

WYG Group



**Banbury Masterplan**  
Executive Committee  
3 December 2012





# Presentation

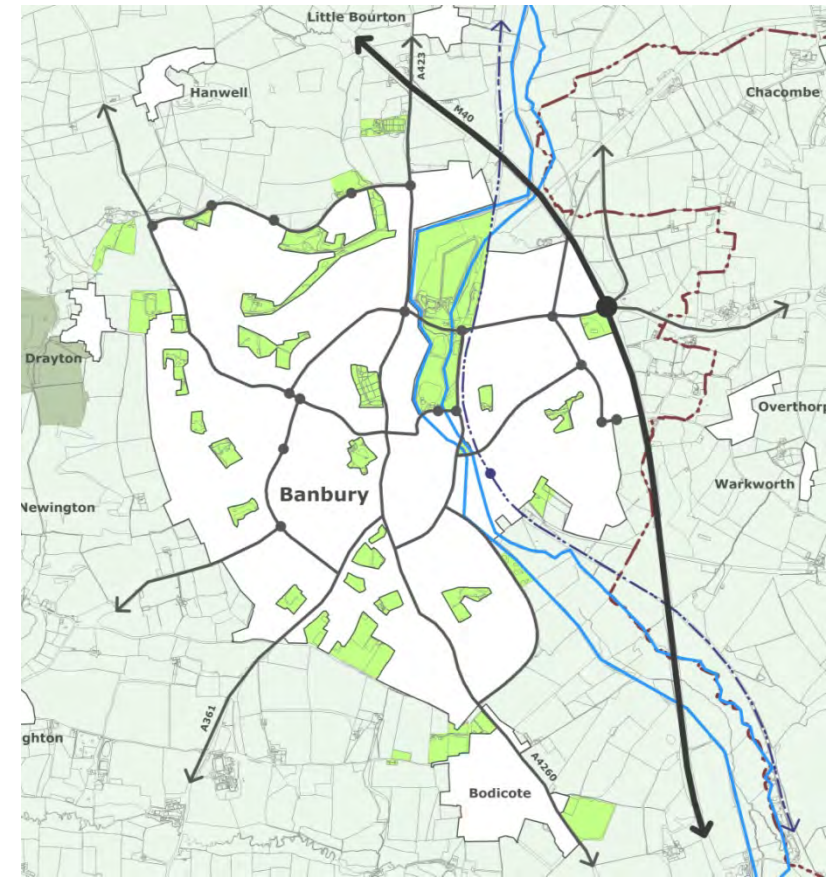
- **Brief overview**
- **Programme**
- **Banbury Vision, objectives and actions**
- **Banbury Concept Masterplan**
- **Town Centre Masterplan**
- **Next Stages**



# Brief



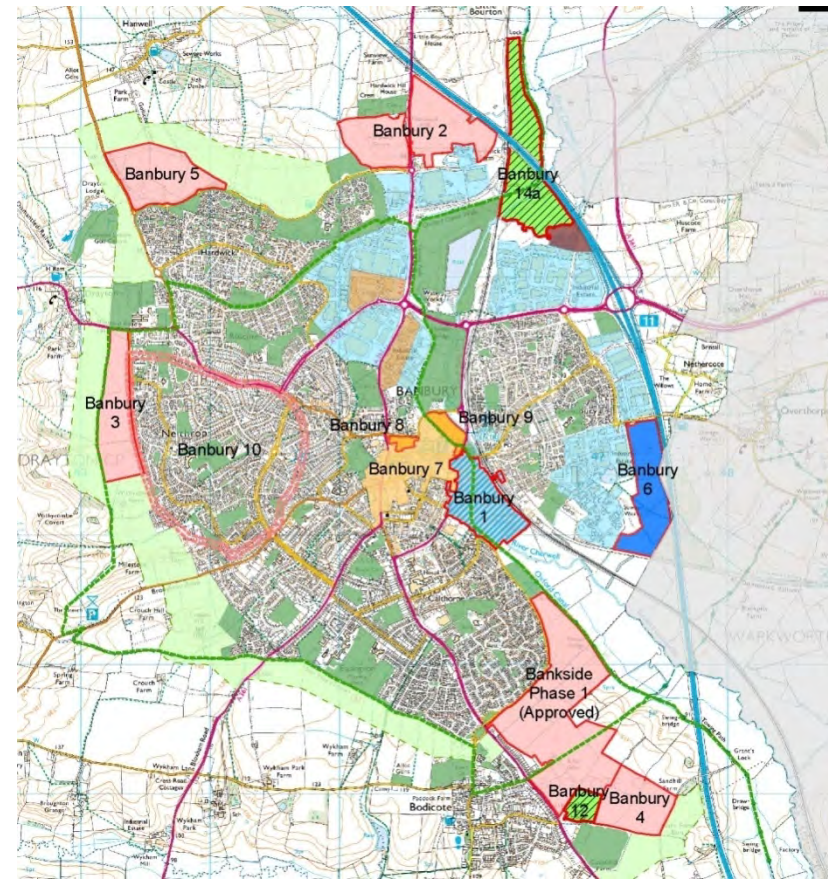
- Guide the growth of the town to 2031;
- Identify opportunity sites;
- Identify key physical and social infrastructure;
- Highlight development opportunities;
- Secure the long term role of the town centre;
- Encourage sustainable employment growth;
- Plan and connect growth together in a sustainable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



# Refinements to the Brief



- Undertake a Banbury Transport Study
- Amended the timing of stakeholder consultation to brief members of CDC, OCC and BTC
- Undertake a review of the landscape sensitivity and capacity analysis
  - Results of this work are due before Christmas
  - The wider Banbury proposals will be completed in the New Year





# Programme

- Stage 1 – Analysis (June - July)
- Stage 2 – Vision & Concept (Aug - Sept)
- Stage 3 – Masterplan (Oct - Dec)
- Stage 4 – Reporting (Dec - Jan)
- Stage 5 – Public consultation (Feb - Mar)



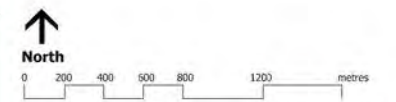
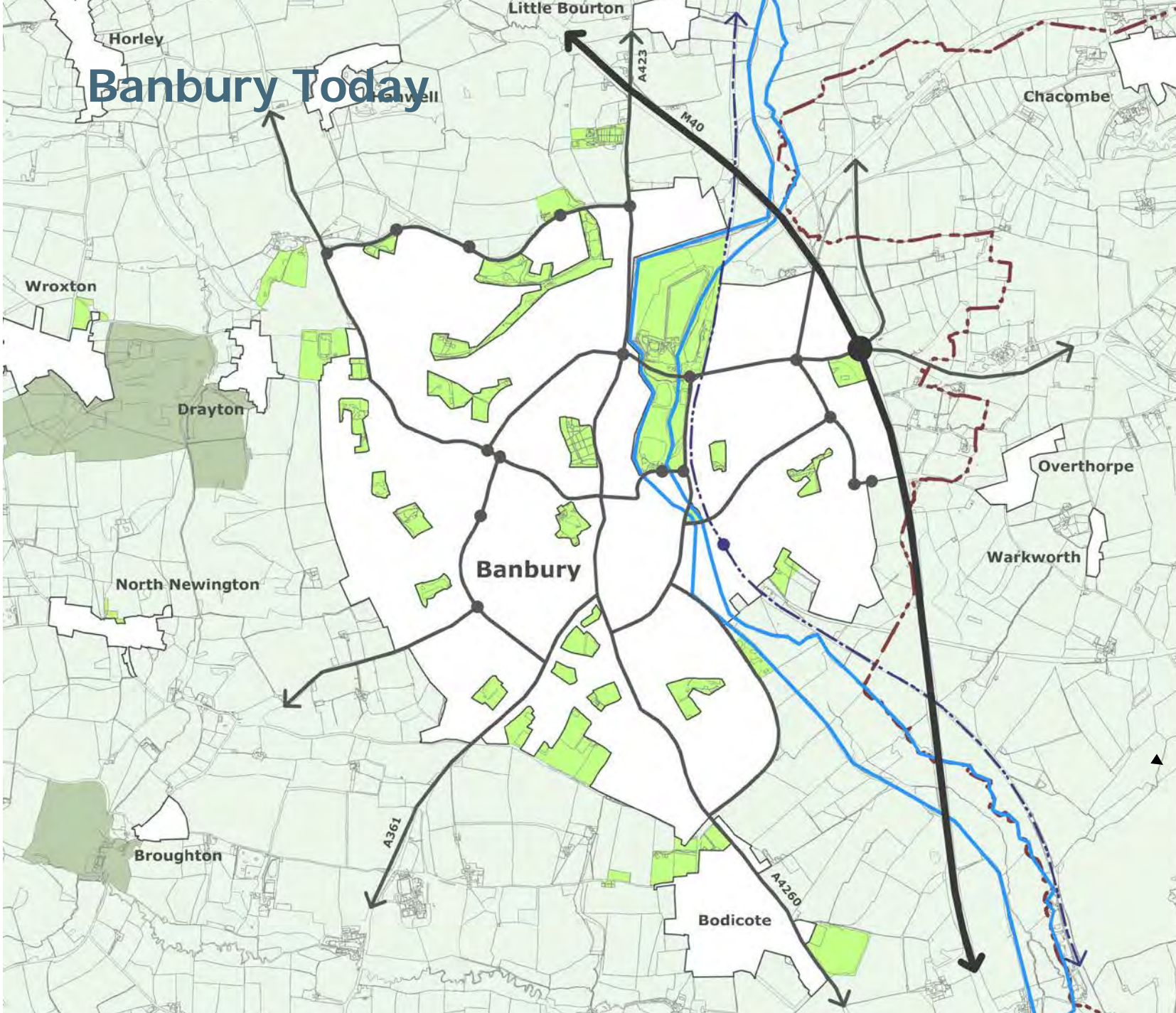
# Banbury Today

