

WYG Group



Banbury Masterplan
Executive Committee
1 October 2012





Presentation Agenda

- Brief
- Programme
- Banbury Today
- Local Plan
- Emerging Issues
- Objectives
- Concept Masterplan – Town Centre
- Next Stages



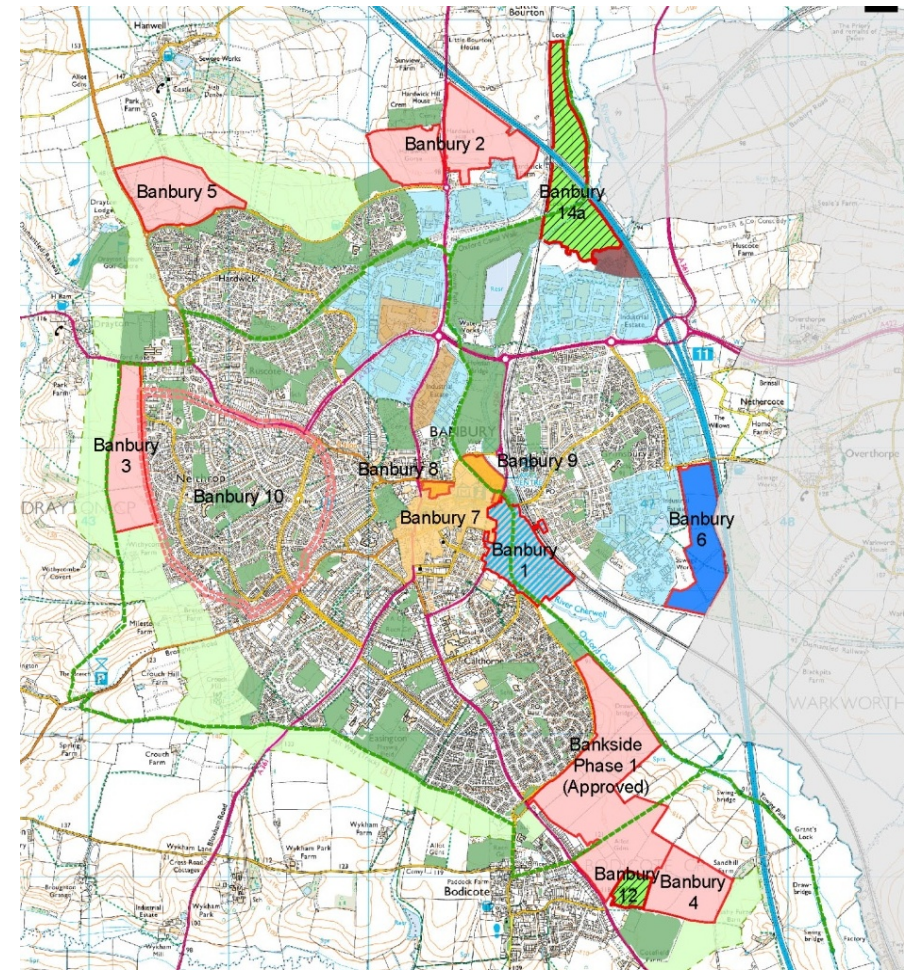
Brief

- Guide the growth of the town to 2031 and beyond;
- Identify opportunity sites;
- Identify key physical and social infrastructure;
- Highlight development opportunities;
- Secure the long term role of the town centre;
- Encourage sustainable employment growth;
- Plan and connect growth together in a sustainable way; and,
- To integrate the committed and planned schemes into the new vision.

Refinements to the Brief



- Banbury Transport Study
- Relationship of this work with the Draft Local Plan
- Adjustment to the consultation work to brief members
- Timing of public consultation
- Review of landscape and Environmental character analysis

