

# Kidlington Framework Masterplan Supplementary Planning Document Part 1: Kidlington Tomorrow – Realising the Potential Cherwell District Council December 2016





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Aerial photo of Kidlington



# Executive summary

The Kidlington Framework Masterplan has been prepared as a Supplementary Planning Document to build upon and provide more detailed advice and supplementary guidance on the policies in the adopted Cherwell Local Plan 2011-2013 (Part 1). Kidlington has been identified within the Local Plan as a location for small scale housing growth, Village Centre expansion and employment growth in the period. In order to achieve high quality sustainable development and to meet the needs of the local community, a comprehensive approach is required to guide change and maximise the benefits of development for the wider village.

The Framework covers the parishes of Kidlington, Gosford and Water Eaton and land within the adjacent Parishes of Yarnton and Begbroke, with a focus on the urban area of Kidlington, plus employment sites around Langford Lane / London Oxford airport and Begbroke Science Park.

The Framework will inform preparation of the Local Plan (Part 2). This will include a limited Green Belt review to accommodate high value employment needs as provided for by Policy Kidlington 1 of the adopted Local Plan. There is no requirement to review the boundary of the Green Belt to meet housing needs identified in the Local Plan Part 1.

The Framework has been developed in close collaboration with Cherwell District Council officers, local stakeholders and Kidlington Parish Council. The draft Framework was subject to public consultation in March 2016 and has been amended in response to the comments received. It was also the subject of previous stakeholder engagement.

The focus of the Framework Masterplan is on:

- guidance which can be applied and opportunities which can be progressed within the context of the adopted Local Plan;
- potential opportunities which can be explored further through Local Plan Part 2;
- issues for consideration in future reviews of the Local Plan.

The study concludes with an Action Plan for the delivery of key opportunities and projects which have been identified.

## Vision statement

**In 2031, Kidlington is a distinctive and sustainable community with a strong sense of identity.**

**Its landscape setting, access to high quality homes and community facilities and revitalised Village Centre make it an attractive place to live and work. Its strong connections with Oxford and Bicester, rail link to London and London Oxford airport support a growing high value employment base which is well integrated with the wider village.**

## Opportunity areas

The Framework Masterplan identifies a number of opportunity areas within the village where improvements, development and change should be focussed to deliver the vision. These may be summarised as follows:

- Kidlington's high quality landscape should be made more accessible for leisure while protecting areas of important habitat. In particular the Canal and river corridors to the east and west of the village which are attractive walking, cycling and recreational assets;
- The economic growth areas identified in the Local Plan Policies Kidlington 1 and 2 should be considered in a joined up manner to ensure maximum benefits to Kidlington's population and existing local businesses;
- Expansion of high tech employment areas around Langford Lane/ London Oxford Airport and Begbroke Science Park including small scale Green Belt release to accommodate growth (boundaries to be considered through Local Plan Part 2);
- Support for existing Village Centre businesses with potential expansion of the Village Centre to the west of Oxford Road (boundaries to be considered through Local Plan Part 2);
- Village 'gateways' to the north and south are important in creating a sense of arrival and a good first impression and should be a focus for public realm and townscape improvements;

- Oxford Road should be transformed from a traffic dominated 'highway' to a pedestrian and cycle friendly 'street';
- New and improved east-west pedestrian and cycling links should be created to connect the village's economic, social, landscape and townscape assets including potential for a Canal hub at Roundham Bridge;
- Opportunities for new homes within the Village Centre and other small sites within the settlement boundary;
- Across all opportunity areas, there must be an emphasis on delivering high quality townscapes, landscapes and public realm which strengthen the character and distinctiveness of Kidlington.

## Framework themes

**The Framework identifies 6 main themes:**

1. Revealing Kidlington's distinctive identity
2. Planning for a sustainable community
3. Strengthening the Village Centre
4. Supporting community needs
5. Supporting future economic success
6. Integration and connectivity.

## Theme 1: Revealing Kidlington's distinctive identity

### Objectives

**To strengthen Kidlington's distinctive character of a 'village set in the landscape' and reveal its hidden gems to a wider audience.**

**To establish an attractive Kidlington townscape character through the high quality design of new buildings and public spaces.**

### Put Kidlington on the map

As the nearest large settlement Kidlington's presence should be felt at both the airport and Oxford Parkway station. Information boards should be provided detailing local attractions, accommodation and facilities. Wider promotion of Kidlington as an attractive place to live, work and visit should highlight the village's townscape, landscape and economic assets and its proximity to attractions such as Blenheim Palace and Otmoor Nature Reserve.

### Strong first impressions

The Kidlington roundabout area could be enhanced so that it acts as a positive arrival point or 'gateway' to the village from the south. Options to be explored include public art on the roundabout incorporating the prominent poplar trees, or grass verges to the north, new welcome signage to point visitors to Kidlington attractions, and enhanced footpaths and cycling routes to the station and Stratfield Brake. The gateway from the north into Kidlington at the junction of Oxford Road and Langford Lane could be enhanced with a comprehensive public realm scheme including welcome signage and improved views and access onto the Canal and Langford Lane Wharf Conservation Area. Improvements should be delivered in conjunction with the expansion of employment uses at Langford Lane.

### Positive additions to Kidlington's townscape character

High quality design will be required across all new development in line with Local Plan policy ESD 15. The design of new homes will be guided by the planned Cherwell District Design Guide SPD and principles outlined under Theme 2: Creating a Sustainable Community.

### Enhance biodiversity across the village

There is an opportunity to create a designated green corridor of informal amenity and natural open space to the west of the Canal, making use of land which is at risk of flooding. This would provide an enhanced recreation and biodiversity network extending from Stratfield Brake to Rushy Meadows SSSI and beyond. Biodiversity enhancements could include the restoration or maintenance of habitats through appropriate management and new habitat creation to link fragmented habitats in accordance with the targets set out for the Lower Cherwell Valley Conservation Target Area (CTA) and Local Plan Policy ESD11.

Enhancements to wildlife habitats across the village will be supported. A community based conservation group already works on St Mary's Fields Nature Reserve and with the collaboration of landowners this approach could be adopted at other sites in conjunction with greater public access. The Council is working with the landowners to improve the management of the Langford Meadows Local Wildlife Site and this could also provide potential for organised educational and public site visits and group conservation tasks.

### Increase accessibility and awareness of the landscape and heritage assets

The Historic Village Trail around Church Street and Mill End could be connected to the village's other assets such as the Canal and Village Centre by improved cycling and clearly signposted walking routes running east-west.

There is also an opportunity to create or enhance existing medium and longer distance circular walks to encourage an appreciation of the village's attractive landscape setting and improve connectivity for healthy walking. The majority of connections are already in place, but need clearer signage and additional information for example in leaflet form or a map/information display board in the Village Centre. This wider network of footpaths can be promoted as alternatives to routes through areas of high ecological sensitivity, where there is concern about the impact of recreational use.

### Canal recreational corridor

In line with Local Plan Policy ESD16 the Framework supports increased access to and recreational use of the Oxford Canal corridor. Roundham Bridge and locks are already a focus for activity on the Canal and have the potential to act as a hub with increased facilities and connectivity. The bridge and railway level crossing to the west provide a footpath and informal cycle link between Begbroke and Kidlington Village

Centre, and north and south along the Canal towpath. These links should be improved to provide formal cycle ways to Begbroke Science Park and Langford Lane employment areas. Yarnton Lane, which connects from the Canal at Sandy Lane / Yarnton Road via another level crossing to the A44 on the south side of Yarnton, should be improved as a walking and cycling corridor. In addition, poorly used green spaces on the eastern bank of the Canal have potential to be turned into pocket parks to improve the setting of the Canal, support biodiversity and address the greenspace shortfall. These spaces could provide an opportunity for design and management by the local community. Increased recreational activity along the Canal will need to be balanced carefully against biodiversity objectives.

The vacant triangle of land to the east of Roundham locks could be a good location for a small scale facility such as a local marina and café which relates well to the Canal and encourages recreational use of the corridor. Opportunities to increase access from residential estates to the east of the Canal should be explored to create connections for leisure and commuting.

## Theme 2: Creating a sustainable community

### Objectives










**To build a sustainable community with opportunities for all and access to housing, jobs and high quality community facilities.**

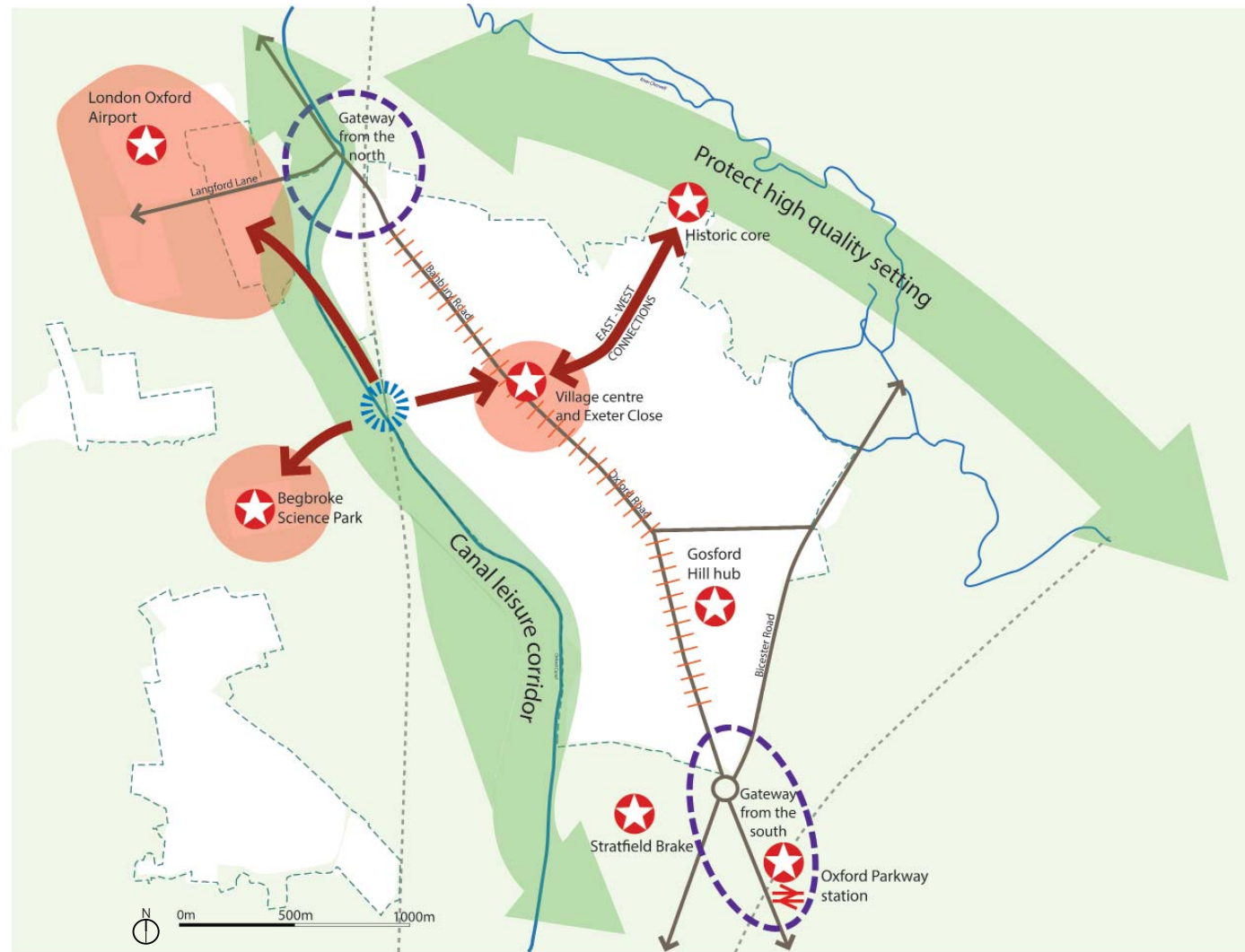
**To deliver high quality new homes within the village which add positively to the overall character of Kidlington.**

### Understanding local housing needs

Policy BSC3 of the adopted Local Plan requires all proposed developments at Kidlington that include 11 or more dwellings (gross), or which would be provided on sites suitable for 11 or more dwellings (gross), to provide at least 35% of new housing as affordable homes on site. Opportunities for the provision of extra care, specialist housing for older and/or disabled people and those with mental health needs and other supported housing for those with specific living needs will be encouraged in suitable locations close to services and facilities.

Policy BSC4 seeks to provide a mix of housing that has regard to the Council's most up-to-date evidence of housing need and available evidence from developers on local market conditions. The Local Plan highlights the SHMA's conclusions on the required mix for market and affordable homes. The Council's Housing Investment and Growth Team provide advice on the precise tenure and unit form of the affordable housing required having regard to local information where available.

-  Green Belt
-  Railway line
-  Key assets
-  Green corridors
-  Village 'gateways'
-  Focus for growth
-  Transform Oxford Road from a highway to a 'street'
-  Strengthen east-west walking and cycling connections
-  Canal hub at Roundham Bridge



Spatial concept

## Approach to housing development

A range of options for development within the existing built-up area should be considered including appropriate redevelopment, intensification and infill while protecting Kidlington's key assets. This may involve increasing housing densities, reconfiguring land uses and introducing mixed use development.

## Make best use of land within the village boundaries

Managing the use of previously developed land is important in maintaining the appearance of the village and to the well-being of our communities. It can also provide opportunities for enhancing biodiversity. This means ensuring that land and buildings earmarked for development are not underused and that we make the most of vacant and derelict land and buildings. In general, new housing should be provided at a net density of at least 30 dwellings per hectare (Policy BSC 2 of the Local Plan). However, the density of housing development will be expected to reflect the character and appearance of individual localities and development principles that are appropriate to the individual circumstances of sites.

Potential development opportunities within the village identified to date include the following (housing capacity figures are indicative):

- **Village Centre sites** – Policy Kidlington 2 states that residential development will be supported in appropriate locations in the Village Centre except where it will lead to a loss of retail or other main town centre uses. Car park sites to the north and south of High Street have potential for residential development as part of a mixed use scheme. Within High Street and on Oxford Road opportunities for residential are limited to the upper storeys to ensure the ground floor is prioritised for retail. Estimate of total housing capacity: 200-280 homes with an emphasis on apartments.
- **Exeter Close** – This site is within the Village Centre area of search as defined in the Local Plan and housing could form part of a scheme to help strengthen the Village Centre in accordance with Policy Kidlington 2 of the Local Plan. A more efficient arrangement of community uses on this site could release land for small scale residential development. Estimate of housing capacity: 15-20 homes.
- **Thames Valley Police HQ**: The site is in existing employment use and is not currently available for development. However, in the event of all or part of the site being vacated, some housing may be acceptable as part of a mixed use scheme provided that this complies with Policy SLE1 and would not limit the amount of land available for employment use. Redevelopment of the site for residential use would need to be considered through Local Plan Part 2.

Other small scale sites within the village could include: infill on garage courts or on leftover spaces within existing estates, and development within large back gardens. These smaller sites should be carefully considered in the context of the wider plan to ensure that they do not prejudice other strategic objectives. Proposals for development within the built-up limits of the village will be required to comply with Policy Villages 1 and 2 of the adopted Local Plan.

## Rural exception sites

In accordance with Policy Villages 3, small scale affordable housing schemes to meet specifically identified local housing need may be brought forward through the release of rural exception sites outside the settlement boundary. Proposals for community self-build or self-finish affordable housing may also be permitted where they will meet a specific, identified local housing need. In identifying suitable sites, it will be necessary to balance the advantages of providing affordable housing with the impact of development, for example on the appearance of the village, the surrounding landscape or to the historic environment.

It will be particularly important that proposals for developments in the Green Belt are able to demonstrate that there are no alternative sites outside of the Green Belt that could reasonably meet the identified needs.

## Securing high design standards

Significant importance will be placed on conservation of the historic environment and securing high quality urban design in protecting and enhancing the character of the Village and ensuring that Kidlington is an attractive place to live and work. High design standards are critical in ensuring development is appropriate and secures a strong sense of place and clear sense of arrival at points of entry into the village. The design of the site layout, access arrangements, scale, massing and appearance will be required to demonstrate a positive relationship with the immediate surrounding context of the site and respect and enhance the townscape character of Kidlington as a whole.

Early dialogue with Council Development Management officers will be required to establish the critical design considerations for individual sites.

In appropriate locations, the Framework identifies the potential for development to drive a change in character. For example, to the west of Oxford Road, buildings of up to 3-4 storeys, with a continuous frontage would signify 'Village Centre' character and provide a sense of enclosure to the street.

Conversions of existing houses to flats should maintain the external appearance of the original property and deliver appropriate amenity space, parking and refuse storage to minimise impacts on the character and appearance of the surrounding area and existing residential amenity. This is particularly important where proposals involve the conversion of one half of a semi-detached pair.

Innovative building techniques and technologies should be applied where possible to drive up levels of sustainability in all new development and to help make efficient use of land in what is a constrained area.

Opportunities for self-build and other innovative housing models could also be explored.

## Improve the quality of existing homes and neighbourhoods

Opportunities should be explored to improve the quality of the existing housing stock and neighbourhoods to enhance their long term sustainability and attractiveness.

## Theme 3: Strengthening Kidlington Village Centre

### Objectives

**To strengthen the Village Centre, increasing its mix of uses and vitality and its attractiveness to local residents, employees and visitors as a place to shop, work and spend leisure time during the day and evening.**

### Redefine the character of Kidlington Village Centre

The Village Centre should be the focus for significant change and improvement which will bring obvious benefits to local businesses and residents and will be important in changing wider perceptions of Kidlington for the better. In line with Local Plan Policy Kidlington 2, the designated boundary of Kidlington Village Centre should be expanded to include land to the west of Oxford Road and Exeter Close. The rear of Exeter Close, North Kidlington School, the Fire Station and Sorting Office, and historic properties on Banbury Road several of which contain retail/office uses should be considered for inclusion within the boundary. These areas form the setting of the core Village Centre and contain or have potential to accommodate town centre and community uses.

The Framework establishes design principles for the Village Centre and identifies potential development sites. Particular importance is placed on environmental improvements and encouragement of the evening economy.



## Village Centre design principles

### Townscape

New development on the High Street should aim to bring coherence to the street scene, responding to the height and set-backs of adjacent buildings and creating a continuous frontage to the street.

Locally appropriate materials (limestone and local brick, slate or clay tile roofs) should be the primary materials used on elevations fronting the public realm.

The potential expansion of Village Centre uses to the west of Oxford Road should be reflected in buildings of an appropriate character and increased scale (up to 3-4 storeys) to provide enclosure to the street.

A hierarchy of streets should be established with High Street and Oxford Road reading as the principal streets and development on Sterling Road Approach subservient to this in scale and massing.

### Connectivity and public realm

Key Village Centre streets and pedestrian routes should be the focus for high quality public realm treatments. This includes the transformation of Oxford Road from a traffic dominated highway to a pleasant, people friendly street. On the High Street the public realm character of the western section could be extended eastwards to reduce the dominance of the carriageway.

The potential for an improved network of secondary pedestrian routes is identified to increase connectivity between east and west, and provide opportunities for additional development frontage. This includes a new walking route between the Co-op and Red Lion car parks to enhance access to the shops on Oxford Road.

Potential for new and improved public spaces as part of development proposals. The largest space at Watts Way has the potential to become a focus for Village Centre daily life and special events. Small scale retail/residential development on the existing car park would create a new frontage to the square which would define and enlarge the public space.

### Car parking and servicing

Indicative locations for small scale single deck car parks are suggested to decrease the surface area occupied by car parking and release sites for residential and retail development.

### Development and new uses

New development should create active ground floor frontages to the primary and secondary pedestrian routes and streets.

The following uses would be particularly conducive in strengthening the retail offer and encouraging use of the Village Centre in the evening: retail and services, food & drink, leisure and cultural uses (e.g. gym, cinema, local museum), offices, residential, community facilities (e.g. library, healthcare, children's centre), public open space.

The frontage to High Street and the central section of Oxford Road is the focus for primary retail/ food & drink or community uses on ground floor, but could have a broader mix of uses including residential and offices above. Opportunities to increase the range of retail premises available should be supported including identifying opportunities for larger floorplate units and premises for small businesses.

The growth of A3 uses (food & drink) and the evening economy should be supported, to provide greater choice for local residents and an attractive destination for after work leisure time and weekends. In particular evening economy and high quality food and drink establishments could be supported along Oxford Road, where a cluster has already developed.

In line with Local Plan Policy Kidlington 2, there is potential for residential development in appropriate locations within the Village Centre. This will help to increase spending power and vibrancy within the Village Centre and will support the growth of retail, services and the evening economy.

To the south, the focus is on community facilities and creating a strong link to Exeter Close.

Office uses (B1) should focus on small to medium scale premises with an emphasis on supporting local residents wishing to start up their own business.

### Transform Oxford Road from highway to street

Public realm improvements to Oxford Road are proposed to change the character from 'highway' to village centre 'street' signifying arrival into the Village Centre. In consultation with the Highways Authority, pedestrian priority will be increased between Exeter Close and Benmead Road, providing the right setting for high street uses to flourish and creating stronger east-west walking and cycling routes towards the Canal.

Development proposals for central Kidlington should include consideration of the following in conjunction with both the County and District Councils:

- A new toucan crossing between the tower and Lyne Road to encourage greater access between east and west for pedestrians and cyclists.
- Moving the northern bus stops southwards so they are located close to the shops.
- Reconfiguring Oxford Road south of Lyne Road, by introducing on-street parking, street trees, bus stops, wider pavements and informal crossing points so that traffic is naturally slowed.
- Using the space created in front of the parade of shops for outside seating.
- Raised traffic platforms at pedestrian crossing points and junctions on Oxford Road to reinforce the 30mph speed limit.

### Expand the Village Centre through new mixed use development

The Framework identifies a number of sites which could be considered for redevelopment to enhance the character and mix of uses within the Village Centre (subject to assessment through Local Plan Part 2). A comprehensive approach will be required for their development:

- The Skoda garage site on a highly prominent corner site to the west of Oxford Road.
- Co-op car park.
- Rationalisation and redevelopment of car parks to the north of the High Street.
- Exeter Close. Potential reconfiguration of the site to create an enhanced community hub and flagship recreation space with new accommodation for community and health facilities currently located on the site.
- Several low rise and/or low quality properties with high street frontage.

### Development quantum

Assuming all sites are available for development in the longer-term and subject to an assessment through Local Plan Part 2 an initial estimate suggests:

- Between 200 and 300 new residential dwellings could be provided in the Village Centre, accommodating a mix of tenures but assuming a high proportion of apartments.
- An additional 10,000 sq. m of retail space and 1,800 sq. m of office space could be provided (subject to evidence for the Local Plan Part 2 process).

## Theme 4: Supporting community needs

### Objectives

**To enhance access for all residents to high quality community facilities, sports and recreation spaces.**

#### Exeter Close community hub

Land and buildings at Exeter Close provide an opportunity for redevelopment and reconfiguration of the site in the interests of providing modern facilities, improvements to the built environment and more efficient use of land. Design principles which should be considered include:

- Retention of the current mix of uses with an emphasis on community facilities including healthcare, children's services, community hall, sports and recreation space and potential introduction of a small element of residential.
- New accommodation for Exeter Hall, the Health Centre and other community uses should be situated close to the Village Centre to create a strong frontage to Oxford Road.
- Creation of a multi-functional community hub building suitable for the co-location a range of facilities and services which are currently dispersed in individual buildings.
- Retention and reconfiguration of sports facilities including pitches, tennis courts, bowling green and pavilion.
- Relocation of the children's play area to a more central location within the site where it can relate better to the Village Centre, and sports facilities. Together the sports and play elements would offer a flagship recreation space at the heart of the village.

- Pedestrian routes through the site should be retained and improved with cycle access to connect the existing residential areas to Exeter Close and the Village Centre.
- The design of surface car parking is currently inefficient. In developing a plan for the site the area allocated to car parking and potentially also the total number of spaces should be reduced to release land for other uses. Cycle parking should be provided to serve all facilities.
- Assuming the satisfactory rehousing and reconfiguration of existing services, car parking and sports facilities within the site in a more efficient layout and the inclusion of land to the south, there is an opportunity for a small number of new homes to be built to help fund the development.

### Improve access and quality of sports pitches, parks and amenity space

The consultation undertaken in preparing the Framework highlighted the importance to Kidlington residents of access to localised recreation spaces and how well-used and highly valued the existing spaces are for various types of formal and informal recreation. There were also clear aspirations expressed for further improvements to the quality of the open space, sport and recreation provision at Kidlington. Suggestions made through the consultation on the SPD included increased facilities for teenagers as well as for very young children; Kidlington could seek to develop a 'flagship' play area with high quality equipment aimed at a range of ages, potentially with a café on site to encourage longer stays.

Smaller scale 'leftover' greenspaces within existing residential areas and alongside the Canal could become play spaces, gardens, community orchards or allotments. Opportunities for these spaces to be designed and managed by the local community should be explored.

## Theme 5: Supporting future economic success

### Objectives

**To support the growth of an integrated cluster of high value employment uses to the west of the village including Langford Lane, London Oxford Airport and Begbroke Science Park.**

**To integrate the employment areas with the rest of the village, to maximise benefits to employers and employees, the village as a whole and the wider district.**

### A joined up approach to employment growth

A joined up approach to future development of Begbroke Science Park and London Oxford Airport/Langford Lane and proposed Oxford Technology Park areas to the west of Kidlington will be beneficial to ensure proposals are complementary to each other and support the economic success of the wider village. This should take place while maintaining the two areas as distinct and separate in line with the Local Plan. Alongside the small scale Green Belt review informing the Local Plan Part 2, the following should be considered in an overarching economic strategy for Kidlington's employment growth areas:

- The quantum of development and size/type of premises that are required and where these are best located.
- Potential ways to create a more cohesive employment area with a joined up identity and marketing strategy.
- The potential for a business centre with shared support services, meeting and conference space.
- The potential for supporting uses such as small scale convenience/ food & drink, hotels and other related infrastructure which can offer a better place for employees to work and serve the wider community in north Kidlington (however these should not be to the detriment of the Village Centre). Locations towards Oxford Road should be explored where they would form part of the 'gateway' to Kidlington from the north.
- Improvements to the public realm which could improve the attractiveness of the area and 'gateway' to Kidlington.
- And importantly, improved connectivity between the sites and with the Village Centre.

### Support employment growth in key sectors

Begbroke Science Park is important to the economic fortunes of the area, benefitting not only Kidlington but the wider district. Similarly, London-Oxford Airport is a key draw for the area, supporting the employment needs of the area and those of the local community. In principle, the growth of the airport within its present boundaries should be supported. There are two key sectors which are important to the Kidlington area, and the growth of these sectors should be supported:

- Advanced Manufacturing, particularly relating to London-Oxford Airport.
- Scientific Research & Development, particularly relating to activities around Begbroke Science Park.

Other important sectors for the area includes: automotives particularly with the motor park and links to Silverstone, and digital, publishing and media. There are significant opportunities to grow these sectors with Kidlington's proximity to Oxford providing the possibility to benefit from spin-outs from the city and surrounding areas. Future growth of employment areas including the Airport will be managed through the Local Plan and Development Management process which will assess the potential for impacts on local amenity e.g. pollution and noise.

### Provide business support to the employment cluster

The potential for a business centre at Langford Lane providing shared support services and business networking should be tested. This could provide benefits in terms of supporting the Local Plan ambitions for growth of specific businesses and sectors. If a centre is delivered through the private sector a clear remit should be developed to avoid a generic and non-sector focused development.

### Improve physical and social links between key employment areas and the centre of Kidlington

In order to support a more prosperous centre, a number of improvements are proposed to connect the employment growth areas, existing businesses and the Village Centre which go beyond the land use policies in the Local Plan. This includes measures to:

- Improve opportunities to travel between Langford Lane and Begbroke Science Park and the Village Centre by means other than by car including new walking and cycling links to the centre.
- Ensure good public transport links between the new rail station, the Village Centre and to all employment areas (including London Oxford Airport). This is critical to the future of both of these areas. This is in line with the long term proposals for bus based Rapid Transit routes set out in the County's Oxford Transport Strategy.