## Banbury Masterplan

Cherwell District Council  
Oxfordshire County Council

Banbury today 04

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



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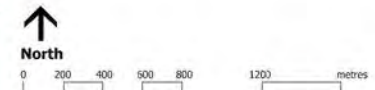
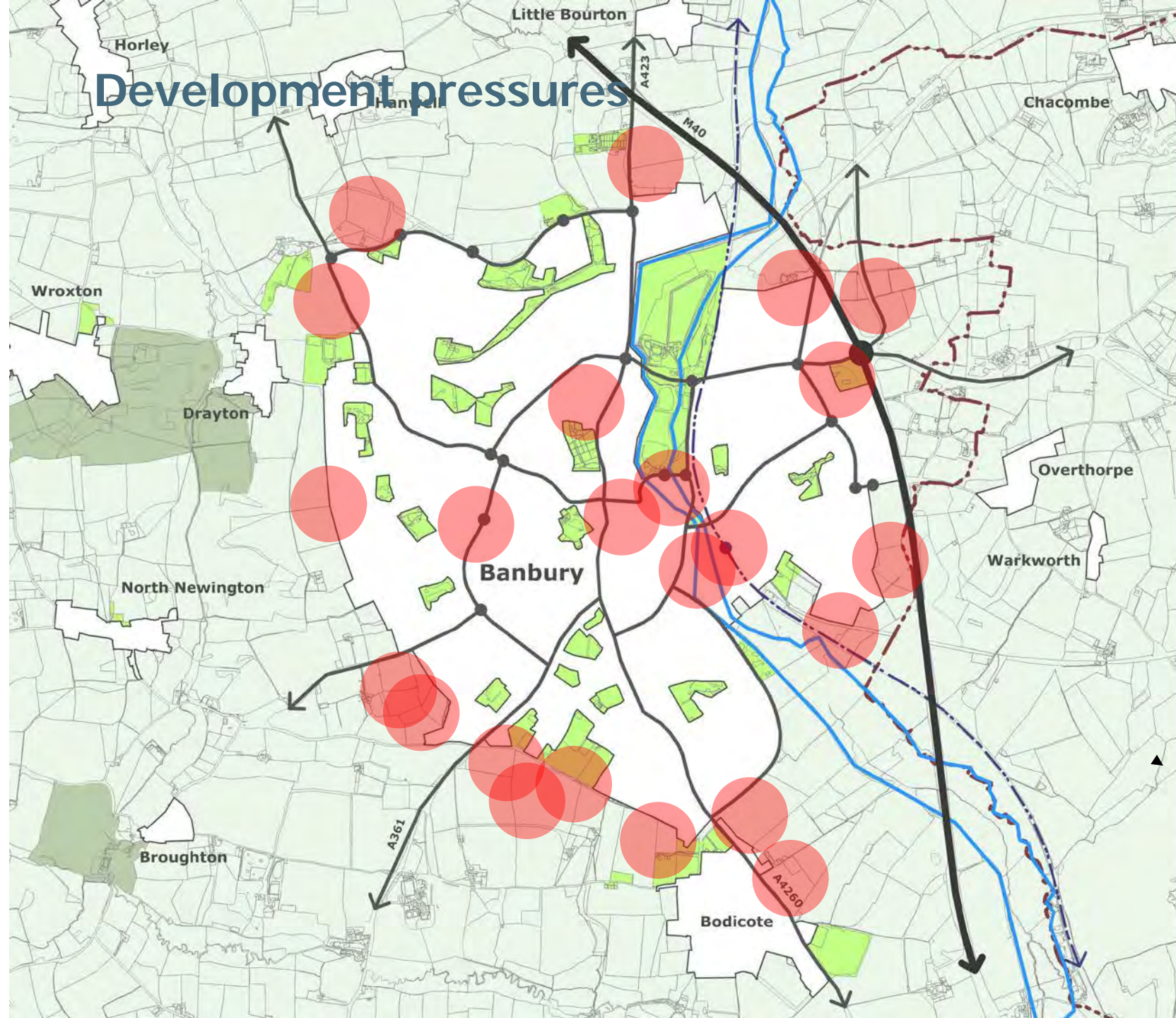
# Development pressures

## Banbury Masterplan

Cherwell District Council  
Oxfordshire County Council

Banbury today 04

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



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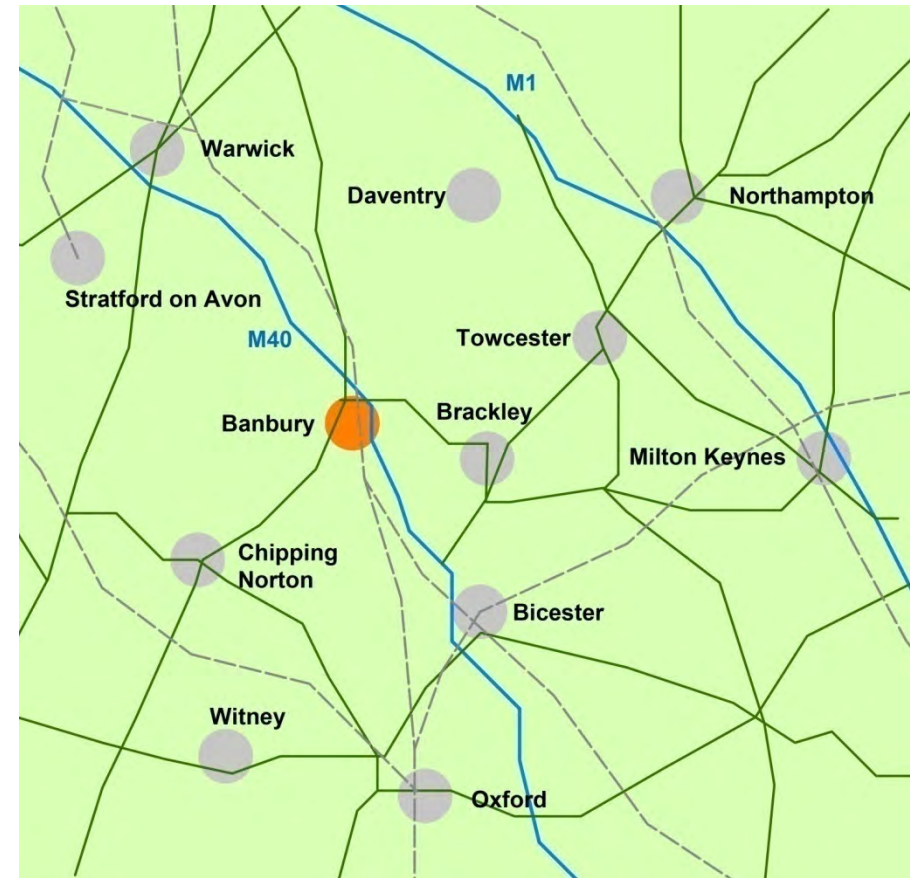
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# Role of the masterplan

- Support the Local Plan;
- 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; and,
- Identify a series of measures to address traffic congestion and improve accessibility.





