPORTIVE COMMUNITY  
NATURE  
BIODIVERSITY GAIN  
GREEN TREES & VEGETATION  
WALKING  
INTERACTION  
ACTIVE  
GROW YOUR OWN  
CYCLING  
LANDSCAPE LED  
EDUCATION



# LIFELONG



HOME  
CLUBS & ORGANISATIONS  
JOBS  
PLAY  
SENSE OF BELONGING  
SOCIAL INCLUSION  
LEARNING  
COMMUNITY SPACE  
ACCESSIBLE  
SPIRIT  
OWNERSHIP  
CRECHE  
INTERACTION  
DIVERSITY  
CONNECTED  
SAFETY

# NATURAL

OPEN SPACE  
URBAN GREEN  
PARKS  
LEARNING  
NATURE  
WELLBEING  
WILDLIFE  
BIODIVERSITY  
HORTICULTURE  
HEALTH  
ACTIVE  
DISCOVERY  
GROW YOUR OWN  
SEASONS  
GARDENS  
ADVENTURE  
NETWORK  
GREEN FINGERS  
WALKING  
PLAY  
COUNTRYSIDE