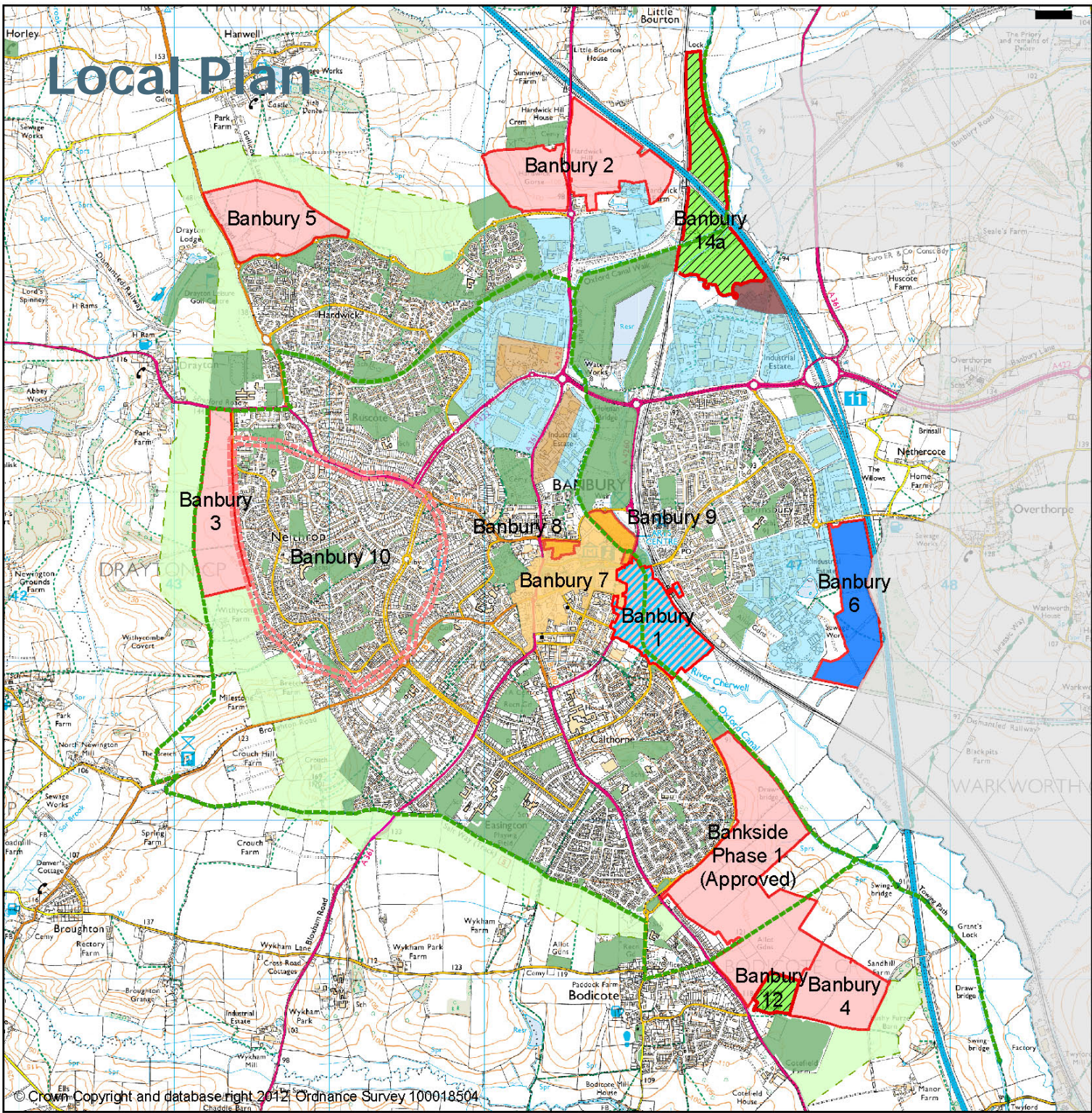




Programme

- Stage 1 – Analysis (June - July)
 - **Stage 2 – Vision & Concept (Aug - Sept)**
 - **Stage 3 – Masterplan (Oct)**
 - Stage 4 – Reporting (Nov)
 - Stage 5 – Public consultation (Dec – Jan)
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- Workshops with key stakeholders
 - CDC & OCC members and officers
 - Banbury Town Council
 - Parishes of Banbury
 - Banbury Chamber of Commerce
 - Developers & Agents

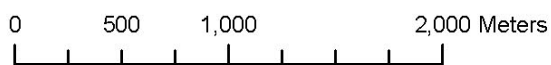
Local Plan



-  Existing employment sites
-  New employment sites
-  Mixed use (housing and employment)
-  Town centre
-  Expanded town centre
-  Existing retail parks
-  New retail parks
-  Strategic housing sites
-  Bretch Hill regeneration area (indicative area)
-  Green buffers
-  New green space / Parks and managed environmental space.
-  Existing green space
-  Banbury Circular Walk / Oxford Canal Trail
-  South Northamptonshire

Strategic developments

- 1 Banbury Canalside
- 2 Hardwick Farm, Southam Road East and West
- 3 West of Bretch Hill
- 4 Land at Bankside Phase 2
- 5 North of Hanwell Fields
- 6 Employment land west of M40
- 7 Strengthening Banbury Town Centre
- 8 Land at Bolton Road
- 9 Spiceball Development Area
- 10 Bretch Hill regeneration area
- 12 Banbury United FC relocation
- 14 Banbury Country park



Development pressures

Banbury Masterplan

Cherwell District Council
Oxfordshire County Council

Banbury today

04

Key

- Development Areas
- Countryside
- Woodland
- Strategic Road Network
- Railway Lines