# Banbury Vision – 2031



- **VISION:** - a market town for the modern era, serving the wider region;
- **Delivered through:**
  - An expanded and vibrant town centre delivering a full range of regional services;
  - A strong economic base in advanced manufacturing and performance engineering;
  - Improved accessibility delivered from enhanced transport networks;
  - A place of distinctive character and quality; and,
  - Opportunities for local people to improve the quality of their life.



# Banbury Vision - 2031



- **A market town for the modern era, serving the wider region;**
  - **Banbury** - the regional centre for local government, professional services, higher education, training and healthcare;
  - **Banbury** - the retail and service destination for the residents of the surrounding villages and small towns;
  - **Banbury** – the transport hub connecting business to Coventry, Northampton, Oxford and London;
  - **Banbury** – the advanced manufacturing and logistics base for north Oxfordshire.





# Banbury Vision - 2031



## A vibrant town centre

- Enhance the town centre experience with food retailing, speciality retailing, entertainment, culture and arts.
- Redevelop the three key sites of Bolton Road, Spiceball and Canalside.
- Increase town centre use by promoting residential and offices development on appropriate town centre site.
- Expand the range of town centre activities.
- Improve connectivity into the centre.



# Banbury Vision - 2031



## A strong economic base

- Invest in skills training and education.
- Deliver quality sites for advanced manufacturing.
- Increase availability and choice of employment sites and buildings.
- Facilitate alternative sites for businesses that need to be relocated from Canalside.





# Banbury Vision - 2031



## Improve accessibility

- Improve the transport and movement networks into and through the town.
- Reduce congestion on the key town centre junctions by improving capacity and signage.
- Change Bankside into an attractive alternative route into and around the town.
- Identify viable and fundable, short and long term strategic improvements between the east and west the town.
- Deliver new railway station car park without increasing traffic congestion.
- Deliver a new and accessible bus station.
- Provide sustainable movement routes for pedestrians and cyclists.
- Establish a car parking strategy.



# Banbury Vision - 2031



## A place of distinctive character

- A 'landscape setting' to underpin the character of the town
- A celebration of the people, places and processes of Banbury
- Attractive new buildings that respond to the character and context of Banbury
- Improvements to rundown areas and removal of blight and dereliction
- New civic spaces and parks
- Enhancement to the town centre public realm
- Enhancement to the strategic routes into and through the town





# Banbury Vision - 2031



## Opportunities for local people

- Housing choice and tenure
- Skills training and education
- Local employment opportunities
- Access to social and community services
- A full range of sports, leisure and recreational facilities
- An attractive network of green spaces and parks for daily enjoyment
- Develop the land around the canal to respond to the amenity value, character and connectivity of the canal system





# Concept Masterplan



## Banbury Masterplan

Cherwell District Council  
Oxfordshire County Council

### Concept Masterplan

03

- Potential future advanced manufacturing development
- Potential new retail development
- Potential new entertainment
- Community regeneration projects
- New education facilities
- New sports facilities
- Potential future housing areas
- Improvements to existing employment areas
- Town centre development
- Improvements to transport network
- Potential new road network
- Landscape setting and buffer
- Canal and river enhancement



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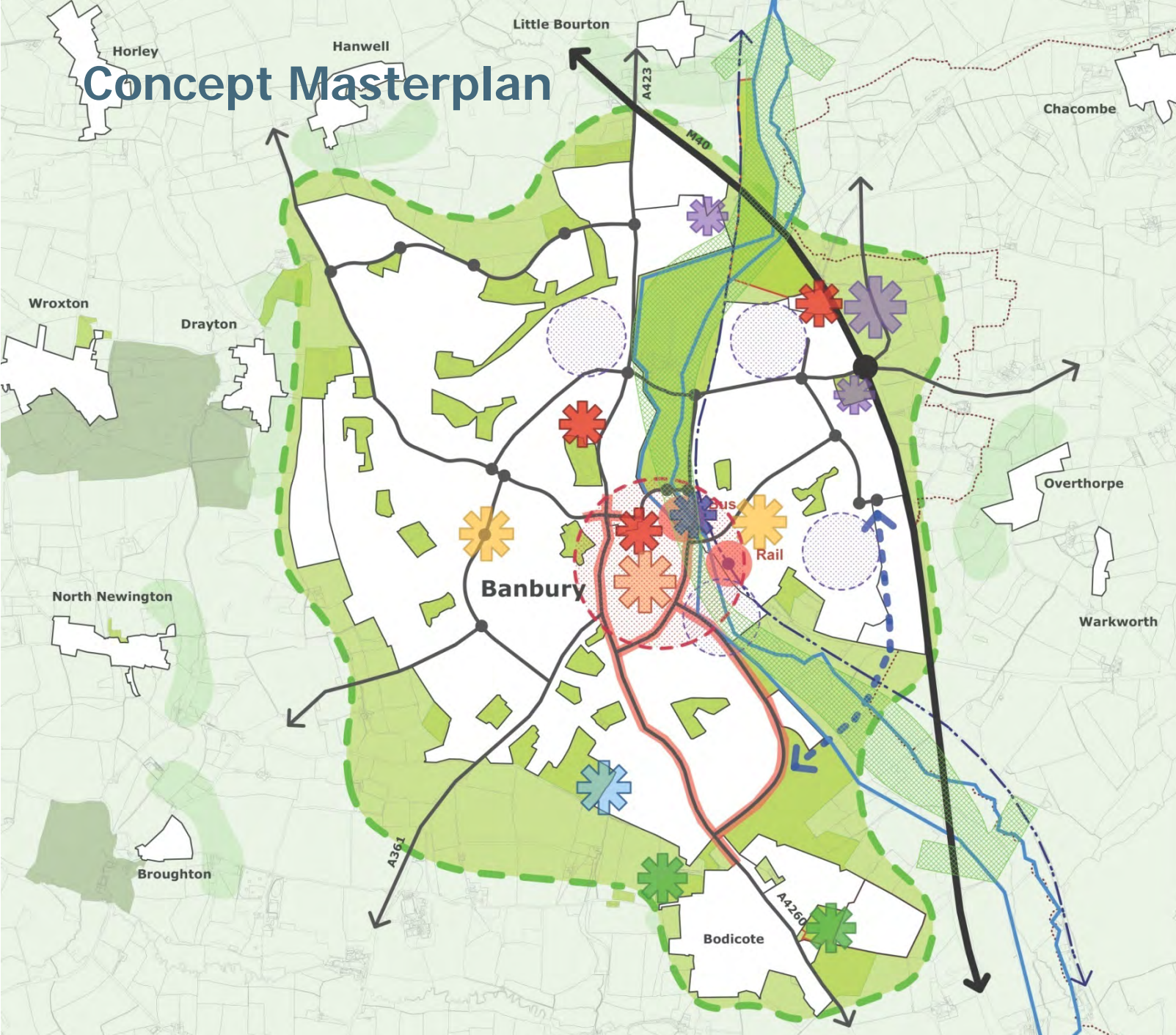
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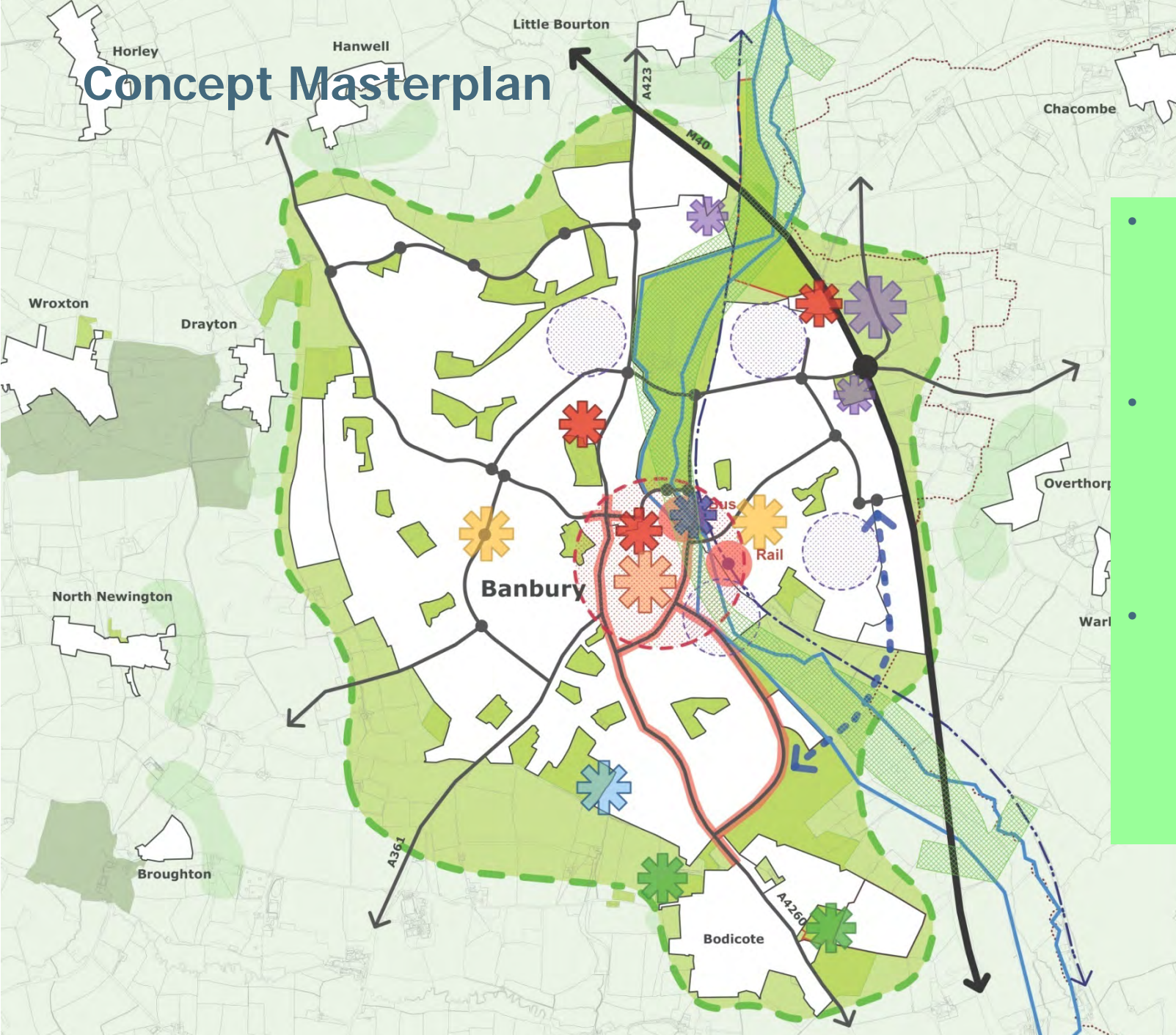