Opportunities for enhanced social integration include:

- Establishing a business-led partnership.
- Establishing a working hub in the Village Centre with business support facilities and a cafe, where individuals or small groups can work or hold meetings on an ad hoc basis.
- Business sponsorship of Village Centre, community or sports events.
- Businesses working in partnership with schools or through youth initiatives such as Young Enterprise.
- Skills training and local job fairs.

### Develop synergies with surrounding areas

Kidlington does not operate in isolation and it is important that economic synergies with the surrounding area are maximised as follows:

- Rest of Cherwell: Kidlington is an important part of the district and a key focal point for employment, particularly higher value uses. There is potential for locations such as Bicester to benefit from improved linkages (e.g. with Begbroke) but it is important that this does not negatively impact on the success and growth of Kidlington itself.
- Oxford: partnership working between Cherwell District Council and Oxford City Council will ensure that development is co-ordinated and that opportunities to benefit from the Oxford to Cambridge high-tech corridor are maximised.

### Create quality places

A high quality of design, layout and landscaping will be required in accordance with Policies ESD13 and ESD15 of the Local Plan. Development proposals will be required to build on the design and place shaping principles set out in Policy Kidlington 1. Particular importance will be placed on the creation of a gateway with a strong sense of arrival including when arriving from the airport; a well-designed approach to the urban edge, which achieves a successful transition between town and country environments; development that respects the landscape setting of the site; a comprehensive landscaping scheme to enhance the setting of buildings on-site and to limit visual intrusion into the wider landscape and a high quality design and finish, with careful consideration given to layout, architecture and materials.

## Theme 6: Integration and connectivity

### Objectives

**To physically integrate Kidlington's neighbourhoods, Village Centre and employment areas; to encourage movement by sustainable modes of transport; and to make the most of the village's excellent strategic connectivity.**

**To reduce the highways dominance of Oxford Road (A4260) while integrating planned improvements to public transport in line with Oxfordshire County Council's Oxford Transport Strategy.**

### Balance movement in favour of pedestrians and cyclists

The needs of pedestrians and cyclists should be prioritised first, before public transport and lastly the private car. This shift in mind-set is necessary if the barriers created by car-based estate layouts, and traffic dominated highways (such as Oxford Road) are to be designed out of future developments, in favour of walkable neighbourhoods and active streets. Any development proposals affecting the highway would require discussion with Oxfordshire County Council as Highway Authority.

### Oxford Road – changing the character from 'highway' to 'street'

The A4260 Oxford Banbury Road is proposed as a focus for public realm improvements and carriageway reconfiguration to increase the priority given to pedestrians and cyclists in line with the objectives of Local Plan Policy ESD 15: The Character of the Built and Historic Environment. The design of improvements to Oxford Road should be integrated with longer term proposals identified in the Oxford Transport Strategy (part of the County Council's Local Transport Plan) namely:

- A new bus-based Rapid Transit route on Oxford Road connecting the airport to Oxford city centre.
- A new Cycle Premium Route on Oxford Road running from Langford Lane to the city centre.

Opportunities include:

- Reconfigure the existing wide pavements and verges to include new segregated cycleways as part of the Cycle Premium Routes.
- Provide more appropriately designed street lighting with human scale lighting of foot and cycleways.
- Provide segregated bus lanes. The benefits of this would need to be assessed on a corridor-wide basis and in relation to the level of congestion experienced along the route either now or in the future as demand grows. Alternative bus priority measures could include:
  - Prioritisation at junctions including bus detection at signals and early release gates for buses.
  - Improved bus stop arrangements to include removal of laybys to allow easier re-entry to the main carriageway for buses and longer stops to accommodate multiple services.
- Where space allows tree planting could be introduced to soften and enclose the street, creating an attractive boulevard character.



## Connecting economic hubs by bus

There is a need to increase bus connections between London Oxford Airport/Langford Lane and Kidlington which currently only operate during peak hours. The proposals for Rapid Transit (including an A44 Park & Ride near Bladon Roundabout with principal bus lines running along Oxford Road) set out in the Oxford Transport Strategy would achieve this, should they be implemented. In addition the following opportunities have been identified which could be explored further with the County Council:

- A circular 'reverse park and ride' connecting all the significant employment assets in the local area including the Village Centre.
- Improved bus connections between the rail station/Oxford city and Kidlington's employment sites to be routed via Oxford Road and not to bypass the Village Centre.
- Provision of orbital bus routes to Oxford's 'Eastern Arc'. This area provides more employment than Oxford city centre but is currently difficult to reach from Kidlington other than by car.

## Connected cycle routes

The proposed Cycle Premium Route will, if properly designed with adequate allocation of space, provide a safe and attractive route running from Langford Lane to the Village Centre and Oxford city centre along Banbury Road and Oxford Road. It will encourage a shift towards cycling for local journeys and commuting into Oxford, as well as towards the Oxford Parkway station. The existing National Cycle Network route 51 which runs through the village must be integrated into the route. The connections from NCN 51 to villages to the east and to National Cycle Network route 5 to the west help improve east-west connections through the village and have the potential to encourage more people to take up cycling. This would establish a safer route along the main road, which avoids the circuitous detour to the NCN51 route. The proposals would be extended northwards along Banbury Road and Langford Lane to connect with the employment areas. The timetable for delivery of the Cycle Premium Route is unclear but many of the measures set out above can be delivered in the short term.

Langford Lane, with its strategic employment locations, is an important movement corridor which currently has no formal cycle provision between the A44 and A4260. This could be addressed by future improvement schemes, possibly including a formalised crossing of the A44 on the south side of the junction with Langford Lane.

A connecting cycle link could be created from the Village Centre, heading west along Lyne Road, over Roundham Bridge and on to Begbroke Science Park. Opportunities for a new connection on the eastern side of the Canal from Roundham Bridge, to Station Fields Business Park should also be explored. This would provide an alternative route towards Langford Lane.

Yarnton Lane, which connects from the Canal at Sandy Lane / Yarnton Road via another level crossing to the A44 on the south side of Yarnton, should be improved as a walking and cycling corridor. Opportunities to enhance the Canal towpath for use by commuting and leisure cyclists as an alternative to Oxford Road should be explored.

There is an opportunity to reintroduce cycling to the pedestrianised section of the High Street. The evidence regarding cycling in pedestrianised areas is that they pose few safety concerns and that cyclists tend to moderate their behaviour depending on the volume of pedestrians. The Department for Transport (Traffic Advisory Leaflet 9/93) has produced guidance on the subject following analysis of video observation from many sites in the UK and abroad. The guidance advises that no factors were found to justify excluding cyclists from pedestrianised areas. It noted that accidents between cyclists and pedestrians were very rare with only one recorded in 15 site years of analysis.

Any public realm improvement scheme or development should incorporate appropriate levels of convenient and secure cycle parking to encourage a shift towards cycling for local journeys. Provision for cyclists (showers, secure storage) should be provided at all employment sites.

## Improved leisure and walking routes

Walking routes for leisure should be enhanced through improved signage and where necessary improved surfacing to create short and longer distance routes and circular routes. The Canal plays an important part in this network and opportunities to create new sections of towpath on its eastern side and new bridges and access points should be explored.

## Securing maximum benefit for Kidlington from Oxfordshire County Council's Local Transport Plan

The Oxford Transport Strategy, forming part of the County's Local Transport Plan, will have a significant impact on the village if implemented and the development of these proposals should be informed by the wider objectives for Kidlington set out in the Framework and in the future Local Plan Part2. The Cycle Premium Route and bus-based Rapid Transit Route proposed for Oxford Road have the potential to transform sustainable travel to Oxford from Kidlington, creating safe and attractive new cycle routes and quicker more modern bus services with enhanced connections to the airport. However, the careful design of these schemes along Oxford Road will be crucial if the character of Oxford Road is to be changed from a 'highway' to a 'street'.

## Action plan and next steps

### The need for a pro-active approach

This Framework provides a coordinated consideration of the planning issues facing Kidlington and identifies key principles and objectives to support the implementation of adopted Local Plan policies. It also identifies a number of supporting actions which will assist in meeting the policy objectives set out in the LDP and further developed in this Framework Masterplan.

A key issue in delivering these objectives relates to funding availability for the provision of affordable housing, social infrastructure, open spaces and leisure facilities which will be dependent to a significant extent on developer contributions through s106 obligations and in the future potential Community Infrastructure (CIL) payments. This will be challenging given limited development opportunities within the village and, given the resources available, it will be necessary to prioritise infrastructure items.

It will be necessary to adopt an approach which makes best use of assets, land and resources to maximise development potential and secure funding for necessary infrastructure provision. The focus must be on a comprehensive approach which avoids piecemeal development. Briefs could also be prepared for key development sites which identify infrastructure requirements and funding.

In accordance with Local Plan Policy INF 1, infrastructure must be provided as an integral part of any development in order to achieve the vision and objectives of the Framework and the involvement of landowners and developers will be essential. Infrastructure requirements are set out in the Council's Infrastructure Development Plan. Employment development to the west of Kidlington and development to strengthen Kidlington Village Centre (as permitted by Policies Kidlington 1 and Kidlington 2) will provide particular opportunities to attract investment in new infrastructure.

Implementation of the proposals in the Local Plan and Framework Masterplan will be dependent on key public bodies such as the District Council, Parish Council and Oxfordshire County Council working together with the private sector and other stakeholders over the long term. The Council, particularly, its Planning and Economic Development Teams are available to help facilitate and bring partners together to achieve implementation and delivery.

### Priority projects

The following 6 project areas have been identified as priorities. It is recommended that a number of working groups are established to promote partnership working in taking these forward.

1. **Village Centre:** implementation of the Framework's principles for the Village Centre to manage the growth of the Village Centre, car parking and public realm; to support economic activity and raise the quality of the built environment.
2. **Exeter Close:** implementation of the Framework's principles in considering the opportunities for the comprehensive redevelopment of Exeter Close.
3. **Sports and recreation improvements:** to assess opportunities for improvements to village recreation areas and sports facilities.
4. **Canal improvement strategy:** to co-ordinate improvements to the Canal corridor.
5. **Employment cluster strategy:** to develop a joined-up approach to employment growth.
6. **Oxford Road corridor transformation:** improvements to transform Oxford Road from a highway to a street.

### A co-ordinated action plan

The full list of opportunities identified in the Framework are summarised in an Action Plan which identifies the delivery body / partners, possible funding sources and likely timeframe for implementation (short-medium or longer term opportunities). Ultimately a flexible approach to delivery will be required which reflects funding availability and market conditions, but there are a number of key catalytic projects which will act as drivers for further investment and wider economic benefits. The focus will be on working with existing businesses and landowners and the local community to make best use of existing assets and to maximise development opportunities and available funding. This will demonstrate the intent of Cherwell District Council and its partners to work together in taking forward the objectives for Kidlington.

# 1.0 Introduction

## 1.1 Background

This is a Framework Masterplan for Kidlington. It provides planning guidance that will be used in the consideration of relevant development proposals that affect the village. Kidlington is one of Cherwell's three urban areas. It is an important residential, employment and retail centre; one of Cherwell's largest communities but one influenced by the proximity of Oxford.

Kidlington is surrounded by the designated Oxford Green Belt and has a number of important environmental assets including the Oxford Canal corridor. It has a close relationship with the neighbouring villages of Begbroke and Yarnton, it is home to London-Oxford airport, and Oxford University's Begbroke Science Park is nearby.

The Framework focuses primarily on the built-up limits of Kidlington and the village's immediate setting. Its purpose is to help improve the environment of Kidlington village and respond to local planning issues.

The Cherwell Local Plan 2011-2031 (Part 1) was adopted on 20 July 2015. It provides a vision, objectives and policies to meet Cherwell's development needs to 2031. It seeks to encourage the development of a sustainable economy, to improve Cherwell's town centres and transport connections, to build sustainable communities, to provide good quality housing and investment in infrastructure, to protect and enhance our distinctive natural and built environments and to conserve our natural resources. The Plan highlights key challenges and priorities for Kidlington and its immediate area.

This Framework has been prepared as a Supplementary Planning Document to build upon and provide more detailed advice and guidance on the policies in the Local Plan. It is a statutory planning document but, unlike the Local Plan, does not form part of the adopted Development Plan. It cannot allocate sites for development or create new Development Plan policy.

The Framework expands upon Local Plan policies generally, but in particular adds further detail for Kidlington to those listed here.

### Key Local Plan Policies which the Framework supports:

- Policy PSD 1: which supports sustainable development
- Policy SLE 1: which supports employment proposals within the built up limits of Kidlington
- Policy SLE 2: which seeks to secure dynamic town centres
- Policy SLE 3: which supports tourism growth
- Policy SLE 4: which seeks to improve connectivity and encourage the fullest possible use of public transport, walking and cycling
- Policy BSC 2: which seeks the effective and efficient use of land including the re-use of previously developed land
- Policy BSC3: which requires provision of affordable housing
- Policy BSC 4: which seeks an appropriate mix of housing in new developments to meet identified needs
- BSC 7: for meeting education needs
- BSC 8: for securing health and well-being
- BSC9: for providing public services and utilities
- Policy BSC 10: for ensuring that sufficient quantity and quality of open space, sport and recreation facilities are provided with convenient access
- Policy BSC 11: for protecting and enhancing outdoor recreation provision
- Policy BSC 12: for protecting and enhancing the quality of indoor sport and community facilities
- Policy ESD 3: which promotes sustainable construction
- Policy ESD10: which seeks to protect and enhance biodiversity and the natural environment
- Policy ESD 11: which seeks to enhance Conservation Target Areas
- Policy ESD13: which seeks to protect and enhance local landscape
- Policy ESD14: which seeks to maintain the Oxford Green Belt boundaries
- Policy ESD 15: which requires new development to complement and enhance the character of the built and historic environment
- Policy ESD 16: which seeks to protect and enhance the Oxford Canal corridor
- Policy ESD 17: which seeks to maintain and enhance green infrastructure
- Policy Kidlington 1: which seeks to accommodate high value employment needs
- Policy Kidlington 2: which seeks to strengthen Kidlington Village Centre
- Policy Villages 1: which provides for small scale housing development within the built-up limits of the villages
- Policy Villages 2: which provides for some additional housing at 'Category A' villages including Kidlington
- Policy Villages 3: which provides the opportunity for Rural Exception Sites to be identified
- Policy Villages 4: for meeting the Need for Open Space, Sport and Recreation
- Policy INF 1: infrastructure delivery



The Council is currently preparing two other Local Plan documents that in time may have implications for the Kidlington area:

**1. Cherwell Local Plan Part 2:** this will contain smaller allocations of land and development management policies for the district in conformity with Local Plan Part 1. This will include a small scale review of the Green Belt to accommodate identified high value employment needs as provided for by Policy Kidlington 1 of the adopted Cherwell Local Plan 2011-2031 (Part 1). This affects two distinct locations:

(A) Langford Lane / Oxford Technology Park / London-Oxford Airport.

(B) Begbroke Science Park.

**2. Partial Review of the Cherwell Local Plan 2011-2031 (Part 1):** paragraph B.95 of the adopted Local Plan commits the Council to helping Oxford meet its unmet housing need. On 26 September 2016, the Oxfordshire Growth Board decided on an apportionment of the agreed unmet need to each of the district councils. Cherwell has been asked to accommodate an additional 4,400 homes. The Council is considering whether and how these homes could be sustainably accommodated through the Partial Review of the Local Plan. Potential areas of search and strategic development sites across the district are being considered.

The Framework cannot pre-determine the final proposals of these further Local Plan documents. It can only respond to the existing policy framework. It is, however, a forward looking document; one that will also be informative to future policy making.

## 1.2 The Role of the Kidlington Framework Masterplan

Kidlington has been identified within the Cherwell District Local Plan as a location for small scale housing growth, Village Centre expansion and employment growth in the period to 2031. In order to achieve high quality sustainable development and to meet the needs of the local community, a comprehensive approach is required to guide change and maximise the benefits of development for the wider village. This is the purpose of the Kidlington Framework Masterplan Supplementary Planning Document (the Framework).

The Framework expands on and provides further detail to Local Plan policies for the village of Kidlington. The Framework examines local issues and options with a view to meeting Local Plan objectives to 2031 and identifying specific development opportunities. It also provides the opportunity to identify longer term issues for future Local Plan reviews.

It is based on an examination of demographic, town centre, housing, employment, recreation and infrastructure issues in the context of the constraints of the Green Belt, the relationship of Kidlington to Oxford, and the village's expanding economic role. Preparation of the Framework has also taken into account previous work undertaken by Kidlington Parish Council including the 2007 Village Centre Health Check and subsequent Action Plan.



Figure 1.1 Stakeholder consultation

The Framework covers the parishes of Kidlington and Gosford and Water Eaton and land within the adjacent Parishes of Yarnton and Begbroke, with a focus on the urban area of Kidlington, plus employment sites around Langford Lane / London Oxford airport and Begbroke Science Park. .

## 1.3 Strategic Planning Context

The Cherwell District Local Plan Part 1 was adopted on 20 July 2015 and together with relevant national and strategic policy provides the context for the Kidlington Framework Masterplan. It is the adopted Local Plan that the Framework supports but it will also inform future work on non-strategic site allocations in the preparation of the Cherwell District Local Plan Part 2.

The Local Plan seeks to enhance Kidlington's economic role and economic development will be supported to:

- Exploit its position in the Oxford/ Cambridge Corridor.
- Allow for appropriate growth plans at Begbroke Science Park and Langford Lane.
- Connect with the Oxford economy.

- Create new opportunities for additional retail, leisure and cultural activities and environmental improvements in an extended Village Centre.
- Secure the growth potential from the presence of London-Oxford Airport.

A small Green Belt review is being undertaken to accommodate high value employment needs as provided for by Policy Kidlington 1 of the adopted Local Plan. This is being pursued through the preparation of Local Plan Part 2. There is no requirement to remove land from the Oxford Green Belt for new housing to meet Cherwell's housing needs identified in the Local Plan Part 1.

The Cherwell Local Plan 2011- 2031 (Part 1) meets Cherwell's identified development needs. However, in the Local Plan (para. B.95), the Council committed to work which seeks to address the unmet objectively assessed housing need from elsewhere in the Oxfordshire Housing Market Area (HMA), particularly from Oxford City. All of Oxfordshire's rural district Councils, together with the County Council, have accepted that Oxford cannot fully meet its own housing needs principally because the city is a compact, urban area surrounded by designated Green Belt. The six Councils work together cooperatively, on an on-going basis, through what is known as the Oxfordshire Growth Board - a Joint Committee.

The commitment in the Cherwell Local Plan states (para. B.95),

*"...If this joint work reveals that Cherwell and other Districts need to meet additional need for Oxford, this will trigger a partial review of the Local Plan, to be completed within two years of adoption, and taking the form of the preparation of a separate Development Plan Document for that part of the unmet need to be accommodated in the Cherwell District..."*

The two year timescale requires the Council to complete the Partial Review by July 2017. It will then be subject to public examination.

Since November 2014, a joint programme of work has been undertaken by the Oxfordshire Growth Board. This work programme was recently completed for the purpose of apportioning Oxford's unmet housing need. On 26 September 2016, having considered the outputs from that programme, the Oxfordshire Growth Board decided on an apportionment of approximately 15,000 homes to the district and city councils. Cherwell District has been asked to consider the accommodation of 4,400 homes in addition to its existing Local Plan commitments (some 22,840 homes) by 2031. The potential accommodation of these 4,400 homes is now being tested

through the Council's statutory Local Plan process. An Issues Paper was consulted upon in January 2016. An Options Paper is currently (November 2016) being consulted upon.

Work is also on-going on the Cherwell Local Plan Part 2 which will contain more detailed planning policies to help determine planning applications and allocate smaller non-strategic sites for development for a range of uses. A consultation paper was published in January 2016 outlining the key issues that the Local Plan Part 2 may need to address. An Options Paper is expected to be consulted upon early in 2017.

## 1.4 Approach

The Framework has been developed in close collaboration with Cherwell District Council officers, local stakeholders and Kidlington Parish Council. Key stages are summarised below:

- The study commenced in 2013, with a baseline review of existing studies and background material, including Cherwell District Council's Draft Local Plan evidence base, site visits, spatial analysis and dialogue with individual stakeholders, developers and Kidlington Parish Council.
- An initial spatial and socio-economic picture of Kidlington was established - its challenges and its assets.
- Stakeholder workshops in September 2013 were used to test this picture, and establish a 'vision' for the future of the village and priorities for change.
- The spatial opportunities which emerged are described in the Framework under six key themes reflecting the priorities identified in the workshops.
- In March 2016 the draft Framework was subject to public consultation and has been amended in response to the comments received.

## 1.5 Structure of the Framework

Chapter 2 provides a summary of the key issues facing Kidlington today. Chapter 3 builds on the evidence base to identify an overall vision for Kidlington and the opportunities for realising key objectives. Objectives and proposals are identified including development opportunities, environmental improvements, economic development and community facilities.

The focus of the Framework Masterplan is on:

- guidance which can be applied and opportunities which can be progressed within the context of the adopted Local Plan
- potential opportunities which can be explored further through Local Plan Part 2, and
- issues for consideration in future reviews of the Local Plan.

The study concludes with an Action Plan for the delivery of key opportunities and projects which have been identified.

The Framework is accompanied by the following evidence base documents:

- **Part 2: Kidlington Today - Baseline Information**

This is a review of baseline information and the current planning policy context within which the Framework has been developed. It considers key social, economic and environmental characteristics of the village and identifies key influences and issues to be addressed. A summary of key issues is provided in Chapter 2.0.

- **Kidlington Framework Masterplan Consultation Statement, December 2016**

The Consultation Statement provides details of the public and stakeholder consultation undertaken in preparing the Framework and explains how the Framework has evolved in response to the comments received.

## 1.6 Acronyms

The following acronyms and abbreviations are used throughout this document:

KPC :	Kidlington Parish Council
CDC:	Cherwell District Council

The Framework: The Kidlington Framework Masterplan Supplementary Planning Document (this document).

# 2.0 Kidlington today: understanding the issues

This chapter looks at Kidlington today and provides a summary of the key issues which are addressed in the Framework Masterplan. Full details are provided in the accompanying document Part 2: Kidlington today – Baseline information.

## 2.1 Location and context

Kidlington is located around 5 miles north of Oxford, 4 miles south east of Woodstock and 8 miles west of Bicester. Most of the village falls within the Parish of Kidlington, with the exception of the south eastern neighbourhoods which fall within Gosford and Water Eaton Parish.

Cherwell District, and therefore Kidlington, is located within two LEPs (Local Enterprise Partnerships), the Southeast Midlands LEP and Oxfordshire LEP which both play a key role in determining local economic priorities to provide a catalyst for economic growth and the creation of local jobs. To the south west, Oxford's Northern Gateway is a major employment led growth area which is proposed for the development of up to 90,000 sqm of employment space and 500 homes by 2026 (Northern Gateway Area Action Plan, 2015). The village has good strategic road and rail connections - links to the M4 and motorway network connect the village into the wider city network of Birmingham, Reading and London. Oxford Parkway station provides direct east-west rail connections to Bicester, Oxford and London Marylebone. The village is well connected by road and bus routes with the A4260 running through the centre of the village, creating a direct connection to Oxford city centre and Banbury, and the A34 linking to Bicester.

Kidlington is closely linked with the city of Oxford and its wider network of surrounding settlements in terms of business, education, transport and retail, with high levels of in and out commuting.

The Oxford Canal and River Cherwell running along the east and west boundary edges of the village link Kidlington to Oxford whilst providing an attractive leisure corridor, in particular for Canal boat hire, walking and cycling.

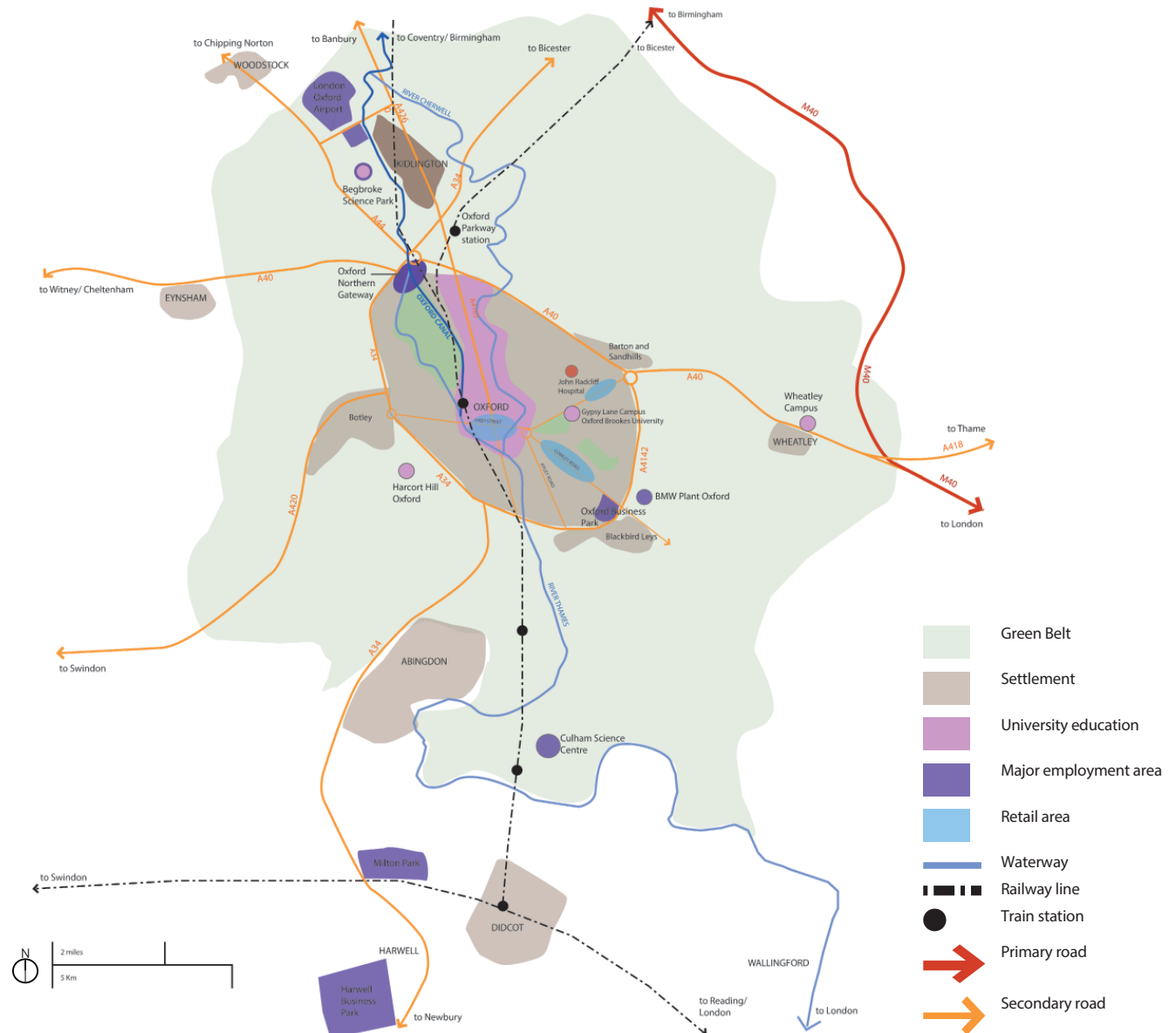


Figure 2.1 Local context



## 2.2 Village character

From its origins as a small rural settlement close to the River Cherwell, Kidlington grew gradually over many centuries, its shape and form changing in response to new roads, canals and the availability of land. It was not until the mid-twentieth century that Kidlington began to grow at a much greater pace due to rapid housing development.

The Green for which Kidlington was once famous has been lost, but the majority of historic properties remain in pockets, protected by Listed Building designation and conservation area status. In 2011, the built up area of Kidlington (including Gosford) had a population of 15,046.

