



URGENT BUSINESS AND SUPPLEMENTARY INFORMATION

Executive

2 December 2024

| Agenda Item Number | Page | Title | Officer Responsible | Reason Not Included with Original Agenda |
|--------------------|---------------|--|-------------------------------------|--|
| 7. | Pages 3 - 146 | Public Realm Strategy Frameworks Appendices to report Appendix 1 – Banbury Public Realm Strategy Appendix 2 – Bicester Public Realm Strategy Appendix 3 – Kidlington Public Realm Strategy | Assistant Director Growth & Economy | Appendices published as a supplement to the agenda to assist access due to size of documents |

If you need any further information about the meeting please contact Natasha Clark, Democratic and Elections democracy@cherwell-dc.gov.uk, 01295 221534

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Banbury Public Realm Strategy Framework

Page 3

Stage 1 - Site Diagnosis
November 2024
Issue 07

Creating
places.
Together.

Banbury Public Realm Strategy Framework Banbury - Cherwell

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SITE ANALYSIS

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PUBLIC REALM VISION and OBJECTIVES

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Section 1 - Introduction

Approach

Introduction

This study was commissioned by Cherwell District Council in April 2023. In two parts, the first establishes an evidence baseline of the existing condition of the public realm in Banbury.

This informs the second part which identifies opportunities and constraints, project aims and aspirations and then makes recommendations for public realm interventions in the urban centre.

01. Site Analysis

As preparation for the site visits, a desktop based analysis of Banbury and its public realm was undertaken.

Site Visit

Banbury was visited on 21st April 2023. During this site visit aspects such as street activity, pedestrian desire lines, street clutter and other key elements were recorded.

We documented the look and feel of the public realm and its quality and condition.

The gathered data supported the further analysis work of the Movement and Place Analysis and helped to establish Street Typologies and Public Realm Character Areas.

The site analysis records and appraises the following themes:

- Walking distance
- Movement – Walking/Cycling/Vehicle
- Street Activity and Active frontages
- Planning Review
- Culture and Heritage
- Urban Green Infrastructure
- Microclimate
- Landmarks and Key Views
- Land Use
- Public Realm Surfacing Materials
- Public Realm Furniture and Boundary Elements
- Place and Movement Analysis
- Street Typologies and Existing Attributes
- Public Realm Comfort and Safety
- Public Realm Character Areas

02. Public Realm Vision and Objectives

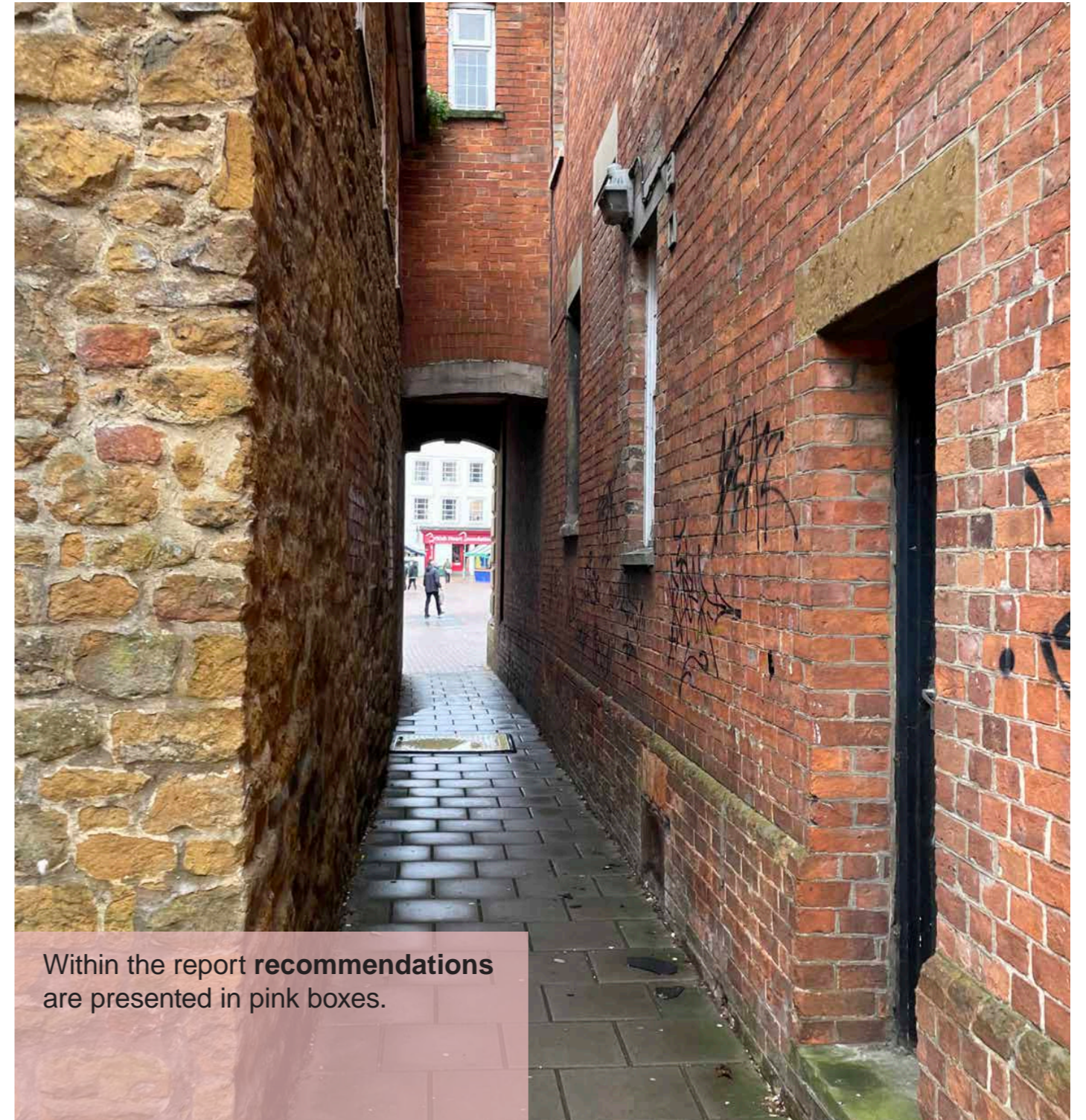
This section needs to be read alongside the Town Centre and Retail Study (September 2021), a part of the evidence base for the Local Plan Review 2040; and in the context of the following earlier policy documents:

Cherwell Local Plan 2011-2031

Cherwell Local Plan 2011-2031 Partial Review – Oxford's Unmet Housing Need

Banbury Vision & Masterplan Supplementary Planning Document December 2016

Further work is anticipated aligned to the existing policy framework.



Within the report **recommendations** are presented in pink boxes.

Section 2 - The value of the Public Realm

A manifesto for investment

The public realm refers to the shared spaces and facilities that are accessible to everyone in a town/village centre, including streets, pavements, footpaths, parks, public spaces, and other open spaces. It plays a critical role in shaping the vitality and viability of town/village centres, as well as contributing to the overall quality of life of the community. The importance of the public realm is rooted in its ability to foster social interaction, stimulate economic activity, and enhance the environmental sustainability of urban areas.

Firstly, a high-quality public realm can foster social interaction and community cohesion, providing a place for people to gather, connect, and interact. Public spaces provide opportunities for socializing and cultural exchange, facilitating a sense of belonging and connection among residents. This enhances the overall quality of life and wellbeing of the community, as people feel more engaged and invested in their neighbourhood.

Secondly, the public realm is critical to the economic vitality of town centres. Public spaces and amenities, such as parks, green spaces, and pedestrian-friendly streetscapes, can attract businesses and encourage spending, boosting local

economies. A well-designed public realm can also create a unique sense of place that attracts visitors, further supporting local businesses and enhancing the overall economic activity in the area.

Lastly, the public realm plays a critical role in promoting environmental sustainability. A high-quality public realm can reduce carbon emissions by encouraging sustainable modes of transportation such as walking, cycling, and public transit. Public spaces can also serve as important natural habitats for wildlife and improve air and water quality in urban areas.

Overall, the social, economic, and environmental benefits of a high-quality public realm are clear. Investing in public spaces and amenities in town/village centres can lead to more vibrant, connected, and sustainable communities. Moreover, understanding the value of the public realm and prioritizing its maintenance and improvement can help ensure that town/village centres remain vibrant and vital for generations to come.



Section 3 - Context to the Strategy

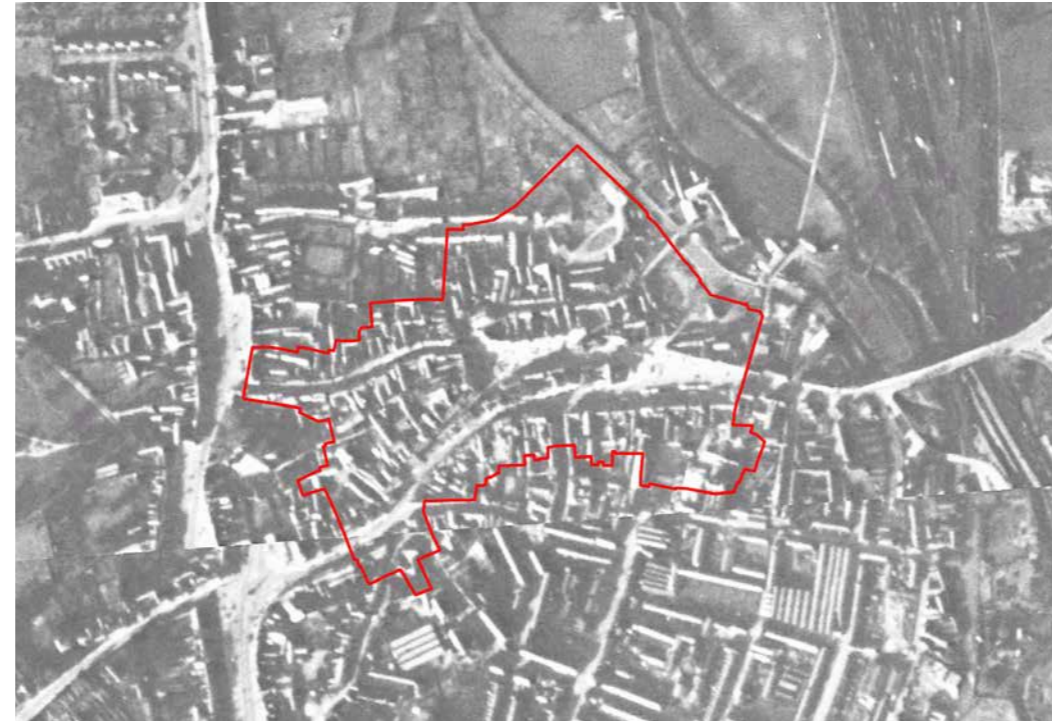
Historic mapping and context

Banbury is a historic market town located in the Cherwell district of Oxfordshire, England. Its origins can be traced back to the 6th century when it was established as a Saxon settlement. Throughout the medieval period, Banbury was an important market town and a centre for wool trading. The town grew and prospered due to its location on the main route between London and Birmingham.

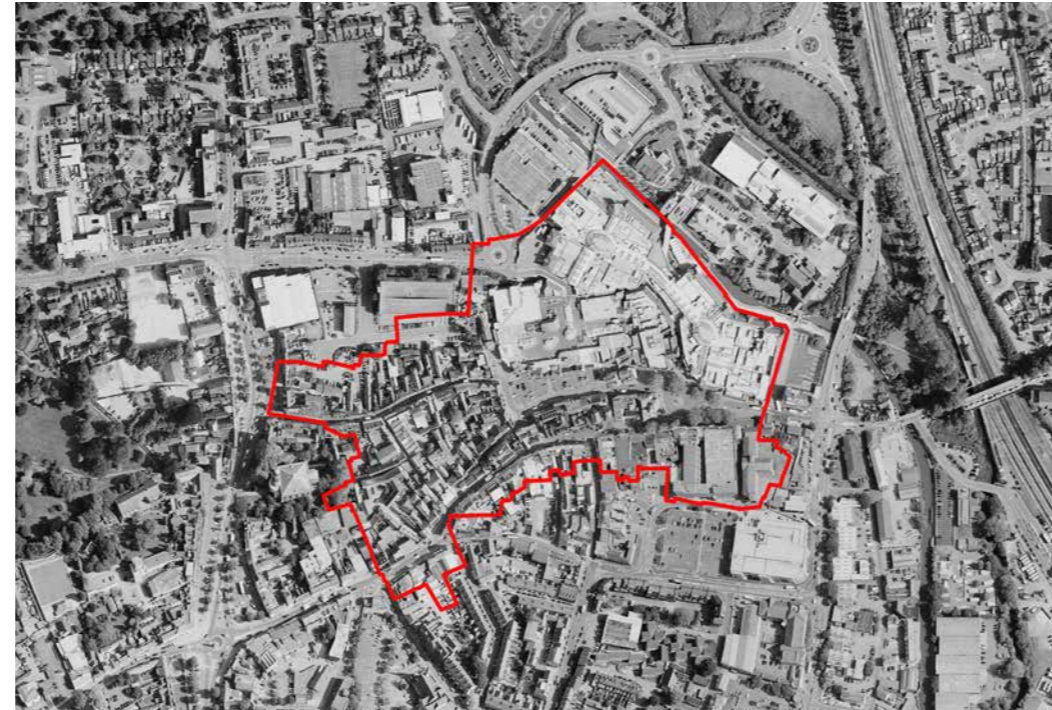
Banbury played a significant role in the English Civil War. It was the site of a major battle in 1644, which resulted in the defeat of the Royalist forces. The town also gained notoriety for its Puritan beliefs, which were famously satirized in the nursery rhyme "Ride a Cock Horse to Banbury Cross".

In the 19th century, Banbury became an important centre for the manufacture of agricultural machinery, and later, the production of automobiles. Today, the town remains a vibrant centre for commerce and culture, with a rich history and a thriving community.

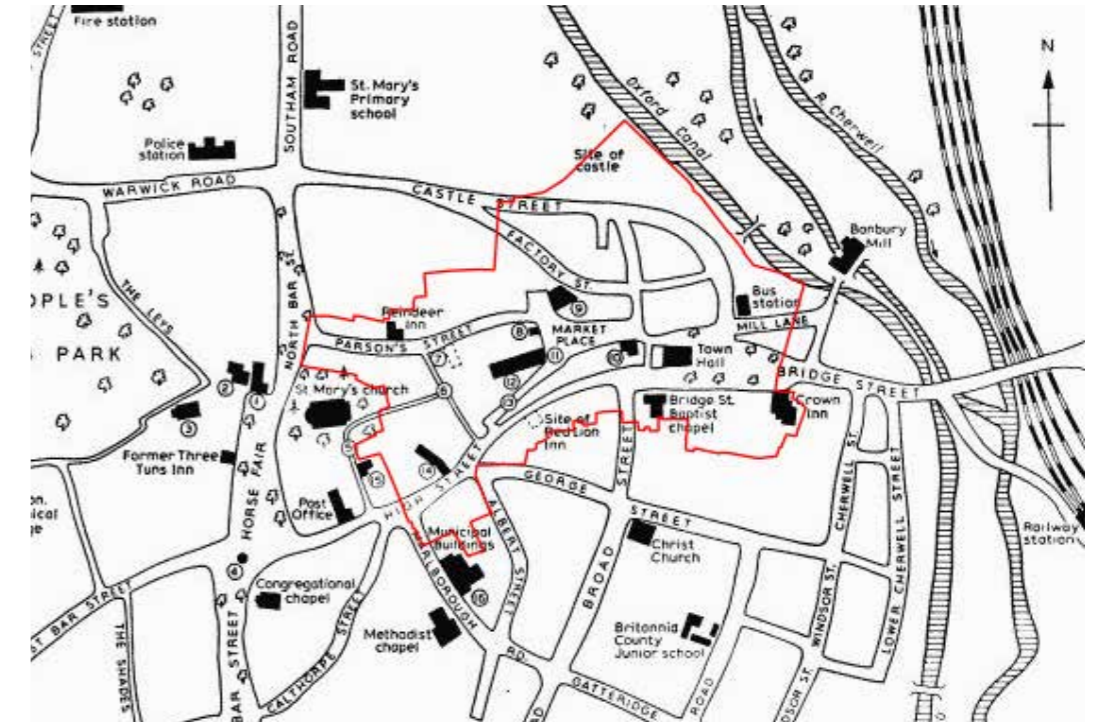
1945



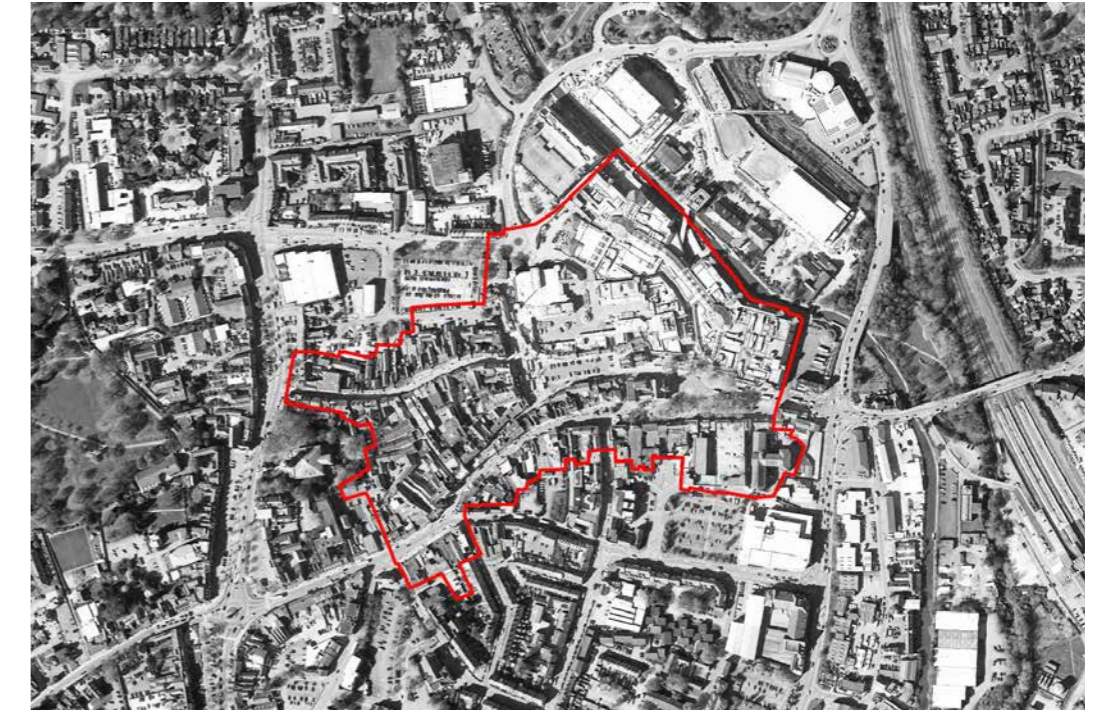
2006



1969

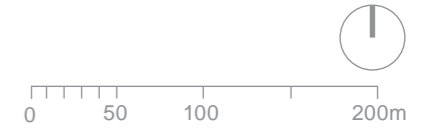


2023



Section 3 - Context to the Strategy

Urban Grain



The urban grain of Banbury town centre is characterized by a mix of historic buildings from various time periods, including Tudor, Georgian, and Victorian architecture. The town centre is compact and largely pedestrianized, with a network of narrow streets and alleys that give it a unique character and charm.

The town centre is anchored by the Market Place, which has been the focal point of Banbury's commercial and social life for centuries - this currently is used for car parking.

In recent years, there have been efforts to regenerate and modernize the town centre, while still preserving its historic character. New developments, such as the Castle Quay Shopping Centre and the Banbury Gateway retail park, have brought new businesses and amenities to the area.

The finer urban grain, present in the town centre, is notable as it is surrounded by claims about the range of benefits that it provides for mix of use, mix of ownership, mix of business, streetscape and street life in the urban centre. Finer grain represents richer diversity of use and life on the street.

Castle Quay forms a large footprint providing additional town centre retail and leisure facilities.



KEY

- Site boundary
- Urban fabric

Section 4 - Understand Banbury Site Visit

Banbury was visited on 21st April 2023.

During the site visit aspects such as street activity, pedestrian desire lines, street clutter and other key elements were recorded.

We documented the look and feel of the public realm and its quality and condition.

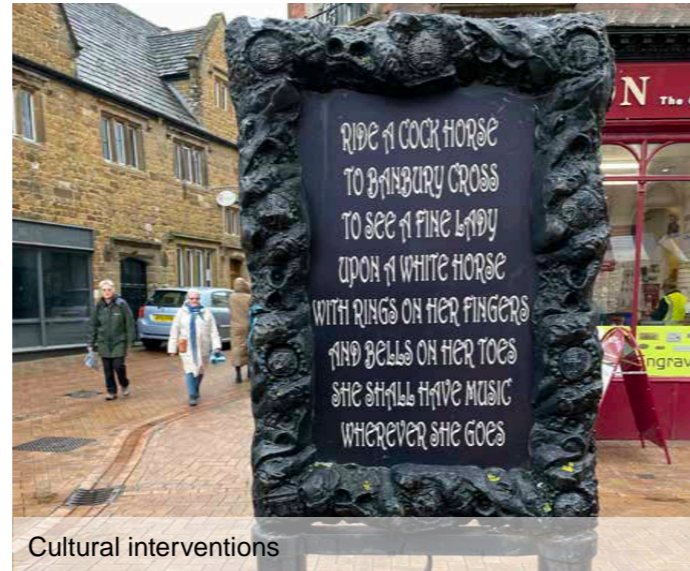
The gathered data supported the further analysis work of the Movement and Place Analysis and helped to establish Street Typologies and Public Realm Character Areas.

The site analysis records and appraises a number of themes, as shown in the photographs:

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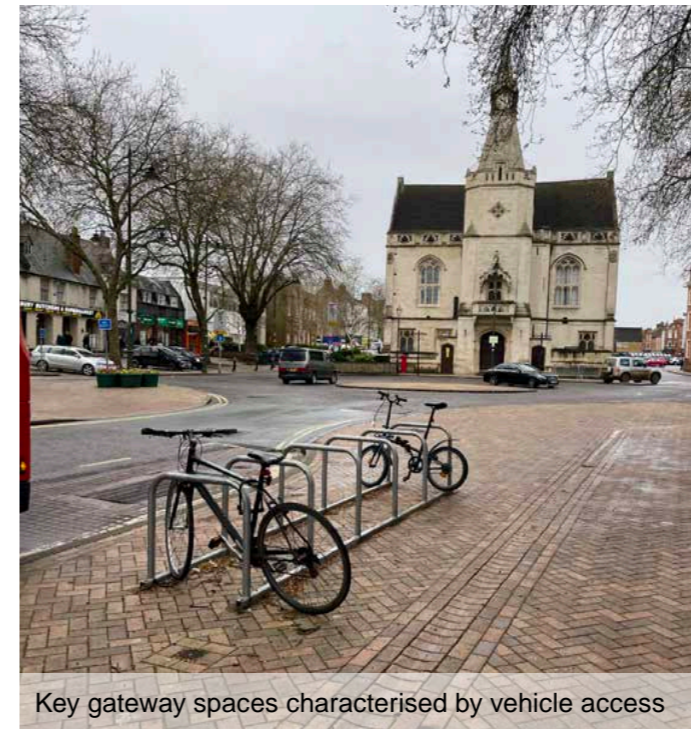
High quality heritage setting



Cultural interventions



Low rise traditional high street



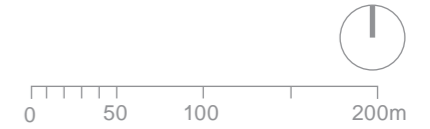
Key gateway spaces characterised by vehicle access



Narrow alleys add character

Section 4 - Understand Banbury

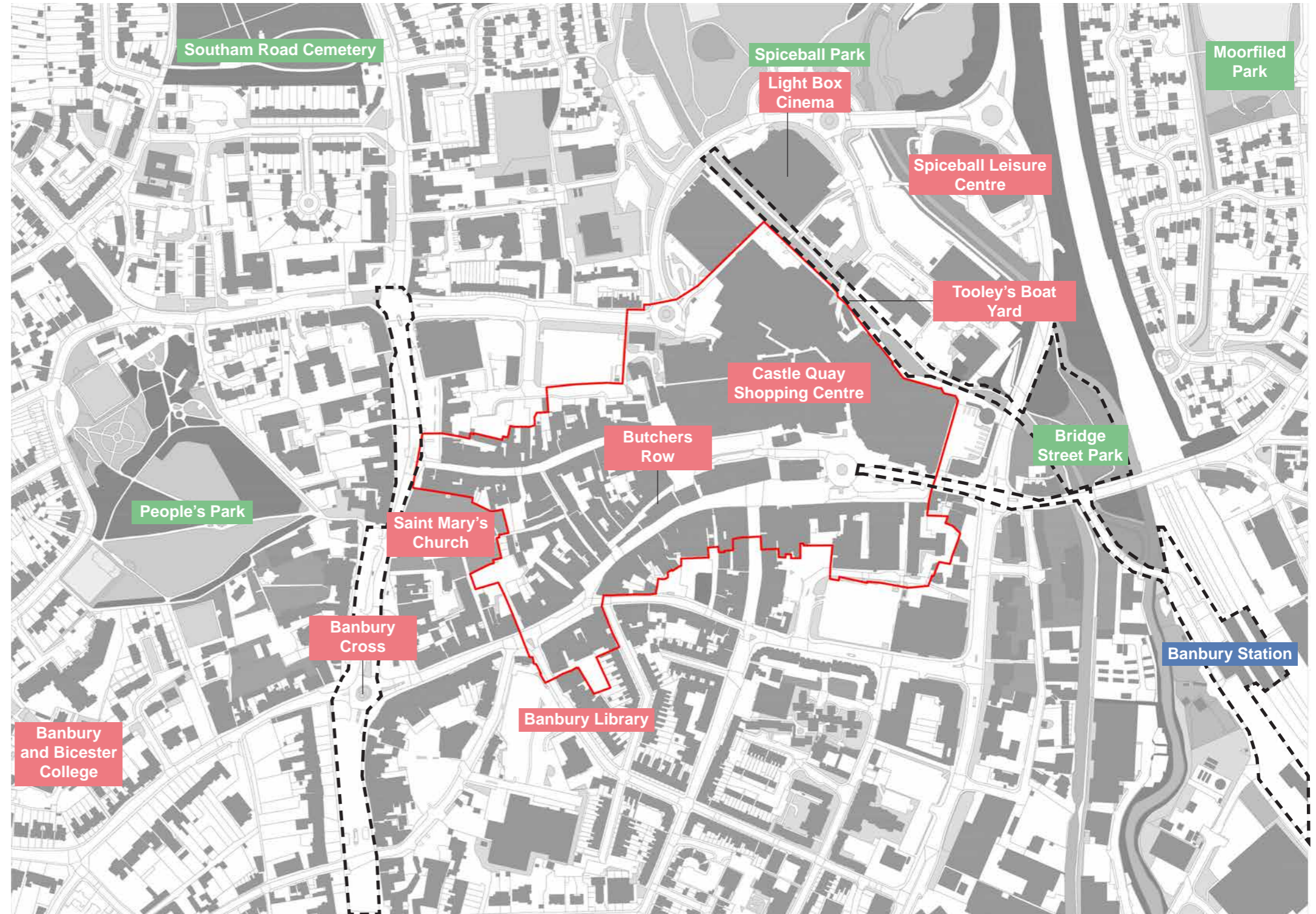
The Study Area Banbury



The Study Area

The study area aims to include both the town centre core including the Castle Quay shopping centre alongside key points of entry in order to understand the interface between the Town Centre, gateways and arrival experiences on all transport modes.

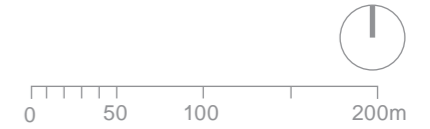
The study area includes council operated Market Place carpark and Bridge street bus interchange identified as key arrival nodes.



KEY
— Site boundary Further Opportunities Boundary

Section 4 - Understand Banbury

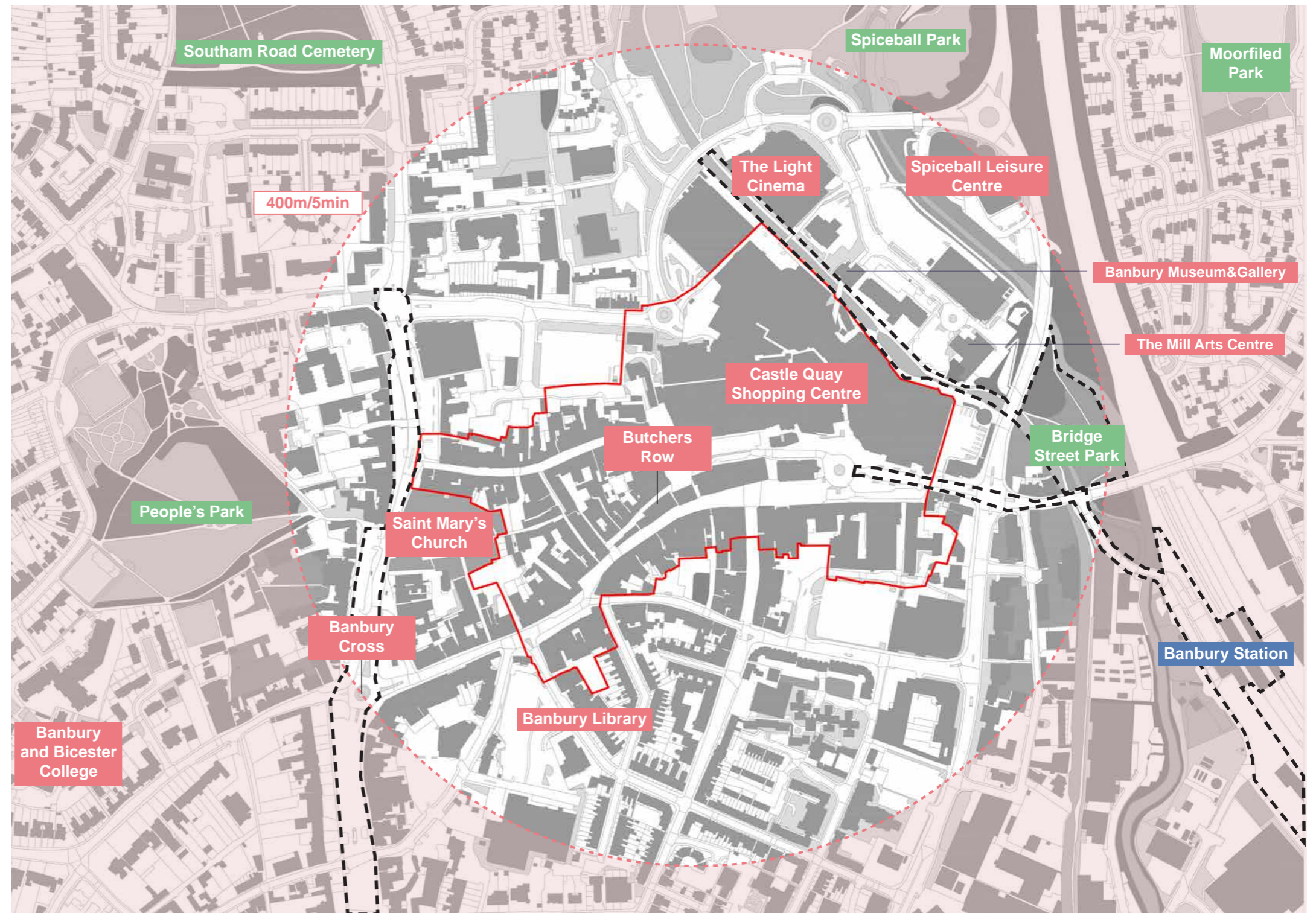
Walking Distance: 400m/5min



Walking Distance: 400m/5 min

We have mapped a 400m radius which illustrates a 5 minute walking journey. The diagram illustrates a very high level of potential local footfall from neighbouring residential areas within this 5 minute catchment.

Also within the 400m radius are Banbury Railway Station, Spiceball Leisure Centre and People's Park.

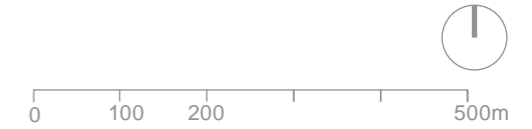


Maximise walking and cycling connectivity to create safe and comfortable slow mode networks and active travel opportunities into and across the town centre.

KEY
— Site boundary - - Further Opportunities Boundary

Section 4 - Understand Banbury

Walking Distance: 800m/15min



Walking Distance: 800m/15 min

A 15-minute neighbourhood is a neighbourhood in which you can access all of your most basic, day-to-day needs within a 15-minute walk of your home.

A number of significant local assets sit within an 800m radius of the town centre including;

- Banbury Railway Station
- Spiceball Leisure Centre
- Peoples Park
- Spiceball Park
- Moorfield Park
- School View Park
- Oxford Canal
- The Light - Cinema

Looking beyond 800m for those able to walk further or cycle:

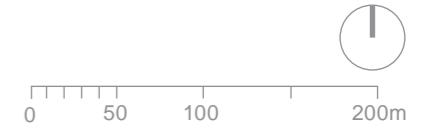
- Bankside Park
- Easington Park
- Woodgreen Leisure Centre



KEY

- Site boundary
- Further Opportunities Boundary

Section 4 - Understand Banbury Movement



Movement: walking, cycling and vehicular

Across the study area there are a range of movement types.

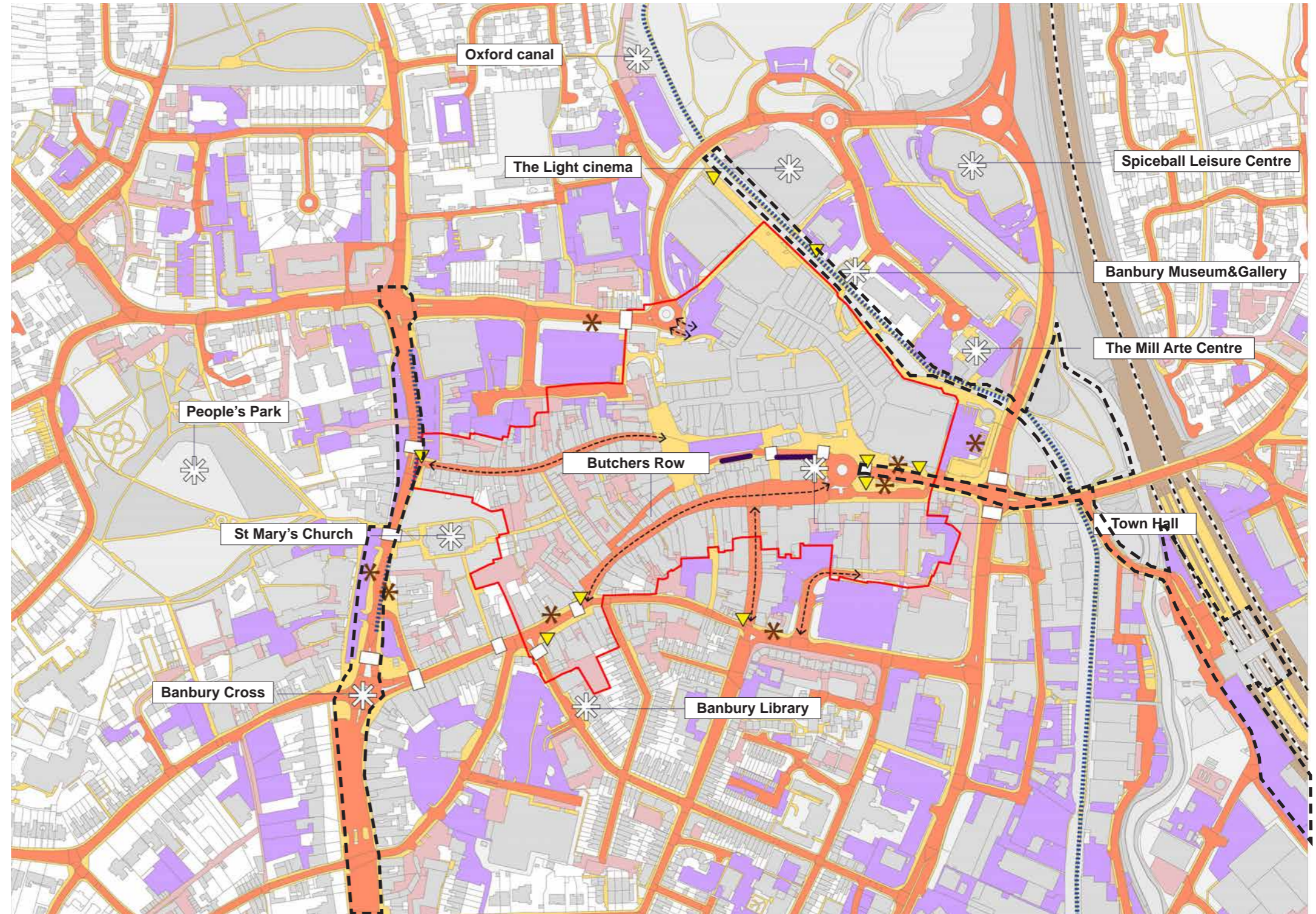
Within the immediate town centre two pedestrianised streets (Parson's St and the High Street - connected with characterful alleys) provide a safe and traffic free town centre environment.

Market Place and Bridge Street sit at the heart of the town and are accessible to private vehicles. The bus interchange is also located at Bridge street.

The A4260, Cherwell Drive, Castle Street and Oxford Road provide access from surrounding areas. These routes are traffic dominated and create severance of access to the town centre - especially from the North, East and West of the town.

The town centre has several car parks, both surface and multi-storey, providing ample parking options for visitors and residents. The car parks are located in close proximity of the town centre and offer both short and long-term parking options.

Procedures such as ANPR systems should be identified where considered necessary during development of the Banbury movement network.



KEY

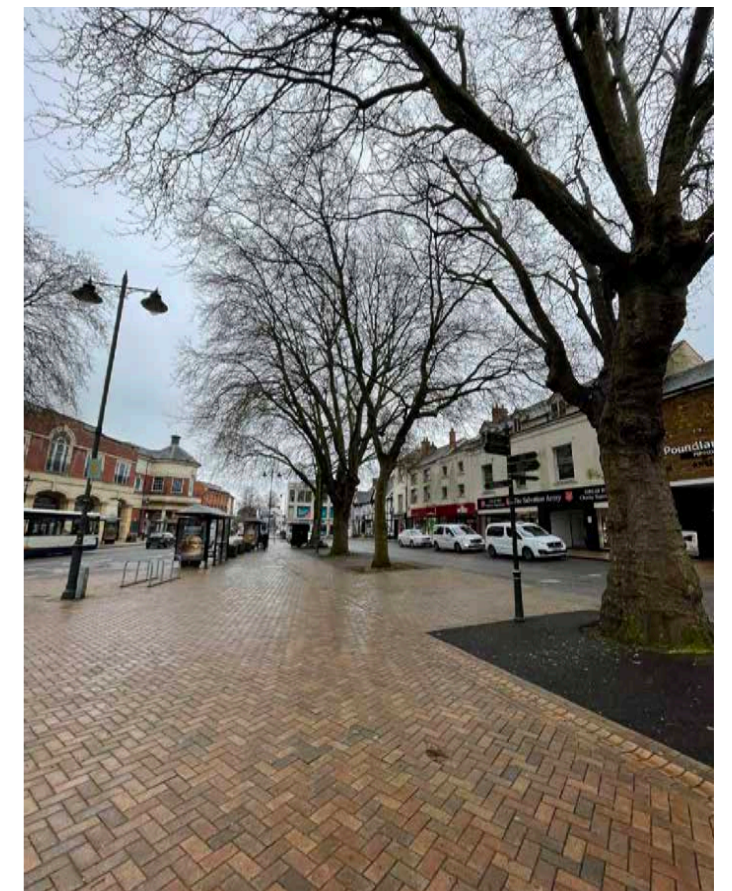
- | | | | | |
|-----------------|---------------------|-------------------------------|------------------|--------------------------------|
| Site boundary | Car parking area | Cycleway | Cycle stands | Railway |
| Vehicular area | Courtyards | Signalled pedestrian crossing | Key destinations | Further Opportunities Boundary |
| Pedestrian area | On-road car parking | Bus Stop | Services access | |

Section 4 - Understand Banbury Movement

The streets within the study area are predominantly pedestrianised

Public transport provision is provided. Train station is 800m walking distance. Bus Station is currently provided at Bridge Steet.

A taxi rank is located at Horse Fair just outside the study area.



Improve walking and cycling provision especially at crossing facilities/key points and mode interchange locations.