# Concept Masterplan



- A 'landscape setting' for Banbury and the relationship to the adjacent villages.
- A Town Centre Masterplan to coordinate the development of the key town centre sites.
- A transport and movement strategy that addresses existing constraints and enables sustainable growth to be delivered.



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# Banbury Town Centre

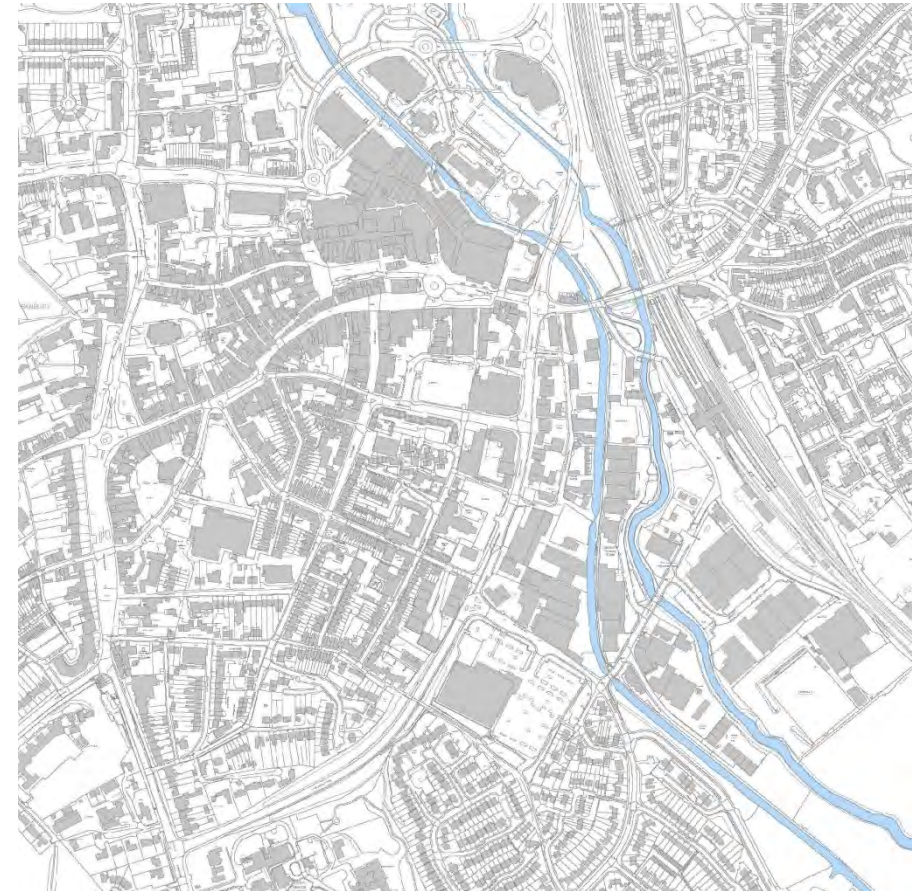




# Banbury Town Centre



- **The vision for Banbury Town Centre is to become:**
  - The retail, leisure and community service destination for the residents of the surrounding villages and towns
  - The regional centre for local government, professional services, higher education, training and healthcare; and,
  - The transport hub connecting business to Coventry, Northampton, Oxford and London.