North



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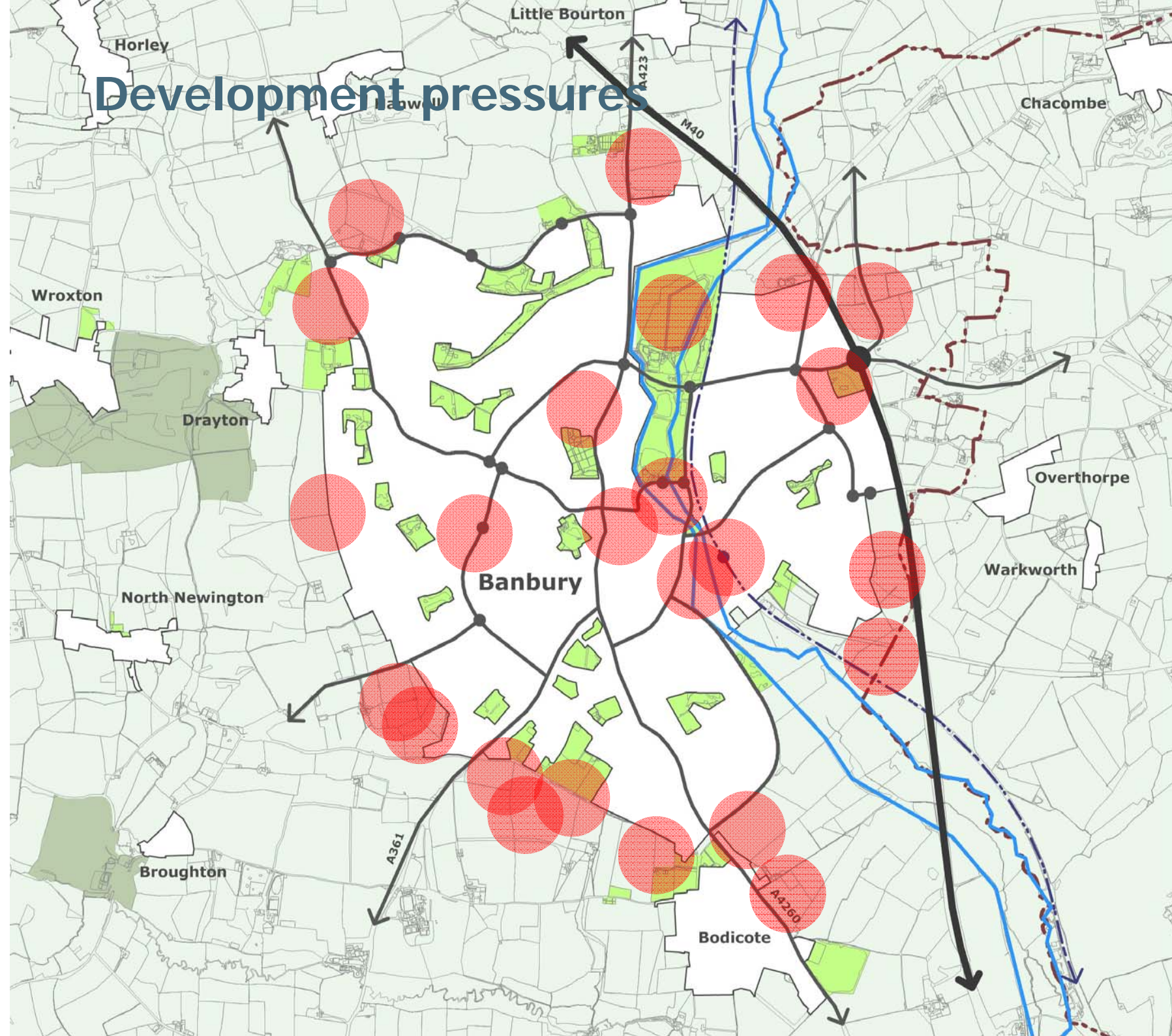
creative minds safe hands

