

## PROJECT MANAGER'S PROJECT BRIEF

<b>Project Name</b>	Kidlington High Street Pedestrianisation	
<b>Project Sponsor</b>	Kidlington Parish Council	
<b>Distribution List</b>	<b>Project Board Members</b> Chris Pack (Chairman) Tricia Redpath (Secretariat) Ian Cooper (CDC Street Scene) Mike Horton (OCC) Andrew Hornsby-Smith (KPC) Chris Rothwell (CDC) Councillor Michael Gibbard (OCC) Councillor Maurice Billington (CDC) Darren Humphries (TVP) Kidlington Voice	<b>Project Manager</b> Lisa Chaney

### Revision History

<b>Revision Date</b>	<b>Previous Revision Date</b>	<b>Summary of Changes</b>	<b>Changes Marked</b>
22 October 2009		First Issue	
3 February 2010		Following completion of scoping exercise	Yes

### Approval

This document requires the following approvals

<b>Name</b>	<b>Role</b>	<b>Signature</b>	<b>Date</b>
David Betts	Chairman KPC		
Councillor Norman Bolster	Portfolio Holder CDC		

## 1. Purpose of Document

To provide a full and firm foundation for the initiation of the project.

The contents are developed from the Business case and the initial Scoping Exercise (Work Package 1).

The Project Brief is a key document. It establishes the scope of the project and states the intended direction of travel. It forms the “contract” between the project team and Kidlington Parish Council, any significant change that the Project Teams work brings about to the Project Brief will thus need to be referred to KPC for approval.

## 2. Background

Kidlington High Street has seen many separate phases of development over recent years- the most recent being the replacement of the street furniture completed in 2009 and the Watts Way environmental improvements.

The Parish Council and Village Centre Management Board have identified pedestrianisation of the High Street as a key issue that is constraining the further development of the village centre.

There is a desire to see improvements to the High Street develop links across the Oxford Road to the recently improved Exeter Close site. The Exeter Close site itself is also planned for further structural and service improvements with new health centre for Kidlington and the establishment by CDC of a One Stop Shop.

The High Street is a bit of a miss-match of urban design with different levels, materials and shop frontages. It is however well served by free car parking, has a good range of high street retail outlets as well as small and unique shops giving quite a wide shopper appeal.

A market takes place twice a week on the High Street and plans are to extend this into the public space developed as part of the Watts Way improvements.

The Kidlington Centre provides a small indoor shopping complex which has also undergone some renovations in 2009.

A number of studies have taken place over recent years and suggested different approaches for the High Street. The Kidlington Village Centre Statement includes proposals for pedestrianising the High Street.

## 3. Project Definition

This explains what the project needs to achieve.

### ▪ **Summary of Project Objectives**

1. To establish more effective traffic management and pedestrian segregation
2. To improve the visitor/shopper experience
3. To generate more visitors and make the High Street a more attractive place for residents to shop
4. To improve the quality of the street scene environment
5. To improve health and safety

## 4. Project Scope

### 1. Vehicle and Pedestrian Management/Segregation

- Absolutely no parking/stopping at all in the pedestrian area, except for deliveries outside the core periods; exempt vehicles and for access by private properties.
- No Blue Badge parking within the pedestrian Zone
- Improve disabled provision in Watts Way car park
- Include limited off-street parking adjacent to the pedestrianised area for residents/businesses that own/lease/rent properties on the high street (because of legal entitlement/ownership of properties).
- Pedestrianised 1000-1630 (in line with Parson St Banbury) = Core Period.
- Provide cycle parking facilities
- No parking Watts Way to Sterling Road

### 2. Access Control

- Achieve more effective traffic management
- Ideally to include a physical barrier at point where restriction begins (this would have to be west of the access to Watts Way)
- Allow delivery access...but outside the Core Period.
- No desire to include loading bays.
- Emergency access needs to be included
- Close Oxford Road end

### 3. Street Scene

- Build design around what we have got at the moment
- Remove unnecessary street clutter
- Investigate installation of new railings (Watts Way to Sterling Approach-North Side of High Street)
- Include floral display
- Need a design Statement Need to review road layout (See Issue I 3)
- Trees
- Information boards
- Surface finishes and materials
- Seating area.- long term future?

### 4. Area Covered

- From Watts Way entrance to Oxford Road
- All within the Highways boundary subject to negotiation with private frontages
- To include review of general parking and requirements for upper High St together with vehicle movements from Watts Way to Forrester Way.

### 5. Attractions

- Encourages quality retail
- Able to deliver events and activities
- Potential to extend markets
- Build on progress for good quality street furniture

## **Summary of Outcomes- How the High Street will feel on completion**

### **Planned Design and Layout**

- Have a sense of order-'all hangs together',
- Feels managed and planned, not random. Style is thought out.
- Successful with integrated design, although it is accepted that the architecture of the High Street is outside Project scope.

### **Safe**

- Well maintained
- Managed
- Absence of vehicular traffic
- CCTV used as a tool to achieve this
- Improved lighting
- Encourage people...so there is lower perception of crime

### **Environmental Improvements**

- Softer feel (trees; flowers; landscaped)
- More attractive
- Clean streets
- Well maintained
- Removal of 'clutter'
- Clear signage that does not detract from the overall feel

### **Range of attractions**

- Street café feel
- Quality and thriving shops
- Attractive shopping/business opportunities
- Thriving market and more specialist markets
- Flexible space for different uses
- Improved Xmas lights
- So it is seen as an investment opportunity

### **Overall Feel**

To make the High Street:

- Vibrant
- Busy
- Calm
- Happy place to be
- Conversational...people want to stop and spend more time there
- Safe
- Successful
- Managed
- Well maintained

## **Outline Project Deliverables and Desired Outcomes**

- Revised Traffic Regulation Order
- Pedestrianised area
- Traffic management
- Appropriate enforcement
- Improved street scene

## **Interfaces**

- Local Development Framework
- Exeter Close development
- Retail owners
- Highways requirements and public transport

## **Acceptance Criteria**

1. Highways requirements met
2. Property owners requirements met
3. Public interests served
4. Business interests

## **Any known Risks/Constraints**

1. Costs/Funding
2. Land ownership
3. Access requirements
4. Legal process/TRO
5. Services