# 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

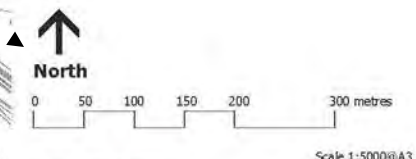
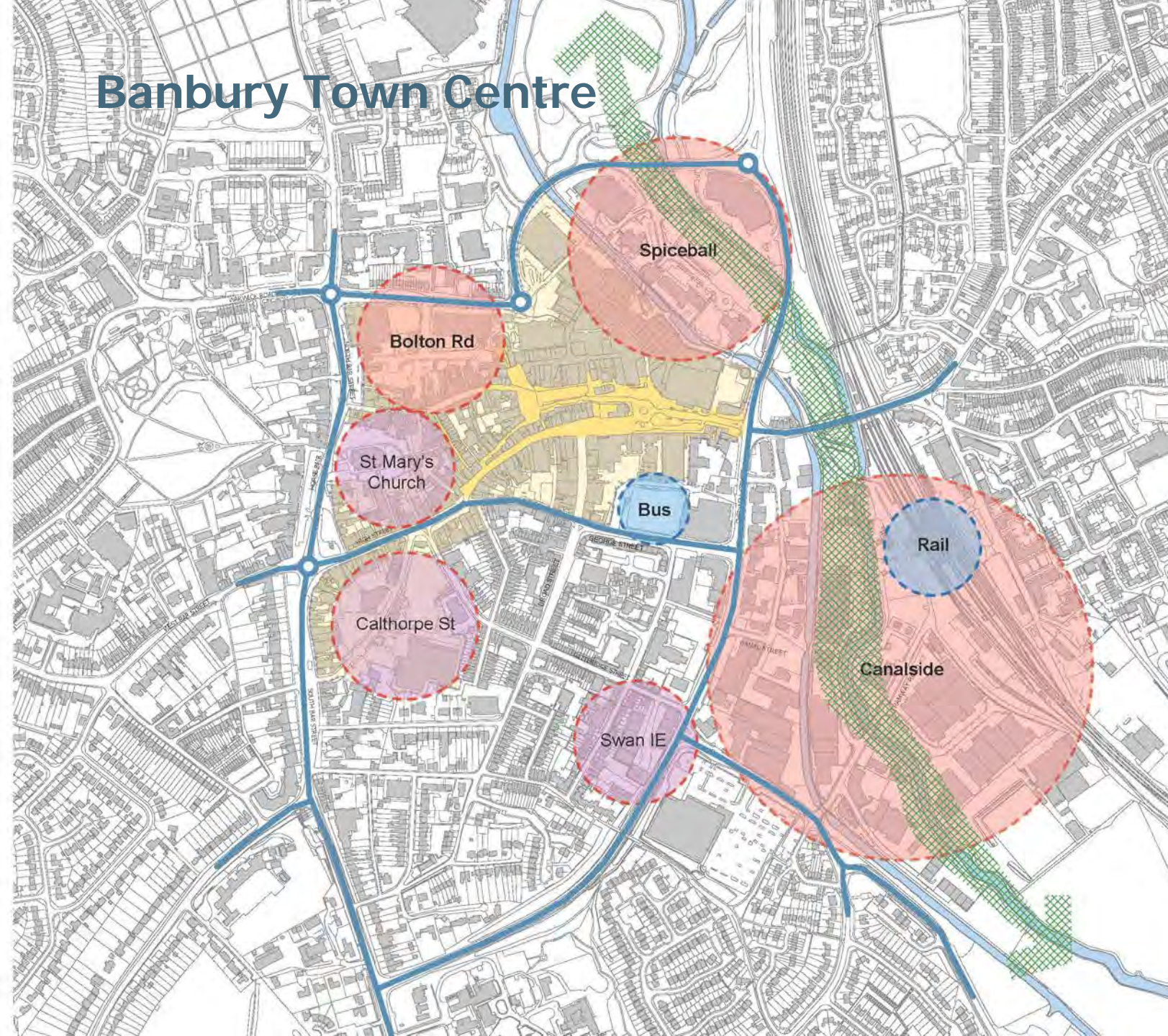




# Banbury Town Centre



-  Key development sites
-  Other improvement areas
-  Public transport hubs
-  Canal and riverside improvements
-  Public realm improvements
-  Highway network
-  Banbury Town Centre



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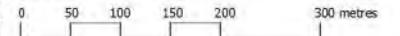
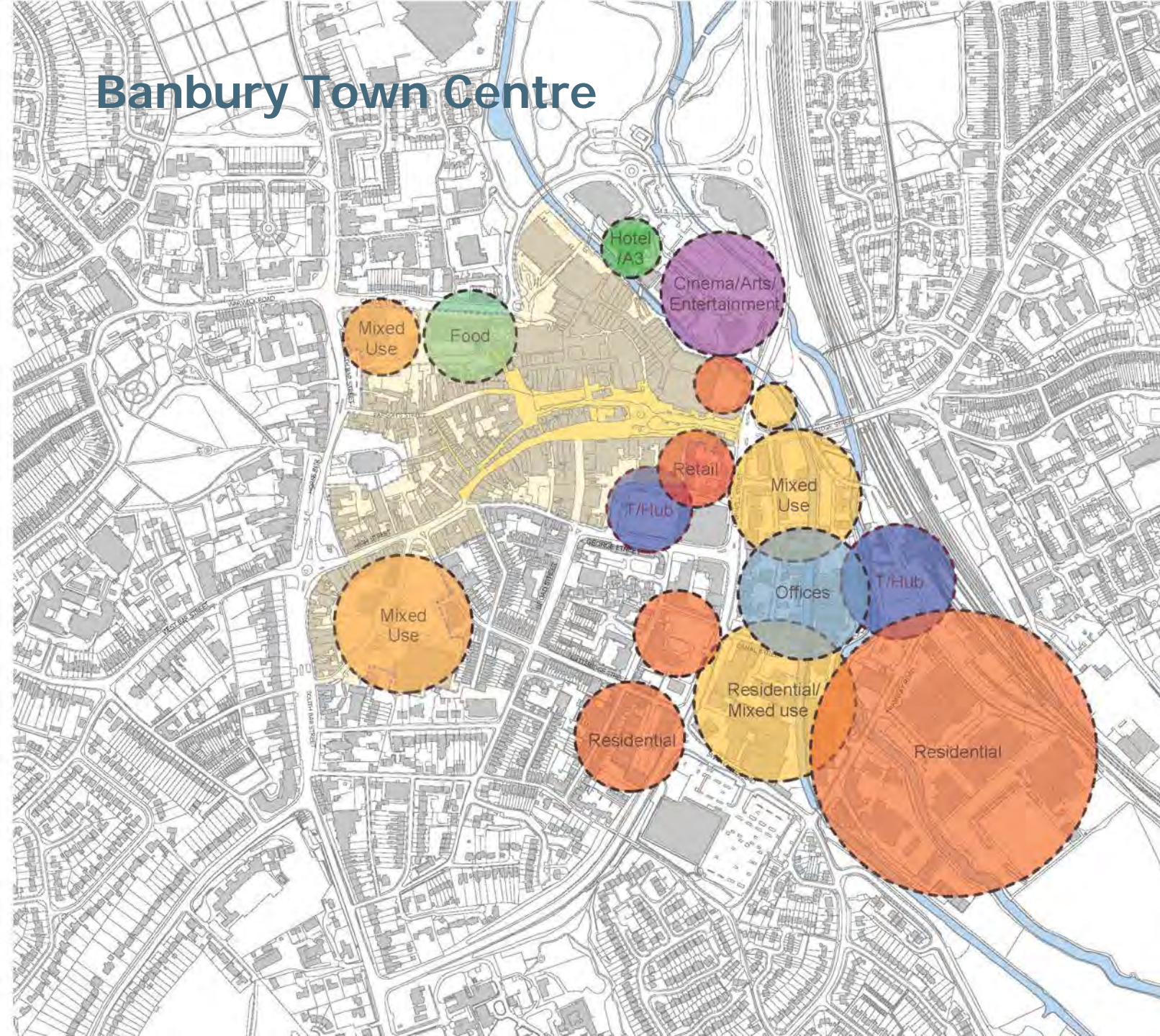
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# Banbury Town Centre



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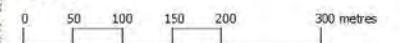
# Banbury Town Centre



- Infrastructure
- Transport
- Offices
- Mixed Use
- Retail
- Food Retail
- Residential
- School
- Landscape
- Town Centre parking
- On-street parking
- Commuter/rail parking



North



Scale 1:5000@A3

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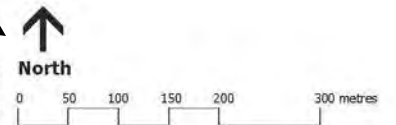
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# Banbury Town Centre

- Junction improvements
- Improved roads
- Traffic management
- Strategic road network
- Pedestrian connectivity
- Public transport hubs
- Town Centre parking
- On-street parking
- Commuter/rail parking