Kidlington has a number of high quality, distinctive townscape and landscape assets including the Canal, historic village core and River Cherwell landscape. The village is physically separate from Oxford and the surrounding villages of Begbroke and Yarnton and has retained its independence as a settlement. However, many of the assets are hidden at the edges of the village and are not evident to visitors. First impressions are of a primarily suburban linear settlement comprising ribbon development on the A4260 through the village and late 20th century inward facing estates which make up much of the housing stock and lack local distinctiveness. Access to the Canal from the adjacent housing estates is extremely limited with garage courts and back fences fronting on to the water. The Village Centre lacks a distinctive architectural style and does not relate to the historic core.

### 2.2.1 Key issues

Key issues to be addressed include poor connectivity and weak identity which may discourage visitors and investment particularly in the Village Centre; the relative attractiveness of competing destinations and leakage of spending from the Village Centre to other centres and the protection and enhancement of built heritage and village character.

There are opportunities for improved access from the village to the Canal and River Cherwell and improved connectivity between key activity zones. There is also potential to enhance the landscape setting of the village and to rediscover and more effectively promote its assets.

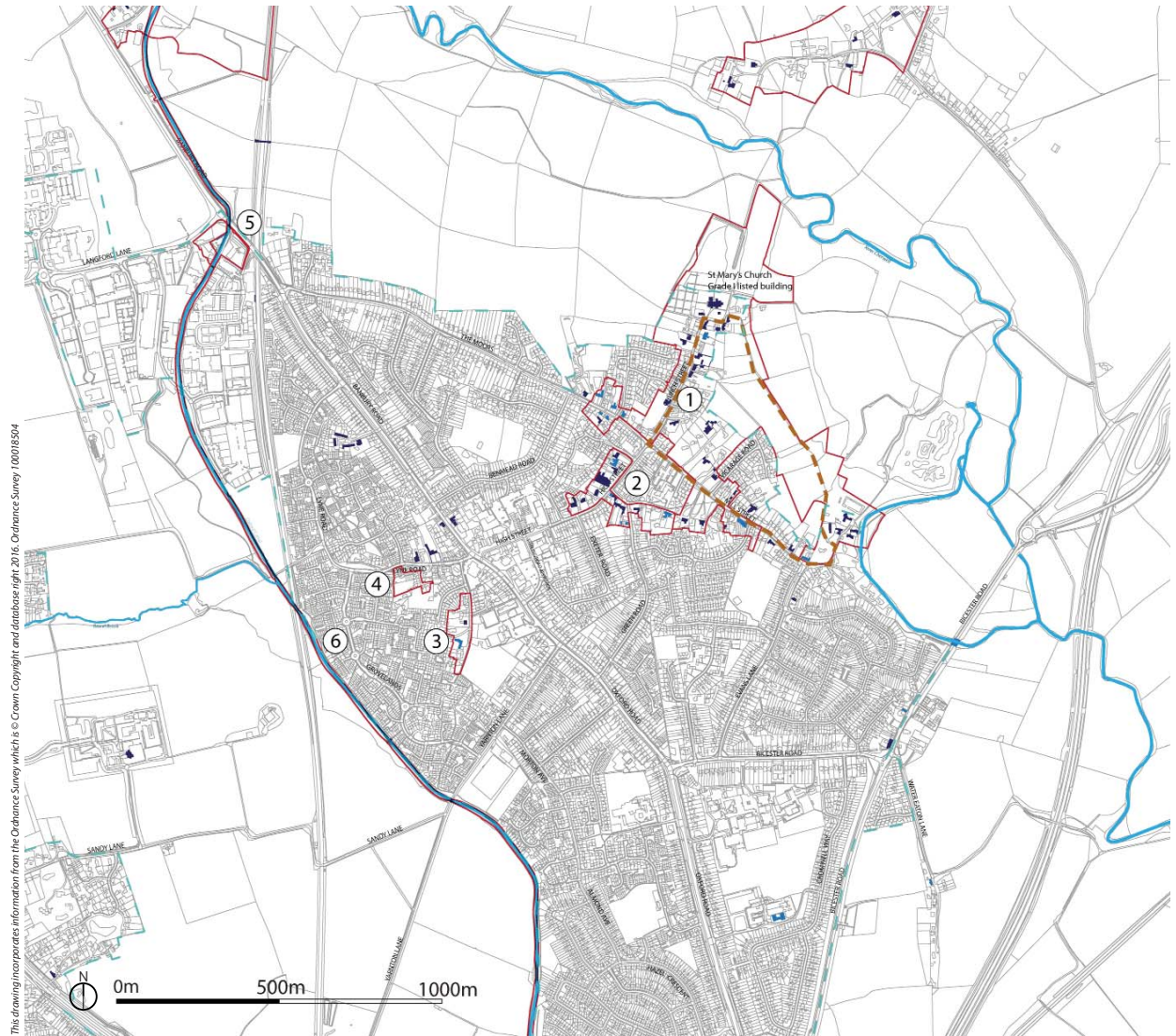


Figure 2.2 Heritage designations

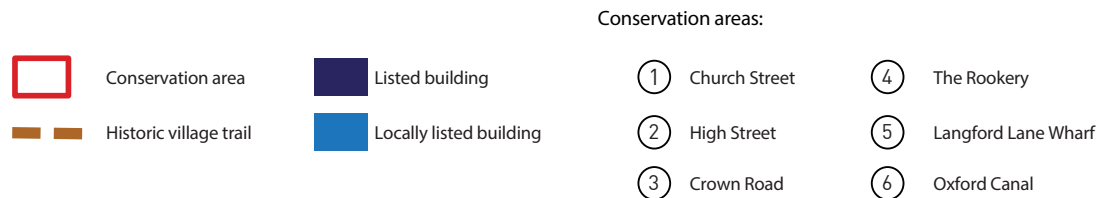






Figure 2.3 Village Centre - High Street



Figure 2.4 Village Centre - Exeter Close



Figure 2.5 Historic core - St Mary's Church



Figure 2.6 Historic core - limestone houses with views of the church spire



Figure 2.7 Ribbon development - Oxford Road

## 2.3 Green infrastructure

Green Infrastructure is a term used to describe networks of green spaces, habitats and waterways that support biodiversity and provide recreation and amenity. Kidlington is relatively well served by green infrastructure particularly sports and recreation grounds, wetlands and other natural green spaces along the Canal and river corridors. However deficiencies in some types of public open space provision have been identified.

The River Cherwell and Oxford Canal are important green infrastructure corridors for biodiversity and human movement connecting Kidlington towards Oxford and giving access to the wider countryside beyond. Within the settlement, planted gardens, public spaces, rights of way and trees create localised networks of green infrastructure.

Consultation undertaken in preparing the Framework Masterplan highlighted the importance to Kidlington residents of access to localised recreation spaces and how well-used and highly valued the existing spaces are for various types of formal and informal recreation. There are clear aspirations for further improvements to the quality of the open space, sport and recreation provision at Kidlington.

The village has a high quality and varied landscape setting and a number of important areas of ecological value such as Rushy Meadows Site of Special Scientific Interest, Stratford Brake woodland and River Cherwell and Oxford Canal corridors. The Oxford Green Belt has served to prevent urban sprawl and coalescence.



Figure 2.8 Oxford Canal - Views along Oxford canal



### 2.3.1 Key issues

Whilst the Canal is an important feature of the area, there are limited facilities its length. There are also gaps in habitat networks and walking routes which should be addressed together with qualitative and quantitative deficiencies in open space provision. There is a shortage of parks and gardens and amenity green space in parts of the village as highlighted in the Green Spaces and Playing Pitch Strategy (as updated by 2011 Open Space Update) but considerable areas of underutilised 'left-over' space which could be enhanced. This has also highlighted a shortage of playing and training facilities for football clubs and there is limited capacity at Stratford Brake to accommodate new users.

Opportunities to improve the quality of habitats and amenity space; make better use of the Canal and create a more integrated green network with improved access to open space and countryside should be explored. Key issues to be addressed include the provision of facilities for formal recreational use.



Figure 2.10 Kidlington Fields - Distinctive views towards St Mary's Church



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Figure 2.9 Green infrastructure





## 2.4 Community facilities and Village Centre

Kidlington has two large clusters of community and retail facilities, both of which are located on Oxford Road. The first comprises Kidlington Village Centre, including the High Street, Tesco and Kidlington Centre, North Kidlington Primary School and the nearby community facilities of Exeter Close. This is located at the geographic centre of the village. It serves as a local service centre with a regular market.

The second cluster is a corridor of facilities, in the southern part of the village, comprising the education and sports facilities around Gosford Hill School, the smaller shopping parades fronting Oxford Road and the Sainsbury's supermarket.

Exeter Close, just to the south of the Village Centre, accommodates a number of community and health facilities in a range of standalone buildings. Recent landscape improvements have created a much stronger entrance to the site from Oxford Road; however the area still feels relatively disconnected from the High Street. Facilities comprise:

- Exeter Hall: hall and meeting rooms, Kidlington and District information centre, CAB, Cherwell District Council and Kidlington Parish Council offices.
- Exeter Close Health Centre: Key Medical Practice, Pharmacy, Family Planning Clinic, NHS Dentist surgery.
- Forum Youth Centre: used by Meadowcroft Academy (with multi-use outdoor games area).
- Kaleidoscope Children's Centre: provision for a variety of activities, adult learning, parenting courses and drop-ins for families with children under 5. (This service is to be withdrawn in January 2017).
- Exeter Close Pavilion (Kidlington Forum Table Tennis Club), plus football changing and various sports and leisure activity sessions.
- Bowls Club.
- Tennis Courts.

- Exeter Close has a large area of surface car parking, recycling facilities and landscaped garden area. It adjoins a football pitch/recreation field and a children's play area.

The buildings are of varied quality and include temporary buildings and are mostly single storey. There is considerable opportunity to develop a more integrated and efficient layout, increasing the available floorspace and releasing land for new uses.

Other facilities are scattered across the village and include:

- Individual convenience shops, pubs and garages.
- Day centres associated with sheltered housing.
- Churches.
- Smaller sports and community club venues e.g. Yarnton Road football club and Kidlington Scouts Centre (Blenheim Road).
- Stratfield Brake Sports Facility which includes club house facilities and sports pitches to the south of the village.

Walking distance isochrones (800m or 10 minute walk) from the larger clusters reveal that central and southern Kidlington and Gosford are well served by community facilities and retail within easy walking distance. In contrast, the north-western and eastern parts of Kidlington are less well served by retail and community facilities than other parts of the village.



Figure 2.11 Watts Way Piazza and toilets



Figure 2.12 Kidlington Centre shopping mall



Figure 2.13 High Street public realm



Figure 2.14 Surface car parking



Figure 2.15 Exeter Close



Figure 2.16 Health centre, Exeter Close

### 2.4.1 Key issues

A key challenge relates to the Village Centre which is identified for expansion in the Local Plan but is currently underperforming with low levels of comparison retail, low demand for new premises and lack of vitality and activity. Oxford Road acts as a barrier to movement and has a lack of high quality frontage and there are limited vehicle access points to the Village Centre which limits footfall from passing trade. Buildings on the High Street are of varied architectural quality and there has been a lack of investment in good quality design leading to poor quality townscape and public realm. The pedestrianisation scheme has not delivered anticipated benefits. There are continued pressures for change of use in the Village Centre which may lead to a loss of retail uses and active frontage and adversely affect the vitality of the centre.

Exeter Close relates poorly to the town centre. Stakeholder discussions and site analysis undertaken to inform preparation of the Framework Masterplan has shown that the layout of the site is inefficient and buildings are outdated and poorly integrated. Sports clubs within the village are dispersed and pitches generally located to the rear of housing areas with some facilities in need of updating. Stakeholders have identified that the sports facilities at Stratford Brake are at capacity.

There is potential for rationalisation and redevelopment of buildings in Exeter Close to provide an integrated community hub and to release land for development. In the Village Centre, there is identified capacity to support additional convenience and comparison retail floorspace; potential to rationalise Village Centre car parking to release development land which needs to be further explored and the opportunity for further expansion of the programme of markets and events. Employment and housing growth could create demand for extended retail offer and facilities in Village Centre. There is a need to address the barrier to connectivity presented by Oxford Road taking into account its strategic highways function.

It will be necessary to identify funding for new community facilities and the potential for developer contributions and to work with existing occupiers and businesses in the Village Centre and Exeter Close to bring forward proposals.

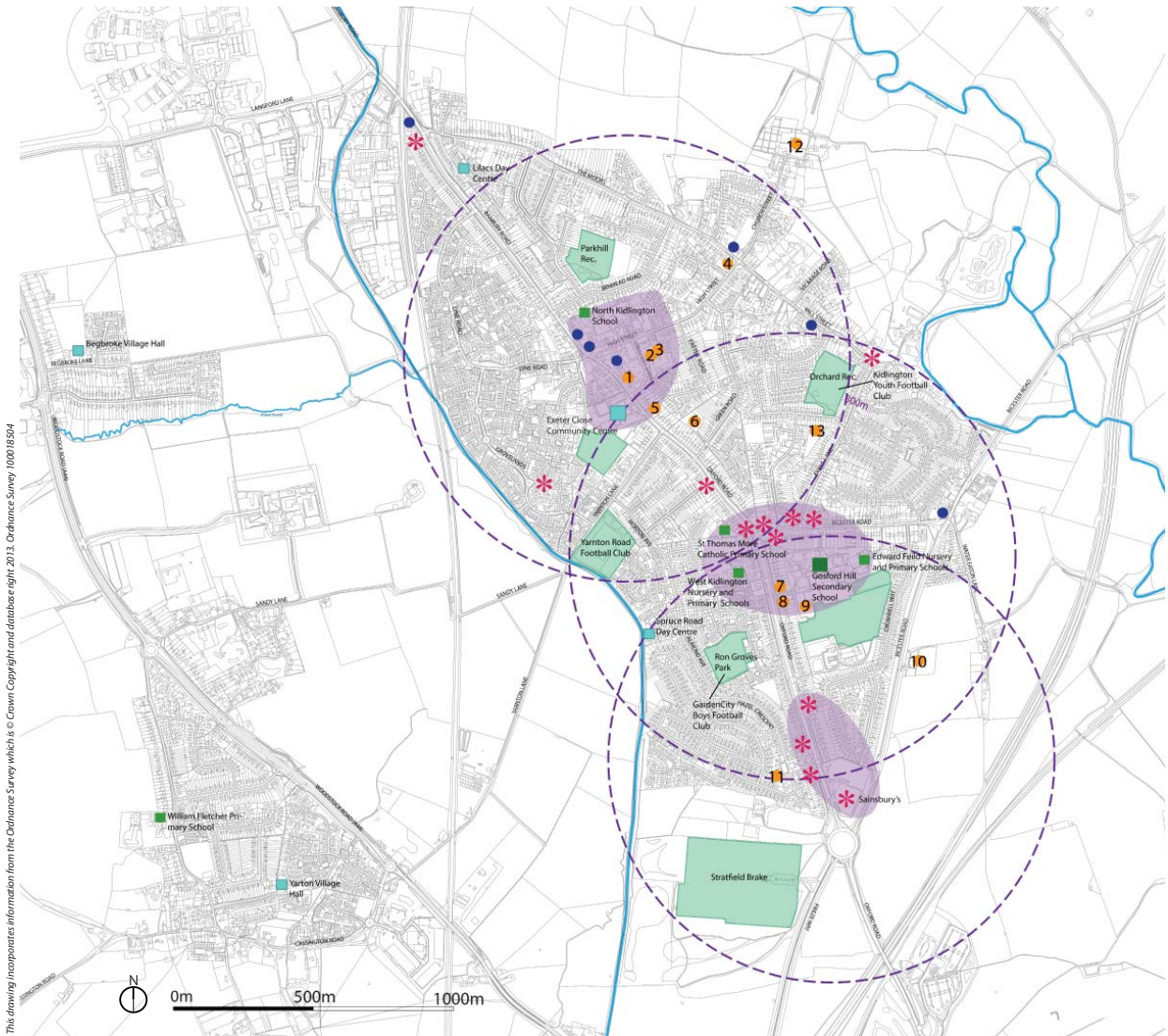


Figure 2.17 Distribution of community facilities and local centres

-  Local shops
-  Sports facilities
-  Community centre
-  Approximate 10 minute walk to community clusters
-  Pub
-  School
-  Community cluster





Figure 2.18 Box junction markings dominate the Oxford Road junction



Figure 2.19 Double yellow lines remain despite High Street pedestrianisation



Figure 2.20 Frequent bus services in Kidlington

## 2.5 Movement and connectivity

Kidlington is well connected to the strategic road network. It is located between the A44, to the west, which heads north-west towards Chipping Norton, and the A34 to the east which leads to Junction 9 of the M40 and Bicester, 5 and 7.5 miles from the village respectively. The roads converge at the Pear Tree roundabout at the northern edge of Oxford.

The village is located on the Oxford to Banbury Road (A4260) which runs broadly north-south and forms the movement spine through the centre of the village. Banbury lies 17 miles to the north, and Oxford 5 miles to the south. The A4260 is used by through traffic and local traffic with annual average daily motor vehicle flows of 13,400 vehicles in 2014 down from a peak of 16,000 in 2002. Cars and taxis make up the greatest proportion of traffic (81%) and there is a noticeably higher proportion of light goods vehicles (15%) than the A44 and A34. HGVs account for 3% of flows in comparison to 11% on the A34 and 4% on the A44. (Source: DfT traffic count data [www.dft.gov.uk/traffic-counts](http://www.dft.gov.uk/traffic-counts)).

The residential estates to the east and west of Oxford Road are accessed via a small number of through-roads, which lead onto cul-de-sac and smaller loop roads. The lack of permeable connections through the neighbourhoods results in rat-running and traffic dominance on streets which do allow through movement, for example on The Moors and Lyne Road.

The High Street is pedestrianised between Watts Way and Oxford Road. Cycles and delivery vehicles are permitted to enter the area before 10 am and after 4:30pm.

Kidlington is well served by bus, with high frequency services operated by the Oxford Bus Company and Stagecoach. A bus lane is located on the southern section of Oxford Road.

The County Council operates a park and ride service into Oxford from Water Eaton adjacent to Oxford Parkway station on the A4165.



### 2.5.1 Key issues

Kidlington has excellent connections by public transport and road to external destinations including Oxford, Bicester and Banbury but internal connectivity within the village is poor and is dominated by car movements. The A4260 Oxford to Banbury Road forms a strong north-south movement spine to the village, but is dominated by traffic and creates a barrier to east-west pedestrian movement and the numerous dead-ends in the residential estates create an impermeable, car based layout. Rat-running occurs on the small number of through routes to the east and west of Oxford Road.

The lack of physical connectivity creates a sense of separation between different neighbourhoods, the Village Centre and employment areas. The rail and Canal corridors have few crossings and act as a physical barrier to movement between the employment areas /Begbroke and Yarnton and Kidlington village. Bus services to London-Oxford Airport are limited to the peak hours only and cycle routes and footpaths are fragmented and poor/low quality in places, with limited connections to nearby villages. There is a danger that employment growth to the west of the village with no improvement in the number/frequency of public transport services and quality/ location of cycling and walking connections will result in continued lack of integration between this area and the Village Centre. The out of town location of Oxford Parkway station could encourage increased car use and through traffic.

Oxfordshire County Council updated its Local Transport Plan (LTP4) in July 2016. Key objectives of the plan include improving connections, making more efficient use of the existing transport network and encouraging travel by sustainable modes. To this end, LTP4 includes specific strategies for Science Transit, Rail, Bus and Active & Healthy Travel that are relevant to Kidlington. In particular, a new outer Park & Ride site is proposed on the A44 corridor near London Oxford Airport connected to Oxford by a Super Premium bus route running along Oxford Road, and a new Cycle Premium Route is proposed to run from Langford Lane to Oxford city centre via Oxford Road.

The proposals for a new bus-based Rapid Transit system connecting the airport to Oxford could dramatically improve journey times to the city centre and to the important employment areas in Oxford's 'Eastern Arc'. Opportunities should also be explored for improvements to Oxford Road to increase pedestrian and cycling priority whilst recognising the strategic highways functions of this important route. The upgrading of the Canal tow path presents opportunities for improved walking and cycling for leisure activities and commuting into Oxford. The feasibility of the rail station at Lyne Road could also be re-examined in the context of improved rail services in the area.

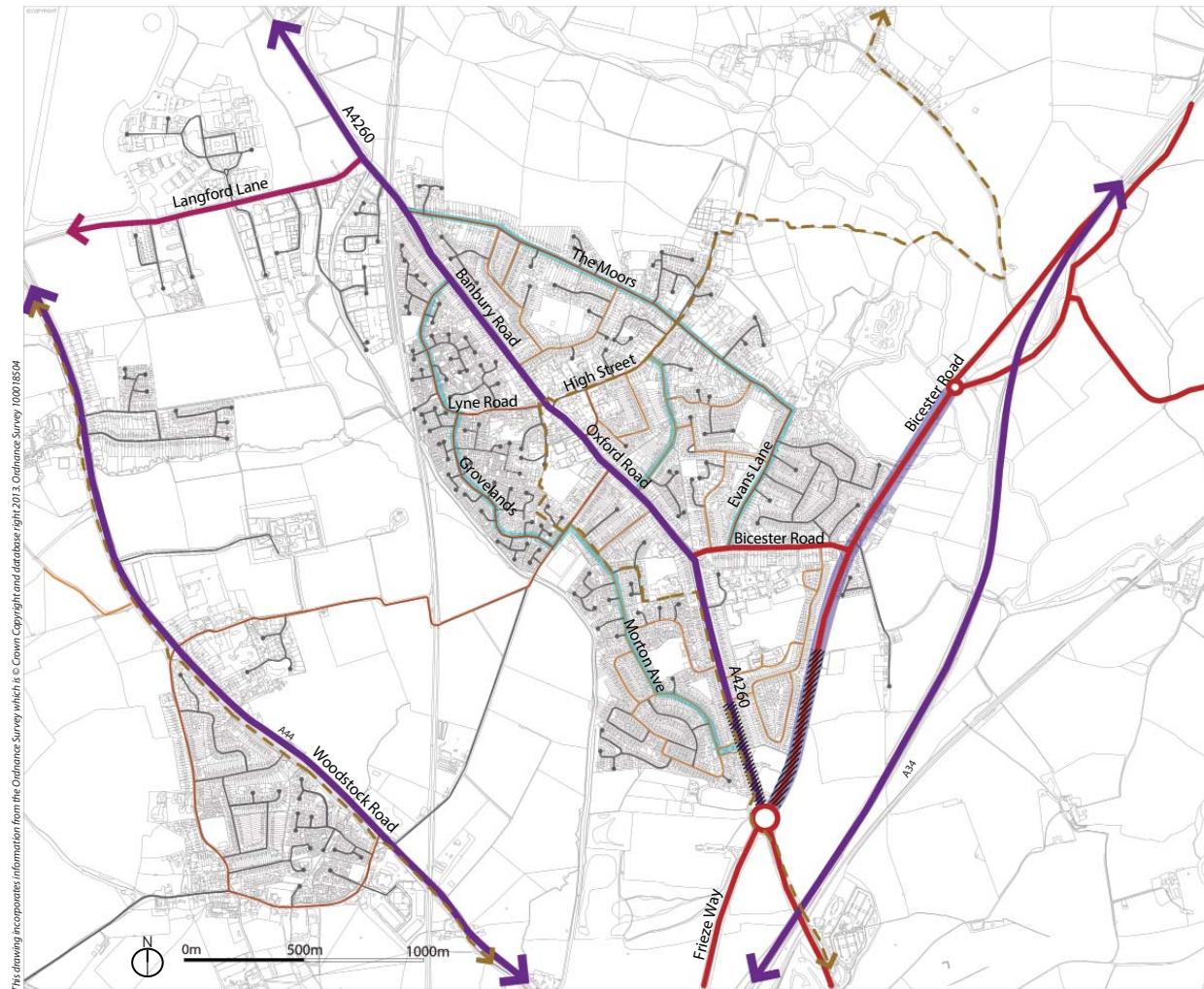
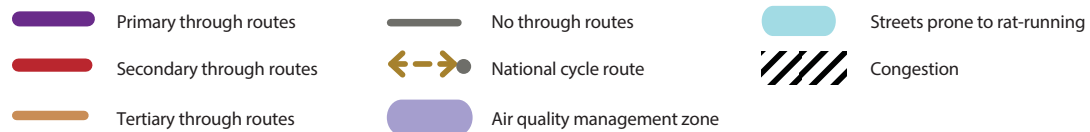


Figure 2.21 Existing street network



## 2.6 Socio-economic context

A below average population growth was recorded in the Census 2011 (+1%) most recent APS shows stronger growth (+4%), which is higher than Cherwell, the South East and England. Population figures show that the population is ageing and the implications are likely to be seen in terms of increased pressure on resources demand for specialist housing and healthcare, alongside a reduction in the economically active population.

Between Census 2001 and Census 2011 Kidlington experienced an increase in the proportion of highly qualified residents as well as a decrease in the proportion of those with no qualifications. This change in Kidlington was in line with the national, district, and local averages. The more recent data from the ONS Annual Population Survey, 2014 shows the proportion of 16-64 year olds in Cherwell with a qualification equivalent to an NVQ Level 4 or above was equal to 35% which is an increase on the proportion reported by Census 2011. This increase is in line with the regional and national level (+5 points) and slightly lower than Oxford (+7 points) over the same time period. Median weekly income has increased since 2011 but is still lower than comparator areas which could signify that employment is lower-value than surrounding areas.

The Indices of Multiple Deprivation 2015 (IMD) provide a measure of relative deprivation among residents at a small area level of geography across England. Data is available for the wards of North Kidlington, South Kidlington and Yarnton, and Gosford and Water Eaton. The maps indicate that whilst Kidlington in general performs extremely well in terms of the overall indices and the income domain, there are localised issues. North Kidlington ward has an overall ranking that puts in the least 20% of deprived areas in England. This indicates low deprivation, although the ranking is less encouraging for education and for access to housing and services and this implies some issues relating to accessibility to key local services in North Kidlington.

South Kidlington ranked among the least 30% of deprived areas in England. But the results for access to housing and services also imply some barriers in South Kidlington that are similar to those for North Kidlington. Yarnton, Gosford and Water Eaton also has an overall ranking in the least 20% of deprived areas in England. The area is among the very least deprived in terms of issues crime and health. Once again, access to housing and services appears to be more of an issue with the area ranked in the bottom 50%.

### 2.6.1 Key issues

Opportunities should be considered to improve access to housing and services in North Kidlington and South Kidlington and to address increased demand for services for the elderly. It will also be necessary to consider the implications of population trends for service provision, particularly the demand for services associated with an ageing population.