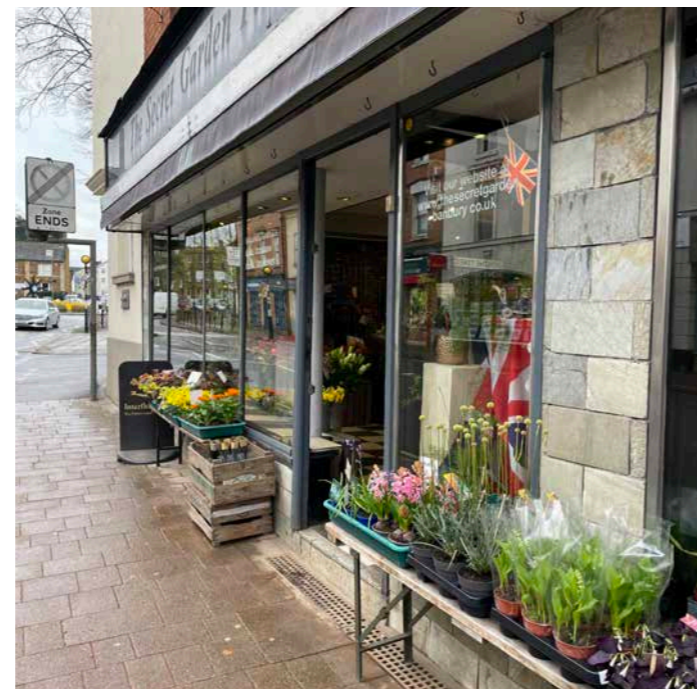
Beyond the redline consider an equitable streets approach where a balanced division of space is allocated across modes - allow more space and comfort for pedestrians/cyclists travelling to the town centre.

Section 4 - Understand Banbury Street Activity and Active Frontages

The pedestrianised approach generates activity through visitors walking/strolling leisurely along the street. A number of businesses use the street in front of their premises. Some moveable stalls provide additional activation (and footfall)

Across the town centre small independent businesses are established, some of which have active frontages/outdoor seating.

These streets tend to be active with pedestrians moving quickly along them.



Accommodate existing requirements and enable future spill-out by businesses in key areas.

Provide a platform/facilities for activity within the street scene - markets/ events/ music/ play.

Section 4 - Understand Banbury Planning Review

Banbury is defined as a Town Centre by Cherwell's Local Plan (adopted July 2015).

Policy Banbury 7, Strengthening Banbury Town Centre, states that 'shopping, leisure and other Main Town Centre Uses' will be supported within the boundary of Banbury town centre'. Residential development will also be supported in the centre, except where 'it will lead to a loss of retail or other main town centre uses' or if residential development is proposed 'within the primary shopping frontage unless above ground floor level.' Mixed use schemes are also encouraged.

The Council identified two areas within the existing town centre boundary, the sites around the former 'Spiceball' Sports & Leisure Centre and Bolton Road, for major mixed use redevelopment. Additionally, Policy 1 of the Local Plan identified an area of 26 hectares, between the town centre and the railway station, known as 'Banbury Canalside', for major redevelopment of mixed town centre uses and around 700 dwellings. Regarding this area, Policy 7 states that 'retail and other main town centre uses will only be supported', should they be in line with the Council's aims.

The Local Plan seeks to diversify the offer

of Banbury Town Centre, stating that they will 'support the role that new restaurants and cafés have in the economy, of both towns (Banbury & Bicester) in drawing people into the town centre.' Additionally, the Local Plan pledges that the Council will 'support uses which support the evening economy in appropriate locations.' On the contrary, within the existing 'commercial areas' within the town centre, Policy 7 states that A1 uses will not be permitted.

To make Banbury Town Centre a 'usable space', the Local Plan envisages more 'natural flows of people between its various quarters, creating a single whole rather than a group of unrelated parts'. The Plan also seeks to make features and focal points out of key assets including the waterside area, and the built and cultural heritage, to create and maintain a sense of uniqueness and community ownership, as well as promoting a wide variety of activities at all times of the year.

Ideas relating to the improvement of transport in the centre can be found in the Banbury Vision and Masterplan Supplementary Planning Document ('SPD'), adopted December 2016. From the key visions of the SPD are the preservation and enhancement of heritage assets, the regeneration

Public realm proposals to follow and support local policy by promoting the role and function of the centre and active ground floor use, and by making a positive contribution to the overall vitality and viability of the centre. Provide high quality, safe and accessible design. Enable interchange between transport modes and improve/ extend the walking and cycling network, especially between the pedestrianised area and the perimeter road network/ residential neighbourhoods. Enhance heritage assets settings, Green Infrastructure and biodiversity.

of underutilised & vacant sites, the improvement of shop frontages and the encouragement of 'high quality housing development on appropriate sites within the town centre'. Additionally, the SPD focuses on improvements to the towns transport network and connectivity. Plans to improve these include establishing a connection between the railway station and town centre, improving bus access to the town centre, establishing a new 'strategic' road between the east and west of the town, increasing pedestrian and cycle activity and creating a new car parking strategy.

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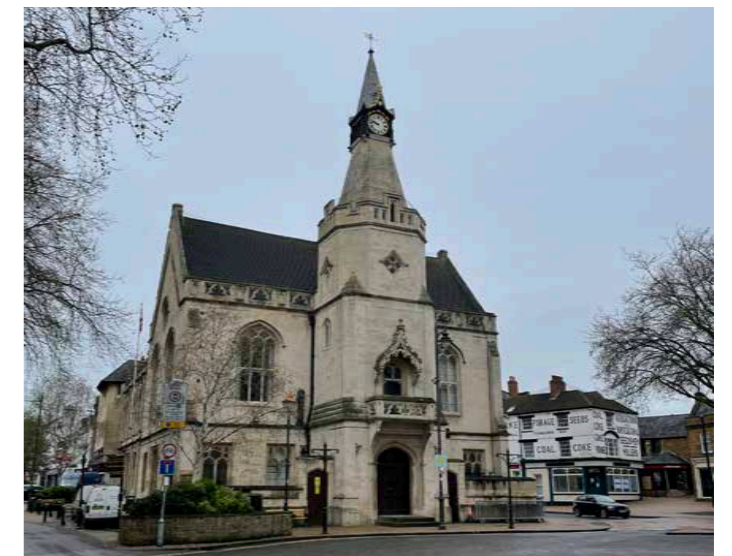
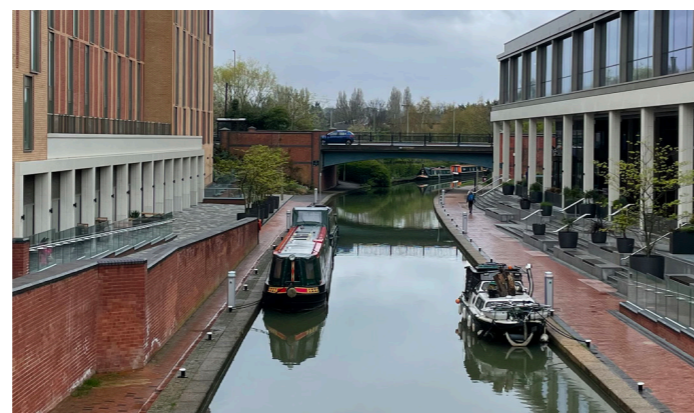
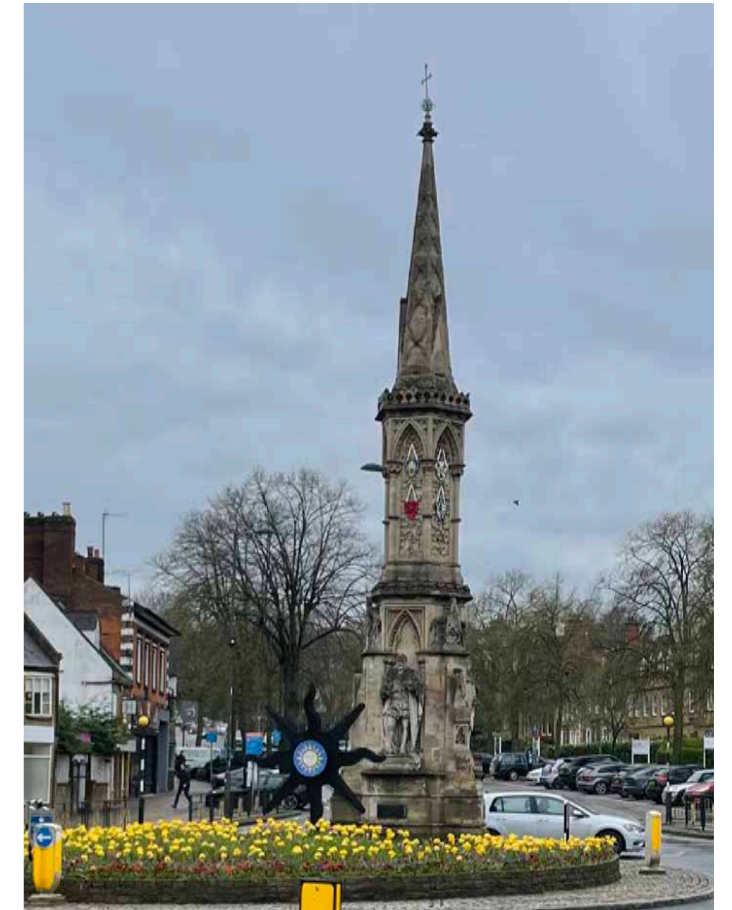


Section 4 - Understand Banbury Culture and Heritage

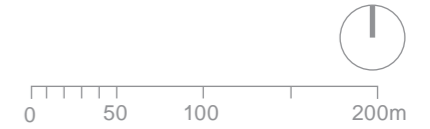
Banbury town centre is steeped in heritage and culture. There are many notable landmarks - including St. Mary's Church, Banbury Town Hall, Ye Olde Reindeer Inn and Banbury Cross – which reflect the town's rich history and draw visitors.

Cultural venues include The Mill Arts Centre, which hosts a wide range of touring music, drama and comedy as well as being the home of the Banbury Cross Players, a local amateur group of 75 years' standing. The canal side Banbury Museum and Gallery has two exhibition spaces dedicated to the town's history whilst a third, the Pye Gallery, hosts temporary touring exhibitions. Additionally, The Light, an entertainment venue with a premium seven screen cinema, 10 lane bowling alley and canal-side restaurants, opened in 2022 as part of the District Council's Waterfront Regeneration project.

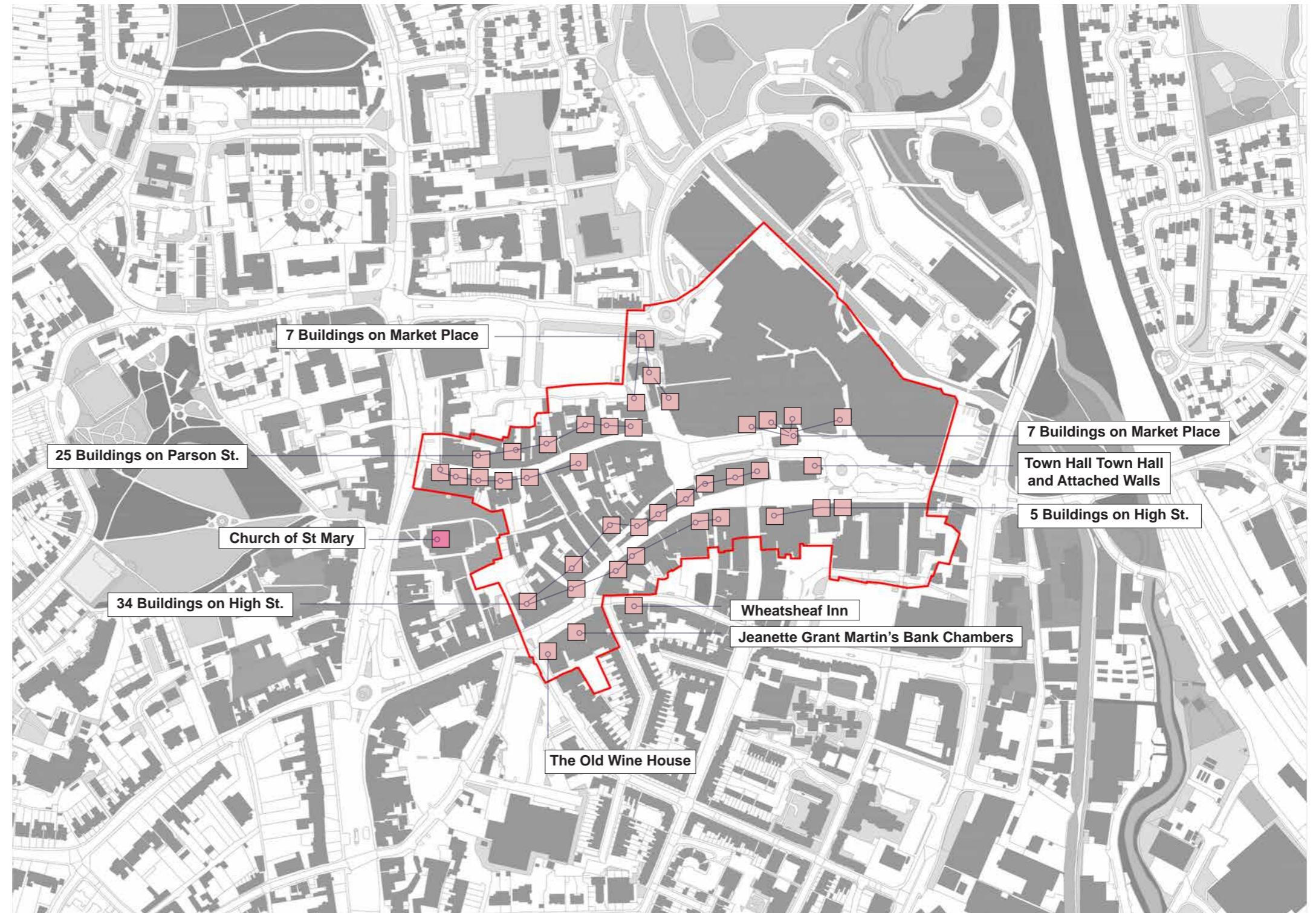
Banbury Town Council runs a well-established and popular annual programme of events, with a highlight being the two-day Canal Festival held each autumn to celebrate the Oxford Canal. The Festival's activities include boat trips, historic boats, arts performances, food and drink, live music and fairground attractions.



Section 4 - Understand Banbury Culture and Heritage



There are a number of listed building in the area as well as buildings with an architectural interest.



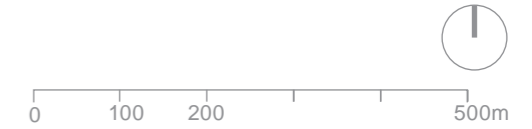
Recognise and celebrate heritage and cultural assets. Use public realm to provide a suitable setting for these.

Establish walking loops/routes that form a network of heritage/culture.

Create a flexible public realm that can accommodate events/activities.

| | |
|---|---|
| KEY | Grade I listed Buildings |
| Site boundary | Grade II listed Buildings |

Section 4 - Understand Banbury Urban Green Infrastructure



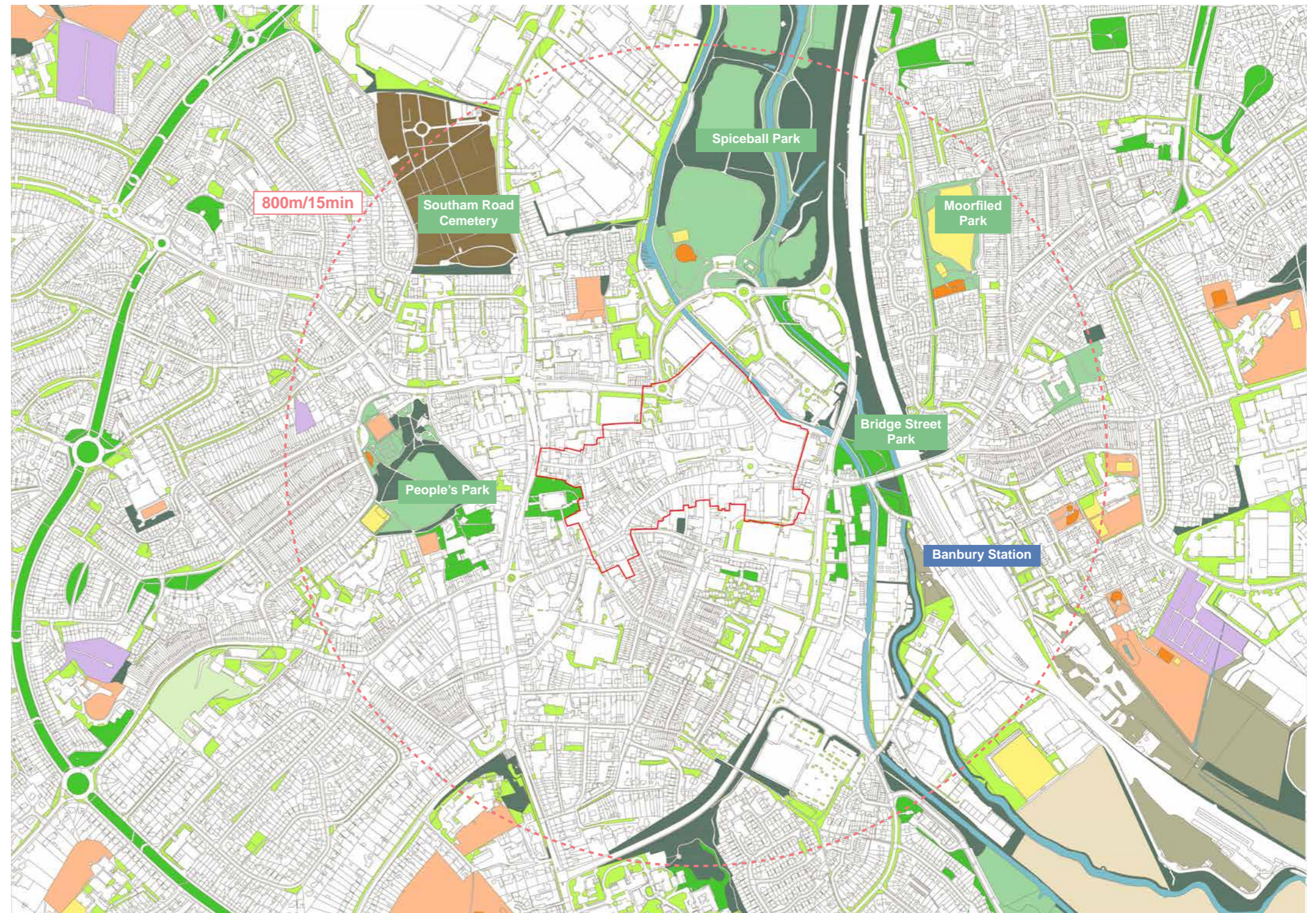
Banbury town centre has several green infrastructure features that contribute to its overall beauty and liveability.

Outside of the study area the town has several parks and green spaces, including

- People's Park,
- Spiceball Park,
- and the Banbury Community Garden.

These areas offer a range of amenities, such as playgrounds, sports facilities, and picnic areas, providing residents and visitors with opportunities for recreation and relaxation.

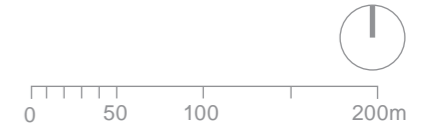
These form a network of accessible amenity within walking distance of the town centre and adjacent neighbourhoods



KEY

| | | | | |
|---------------|----------|-------------------|--------------|-----------------------------|
| Site boundary | Meadow | Allotment | Playground | Scrubland |
| Woodland | POS | Recreation ground | Water bodies | Incidental amenity planting |
| Park | Cemetery | Sports pitch | Farmland | |

Section 4 - Understand Banbury Urban Green Infrastructure



The town also has some tree-lined streets (Bridge Street, High Street) that enhance the overall aesthetic appeal and provide shade during the summer months.

The Oxford Canal, which runs through the town and is surrounded by greenery, making it a popular spot for walking, cycling, and boating.

St Mary's Church ground offers a green space within the town.

A greater commitment to sustainability within the study area is recommended, greening the space with street trees where possible.



KEY

| | | | |
|---------------|----------|-------------------|-----------------------------|
| Site boundary | Meadow | Scrubland | Playground |
| Woodland | POS | Recreation ground | Water bodies |
| Park | Cemetery | Sports pitch | Incidental amenity planting |

Section 4 - Understand Banbury Urban Green Infrastructure

Define a coordinated planting strategy for the town centre choosing appropriate species to strengthen character areas, highlight gateways, taking account of pedestrian and vehicular movement, built structure and other constraints.

Utilise Green Infrastructure to tackle effects of climate change e.g. in the form of Sustainable Urban Drainage Strategy, and improved microclimate.

Use tree planting and green infrastructure to 'humanise' the town centre, soften street scene and contribute to health and well-being of residents and visitors.



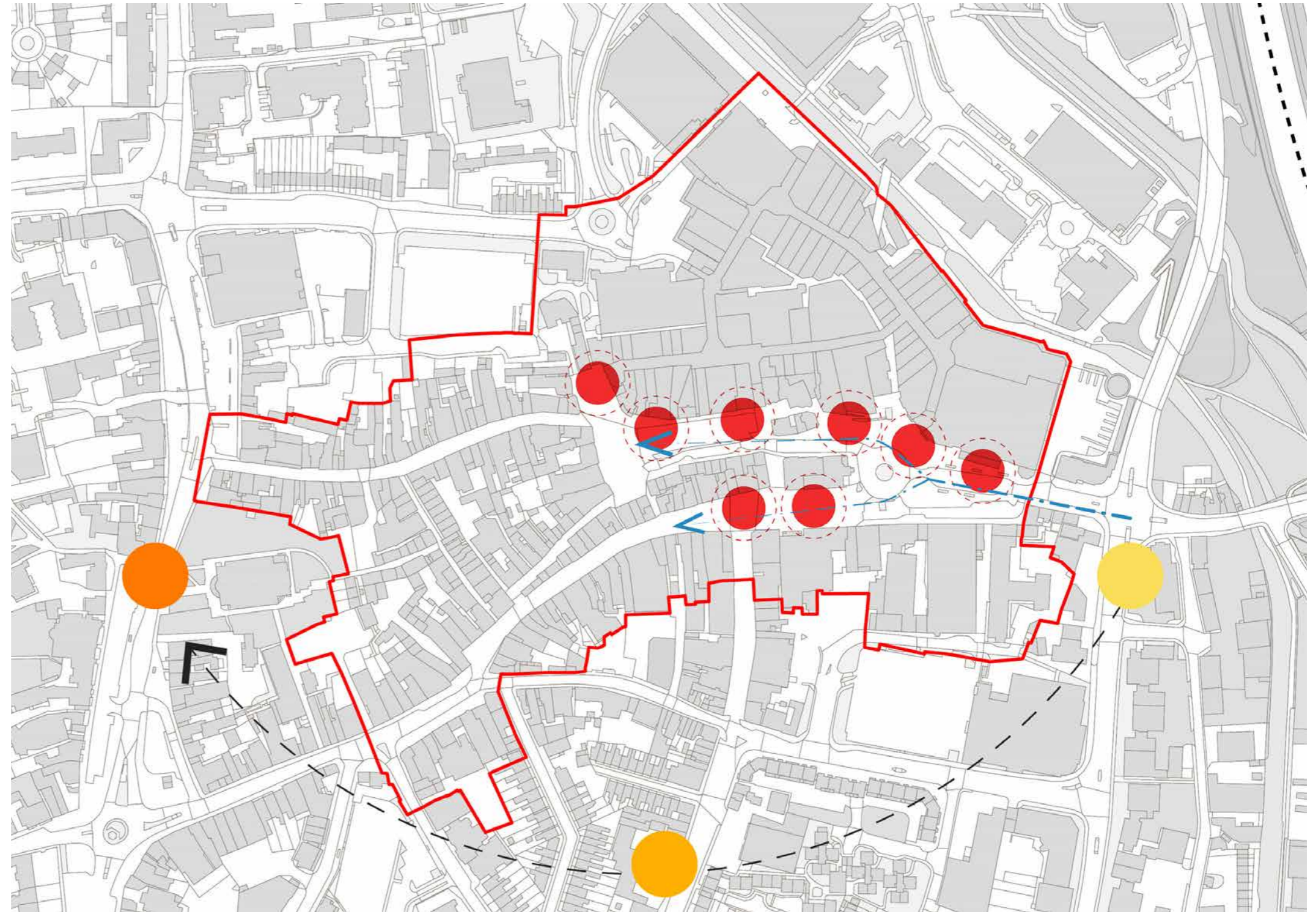
Section 4 - Understand Banbury Microclimate



Banbury town has a temperate maritime climate, characterized by mild temperatures and frequent rainfall throughout the year. However, the town's microclimate can vary depending on its location and topography.

Due to its location on the edge of the Cotswold Hills, Banbury can experience slightly cooler temperatures and higher levels of rainfall than surrounding areas. Additionally, the town centre's compact urban form and lack of green space can contribute to the urban heat island effect, where temperatures are slightly higher in urban areas than surrounding rural areas.

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Identify Hot Spots and spaces requiring shelter and take these into consideration when planning stopping and staying spaces.

Plan comfortable active travel routes.

- KEY
- Site boundary
 - Assumed wind corridor
 - Sun path
 - Assumed hot spots

Section 4 - Understand Banbury Landmarks and Key Views

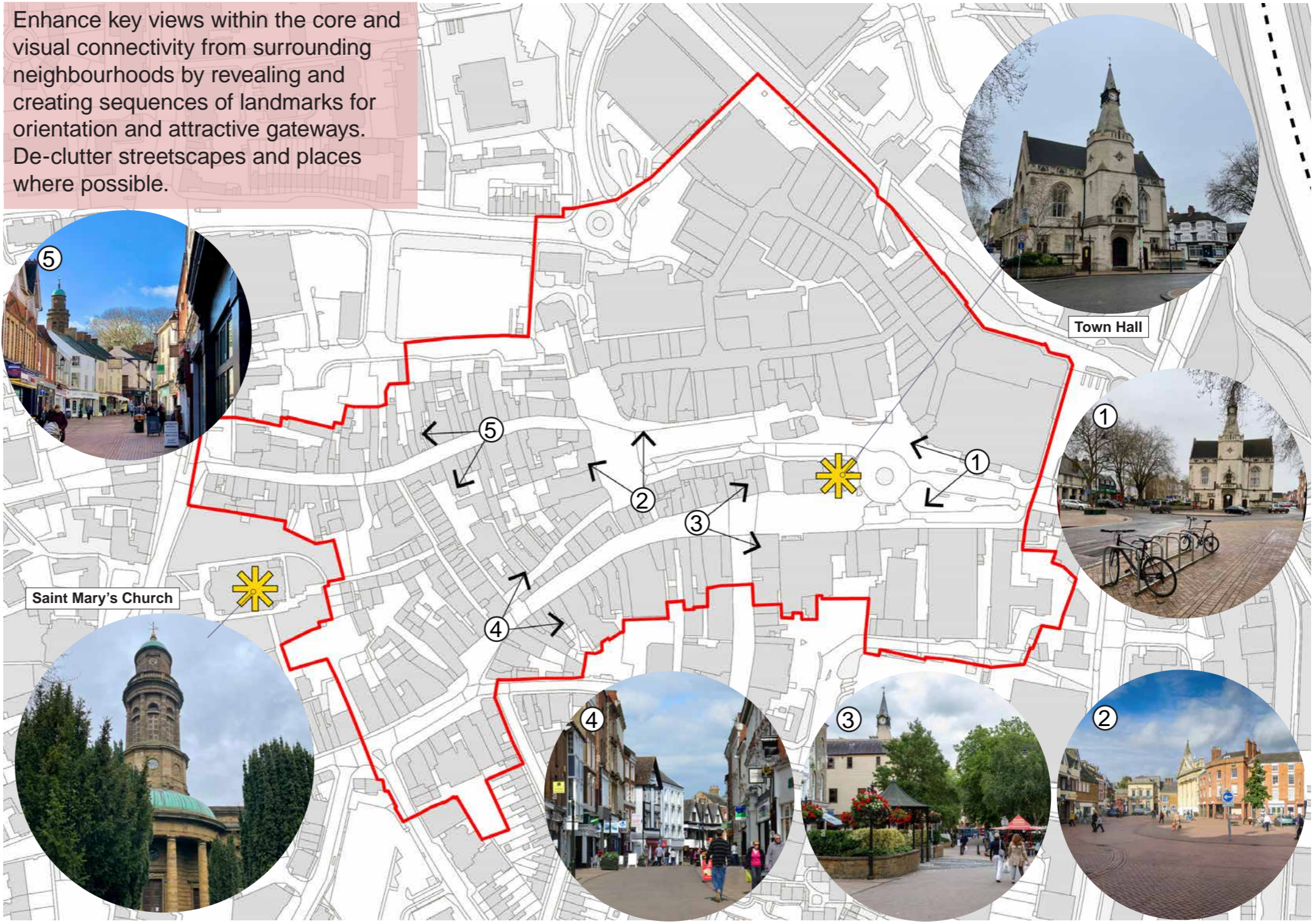


Banbury town centre has several landmarks and key views that contribute to its unique character and charm. One of the most iconic landmarks in the town is the Banbury Cross, located at a busy intersection and visible from several points in the town centre. Another significant landmark is St. Mary's Church, a historic building that dominates the skyline and is visible from many parts of the town.

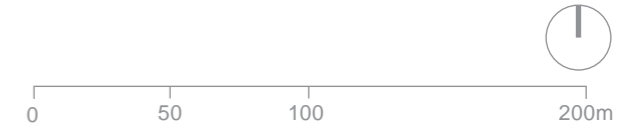
The Oxford Canal is another significant feature of the town, and its towpath provides several stunning views of the town centre. The canal runs through the town and is surrounded by greenery, making it a popular spot for walking, cycling, and boating.

Banbury's historic High Street is also a significant feature of the town, lined with historic buildings, unique shops, and restaurants. The Town Hall is a notable building on the High Street, featuring a clock tower that is visible from several points in the town centre.

Overall, Banbury's landmarks and key views contribute to the town's unique character.



Section 4 - Understand Banbury Land Use



Banbury town centre has a diverse mix of land uses which contribute to its liveliness and vibrancy. The town centre is primarily a commercial hub, with several high street chains, independent shops and markets. A traditional Charter Market is held on the Market Place on both Thursday and Saturday. A Farmers' Market is held on the first Friday of each month and there is a Craft Fair on the first Sunday of each month between April and December. A three day Victorian Christmas Market with over 100 stalls, street performers and live entertainment is held over the last weekend of November, with the final afternoon segueing into the town's Christmas Lights Switch On.

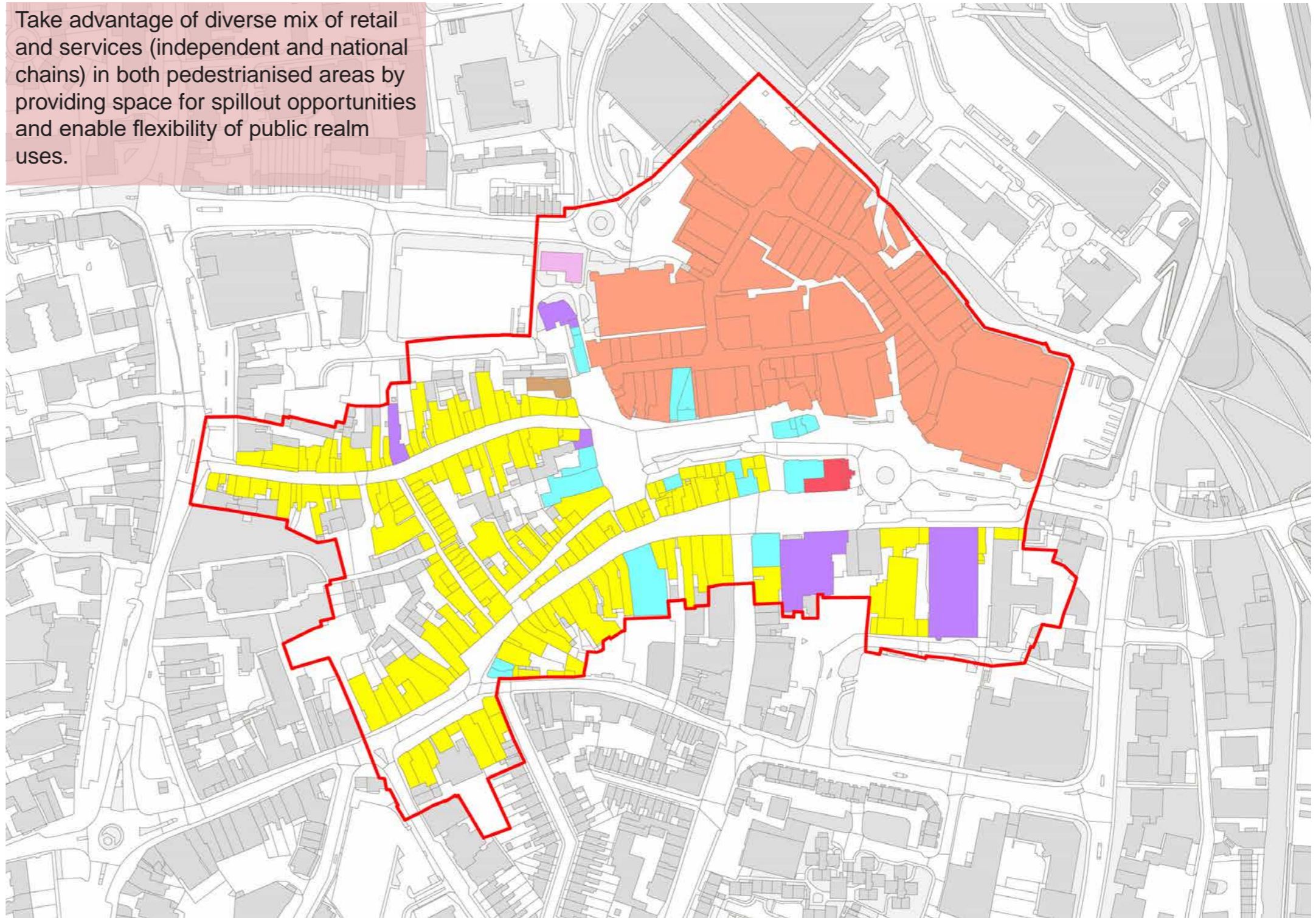
Page 25

The Market Place is also used to host a number of other events, including Banbury Town Council's Food and Drink Festivals which are held in April and August, and 'Banbury Music Mix', a July evening event with live performances from local bands. For Banbury's Michaelmas Fair (the origins of which date back to the Town's historic Charters), a wide variety of fairground rides and attractions not only fill the Market Place but also other areas of the town including Bridge Street and Horse Fair.

Banbury's residential areas are primarily located on the outskirts of the town centre, with several modern housing developments and older, more traditional properties. There are also several schools and healthcare facilities in the town, providing essential services to the local community.

Finally, Banbury has several green spaces, including parks, gardens, and the Oxford Canal, which provide opportunities for recreation and relaxation.

NOTE : Use mapping based on site visit, google street view, open street mapping



KEY

| | | |
|-----------------|-------------------------------|--------------------|
| Site boundary | Retail / Commercial | Town Hall |
| Residential | Food & Beverage | Health / Wellbeing |
| Retail/Resi mix | Office/Finance/ Letting shops | Services |

Section 4 - Understand Banbury Public Realm Surfacing Materials

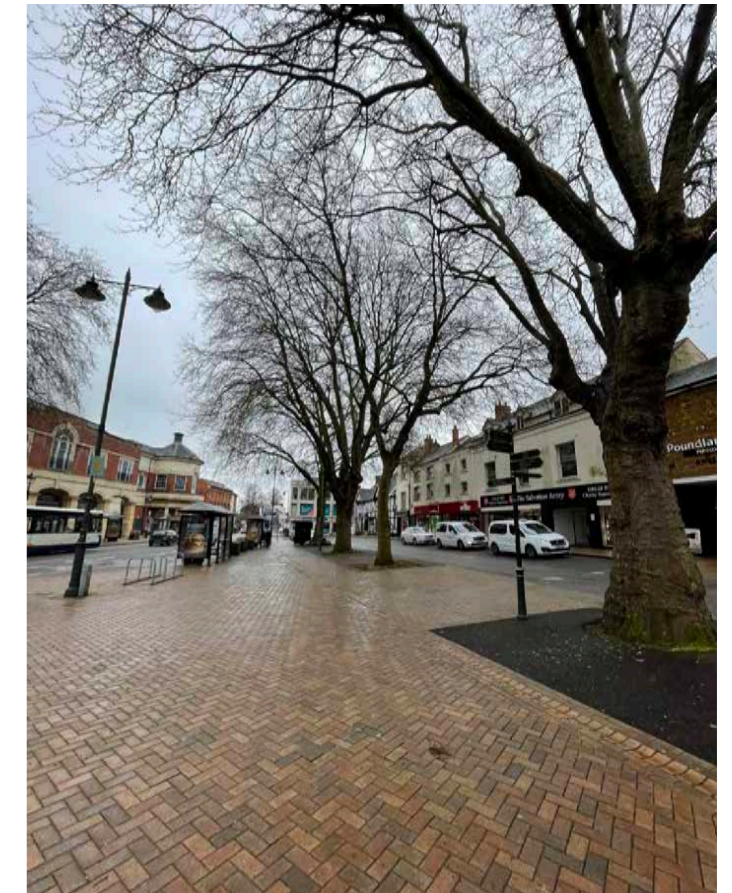
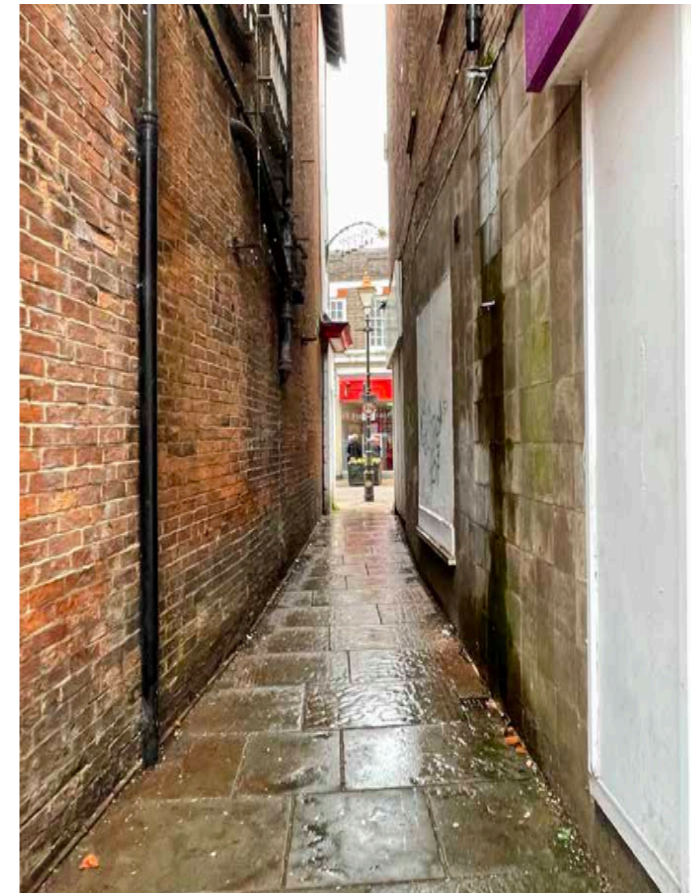
Surfacing materials across the study area are predominantly brick clay pavers with occasional natural stone details.

These appear somewhat dated by modern standards.

There is some variation/pattern to create interest and suggest spatial use - spill out etc.

These materials do not extend into car parks areas.

Condition is generally good.



Surfacing materials should be reviewed with an aim to improve impression of the town and enjoyment of the experience.

Define a palette of materials appropriate to an updated town brand.

Identify hierarchy of materials that can be used in a coordinated fashion across the town centre.

Section 4 - Understand Banbury Urban Features - Alleyways

Banbury Town Centre's alleys exude an enchanting charm that beckons visitors to explore the town. Tucked away between the bustling streets, these narrow passageways transport you to a bygone era.

Lined with eclectic shops, cafés, and artisan boutiques, these alleys offer a treasure trove of delights for those seeking unique experiences.

As you wander through the alleys, you might chance upon hidden courtyards with ivy-covered walls, providing tranquil retreats from the urban bustle.

Banbury Town Centre's alleys offer a glimpse into the town's rich history and vibrant culture.

At the same time, the historic layout of Banbury with its narrow lanes means that in certain areas of the older part of the town there are limited options to introduce public realm improvements.