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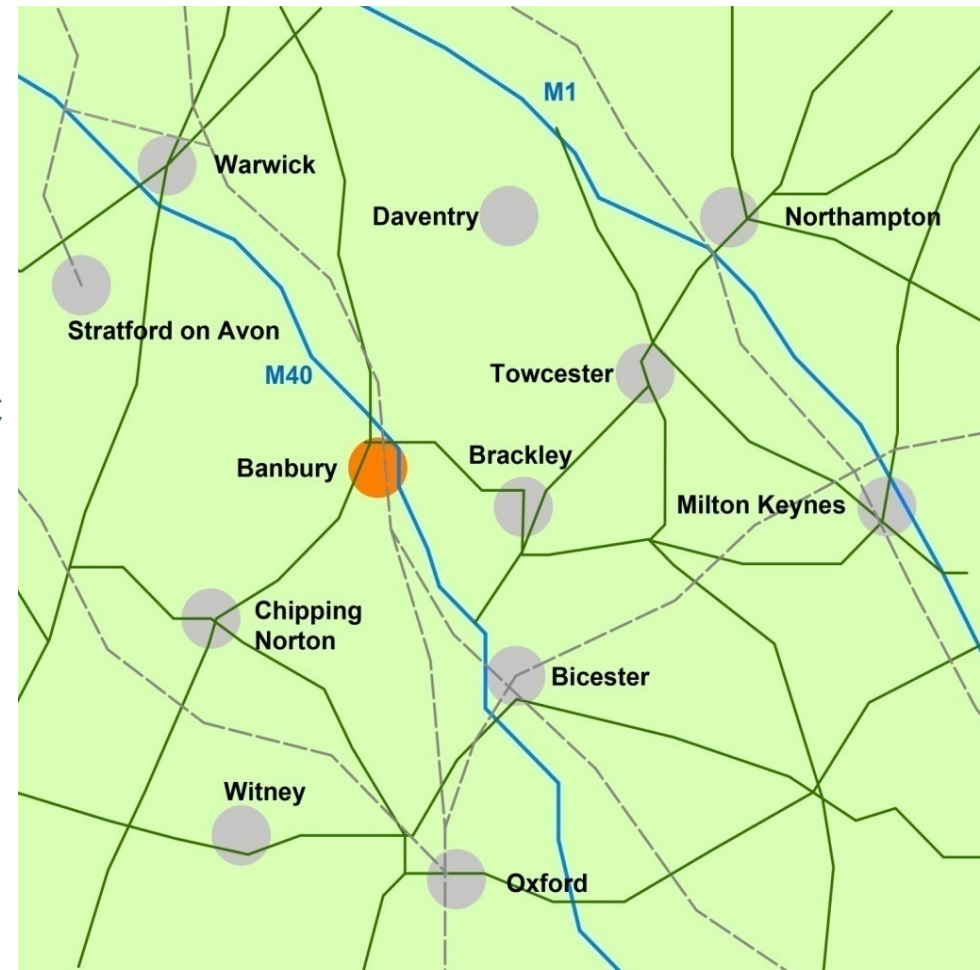


Emerging issues

- Uncertainty on the future role of the town
- Proposals for alternative residential sites
- Concern over the deliverability and viability of Canalside and the effect on the delivery of housing numbers
- Development pressure on out of centre sites that could reduce the town centre offer
- Limited space to expand due to landscape and environmental constraints
- Traffic congestion at peak periods
- Location on the M40 has captured logistics/warehousing development
- Opportunities that could emerge from the new investment in the rail network

Key Objectives of the Masterplan

- Articulate a future role for the town
- Provide clarity on the long term size of the town and where further growth could take place
- Identify a way to deliver the Canalside development
- Promote a strong town centre with a full range of facilities
- Improve the character and attractiveness of the town
- Identify a series of measures to address traffic congestion and improve accessibility