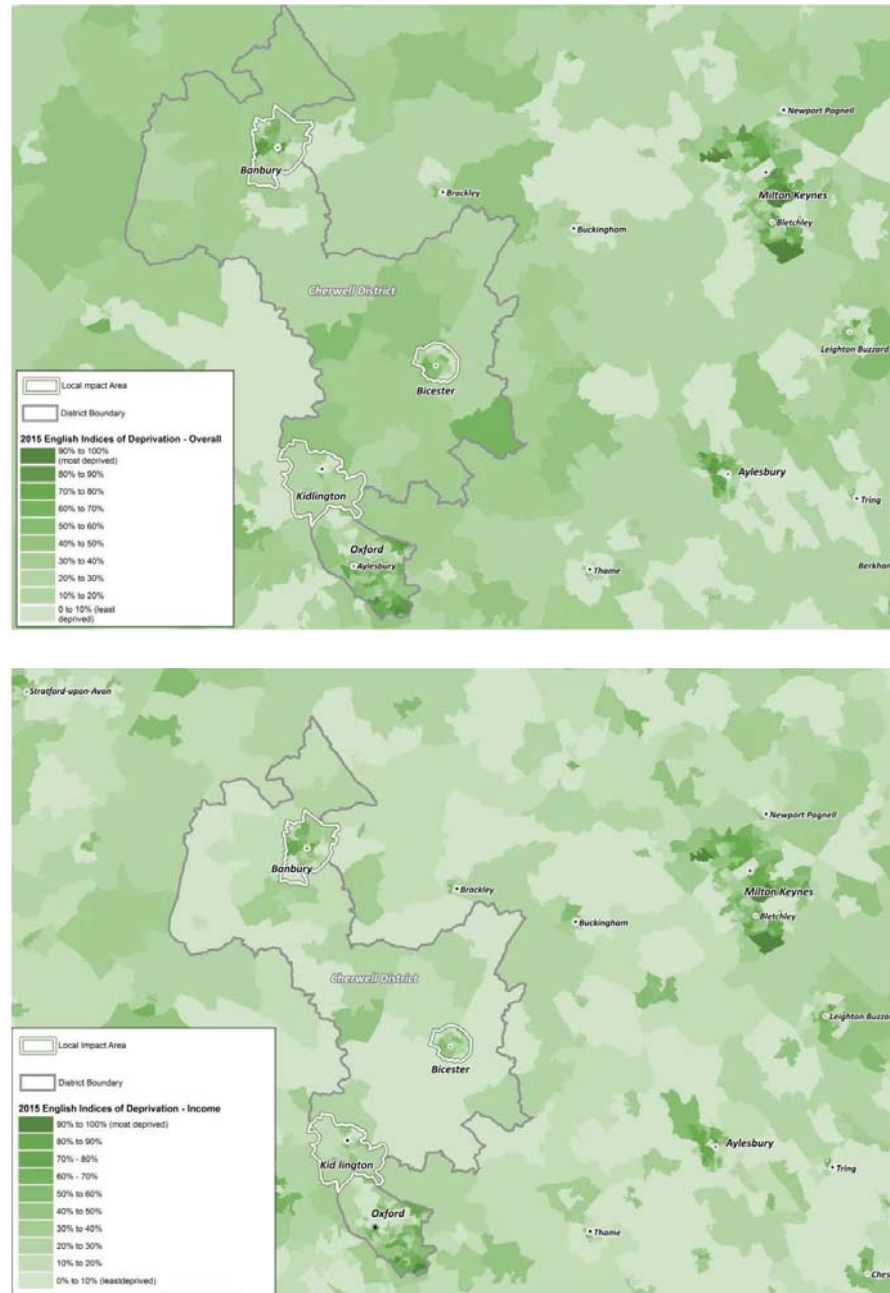


Figure 2.22 Top- IMD map overall. Bottom- IMD Income. Source: English Indices of Deprivation 2015



## 2.7 Economy and employment

Using the ONS Business Register & Employment Survey, as of 2014 there was a provisional total of 9,900 employee jobs in Kidlington, representing 14% of the total number of employees in Cherwell. This has remained constant since 2011. Overall this is a smaller number than in the nearby areas of Bicester (15,200) and Banbury (29,300).

Overall, there is a net inflow of commuters into Kidlington to work demonstrates the important role that Kidlington continues to play as an employment location for other areas. However, there is a net outflow of almost 2,600 working residents to Oxford although the net outflow of commuters to London is modest at fewer than 50 residents (data is from the 2011 Census).

The ONS Business Register & Employment Survey for 2014 shows that the largest proportion of employee jobs in Kidlington is in public administration and defence (1,600 jobs). This high share is underpinned by the presence in Kidlington of the headquarters for Oxfordshire Fire and Rescue Service and the Thames Valley Police. Other, notable high employment sectors include retail (800 jobs) publishing (500 jobs) and manufacture of computer, electronic and optical products (300 jobs). There are a number of sectors in Kidlington which have relatively high specialisations compared to the national average. This reflects the activities concentrated in Kidlington, including those located at key employment sites such as Begbroke Science Park, Langford Lane and London Oxford Airport. Scientific Research & Development (R&D) is primarily associated with the activities located at Begbroke Science Park. This science park is owned and managed by Oxford University. It has over 30 businesses, mostly operating in R&D in biotechnology, pharmaceuticals, materials, and environmental sciences.

The Local Plan recognises that there is potential for Kidlington to play a significant role in Cherwell diversifying its economic base. This will involve a local, small scale, review of the boundaries of the Oxford Green Belt around the existing Begbroke Science Park and Langford Lane/Oxford Airport (Oxford Technology Park) locations. It is intended to reinforce their roles as part of a high tech “cluster” of existing businesses that includes university “spin off” companies with good short term growth prospects.

It is recognised that Kidlington could also play an important role in the future development of other parts of Cherwell, particularly Bicester. The Council has an aspiration to diversify the economy and grow knowledge based sectors in Bicester. It is recognised that Kidlington already has strengths with Begbroke Science Park and the airport located in the village and its links with Oxford (most notably through Oxford University). For this reason, Kidlington is considered to be an important economic asset for the district and consideration should be given to how linkages with Bicester can be improved.

There are several key growth sectors which already have an above average concentration of activity in Kidlington including advanced manufacturing and scientific R&D and the potential for growth in key sectors is identified in national and local policy. Kidlington also benefits from proximity to Oxford which is identified as one of the five key drivers of the UK economy and proximity to Oxford Parkway presents economic benefits in terms of direct links to Oxford, Bicester and London.

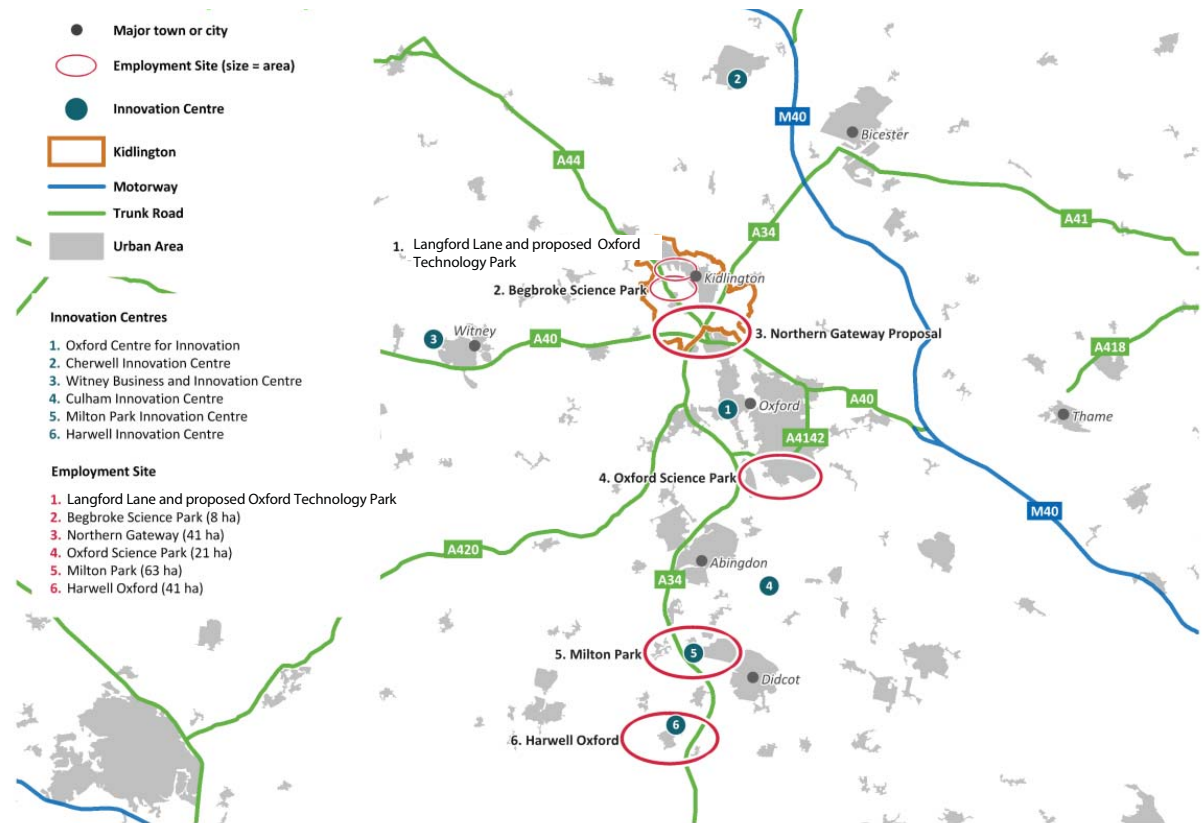


Figure 2.23 Innovation Parks and Innovation Centres in Oxfordshire. Source: Digital Mapping Solutions from Dotted Eyes © Crown Copyright. All rights reserved. Licence Number 1000199918.



### 2.7.1 Key issues

There is potential for significant employment growth. The ELR (2012) identifies the potential for significant growth of B1 (business) uses at Kidlington (which could be a constraint if development does not come forward).

However, at the present time employment areas are detached from Kidlington and there is a lack of engagement between businesses and the rest of the village and is poor integration and synergy between employment areas. There is currently a lack of facilities to support business tourism - such as overnight accommodation, Village Centre food and drink and a range of retail. Growth in the number of jobs in Kidlington has also been sluggish in recent years, with indexed performance lower than all other comparator areas and Kidlington suffers from a weak identity as highlighted in the Cherwell Economic Analysis Study. Competition will continue from other centres notably Oxford including the Oxford Northern Gateway.

Growth potential at Begbroke Science Park and Langford Lane cluster is identified within the Local Plan. The plans for expansion at Begbroke Science Park provide an opportunity for Kidlington to retain the growing firms from the incubation centre as well as the spin-out companies that may arise from commercialisation of research undertaken on the site. London Oxford Airport also offers growth potential but the environmental implications of expansion in air services must be fully assessed. There is a need to ensure coordination between proposed developments at Langford Lane, Oxford Technology Park, Oxford London Airport and Begbroke Science Park to maximise opportunities for the development of a high quality technology cluster.

The Village Centre needs to establish a distinct role and improve its offer in order to increase its draw. Future plans could include more food retail, including convenience, more parking and a conscious allocation of office business space and new housing in appropriate locations.

Opportunities should be considered for enhancing the tourism offer including promoting use of the Oxford Canal to attract more leisure visitors by boat as well as providing a focus for activities such as walking, cycling, boat trips and fishing and providing general visitor interest. Improvements to public spaces and the retail offer could make Kidlington a more interesting destination.

## 2.8 Housing

Kidlington is directly affected by pressures in the Oxford housing market. Evidence points towards significant affordability pressures, both in regard to the (un)affordability of market housing and in terms of a shortage of affordable housing. The growth of smaller households including single person households and the growth of households headed by people over 65 are the most significant demographic drivers. These factors point strongly towards a need to deliver more homes in the future in order to ensure that young households can form a home or get a foothold on the housing ladder.

The full Objectively Assessed Needs (OAN) for Cherwell can be met over the plan period without the need to remove land from the Oxford Green Belt. Housing development will largely be concentrated on strategic sites at Bicester and Banbury in accordance with the overall strategy set out in the Local Plan. The Council is committed to help meet the needs of Oxford city as part of the countywide housing market area, jointly with other relevant authorities including through the Oxfordshire Growth Board, as well as in respect of the Oxford and Oxfordshire City Deal (2014). This is being addressed in the partial review of the Local Plan currently being undertaken by the Council.

The Strategic Housing Land Availability Assessment (SHLAA) undertaken as part of the evidence base for the Local Plan provides an informed estimate of land availability for housing at a given point in time, to inform plan-making and to help maintain a five-year supply of housing land. The SHLAA confirms that the capacity for new housing development within Kidlington is limited by land availability. The 2014 SHLAA Update identified only one site within the settlement boundary of Kidlington as having potential for development taking into account issues of deliverability and planning policy. Taking into account sites with planning permission or potential for development within the settlement boundary and small site windfalls, the SHLAA estimates a potential housing land supply in Kidlington equivalent to 320 homes in the period up to 2031.

### 2.8.1 Key issues

Limited land is available for housing within the settlement boundary and the majority of development will comprise windfall sites arising from redevelopment and conversion of existing property. The Local Plan provides for the full Objectively Assessed Needs (OAN) for Cherwell to be met over the plan period without the need to remove land from the Oxford Green Belt for new housing. Best use must therefore be made of development opportunities within the existing urban area. In particular, there may be potential to reconfigure sites in and around the Village Centre to accommodate housing as part of mixed use development and to redevelop underutilised sites and buildings.

The Green Belt constraints on the release of land will limit the quantum of new housing that can be provided at Kidlington and restrict local access to the market. This increases the cost of accessing housing and will make providing specialist housing, including housing for the elderly, more difficult. The level of housing development will also impact on the funding available for improvements to services and facilities in the village and affordable housing provision.

Intensification of development through the redevelopment and conversion of existing sites and buildings must be carefully managed to ensure there are no adverse impacts on the character of the village and residential amenity. Design guidance will be required to ensure that the highest standards are achieved in new development.

Policy Villages 3 of the adopted Local Plan provides the opportunity for Rural Exception Sites to be developed to meet specific, identified local housing needs that cannot be met through the development of sites allocated for housing. This could provide for exceptional releases of land within the Green Belt subject to policy criteria being met.

# 3.0 Framework vision and themes

## 3.1 Vision statement

In 2031, Kidlington is a distinctive and sustainable community with a strong sense of identity.

Its landscape setting, access to high quality homes and community facilities and revitalised Village Centre make it an attractive place to live and work. Its strong connections with Oxford and Bicester, rail link to London and London Oxford airport support a growing high value employment base which is well integrated with the wider village.

The vision statement captures the essence of what the village hopes to achieve over the coming years and the type of place that Kidlington could become. Its themes are drawn from the strategic vision and objectives set out in the Local Plan, the strategic aims identified through the Kidlington Healthcheck (Kidlington Parish Council, September 2007) and subsequent Strategic Vision (KPC, updated 2012) and the analysis and consultation which have been undertaken as part of the Framework study. (Please refer to the accompanying Consultation Statement for details of consultation undertaken to date).

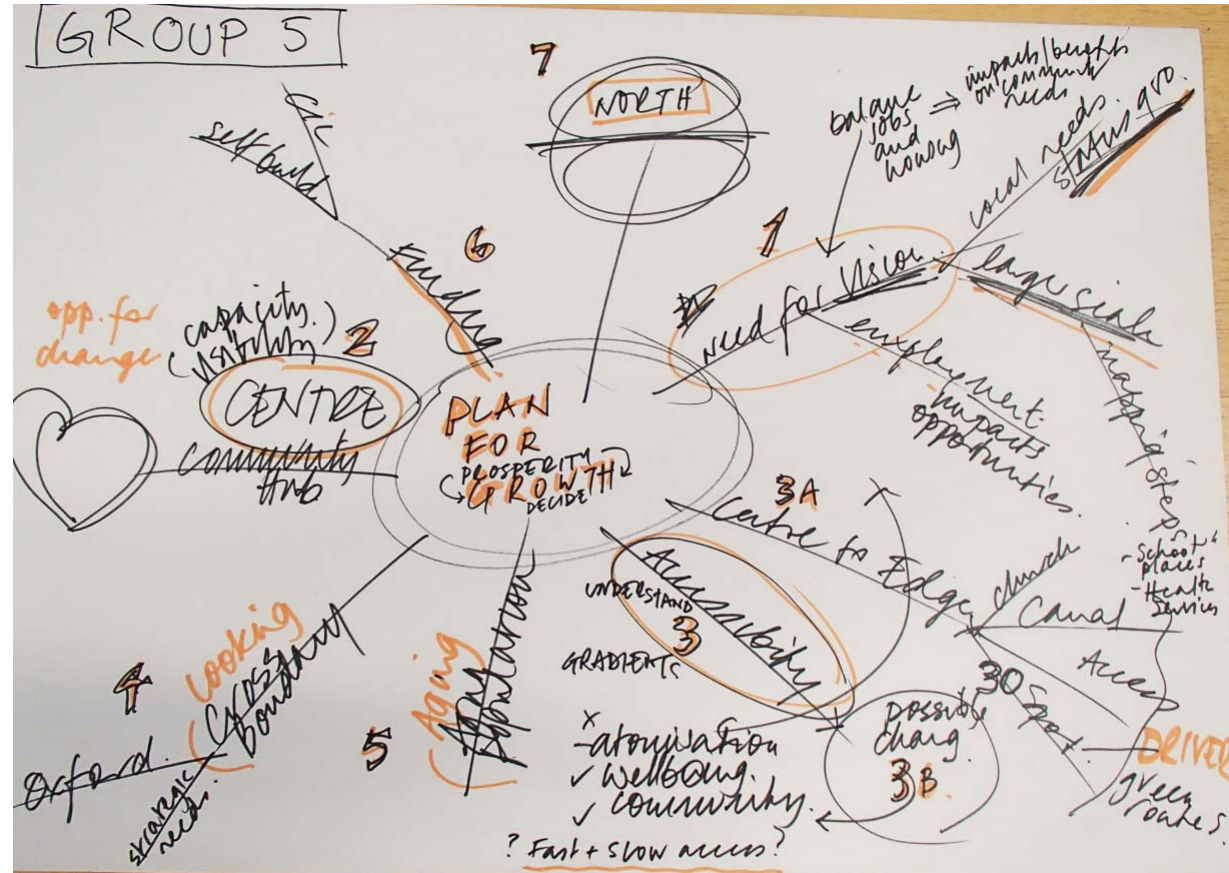


Figure 3.1 Stakeholder consultation September 2013: visioning

## 3.2 Spatial concept

The spatial concept plan summarises the main opportunity areas within the village where improvements, development and change should be focussed to deliver the vision. These areas must not be considered in isolation; connectivity and integration will be essential for their ongoing success:

- Kidlington's high quality landscape setting is protected as Green Belt but should be made more accessible for leisure while protecting areas of important habitat. In particular the Canal and river corridors to the east and west of the village which are attractive walking, cycling and recreational assets.
- The economic growth areas identified in the Local Plan Policies Kidlington 1 and 2 should be considered in a joined up manner to ensure maximum benefits to Kidlington's population and existing local businesses.
- Expansion of high tech employment areas around Langford Lane/ London Oxford Airport and Begbroke Science Park including small scale Green Belt release to accommodate growth (boundaries to be considered through Local Plan Part 2).
- Support for existing Village Centre businesses with potential expansion of the Village Centre to the west of Oxford Road (boundaries to be considered through Local Plan Part 2).
- Village 'gateways' to the north and south are important in creating a sense of arrival and a good first impression and should be a focus for public realm and townscape improvements.
- Oxford Road should be transformed from a traffic dominated 'highway' to a pedestrian and cycle friendly 'street'.
- New and improved east-west pedestrian and cycling links should be created to connect the village's economic, social, landscape and townscape assets including potential for a Canal hub at Roundham Bridge.
- Opportunities for new homes within the Village Centre and other small sites within the settlement boundary.
- Across all opportunity areas, there must be an emphasis on delivering high quality townscapes, landscapes and public realm which strengthen the character and distinctiveness of Kidlington.

## 3.3 Framework themes and objectives

Opportunities including longer term ambitions are described in more detail in subsequent chapters under the following five themes:

### 1. Revealing Kidlington's distinctive identity

- To strengthen Kidlington's distinctive character of a 'village set in the landscape' and reveal its hidden gems to a wider audience.
- To establish an attractive Kidlington townscape character through the high quality design of new buildings and public spaces.

### 2. Planning for a sustainable community

- To build a sustainable community with opportunities for all and access to housing, jobs and high quality community facilities.
- To deliver high quality new homes within the village which add positively to the overall character of Kidlington.

### 3. Strengthening the Village Centre

- To strengthen the Village Centre, increasing its mix of uses and vitality and its attractiveness to local residents, employees and visitors as a place to shop, work and spend leisure time during the day and evening.

### 4. Supporting community needs

- To enhance access for all residents to high quality community facilities, sports and recreation spaces.

### 5. Supporting future economic success

- To support the growth of an integrated cluster of high value employment uses to the west of the village including Langford Lane, London Oxford Airport and Begbroke Science Park.
- To integrate the employment areas with the rest of the village, to maximise benefits to employers and employees, the village as a whole and the wider district.

### 6. Integrating and connecting










- To physically integrate Kidlington's neighbourhoods, Village Centre and employment areas; to encourage movement by sustainable modes of transport; and to make the most of the village's excellent strategic connectivity.

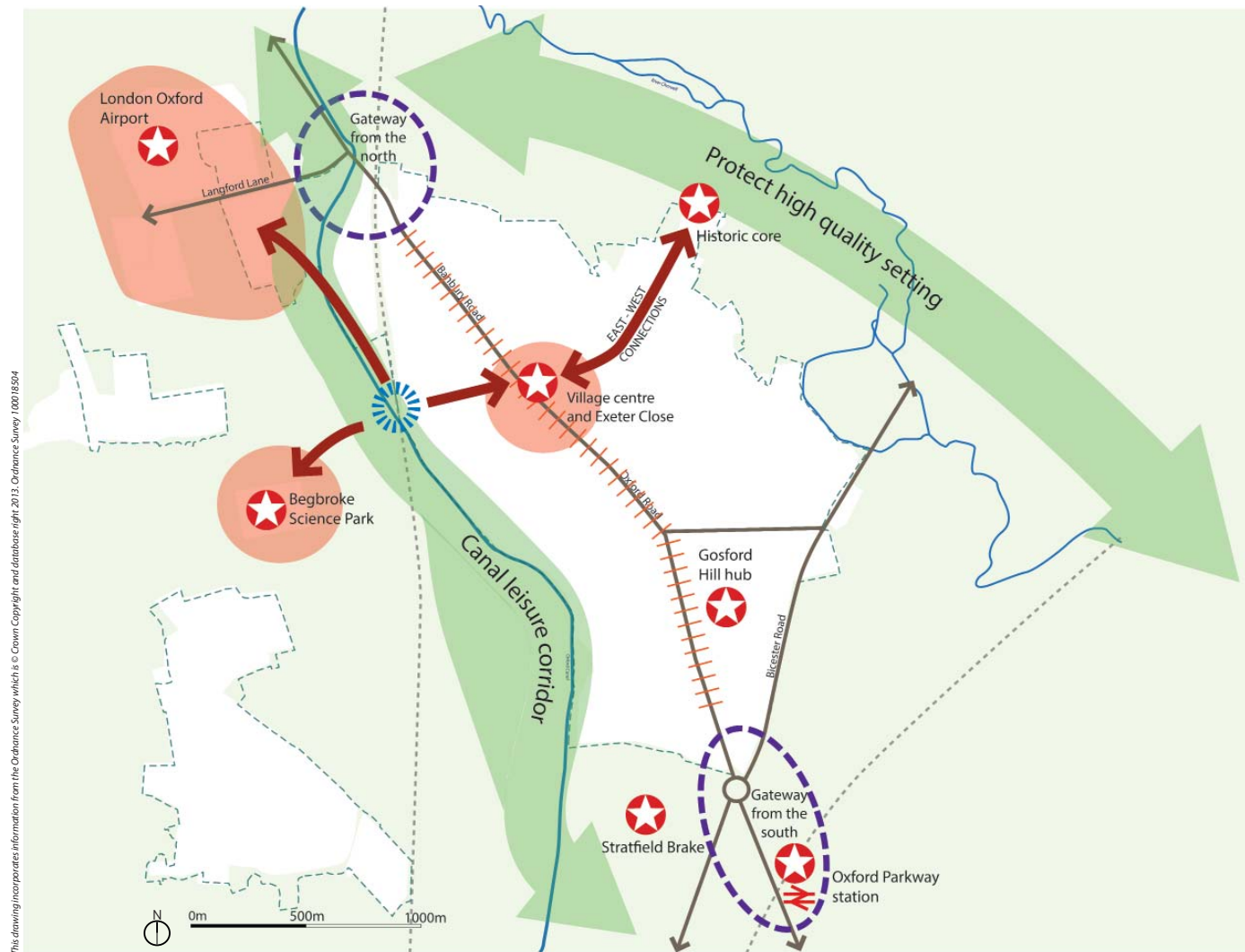
- To reduce the highways dominance of Oxford Road (A4260) while integrating planned improvements to public transport in line with Oxfordshire County Council's Oxford Transport Strategy.

The Action Plan sets out the next steps in delivering the Framework opportunities. Areas where further detailed investigation is required to strengthen the evidence base are identified.

When planning for the future of the village it is important to consider the immediate and medium term ambitions within the context of the longer term and bigger picture. Whilst the focus of the Framework is on meeting the Local Plan objectives to 2031, the Local Plan recognises that the Framework also provides an opportunity to identify longer term issues which may be addressed in future Local Plan reviews.



-  Green Belt
-  Railway line
-  Key assets
-  Green corridors
-  Village 'gateways'
-  Focus for growth
-  Transform Oxford Road from a highway to a 'street'
-  Strengthen east-west walking and cycling connections
-  Canal hub at Roundham Bridge



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Figure 3.2 Spatial concept

# 4.0

## Theme 1: Revealing Kidlington's distinctive identity

### 4.1 Summary of key issues

- Kidlington has a number of high quality, distinctive landscape and townscape assets including the Canal, historic village core and River Cherwell landscape. However, they are hidden at the edges of the village and are not evident to many visitors.
- The Canal and river corridors contain important wildlife habitats which could be affected by increased recreational use and these aspects need careful balance.
- First impressions are of a primarily suburban linear settlement comprising of ribbon development on the A4260 through the village and late 20th century inward facing estates which make up much of the housing stock and lack local distinctiveness.
- Access to the Canal from the adjacent housing estates is extremely limited with garage courts and back fences fronting into the Canal.
- The Village Centre is located to the east of the main road and is easy to miss. It lacks a strong sense of place or distinctive architectural style and does not relate to the historic core.
- The village is surrounded by Green Belt and physically separate from Oxford and the surrounding villages of Begbroke and Yarnton. It is keen to remain so, retaining its independence as a settlement rather than becoming a suburb of Oxford.
- Kidlington's status as the second largest village in England is a quirky fact but does not reflect the size of the settlement or its importance for service provision, employment and its weekly market.

### 4.2 Objectives

**To strengthen Kidlington's distinctive character of a 'village set in the landscape' and reveal its hidden gems to a wider audience.**

**To establish an attractive Kidlington townscape character through the high quality design of new buildings and public spaces.**

**To protect and enhance Kidlington's landscape and biodiversity assets.**

### 4.3 Relevant policies

In order to meet these objectives, proposals will be developed in accordance with the following Local Plan policies:

Policy SLE 3: Supporting Tourism Growth

Policy ESD 10: Protection and Enhancement of Biodiversity and the Natural Environment

Policy ESD 11: Conservation Target Areas

Policy ESD 13: Local Landscape Protection and Enhancement

Policy ESD 14: Oxford Green Belt

Policy ESD 15: The Character of the Built and Historic Environment

Policy ESD 16: The Oxford Canal

Policy ESD 17: Green Infrastructure

### 4.4 Opportunities

#### 4.4.1 Put Kidlington on the map

As the nearest large settlement Kidlington's presence should be felt at both the airport and Oxford Parkway station. Information boards should be provided detailing local attractions, accommodation and facilities.