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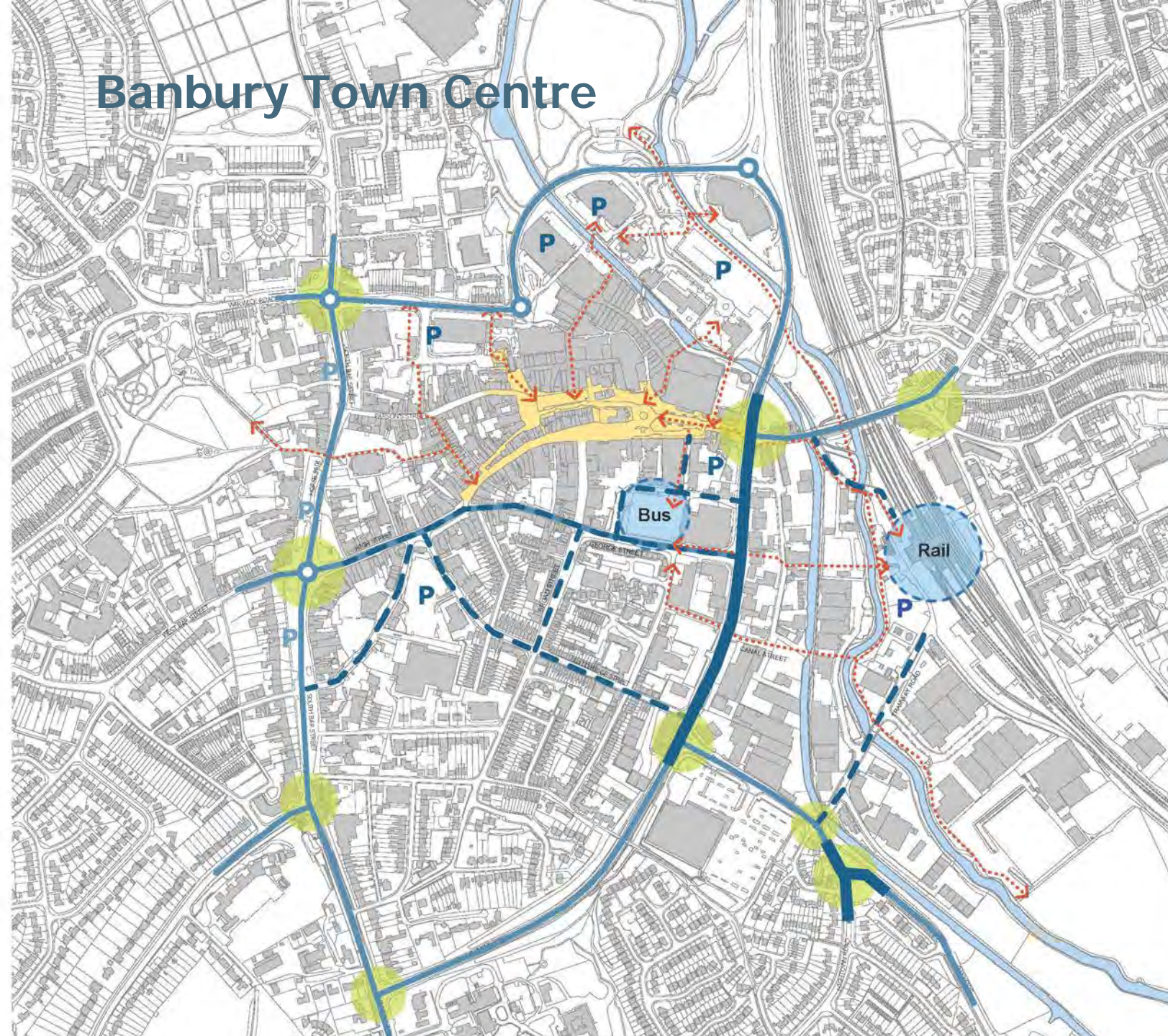
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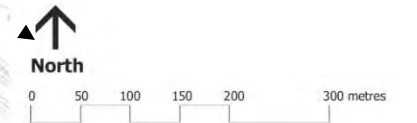


# Banbury Town Centre

## Framework

05

-  Development blocks
-  Key frontages
-  Listed buildings
-  Significant buildings in Canalside
-  Highway and public realm improvements
-  Strategic landscape
-  Pedestrian connectivity
-  Conservation Area



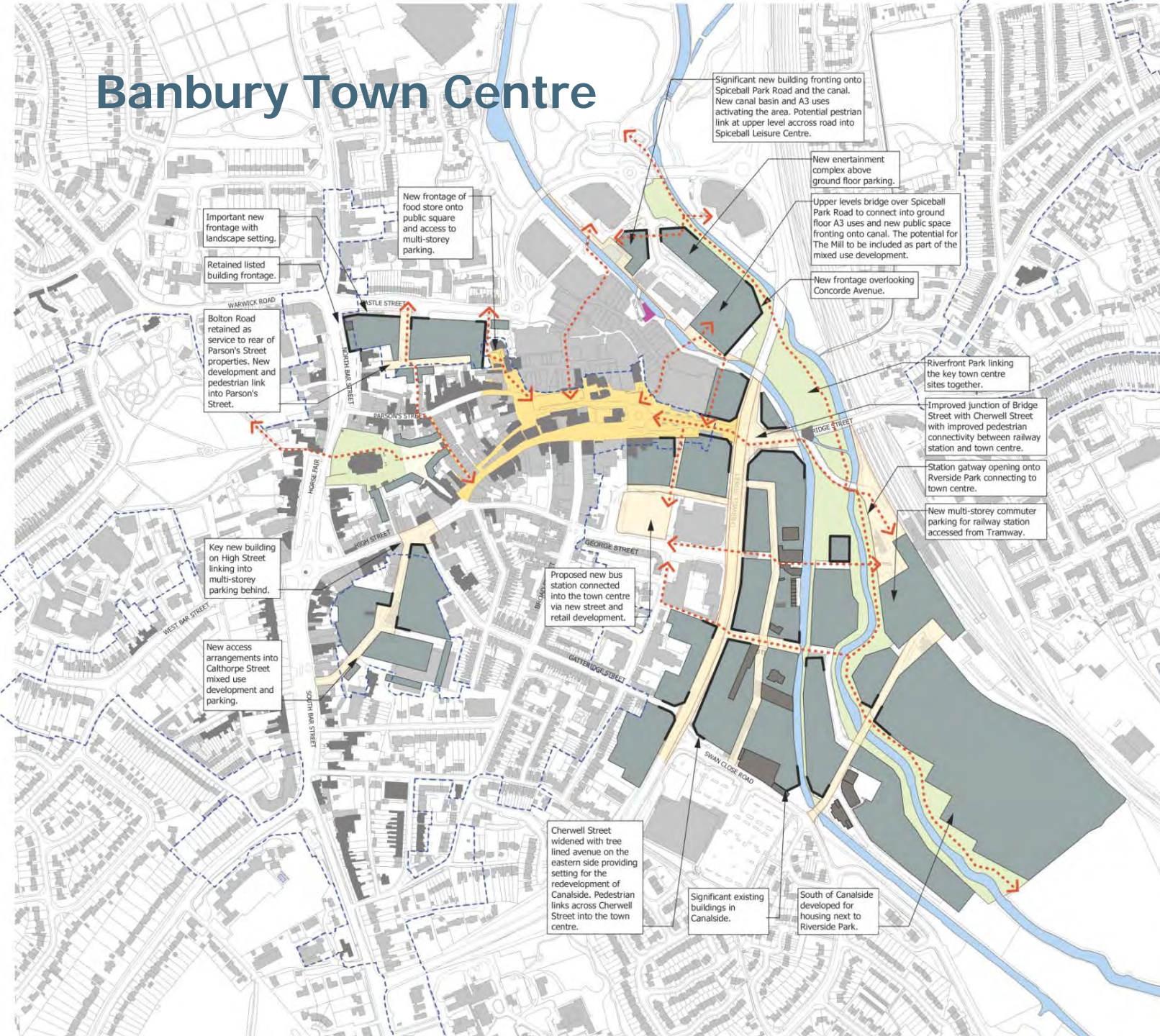
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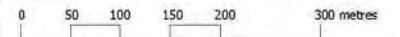
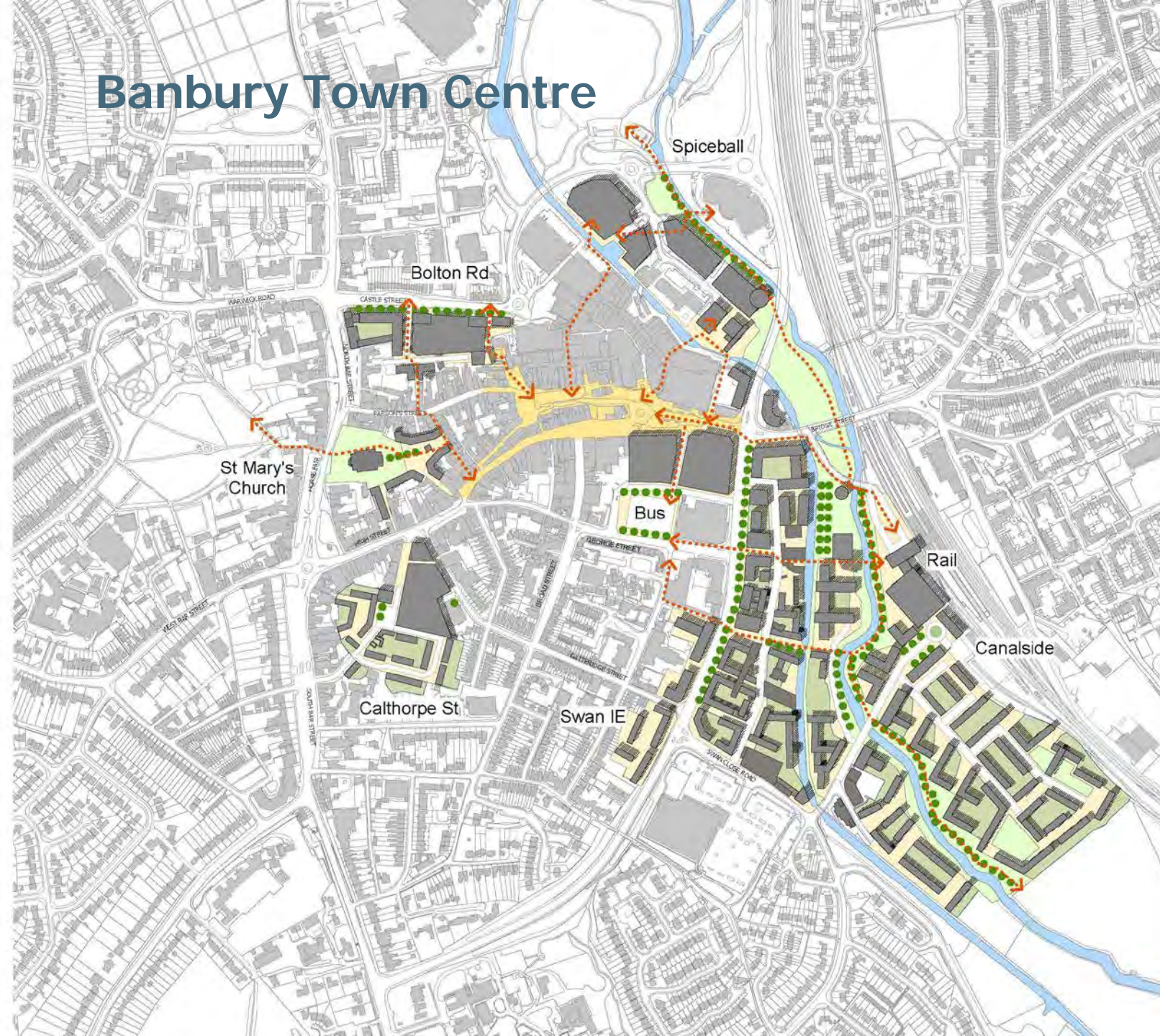
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# Banbury Town Centre