Ensure alleys are accessible and safe - well lit and frequent footfall

Build into network of movement loops around the town

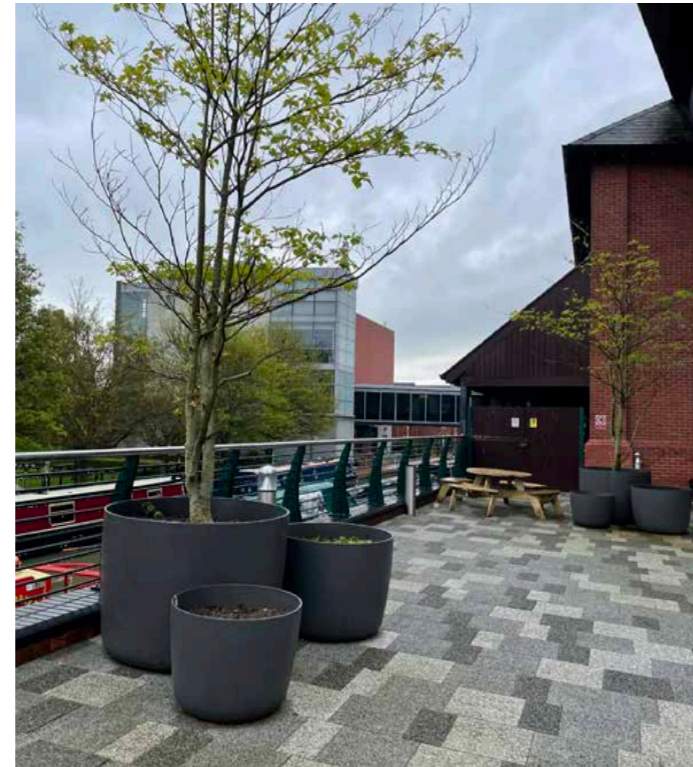
Stimulate curiosity and exploration of the town

Section 4 - Understand Banbury Public Realm Furniture

Across the town furniture is generally matching following a traditional aesthetic. Castle Quay has an alternative suite of furniture.

To ensure within design redevelopment that management and maintenance procedures are to be considered for the implementation of systems such as ANPR and remote control bollards.

Within public realm it is important to ensure waste management procedures are effectively carried out with minimal implications on the functionality of the public realm. This should be considered through review of the bin storage locations and collection points.



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Define a coordinated palette of furniture appropriate to an updated town brand.

A design review to ensure limited street clutter.

Section 4 - Understand Banbury Public Realm Features

A number of distinct features were observed across the study area

These provide a distinct character and unique experience for users of the town.

They assist in the town narrative/brand and provide playful/whimsy to the external environment.

They assist with navigation and wayfinding across the study area



Define a coordinated programme of artistic intervention

Use artworks to establish walking networks and loops across the town centre

Section 4 - Understand Banbury Place and Movement Analysis

A Movement and Place assessment establishes classifications for the 'place' and 'movement' function of a road as they are now and how they could be in the future.

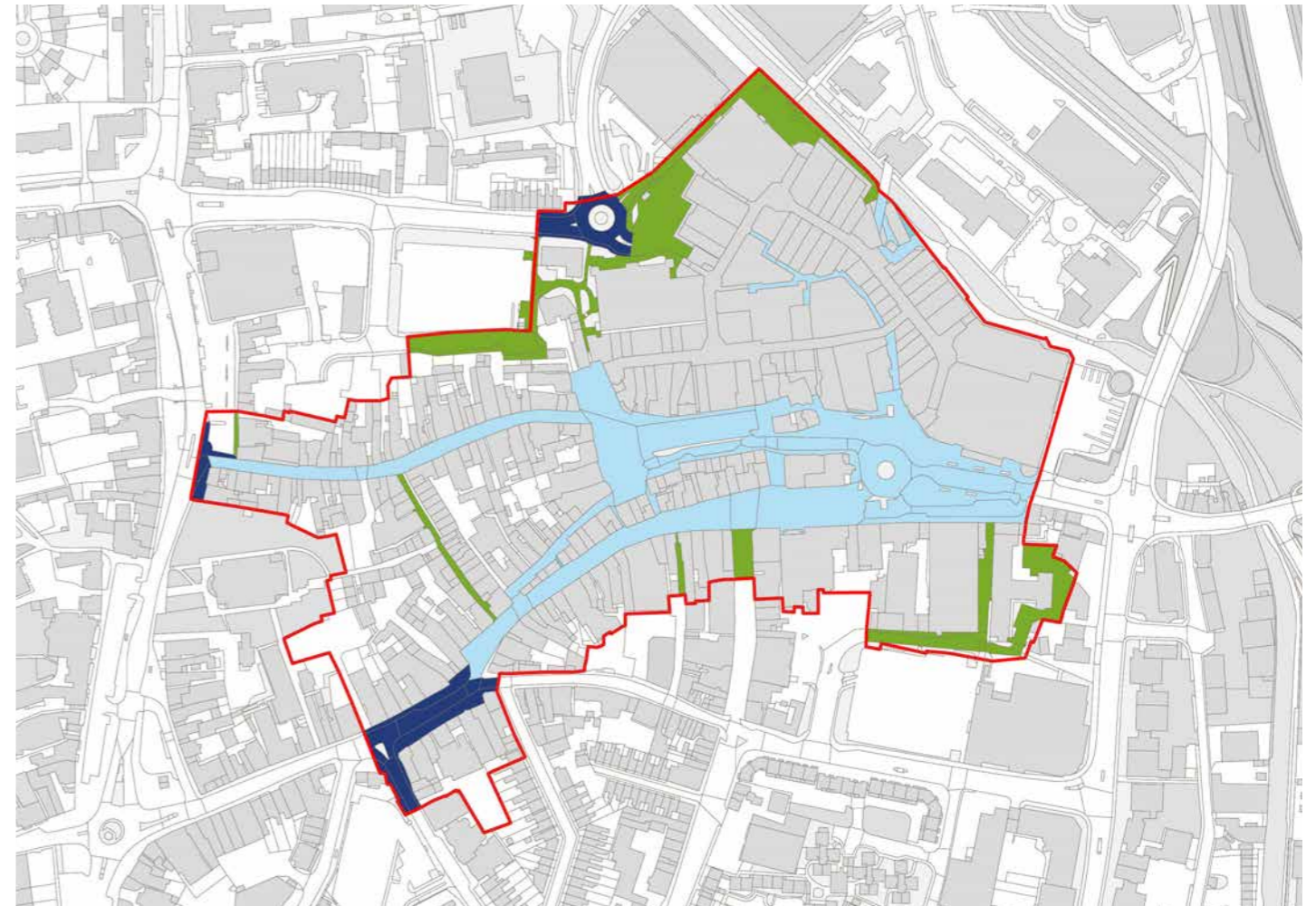
Within the matrix (right), streets are defined by their functional significance in terms of movement of people and goods, and, how successful they are in encouraging people to visit and stay in certain locations.

Within the study area Movement and place score highly - with movement recording high footfall around the town centre

Currently the road network surrounding the town centre/study area is movement focused and generally dominated by car movements.

The town centre is suffering as a result of this focus on movement and the severance caused, with streets such as Cherwell Drive, A4260 Castle Street and A361 appearing homogeneous and lacking character.

The provision of car parking/access at the very heart of the town/key gateways encourages vehicle access and in-turn diminishes the appeal of the town centre

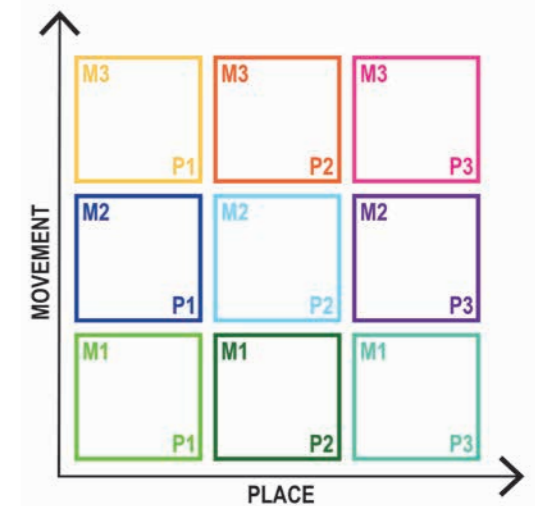


Around the town centre there is an opportunity to better balance movement, with more consideration for walking and safe/accessible movement.

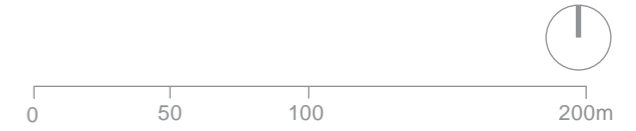
There are historic buildings/spaces that require more emphasis and improved settings.

A renewed focus on quality place attributes could help rebuild local economies.

| Place Function | Movement Function |
|---|---|
| P3: Attracts National, Regional, non-adjacent District to District visitors | M3: Primary routes which play a key role for the Regional movement of goods and people (not SRN / Motorways) and / or high levels of slower mode movements |
| P2: Attracts visitors from within the settlements and from Adjacent settlements (City, Town) | M2: Connects local destinations to ensure people and goods can move freely |
| P1: Predominantly local function / negligible attraction | M1: Local access only by people and deliveries |



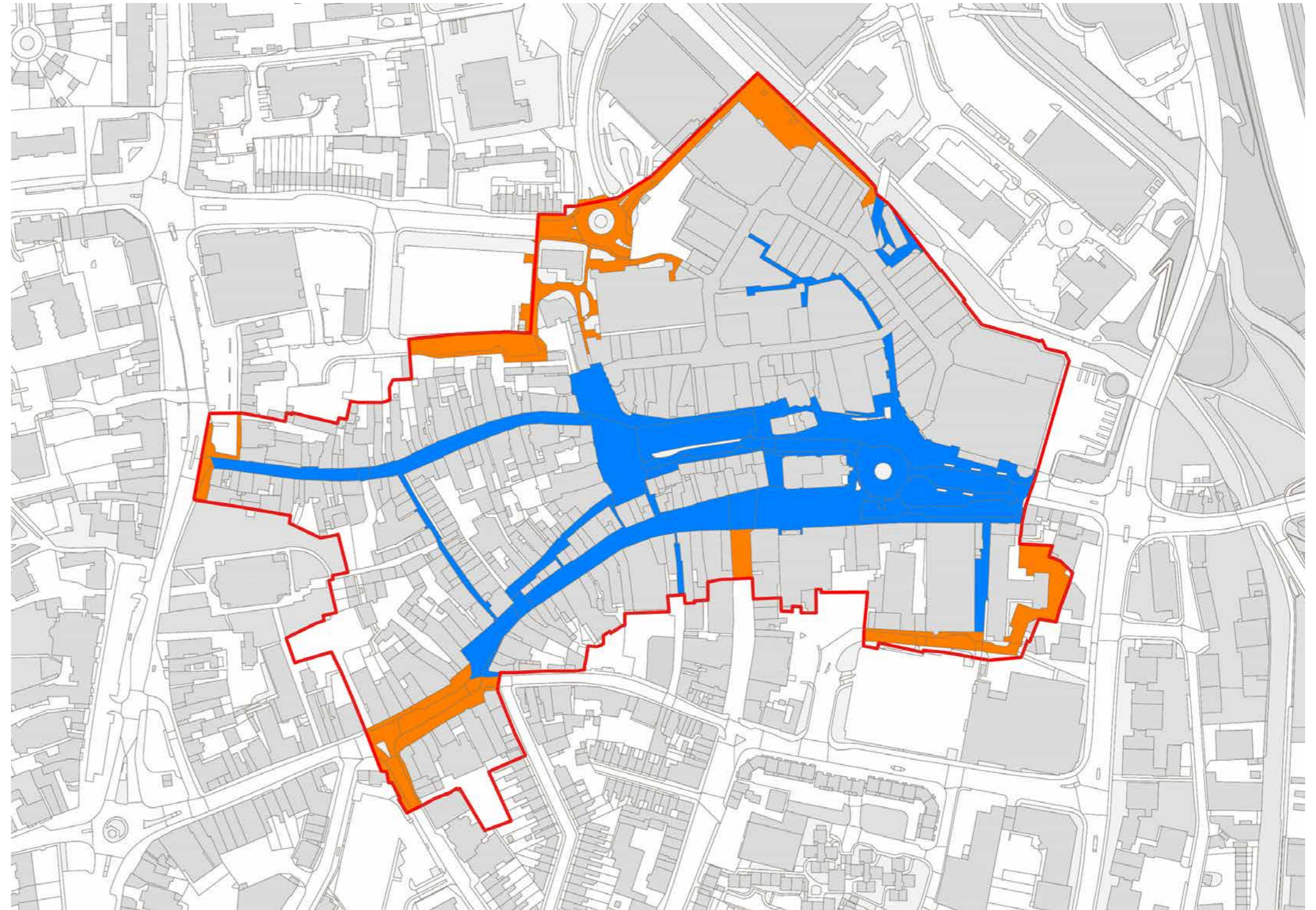
Section 4 - Understand Banbury Street Typologies



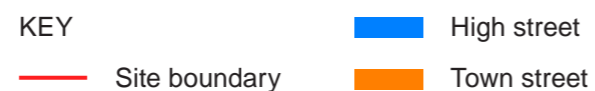
Street typologies help to establish a clear hierarchy of movement and function across the town centre.

Currently there are limited typologies which can be seen illustrated here:

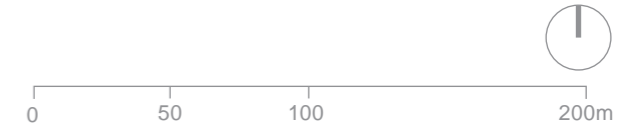
- High Street
- Town Streets



Establish a clear hierarchy of street typologies to help define use, access, character and modal share.



Section 4 - Understand Banbury Public Realm Comfort and Safety



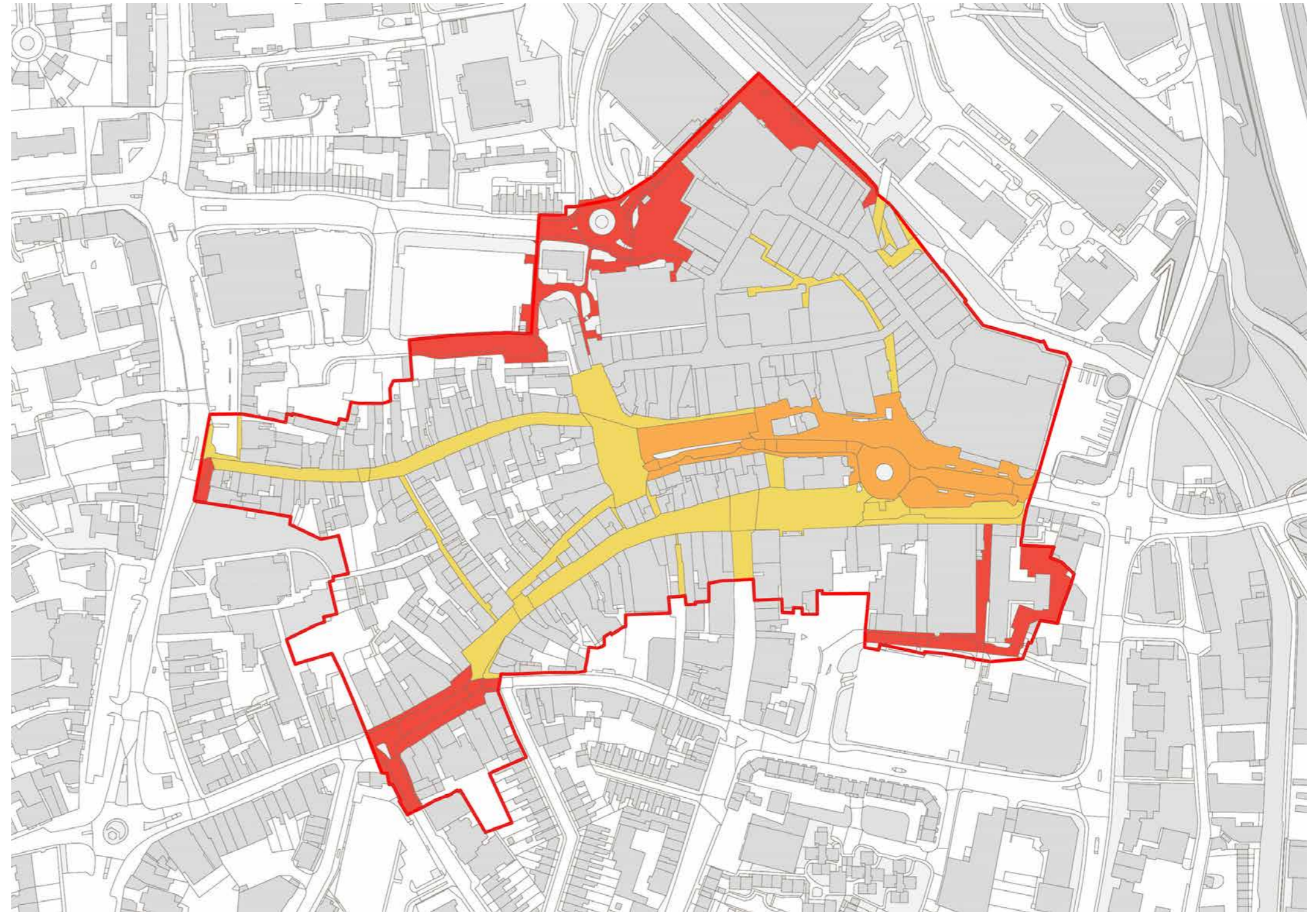
Emotive heat mapping records user's perceptions of a street/ place against an established criteria of emotional responses (see key right)

While this exercise is considered subjective, the response output can be a useful starting point for engagement with stakeholders.

Observations:

In some key areas of public realm perception is of unsafe / unpleasant quality.

No areas of high quality/delight identified.



Opportunities:

Uplift key areas/gateways to act as High Quality/Delight space.

Rebalance the use of town centre key gateways/heart to enhance feelings of safety and delight for pedestrians/cyclists/slower modes.

KEY

— Site boundary

■ Feels Unsafe / Unpleasant / Physically Difficult to cross

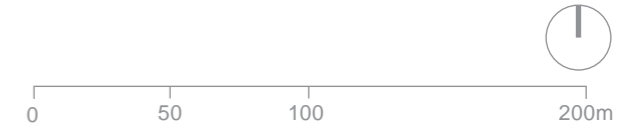
■ Can be uncomfortable / feels safe away from conflict points

■ Feels safe & comfortable

■ Pleasurable / Attractive Environment

■ High quality space

Section 4 - Understand Banbury Public Realm Character Areas



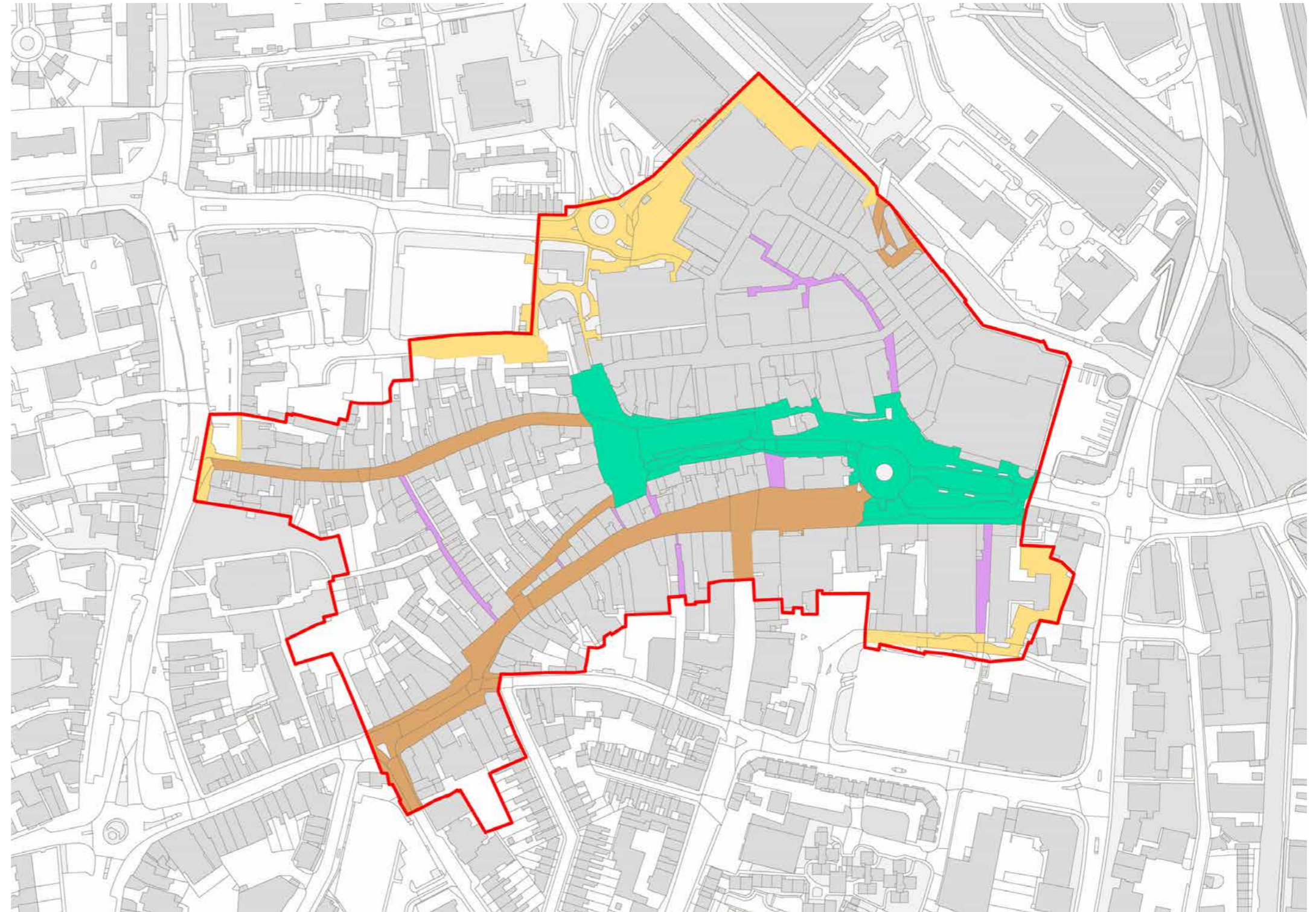
Currently character types are loosely along different routes;

Market Place - Historic but vehicle dominated

Parsons Street/Butchers Row/High Street - Town Centre/retail/Food and Beverage led

Alleyways - Town Heritage features

Edge of Town - access points interfacing town centre with wider environs

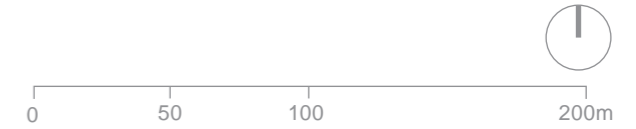


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Establish clear and well defined characters across the study area reflecting use, heritage, movement and gateway functions.

| | | |
|---------------|---|--------------|
| KEY | Market Place | Edge of town |
| Site boundary | Parsons Street / Butchers Row / High Street | Alleyways |

Section 4 - Understand Banbury Public Realm Constraints



Key constraints to consider:

Heritage buildings and their settings

Historic layout of Banbury - the narrow lanes of the older part of the town mean that in certain areas there are limited options to introduce public realm improvements.

Severance - outside the current study area but creating barriers to movement, especially for pedestrians and cycling

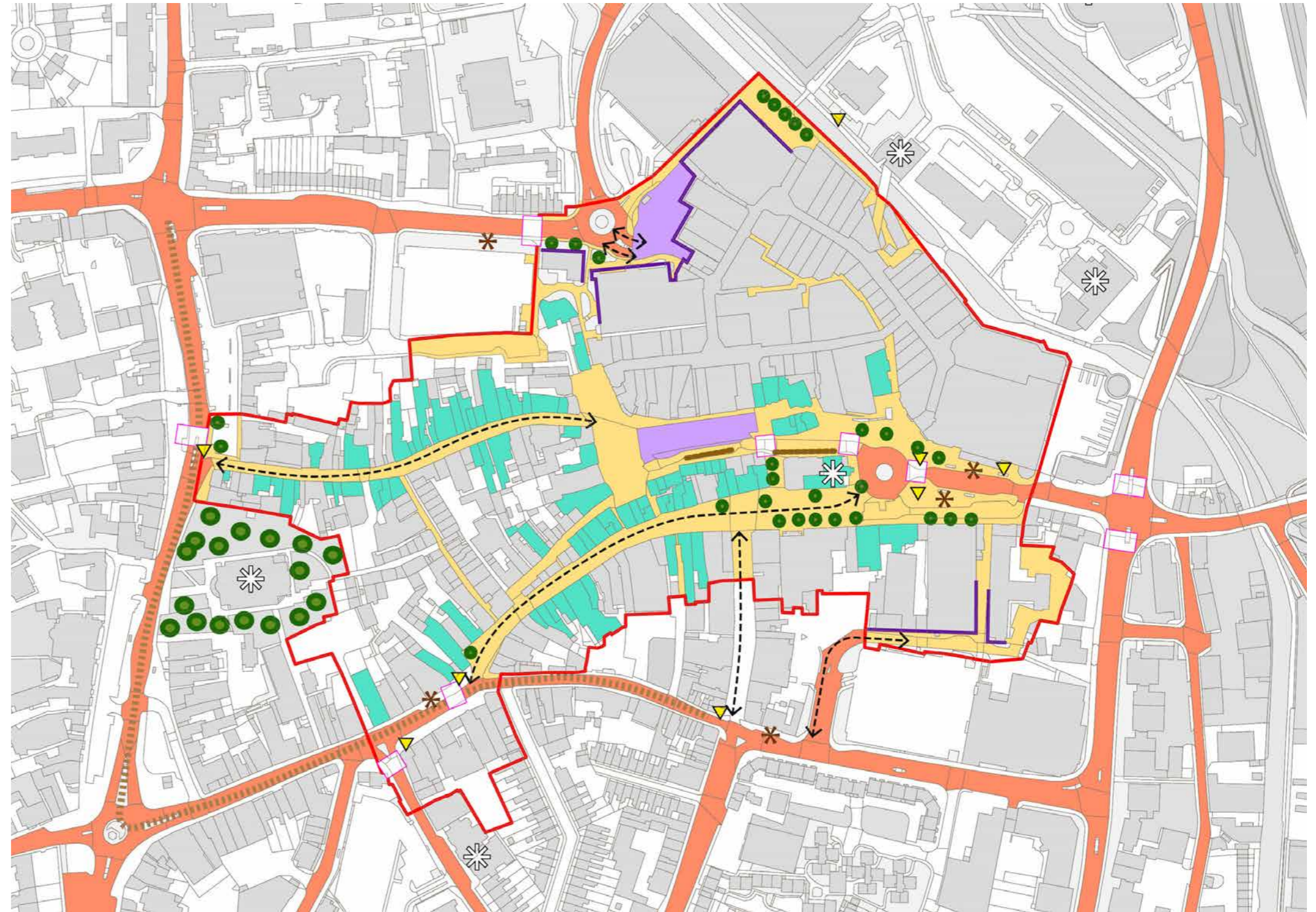
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Parking - At the heart of town with access blighting key gateways

Limited green infrastructure assets and their condition

Land use - Predominant retail and leisure uses of buildings

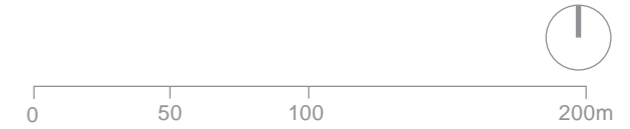
Dated streetscene palette



KEY

| | | | | |
|---|---------------------|------------------|--------------------------------|-------------------------|
| Site boundary | Existing trees | Listed buildings | Signalised pedestrian crossing | Cycle stands |
| Adopted road mapping. Adoptable boundary information not available at this time | Key destinations | Car parking area | Bus Stop | Limited active frontage |
| Pedestrian area | On-road car parking | Service access | Severance | |

Section 5 - Strategy for the Public Realm - Principles of the Framework - Public Realm Opportunities

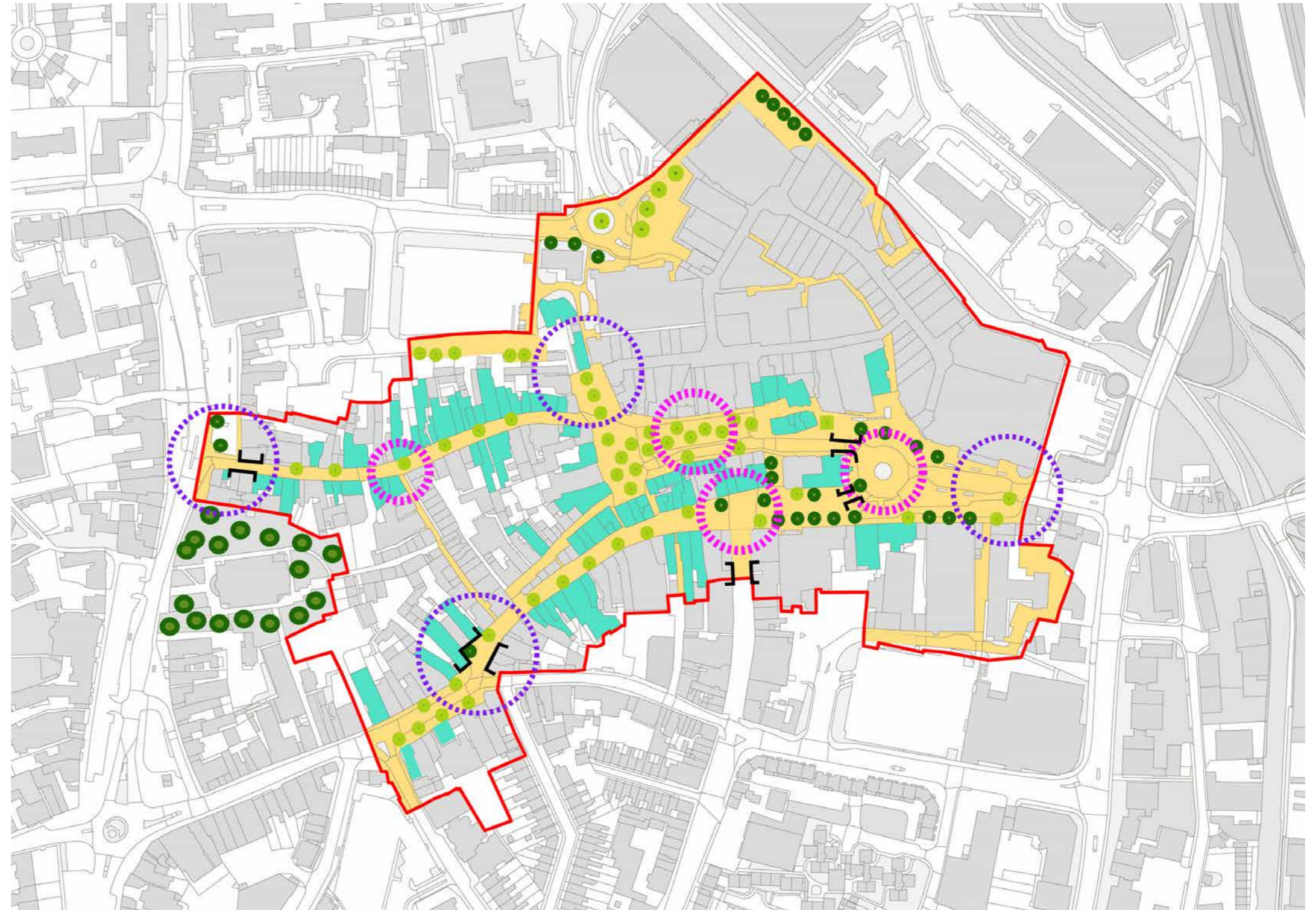


Key opportunities:

In line with the recommendations of the site diagnosis, this plan identifies opportunities for public realm improvements across the study area.

These fall into the following 7 main themes:

1. Establish distinctive and authentic character for the town centre referencing local place narrative.
2. Identification of key public realm improvement areas connecting across the town.
3. Define and implement improved public realm gateways & nodes across the town centre environment.
4. Ensure an improved appropriate environmental setting for heritage buildings.
5. Possible removal of some of the town's core parking and private vehicle access.
6. Control of service access.
7. Create safe and inclusive crossing points into town core. (outside study area currently)



| | | | |
|---------------|---|-----------------------------|---------------------------|
| KEY | Existing trees | Public realm improvements | Control of service access |
| Site boundary | Improved green space network with new trees | Improved arrival gateways | Listed buildings |
| | | Improved public realm nodes | |

Section 5 - Strategy for the Public Realm - Principles of the Framework - Vision



‘Beautiful streets and places will connect Banbury creating an inclusive, liveable and walkable town.

Arrival experiences will be memorable and attractive. Streets will encourage exploration and social interactions.

Place led, distinct and vibrant environments will be created, responding to local needs and serving surrounding neighbourhoods as well as supporting Banbury as a destination.

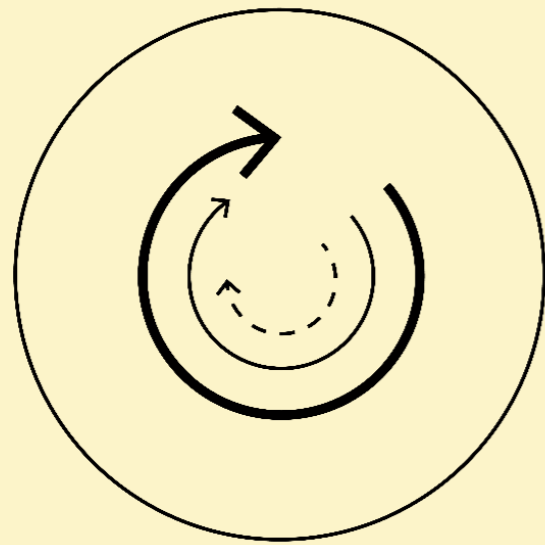
Proposals will promote community health & wellbeing, extend town centre activity hours and mitigate climate emergency at a local level.

Banbury’s new public realm will enrich the soul and provide a canvas on which to celebrate life’

Section 5 - Strategy for the Public Realm

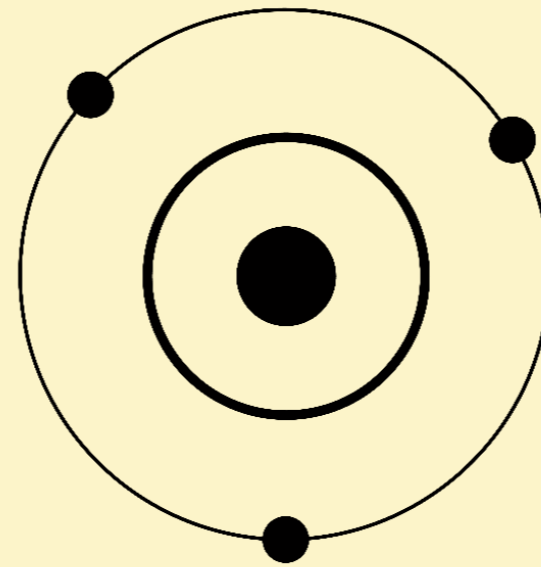
Project Aims

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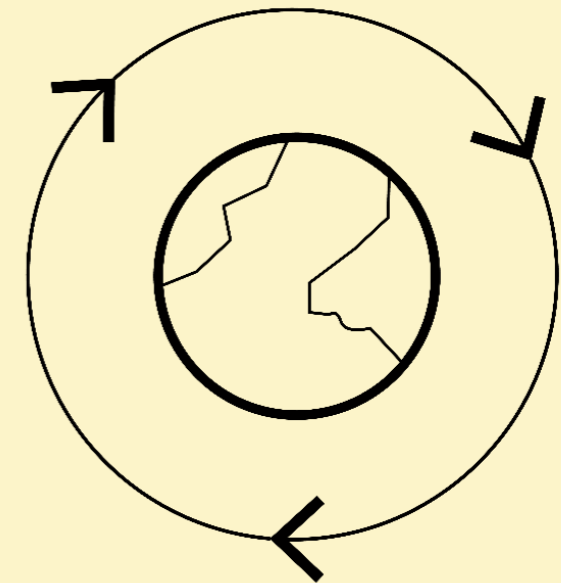
Movement

Establish a clear hierarchy of movement & access to support a 'Streets for All' approach



Place

Ensure a 'Place led' and contextual approach



Climate

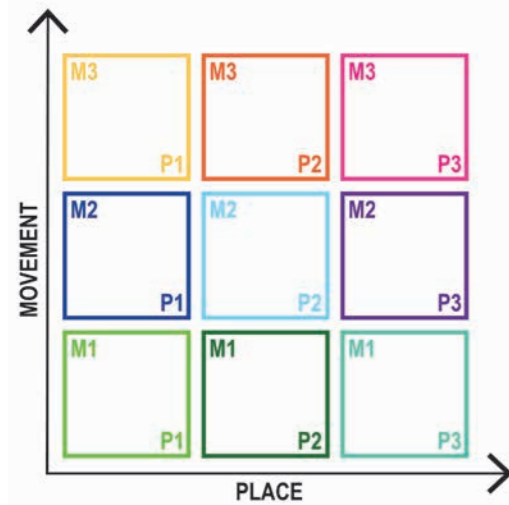
Promote sustainability across all aspects of the design

Section 5 - Strategy for the Public Realm - Principles of the Framework - Aspirational Place and Movement Functions

Drawing on the Movement and Place assessment established in the site diagnosis, the definition of aspirational classifications for the 'place' and 'movement' function of Banbury's street/ space in the future informs the development of street typologies and a vision for Banbury's town centre public realm.

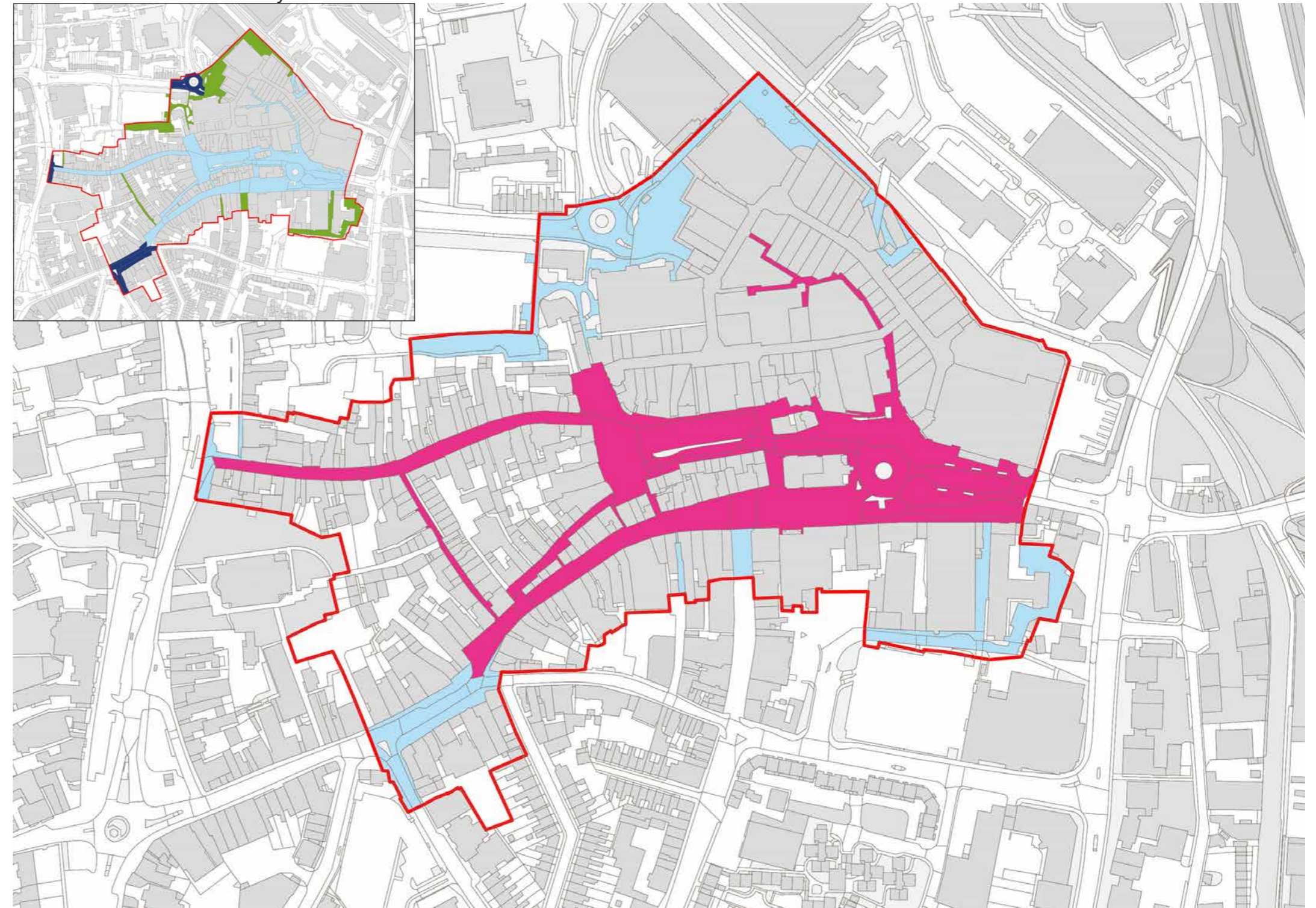
Across the study area the aspiration has been to uplift the place function while balancing/reducing movement.