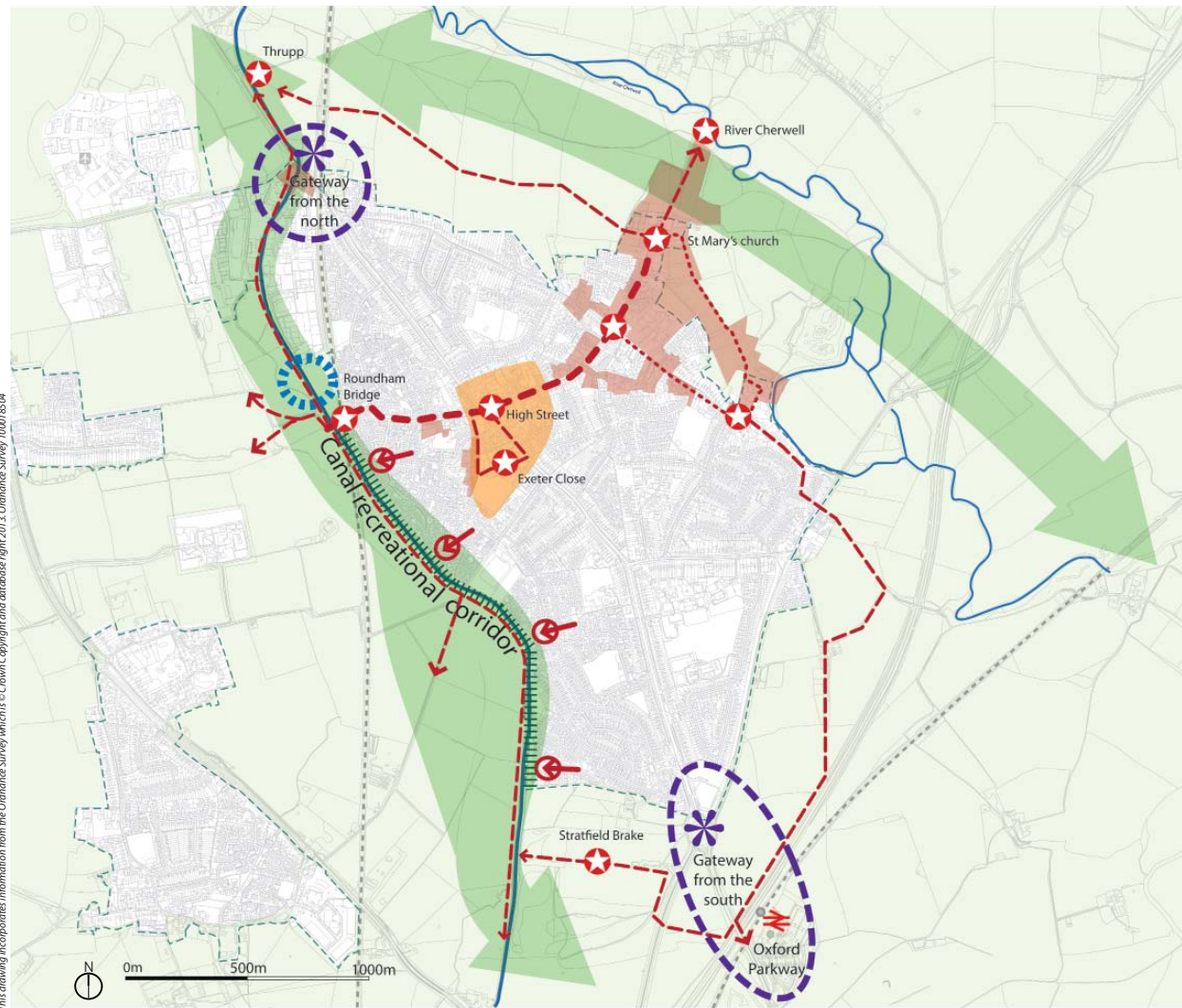
Wider promotion of Kidlington as an attractive place to live, work and visit should highlight the village's townscape, landscape and economic assets and its proximity to attractions such as Blenheim Palace and Otmoor Nature Reserve .

#### 4.4.2 Strong first impressions

The Kidlington roundabout area could be enhanced so that it acts as a positive arrival point or 'gateway' to the village from the south. Options to be explored include public art on the roundabout incorporating the prominent poplar trees, or grass verges to the north, new welcome signage to point visitors to Kidlington attractions, and enhanced footpaths and cycling routes to the station and Stratfield Brake.

The gateway from the north into Kidlington at the junction of Oxford Road and Langford Lane could be enhanced with a comprehensive public realm scheme including welcome signage and improved views and access onto the Canal and Langford Lane Wharf Conservation Area. Improvements should be delivered in conjunction with the expansion of employment uses at Langford Lane and the proposed care home development at Gravel Pits.

- Green Belt
- Railway line
- Village 'gateways'
- Public realm improvements
- Improve canal side green spaces
- Review and increase canal access points
- Improved walking routes connecting the assets
- Existing Historic Village Trail
- Landscape and townscape assets
- Village Centre design guidance
- Conservation areas
- Improved habitat and green space corridors
- Canal hub at Roundham Bridge



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Figure 4.1 Revealing Kidlington's distinctive identity





Figure 4.2 Oxford Canal, Kidlington



Figure 4.3 Way finding, Kidlington Village Centre



Figure 4.4 Kidlington Fields- Footpaths through Kidlington fields



Figure 4.5 Western Gap- large open fields surrounding Begbroke Science Park

#### 4.4.3 Positive additions to Kidlington's townscape character

High quality design will be required across all new development in line with Local Plan policy ESD 15.

The design of new homes will be guided by the planned Cherwell District Design Guide SPD and principles outlined under Theme 2: Creating a Sustainable Community.

Theme 3: Strengthening Kidlington Village Centre provides guidance on the quality and character that is expected of future development in the expanded Village Centre. This will assist planning officers in working with developers to ensure a high quality of design and development.

#### 4.4.4 Enhance biodiversity across the village

There is an opportunity to create a designated green corridor of informal amenity and natural open space to the west of the Canal, making use of land which is at risk of flooding. This would provide an enhanced recreation and biodiversity network extending from Stratfield Brake to Rushy Meadows SSSI and beyond.

Biodiversity enhancements could include the restoration or maintenance of habitats through appropriate management and new habitat creation to link fragmented habitats in accordance with the targets set out for the Lower Cherwell Valley Conservation Target Area (CTA) and Local Plan Policy ESD11.

Enhancements to wildlife habitats across the village will be supported such as:

- Proposals set out in Cherwell's Corporate Biodiversity Action Plan (BAP) 2016/17.
- Potential for improved management and community conservation at Local Wildlife Sites and District Wildlife Sites.

The Cherwell Corporate BAP 2016/17 includes a proposed new action to investigate the potential for a water vole project based on the Oxford Canal through Kidlington in association with the Berks, Bucks and Oxon Wildlife Trust and the Canal & River Trust. This could involve local residents in surveys/ conservation tasks and help to make the village more aware of the Canal's value for biodiversity and could develop into a Green Gym/ Friends of the Canal Group for Kidlington.

A community based conservation group already works on St Mary's Fields Nature Reserve and with the collaboration of landowners; this

approach could be adopted at other sites in conjunction with greater public access. The Council is working with the landowners to improve the management of the Langford Meadows Local Wildlife Site and this could also provide potential for organised educational and public site visits and group conservation tasks.

#### 4.4.5 Increase accessibility and awareness of the landscape and heritage assets

There is an opportunity to connect the Historic Village Trail around Church Street and Mill End to the village's other assets such as the Canal and Village Centre by improved cycling and clearly signposted walking routes running east-west.

There is an opportunity to create or enhance existing medium and longer distance circular walks to encourage an appreciation of the village's attractive landscape setting and improve connectivity for healthy walking. The majority of connections are already in place, but need clearer signage and additional information for example in leaflet form or a map/information display board in the Village Centre. This wider network of footpaths can be promoted as alternatives to routes through areas of high ecological sensitivity, where there is concern about the impact of recreational use.

#### 4.4.6 Canal recreational corridor

In line with Local Plan Policy ESD16 the Framework supports increased access to and recreational use of the Oxford Canal corridor. Roundham Bridge and locks are already a focus for activity on the Canal and have the potential to act as a hub with increased facilities and connectivity:

- The bridge and railway level crossing to the west provide a footpath and informal cycle link between Begbroke and Kidlington Village Centre, and north and south along the Canal towpath. These links should be improved to provide formal cycle ways to Begbroke Science Park and Langford Lane employment areas.
- Yarnton Lane, which connects from the Canal at Sandy Lane / Yarnton Road via another level crossing to the A44 on the south side of Yarnton, should be improved as a walking and cycling corridor.
- The vacant triangle of land to the east of Roundham locks could be a good location for a small scale facility such as a local marina and café which relates well to the Canal and encourages recreational use of the corridor. This would provide moorings which are within walking distance of the Village Centre.

Opportunities for longer distance cycle routes are outlined in section 9.4.

Opportunities to increase access from residential estates to the east of the Canal should be explored to create connections for leisure and commuting. This could include the reconfiguration of garage courts and footpaths to enable cycle and pedestrian access, and the creation of a towpath on the eastern bank of the Canal. A detailed study will be required to identify appropriate locations and assess potential impacts on Canal side properties.

As outlined above, there is the opportunity to create a corridor of informal amenity and natural open space to the west of the Canal, making use of land which is at risk of flooding. In addition, poorly used green spaces on the eastern bank of the Canal have potential to be turned into pocket parks to improve the setting of the Canal, support biodiversity and address the greenspace shortfall. These spaces could provide an opportunity for design and management by the local community. Increased recreational activity along the Canal will need to be balanced carefully against biodiversity objectives.

#### 4.5 Possible Longer term opportunities

The following opportunities could be considered in the longer term:

##### 4.5.1 Development opportunities

Mixed use development of an appropriate scale and design (in line with Policy ESD 15 of the adopted Local Plan) could be used to strengthen the village gateways and create a stronger sense of arrival. For example, development around the southern gateway could provide a stronger frontage to the main road.

Development of facilities to the west of Canal to provide moorings and visitor facilities, subject to policy constraints.



Figure 4.6 Precedent of an opportunity for greater canal side activity



Figure 4.7 Oxford Canal-canal boat moorings near Roundham Lock

# 5.0

## Theme 2: Creating a sustainable community

### 5.1 Summary of key issues

Kidlington is an attractive place to live benefitting from:

- Good schools and local facilities.
- Close proximity to employment areas and Oxford.
- Good road and bus connections.

Estate agents report high demand, fast sales and high prices, while young people living in Kidlington are concerned about the affordability of buying in the village.

Its attractiveness is set to increase in the future as a result of:

- Oxford Parkway Station which is a viable commuter destination for London.
- Growth of employment to the west of the village.
- Continuing knock-on effects from Oxford's success and property prices within the housing market area.

Currently, Kidlington is only designated for small scale development in the Local Plan Part 1 the potential for the village to grow is limited:

- By physical constraints – floodplain, rail and Canal barriers, sensitive landscapes.

- By planning policy - the designation of the Oxford Green Belt limits development opportunities around the village.
- By local concerns about coalescence with adjacent settlements and the retention of village character and setting.
- By a lack of available sites within the built up area.

New homes play an important role in helping to attract and retain residents of working age and to ensure that people can remain in the village as their housing needs change which is vital in creating a sustainable community.

New homes also support economic growth by attracting and retaining residents of working age and therefore increasing the economically active population of the area. Current trends including including: high levels of in-commuting; below average population growth; and, a reduction in the working age population locally, suggest this issue needs to be addressed.

Housing needs have not been assessed in detail at the local level but the available evidence highlights a growing concern about affordability in the housing market area.

### 5.2 Objectives

**To build a sustainable community with opportunities for all and access to a range of housing types and tenure, jobs and high quality community facilities.**

**To deliver high quality new homes within the village which add positively to the overall character of Kidlington.**

### 5.3 Relevant policies

In order to meet these objectives, proposals will be developed having regard to the following Local Plan policies:

Policy PSD1: Presumption in Favour of Sustainable Development

Policy BSC 2: The Effective and Efficient Use of Land -Brownfield land and Housing Density

Policy BSC 3: Affordable Housing

Policy BSC 4: Housing Mix

Policy ESD 3: Sustainable Construction

Policy ESD 15: The Character of the Built and Historic Environment

Policy Villages 1: Village Categorisation

Policy Villages 3: Rural Exception Sites



## 5.4 Opportunities

### 5.4.1 Understanding local housing needs

The Oxfordshire SHMA (2014) provides information relating to housing needs at a district-wide and county level but does not provide a breakdown of housing needs for sub-market areas in the District, including Kidlington.

Policy BSC3 of the adopted Local Plan states requires all proposed developments at Kidlington that include 11 or more dwellings (gross), or which would be provided on sites suitable for 11 or more dwellings (gross), to provide at least 35% of new housing as affordable homes on site. Opportunities for the provision of extra care, specialist housing for older and/or disabled people and those with mental health needs and other supported housing for those with specific living needs will be encouraged in suitable locations close to services and facilities.

All qualifying developments are expected to provide 70% of the affordable housing as affordable/social rented dwellings and 30% as other forms of intermediate affordable homes.

Policy BSC4 seeks to provide a mix of housing that has regard to the Council's most up-to-date evidence of housing need and available evidence from developers on local market conditions. The Local Plan highlights the SHMA's conclusions on the required mix for market and affordable homes. The Council's Housing Investment and Growth Team provide advice on the precise tenure and unit form of the affordable housing required having regard to local information where available.



Figure 5.1 Examples of high quality residential development from around the country

### 5.4.2 Approach to housing development

A range of options for development within the existing built-up area should be considered including appropriate redevelopment, intensification and infill while protecting Kidlington's key assets. This may involve increasing housing densities, reconfiguring land uses and introducing mixed use development.

### 5.4.3 Make best use of land within the village boundaries

A key principle underpinning the Framework is to make best use of previously developed land within the Village. Managing the use of previously developed land is important in maintaining the appearance of the village and to the well-being of our communities. It can also provide opportunities for enhancing biodiversity. This means ensuring that land and buildings earmarked for development are not underused and that we make the most of vacant and derelict land and buildings.

In general, new housing should be provided at a net density of at least 30 dwellings per hectare (Policy BSC 2 of the Local Plan). However, the density of housing development will be expected to reflect the character and appearance of individual localities and development principles that are appropriate to the individual circumstances of sites.

Potential development opportunities within the village identified to date include the following (housing capacity figures are indicative):

- **Village Centre sites:** Policy Kidlington 2 states that residential development will be supported in appropriate locations in the Village Centre except where it will lead to a loss of retail or other



main town centre uses. Car park sites to the north and south of High Street have potential for residential development as part of a mixed use scheme. Within High Street and on Oxford Road opportunities for residential are limited to the upper storeys to ensure the ground floor is prioritised for retail. Estimate of total housing capacity: 200-280 homes with an emphasis on apartments.

- **Exeter Close:** This site is within the Village Centre area of search as defined in the Local Plan and housing could form part of a scheme to help strengthen the Village Centre in accordance with Policy Kidlington 2. A more efficient arrangement of community uses on this site could release land for small scale residential development. Estimate of housing capacity: 15-20 homes.
- **Thames Valley Police HQ:** The site is in existing employment use and is not currently available for development. However, in the event of all or part of the site being vacated, some housing may be acceptable as part of a mixed use scheme provided that this complies with Policy SLE1 and would not limit the amount of land available for employment use. Redevelopment of the site for residential use would need to be considered through Local Plan Part 2.

Other small scale sites within the village could include: infill on garage courts or on leftover spaces within existing estates, and development within large back gardens. These smaller sites should be carefully considered in the context of the wider plan to ensure that they do not prejudice other strategic objectives.

Proposals for development within the built-up limits of the village will be required to comply with Policy Villages 1 and 2 of the adopted Local Plan.



Particular regard will be given to the following criteria:

- Whether significant adverse impact on heritage or wildlife assets could be avoided.
- Whether development would contribute in enhancing the built environment.
- Whether satisfactory vehicular and pedestrian access/egress could be provided.
- Whether the site is well located to services and facilities.
- Whether necessary infrastructure could be provided.
- Whether the development would have an adverse impact on flood risk.

#### 5.4.4 Rural exception sites

In accordance with Policy Villages 3, small scale affordable housing schemes to meet specifically identified local housing need may be brought forward through the release of rural exception sites outside the settlement boundary. Proposals for community self-build or self-finish affordable housing may also be permitted where they will meet a specific, identified local housing need. In identifying suitable sites, it will be necessary to balance the advantages of providing affordable housing with the impact of development, for example on the appearance of the village, the surrounding landscape or to the historic environment.

It will be particularly important that proposals for developments in the Green Belt are able to demonstrate that there are no alternative sites outside of the Green Belt that could reasonably meet the identified needs.

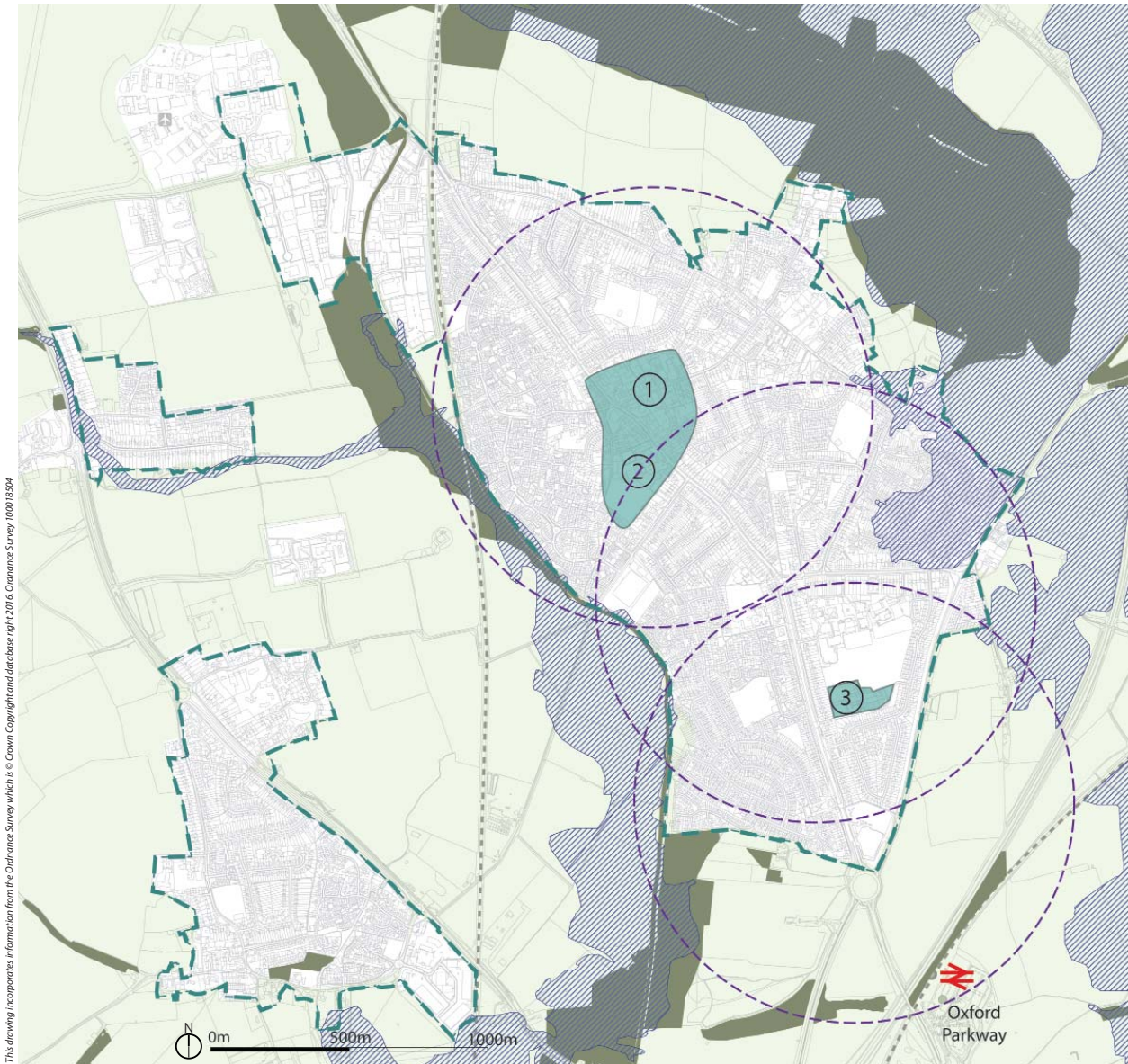
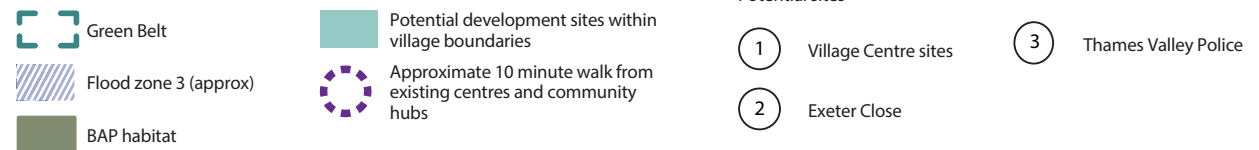


Figure 5.2 Planning for sustainable growth





### 5.4.5 Design quality

#### Securing high design standards

Significant importance will be placed on conservation of the historic environment and securing high quality urban design in protecting and enhancing the character of the Village and ensuring that Kidlington is an attractive place to live and work. High design standards are critical in ensuring development is appropriate and secures a strong sense of place and clear sense of arrival at points of entry into the village. Particular sensitivity is required where development abuts or takes place within the designated Conservation Area.

Cherwell District Council is preparing a District-wide Design Guide SPD which will set quality guidelines for all residential developments.

In accordance with the adopted Local Plan Part 1, residential developments will predominantly be within the settlement boundary on sites identified through the Framework Masterplan and other 'windfall' sites. The design of the site layout, access arrangements, scale, massing and appearance will be required to demonstrate a positive relationship with the immediate surrounding context of the site and respect and enhance the townscape character of Kidlington as a whole.

Policy ESD15 requires all new development to be of a high design quality. New development proposals should:

- Be designed to deliver high quality safe, attractive, durable and healthy places to live and work in. Development of all scales should be designed to improve the quality and appearance of the area and the way it functions.
- Deliver buildings, places and spaces that can adapt to changing social, technological, economic and environmental conditions.
- Support the efficient use of land and infrastructure, through appropriate land uses, mix and density/development intensity.
- Contribute positively to an area's character and identity by creating or reinforcing local distinctiveness and respecting local topography and landscape features, including skylines, valley floors, significant trees, historic boundaries, landmarks, features or views.
- Conserve, sustain and enhance designated and non-designated 'heritage assets' including buildings, features, archaeology, conservation areas and their settings, and ensure new development is sensitively sited and integrated.

- Include information on heritage assets sufficient to assess the potential impact of the proposal on their significance.
- Respect the traditional pattern of routes, spaces, blocks, plots, enclosures and the form, scale and massing of buildings. Development should be designed to integrate with existing streets and public spaces, and buildings configured to create clearly defined active public frontages.
- Taking into account the particular characteristics of Kidlington, emphasis should be placed on the following:
  - Raising the standard of urban design and architecture across the village, with a particular requirement for exemplary design standards within the Village Centre, at the gateways to the village and adjacent to Conservation Areas and landscape assets.
  - The provision of a connected street network, avoiding the creation of further dead-ends.
  - Arranging buildings to provide an appropriate sense of enclosure to the public realm (particularly on the frontage to Oxford Road) and a clear definition of public / private boundaries.
  - Ensuring set-backs, boundary treatments, building arrangements, typologies, heights and rooflines are in keeping with adjacent buildings (unless these fail to provide a positive precedent). The aim is to create a simple and coherent street scene which is of an appropriate character for the location of the site within the settlement.
  - The need to avoid the loss of trees, front gardens and historic boundary treatments to the street, and the importance of introducing new elements of soft landscape to soften the street scene.
  - The importance of designing appropriate car parking for the location and type of property be that on-street parking, on plot parking or small communal parking courts.
  - The use of traditional building materials including limestone, brick and slate and clay tiles and high quality detailing in keeping with the character of the District in both traditional and contemporary architectural forms.

Early dialogue with Council Development Management officers will be required to establish the critical design considerations for individual sites for example: the appropriate extent of development,

access arrangements, mix of uses, appropriate building typologies, local precedents, street hierarchy and design, appropriate building materials and detailing.

In appropriate locations, the Framework identifies the potential for development to drive a change in character. For example, to the west of Oxford Road within the proposed extension to the Village Centre, the current low rise buildings set far back from the road result in a weak street scene which is dominated by the width of the carriageway. Buildings of up to 3-4 storeys, with a continuous frontage, set close to the pavement would be more appropriate here and in keeping with the Village Centre location. This change in character would signify arrival in the 'Village Centre', while taller buildings would provide greater enclosure to the street, reducing the visual dominance of the highway which in turn will assist in slowing traffic.

Conversions of existing houses to flats are subject to the same requirements for high quality design set out in Policy ESD15 of the adopted Local Plan as new builds. Particular attention should be paid to maintaining the external appearance of the original property and delivering appropriate amenity space, parking and refuse storage to minimise impacts on the character and appearance of the surrounding area and existing residential amenity. This is especially important where proposals involve the conversion of one half of a semi-detached pair, where conversion should not diminish the overall symmetry of the buildings and their front gardens.

Innovative building techniques and technologies should be applied where possible to drive up levels of sustainability in all new development and to help make efficient use of land in what is a constrained area.

Opportunities for self-build and other innovative housing models could also be explored.

#### Improve the quality of existing homes and neighbourhoods

Opportunities should be explored to improve the quality of the existing housing stock and neighbourhoods to enhance their long term sustainability and attractiveness for example:

- Improving the energy performance of homes (learning from the experience at North West Bicester).
- Establish residents associations or community management groups to manage local open spaces and public realm, for example to reintroduce hedges and street trees to the Garden City.



# 6.0

## Theme 3: Strengthening Kidlington Village Centre

### 6.1 Summary of key issues:

- The Village Centre operates as a local service centre and has a regular market. Co-op and Tesco are anchor stores and there is a high number of A2 uses (services, banks etc.) but limited comparison retail. There are a low number of vacant units and a low number of national multiples.
- The centre is well located geographically at the centre of the village and is well served by car parking. However, for village of its size, the Village Centre is underperforming and the evening economy is weak. A lack of high quality frontage onto Oxford Road, poorly located bus stops, a lack of pedestrian crossings and limited vehicle access points limit footfall from passing trade.
- There is a mishmash of architectural styles on the High Street and architectural and public realm design quality varies considerably.
- Surface car parking occupies large areas of land to the rear of the High Street. There is concern that long stay car parks are used as an informal 'park and ride' by bus users rather than by shoppers and as a result occupancy levels do not reflect the car parking need generated by Village Centre uses.
- Village Centre expansion is identified in the Local Plan to the west of Oxford Road. However the highway continues to act as a barrier and reported demand for retail premises is low.
- Local Plan Policy Kidlington 2 supports residential development in appropriate locations in the Village Centre.

### 6.2 Objectives

**To strengthen the Village Centre, increasing its mix of uses and vitality and its attractiveness to local residents, employees and visitors as a place to shop, work and spend leisure time during the day and evening.**

### 6.3 Relevant policies

Proposals will be required to have particular regard to the following Local Plan policies:

Policy SLE 2: Securing Dynamic Town Centres

Policy SLE 4: Improved Transport and Connections

Policy BSC 2: The Effective and Efficient use of Land

Policy ESD 15: The Character of the Built and Historic Environment

Policy ESD 17: Green Infrastructure

Policy Kidlington 2: Strengthening Kidlington Village Centre

The Local Plan recognises that it is important that the Village Centre is supported and strengthened to help meet the aspirations of Kidlington and to ensure that the everyday shopping needs of residents are met, avoiding the need for unnecessary journeys to Oxford, Bicester and other destinations.

*'Shopping, leisure and other 'Main Town Centre Uses' will be supported within the boundary of Kidlington Village Centre. Residential development will be supported in appropriate locations in the Village Centre except where it will lead to a loss of retail or other main town centre uses. The change of use of sites used for main town centre uses in the Village Centre for residential development will normally be permitted if proposals contribute significantly to the regeneration of the Village Centre. Mixed use schemes will be encouraged'.*

Paragraph C.235 of the Local Plan states that it is proposed to expand the geographical area defined as Kidlington Village Centre to include land on the western side of the Oxford Road and other small areas of commercial uses. The exact boundary will be determined in Part 2 of the Local Plan. It states that the aim of the extension is to:

- Support the viability and vitality of the existing Village Centre.
- Encourage economic activity.
- Assist with the connectivity between the existing Village Centre and the civic community and green open space at the Exeter Hall area.



Figure 6.1 Food and drink- Brixton Market



Figure 6.2 Food and drink



Figure 6.3 Markets

- Contribute to and maximise the benefits of improvements to the character and appearance of the Village Centre and the public realm.

It is appropriate therefore that this Framework supports these objectives without predetermining the identification of a precise boundary in Local Plan Part 2.