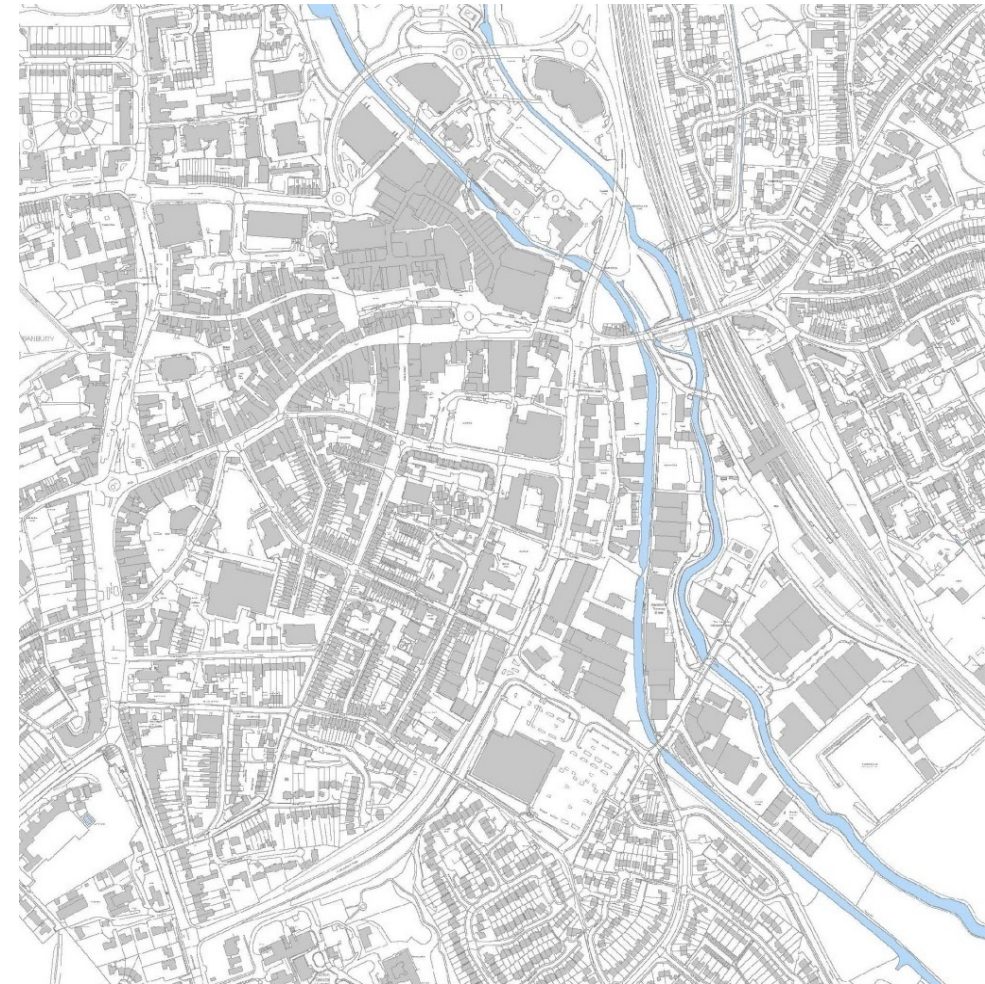


Banbury Town Centre



Town Centre Issues

- **Confused identity** and character
- **Three key development sites** will set the future destiny of the town centre
- **Relocation strategy** required for existing business on the Canalside site
- **Deliverability** and viability of Canalside scheme needs to be urgently addressed
- **The location and deliverability** of new town centre uses to be established
- **Traffic congestion** and through traffic needs to be addressed
- **The canal** is a wonderful amenity that has yet to achieve its full potential
- **Connectivity** to the railway station to be improved