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| Place Function | Movement Function |
|---|---|
| P3: Attracts National, Regional, non-adjacent District to District visitors | M3: Primary routes which play a key role for the Regional movement of goods and people (not SRN / Motorways) and / or high levels of slower mode movements |
| P2: Attracts visitors from within the settlements and from Adjacent settlements (City, Town) | M2: Connects local destinations to ensure people and goods can move freely |
| P1: Predominantly local function / negligible attraction | M1: Local access only by people and deliveries |

Place and Movement Today



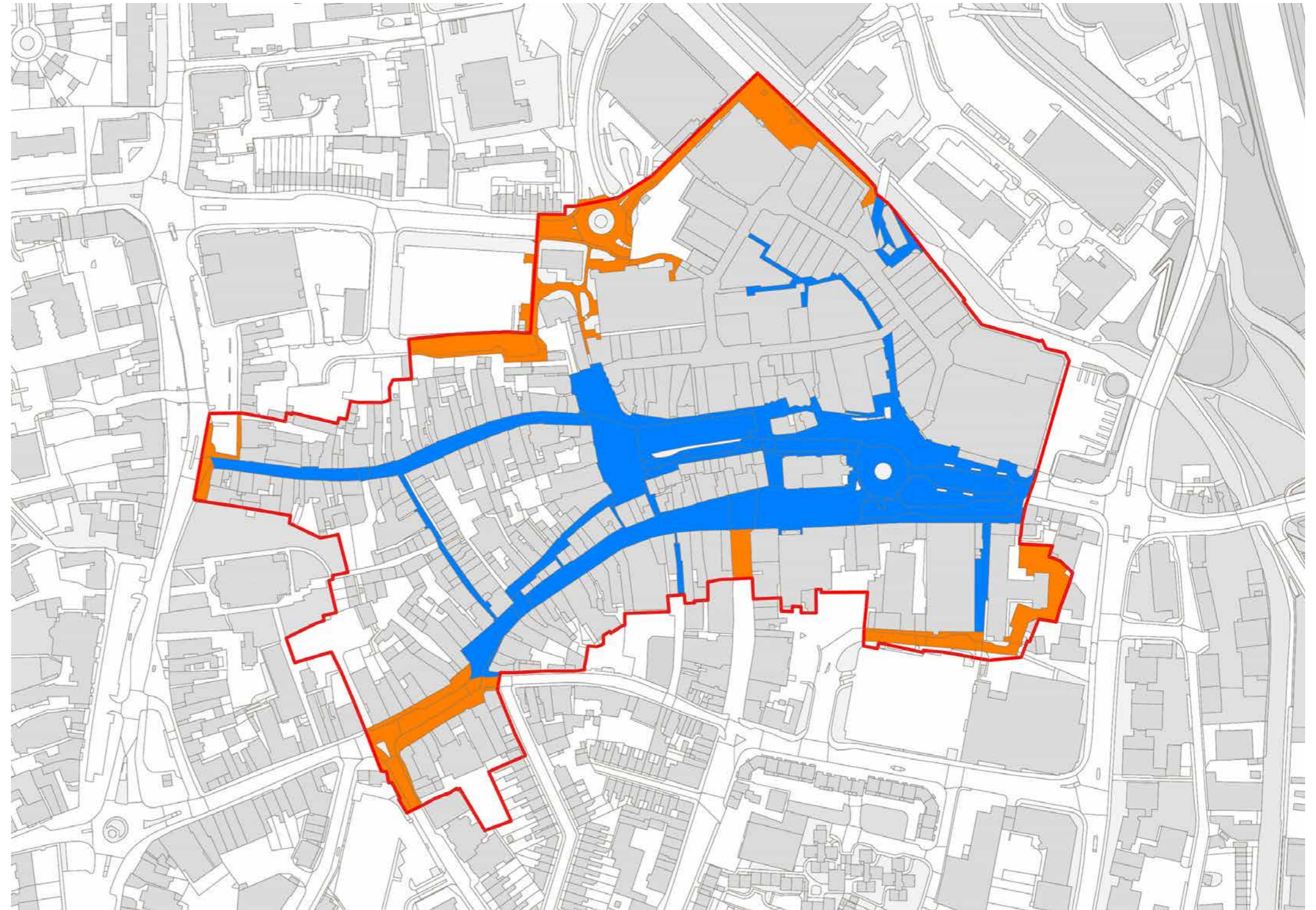
Section 5 - Strategy for the Public Realm - Principles of the Framework - Street Typologies and Aspirational Attributes

Street typologies help to establish a clear hierarchy of movement and function across the town centre.

Proposed typologies are illustrated here:

- High Street
- Town Streets

The following pages illustrate the proposed attributes in terms of place and movement for each of the Street Typology



| | |
|---------------|-------------|
| KEY | High street |
| Site boundary | Town street |

Section 5 - Strategy for the Public Realm - Principles of the Framework - Street Typologies and Aspirational Attributes

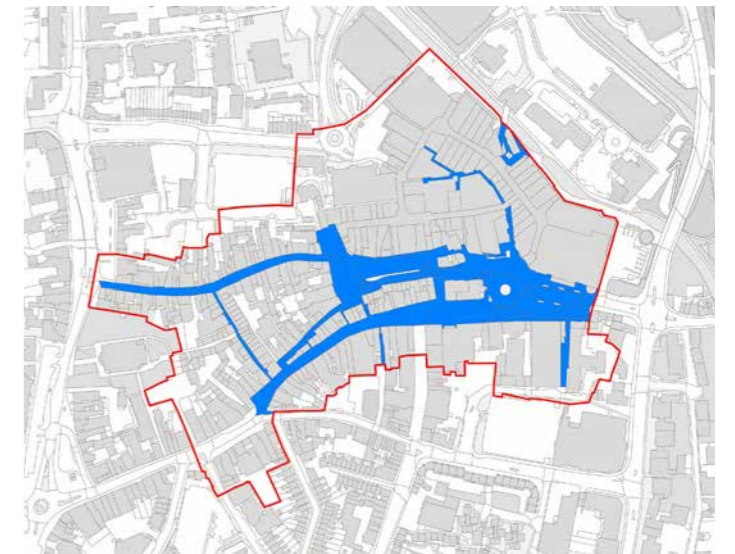
High Streets

Place

- The space is delightful and has the highest quality public realm including features and activity that make it a destination with identity and distinctiveness.
- A pedestrian priority space where wayfinding is easy and intuitive with multiple points of access and egress.
- Where buildings border this space there will be active frontage with regular spill out into the street.
- Trees provide shade and vertical structure softening the hard lines of surrounding buildings and giving the space a natural uplift and human scale.
- Pocket parks and Hot Spots provide more intimate space for relaxation, fun and interaction.
- Maintained key sight lines of heritage assets, providing appropriate setting

Movement

- Key pedestrian hub within the town centre linking several through routes as well as being a destination to meet and gather.
- A key place for cyclists to stop and carry on by foot. Cycle parking provided.
- Controlled / limited access for service, cleaning and events vehicles.
- Bus arrival and interchange incorporated
- Generally, no vehicular access or parking.



Section 5 - Strategy for the Public Realm - Principles of the Framework - Street Typologies and Aspirational Attributes

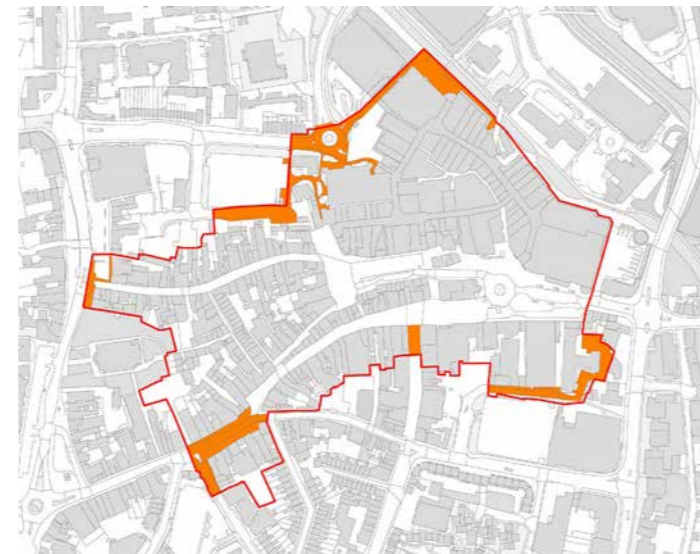
Town Streets

Place

- Street use is carefully considered to ensure redistribution towards pedestrians.
- Street is high quality, attractive, pleasant and comfortable to walk and cycle in, with wayfinding made easy and include seating and activity that makes the area a draw and destination.
- Buildings with entrances front on to most of the street with active frontage.
- Spill out is facilitated to encourage activation.
- Tree Planting humanises street scene and calms any vehicle use
- Pocket parklets occur as permanent and temporary features providing more intimate space for relaxation, fun and interaction.

Movement

- Key pedestrian and cycle links that are direct and good quality.
- Cycle facilities are not segregated.
- Vehicles speeds are very low (10 to 20mph) limited and designed.
- Provides access to public transport.
- Access for servicing available but may be limited to certain times of day.
- Private vehicle access is permitted at all times.
- Some on-street parking available but may be limited to certain times of day.

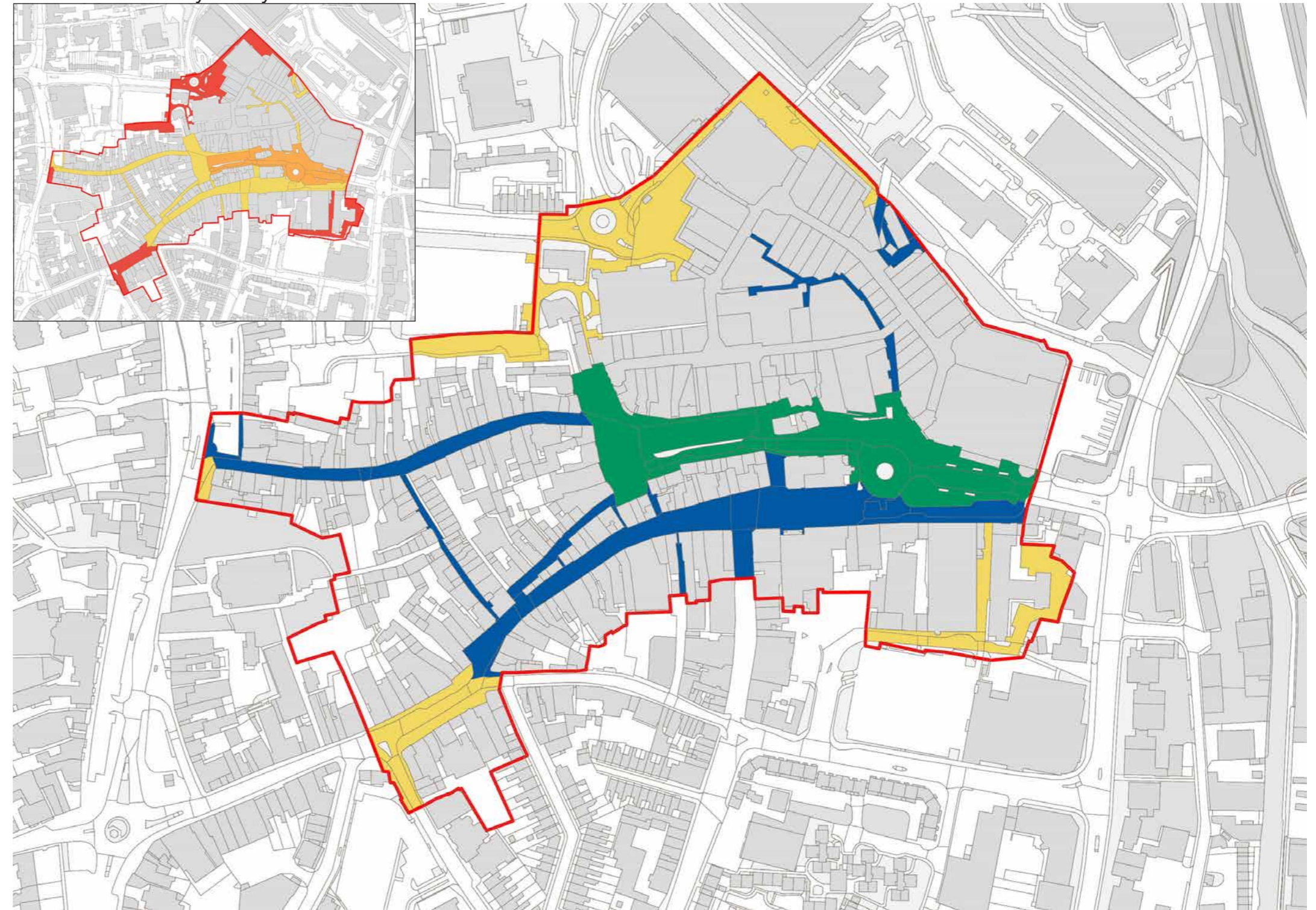


Section 5 - Strategy for the Public Realm - Principles of the Framework - Aspirational Public Realm Comfort and Safety

As part of developing a vision for Banbury and its public realm, an aspirational emotive heat mapping presents future and improved user perceptions of a street/ place against an established criteria of emotional responses (see key right).

The aim is to achieve a minimum of a safe and comfortable environment for the users at all times with implementation of key spine of pleasurable/ attractive and core spaces that are destinations in their own right.

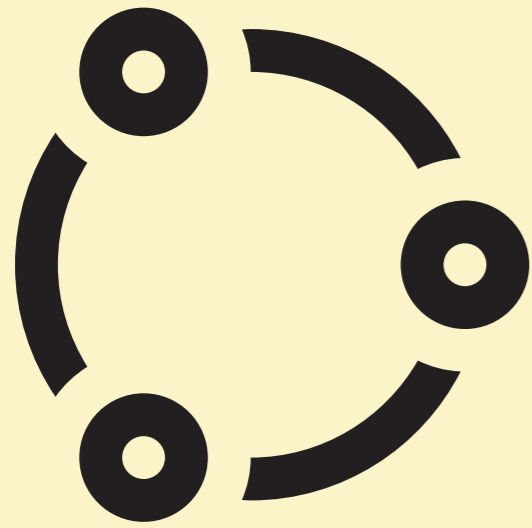
Comfort and Safety Today



| | | |
|--|---|--|
| KEY | ■ Feels Unsafe / Unpleasant / Physically Difficult to cross | ■ Pleasurable / Attractive Environment |
| — Site boundary | ■ Can be uncomfortable / feels safe away from conflict points | ■ High quality space |
| | ■ Feels safe & comfortable | |

Section 5 - Strategy for the Public Realm

Design Principles



Connected Banbury

Fine grained, equitable, uninterrupted networks of people centred, walkable, streets and spaces. Connecting socially, digitally and physically. Enabling seamless interchange, improving air quality, slow mode safety and congestion.



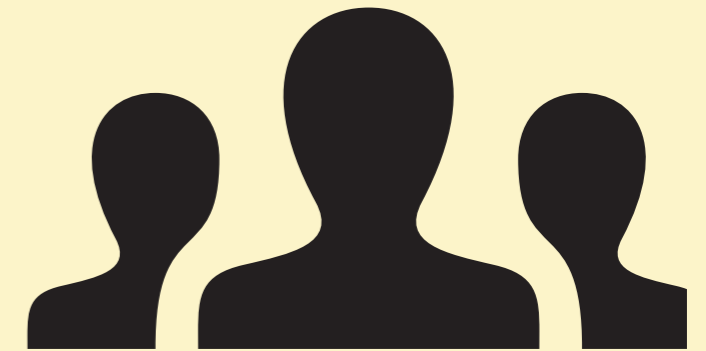
Green Banbury

Greening the streets, providing biodiversity, ecology and improved attractiveness to the town. Mitigating the town's climate emergency, proving innovative sustainable urban drainage solutions.



Resilient Banbury

Distinct, unique and context driven designs. Resilient to climate change, adaptive to economic influence, socially inclusive, liveable, vital/active and regionally competitive.



People First Banbury

Responsive to local needs. Streets as place to enjoy. Public Realm supporting the health and wellbeing of Visitors and the Banbury community, providing a inclusive platform for events, activity and vitality. Anchoring residents to the town.

Section 5 - Strategy for the Public Realm

Intervention options

Understanding both the context of a space and the demands placed on it helps us understand how best to achieve substantial improvements through the right type and scale of intervention. These measures, increasing in complexity and cost, are the main actions that people and organisations can use to achieve better streets:

Do Minimum Interventions

Do Maximum Interventions

Do Something Interventions

Tidy up

Look to remove unnecessary road markings or broken street furniture which is simple to clear up and will not damage the footway



De-clutter

requires a more strategic justification for every individual piece of equipment in the street, with the presumption of removal unless a clear reason for retention is given



Relocate or merge functions

any remaining features should be rationalised to combine signage and lighting or better locate street furniture to fulfil its intended use



Rethink traffic management options

by considering user priority, changes to carriageway widths or removal of traffic signals

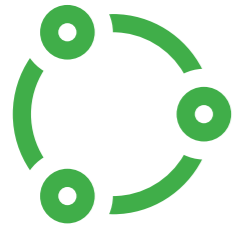


Recreate the street

complete remodelling of the street may be suitable if a new set of objectives or character is desired



Section 5 - Strategy for the Public Realm - Principles of the Framework - Key Interventions Introduction



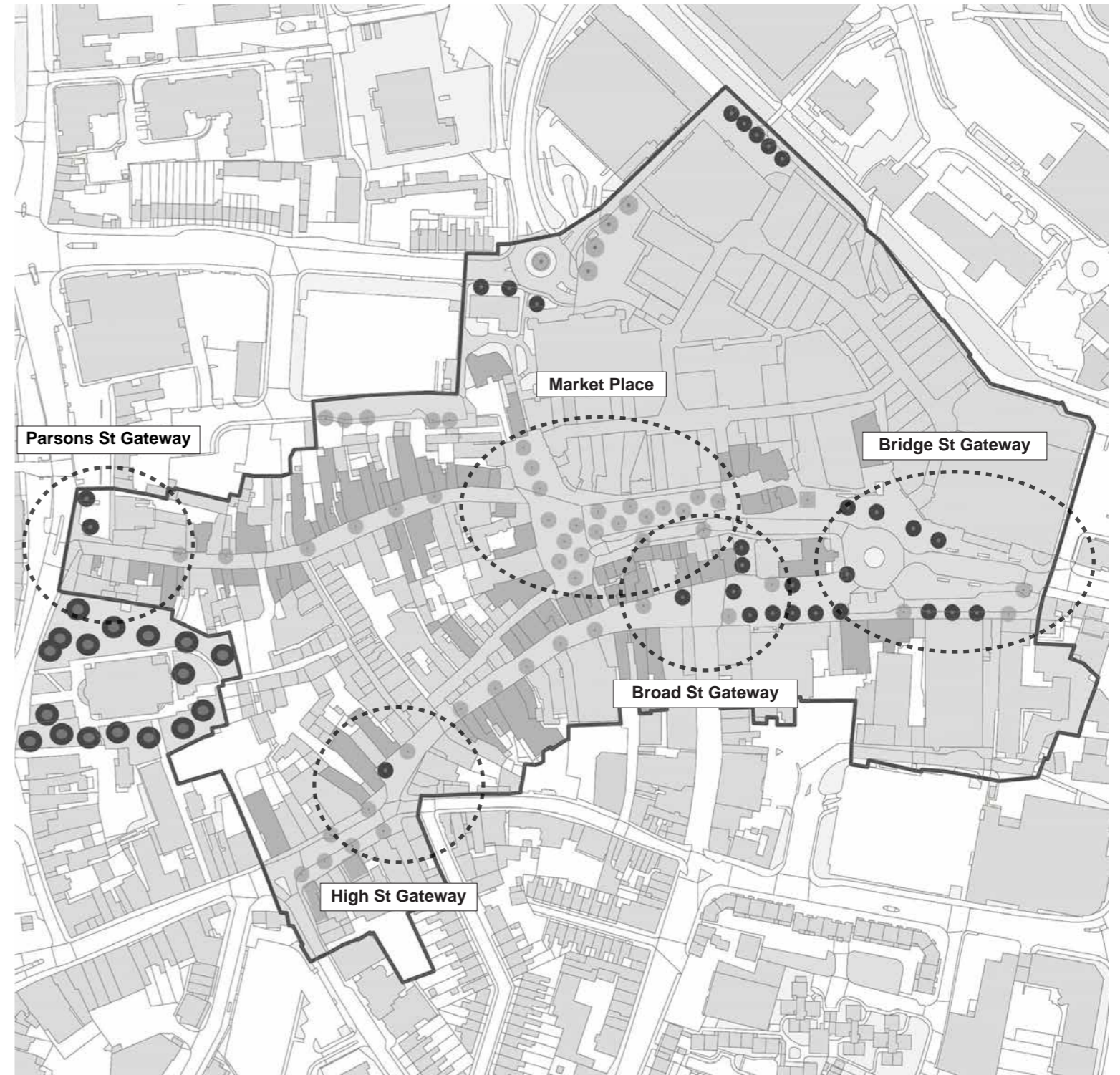
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Further to the vision, aims and principles established in this work a selection of key intervention zones have been identified and described in the following pages.

These interventions best deliver value in line with recommendations.

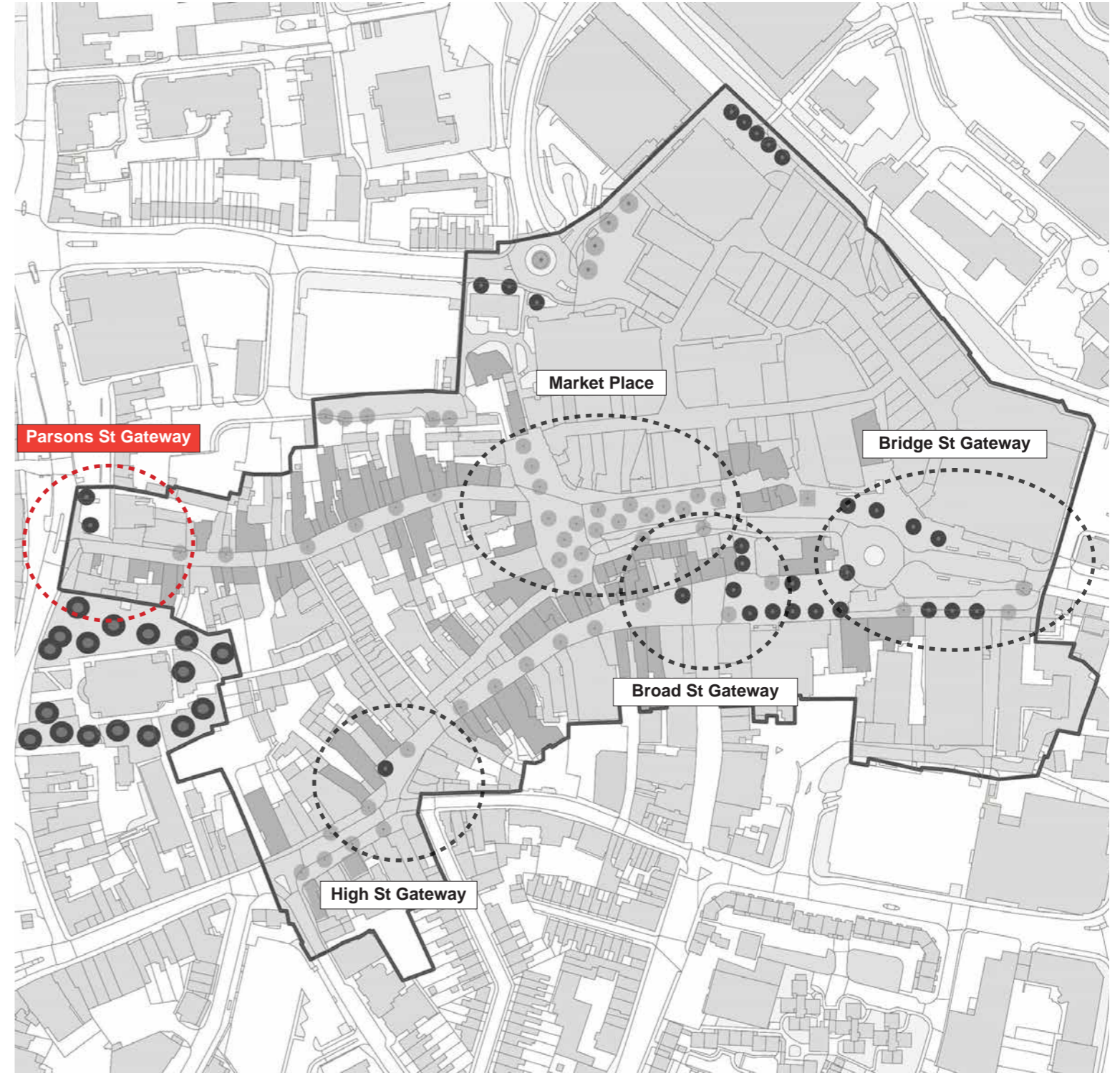
They should form the focus/priority for public realm concept designs in the next stage of work.

Project proposals should be designed to reflect historic settings as appropriate.



Section 5 - Strategy for the Public Realm - Principles of the Framework - Key intervention 01

Page 46



Parsons Street Gateway attributes:

Legible, welcoming, interesting gateway.

Service areas access regulated/controlled.

Surface materials/ street furniture are replaced to improve legibility, navigation, accessibility/inclusive and attractiveness of the gateway

Vehicle arrival space (car park) arranged to facilitate pedestrian movement into town core. Retain and incorporate existing GI.

Ensure that proposals reflect

distinctiveness of Banbury and unique character.

Prioritise pedestrians and cyclists to provide improved comfort and safety for these users.

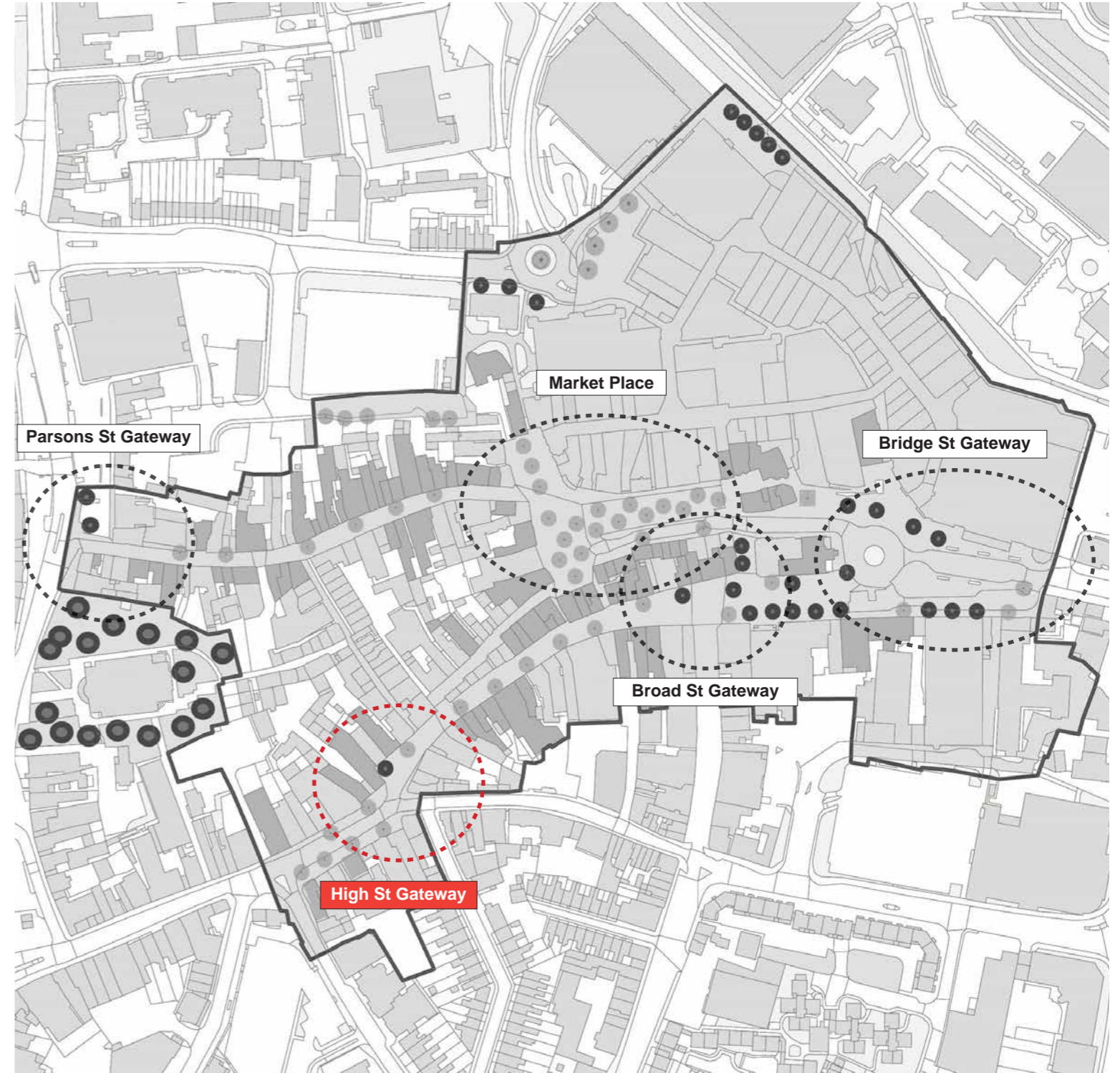
Provide outdoor green spaces for users to enjoy.

Green the space using street trees (in the ground where possible subject to utilities surveys etc.)

Sustainable Urban Drainage (SUDS) are implemented through bioswales/rain gardens/tree catchment pits.

Section 5 - Strategy for the Public Realm - Principles of the Framework - key intervention 02

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High Street Gateway attributes:

Legible, welcoming, interesting gateway.

Service areas access regulated/controlled.

Surface materials/ street furniture are replaced to improve legibility, navigation, accessibility/inclusive and attractiveness of the gateway.

Provide improved setting for historic buildings

Ensure that proposals reflect distinctiveness of Banbury and unique character.

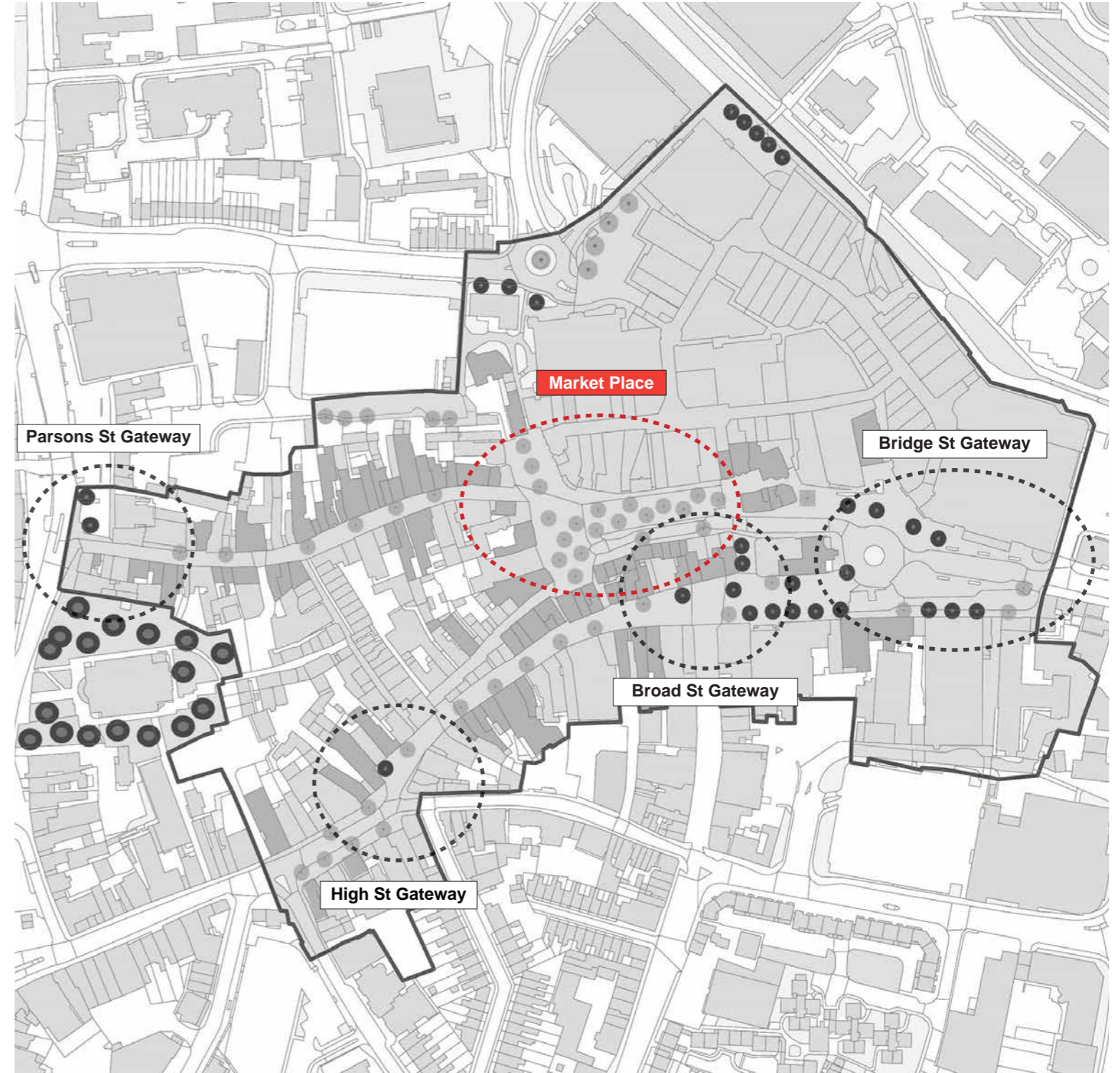
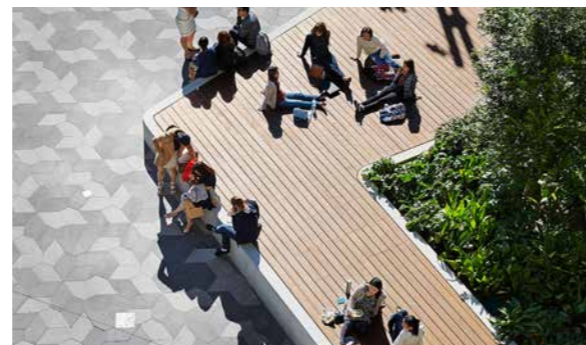
Prioritise pedestrians and cyclists to provide improved comfort and safety for these users.

Encourage active travel providing facilities for cycling

Provide outdoor green spaces for all users to enjoy.

Section 5 - Strategy for the Public Realm - Principles of the Framework - Key intervention 03

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Market Place attributes:

Prioritise pedestrian users to provide improved comfort and safety for these users.

Design proposals should consider the possibility of a reduction in car parking spaces in order to seek an appropriate balance between parking use and pedestrian/leisure activities use.

Adaptable and inclusive public realm to facilitate community interactions.

Public realm areas to be multi functional, flexible in arrangements to accommodate varied activities and events. Power and other facilities to be incorporated.

Enabling active frontage use through flexible

public realm as a platform for spill out.

Surface materials/ street furniture are replaced to improve legibility, navigation, accessibility/inclusive and attractiveness of the space.

Green the space using street trees (in the ground where possible subject to utilities surveys etc.)

Provide improved setting for historic buildings

Ensure that proposals reflect distinctiveness of Banbury and unique character.

Service/Car access regulated/controlled.

Section 5 - Strategy for the Public Realm - Principles of the Framework - Key intervention 04

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Broad Street Gateway attributes:

Legible, welcoming, interesting gateway.

Service areas access regulated/controlled.

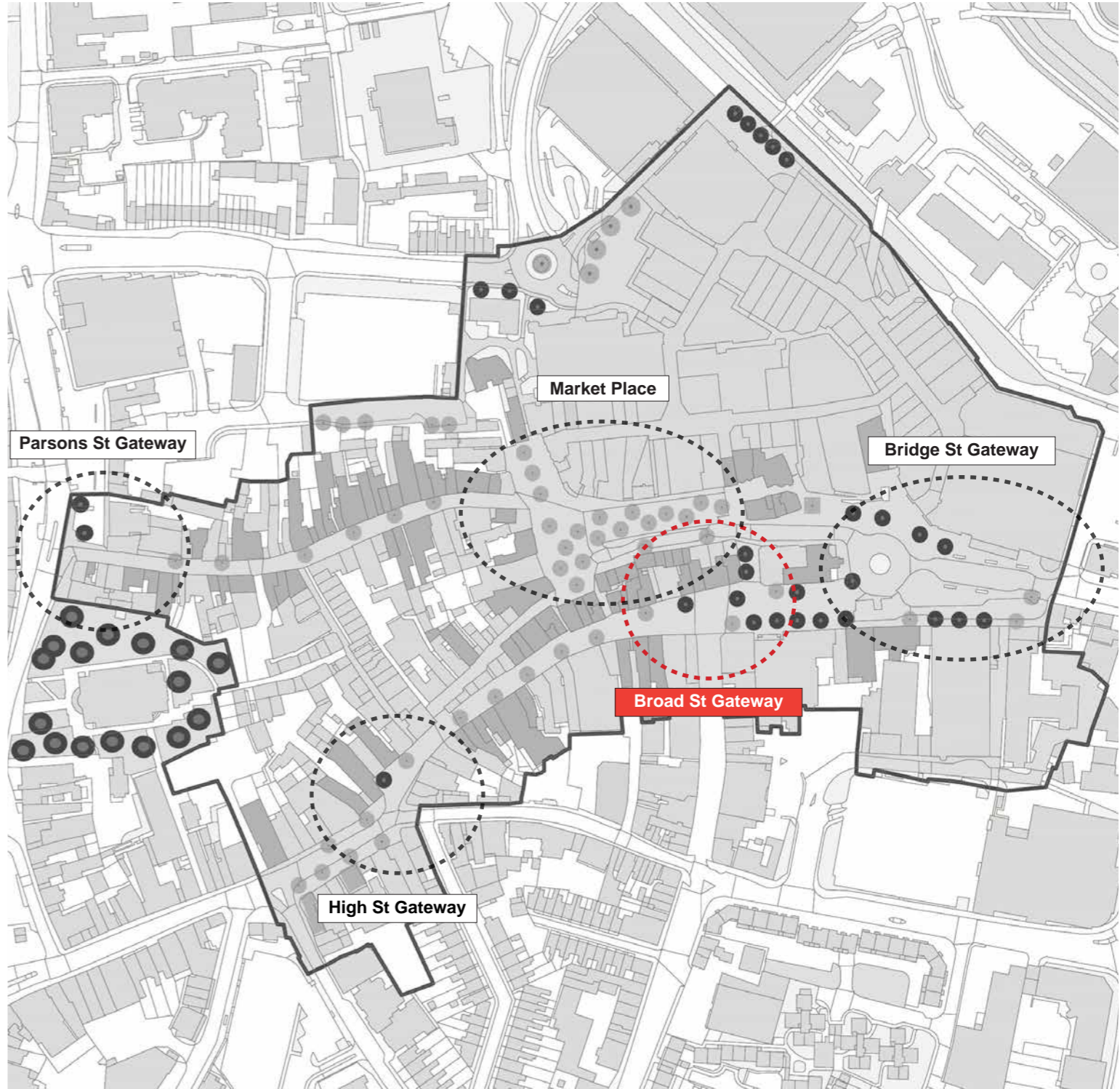
Surface materials/ street furniture are replaced to improve legibility, navigation, accessibility/inclusive and attractiveness of the gateway.

Consideration of new street pavilion to provide modern facilities for activity

Ensure that proposals reflect distinctiveness of Banbury and unique character.