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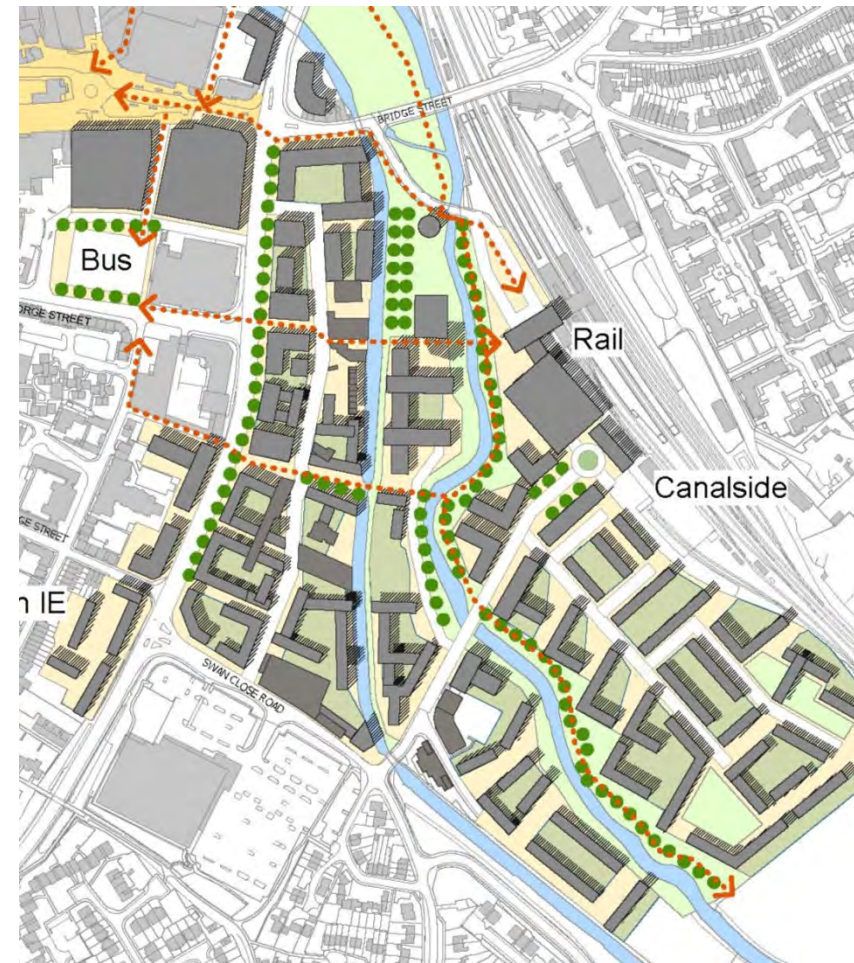
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# Canalside proposals



- A significant new building for mixed-uses on the corner site between Cherwell Street, the canal and Bridge Street.
- New buildings on the southern corner of Bridge Street and Cherwell Street to provide active frontages and an attractive and legible link from the Railway station to the town centre.
- Tree lined avenue on the east side of the widened Cherwell Street providing an attractive pedestrian area.
- Cherwell Street – a new mixed-use street with active frontages of three and four storey buildings providing an attractive urban edge of quality buildings.
- A new Riverside Park alongside providing an attractive setting and amenity area for the new developments.
- Enhancement to the canal and towpath as a main link through the development with active frontages and mixed use.
- Existing buildings of historical importance retained where possible within the development.
- Office development identified for important canal and riverside site to the west of the Railway Station alongside the Riverside Park.





# Canalside delivery

- Prepare a Development Brief that develops the principles set out in this masterplan and is deliverable;
- Prepare a baseline report of the existing utilities, environmental, flooding and landscape constraints.
- Commission a Business Plan to identify the delivery mechanisms and the level of any public sector investment that may be required;
- CDC to confirm that it will, if required, use CPO powers to bring together the development parcels;
- Identify one or more development partners who shares the vision for this site and will work with CDC and OCC to deliver the scheme; and,
- CDC will identify suitable land and premises in Banbury for the relocation of existing business and will work with those businesses to facilitate their relocation.