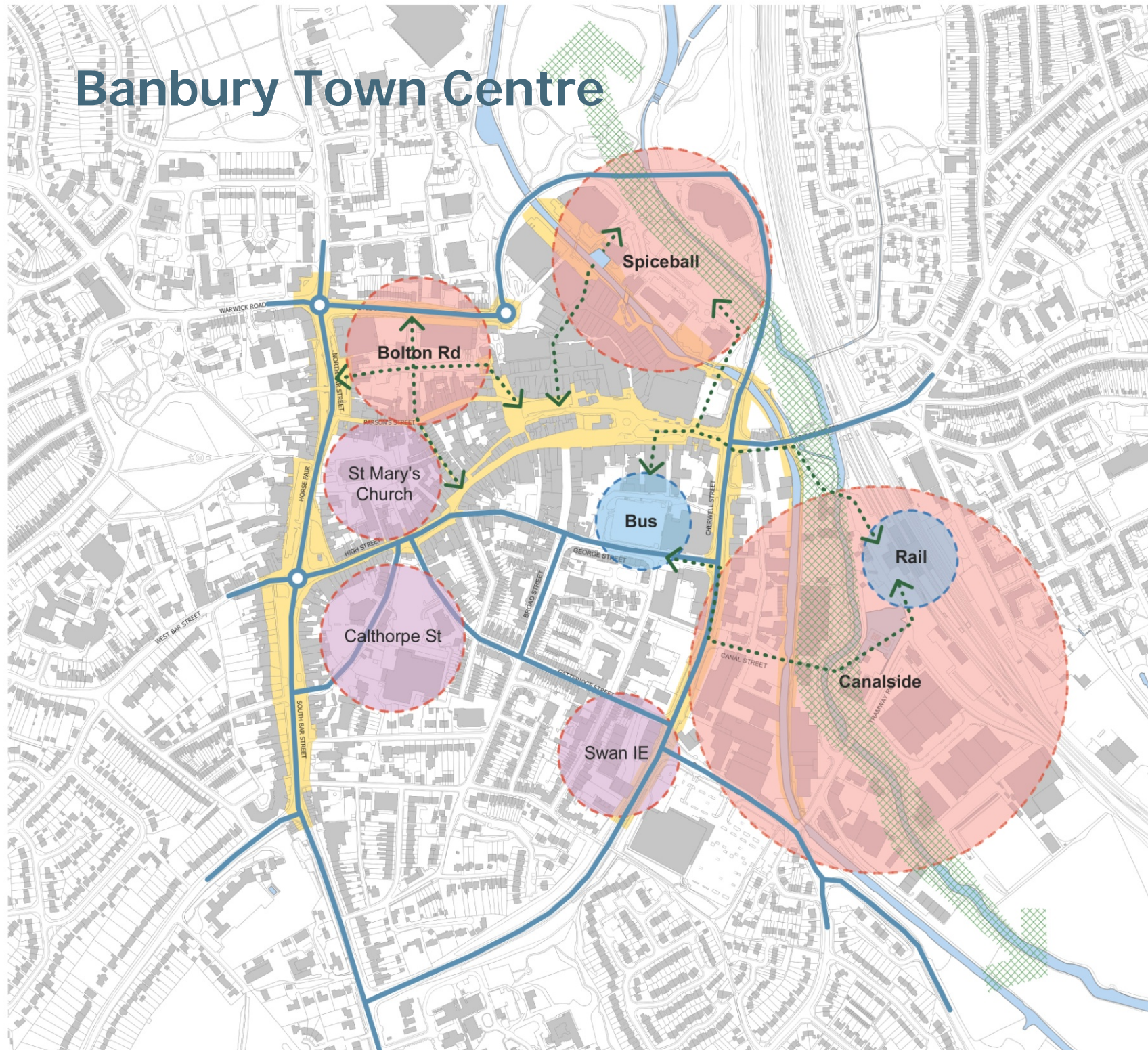
Banbury Town Centre



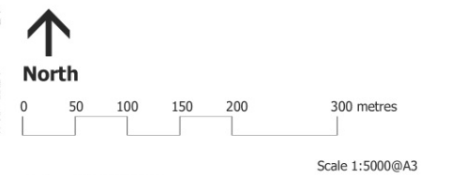
- Develop the three key sites of - Bolton Road; Spiceball; and, Canalside
- Improve the character and quality of the town by selective redevelopment and new public realm
- Open up the canal and river as a green asset for the town
- Reduce traffic congestion through; junction improvements, new signage and improved connections across the river
- Revitalise Banbury Station and improve connections to the town centre
- Create new accessible and attractive bus station
- Regenerate the area connecting St Mary's Church to the town centre
- Car parking strategy required for location, pricing and number of spaces



Banbury Town Centre



-  Key development sites
-  Other improvement areas
-  Public transport hubs
-  Canal and riverside improvements
-  Public realm improvements
-  Improvements to transport network
-  Improved connectivity



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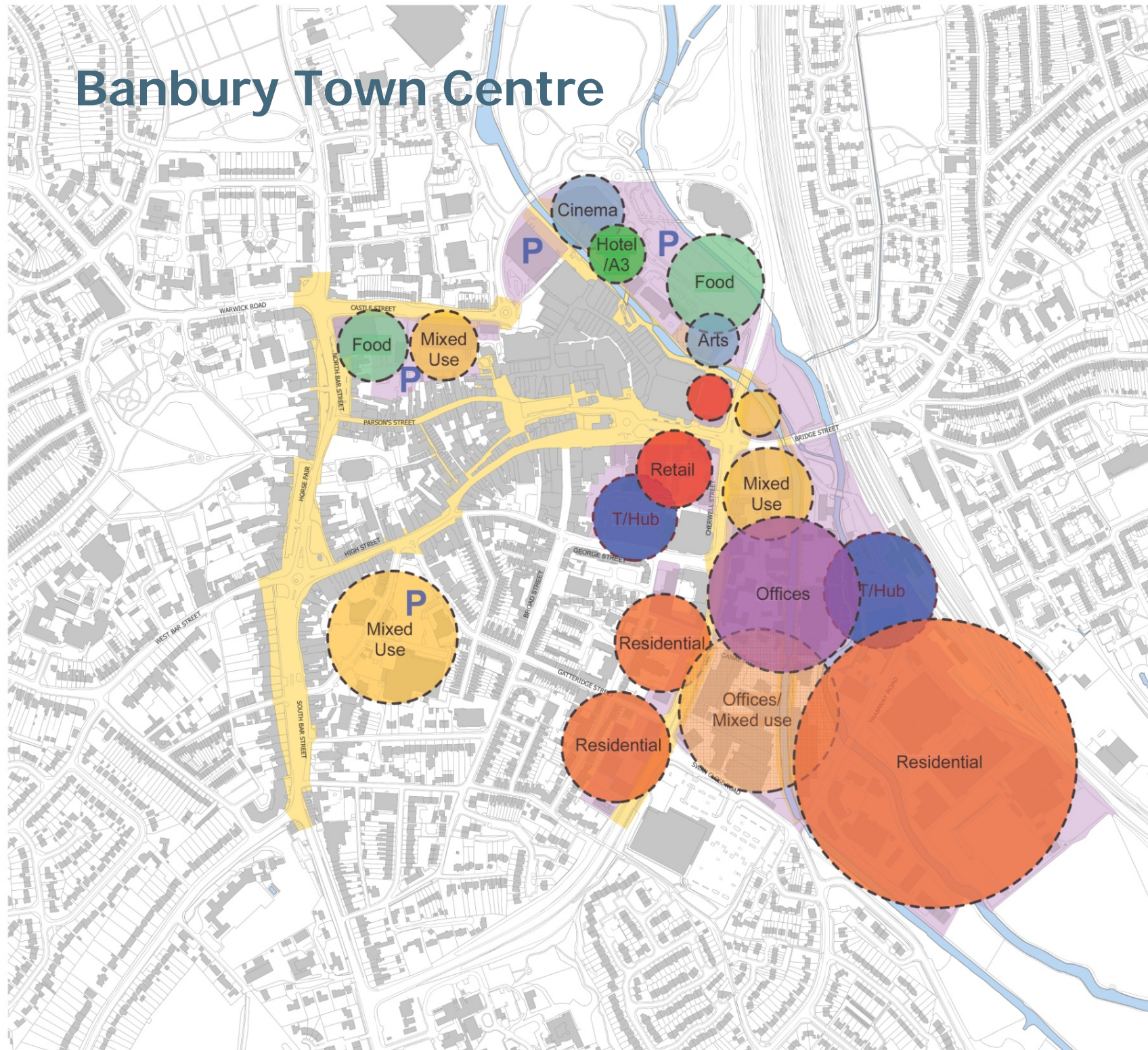
Banbury Town Centre