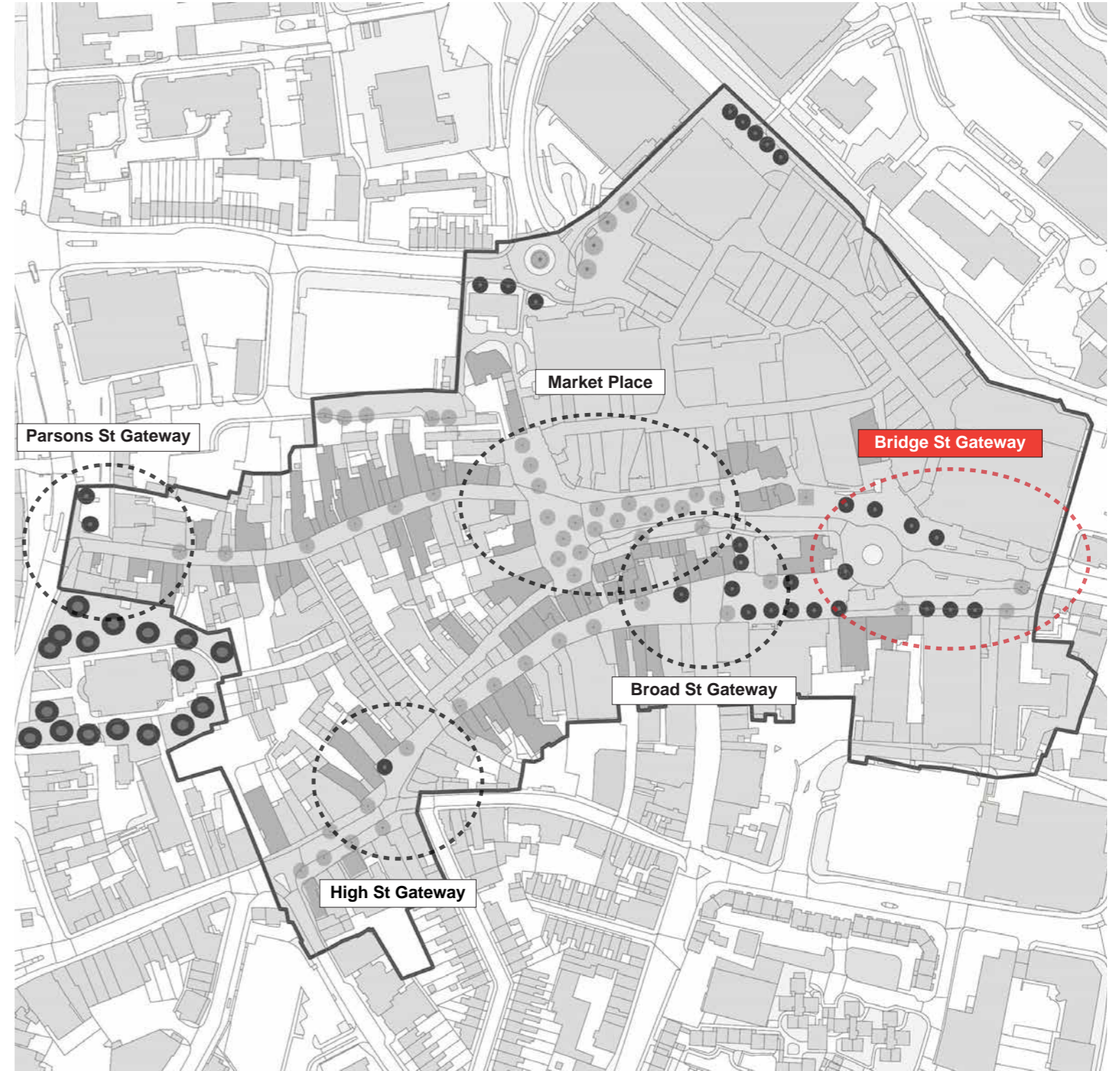
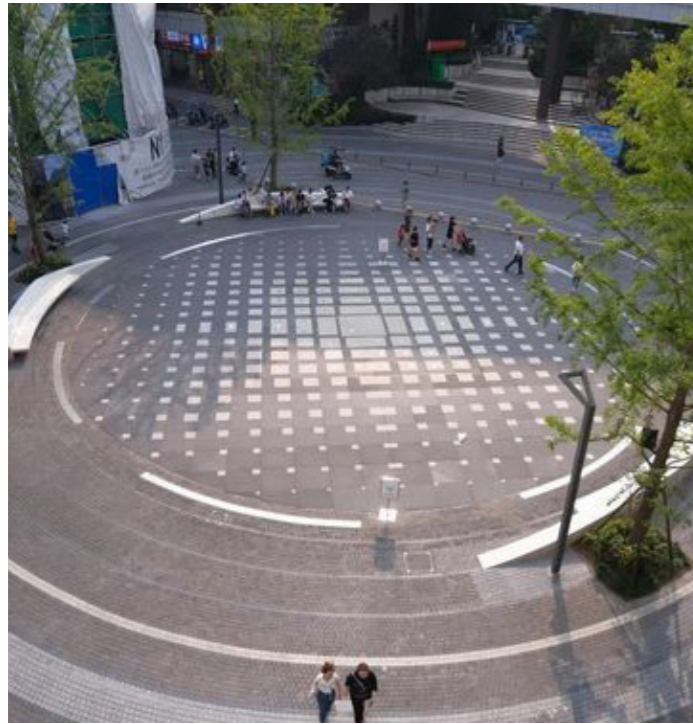
Prioritise pedestrians and cyclists to provide improved comfort and safety for these users.

Encourage active travel providing facilities for cycling.



Section 5 - Strategy for the Public Realm - Principles of the Framework - Key intervention 05

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Bridge Street Gateway attributes:

Legible, welcoming, interesting gateway.

Service areas access regulated/controlled.

Bus drop off incorporated with quality bus transit infrastructure/waiting facilities

Surface materials/ street furniture are replaced to improve legibility, navigation, accessibility/inclusive and attractiveness of the gateway.

Ensure that proposals reflect distinctiveness of Banbury and unique character.

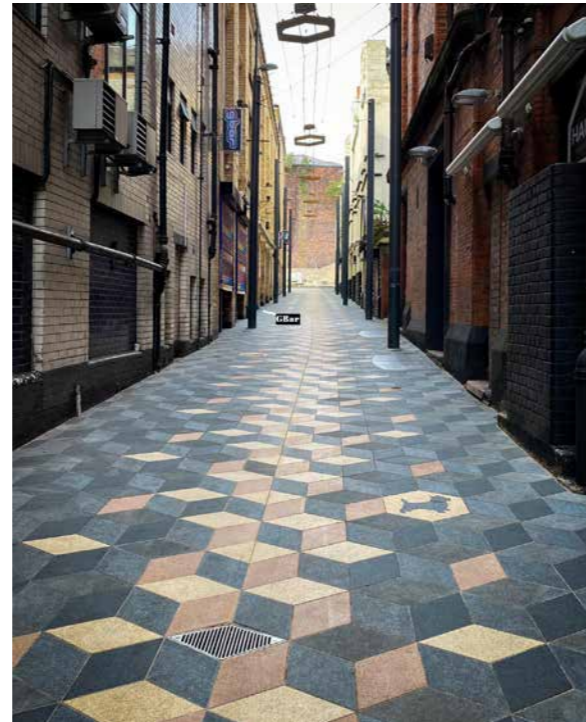
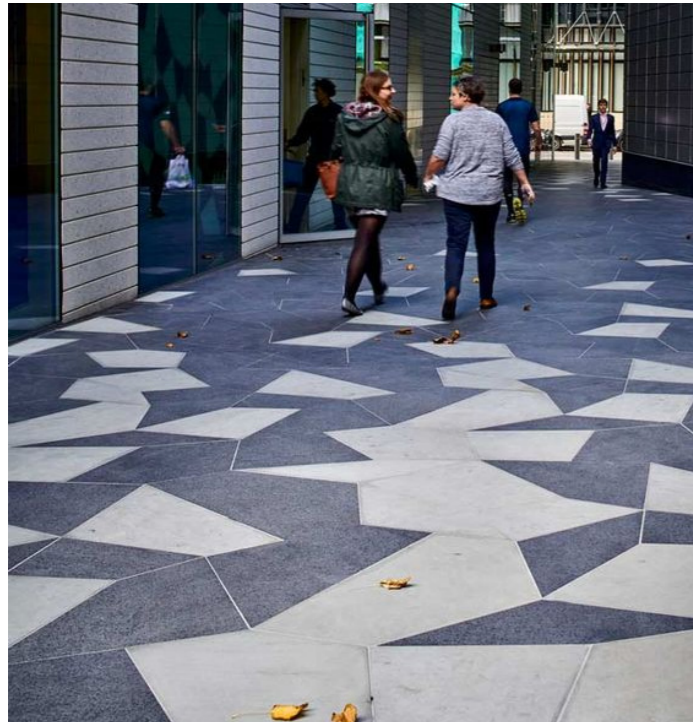
Prioritise pedestrians and cyclists to provide improved comfort and safety for these users.

Encourage active travel providing facilities for cycling.

Consideration of connections to Train station.

Section 5 - Strategy for the Public Realm - Principles of the Framework - Key intervention 06

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Alleyways attributes:

Ginnel connections in the town centre to be repaved, with improved lighting and a street art programme recommended.

KEY
Alleyways

BroadwayMalyan^{BM}

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Creating
places.
Together.

Bicester Public Realm Strategy Framework

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Stage 1 - Site Diagnosis
November 2024
Issue 08

Creating
places.
Together.

Bicester Public Realm Strategy Framework Bicester - Cherwell

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SITE ANALYSIS

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PUBLIC REALM VISION and OBJECTIVES

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Section 1 - Introduction Approach

Introduction

This study was commissioned by Cherwell District Council in April 2023. In two parts, the first establishes an evidence baseline of the existing condition of the public realm in Bicester.

This informs the second part which identifies opportunities and constraints, project aims and aspirations and then makes recommendations for public realm interventions in the urban centre.

01. Site Analysis

As preparation for the site visits, a desktop based analysis of Bicester and its public realm was undertaken.

Site Visit

Bicester was visited on 21st April 2023. During this site visit aspects such as street activity, pedestrian desire lines, street clutter and other key elements were recorded.

We documented the look and feel of the public realm and its quality and condition.

The gathered data supported the further analysis work of the Movement and Place Analysis and helped to establish Street Typologies and Public Realm Character Areas.

The site analysis records and appraises the following themes:

- Walking distance
- Movement – Walking/Cycling/Vehicle
- Street Activity and Active frontages
- Planning Review
- Culture and Heritage
- Urban Green Infrastructure
- Microclimate
- Landmarks and Key Views
- Land Use
- Public Realm Surfacing Materials
- Public Realm Furniture and Boundary Elements
- Place and Movement Analysis
- Street Typologies and Existing Attributes
- Public Realm Comfort and Safety
- Public Realm Character Areas

02. Public Realm Vision and Objectives

This section needs to be read alongside the Town Centre and Retail Study (September 2021), a part of the evidence base for the Local Plan Review 2040; and in the context of the following earlier policy documents:

Cherwell Local Plan 2011-2031

Cherwell Local Plan 2011-2031 Partial Review – Oxford’s Unmet Housing Need

Further work is anticipated aligned to the existing policy framework.



Within the report **recommendations** are presented in pink boxes.

Section 2 - The value of the Public Realm

A manifesto for investment

The public realm refers to the shared spaces and facilities that are accessible to everyone in a town/village centre, including streets, pavements, footpaths, parks, public spaces, and other open spaces. It plays a critical role in shaping the vitality and viability of town/village centres, as well as contributing to the overall quality of life of the community. The importance of the public realm is rooted in its ability to foster social interaction, stimulate economic activity, and enhance the environmental sustainability of urban areas.

Firstly, a high-quality public realm can foster social interaction and community cohesion, providing a place for people to gather, connect, and interact. Public spaces provide opportunities for socializing and cultural exchange, facilitating a sense of belonging and connection among residents. This enhances the overall quality of life and wellbeing of the community, as people feel more engaged and invested in their neighbourhood.

Secondly, the public realm is critical to the economic vitality of town centres. Public spaces and amenities, such as parks, green spaces, and pedestrian-friendly streetscapes, can attract businesses and encourage spending, boosting local

economies. A well-designed public realm can also create a unique sense of place that attracts visitors, further supporting local businesses and enhancing the overall economic activity in the area.

Lastly, the public realm plays a critical role in promoting environmental sustainability. A high-quality public realm can reduce carbon emissions by encouraging sustainable modes of transportation such as walking, cycling, and public transit. Public spaces can also serve as important natural habitats for wildlife and improve air and water quality in urban areas.

Overall, the social, economic, and environmental benefits of a high-quality public realm are clear. Investing in public spaces and amenities in town/village centres can lead to more vibrant, connected, and sustainable communities. Moreover, understanding the value of the public realm and prioritizing its maintenance and improvement can help ensure that town/village centres remain vibrant and vital for generations to come.



Section 3 - Context to the Strategy

Historic mapping and context

Bicester is a historic market town in the Cherwell district of Oxfordshire. It was founded in Saxon times close to Roman roads and the ford over the river Bure. The church was built around 1200, and the market established by 1239, and the form of the Market Place and adjoining streets is little altered since medieval times. Following the dissolution of Bicester Priory the town was rebuilt in timber, brick and stone, the Town House in the Market Place dates from this period.

Fires in the 18th century led to further rebuilding with Bicester becoming a significant staging post on the route from London to Birmingham, with coaching inns and other services catering to travellers. In the 20th century the town developed considerably but the old town was little changed and still displays a variety of styles and materials in its historic streets. In 1916 an airfield for the Royal Flying Corps was established becoming RAF Bicester in 1918. 'Homes fit for Heroes' were built after the First World War on the Buckingham Road, and following the establishment of the Central Ordnance Depot in 1942, houses for civilian workers in Bardwell and elsewhere.

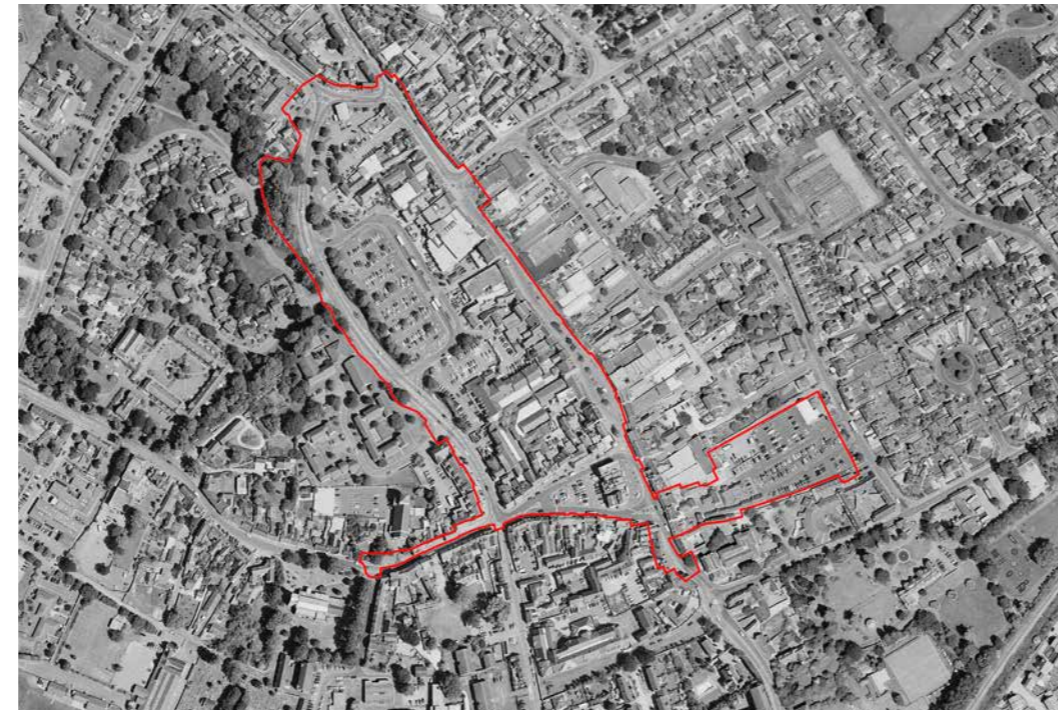
After Local Government Reorganisation in the 1970's, Bicester was designated a 'Country Town' and became a focus for significant growth, this continues with developments now set to increase the population to over 40,000. Large numbers of domestic and foreign visitors are attracted to Bicester Village and Bicester Motion (the UK's first dedicated centre for the restoration and display of vintage and classic cars, motorcycles and aeroplanes).

Reference heritage story in place narrative

1753



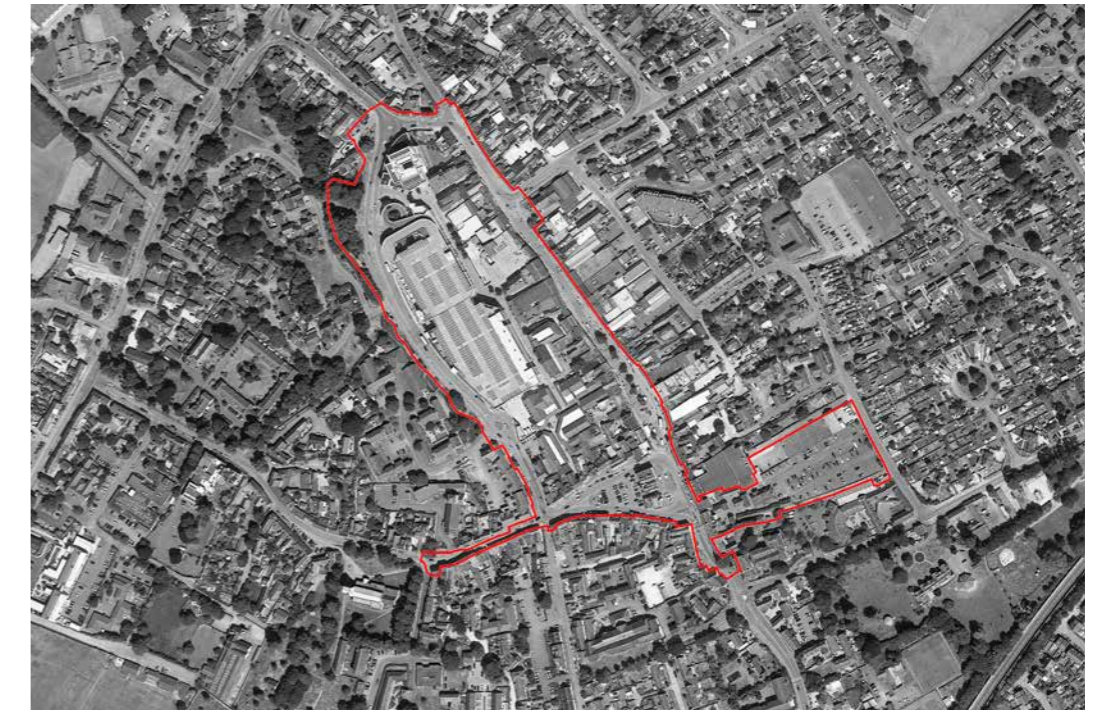
2004



1910

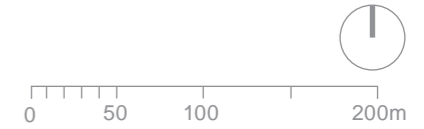


2023



Section 3 - Context to the Strategy

Urban Grain



Bicester's Sheep Street is characterised by the linear frontage of burgage plots along the wide space of the town's original livestock market. This pattern is very different from that of the earlier Market Square, which was partially built on over time with a number of encroachments, one of which, the buildings known as the 'Island Block', remains. The current car park, therefore, occupies a space which has seen a variety of uses, with buildings, market stalls, fairs and events. Market stalls used the area until the pedestrianisation of Sheep Street in 1994.

Page 59

The finer urban grain, present in the town centre, is notable as this is surrounded by claims about the range of benefits that it provides for mix of use, mix of ownership, mix of business, streetscape and street life in the urban centre. Finer grain represents richer diversity of use and life on the street.

Pioneer Square (built in 2013) forms a large footprint providing additional town centre retail and leisure facilities.



Rationalise/ Restructure use of open space and redistribute vehicle spaces for pedestrian and cycle movement and street activity.

- KEY
- Site boundary
 - Urban fabric

Section 4 - Understand Bicester Site Visit

Bicester was visited on 21st April 2023.

During the site visit aspects such as street activity, pedestrian desire lines, street clutter and other key elements were recorded.

We documented the look and feel of the public realm and its quality and condition.

The gathered data supported the further analysis work of the Movement and Place Analysis and helped to establish Street Typologies and Public Realm Character Areas.

The site analysis records and appraises a number of themes, as shown in the photographs:

Page 60



Underwhelming gateways



Spill out opportunities provide activation



Pedestrianised highstreet and key routes

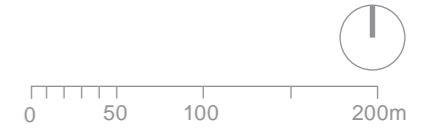


Mix of street furniture clutters experience



Vehicles impacting on quality of place

Section 4 - Understand Bicester The Study Area

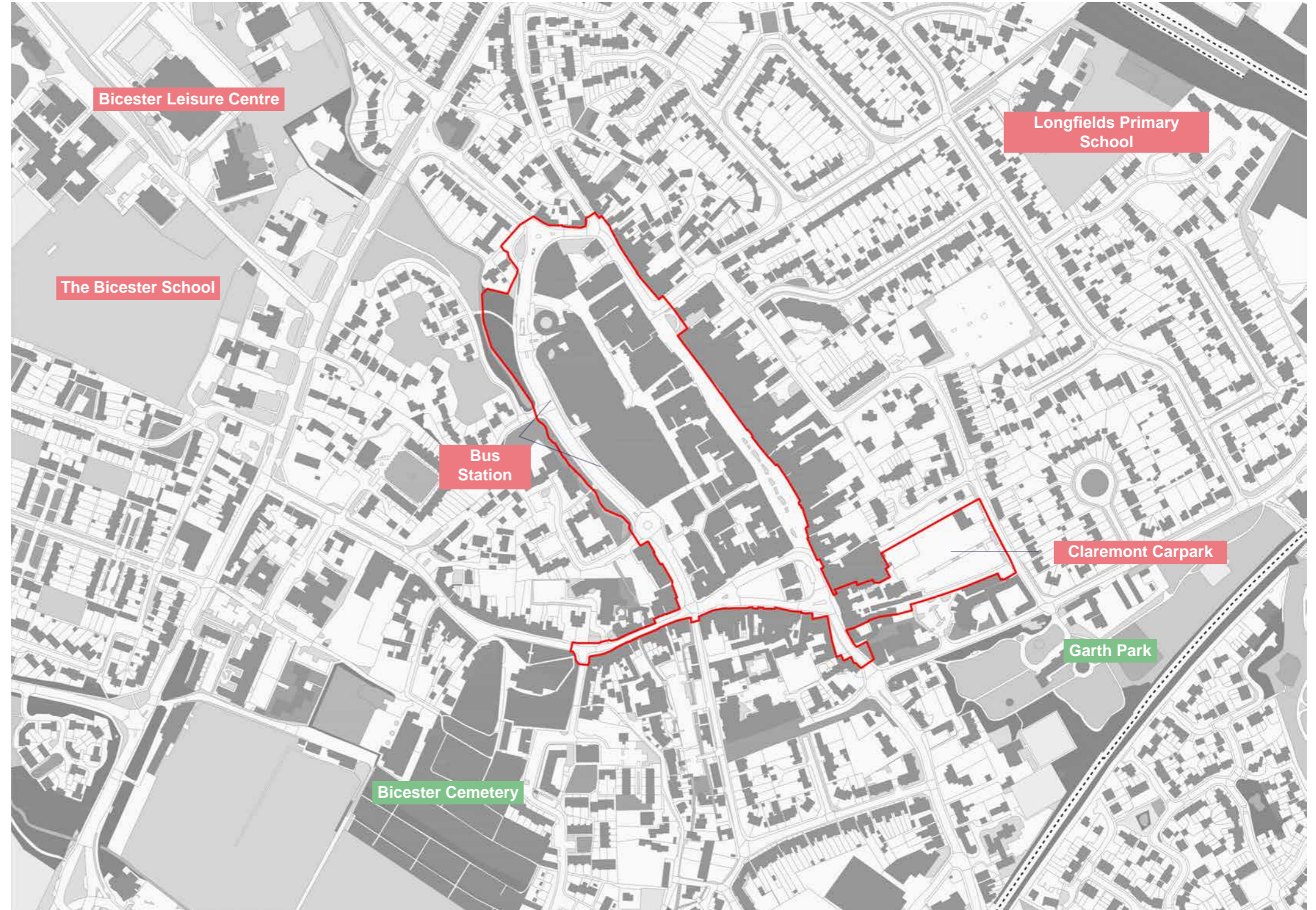


The Study Area

The study area aims to include both the town centre core alongside the gyratory and key arterial street which currently accommodate an extension of town centre uses (Causeway) in order to understand the interface between the Town Centre, gateways and arrival experiences on all transport modes.

The study area includes the Cherwell District Council operated Claremont car park, which is identified as a key arrival node.

Other arrival nodes are Sainsbury's car park; Chapel Street car park; and Manorsfield Road for bus passengers.

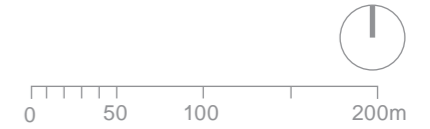


KEY

— Site boundary

Section 4 - Understand Bicester

Walking Distance: 400m/5min



Walking Distance: 400m/5 min

We have mapped a 400m radius which illustrates a 5 minute walking journey. The diagram illustrates a very high level of potential local footfall from neighbouring residential areas within this 5 minute catchment.

Also within the 400m radius lie Bicester bus station, public schools and Garth Park.



Note: Reference Bicester LCWIP

<https://www.cherwell.gov.uk/info/260/bicester-garden-town/720/bicester-garden-town---travel/2>

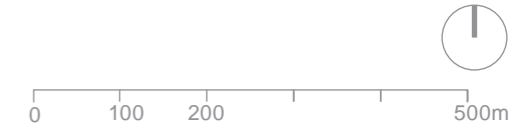
Maximise walking and cycling connectivity to create safe and comfortable slow mode networks and active travel opportunities into and across the town centre.

KEY

— Site boundary

Section 4 - Understand Bicester

Walking Distance: 800m/15min



Walking Distance: 800m/15 min

A 15-minute neighbourhood is a neighbourhood in which you can access all of your most basic, day-to-day needs within a 15-minute walk of your home.

A number of significant local assets sit within an 800m radius of the town centre including;

- Bicester North/ Village Station and Bicester Village.

Looking beyond 800m for those able to walk further or cycle:

- Pingle Brook Open Space
- Langford Meadows
- Gavray Wildlife Meadows

Note: Reference Bicester LCWIP

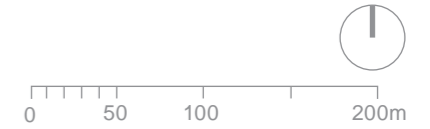
<https://www.cherwell.gov.uk/info/260/bicester-garden-town/720/bicester-garden-town---travel/2>



KEY

— Site boundary

Section 4 - Understand Bicester Movement



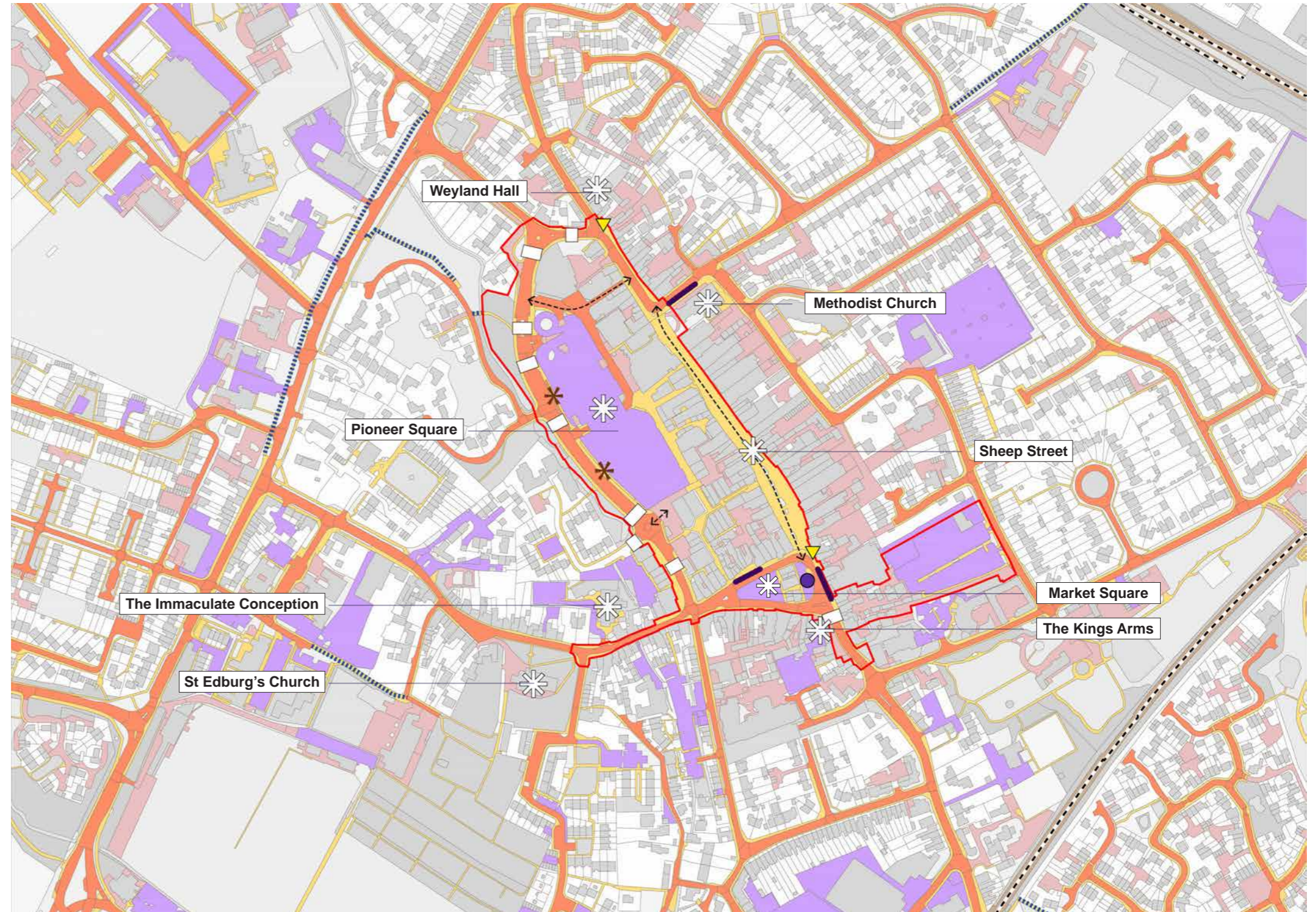
Movement: walking, cycling and vehicular

Across the study area there are a range of movement types.

Within the immediate town centre two pedestrianised streets (Sheep St/ Bure Place/Crown Walk) provide a safe and traffic free town centre environment.

There are a few major roads running through the town centre, including the A41 and A4421, which provide access from surrounding areas. These routes are traffic dominated and create severance of access to the town centre - especially from the South of the town.

Bicester town centre has several car parks, both surface and multi-storey, providing ample parking options for visitors and residents. The car parks are located in close proximity of the town centre and offer both short and long-term parking options. Some of the car parks are operated by the council, while others are run by private companies. Parking fees vary depending on the car park and the duration of stay, with some car parks offering free parking for a limited period.



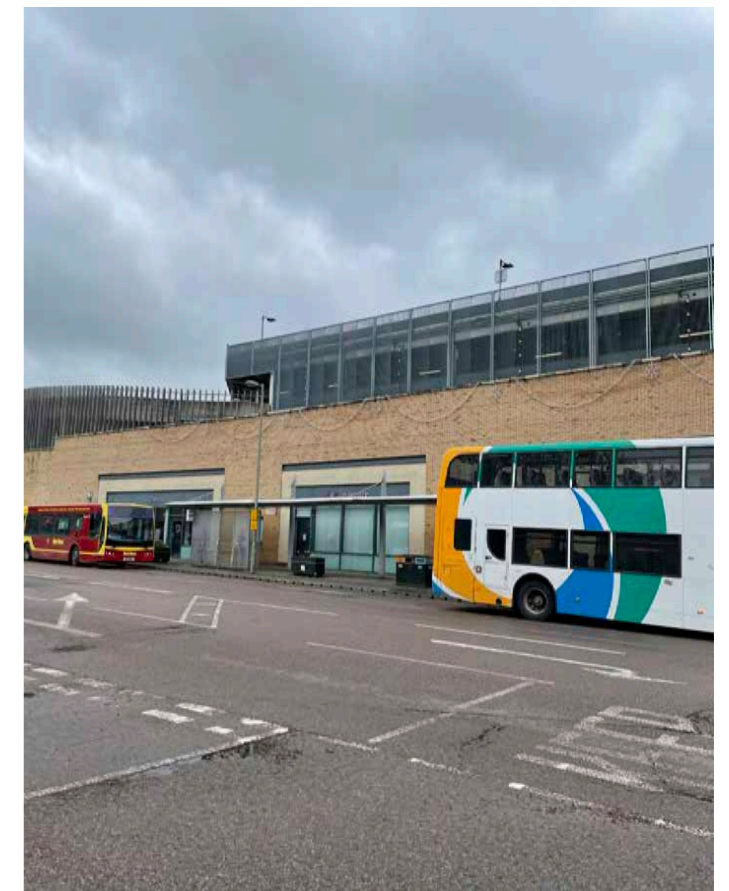
| | | | | |
|----------------|------------------|-------------------------------|--------------|------------------|
| KEY | Pedestrian area | On-road car parking | Bus Stop | Key destinations |
| Site boundary | Car parking area | Cycleway | Taxi rank | Service access |
| Vehicular area | Courtyards | Signalled pedestrian crossing | Cycle stands | Railway |

Section 4 - Understand Bicester Movement

Adjacent streets within the study area are heavily vehicle dominated some with narrow footways, pedestrian guard rails, and on-street car parking (mostly time restricted) and loading.

Public transport provision is provided. Train station is 800m walking distance. Bus Station is currently provided at B4100, outside Pioneer Square.

A taxi rank is located to the north of Market Square.



Improve walking and cycling provision especially at crossing facilities/key points and mode interchange locations.

Consider an equitable streets approach where a balanced division of space is allocated across modes - cycling approach to be thought through to ensure relationships with cyclists and pedestrians are considered.

Section 4 - Understand Bicester Street Activity and Active Frontages

Sheep Street /Bure Place– The pedestrianised approach generates activity through visitors walking/strolling leisurely along the street. A number of businesses use the street in front of their premises. The market stalls (market day on Fridays) provide additional activation (and footfall).

Around Market Square small independent businesses are established, some of which have active frontages/outdoor seating.



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These streets tend to be active with pedestrians moving quickly along them. Vehicles dominate, on-street car parking is prominent within the street scene and highway/parking creates severance across the street.

Accommodate existing requirements and enable future spill-out by businesses in key areas.

Provide a platform/facilities for activity within the street scene - markets/ events/ music/ play.

Consider removal of on street / Market Square parking

Section 4 - Understand Bicester Planning Review

Bicester is identified as a Town Centre by the Cherwell Local Plan, adopted in July 2015.

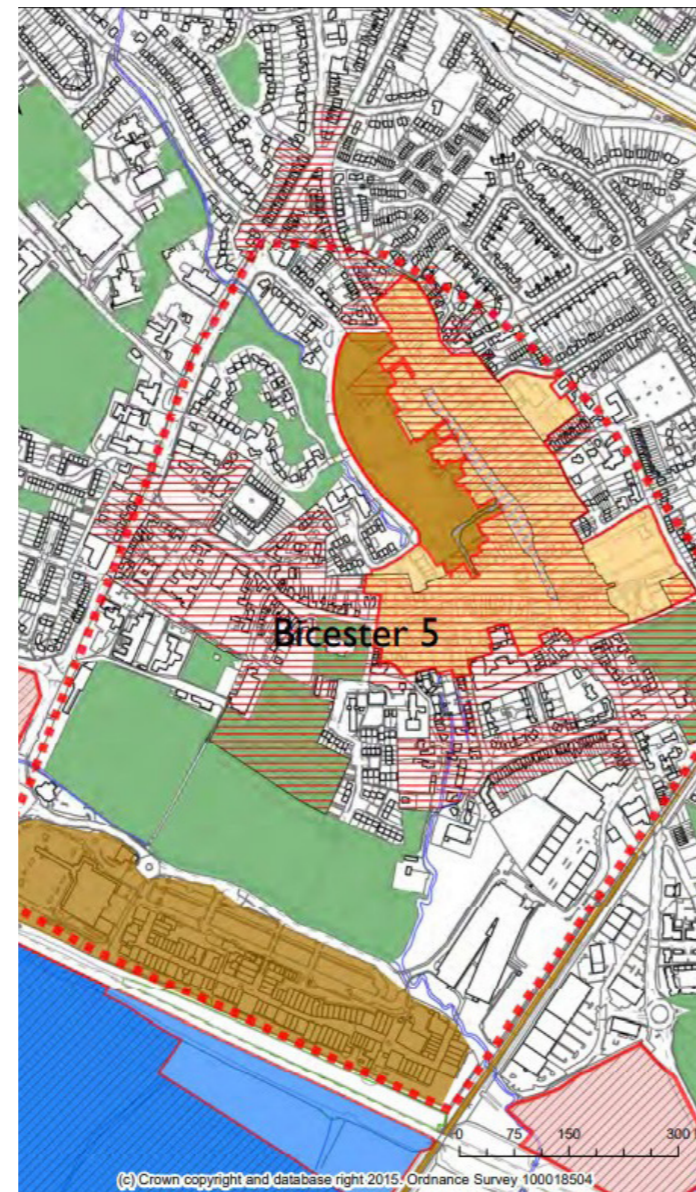
Policy B5, Strengthening Bicester Town Centre, states that 'shopping, leisure and other 'Main Town Centre Uses' will be supported within the boundary of Bicester town centre'. Residential development will also be supported in the centre, except where 'it will lead to a loss of retail or other main town centre uses'. Residential development, within the primary shopping frontage, above ground floor level, is encouraged, as well as proposed mixed use schemes.

The Council seeks to widen the boundary of the town centre. Bicester's 'Area of Search', identified for an extension, includes the existing retail park to the south. Policy 5 of the Local Plan, Strengthening Bicester Town Centre, states that 'retail and other main town centre uses will only be supported within the Area of Search if they form part of new schemes which help deliver the aims for central Bicester'. Policy 5 also states that 'residential development will also be supported within the Area of Search in appropriate locations.'

Currently the council is undertaking a Local Plan Review.

Also, Policy 5 of the Local Plan advises that development proposals have 'particular regard to enhancing the character of the [existing, Bicester] Conservation Area.'

Worth noting the role of Permitted



Development Rights in changes of use from use class E to residential.

Public realm proposals to follow and support local policy by promoting the role and function of the centre and active ground floor use, and by making a positive contribution to the overall vitality and viability of the centre.

Provide high quality, safe and accessible design.

Enable interchange between transport modes and improve/ extend the walking and cycling network, especially between the pedestrianised area and the perimeter road network/ residential neighbourhoods.

Enhance heritage assets settings, Green Infrastructure and biodiversity.

Key:

- Primary Shopping Frontage
- Tourism Development
- Bure Place Redevelopment
- Existing Town Centre
- Town Centre Extension (Area of Search)
- Existing Retail Parks (Indicative)
- Approved Housing Sites
- Mixed Use (Housing and Employment)
- Strategic Housing Sites
- Existing Strategic Employment Sites (Indicative)
- Approved Employment Sites
- New Employment Sites
- Existing Green Space
- Conservation Target Areas
- Conservation Areas
- Sites of Special Scientific Interest
- Scheduled Ancient Monument
- Neighbouring Authority

Section 4 - Understand Bicester Culture and Heritage

Bicester town centre boasts a range of heritage buildings that provide a glimpse into the town's past and cultural heritage.

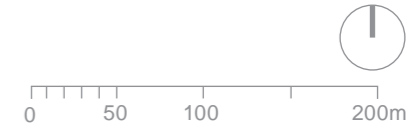
Notable buildings include the 17th-century Market House and St. Edburg's Church, a medieval church with impressive stained glass windows.

Other heritage buildings in the town centre include the Old Vicarage and the Grade II listed King's Arms Hotel, both showcasing the town's rich history. These buildings and many others in the town centre serve as a testament to Bicester's cultural heritage and offer a sense of connection to its history.

Bicester offers a range of cultural attractions. Cultural events in the town include the annual Bicester Festival, a community arts event with a parade, live music performances and participatory workshops. Each year Bicester Choral and Operatic Society perform a concert at St Edburg's Church as well as a staged musical production at The Cooper School.



Section 4 - Understand Bicester Culture and Heritage





There are a number of listed buildings in the area as well building with an architectural interest.



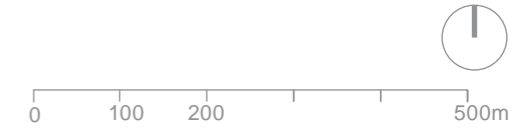
Recognise and celebrate heritage and cultural assets. Use public realm to provide a suitable setting for these.

Establish walking loops/routes that make more prominent networks of heritage/culture.