## 6.4 Opportunities

### 6.3.1 Redefine the character of Kidlington Village Centre

The Village Centre should be the focus for significant change and improvement which will bring obvious benefits to local businesses and residents and will be important in changing wider perceptions of Kidlington for the better.

In line with Local Plan Policy Kidlington 2, the designated boundary of Kidlington Village Centre should be expanded to include land to the west of Oxford Road and Exeter Close. The rear of Exeter Close, North Kidlington School, the Fire Station and Sorting Office, and historic properties on Banbury Road several of which contain retail/ office uses should be considered for inclusion within the boundary. These areas form the setting of the core Village Centre and contain or have potential to accommodate town centre and community uses.

The Framework establishes design principles for the Village Centre and identifies potential development sites which are listed below. Particular importance is placed on environmental improvements and encouragement of the evening economy. These principles should be tested and developed in a comprehensive Village Centre masterplan. This will establish detailed design guidance on the appropriate layout scale, quality and character that is expected of future development drawing from the planned District Design Guide SPD in relation to residential development. It will require further background studies to understand land ownership, site availability and develop a strategy for car parking to ensure the proposals are deliverable.

### 6.3.2 Village Centre design principles

Development within the Village Centre should be of an exemplary standard, reflecting the public role of the Village Centre and its importance in shaping perceptions of the village as a whole. The following principles should be considered in greater detail through the Village Centre masterplan in support of the proposals within the Framework, Local Plan Policy Kidlington 2 and ESD 15.

#### Townscape

- The existing character of the centre of Kidlington is mixed. There is little architectural coherence, with varied materials, heights and styles. New development on the High Street should aim to bring coherence to the street scene, responding to the height and setbacks of adjacent buildings and creating a continuous frontage to the street.
- Locally appropriate materials (limestone and local brick, slate or clay tile roofs) should be the primary materials used on elevations fronting the public realm.
- The potential expansion of Village Centre uses to the west of Oxford Road should be reflected in buildings of an appropriate character and increased scale (up to 3-4 storeys) to provide enclosure to the street.
- A hierarchy of streets should be established with High Street and Oxford Road reading as the principal streets and development on Sterling Road Approach subservient to this in scale and massing.

#### Connectivity and public realm

- Key Village Centre streets and pedestrian routes (identified on Figure 6.5) should be the focus for high quality public realm treatments. This includes the transformation of Oxford Road from a traffic dominated highway to a pleasant, people friendly street (further details are provided below) to support the proposed expansion of Village Centre uses to the west of Oxford Road. On the High Street the public realm character of the western section could be extended eastwards to reduce the dominance of the carriageway.



Figure 6.4 Example of a characterful new Village Centre at Poundbury, Dorset

- The potential for an improved network of secondary pedestrian routes is identified to increase connectivity between east and west, and provide opportunities for additional development frontage. This includes a new walking route between the Co-op and Red Lion car parks to enhance access to the shops on Oxford Road.
- Potential locations for improved public squares are identified at Watts Way Piazza, the junction of Oxford Road/High Street and the entrance to Exeter Close. Where redevelopment proposals come forward for these areas it will be expected that they assist in delivering these improvements to help achieve Policy Kidlington 2 and ESD 15 of the Local Plan. The largest space at Watts Way has the potential to become a focus for Village Centre daily life and special events. Small scale retail/residential development on the existing car park would create a new frontage to the square which would define and enlarge the public space.



**Car parking and servicing**

- Indicative locations for small scale single deck (2 level) car parks are suggested to decrease the surface area occupied by car parking and release sites for residential and retail development. A survey of car parking use and need would assist in establishing the opportunities to reconfigure car parking provision and management in the town centre, but not to the detriment of Village Centre trade.
- As a supporting action to the spatial proposals of the Framework free car parking could be managed (potentially through permits or tokens or a reduction in long stay parking) to ensure that it is used by those visiting Village Centre shops and facilities rather than purely for park and ride to Oxford.
- In considering any proposals for redevelopment, retail service areas should be reviewed to limit conflict between pedestrians/cyclists and motor vehicles.

**Development and new uses**

- New development should create active ground floor frontages to the primary and secondary pedestrian routes and streets, with particular emphasis on High Street and Oxford Road.
- The following uses would be particularly conducive in strengthening the retail offer and encouraging use of the Village Centre in the evening: retail and services, food & drink, leisure and cultural uses (e.g. gym, cinema, local museum), offices, residential, community facilities (e.g. library, healthcare, children’s centre), public open space.
- The frontage to High Street and the central section of Oxford Road is the focus for primary retail/ food & drink or community uses on ground floor, but could have a broader mix of uses including residential and offices above. Opportunities to increase the range of retail premises available should be supported including identifying opportunities for larger floorplate units and premises for small businesses.

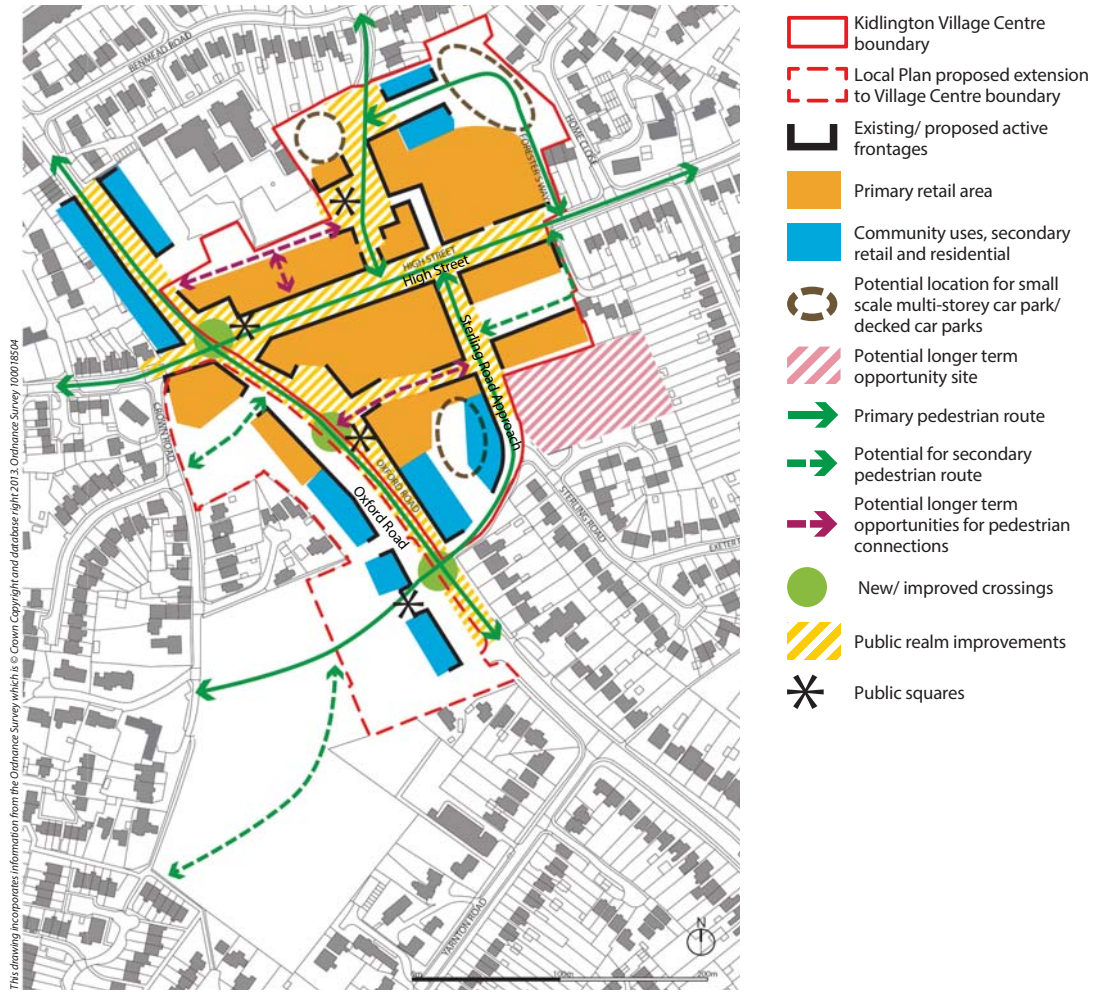


Figure 6.5 Indicative plan to illustrate potential extent of development (subject to options testing)



- The growth of A3 uses (food & drink) and the evening economy should be supported, to provide greater choice for local residents and an attractive destination for after work leisure time and weekends. In particular evening economy and high quality food and drink establishments could be supported along Oxford Road, where a cluster has already developed.
- In line with Local Plan Policy Kidlington 2, there is potential for residential development in appropriate locations within the Village Centre. Sites could include land released through the reconfiguration of the northern car parks, Co-op car park and small scale development at Exeter Close subject to the satisfactory reconfiguration of existing uses. This will help to increase spending power and vibrancy within the Village Centre and will support the growth of retail, services and the evening economy.
- Over time, the current single storey houses to the west of Oxford Road could be replaced with 2-3 storey buildings with retail or community uses, to mirror the scale of the eastern side of the street and create a stronger sense of enclosure to denote entry to the Village Centre. Any future redevelopment should be of high quality with well landscaped public spaces and tree planting.
- To the south, the focus is on community facilities and creating a strong link to Exeter Close.
- Office uses (B1) should focus on small to medium scale premises with an emphasis on supporting local residents wishing to start up their own business.

### 6.3.3 Transform Oxford Road from highway to street

Land to the west of Oxford Road is identified within the area of search for an expanded Village Centre. However, the character of Oxford Road is currently dominated by the highway, is not conducive to east-west pedestrian movement and is not an appropriate character for a Village Centre location.

Public realm improvements to Oxford Road are proposed to change the character from 'highway' to village centre 'street' signifying arrival into the Village Centre. Pedestrian priority will be increased between Exeter Close and Benmead Road, providing the right setting for high street uses to flourish and creating stronger east-west walking and cycling routes towards the Canal.

The detail of public realm proposals will need to be developed in consultation with the County Council as Highways Authority to ensure that Oxford Road's status as a priority route and any approved proposals emerging from the Local Transport Plan and its Oxford Transport Strategy can be accommodated.

Development proposals for central Kidlington should include consideration of the following in conjunction with both the County and District Councils:

- A new toucan crossing between the tower and Lyne Road to encourage greater access between east and west for pedestrians and cyclists.
- Moving the northern bus stops southwards so they are located close to the shops.
- Reconfiguring Oxford Road south of Lyne Road, by introducing on-street parking, street trees, bus stops, wider pavements and informal crossing points so that traffic is naturally slowed.
- Using the space created in front of the parade of shops for outside seating.
- Raised traffic platforms at pedestrian crossing points and junctions on Oxford Road to reinforce the 30mph speed limit.

Figure 6.6 illustrates one potential way to alter the character of Oxford Road to support the expansion of retail uses and to improve pedestrian and cycle connectivity and access to bus services. Such a scheme should tie in with planned Cycle Premium Route and Bus Rapid Transit improvements along the Oxford Road corridor. The potential impacts would need to be fully tested with the County Council as Highway Authority before implementation and should not significantly increase traffic congestion or delay public transport services.









- A. Junction reconfigured to allow for additional cycle and pedestrian 'toucan' crossings and segregated on street cycle route.
- B. Space outside Black Bull and adjacent buildings decluttered and redesigned to create extension to public square.
- C. Highways markings removed to reinforce pedestrian zone character. Cycling access reintroduced within pedestrianised zone.
- D. Bus stops relocated to be closer to retail and facilities.
- E. Highway and service road reconfigured to allow for segregated cycle route, on-street parking, wide pavements outside retail units to east and west.
- F. Red Lion and Co-op car parks linked by a new pedestrian connection.
- G. Southbound bus stop relocated from eastern end of High Street.
- H. Public realm upgrade to reduce dominance of the carriageway.
- I. Potential locations for raised traffic platforms to reinforce the speed limit.



Figure 6.6 Village Centre indicative public realm improvements



Figure 6.7 Village Centre existing highway arrangements

	Pavement		Street tree
	Carriageway		Building
	Surface car parking		Cycle lane
	Grass		Raised surface

### 6.3.4 Expand the Village Centre through new mixed use development

The following sites could be considered for redevelopment to enhance the character and mix of uses within the Village Centre (subject to assessment through Local Plan Part 2). A comprehensive approach will be required for their development:

- A. The Skoda garage is a large site (0.4ha) on a highly prominent corner site to the west of Oxford Road. The current building scale, car park forecourt and advertising banners are detrimental to the appearance of the Village Centre. The site would be ideal for a new retail anchor, community or arts facility such as a theatre providing an attractive western frontage to the square. The site could be developed in a manner which encourages links west to the Canal.
- B. Co-op car park (0.3ha). The site presents an opportunity for residential, small scale retail or office above and around a car park. A new pedestrian link from the rear Co-op entrance through to the Red Lion pub could be created, strengthening the retail 'loop' between the High Street and Oxford Road. A deck above the car park could provide residential amenity space or additional parking.
- C. Rationalisation and redevelopment of car parks to the north of the High Street could provide smaller retail units and residential. This should be designed to create an attractive frontage to the public square and a strong walking route between the remaining car parks, Curtis Road and High Street. Car park decks could be used where this provides a viable means of releasing development land while retaining parking.
- D. Exeter Close. Potential reconfiguration of the site (3.7ha) to create an enhanced community hub and flagship recreation space with new accommodation for community and health facilities currently located on the site. There may be potential for small scale residential development here. (See Chapter 7.0).

Smaller potential development sites include:

- E. Several low rise and/or low quality properties with high street frontage have potential for redevelopment of around 3 storeys in height, to create a cohesive retail parade. Development should provide for primary retail on the ground floor, with offices or residential above.

In the longer term the following opportunity sites could be considered for redevelopment subject to site availability:

- F. Properties to the west of Oxford Road between Lyne Road and Exeter Close are predominantly residential and presumably in multiple ownerships. Site assembly would be necessary to deliver a comprehensive and coherent scheme. The focus should be on providing a strong, continuous frontage of retail/ community uses onto the street with residential or office uses above.
- G. Fire station and post office sorting office site, if surplus to future operational requirements.

#### Development quantum

Assuming all sites are available for development in the longer-term and subject to an assessment through Local Plan Part 2 an initial estimate suggests:

- Between 200 and 300 new residential dwellings could be provided in the Village Centre, accommodating a mix of tenures but assuming a high proportion of apartments.
- An additional 10,000 sq. m of retail space and 1,800 sq. m of office space could be provided (subject to evidence for the Local Plan Part 2 process).

The development capacity, mix of uses (particularly the split between upper floor office and residential) and development viability should be assessed in detail as part of a Village Centre masterplan.

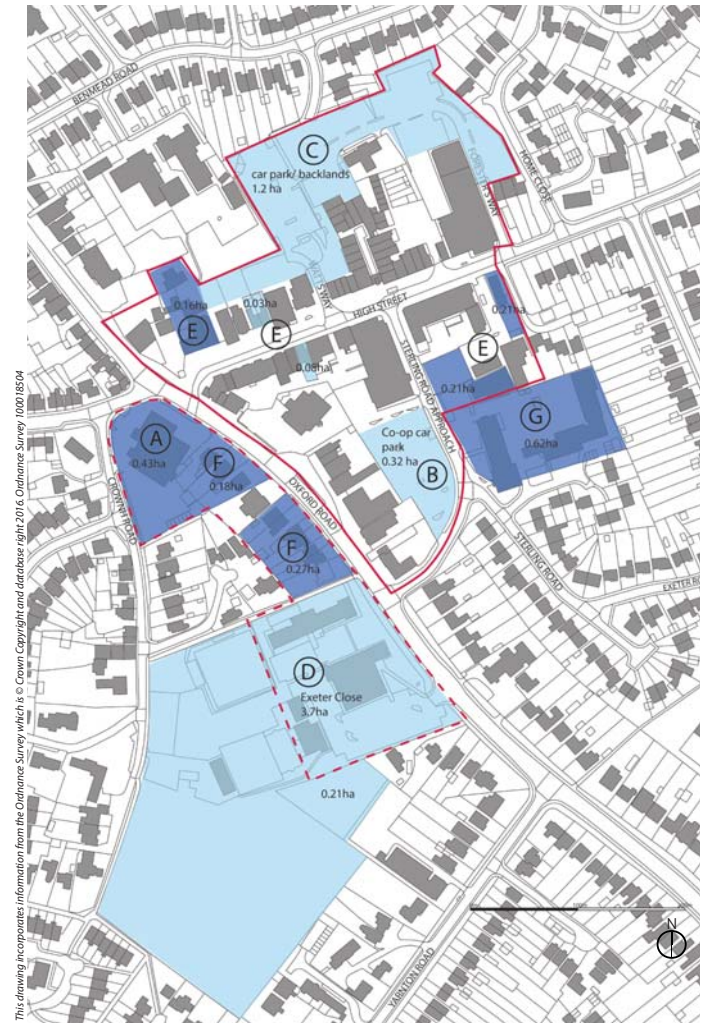
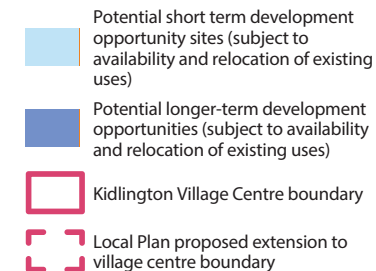


Figure 6.8 Potential Village Centre sites





### 6.3.5 Early project opportunities

In addition to the above land use possibilities, ancillary projects, marketing and management arrangements could be used to help strengthen the Village Centre. While these are not objectives that can be secured through this Supplementary Planning Document they are included in the Action Plan and highlighted below as important elements in improving central Kidlington as a place to visit and to work and live in.

Prior to significant development the following opportunities could be explored:

- Shop front improvements such as introducing canopies to shops around the Oxford Road square to create an appealing and consistent appearance.
- Extended events programme e.g. themed Sunday or evening markets, arts or craft events or outdoor music.
- Development of niche food offer.
- Projects to incentivise local spending.
- Potential to establish a business organisation and designate a Business Improvement District.

- Supporting the growth of the weekly market and increasing the range of specialist markets. This could include expansion of the market into the Oxford Road square to give it greater prominence to passing trade.
- Improving the Watts Way square by introducing small retail kiosks on the southern side of the square to bring activity.
- Setting up a working group with retailers / landowners at the western end / north side of the High Street to investigate opportunities for land assembly to enable a new rear access route, rationalisation of parking and retail servicing and provision of affordable commercial premises to the rear of the high street.

CDC and KPC may wish to re-establish the Village Centre management board linked with local business organisation 'Kidlington Voice' or create a formal Business Improvement District (BID)<sup>1</sup> to manage these projects.

<sup>1</sup> A BID is a business led partnership with a 5 year remit, created through a ballot process to deliver additional services to local businesses. It operates within a defined area in which a levy is charged on all business rate payers in addition to the business rates bill. This levy is used to develop projects which will benefit business in the local, in addition to the services provided by local authorities. For further information refer to: <https://www.gov.uk/guidance/business-improvement-districts>

# 7.0

## Theme 4: Supporting community needs

### 7.1 Summary of key issues

- Kidlington has a wide range of community facilities, sports facilities and good schools but facilities are concentrated in central and southern Kidlington. North Kidlington is less well served.
- Exeter Close provides a range of community facilities and recent landscape works have improved the entrances, but the site still relates poorly to the town centre, buildings are outdated and the site layout is inefficient.
- The Local Plan identifies the need for the expansion of one existing primary school.
- The southern part of Kidlington / Gosford is served by shops around The Broadway and a large Sainsbury's Supermarket. Retail facilities in the northern part of the village are limited to a convenience store.
- Kidlington is well served by playing fields dispersed across the village but there is limited access to all-weather pitches. The modern sports facilities of Stratfield Brake are at capacity.
- Kidlington's larger recreation areas (Orchard Rec., Parkhill Rec., Ron Groves Park and Exeter Close) provide vital amenity space for a local catchment and have a range of on-site facilities some of which would benefit from improvement / updating.
- There is a shortage of parks and gardens, allotments, pitches and amenity greenspace which is highlighted in Local Plan Policy Villages 4. However, considerable areas of 'left-over' green space exists within estates and alongside the Canal which could be put to better use.

### 7.2 Objectives

**To enhance access for all residents to high quality community facilities, sports and recreation spaces.**

### 7.3 Relevant policies

Relevant Policies Proposals will need to have regard to the following Local Plan policies:

Policy BSC 7: Meeting Education Needs

Policy BSC 8: Securing Health and Well-Being

Policy BSC 9: Public Services and Utilities

Policy BSC 10: Open Space, Outdoor Sport and Recreation Provision

Policy BSC 11: Local Standards of Provision -Outdoor Recreation

Policy BSC12: Indoor Sport, Recreation and Community Facilities

Policy Kidlington 2: Strengthening Kidlington Village Centre

Policy Villages 4: Meeting the Need for Open Space, Sport and Recreation

Policy INF 1: Infrastructure

### 7.4 Opportunities

#### 7.4.1 Exeter Close community hub

Service providers and KPC recognise the need for redevelopment at Exeter Close to provide modern facilities and are developing ideas for the reconfiguration of the site. We recommend that KPC establish a working group made up of all operators of Exeter Close to define the brief for the comprehensive rethinking of the site.

Design principles which should be considered include:

- Retention of the current mix of uses with an emphasis on community facilities including healthcare, children's services, community hall, sports and recreation space and potential introduction of a small element of residential.
- New accommodation for Exeter Hall, the Health Centre and other community uses should be situated close to the Village Centre to create a strong frontage to Oxford Road. New buildings could be up to 3 storeys in height surrounded by high quality amenity space and retained mature trees.
- Creation of a multi-functional community hub building suitable for the co-location a range of facilities and services which are currently dispersed in individual buildings.
- Retention and reconfiguration of sports facilities including pitches, tennis courts, bowling green and pavilion.
- Relocation of the children's play area to a more central location within the site where it can relate better to the Village Centre and sports facilities.. Together the sports and play elements would offer a flagship recreation space at the heart of the village.
- Pedestrian routes through the site should be retained and improved with cycle access to connect the existing residential areas to Exeter Close and the Village Centre.

- The design of surface car parking is currently inefficient. In developing a plan for the site the area allocated to car parking and potentially also the total number of spaces should be reduced to release land for other uses. Cycle parking should be provided to serve all facilities.
- The main vehicle access to the site will be taken off Oxford Road, with secondary access from Crown Road.
- Opportunities for additional pedestrian or vehicle access from Yarnton Court or Judges Close should be explored.
- Vacant land between Exeter Close and Yarnton Road (approx. 0.2 ha) could be brought into the development.
- Assuming the satisfactory rehousing and reconfiguration of existing services, car parking and sports facilities within the site in a more efficient layout and the inclusion of land to the south, there is an opportunity for a small number of new homes to be built to help fund the development. It is estimated that the available land could be around 0.5 hectares, which could deliver upwards of 15 new homes. These should be located to the rear of the site, potentially accessed off Crown Road or Judges Close. Development should be a maximum of 3 storeys (subject to an assessment of impact on the setting of the adjacent Crown Road Conservation Area) and positively relate to the other uses on the site.

A suggested arrangement of uses is provided in Figure 7.1.

A masterplan and development guidelines should be prepared to identify the most efficient and appropriate layout for the site. The plan should be supported by a funding and phasing strategy.

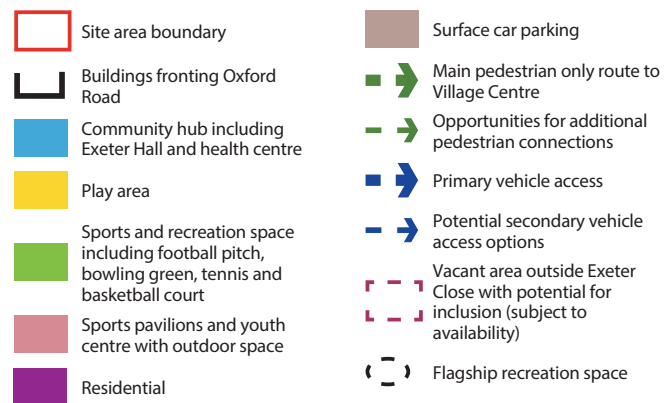
### 7.4.2 Local community hubs

Gosford Hill School / Leisure Centre forms a hub of facilities serving Gosford and southern Kidlington. If in the longer term, the adjacent Thames Valley Police HQ site were to become available, it could be considered for additional facilities or as a residential site.

Any housing growth in the longer term should be matched by the provision of additional community facilities. The location for facilities should be carefully considered to ensure they are within walking distance of the residents they serve. Growth in the north of Kidlington for example, could be a catalyst for a third community hub to be developed serving the needs of existing and future residents. Cross boundary working with adjacent parishes will be necessary to ensure effective service provision.



Figure 7.1 Indicative arrangement of uses at Exeter Close





### 7.4.3 Developer Contributions

Development at Kidlington may produce financial developer contributions to improve existing sport, recreation and community facilities.

### 7.4.4 Improve access and quality of sports pitches, parks and amenity space

The consultation undertaken in preparing this SPD highlighted the importance to Kidlington residents of access to localised recreation spaces and how well-used and highly valued the existing spaces are for various types of formal and informal recreation. There were also clear aspirations expressed for further improvements to the quality of the open space, sport and recreation provision at Kidlington.

Suggestions made through the consultation on the SPD included increased facilities for teenagers as well as for very young children; Kidlington could seek to develop a 'flagship' play area with high quality equipment aimed at a range of ages, potentially with a café on site to encourage longer stays. The opportunities and design principles highlighted for redevelopment at Exeter Close (above) include open space, sport and recreation provision at that site.

Smaller scale 'leftover' greenspaces within existing residential areas and alongside the Canal could become play spaces, gardens, community orchards or allotments. Opportunities for these spaces to be designed and managed by the local community should be explored.

Part 2 of this Framework highlights the existing levels of provision and the deficiencies in terms of sport and recreation at Kidlington. The Council has commissioned an update to the evidence base on sport and recreation provision to inform the planning policies to be contained in the Local Plan Part 2. This includes an assessment of existing provision, the development of a strategy to deliver and maintain the required indoor and outdoor sports facilities across the district, and the preparation of a playing pitch strategy.