- **To achieve the wider role for the region the town centre must deliver:**
 - An entertainment and leisure quarter
 - A quality food retail offer
 - New residential development
 - Enhanced speciality shops and niche markets
 - Improved community facilities
 - Enhanced business and professional sector
 - Expanding role for festivals and community events



Banbury Town Centre



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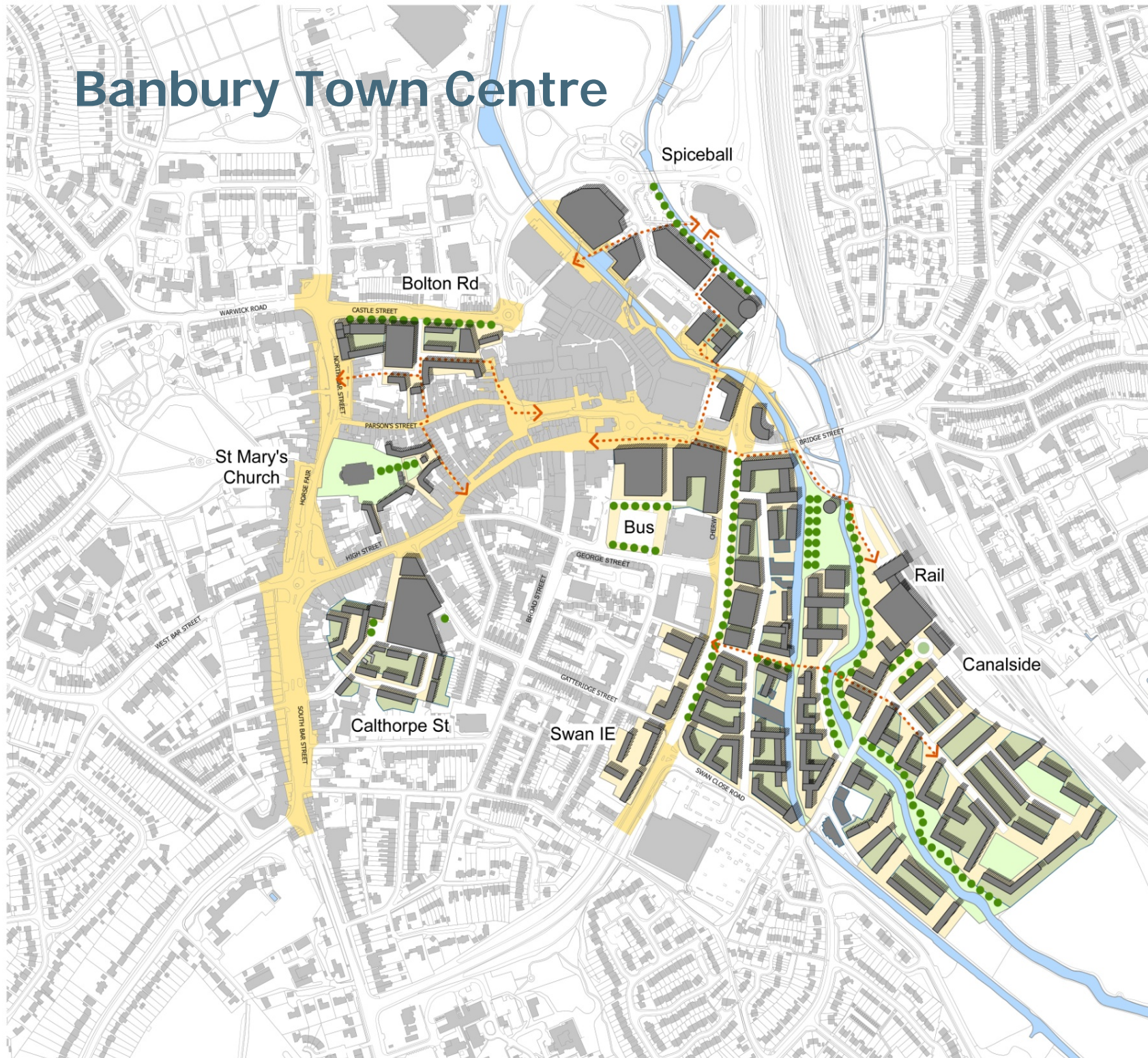
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Banbury Town Centre