Create a flexible public realm that can accommodate events/activities.

| | |
|---|---|
| KEY |  Grade I listed Buildings |
|  Site boundary |  Grade II listed Buildings |

Section 4 - Understand Bicester Urban Green Infrastructure

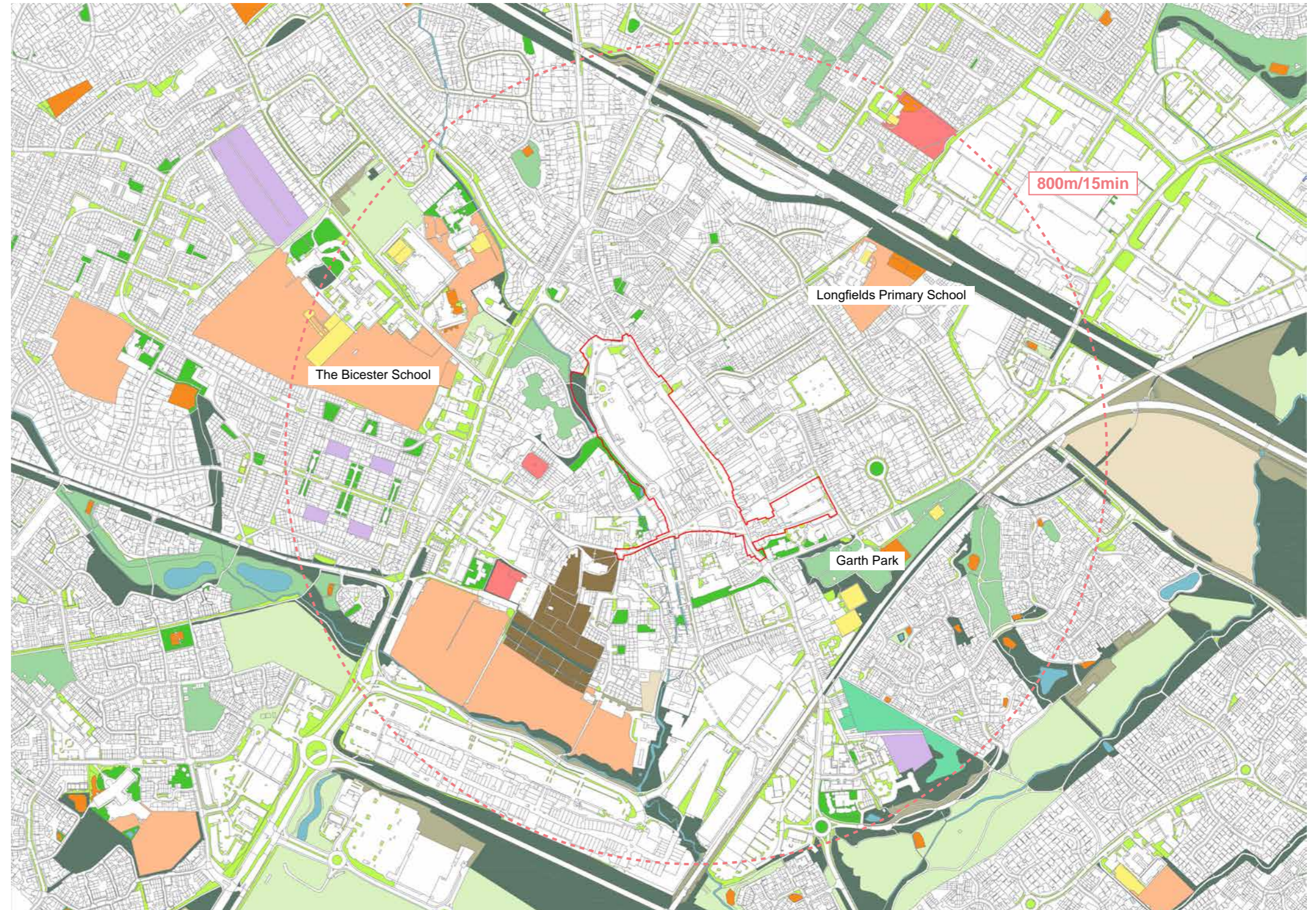


A number of public open spaces exist across the wider area including:

- Woodland
- Parks
- Meadows
- Community gardens
- Community orchards
- Allotments
- Recreation ground
- Sports pitch
- Public Open Space
- Playground
- Water bodies
- Farmland
- Incidental amenity planting
- scrubland

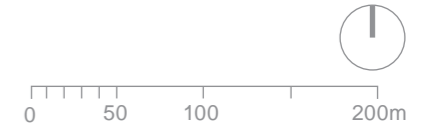
Page 70

These form a network of accessible amenity within walking distance of the town centre and adjacent neighbourhoods



| | | | | | |
|---------------|------------------|-------------------|--------------|-----------|-----------------------------|
| KEY | Park | Community orchard | Sports pitch | Farmland | POS |
| Site boundary | Meadow | Allotment | Playground | Cemetery | Incidental amenity planting |
| Woodland | Community garden | Recreation ground | Water bodies | Scrubland | |

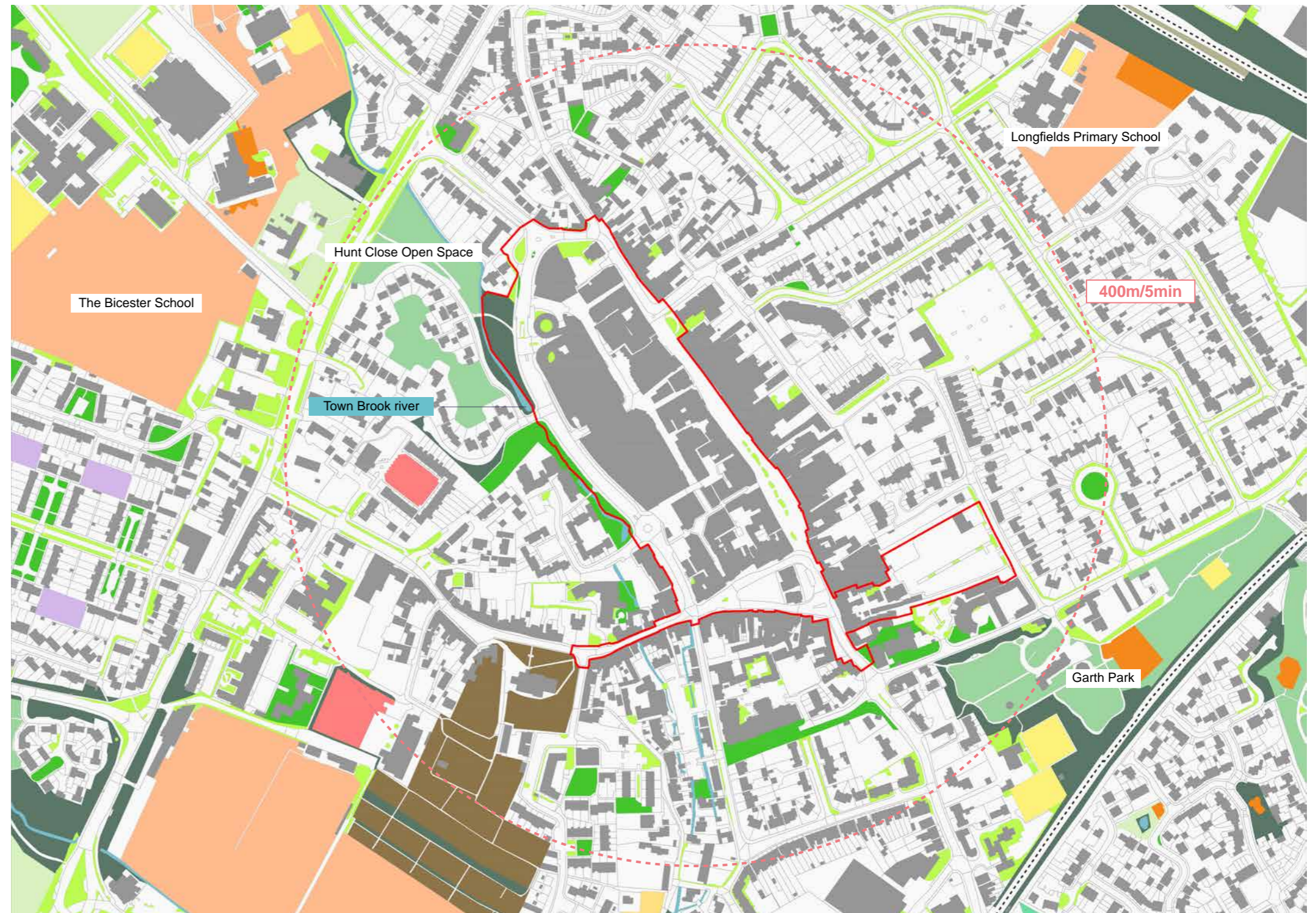
Section 4 - Understand Bicester Urban Green Infrastructure



There is street tree planting within the pedestrianised area. These are predominantly immature specimens although do add to the street scene and provide some biodiversity contributing to the microclimate (mitigating wind/providing shade/shelter) and provide human scale. They also contribute to the sensory experience (dappled shade and rustling canopy/birdsong). Species here seem inappropriate from sustainability perspective, living only relatively short lives in urban environments. There are some raised planters with ornamental planting.

A mature amenity space is located adjacent to Town Brook to the south of the town centre.

Generally very limited trees are provided on any streets within the study area



| | | | | | | | | |
|---------------|------------------|-------------------|--------------|-----------|-----------------------------|------------|----------|-----------------------------|
| KEY | Park | Meadow | POS | Allotment | Sport pitch | Playground | Cemetery | Incidental amenity planting |
| Site boundary | Community garden | Recreation ground | Water bodies | Cemetery | Incidental amenity planting | | | |

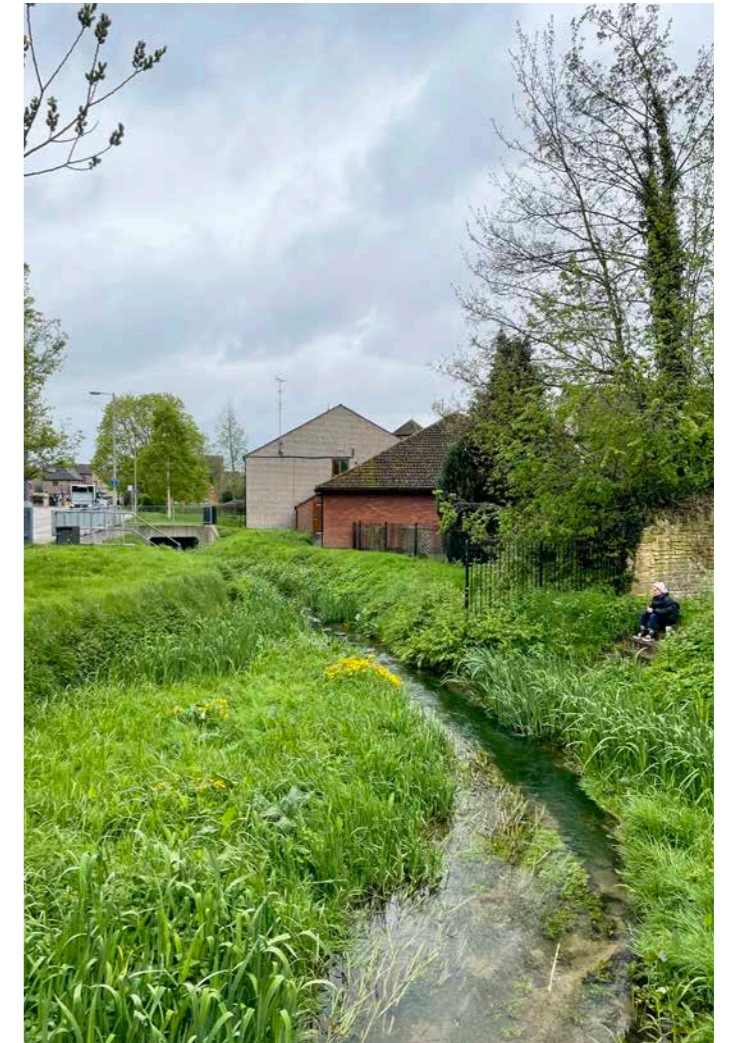
Section 4 - Understand Bicester Urban Green Infrastructure

Define a coordinated planting strategy for the town centre choosing appropriate species to strengthen character areas, highlight gateways, taking account of pedestrian and vehicular movement, built structure and other constraints.

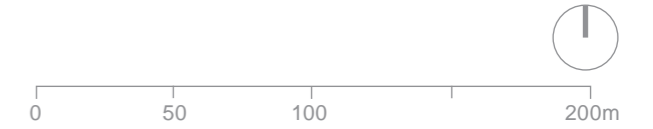
Utilise Green Infrastructure to tackle effects of climate change e.g. in the form of SUDS(Sustainable Urban Drainage), and improved microclimate.

Use tree planting and green infrastructure to 'humanise' the town centre, soften street scenes and contribute to health and well-being of residents and visitors.

Policy driver is encouraged to incorporate additional tree planting with street scenes and areas of public open space.



Section 4 - Understand Bicester Microclimate



Within the core of the town, low rise buildings result in an open and unshaded Sheep Street - Bure Place Moor Lane is overshadowed by adjacent buildings.

Market Square is open and South facing sunshine penetrates.

Prevailing winds are from west and south west however Bicester's location in the inland southeast of England means that it is shielded from the full force of these weather systems, resulting in a relatively mild and temperate climate

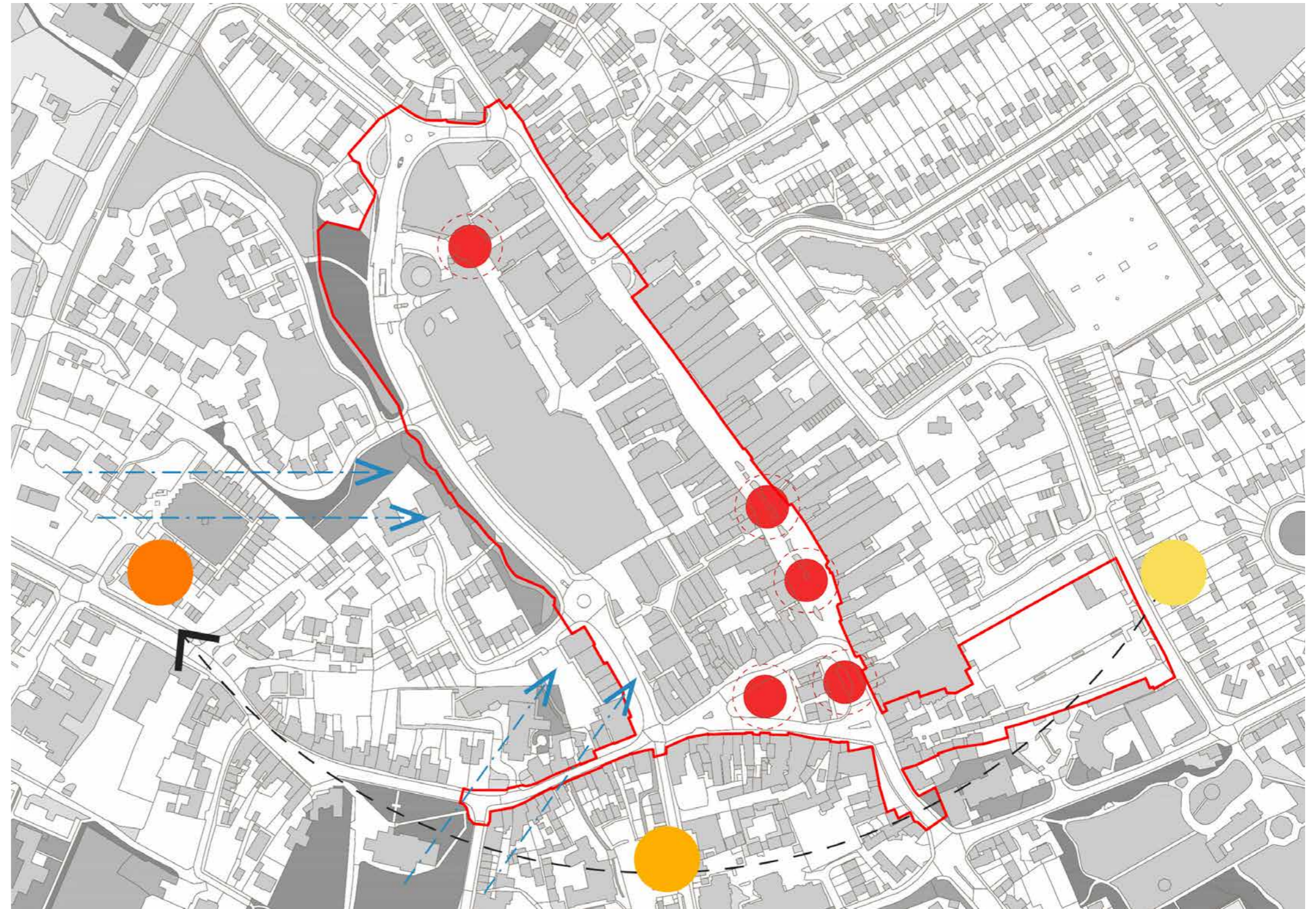
Generally the dense urban edges are likely to create some shelter from the wind.

Encourage street tree planting to help adjust the temperatures to provide a cooling effect within key hot spot areas.

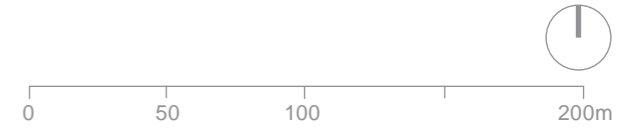
Page 73

Identify Hot Spots and spaces requiring shelter and take these into consideration when planning stopping and staying spaces.

Plan comfortable active travel routes.



Section 4 - Understand Bicester Landmarks and Key Views



Bicester town centre is home to several notable landmarks and key views that offer a glimpse into the town's history and cultural heritage.

One of the most prominent landmarks is the Market Square, which features the 17th-century Market House and a range of independent shops and cafes.

Nearby is St. Edburg's Church, a striking medieval church with an impressive Norman tower and stained glass windows. Visitors can also enjoy views of the town's picturesque River Bure.

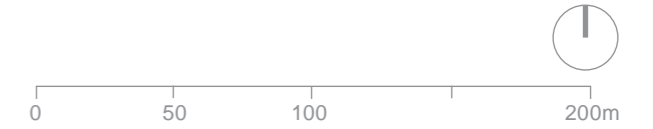


Enhance key views within the core and visual connectivity from surrounding neighbourhoods by revealing and creating sequences of landmarks for orientation and attractive gateways. De-clutter streetscapes and places where possible.

KEY

- Site boundary
- Landmark
- Key views

Section 4 - Understand Bicester Land Use



Bicester town centre has a diverse range of land uses that cater to the needs of residents and visitors alike.

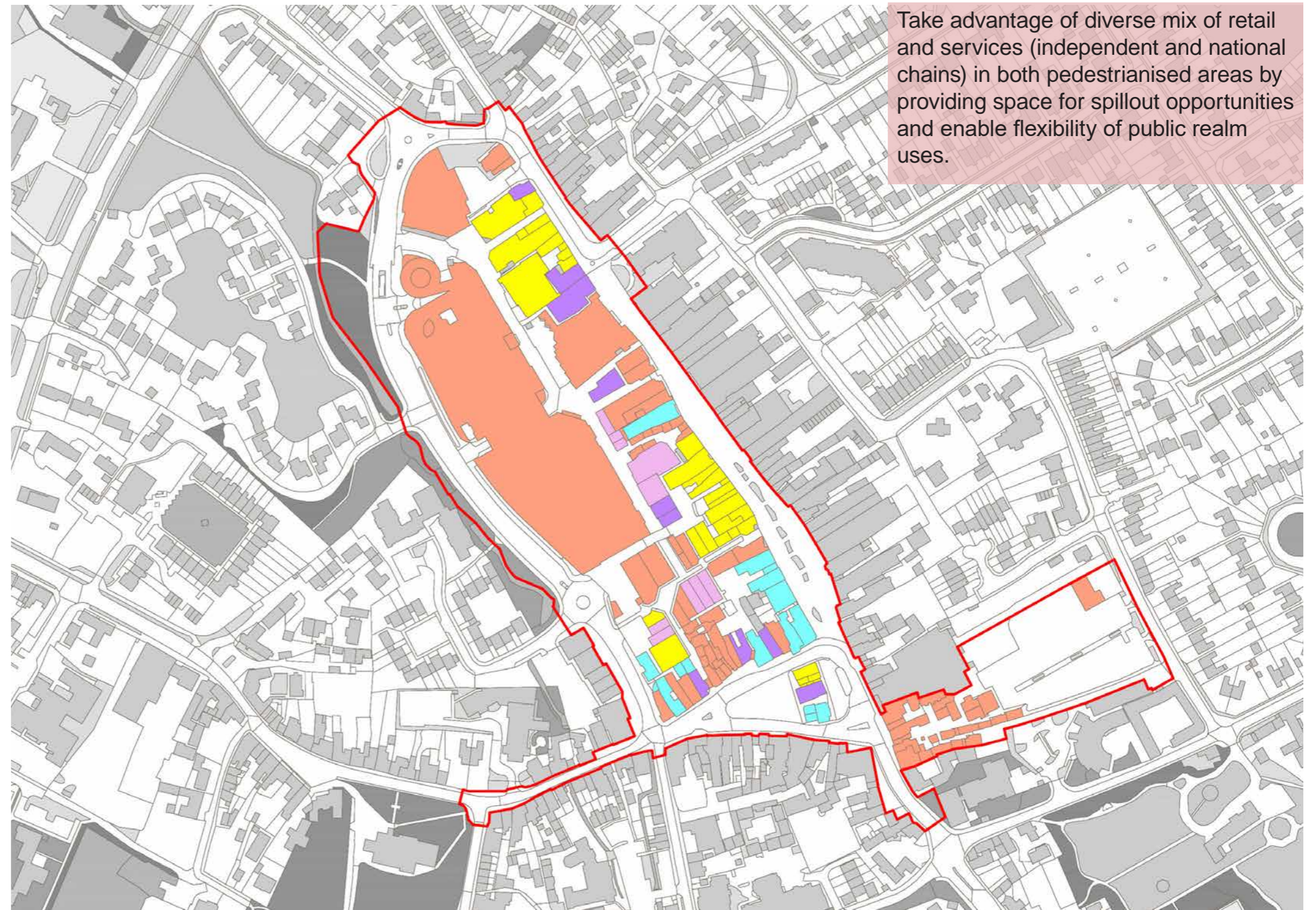
The town centre is primarily a retail and commercial hub, with a range of shops, restaurants, cafes, and bars, many of which are independently owned and operated. There are also a number of banks, building societies, and other financial institutions located in the town centre.

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In addition to retail and commercial land uses, Bicester town centre also has a range of cultural and heritage sites.

St. Edburg's Church, is a popular destination for visitors interested in local history and architecture.

Outside the study area are several public spaces and green areas, including Garth Park and Pingle Field (this will be a new town park developed by Bicester Village), which offer a range of recreational opportunities for residents and visitors. Finally, Bicester town centre also includes a number of residential areas, with several apartment complexes located in and around the town centre.



| | | |
|---------------|---------------------|----------------------------------|
| KEY | Retail / Resi mixed | Office / Finance / Letting shops |
| Site boundary | Retail / Commercial | Services |
| Residential | Food & Beverage | |

Section 4 - Understand Bicester Public Realm Surfacing Materials

Surfacing materials across the study area are of a mixed quality, age and condition

Within Sheep Street concrete block paving is used across the street cross section. Finishes are level with integrated drainage channels. There is some pattern to create interest and suggest spatial use central 'movement' zone with adjacent store frontage zones. These materials do not extend into 'gateway' spaces connecting to car parks etc.

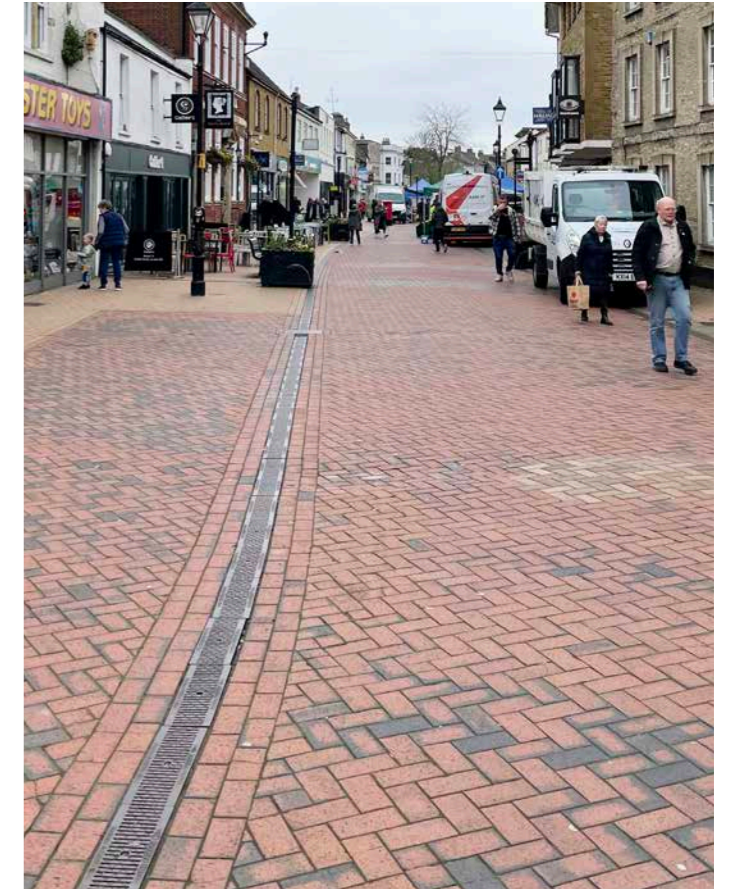


More recent Bure Place (adjacent to Pioneer Square) development uses high quality granite palette - these extend along some perpendicular routes



Car parks are predominantly tarmac with no definition/provision of footways

Arterial streets follow a traditional tarmac road surface with concrete slabs. Footways are poor quality condition with some patching and edging with tarmac.



All low quality/condition materials should be reviewed with an aim to improve impression of the town and enjoyment of the experience.

Define a palette of materials appropriate to an updated town brand.

Identify hierarchy of materials that can be used in a coordinated fashion across the town centre.

Section 4 - Understand Bicester Public Realm Furniture and Boundary Elements

Within the Sheep Street/ core furniture is generally matching following a traditional aesthetic. Items include: Light columns/ Benches/Litter bins/bollards.

Bure Place has an alternative suite of furniture. (Opportunity for enhancement at Pioneer Square is identified)

There are some examples of street 'clutter' at key gateways as illustrated.

Guard railing is located at points along the B4100 and at interfaces with arterial streets.

Along the B4100 routes street furniture is limited to statutory lighting and signage which creates numerous examples of cluttered street scenes.



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Define a coordinated palette of furniture appropriate to an updated town brand.

Review guardrail in-line with current thinking on safety.

Consider decluttering exercise

Section 4 - Understand Bicester Place and Movement Analysis

A Movement and Place assessment establishes classifications for the 'place' and 'movement' function of a road as they are now and how they could be in the future.

Within the matrix (right), streets are defined by their functional significance in terms of movement of people and goods, and, how successful they are in encouraging people to visit and stay in certain locations.

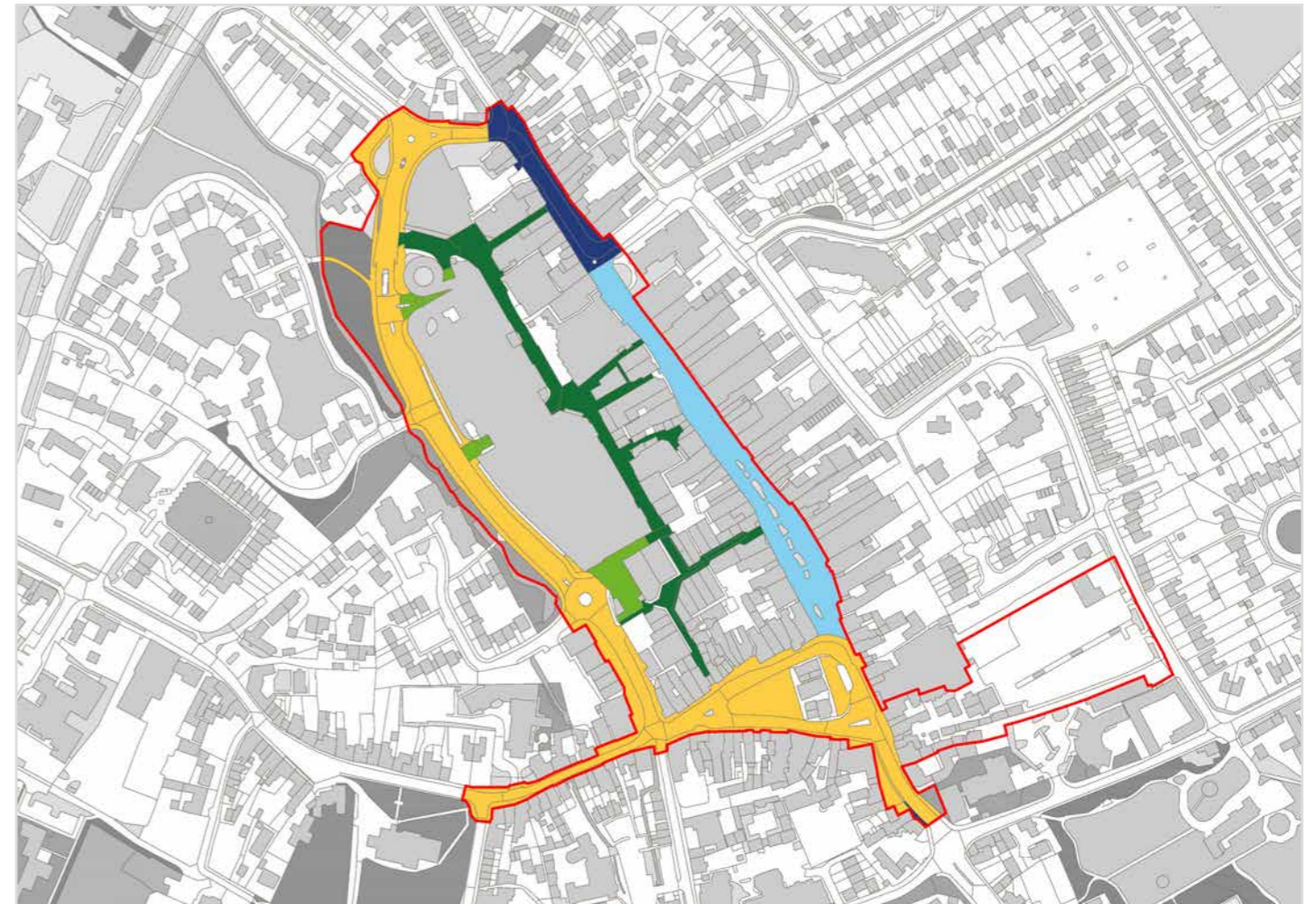
Currently the road network surrounding the town centre is movement focused and generally dominated by car movements.

Places are suffering as a result of the

focus on vehicular movement, with streets such as Causeway, B4100, Market Square, St John's St appearing homogeneous and lacking character.

Key place attractors (e.g. St Edburges church) and residential areas are severed from the town centre core.

The proliferation of car parking within the town core encourages vehicle access and in-turn an engineered approach to the streets.



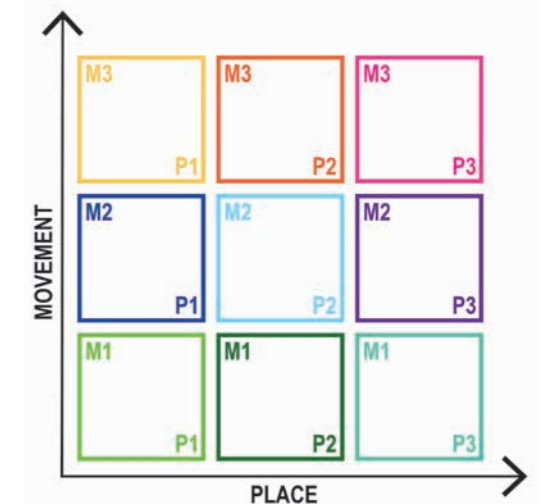
Page 78

There is an opportunity to better balance movement, with more consideration for walking and safe/ accessible movement.

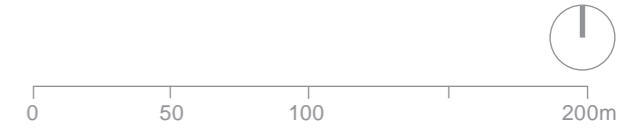
There are historic buildings/spaces that require more emphasis and improved settings.

A renewed focus on quality place attributes could help rebuild local economies.

| Place Function | Movement Function |
|---|---|
| P3: Attracts National, Regional, non-adjacent District to District visitors | M3: Primary routes which play a key role for the Regional movement of goods and people (not SRN / Motorways) and / or high levels of slower mode movements |
| P2: Attracts visitors from within the settlements and from Adjacent settlements (City, Town) | M2: Connects local destinations to ensure people and goods can move freely |
| P1: Predominantly local function / negligible attraction | M1: Local access only by people and deliveries |



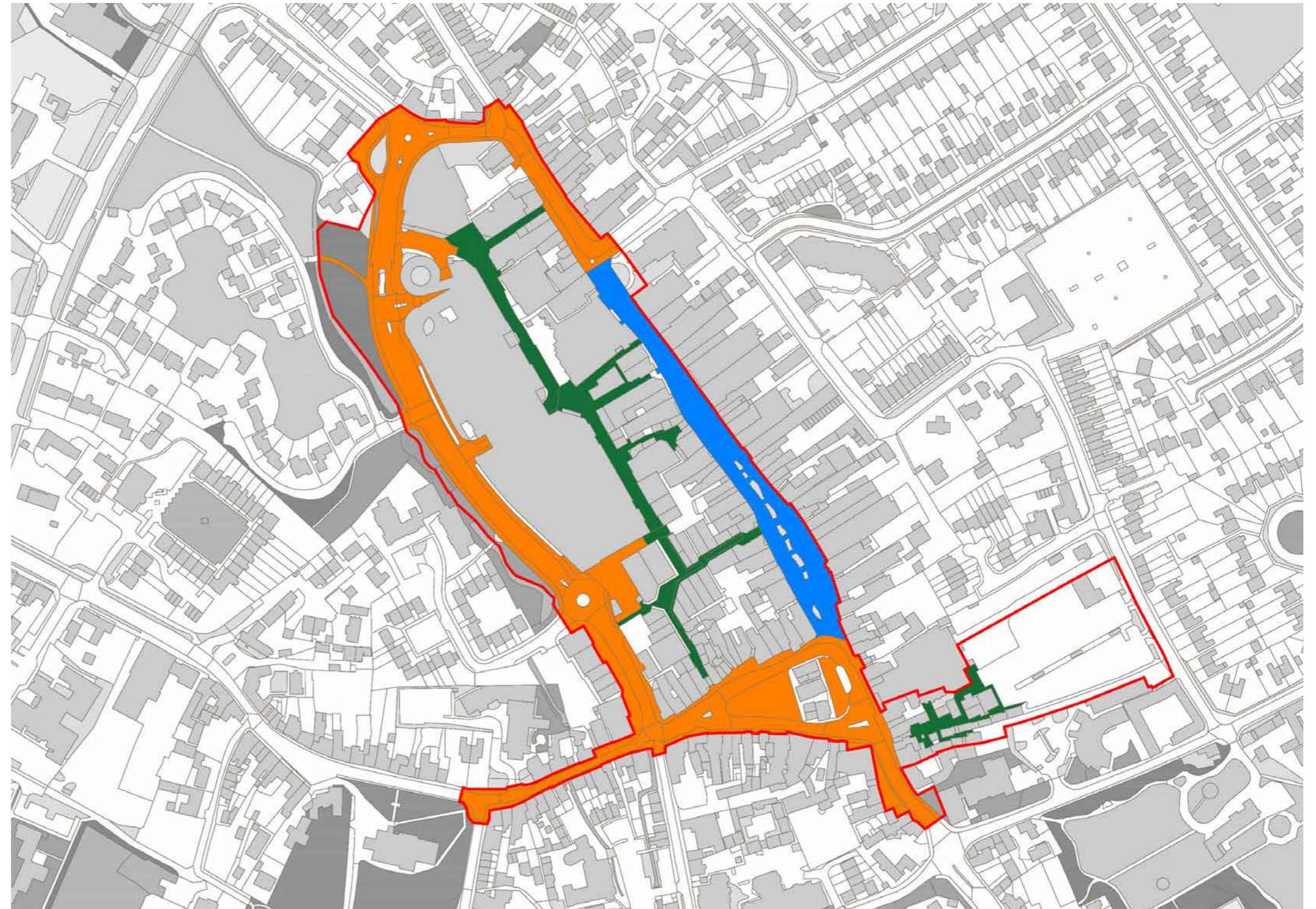
Section 4 - Understand Bicester Street Typologies



Street typologies help to establish a clear hierarchy of movement and function across the town centre.





Currently there are limited typologies which can be seen illustrated here:

- High Street
- Town Streets
- Alleyway

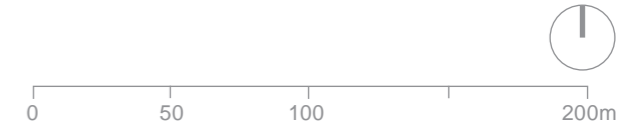


Establish a clear hierarchy of street typologies to help define use, access, character and modal share.

KEY

- | | |
|---|---|
|  Site boundary |  Town street |
|  High street |  Alleyway |

Section 4 - Understand Bicester Public Realm Comfort and Safety



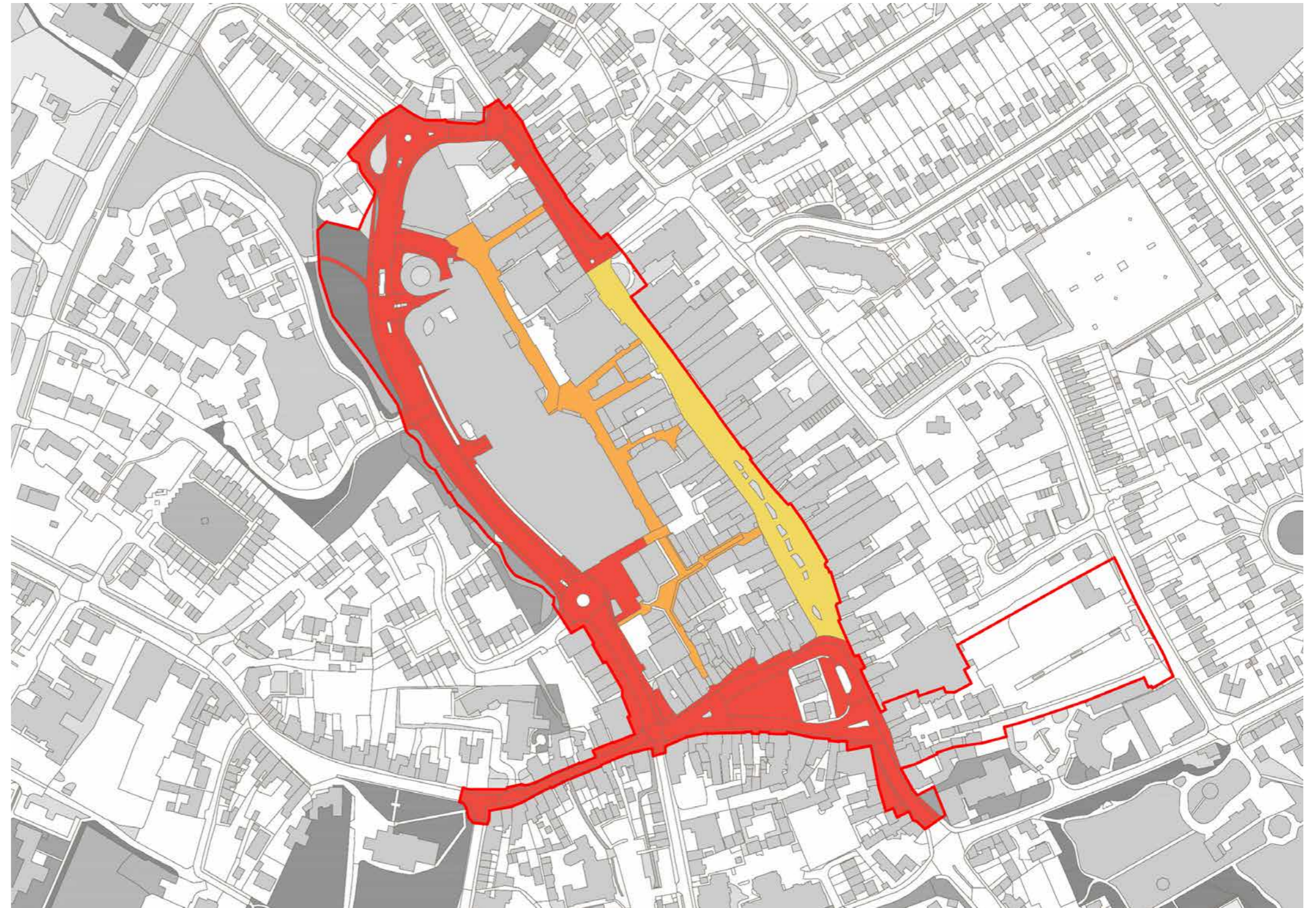
Emotive heat mapping records user's perceptions of a street/ place against an established criteria of emotional responses (see key below)

While this exercise is considered subjective, the response output can be a useful starting point for engagement with stakeholders.