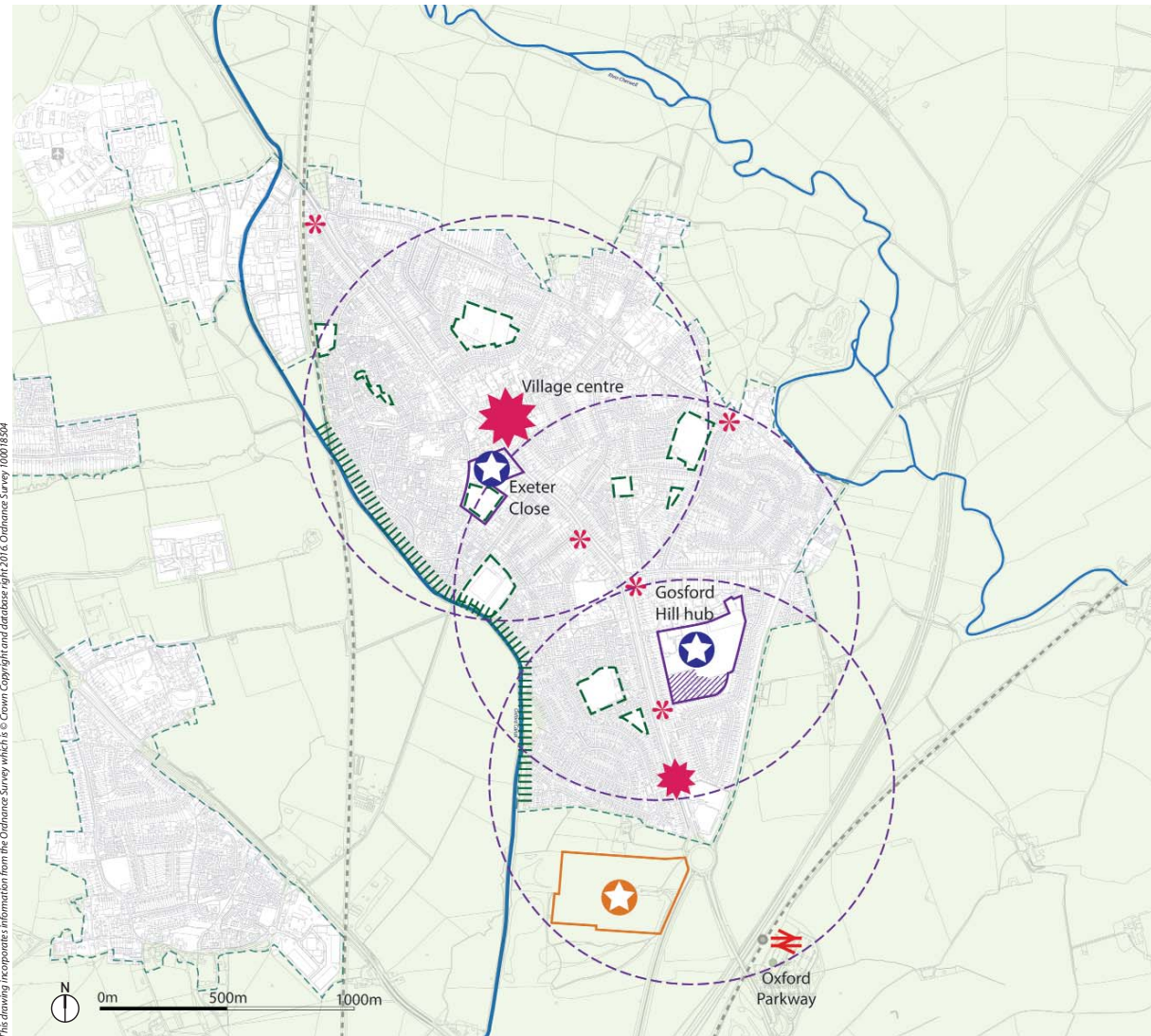


Figure 7.2 Supporting community needs



# 8.0

## Theme 5: Supporting future economic success

### 8.1 Summary of key issues

- Kidlington has a high level of economically active and qualified residents but Kidlington jobs offer below average workforce pay.
- There are significant volumes of in-commuting as well as out-commuting, with the strongest flows between Kidlington and Oxford.
- Policy Kidlington 1 of the adopted Local Plan provides for the expansion of high value employment uses in two locations to the west of the village. This entails a small scale Green Belt review which is being taken forward through the preparation of Local Plan Part 2. On 10 October 2016, the Council granted planning permission (14/02067/OUT) for a new Technology Park within one of two locations identified by Policy Kidlington 1.
- There is potential for a joined up strategy to ensure that existing business parks and new employment areas are connected and provide benefits for the local area rather than operating as independent areas. Employment areas are presently physically detached from Kidlington and there is a lack of social engagement between businesses and the rest of the village. Connectivity could be improved while respecting Green Belt purposes.
- There is considerable competition from nearby sites e.g. Oxford's Northern Gateway but also potential mutual benefits arising from a spine of economic activity.

### 8.2 Objectives

**To support the growth of an integrated cluster of high value employment uses to the west of the village including Langford Lane, proposed Oxford Technology Park, London Oxford Airport and Begbroke Science Park as provided for in the Local Plan.**

**To integrate the employment areas with the rest of the village, to maximise benefits to employers and employees, the village as a whole and the wider district.**

### 8.3 Relevant policies

Proposals will be required to have particular regard to the following policies:

Policy SLE 1: Employment Development

Policy SLE 3: Supporting Tourism Growth

Policy ESD 15: The Character of the Built and Historic Environment

Policy ESD 14: Oxford Green Belt

Policy Kidlington 1: Accommodating High Value Employment Needs

There is the opportunity for Kidlington to play a significant role in diversification of Cherwell's economic base. Kidlington plays an important role in the District's wider employment context and along with Begbroke Science Park has the potential to develop further to support the provision of land for hi-tech university spin-outs and help pave the way for a wider high value, economic base.

The District can take advantage of its location on the hi-tech corridor between London and Cambridge, and the proximity to Oxford University and Silverstone which is actively investing in the High Performance Engineering sector.

Policy Kidlington 1 seeks to enhance Kidlington's economic role and economic development will be supported in order to:

- Exploit its position in the Oxford/Cambridge corridor.
- Allow for appropriate growth plans at Begbroke Science Park and in the vicinity of Langford Lane Industrial Estate.
- Take advantage of the opportunities for connection with the Oxford economy.
- Create new opportunities for additional retail, leisure and cultural activities, and environmental improvements, in an extended Village Centre.
- Secure the growth potential of London-Oxford Airport.

Local Plan seeks to improve the quality of the employment offer at Langford Lane and, in doing so, establish a new gateway at this northern entrance to Kidlington. Employment growth cannot, however, be accommodated within the existing urban area and a small scale local review of the Green Belt will be undertaken as part of Local Plan Part 2 to accommodate identified high value employment needs at Langford Lane /Oxford Technology Park/ London –Oxford Airport and Begbroke Science Park.

### 8.4 Opportunities

#### 8.4.1 A joined up approach to employment growth

Whilst the Begbroke Science Park and London Oxford Airport/ Langford Lane and proposed Oxford Technology Park areas to the west of Kidlington provide significant opportunities for employment growth, these employment areas have developed in an ad hoc way. A joined up approach to future development will be beneficial to ensure proposals are complementary to each other and support the economic success of the wider village. This should take place while maintaining the two areas as distinct and separate in line with the Local Plan.

Alongside the small scale Green Belt review informing the Local Plan Part 2, the following should be considered in an overarching economic strategy for Kidlington's employment growth areas:

- The quantum of development and size/type of premises that are required and where these are best located.
- Potential ways to create a more cohesive employment area with a joined up identity and marketing strategy.
- The potential for a business centre with shared support services, meeting and conference space.
- The potential for supporting uses such as small scale convenience/ food & drink, hotels and other related infrastructure which can offer a better place for employees to work and serve the wider community in north Kidlington (however these should not be to

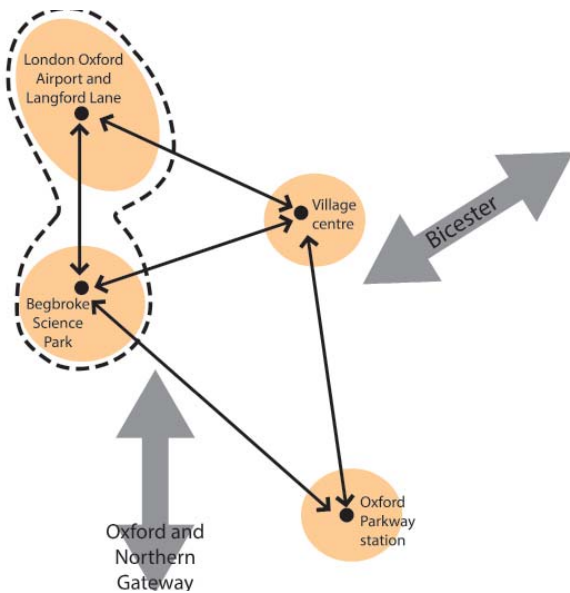


Figure 8.1 Need for a joined-up approach between economic hubs

the detriment of the Village Centre). Locations towards Oxford Road should be explored where they would form part of the 'gateway' to Kidlington from the north.

- Improvements to the public realm which could improve the attractiveness of the area and 'gateway' to Kidlington.
- And importantly, improved connectivity between the sites and with the Village Centre.

The Council can benefit from attracting new businesses to the area through the latest business rates retention scheme, which allows local authorities to retain these rates where there is a net additional increase in firms locally.

#### 8.4.2 Support employment growth in key sectors

Begbroke Science Park is important to the economic fortunes of the area, benefitting not only Kidlington but the wider district, and the Council should ensure that it is supportive of its future. Similarly, London-Oxford Airport is a key draw for the area, supporting the employment needs of the area and those of the local community. In principle, the growth of the airport within its present boundaries should be supported.

Our economic analysis suggests that there are two key sectors which are important to the Kidlington area, and the growth of these sectors should be supported:

- Advanced Manufacturing, particularly relating to London-Oxford Airport.
- Scientific Research & Development, particularly relating to activities around Begbroke Science Park.
- Other important sectors for the area includes: automotives particularly with the motor park and links to Silverstone, and digital, publishing and media.

There are significant opportunities to grow these sectors with Kidlington's proximity to Oxford providing the possibility to benefit from spin-outs from the city and surrounding areas.

Future growth of employment areas including the Airport will be managed through the Local Plan and Development Management process which will assess the potential for impacts on local amenity e.g. pollution and noise.

#### 8.4.3 Provide business support to the employment cluster

The potential for a business centre at Langford Lane providing shared support services and business networking should be tested. This could provide benefits in terms of supporting the Local Plan ambitions for growth of specific businesses and sectors. If a centre is delivered through the private sector a clear remit should be developed to avoid a generic and non-sector focused development. Alternatively it could be delivered by the Council.

Any business centre which is delivered, particularly a the Council supported facility should be based on a feasibility study to ensure there is sufficient demand/ need and that it fits with existing supply. It is important the existing supply is sufficiently assessed by looking at the wider Oxfordshire area to ensure how it would link with the existing innovation centres.

#### 8.4.4 Improve physical and social links between key employment areas and the centre of Kidlington

In order to support a more prosperous centre, a number of improvements are proposed to connect the employment growth areas, existing businesses and the Village Centre which go beyond the land use policies in the Local Plan. This includes measures to:

- Improve opportunities to travel between Langford Lane and Begbroke Science Park and the Village Centre by means other than by car. This should include new walking and cycling links to the centre from both Begbroke and Langford Lane and connections to the Canal towpath (see Chapter 9.0).



- Ensure good public transport links between the new rail station, the Village Centre and to all employment areas (including London Oxford Airport). This is critical to the future of both of these areas. This is in line with the long term proposals for bus based Rapid Transit routes set out in the County Council's Oxford Transport Strategy (see Chapter 9.0).

Opportunities for enhanced social integration include:

- Establishing a business-led partnership. Kidlington Voice is an extremely active partnership; however representation from the private sector is currently poor. There is potential to establish a (potentially separate) business-led partnership with stronger representation from the local employers and businesses. This could include representatives from the Village Centre together with the employment areas or focus mainly upon the employment areas alone. The latter could result from any economic strategy or masterplan for the employment growth areas.
- Establishing a working hub in the Village Centre with business support facilities and a cafe, where individuals or small groups can work or hold meetings on an ad hoc basis. Underused office space within the library could be a potential location for this.
- Business sponsorship of Village Centre, community or sports events.
- Businesses working in partnership with schools or through youth initiatives such as Young Enterprise.
- Skills training and local job fairs.

#### 8.4.5 Develop synergies with surrounding areas

Kidlington does not operate in isolation and it is important that economic synergies with the surrounding area are maximised as follows:

- Rest of Cherwell: Kidlington is an important part of the district and a key focal point for employment, particularly higher value uses. There is potential for locations such as Bicester to benefit from improved linkages (e.g. with Begbroke) but it is important that this does not negatively impact on the success and growth of Kidlington itself.
- Oxford: partnership working between CDC and Oxford City Council will ensure that development is co-ordinated and that opportunities to benefit from the Oxford to Cambridge high-tech corridor are maximised. There are a number of science parks around Oxford (including the proposed Oxford Northern Gateway development) and it is important that these are complementary and not competing.

#### 8.4.6 Create quality places

A high quality of design, layout and landscape design will be required in accordance with Policies ESD13 and ESD15 of the Local Plan. Development proposals will be required to build on the design and place shaping principles set out in Policy Kidlington 1. Particular importance will be placed on the following:







- Creation of a gateway with a strong sense of arrival including when arriving from the airport.
- Improvements to public transport links to the area.
- A well designed approach to the urban edge, which achieves a successful transition between town and country environments.

- Development that respects the landscape setting of the site.
- A comprehensive landscaping scheme to enhance the setting of buildings onsite and to limit visual intrusion into the wider landscape.
- Preservation and enhancement of biodiversity, with the restoration or creation of wildlife corridors.
- A high quality design and finish, with careful consideration given to layout, architecture, materials and colourings to create a Technology Park for high value employment uses.
- The height of buildings to reflect the scale of existing employment development in the vicinity.
- Provision for sustainable drainage, including SuDS.
- Demonstration of climate change mitigation and adaptation measures.
- An assessment of whether the site contains best and most versatile agricultural land, including a detailed survey where necessary.

### 8.5 Longer term opportunities

The locational advantages presented by proximity to Oxford Parkway station and Oxford's Northern Gateway development area together with improved east-west rail links and connections to Oxford could give rise to longer term opportunities for employment development. These opportunities would be strategic issues for consideration through the partial review of the Local Plan or a wider Local Plan review.

Consideration could be given to mixed use development such as offices, conference centre and a larger hotel to reinforce the high value employment areas.

-  Green Belt
-  Joined up approach to employment growth
-  Economic assets
-  Proposed Oxford Technology Park
-  Proposed reverse Park and Ride and longer term Bus Rapid Transit route connecting economic hubs and Village Centre
-  New improved pedestrian and cycle routes

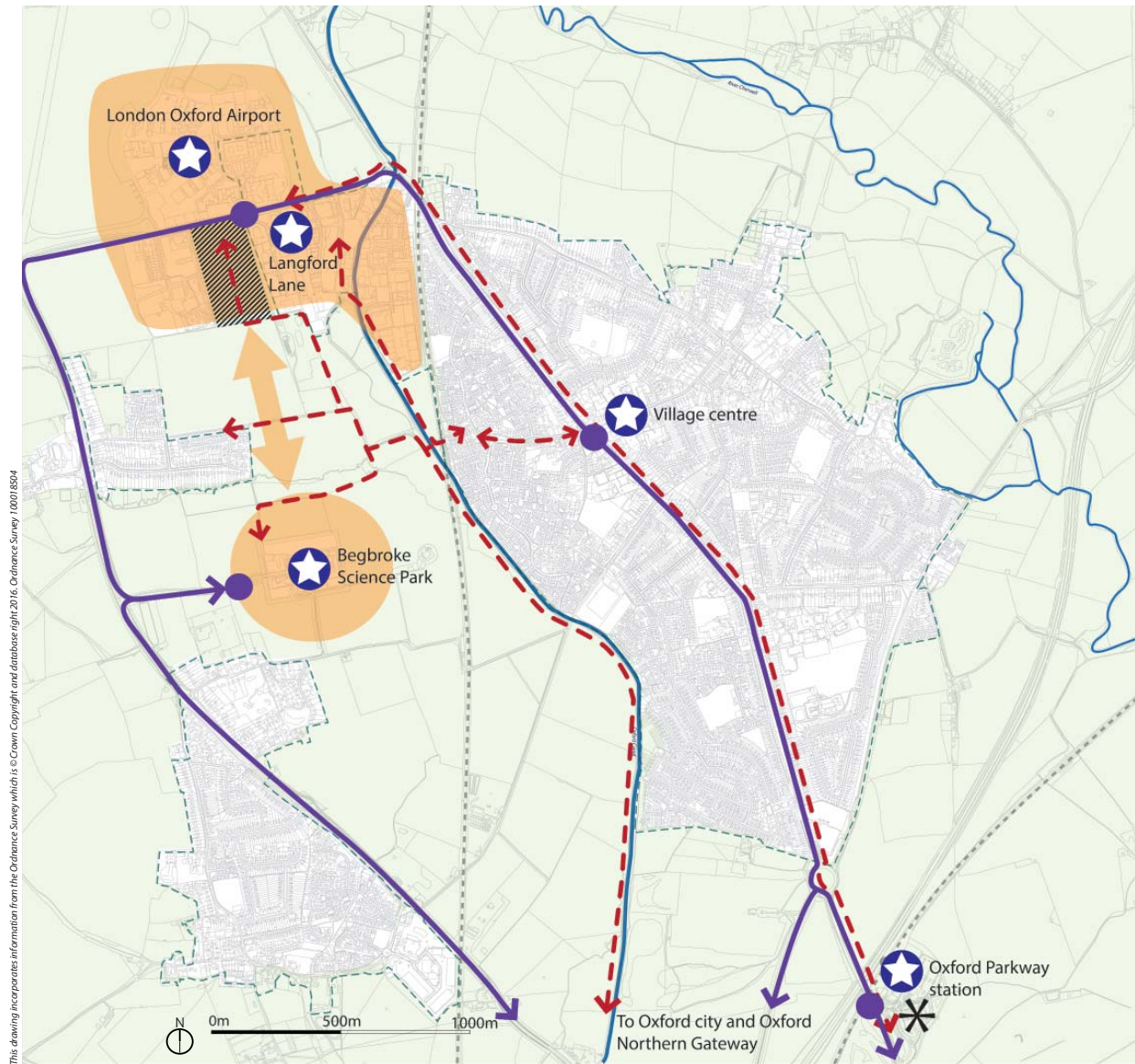


Figure 8.2 Supporting future economic success

# 9.0

## Theme 6: Integration and connectivity

### 9.1 Summary of key issues

Kidlington has extremely good connections by public transport and road to external destinations, but internal connectivity within the village is poor and is dominated by car movements. In particular, the A4260 Oxford to Banbury Road forms a strong north-south movement spine through the village, but creates a barrier to east-west pedestrian movement, as do the rail and Canal corridors. The lack of physical connectivity creates a sense of separation between different neighbourhoods, the Village Centre and employment areas. Proposals for a new bus-based Rapid Transit system connecting the airport to Oxford could dramatically improve journey times to the city centre and to the important employment areas in Oxford's 'Eastern Arc'. Opportunities should also be explored for improvements to Oxford Road to increase pedestrian and cycling priority whilst recognising the strategic highways functions of this important route.

Key issues are summarised as follows:

- Frequent buses to Oxford and Bicester and park and ride services at Water Eaton, although connections to smaller local settlements are infrequent.
- Direct trains to Bicester and London Marylebone from Oxford Parkway with services to Milton Keynes in the next few years.
- Good access to the strategic highway network including the A34, A44 and M40.
- The possibility of short-haul commercial flights from London Oxford Airport in the future.
- Internal connectivity within the village is poor and is dominated by car movements:
- The A4260 Oxford to Banbury Road forms a strong north-south movement spine to the village, but is dominated by traffic and creates a barrier to east-west pedestrian movement. Its character is strongly driven by its strategic movement function, rather than the residential and Village Centre neighbourhoods through which it travels.
- The impact on Kidlington of Oxfordshire County Council's proposed changes to the A40 to the north of Oxford need careful consideration. Increased capacity can reduce congestion, potentially making it quicker to travel across the county for residents. However, such an increase will also attract additional traffic with the potential to increase the number of vehicles passing through the village unless suitable traffic management measures are put in place. Should the County's proposals go ahead the traffic impacts would need to be the subject of detailed modelling to ensure they do not hamper the delivery of the objectives.
- The numerous dead-ends in the residential estates create an impermeable, car based layout.
- Rat-running occurs on the small number of through routes to the east and west of Oxford Road.
- The rail and Canal corridors have few crossings and are a physical barrier to movement between the employment areas /Begbroke and Yarnton and Kidlington village.
- Surface level parking dominates parts of the Village Centre, creating a poor quality environment. Anecdotal evidence suggests that the long stay parking is used by commuters, which provides little benefit to the village economy.
- Bus services to the London Oxford Airport are limited to the peak hours only.
- Cycle routes and footpaths are fragmented and of poor quality in places, with limited connections to nearby villages.
- A lack of physical connectivity creates a sense of social separation between different neighbourhoods, the Village Centre and the employment area.

### 9.2 Objectives

To physically integrate Kidlington's neighbourhoods, Village Centre and employment areas; to encourage movement by sustainable modes of transport; and to make the most of the village's excellent strategic connectivity.

To reduce the highways dominance of Oxford Road (A4260) while integrating planned improvements to public transport in line with Oxfordshire County Council's Oxford Transport Strategy.

### 9.3 Relevant policies

Proposals will be required to have regard to the following Local Plan policies:

Policy SLE 4: Improved Transport and Connections

Policy Kidlington 2: Strengthening Kidlington Village Centre.



- Green Belt
- New & improved pedestrian and cycle routes
- Cycle premium routes
- Improved circular walking routes
- Reverse Park and Ride
- Bus based rapid transit routes
- New pedestrian crossings (indicative locations)
- Oxford Road public realm improvements
- Priority public realm improvements
- Explore need to safeguard land for longer term rail station

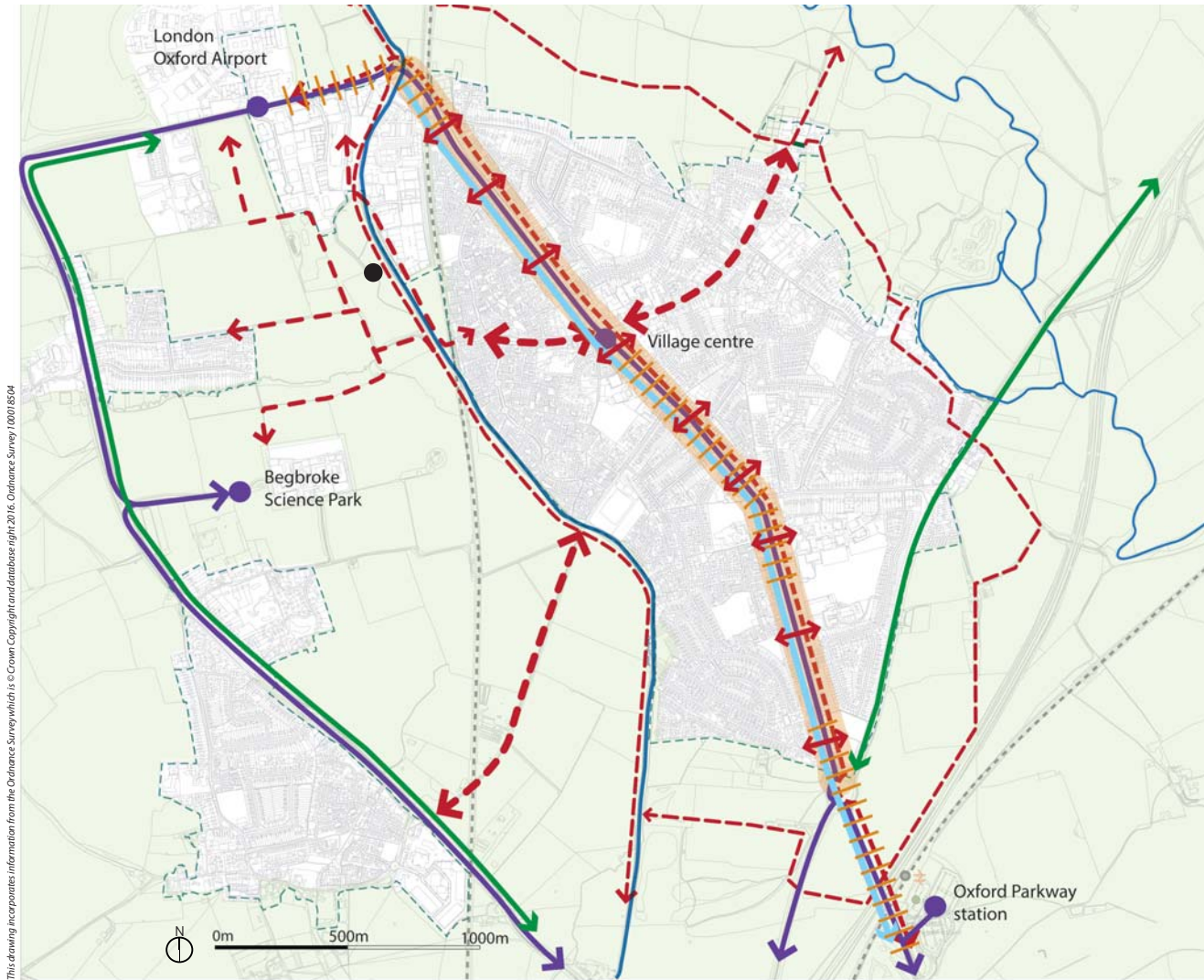


Figure 9.1 Integration and connectivity

## 9.4 Opportunities

### 9.4.1 Balance movement in favour of pedestrians and cyclists

The needs of pedestrians and cyclists should be prioritised first, before public transport and lastly the private car. This shift in mind-set is necessary if the barriers created by car-based estate layouts, and traffic dominated highways (such as Oxford Road) are to be designed out of future developments, in favour of walkable neighbourhoods and active streets.

### 9.4.2 Oxford Road – changing the character from 'highway' to 'street'

The A4260 Oxford Banbury Road is proposed as a focus for public realm improvements and carriageway reconfiguration which increase the priority given to pedestrians and cyclists in line with the objectives of Local Plan Policy ESD 15: The Character of the Built and Historic Environment.

This is particularly necessary:

- At the gateways to the village which are important in connecting the village to Langford Lane and Oxford Parkway rail station
- In the central section between Benmead Road and Bicester Road where the highway currently discourages walking to the Village Centre.
- The design of improvements to Oxford Road should be integrated with longer term proposals identified in the Oxford Transport Strategy, July 2016 namely:
  - A new bus-based Rapid Transit route on Oxford Road connecting the airport to Oxford city centre.
  - A new Cycle Premium Route on Oxford Road running from Langford Lane to the city centre.

The proposals in the Framework should be tested in detail and fully integrated with the proposals set out in the Oxford Transport Strategy to provide a strategy detailing the opportunities against which investment can be secured from future development along the route.

The impact of improvements to Oxford Road on residential streets which currently act as 'rat-runs' should be carefully considered and mitigated against where necessary. The potential impacts of such a scheme would need to be fully tested before implementation and should not significantly increase traffic congestion or delay public transport services.

The potential to re-route HGVs to avoid Oxford Road should also be tested.



Figure 9.2 Cycle way



Figure 9.3 Nantes guided busway

### 9.4.3 Connecting economic hubs by bus

There is a need to increase bus connections between London Oxford Airport/Langford Lane and Kidlington which currently only operate during peak hours. The proposals for Rapid Transit (including an A44 Park & Ride near Bladon Roundabout with principal bus lines running along Oxford Road) set out in the Oxford Transport Strategy would achieve this however this is unlikely to be delivered within the next ten years.

Earlier interventions could take the form of a circular 'reverse park and ride' connecting all the significant employment assets in the local area – Kidlington Village Centre, London Oxford Airport, Langford Lane, Begbroke Science Park and Oxford's Northern Gateway with the new station and transport interchange. This should be explored with bus operators, and delivered alongside the growth of the employment areas.

It is important that improved bus connections between the rail station/Oxford city and Kidlington's employment sites are routed via Oxford Road and do not bypass the Village Centre.

An important element of the Oxford Transport Strategy and one that should also be pursued with bus operators in advance of the Rapid Transit routes is the provision of orbital bus routes to Oxford's 'Eastern Arc'. This area provides more employment than Oxford city centre but is currently difficult to reach from Kidlington other than by car.

### 9.4.4 Connected cycle routes

The proposed Cycle Premium Route will, if properly designed with adequate allocation of space, provide a safe and attractive route running from Langford Lane to the Village Centre and Oxford city centre along Banbury Road and Oxford Road. It will encourage a shift towards cycling for local journeys and commuting into Oxford, as well as towards the Oxford Parkway station. The existing National Cycle Network route 51 which runs through the village must be integrated into the route. The connections from NCN 51 to villages to the east and to National Cycle Network route 5 to the west help improve east-west connections through the village and have the potential to encourage more people to take up cycling.

The Premium Cycle Route described above would establish a safer route along the main road, which avoids the circuitous detour to the NCN51 route. The proposals would be extended northwards along Banbury Road and Langford Lane to connect with the employment

areas. The timetable for delivery of the Cycle Premium Route is unclear but many of the measures set out above can be delivered in the short term.

Langford Lane, with its strategic employment locations, is an important movement corridor which currently has no formal cycle provision between the A44 and A4260. Improved cycle links should be addressed by future development proposals, possibly including a formalised cycle crossing of the A44 on the south side of the junction with Langford Lane.