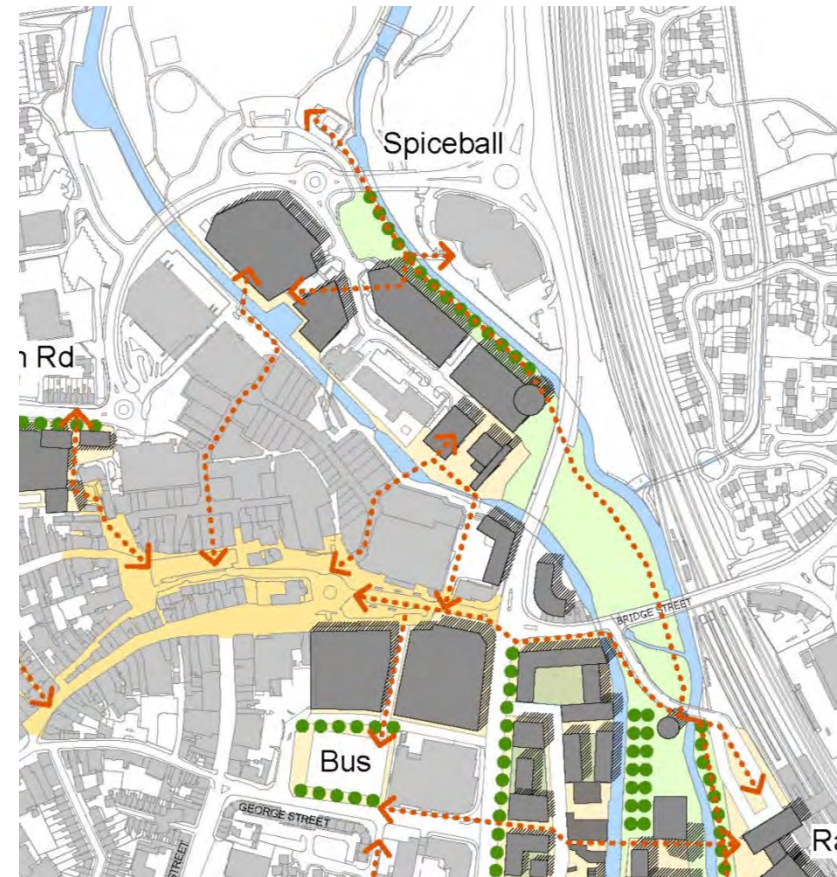


# Spiceball proposals:

- General Foods Sports and Social Club site developed for landmark building with A3 uses on ground floor opening out onto new canal basin and hotel on upper floors.
- Surface car park site developed as entertainment leisure uses on upper floors over two stories of car parking.
- Northern part of site could be used as expansion for Spiceball leisure Centre.
- The surface car park to the north-west of The Mill to be developed as ground floor A3 uses opening out onto the canal side with escalator access through atrium into the upper floors of the adjacent entertainment building and ground floor access into The Mill.
- The Mill to be redeveloped with new arts performance spaces.
- Extend Castle Quays development onto the existing Bus Station land and improve pedestrian accessibility between the town centre and the canal.

## Alternatively

- General Foods Sports and Social Club site developed for landmark building with A3 uses on ground floor opening out onto new canal basin and new arts performance space on the upper floors
- The Mill to be redeveloped for hotel use.



# Spiceball delivery:

- Prepare a deliverable Development Brief that develops the principles set out in this masterplan;
- Prepare a baseline report of the existing utilities, environmental, flooding and landscape constraints.
- Identify a development partner who shares the vision for this site and will work with CDC and OCC to deliver the scheme; and,
- Identify the availability and timing of public sector finance.

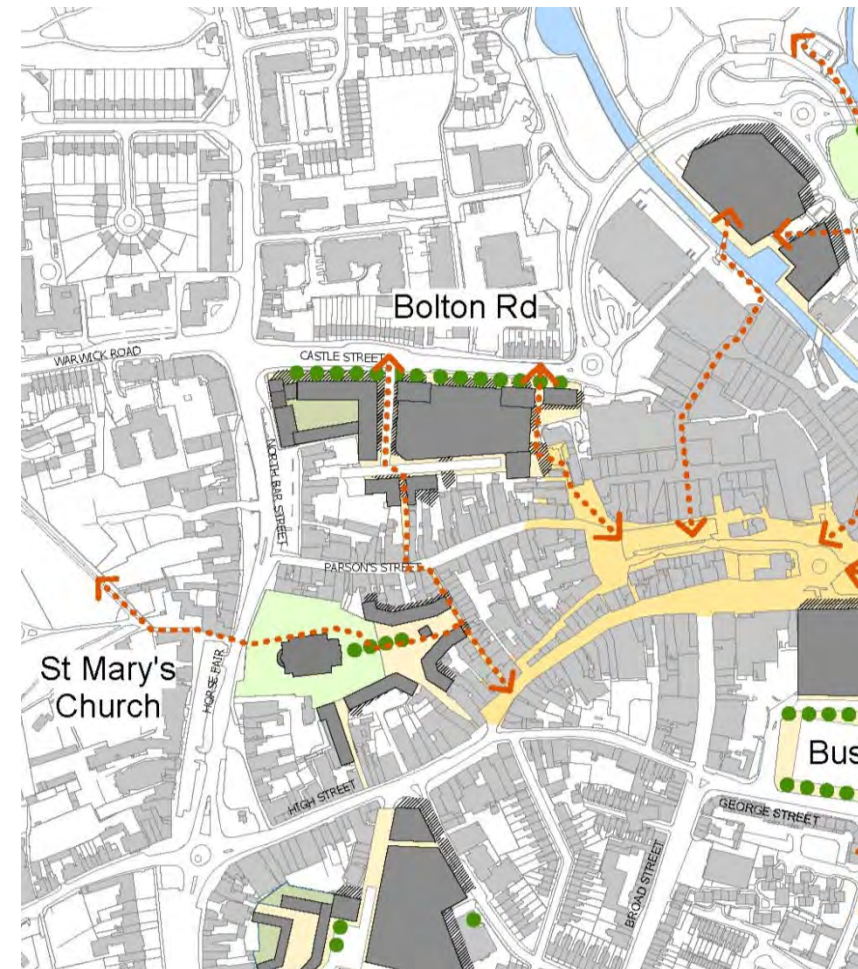






# Bolton Road proposal:

- Bolton Street site split into two development areas by a new road providing access to multi-storey car parking and service areas.
- The eastern area contains multi-storey car park above food store and service area. Food store fronting onto Cornhill public space next to The Beer Tree public house.
- Entrance and exit to multi-storey car park to be located next to the food entrance on Cornhill.
- Cornhill link extended northwards across Castle Street to improve town centre accessibility.
- Bolton Road retained for service access to rear of Parson Street properties and to serve the new food store.
- The western are developed as mixed-use for office and residential uses. Existing listed building retained as part of the development.
- Buildings set back from Castle Street to create landscape area and improved setting for the development.
- Potential for new pedestrian access through one of the archway buildings on Parson's Street, which could include new building on Bolton Street.





# Bolton Road delivery:



- Prepare a deliverable Development Brief that develops the principles set out in this masterplan with minimum use of Parson's Street properties;
- Identify a development partner who shares the vision for this site and will work with CDC and OCC to deliver the scheme; and,
- Investigate the deliverability of the proposed new pedestrian link with property owners on Parson's Street.





# Improvement area proposals:



## Calthorpe Street

- Traffic management improvements to the road network to improve the pedestrian environment.
- New retail development and public space on the junction of Calthorpe Street and Marlborough Road with High Street.
- Retail development to link into new multi-storey car park.
- Adjacent areas redeveloped for residential.

## St Mary's Church

- Improve the setting of the church with a landscape scheme for the surrounding area, which will increase the amount of green space and provide more sunlight by management of the tree canopy.
- Work with businesses to reduce car parking in the area and identify areas for redevelopment.
- Open up the church on the eastern side with new public spaces and buildings that create a new gateway into the town centre.





# Improvement area delivery:

## Calthorpe Street

- Prepare a deliverable Development Brief that develops the principles set out in this masterplan; and,
- Identify a development partner who shares the vision for this site and will work with CDC and OCC to deliver the scheme.

## St Mary's Church

- Work with the church, businesses and the Old Town Association to agree the key issues and opportunities; and,
- Prepare an Improvement Area Strategy that develops the principles jointly agreed by the council and the local community.





# Banbury Masterplan







## Next steps

- Completion of the landscape sensitivity and capacity analysis
- Consider the impact of this work on the Local Plan
- Finalise the Banbury Masterplans for housing, employment and green infrastructure
- Complete stakeholder workshops with officers and the private sector
- Present Draft Banbury Masterplan to CDC, OCC and BTC
- Six week public consultation
- Finalise Banbury Masterplan for adoption