North

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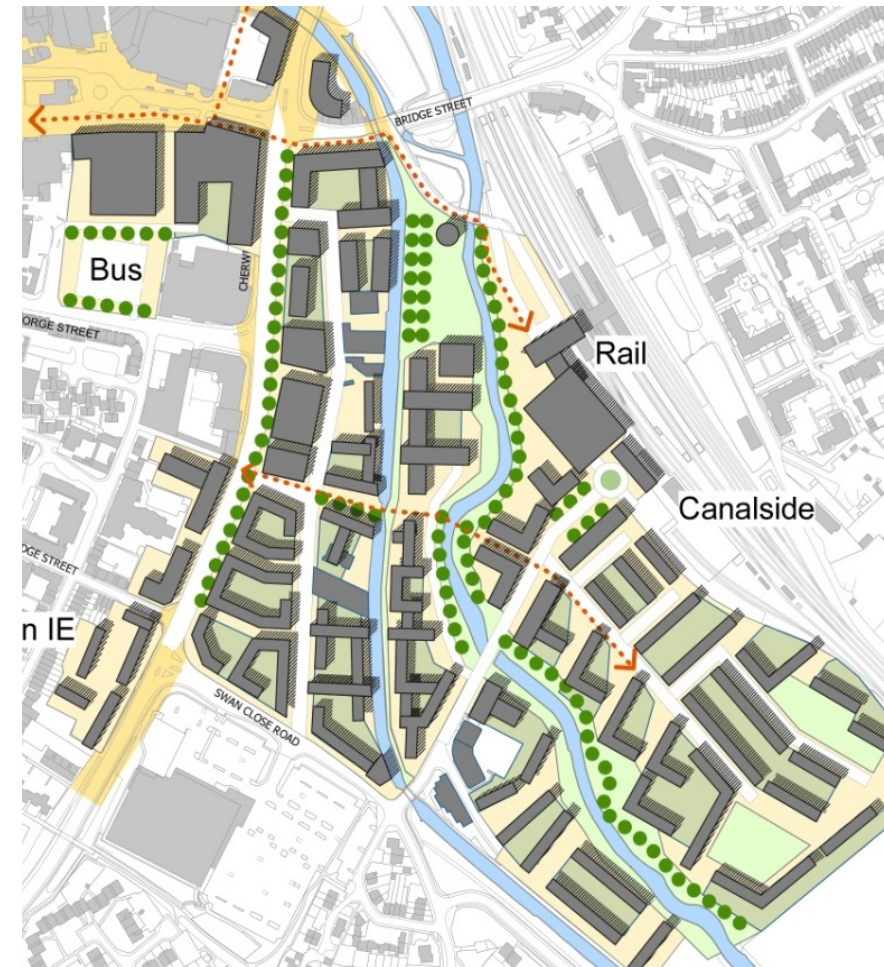
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The delivery of Canalside requires:



- Recognition of the importance of this site for the long term future of the town
- A specific Local Plan policy statement
- An adopted development brief that is deliverable
- A development partner who shares the vision of CDC and OCC
- The ability of CDC and OCC to invest public sector money to achieve a viable development
- The use of CPO powers to bring together the development parcels
- Suitable land and premises in Banbury for the relocation of existing business
- CDC to work with existing business to facilitate the relocation process
- The need to fully address the flooding issues



The delivery of Bolton Road requires:



- Role of site in the wider town centre redevelopment
- Appropriate uses and the potential for food retailing
- Continuation of town centre car parking
- Connectivity with the surrounding area
- The potential for including Parson's Street properties in the redevelopment
- Deliverability & viability



The delivery of Spiceball requires:



- Role of site in the wider town centre redevelopment
- The ability of the site to deliver arts, culture and entertainment
- Appropriate uses and the potential for food retailing
- Continuation of town centre car parking
- Connectivity with the town centre area
- The need to fully address the flooding issues
- Deliverability & viability





Next steps

- Final workshops with officers and the private sector
- Viability assessment of Canalside and discussions with potential private sector partners
- Refinement of masterplan and proposals for town centre sites
- Completion of landscape and environmental character analysis to identify and agree future development areas
- Refinement of housing and employment allocations
- Presentation of Draft Banbury Masterplan to CDC for public consultation in December-January

Banbury Masterplan