A connecting cycle link should be created from the Village Centre, heading west along Lyne Road, over Roundham Bridge and on to Begbroke Science Park.

Opportunities for a new connection on the eastern side of the Canal from Roundham Bridge, to Station Fields Business Park should be explored. This would provide an alternative route towards Langford Lane.

Yarnton Lane, which connects from the Canal at Sandy Lane / Yarnton Road via another level crossing to the A44 on the south side of Yarnton, should be improved as a walking and cycling corridor.

Opportunities to enhance the Canal towpath for use by commuting and leisure cyclists as an alternative to Oxford Road should be explored.

There is an opportunity to reintroduce cycling to the pedestrianised section of the High Street. The evidence regarding cycling in pedestrianised areas is that they pose few safety concerns and that cyclists tend to moderate their behaviour depending on the volume of pedestrians. The Department for Transport (Traffic Advisory Leaflet 9/93) has produced guidance on the subject following analysis of video observation from many sites in the UK and abroad. The guidance advises that no factors were found to justify excluding cyclists from pedestrianised areas. It noted that accidents between cyclists and pedestrians were very rare with only one recorded in 15 site years of analysis.

Any public realm improvement scheme or development should incorporate appropriate levels of convenient and secure cycle parking to encourage a shift towards cycling for local journeys.

Provision for cyclists (showers, secure storage) should be provided at all employment sites.

### 9.4.5 Improved leisure and walking routes

As described in Chapter 4.0, walking routes for leisure should be enhanced through improved signage and where necessary improved surfacing to create short and longer distance routes and circular routes. The Canal plays an important part in this network and opportunities to create new sections of towpath on its eastern side and new bridges and access points should be explored.

### 9.4.6 Securing maximum benefit for Kidlington from Oxfordshire County Council's Local Transport Plan

The Oxford Transport Strategy, forming part of the County's Local Transport Plan, will have a significant impact on the village if implemented and the development of these proposals should be informed by the wider objectives for Kidlington set out in the Framework and in the future Local Plan Part2.

The Cycle Premium Route and bus-based Rapid Transit Route proposed for Oxford Road have the potential to transform sustainable travel to Oxford from Kidlington, creating safe and attractive new cycle routes and quicker more modern bus services with enhanced connections to the airport. However, the careful design of these schemes along Oxford Road will be crucial if the character of Oxford Road is to be changed from a 'highway' to a 'street'.

## 9.5 Longer-term opportunities

Prior to any further development to the south of Station Fields, the proposal for a new station serving the Banbury to Oxford Road Line should be re-examined and the land safeguarded if appropriate.

### 9.4.7 Longer term proposals identified with the Oxford Transport Strategy

The Oxford Transport Strategy proposes new outer Park and Ride sites rather than expansion of the current city-edge sites. These include a new site to the north west of Kidlington on the A44 corridor near London Oxford Airport (at Bladon Roundabout), which would be served by new rapid transit lines along the A4260 Oxford Road through the heart of the village. With 1,100 spaces proposed, the introduction of this site would present the opportunity for parking within the Village Centre to be better managed to discourage commuter use. It would also potentially release land at existing park and ride locations for development.



# 10.0 Action plan and next steps

## 10.1 The need for a pro-active approach

This Framework provides a coordinated consideration of the planning issues facing Kidlington and identifies key principles and objectives to support the implementation of adopted Local Plan policies. In doing so it identifies, longer term opportunities for consideration in other Local Plan documents. It also identifies a number of supporting actions which will assist in meeting the policy objectives set out in the LDP and further developed in this Framework Masterplan.

A key issue in delivering these objectives relates to funding availability for the provision of affordable housing, social infrastructure, open spaces and leisure facilities which will be dependent to a significant extent on developer contributions through s106 obligations and in the future Community Infrastructure (CIL) payments. This will be challenging given limited development opportunities within the village and, given the resources available, it will be necessary to prioritise infrastructure items.

It will be necessary to adopt an approach which makes best use of assets, land and resources to maximise development potential and secure funding for necessary infrastructure provision. The focus must be on a comprehensive approach which avoids piecemeal development. Briefs could also be prepared for key development sites which identify infrastructure requirements and funding.

In accordance with Local Plan Policy INF 1, infrastructure must be provided as an integral part of any development in order to achieve the vision and objectives of the Framework and the involvement of landowners and developers will be essential. Infrastructure requirements are set out in the Council's Infrastructure Development Plan. Employment development to the west of Kidlington and development to strengthen Kidlington Village Centre (as permitted by Policies Kidlington 1 and Kidlington 2) will provide particular opportunities to attract investment in new infrastructure.

Implementation of the proposals in the Local Plan and Framework Masterplan will be dependent on key public bodies such as the District Council, Parish Council and Oxfordshire County Council working together with the private sector and other stakeholders over the long term. The Council, particularly, its Planning and Economic Development Teams are available to help facilitate and bring partners together to achieve implementation and delivery.

The Priority Projects and Action Plan for implementation are set out below.

## 10.2 Priority projects

The following 6 project areas have been identified as priorities. It is recommended that a number of working groups are established to promote partnership working in taking these forward.

- 1. Village Centre:** implementation of the Framework's principles for the Village Centre to manage the growth of the Village Centre, manage car parking and improve the public realm; to support economic activity and raise the quality of the built environment.
  - Possible further studies: car parking need and usage assessment; land ownership and site availability assessment.
  - Possible joint working arrangements: Village Centre management board / establish working group to include CDC, KPC, landowners, Market Traders Co-operative, local businesses.
- 2. Exeter Close:** implementation of the Framework's principles in considering the opportunities for the comprehensive redevelopment of Exeter Close.
  - Possible further studies: definition of service provider requirements including car parking.
  - Possible joint working arrangements: working group comprising Oxfordshire County Council, CDC, KPC, sports clubs, schools, existing occupiers.
- 3. Sports and recreation improvements:** to assess opportunities for improvements to village recreation areas and sports facilities.
  - Possible further studies: playing pitch strategy (forthcoming from the Council).
  - Possible joint working arrangements: working group comprising Oxfordshire County Council, CDC, KPC, sports clubs. This could potentially be combined with the Exeter Close Working Group.
- 4. Canal improvement strategy:** to co-ordinate improvements to the Canal corridor.

- Possible further studies: review of biodiversity and leisure/recreation opportunities and funding streams.
- Possible joint working arrangements: working group comprising CDC, KPC, The Canal and River Trust, Sustrans, residents groups.

- 5. Employment cluster strategy:** to develop a joined-up approach to employment growth in accordance with Local Plan Policy Kidlington 1.

- Possible further studies: consideration of the synergies and working practices between existing and new employers; combined Travel Plan.
- Possible joint working arrangements: working group: CDC, Oxfordshire County Council, KPC, developers, London Oxford Airport, existing occupiers, bus companies.

- 6. Oxford Road corridor transformation:** improvements to transform Oxford Road from a highway to a street.

- Possible further studies: co-ordination of proposals with the County Council's Local Transport Plan (LTP4); preparation of a funding strategy.
- Possible joint working arrangements: working group: CDC, KPC, Oxfordshire County Council, Sustrans, bus operators, local transport stakeholders.

## 10.3 A co-ordinated Action Plan

Ultimately a flexible approach to delivery will be required which reflects funding availability and market conditions, but there are a number of key catalytic projects which will act as drivers for further investment and wider economic benefits. The focus will be on working with existing businesses and landowners and the local community to make best use of existing assets and to maximise development opportunities and available funding. This will demonstrate the intent of the Council and its partners to work together in taking forward the objectives for Kidlington.

The process of change can start immediately through the use of available funding (such as S106/New Homes Bonus), community/business led initiatives and the co-ordination of actions through the working groups.

## 10.4 Kidlington Framework Masterplan: Action Plan

Opportunity	Short-medium term	Longer term	Delivery body/Partners	Potential funding sources
<b>Theme 1: Revealing Kidlington's distinctive identity</b>				
<b>Put Kidlington on the map</b>				
Develop branding strategy based on key assets and arrival points	X		<b>Kidlington Parish Council</b> Cherwell District Council Oxfordshire County Council Tourist Board Local businesses	Capital and revenue budget Local businesses/ sponsorship
<b>Strong first impressions</b>				
Public Realm improvements / public art / welcome signage at village gateways	X		<b>Cherwell District Council</b> Kidlington Parish Council Local businesses	Section 106 Capital and revenue budget Local businesses/ sponsorship Arts Council grants Lottery funding
Possible longer term opportunity: mixed use development at village gateways		X	<b>Cherwell District Council</b> Kidlington Parish Council Gosford and Water Eaton Parish Council Local businesses	
<b>Positive additions to Kidlington's townscape character (see Themes 2 &amp; 3)</b>				
<b>Enhance biodiversity across the village</b>				
Establish green corridor to the west of the Canal		X	<b>Cherwell District Council</b> Kidlington Parish Council Canal and River Trust Landowners Local groups and organisations	Capital and revenue budget Section 106/CIL Lottery funding
Improved habitat management and creation including volunteer/group conservation tasks	X	X	<b>Cherwell District Council</b> Kidlington Parish Council Canal and River Trust Berks, Bucks and Oxon Wildlife Trust Residents Landowners Local groups and organisations	Capital and revenue budget Section 106/CIL Lottery funding

Opportunity	Short-medium term	Longer term	Delivery body/Partners	Potential funding sources
<b>Increase accessibility and awareness of the landscape and heritage assets</b>				
Signage strategy and implementation	X		Cherwell District Council <b>Kidlington Parish Council</b> Oxfordshire County Council Local businesses	Section 106 Capital and revenue budget Local businesses/ sponsorship
Establish circular walks linking village, Canal and River and develop interpretation material	X		<b>Cherwell District Council</b> Kidlington Parish Council Oxfordshire County Council Landowners Local groups and organisations	Section 106 Lottery funding Local businesses/ sponsorship Fund raising

<b>Theme 2: Creating a Sustainable Community</b>				
<b>Understanding local housing needs</b>				
Provision of affordable and specialist housing	X	X	<b>Cherwell District Council</b> Kidlington Parish Council Gosford & Water Eaton Parish Council Landowners	Landowners / developers CIL Section 106
<b>Approach to housing development / Make best use of land within the village boundaries</b>				
Review development opportunities within village	X		<b>Cherwell District Council</b> Kidlington Parish Council Landowners and developers/ occupiers/residents	
<b>Rural exception sites</b>				
Identify appropriate rural exception sites	X	X	<b>Cherwell District Council</b> Kidlington Parish Council Gosford & Water Eaton Parish Council Landowners Registered Providers	
<b>Securing high design standards/ improve quality of existing homes and neighbourhoods</b>				
Deliver high standards of housing design	X	X	Cherwell District Council Kidlington Parish Council Gosford & Water Eaton Parish Council <b>Landowners / developers</b>	Landowners / developers
Improve quality of existing homes and neighbourhoods	X	X	Cherwell District Council <b>Kidlington Parish Council</b> <b>Gosford &amp; Water Eaton Parish Council</b> Residents Groups Developers	Community Land Trusts CIL Section 106



Opportunity	Short-medium term	Longer term	Delivery body/Partners	Potential funding sources
<b>Theme 3: Strengthening the Village Centre</b>				
<b>Redefine the character of Kidlington Village Centre / Village Centre design principles/ Expand the Village Centre through new mixed use development</b>				
Village Centre Working Group to develop and take forward Framework design principles for Village Centre	X		<b>Cherwell District Council</b> Kidlington Parish Council Landowners Businesses	Capital and revenue budget Landowners/ businesses
Car parking survey, management / raconfiguration strategy	X	X	<b>Cherwell District Council</b> Kidlington Parish Council Local businesses	Capital and revenue funding
Public square improvements (Watts Way, Oxford Road / High Street junction / entrance to Exeter Close)	X		Cherwell District Council <b>Kidlington Parish Council</b> Local businesses	Section 106 Capital and revenue funding Local businesses/ developers
<b>Transform Oxford Road from highway to street</b>				
Public realm improvements on Oxford Road	X	X	<b>Cherwell District Council</b> Kidlington Parish Council Oxfordshire County Council Local businesses	Section 106 Capital and revenue funding
<b>Early project opportunities</b>				
Shop front improvements	X		<b>Cherwell District Council</b> Local business organisation Businesses/ property owners	Portas or other subsequent funding Capital and revenue budget Local businesses Potential BID
Expanded market and events programme	X		Cherwell District Council <b>Kidlington Parish Council</b> Stall holders/ local businesses Farmers/ Craft Market Organisers Local Economic Partnership	S106 Contributions Capital and Revenue Budget Local businesses/ sponsorship Local Economic Partnership (LEP)
Development of niche food offer	X		Cherwell District Council <b>Kidlington Parish Council</b> Stall holders/ local businesses Farmers/ Craft Market Organisers Local Economic Partnership	Local businesses
Projects to incentivise local spending	X		Cherwell District Council <b>Kidlington Parish Council</b> Stall holders/ local businesses Farmers/ Craft Market Organisers Local Economic Partnership	Local businesses/ sponsorship Local Economic Partnership (LEP)
Establish Local Business Organisation / Management Board or BID	X		<b>Cherwell District Council</b> Kidlington Parish Council Oxfordshire County Council Local businesses	Capital and Revenue Budget Local businesses/ sponsorship Local Economic Partnership (LEP)

Opportunity	Short-medium term	Longer term	Delivery body/Partners	Potential funding sources
Introduce retail kiosks to Watts Way piazza	X		Cherwell District Council <b>Kidlington Parish Council</b> Stall holders/ local businesses Farmers/ Craft Market Organisers	Capital and Revenue Budget Local businesses
Working group to establish opportunities to the rear of the High Street (north west)	X	X	<b>Cherwell District Council</b> Kidlington Parish Council Landowners / occupiers	Capital and revenue funding
<b>Theme 4: Supporting Community Needs</b>				
<b>Exeter Close community hub</b>				
Establish working group of Exeter Close operators and prepare masterplan / development brief and funding strategy for redevelopment of multi-functional community hub.	X	X	Cherwell District Council <b>Kidlington Parish Council</b> Existing occupiers Clinical Commissioning Group (CCG) Community	Capital and revenue funding Section 106 Development value
<b>Local community hubs</b>				
Improved community facilities in wider village	X	X	<b>Cherwell District Council</b> Kidlington Parish Council Service providers Gosford Hill School Local groups and organisations	Capital and revenue funding Development value Section 106 Lottery funding
<b>Improve access and quality of sports pitches, parks and amenity spaces</b>				
Review and enhance recreational provision	X	X	Cherwell District Council <b>Kidlington Parish Council</b> Sports clubs Local groups and organisation Community	Development value Section 106 Lottery funding Community Trusts
<b>Theme 5: Supporting future economic success</b>				
<b>A joined up approach to employment growth / Support employment growth in key sectors</b>				
Develop and implement strategy for employment growth around Begbroke Science Park, Langford Lane and London Oxford Airport	X	X	<b>Cherwell District Council</b> Kidlington Parish Council Oxford City Council Oxfordshire County Council Local Economic Partnership Landowners/ developers Airport Occupiers	Development value Section 106 Business rates retention scheme
Provide business support to the employment cluster				
Business centre at Langford Lane	X		<b>Cherwell District Council</b> Local Economic Partnership Landowners / developers Airport Occupiers	Development value Section 106

Opportunity	Short-medium term	Longer term	Delivery body/Partners	Potential funding sources
<b>Improve physical and social links between key employment areas and the centre of Kidlington</b>				
Establish Business-led Partnership to lead partnership working with schools, business sponsorship of community events, skills training and local job fairs.	X		<b>Cherwell District Council</b> Kidlington Parish Council Businesses Community	Section 106 Business contributions
Establish working hub in Village Centre	X		<b>Cherwell District Council</b> Kidlington Parish Council Businesses Community Local Economic Partnership	Capital and revenue budget Local businesses / sponsorship
Improve linkages with station and Village Centre (see also Theme 6)	X		<b>Cherwell District Council</b> Kidlington Parish Council Oxfordshire County Council Transport operators	Section 106 Capital and revenue budget Local businesses/ sponsorship
<b>Develop synergies with surrounding areas</b>				
Establish partnership working with wider District and Oxford.	X		Cherwell District Council Kidlington Parish Council Oxford City Council Local Economic Partnership Businesses	Capital and revenue budget Business contributions
<b>Create quality places</b>				
High quality design, layout and landscaping	X	X	<b>Cherwell District Council</b> Landowners / developers Businesses	Development value
<b>Theme 6: Integration and Connectivity</b>				
<b>Balance movement in favour of pedestrians and cyclists</b>				
Sustainable movement approach for cycling, walking and bus improvements	X	X	<b>Cherwell District Council</b> Kidlington Parish Council Gosford & Water Eaton Parish Council Oxfordshire County Council Bus/ train operators Sustrans Businesses	Capital and revenue budget Section 106 CIL Operators Business contributions
<b>Oxford Road - changing the character from highway to street</b>				
Oxford Road transformation including integration of planned Oxford Transport Strategy proposals	X	X	<b>Cherwell District Council</b> Kidlington Parish Council Gosford & Water Eaton Parish Council Public transport operators Oxfordshire County Council	Capital and revenue budget Section 106 CIL Operators



Opportunity	Short-medium term	Longer term	Delivery body/Partners	Potential funding sources
<b>Connecting economic hubs by bus</b>				
Increased bus connections and reverse park and ride	X	X	Cherwell District Council <b>Oxfordshire County Council</b> Kidlington Parish Council Gosford and Water Eaton Parish Council Public transport operators	Capital and revenue budget Section 106 CIL Operators
<b>Connected cycle routes</b>				
Cycle Premium Routes on Oxford Road		X	Cherwell District Council <b>Oxfordshire County Council</b> Kidlington Parish Council Gosford and Water Eaton Parish Council Sustrans Public transport operators	Capital and revenue budget Section 106 CIL
Improved routes to Langford Lane, Begbroke Science Park and Yarnton and along Canal	X		<b>Cherwell District Council</b> Oxfordshire County Council Kidlington Parish Council Landowners Canal and River Trust Sustrans	Capital and revenue budget Section 106 CIL
Reintroduction of cycling to High Street	X		Cherwell District Council <b>Kidlington Parish Council</b> Sustrans Oxfordshire County Council	Capital and revenue budget Section 106
<b>Improved leisure and walking routes (see Theme 1)</b>				
<b>Securing maximum benefit for Kidlington from Oxfordshire County Council's Local Transport Plan (see above)</b>				
<b>Longer term opportunities</b>				
Additional park and ride sites (Oxford Transport Strategy)		X	Cherwell District Council <b>Oxfordshire County Council</b> Public transport operators	
Establish feasibility / deliver potential new station at Station Fields	X	X	Cherwell District Council Kidlington Parish Council <b>Oxfordshire County Council</b> Train operator/ Network Rail	

# Appendix

## Illustrative Oxford Road improvements

## Illustrative Oxford Road improvements

The plans below show how the character of Oxford Road varies in different sections. They show illustrative ideas for how road space might be reappropriated in the different sections of Oxford Road.

**The proposals are illustrative only.** Final proposals should be worked up in collaboration with Oxfordshire County Council.

### Southern Oxford Road between Kidlington roundabout and Bicester Road

#### Existing:

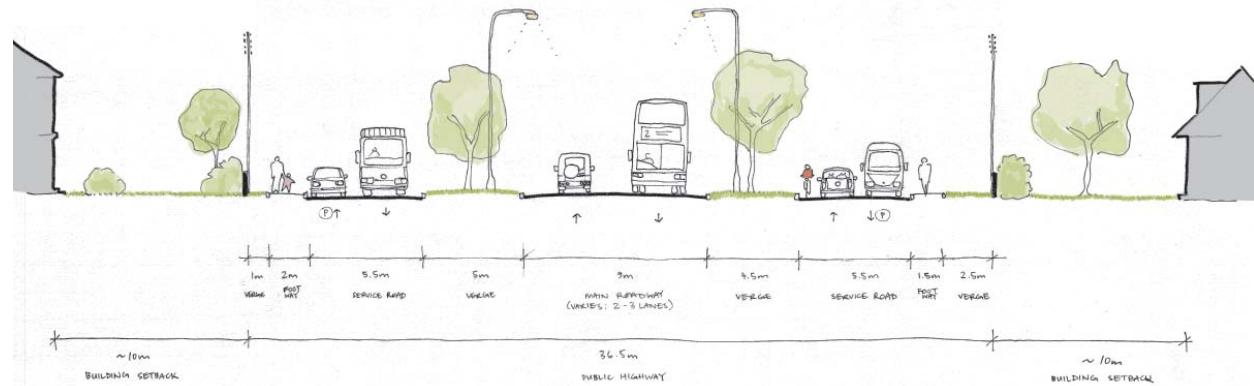
- Congested two way service roads used for on-street parking, property access and cycling.
- Constrained space for cycling on main route to station/ Oxford.
- Narrow pavements.
- Highway lighting only, on main roadway.

#### Opportunities for Southern Oxford Road:

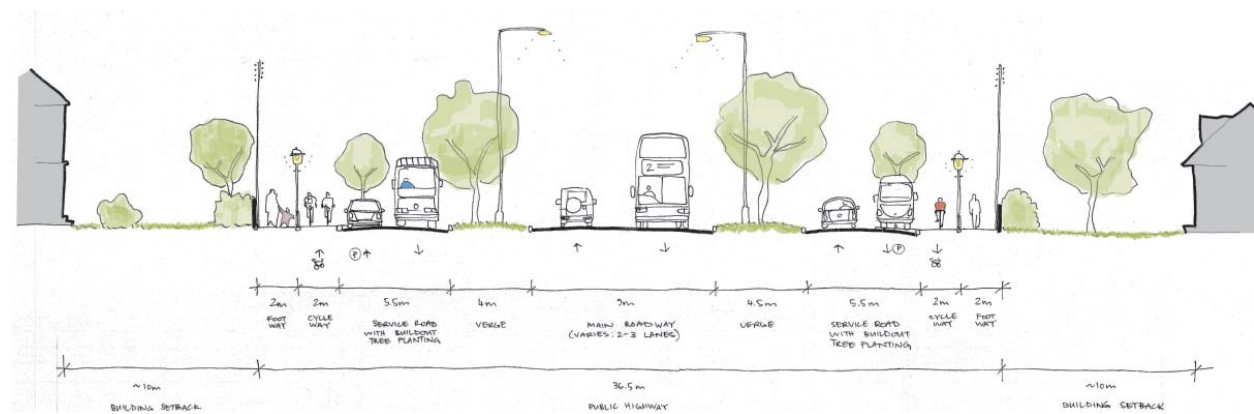
- Reconfigure verges and service roads to allow for wider footways.
- New segregated cycleways as part of the 'Cycle Premium Routes' (possibly on-carriageway routes where service roads are present).
- Provide more appropriately designed street lighting with human scale lighting of foot and cycleways.
- Use build-outs into the service roadway to define passing places and parking areas and accommodate additional tree planting.

Despite the exceptional width of the highway at this point there are limited opportunities to provide fully segregated bus routes as part of the Rapid Transit proposals without the loss of mature trees. The minimum width required for both general traffic and segregated bus routes would be around 14m. Alternative bus priority measures could include:

- Prioritisation at junctions including bus detection at signals and early release gates for buses.
- Bus lanes in one direction where there are areas of congestion that could be bypassed.
- Improved bus stop arrangements to include removal of laybys to allow easier re-entry to the main carriageway for buses and longer stops to accommodate multiple services.

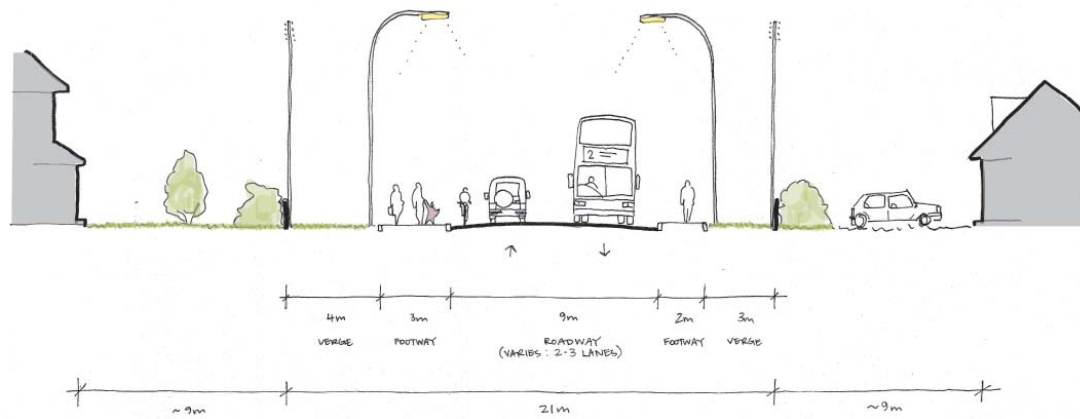


Existing - Southern Oxford Road - view north

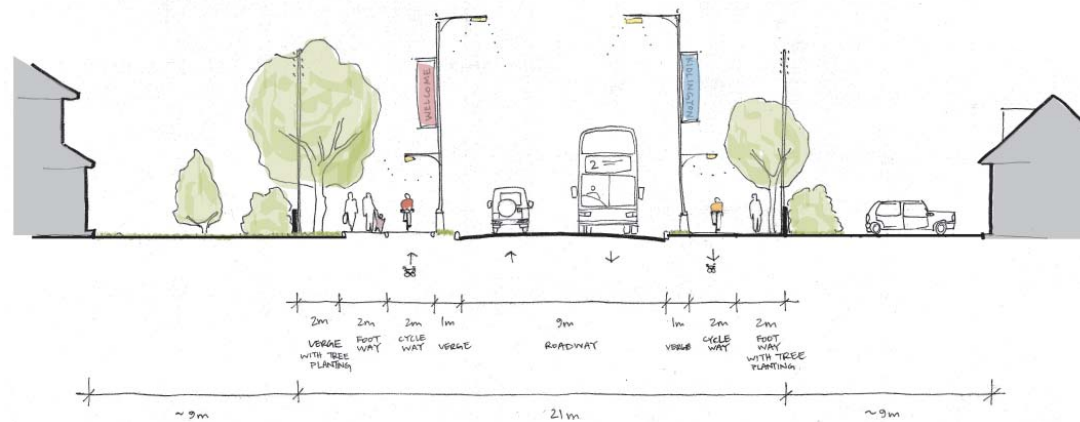


Illustrative potential improvements - Southern Oxford Road - view north





Existing - Central Oxford Road - view north



Illustrative potential improvements - Central Oxford Road - view north

### Existing:

- Lack of enclosure due to wide setbacks and low-rise built frontage.
- Cycling route to Oxford on busy traffic route with no formal provision.
- Utilitarian highway lighting and signage does not add to sense of place.
- Wide verges add little to streetscape.
- No street trees.

### Opportunities for Central Oxford Road:

- Reconfigure the existing wide pavements and verges to include new segregated cycleways as part of the Cycle Premium Routes identified in the Oxford Transport Strategy, July 2016.
- Provide more appropriately designed street lighting with human scale lighting of foot and cycleways.
- There is sufficient space along central Oxford Road to provide dedicated bus lanes to help deliver the Super Premium bus route running along Oxford Road, as identified in the Oxford Transport Strategy. This would require further narrowing of the verges to achieve a 14m carriageway carrying two bus lanes and two general running lanes. The benefits of this would need to be assessed on a corridor-wide basis and in relation to the level of congestion experienced along the route either now or in the future as demand grows. Alternative bus priority measures could include:
  - Prioritisation at junctions including bus detection at signals and early release gates for buses.
  - Bus lanes in one direction where there are areas of congestion that could be bypassed.
  - Improved bus stop arrangements to include removal of laybys to allow easier re-entry to the main carriageway for buses and longer stops to accommodate multiple services.
  - Where space allows depending on the options pursued above tree planting could be introduced to soften and enclose the street, creating an attractive boulevard character.

A combination of these approaches could be used on Banbury Road north of the Village Centre.

# Alan Baxter

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