Issues:

On key areas of public realm perception is of unsafe / unpleasant / uncomfortable

No areas of high quality/delight identified.



Opportunities:

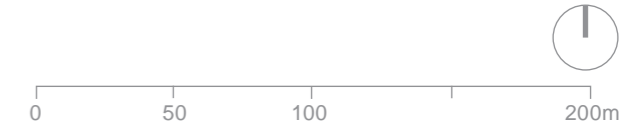
Rebalance the use of town centre streets to enhance feelings of safety and delight for pedestrians/cyclists/ slower modes.

Uplift key areas/gateways to act as High Quality/Delight space.

No areas to be less than safe & comfortable

| | | | |
|------------|---------------|---|--------------------------------------|
| KEY | Site boundary | Feels Unsafe / Unpleasant / Physically Difficult to cross | Pleasurable / Attractive Environment |
| | | Can be uncomfortable / feels safe away from conflict points | High quality space |
| | | Feels safe & comfortable | |

Section 4 - Understand Bicester Public Realm Character Areas



Currently character types are loosely along different routes;

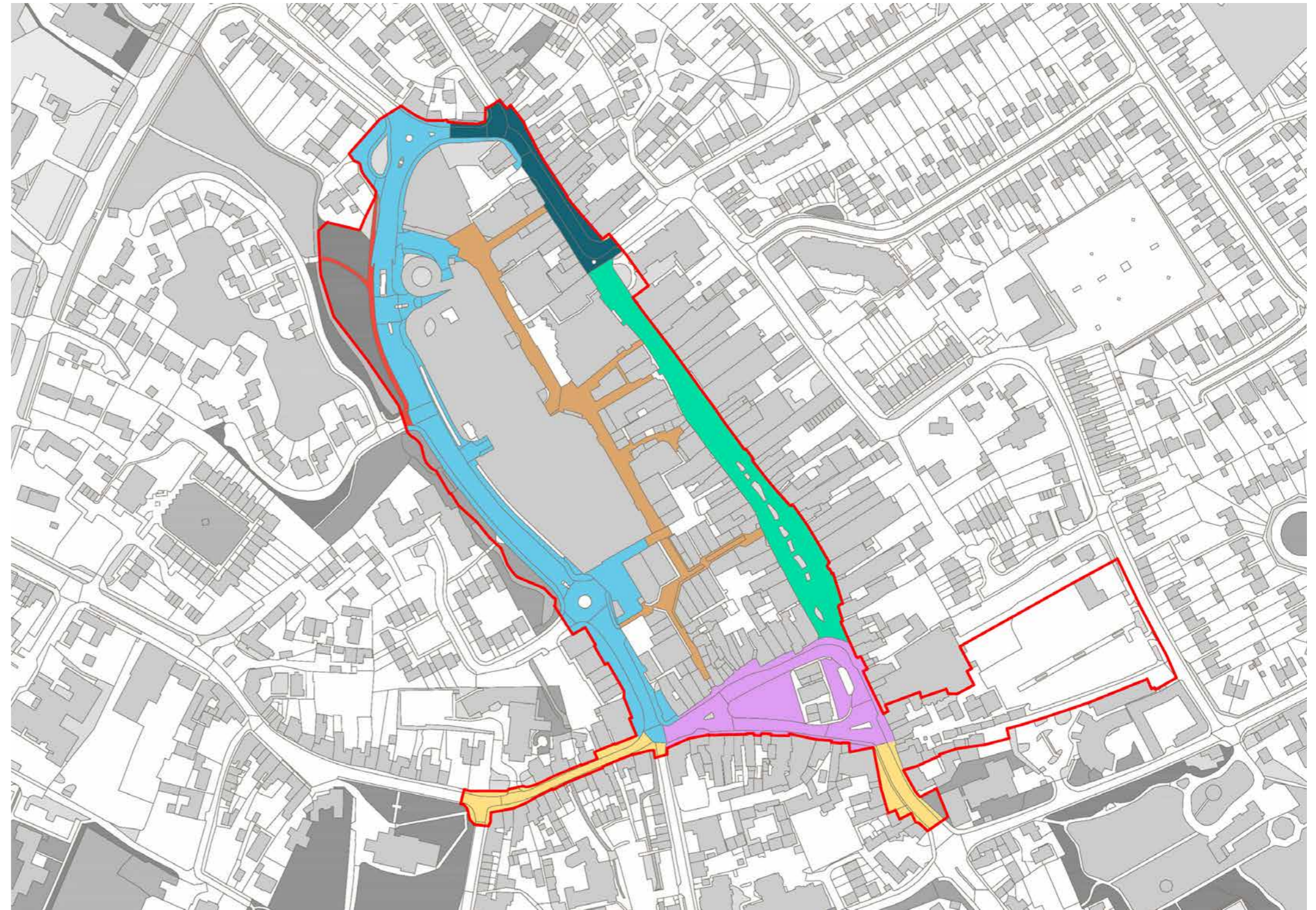
Sheep Street - Town Centre/Retail/Food and Beverage led

Bure Place - Undefined mix of retail, Food and Beverage, Back of House, Service access

Market Place - Historic but vehicle dominated

B4100 - Vehicle dominated gateway

Residential Living - busy highways with adjacent residential use

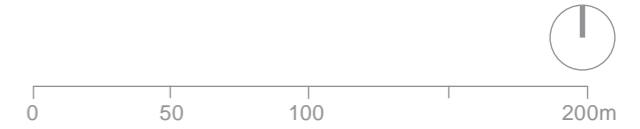


Page 81

Establish clear and well defined characters across the study area reflecting use, heritage, movement and gateway functions.

| | | |
|---------------|--------------|----------------------|
| KEY | Sheep Street | B4100 |
| Site boundary | Bure Place | Residential Living |
| | Market Place | Retail Led Mixed Use |

Section 4 - Understand Bicester Public Realm Constraints



Key constraints to consider:

Heritage buildings and their settings

Severance - Barriers to movement, especially for pedestrians and cycling and impact of vehicles

Visual barriers - Limited active frontages

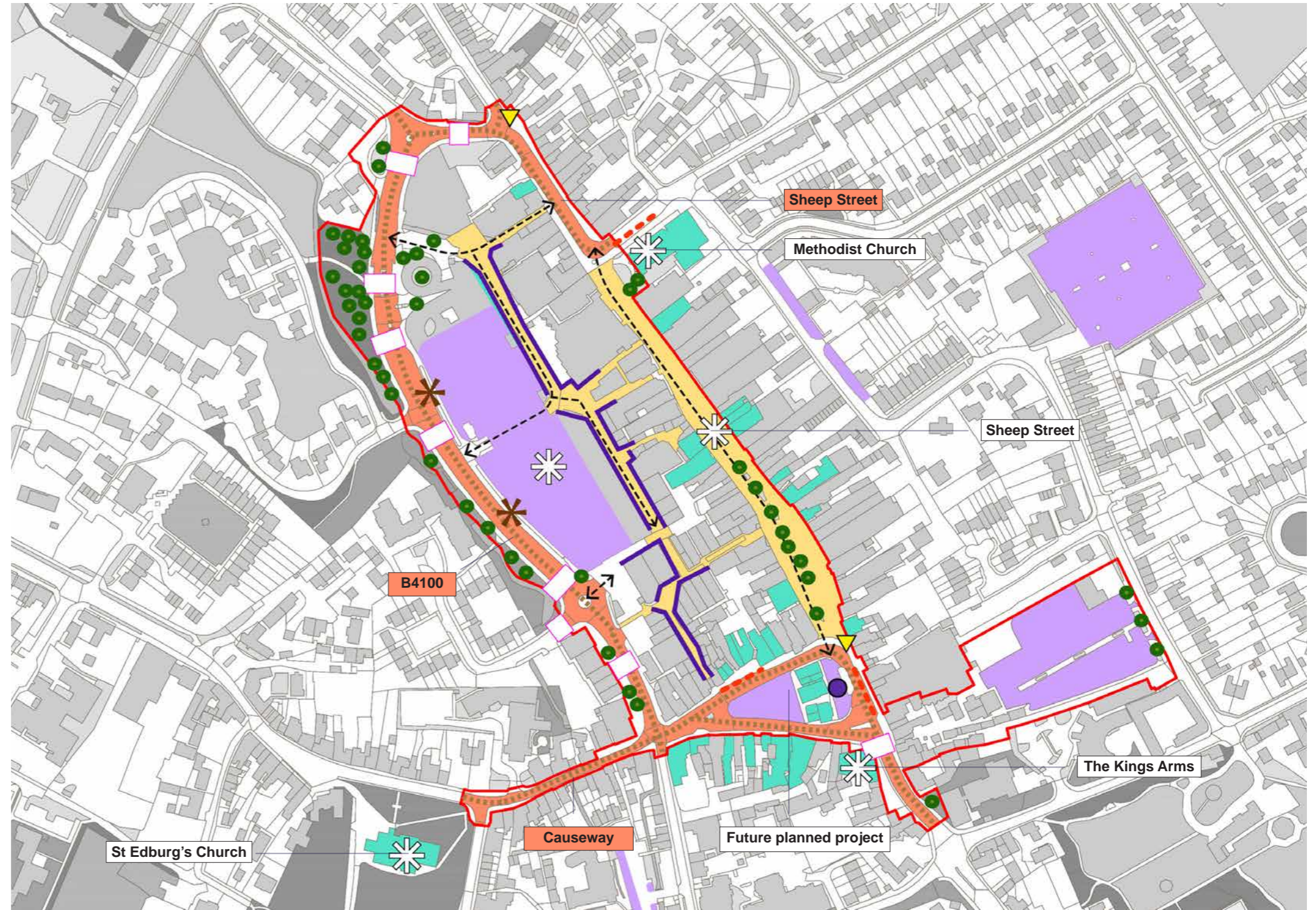
Parking - On-street

Service access on Sheep St and Bure Place

Green infrastructure deficit/access and poor condition in town centre

Land use - Predominant retail and leisure uses of buildings

Quality of streetscene materials/furniture/ etc

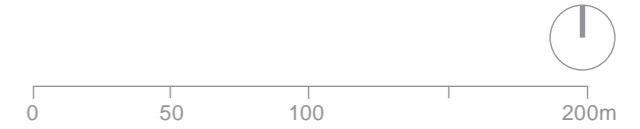


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KEY

- | | | | | | |
|---|------------------|---------------------|---------------------|-------------------------|-----------|
| Site boundary | Existing trees | Listed buildings | Pedestrian crossing | Cycle stands | Taxi rank |
| Adopted road mapping. Adoptable boundary information not available at this time | Key destinations | Car parking area | Bus Stop | Limited active frontage | |
| | Pedestrian area | On-road car parking | Service access | Severance | |

Section 5 - Strategy for the Public Realm - Principles of the Framework - Public Realm Opportunities



Key opportunities:

In line with the recommendations of the site diagnosis, this plan identifies opportunities for public realm improvements across the study area.

These fall into the following 5 main themes:

Establish distinctive and authentic character for the town centre referencing local place narrative.

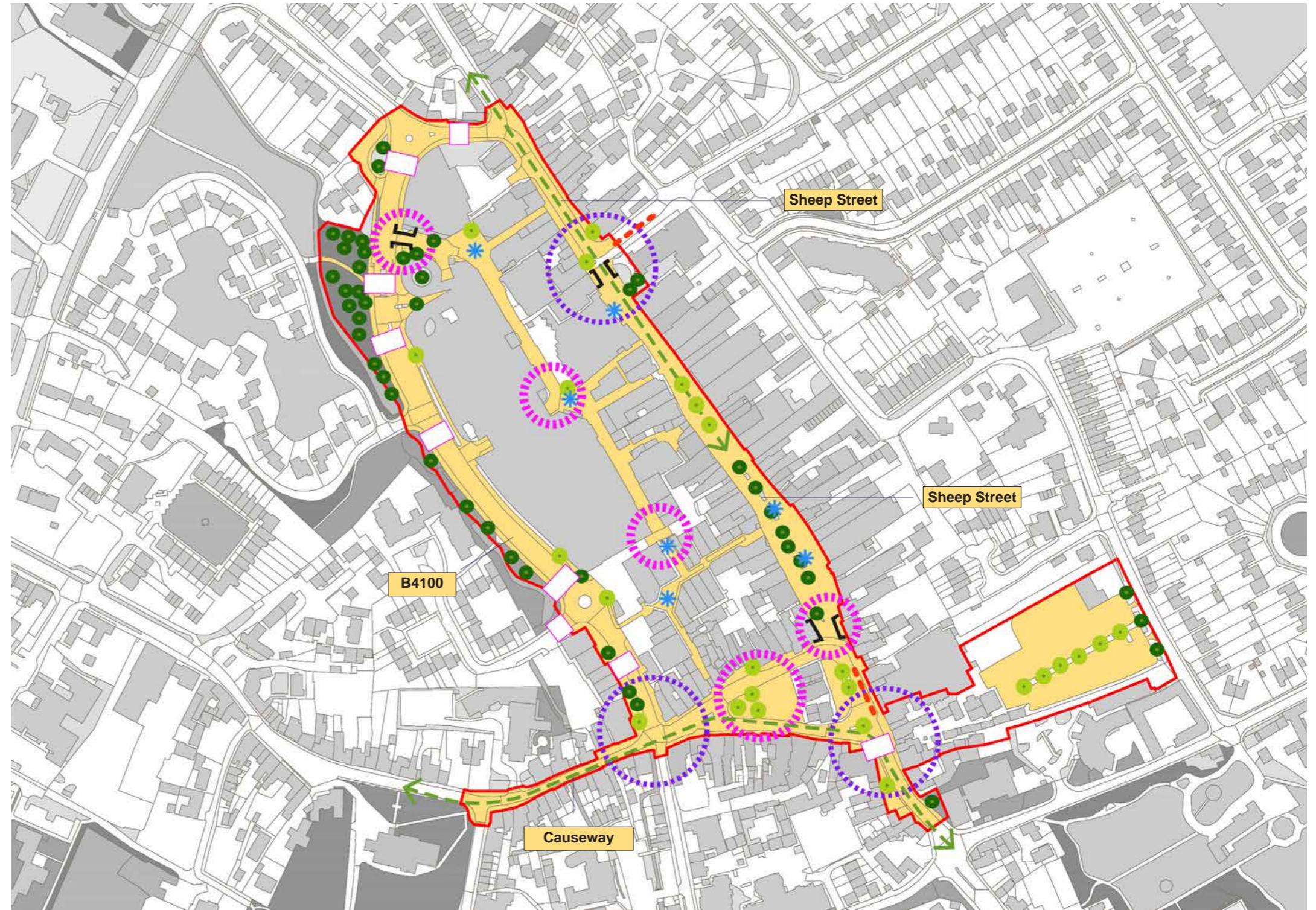
Page 83

Uplift quality of street materiality - paving / furniture / planting.

Identification of key public realm improvement areas connecting across the town - Gateways / Market Square / ETC. Realm to enhance access and linkages to Bicester Village to the south and Pingle Field.

Define and implement improved public realm nodes across the town centre environment - secondary stopping and staying at intersections. Developments in Bicester to understand resting stops as part of the design development which don't hinder use of space.

Create safe and inclusive crossing points into town core across vehicle routes - propose more equitable use across street cross sections, connect into GI destinations.



| | | | |
|------------------------------|-----------------------------|---------------------------|---------------------------|
| KEY | Existing trees | Public realm improvements | Control of service access |
| Site boundary | New trees | Improved arrival gateways | Pedestrian crossing |
| Improved green space network | Improved public realm nodes | Resting stops | |

Section 5 - Strategy for the Public Realm - Principles of the Framework - Vision



‘Beautiful streets and places will connect Bicester creating an inclusive, liveable and walkable town.

A Streets for All approach will positively transform the experience for people on foot, cycles and public transport.

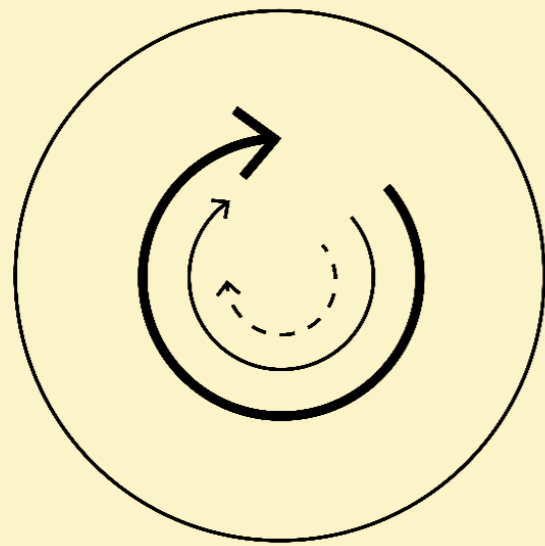
Arrival experiences will be memorable and attractive.

Designs will recognise the rich cultural heritage in Bicester; draw on distinct characteristics and amplify to create a modern identity for the town centre”

Section 5 - Strategy for the Public Realm

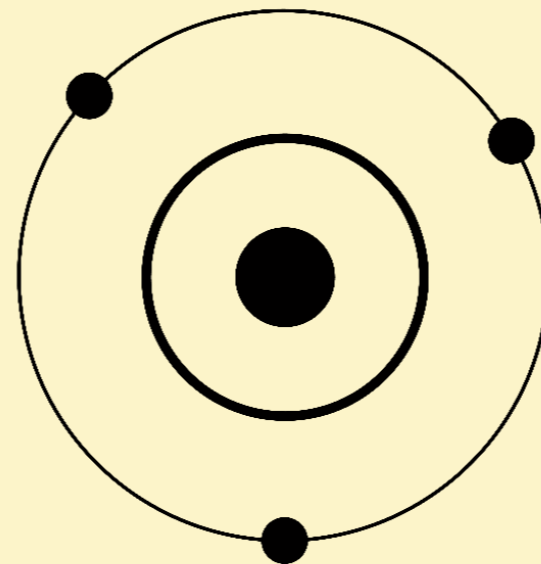
Project Aims

Page 85



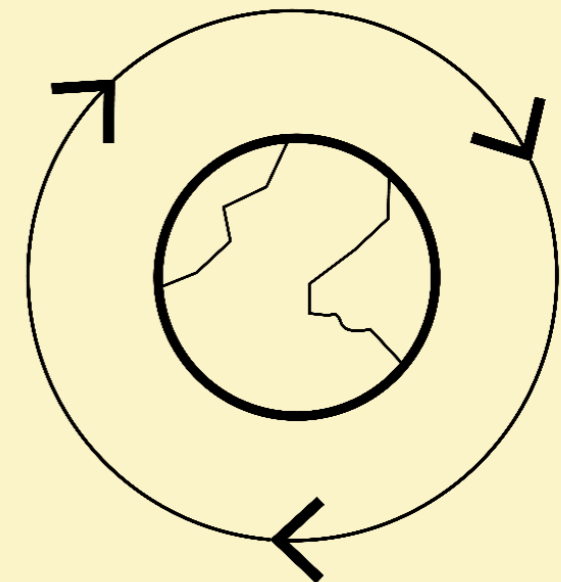
Movement

Establish a clear hierarchy of movement & access to support a 'Streets for All' approach



Place

Ensure a 'Place led' and contextual approach



Climate

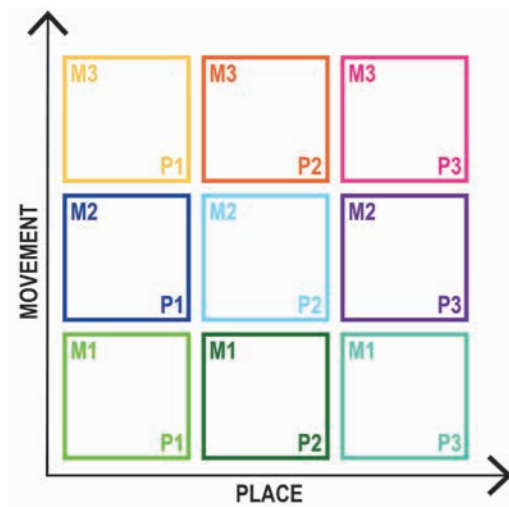
Promote sustainability across all aspects of the design

Section 5 - Strategy for the Public Realm - Principles of the Framework - Aspirational Place and Movement Functions

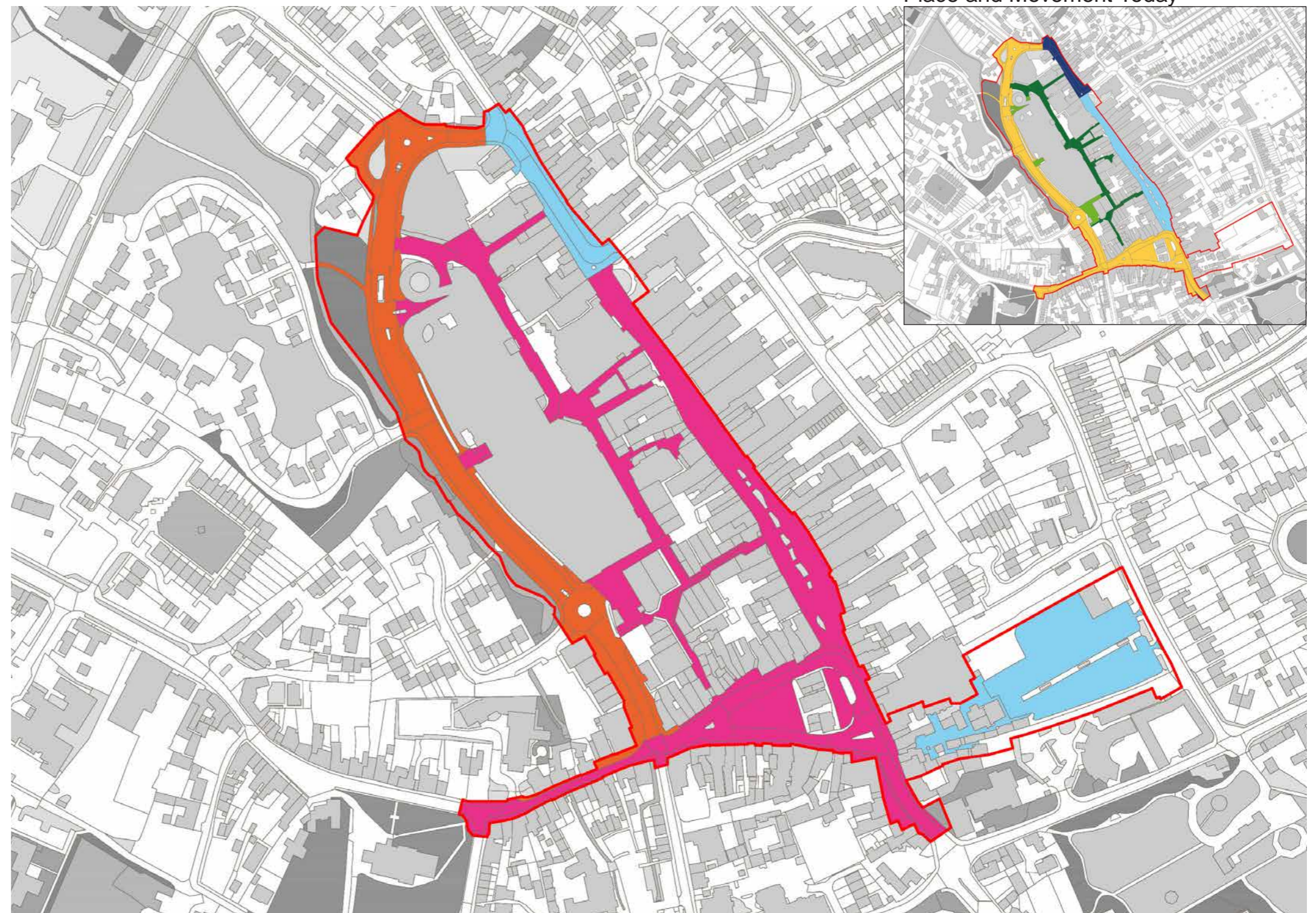
Drawing on the Movement and Place assessment established in the site diagnosis, the definition of aspirational classifications for the 'place' and 'movement' function of Bicester's street/ space in the future informs the development of street typologies and a vision for Bicester's town centre public realm.

Across the study area the aspiration has been to uplift the place function while balancing movement.

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| Place Function | Movement Function |
|---|---|
| P3: Attracts National, Regional, non-adjacent District to District visitors | M3: Primary routes which play a key role for the Regional movement of goods and people (not SRN / Motorways) and / or high levels of slower mode movements |
| P2: Attracts visitors from within the settlements and from Adjacent settlements (City, Town) | M2: Connects local destinations to ensure people and goods can move freely |
| P1: Predominantly local function / negligible attraction | M1: Local access only by people and deliveries |



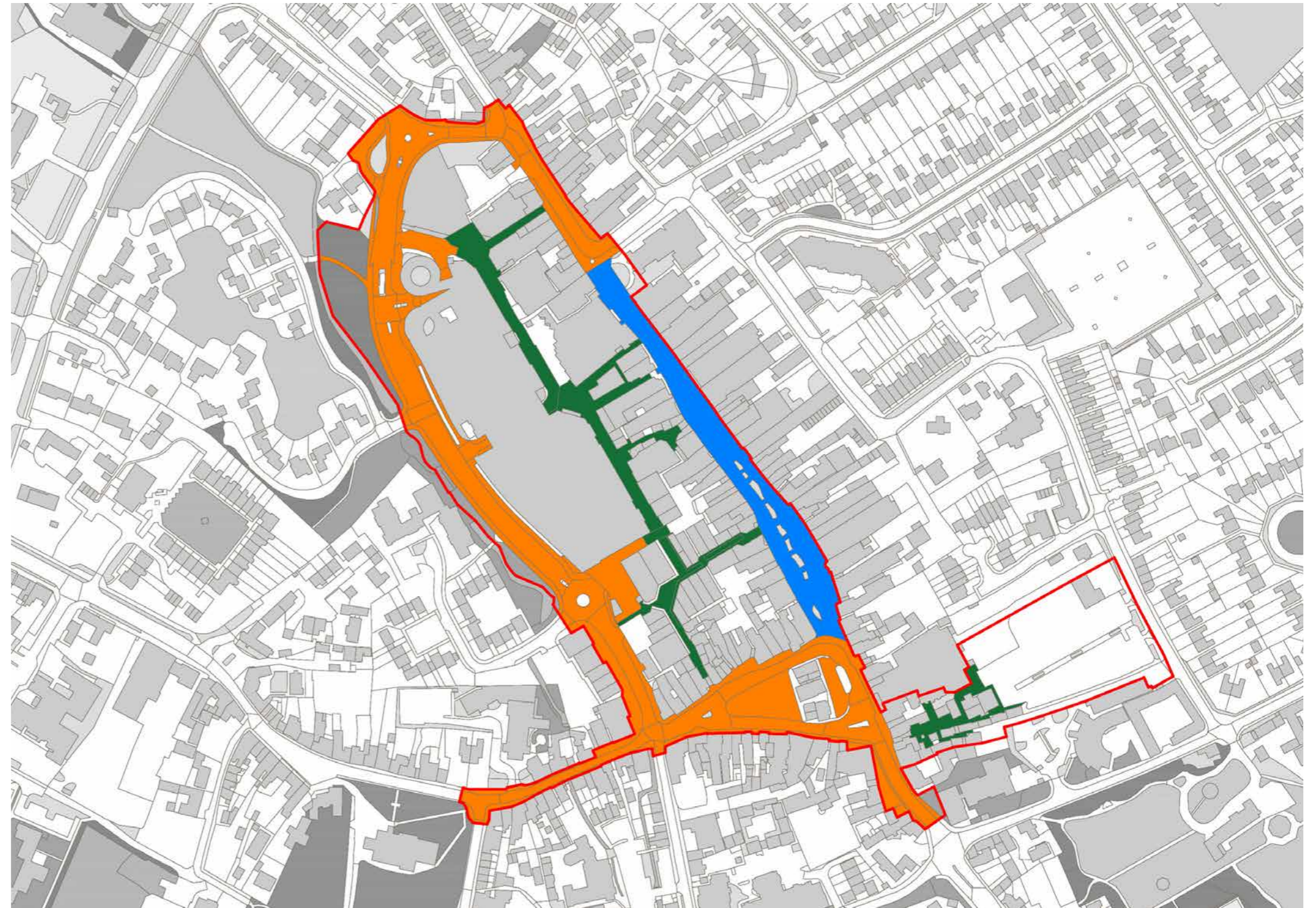
Section 5 - Strategy for the Public Realm - Principles of the Framework - Street Typologies and Aspirational Attributes

Street typologies help to establish a clear hierarchy of movement and function across the town centre.

Currently there are limited typologies which can be seen illustrated here:

- High Street
- Town Streets
- Alleyway

The following pages illustrate the proposed attributes in terms of place and movement for each of the Street Typologies.



| | | |
|----------|-------------|-------------|
| KEY | Blue line | High street |
| Red line | Orange line | Town street |
| | Green line | Alleyway |

Section 5 - Strategy for the Public Realm - Principles of the Framework - Street Typologies and Aspirational Attributes

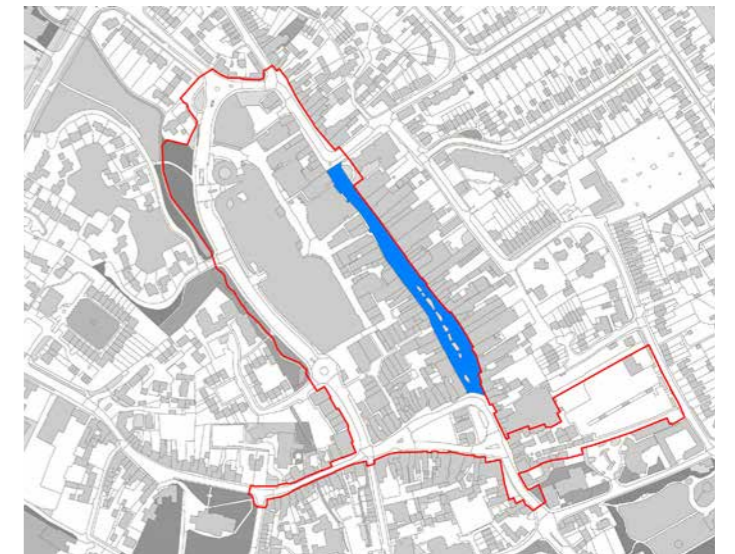
High Streets

Place

- The space is delightful and has the highest quality public realm including features and activity that make it a destination with identity and distinctiveness.
- A pedestrian only space (apart from servicing/deliveries etc), where movement is easy and intuitive with multiple points of access and egress.
- Where buildings border this space there will be active frontage with regular spill out into the street.
- Trees provide shade and vertical structure softening the hard lines of surrounding buildings and giving the space a natural uplift and human scale.
- Pocket parks and Hot Spots provide more intimate space for relaxation, fun and interaction.
- Maintained key sight lines of heritage assets, providing appropriate setting to these.

Movement

- Key pedestrian hub within the town centre linking several through routes as well as being a destination to meet and gather.
- A key place for cyclists to stop and carry on by foot. Cycle parking provided.
- Controlled / limited access for service, cleaning and events vehicles.
- Generally, no vehicular access or parking.



Section 5 - Strategy for the Public Realm - Principles of the Framework - Street Typologies and Aspirational Attributes

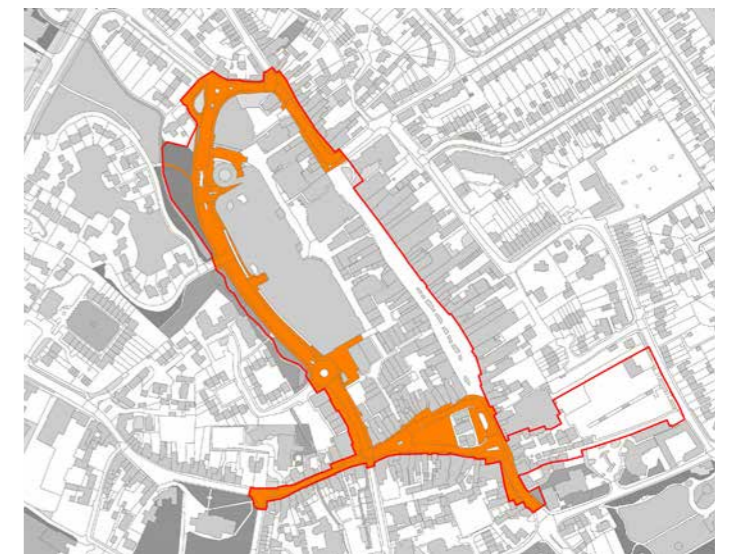
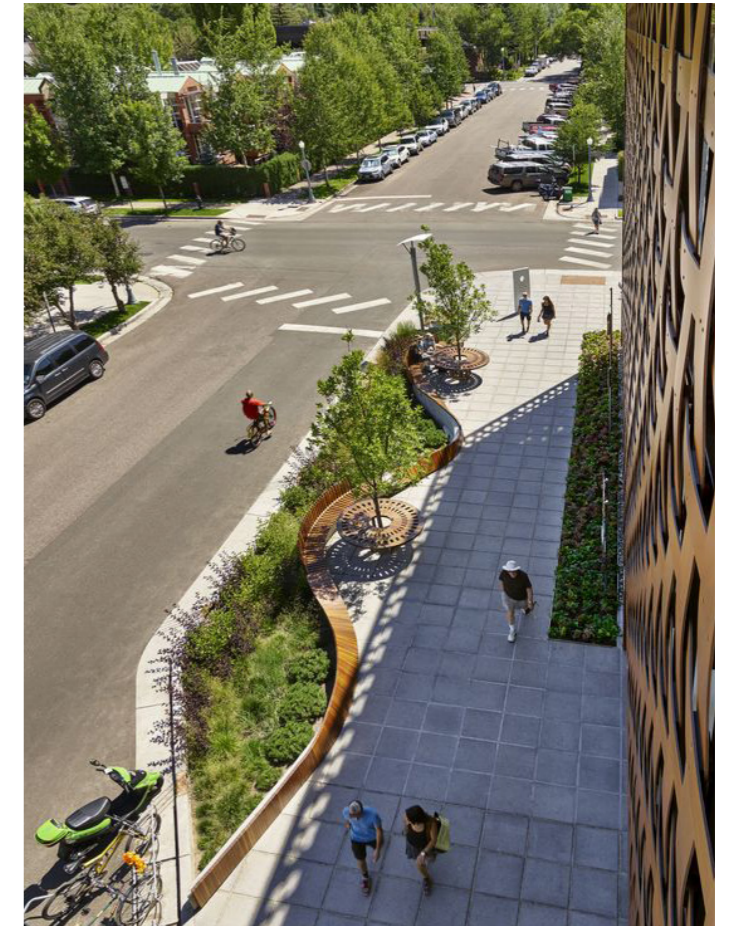
Town Streets

Place

- Street use is carefully considered to ensure redistribution towards pedestrians.
- Street is high quality, attractive, pleasant and comfortable to walk and cycle in, with wayfinding made easy and include seating and activity that makes the area a draw and destination.
- Public realm to encourage desirability for people to want to live in the flats above shops.
- Buildings with entrances front on to most of the street with active frontage.
- Spill out is facilitated to encourage activation.
- Tree Planting humanises street scene and calms any vehicle use
- Pocket parklets occur as permanent and temporary features providing more intimate space for relaxation, fun and interaction.

Movement

- Key pedestrian and cycle links that are direct and good quality.
- Cycle facilities are segregated where possible.
- Vehicles speeds are very low (10 to 20mph) limited and designed.
- Provides access to public transport.
- Access for servicing available but may be limited to certain times of day.
- Private vehicle access is permitted at all times.
- Some on-street parking available but may be limited to certain times of day.
- Public realm to enhance access and linkages to Bicester Village and Pingle Field.



Section 5 - Strategy for the Public Realm - Principles of the Framework - Street Typologies and Aspirational Attributes

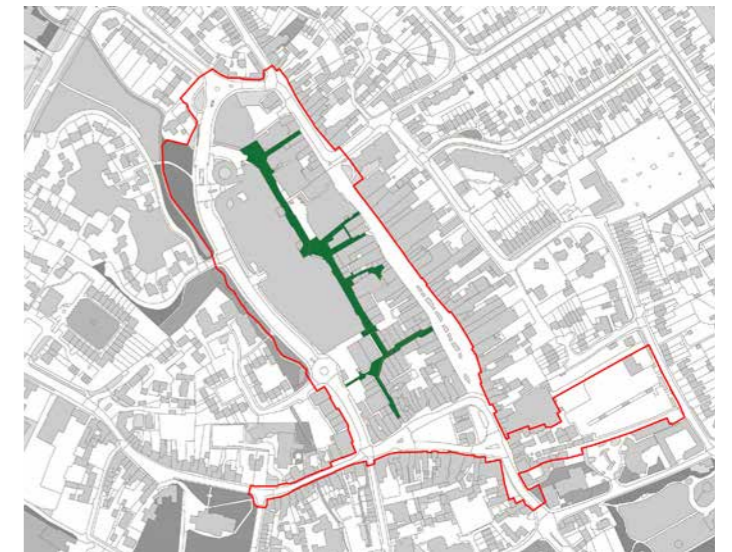
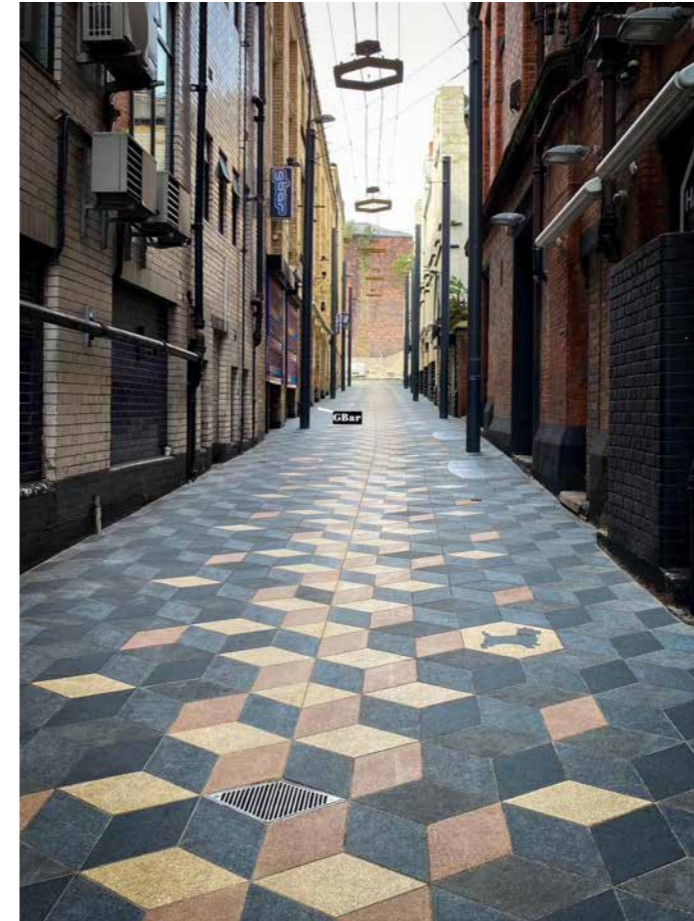
Alleyway

Place

- Street feels safe and comfortable to walk and cycle in, with wayfinding made easy.
- Likely to have limited or no active frontage with few opportunities for spill out.
- Simple treatment - paving and planting improvements only.
- Medium quality material use.
- Tree planting provides formality and gives the space a natural uplift.
- De-cluttered.

Movement

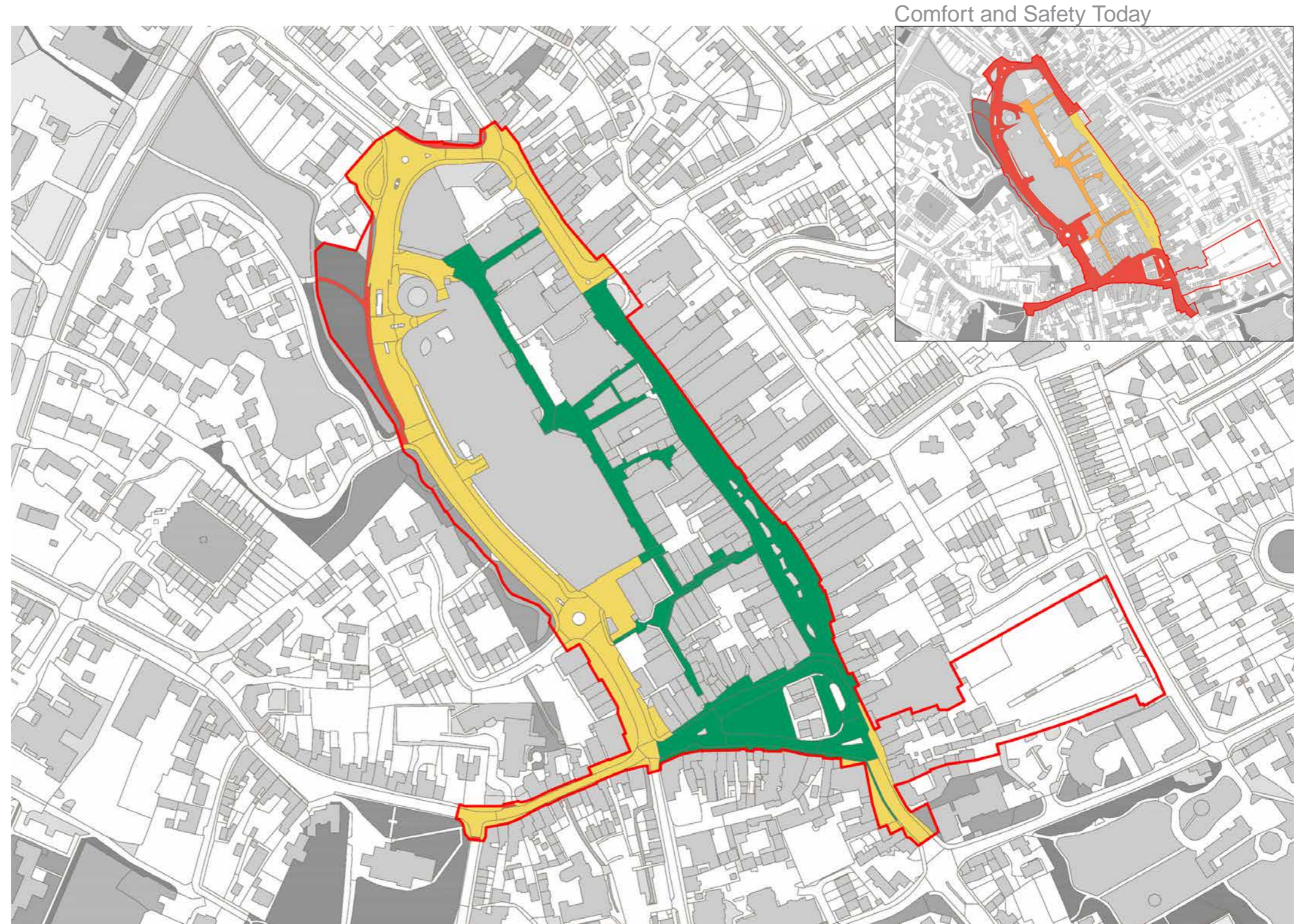
- Pedestrianised with service access.
- Vehicle speeds are 5mph (self-enforcing).
- Private vehicle access is not permitted.



Section 5 - Strategy for the Public Realm - Principles of the Framework - Aspirational Public Realm Comfort and Safety

As part of developing a vision for Bicester and its public realm, an aspirational emotive heat mapping presents future and improved user perceptions of a street/ place against an established criteria of emotional responses (see key below).

The aim is to achieve a minimum of a safe and comfortable environment for the users at all times with implementation of key spine of high quality spaces.



| | | |
|---------------|---|--------------------------------------|
| KEY | Feels Unsafe / Unpleasant / Physically Difficult to cross | Pleasurable / Attractive Environment |
| Site boundary | Can be uncomfortable / feels safe away from conflict points | High quality space |
| | Feels safe & comfortable | |

Section 5 - Strategy for the Public Realm

Principles of the Framework



Connected Bicester

Fine grained, equitable, uninterrupted networks of people centred, walkable, streets and spaces. Connecting socially, digitally and physically. Enabling seamless interchange, improving air quality, slow mode safety and congestion.



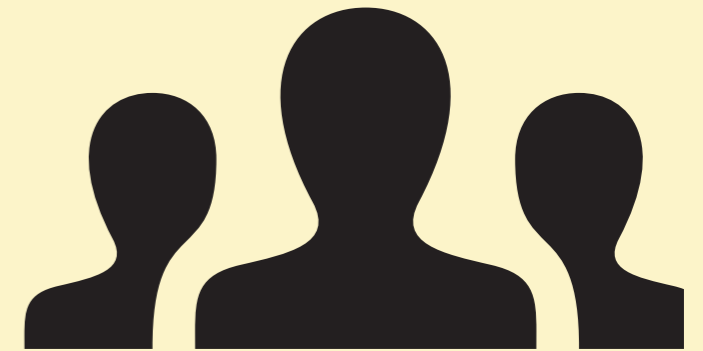
Green Bicester

Greening the streets, providing biodiversity, ecology and improved attractiveness to the town. Mitigating the town's climate emergency, proving innovative sustainable urban solutions.



Resilient Bicester

Distinct, unique and context driven designs. Resilient to climate change, adaptive to economic influence, socially inclusive, liveable, vital/active and regionally competitive.

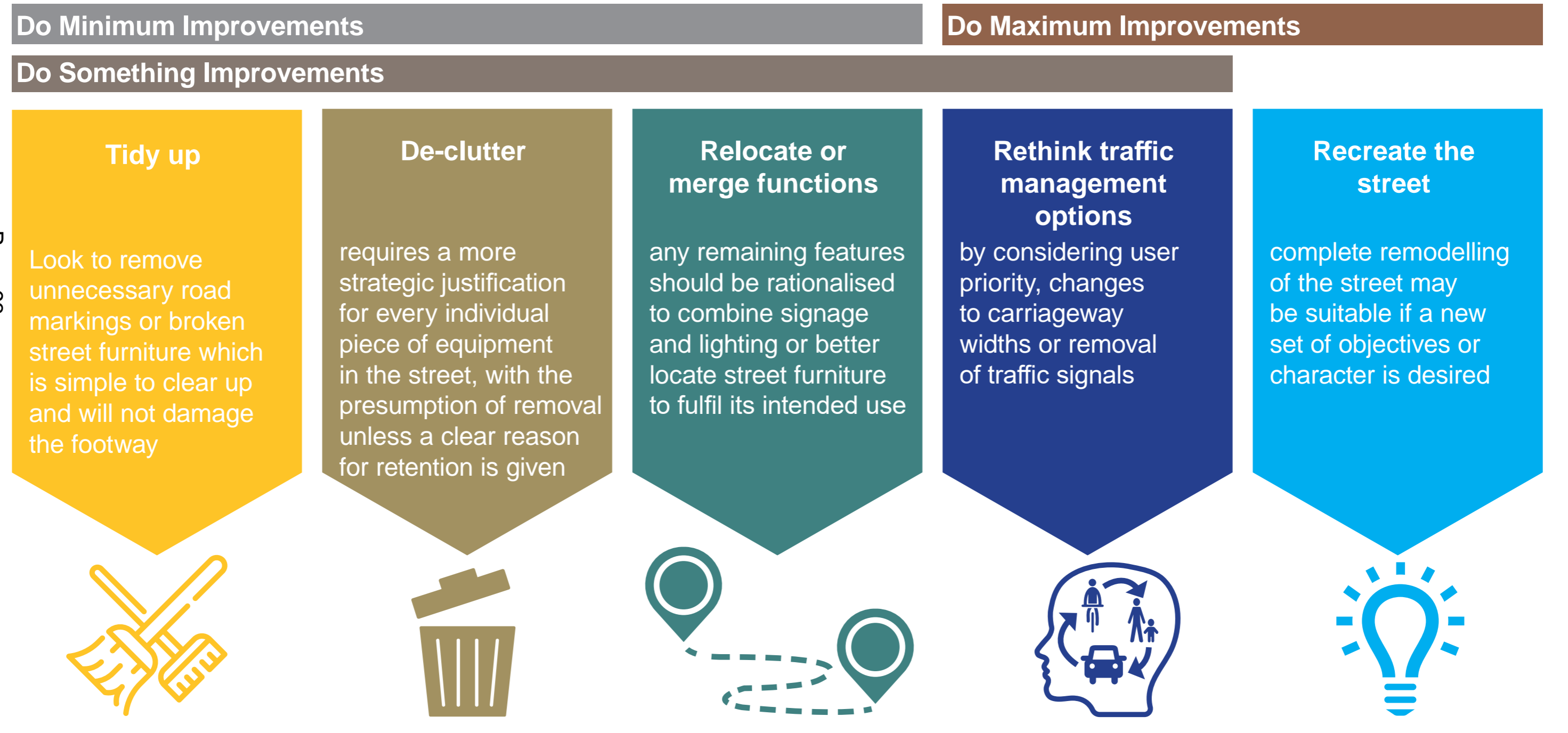


People First Bicester

Responsive to local needs. Streets as place to enjoy. Public Realm supporting the health and wellbeing of visitors and the Bicester community, providing a inclusive platform for events, activity and vitality. Anchoring residents to the town.

Section 5 - Strategy for the Public Realm Improvement options

Understanding both the context of a space and the demands placed on it helps us understand how best to achieve substantial improvements through the right type and scale of improvement. These measures, increasing in complexity and cost, are the main actions that people and organisations can use to achieve better streets:

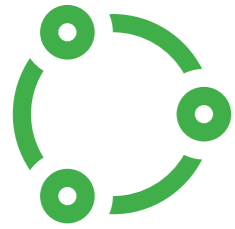


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Sense of arrival and welcome gateways to new Square

Visual focal points design

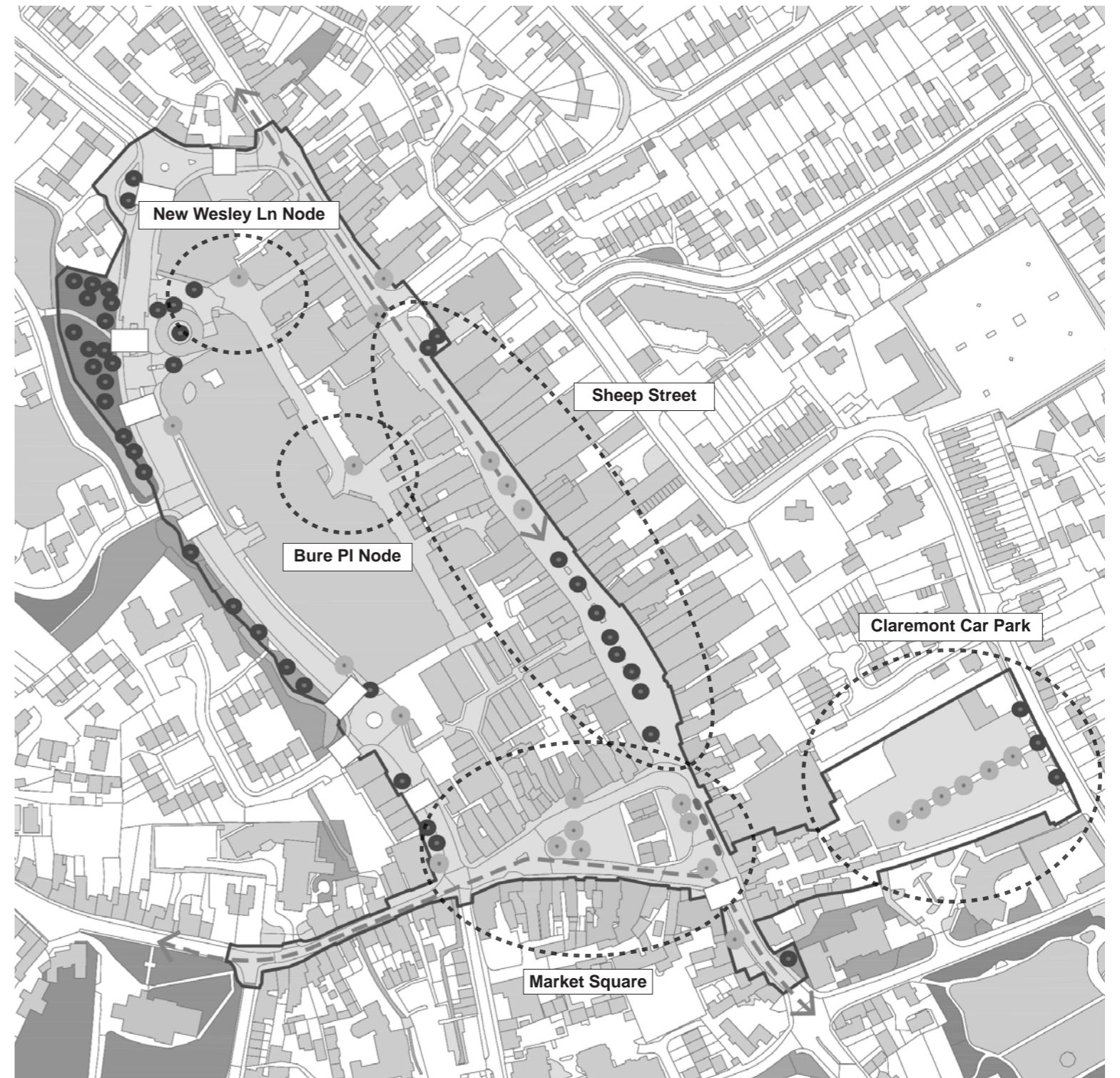
Section 5 - Strategy for the Public Realm - Principles of the Framework - Key improvements introduction



Further to the vision, aims and principles established in this work a selection of key improvement zones have been identified and described in the following pages.

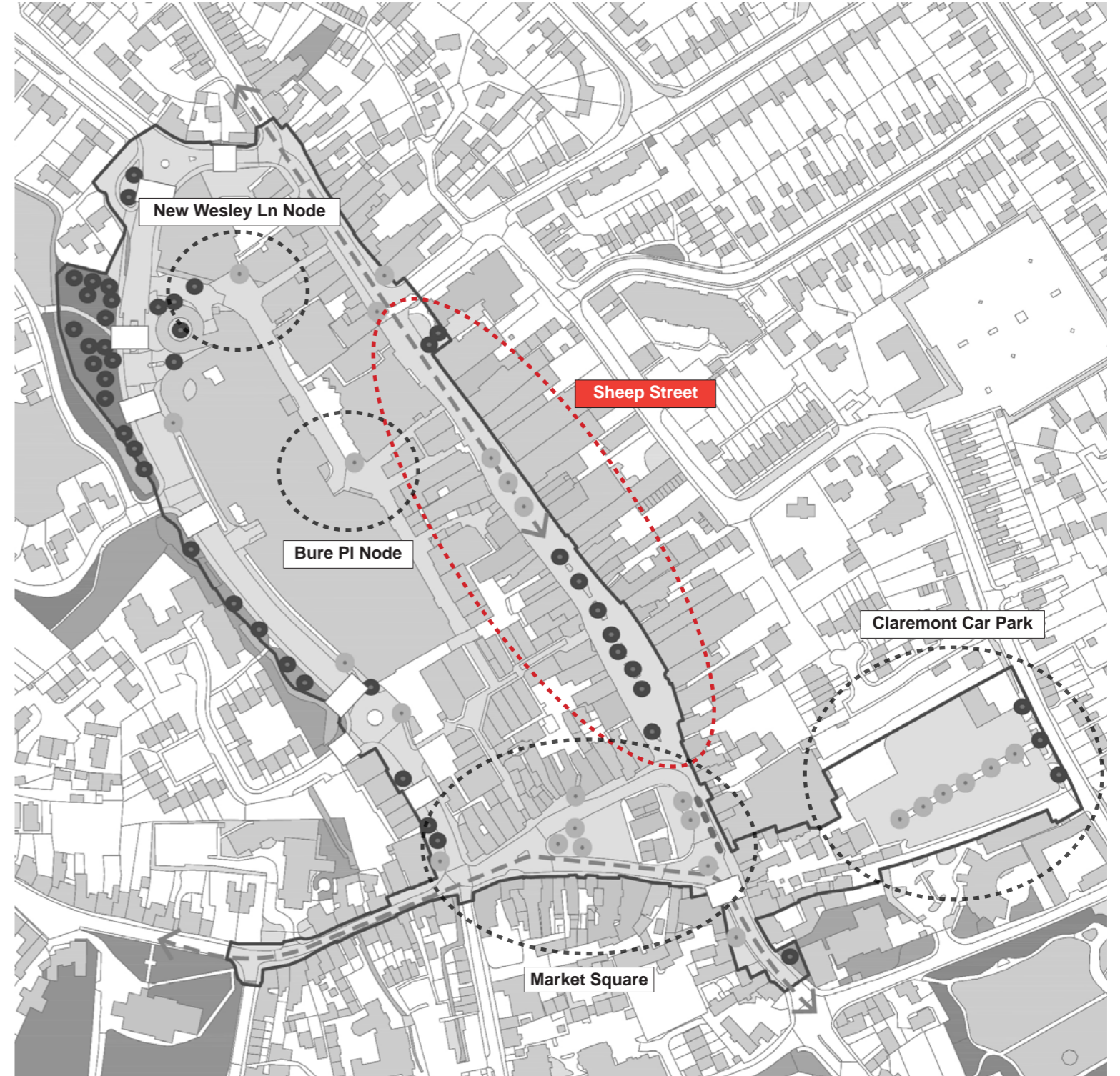
These improvements best deliver value in line with recommendations.

They should form the focus/priority for public realm concept designs in the next stage of work.



Section 5 - Strategy for the Public Realm - Principles of the Framework - Key improvements 01

Page 95



Sheep Street attributes:

Improvements to include tidy up, decluttering, merging and relocating. New paving, continuous pavement to prioritise pedestrian movement.

Removal of highways paraphernalia where possible e.g. unneeded signage
 Legible, welcoming, interesting gateways
 Service access regulated/controlled
 Generally surface materials/ street furniture are replaced to improve legibility, navigation, accessibility/inclusive and attractiveness of the town

Green the street using street trees (in the ground where possible subject to utilities surveys etc.)

Sustainable Urban Drainage (SUDS) are implemented through bioswales/rain gardens/tree catchment pits. These add amenity as well as sustainability.

Create a network of habitats where possible to increase biodiversity and provide ecosystem services.

Enabling active frontage use through flexible public realm as a platform for spill out.

Public realm areas to be multi functional, flexible in arrangements to accommodate varied activities and events. Power and other facilities to be incorporated.

Section 5 - Strategy for the Public Realm - Principles of the Framework - Key improvements 02



Page 96

Market Square attributes:

Prioritise pedestrians, cyclists and public transport users to provide improved comfort and safety for these users.

Adaptable and inclusive public realm to facilitate community interactions.

Encourage active travel and provide outdoor green spaces for all users to enjoy.

Enabling active frontage use through flexible public realm as a platform for spill out.

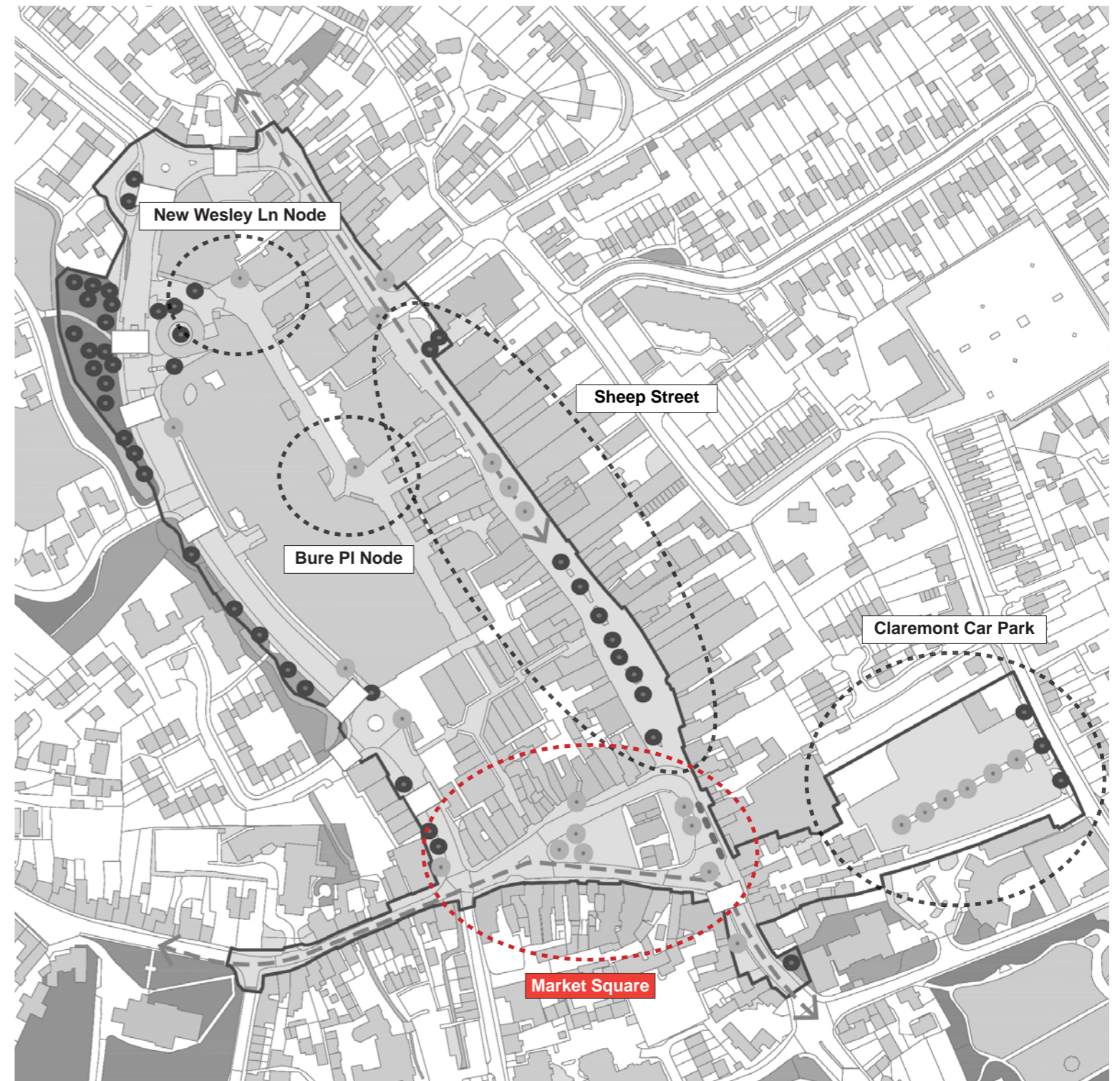
Service access regulated/controlled

Allocation of additional space for

pedestrians – review of parking/ reduced carriageway widths/ adjusted materials.

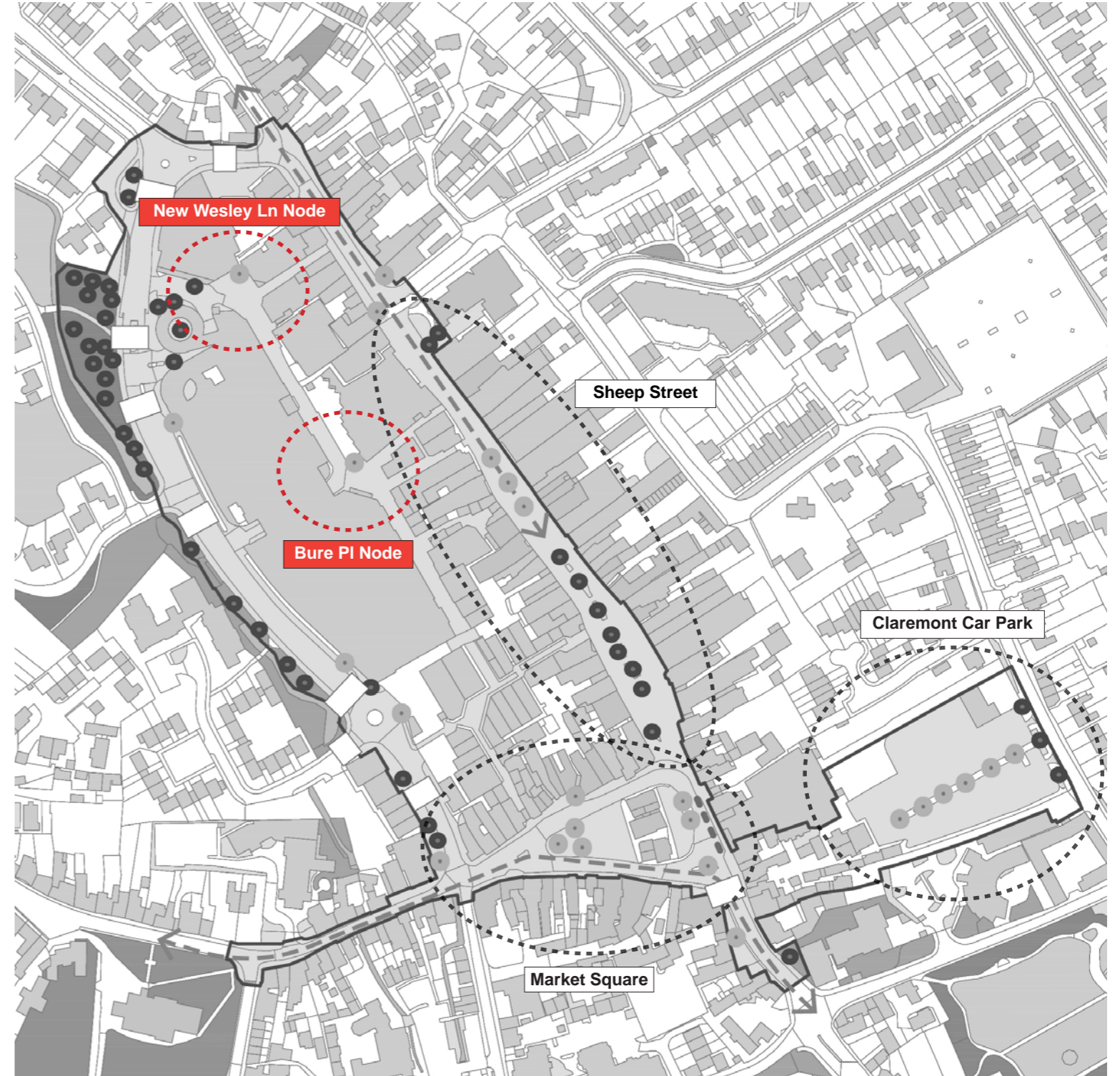
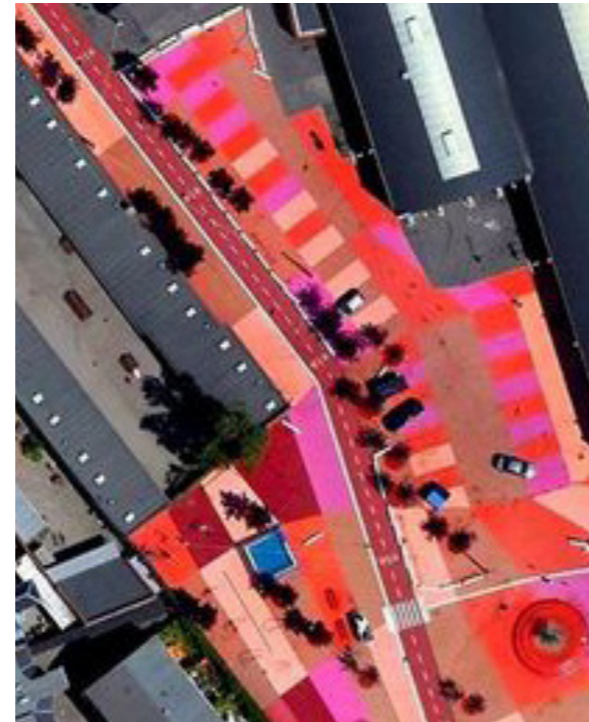
Generally surface materials/ street furniture to be of the highest quality that can be achieved/afforded are replaced to improve legibility, navigation, accessibility/inclusive and attractiveness of the town

Green the space using street trees (in the ground where possible subject to utilities surveys etc.)



Section 5 - Strategy for the Public Realm - Principles of the Framework - Key improvements 03

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New Wesley Lane & Bure Place Node attributes:

Arrival space arranged to facilitate pedestrian movement into town core.

Service areas access regulated/controlled.

Surface materials/ street furniture are replaced to improve legibility, navigation, accessibility/inclusive and attractiveness of the gateway

Retain and incorporate existing Green Infrastructure.

Ensure that proposals reflect

distinctiveness of Bicester and unique character.

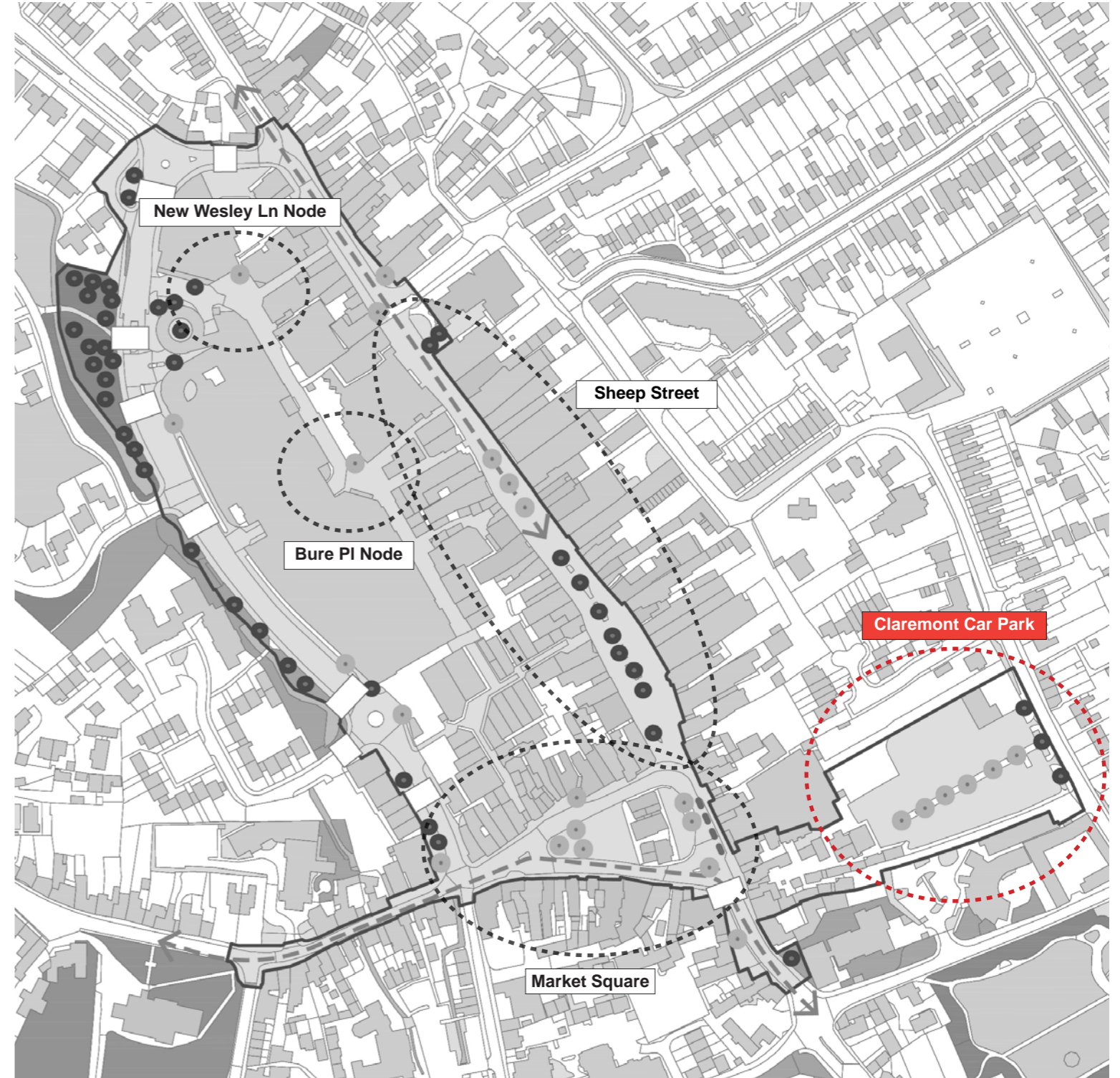
Prioritise pedestrians and cyclists to provide improved comfort and safety for these users.

Provide outdoor green spaces for users to enjoy.

Green the space using street trees (in the ground where possible subject to utilities surveys etc.)

Sustainable Urban Drainage (SUDS) are implemented through bioswales/rain gardens/tree catchment pits.

Section 5 - Strategy for the Public Realm - Principles of the Framework - Key improvements 04



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Claremont Car Park attributes:

Vehicle arrival spaces (car parks) arranged to facilitate pedestrian movement into town core.

Alleyway connections from car park are repaved and improved lighting and street art programme recommended (early win project)

Green area using street trees (in the ground where possible subject to utilities surveys etc.)

Sustainable Urban Drainage (SUDS) are implemented through bioswales/rain gardens/tree catchment pits. These add amenity as well as sustainability.

Ensure that proposals reflect distinctiveness of Bicester and unique character.

Provide improved comfort and safety for cycle users.

BroadwayMalyan^{BM}

Creating
places.
Together.

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Kidlington Public Realm Strategy Framework

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Stage 1 - Site Diagnosis
November 2024
Issue 06

Creating
places.
Together.

Kidlington Public Realm Strategy Framework Kidlington - Cherwell



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SITE ANALYSIS

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PUBLIC REALM VISION and OBJECTIVES

| | | |
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Section 1 - Introduction Approach

Introduction

This study was commissioned by Cherwell District Council in April 2023. In two parts, the first establishes an evidence baseline of the existing condition of the public realm in Kidlington.

This informs the second part which identifies opportunities and constraints, project aims and aspirations and then makes recommendations for public realm interventions in the urban centre.

01. Site Analysis

As preparation for the site visits, a desktop based analysis of Kidlington and its public realm was undertaken.

Site Visit

Kidlington was visited on 21st April 2023. During this site visit aspects such as street activity, pedestrian desire lines, street clutter and other key elements were recorded.

We documented the look and feel of the public realm and its quality and condition.

The gathered data supported the further analysis work of the Movement and Place Analysis and helped to establish Street Typologies and Public Realm Character Areas.

The site analysis records and appraises the following themes:

- Walking distance
- Movement – Walking/Cycling/Vehicle
- Street Activity and Active frontages
- Planning Review
- Culture and Heritage
- Urban Green Infrastructure
- Microclimate
- Landmarks and Key Views
- Land Use
- Public Realm Surfacing Materials
- Public Realm Furniture and Boundary Elements
- Place and Movement Analysis
- Street Typologies and Existing Attributes
- Public Realm Comfort and Safety
- Public Realm Character Areas

02. Public Realm Vision and Objectives

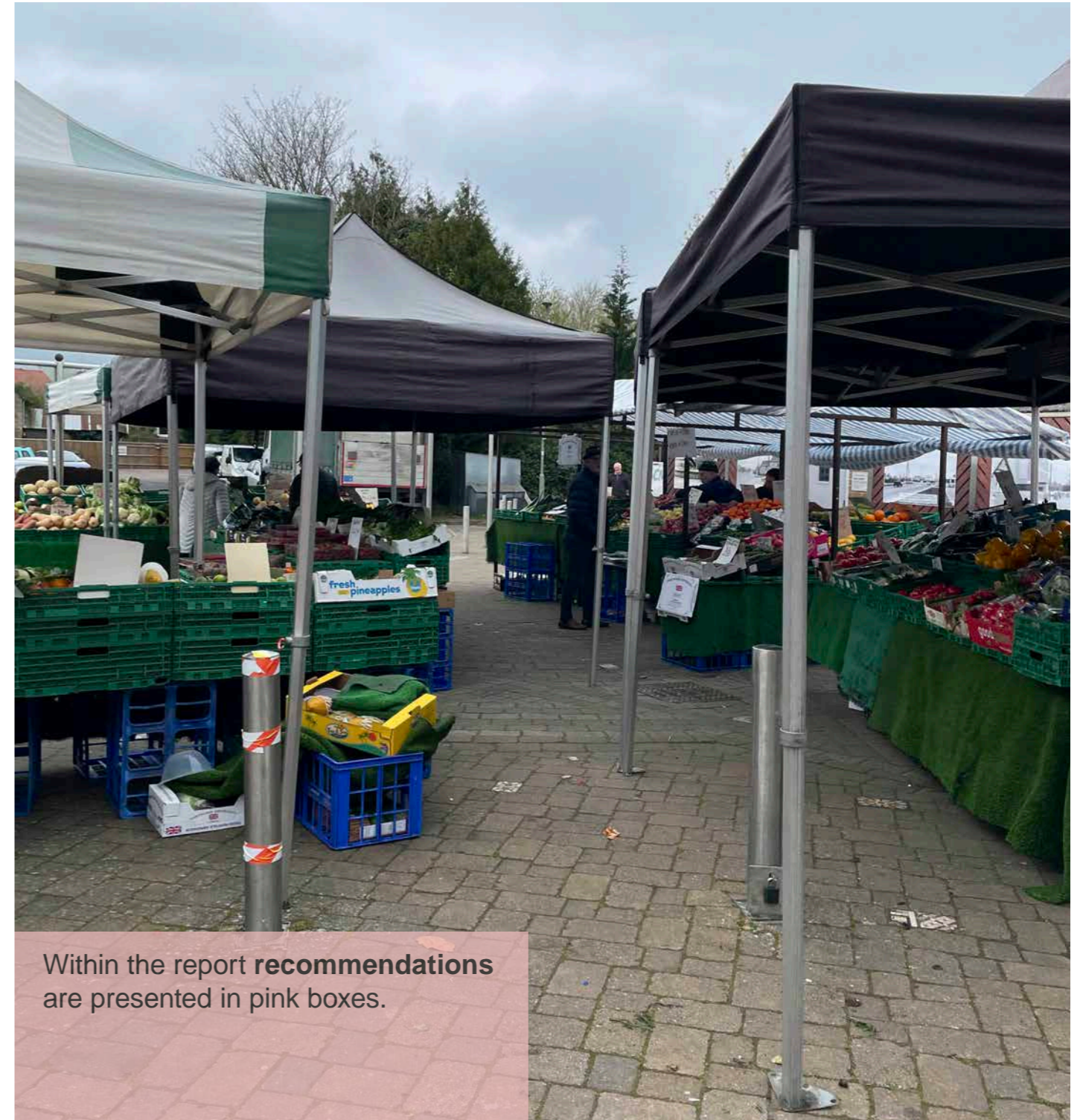
This section needs to be read alongside the Town Centre and Retail Study (September 2021), a part of the evidence base for the Local Plan Review 2040; and in the context of the following earlier policy documents:

Cherwell Local Plan 2011-2031

Kidlington Masterplan Supplementary Planning Document SPD (2016)

Cherwell Local Plan 2011-2031 Partial Review – Oxford's Unmet Housing Need

Further work is anticipated aligned to the existing policy framework.



Within the report **recommendations** are presented in pink boxes.

Section 2 - The value of the Public Realm

A manifesto for investment

The public realm refers to the shared spaces and facilities that are accessible to everyone in a town/village centre, including streets, pavements, footpaths, parks, public spaces, and other open spaces. It plays a critical role in shaping the vitality and viability of town/village centres, as well as contributing to the overall quality of life of the community. The importance of the public realm is rooted in its ability to foster social interaction, stimulate economic activity, and enhance the environmental sustainability of urban areas.

Firstly, a high-quality public realm can foster social interaction and community cohesion, providing a place for people to gather, connect, and interact. Public spaces provide opportunities for socializing and cultural exchange, facilitating a sense of belonging and connection among residents. This enhances the overall quality of life and wellbeing of the community, as people feel more engaged and invested in their neighbourhood.

Secondly, the public realm is critical to the economic vitality of town centres. Public spaces and amenities, such as parks, green spaces, and pedestrian-friendly streetscapes, can attract businesses and encourage spending, boosting local

economies. A well-designed public realm can also create a unique sense of place that attracts visitors, further supporting local businesses and enhancing the overall economic activity in the area.

Lastly, the public realm plays a critical role in promoting environmental sustainability. A high-quality public realm can reduce carbon emissions by encouraging sustainable modes of transportation such as walking, cycling, and public transit. Public spaces can also serve as important natural habitats for wildlife and improve air and water quality in urban areas.

Overall, the social, economic, and environmental benefits of a high-quality public realm are clear. Investing in public spaces and amenities in town/village centres can lead to more vibrant, connected, and sustainable communities. Moreover, understanding the value of the public realm and prioritizing its maintenance and improvement can help ensure that town/village centres remain vibrant and vital for generations to come.



Section 3 - Context to the Strategy

Historic mapping and context

Kidlington's village centre has a captivating historic development that echoes its long-standing legacy. Dating back to the Anglo-Saxon period, the village evolved around St. Mary's Church, a prominent medieval structure that still stands as a testament to its past. Over time, Kidlington grew as a bustling market centre, with a market square serving as its vibrant hub.

During the Industrial Revolution, Kidlington experienced significant growth, thanks to the construction of the Oxford Canal, which connected the village to the thriving canal network. The canal brought prosperity, attracting trade and industries, and shaping the village's architectural landscape.

Today, Kidlington's village centre retains its charming character, blending old-world charm with modern amenities. Historic buildings line the streets, showcasing a variety of architectural styles from different eras. The High Street features a mix of independent shops, pubs, and restaurants.

It should be noted that Kidlington centre is multi-nodal with different areas of focus including the High Street; Exeter Close; and The Parade of shops running south along the A4260.

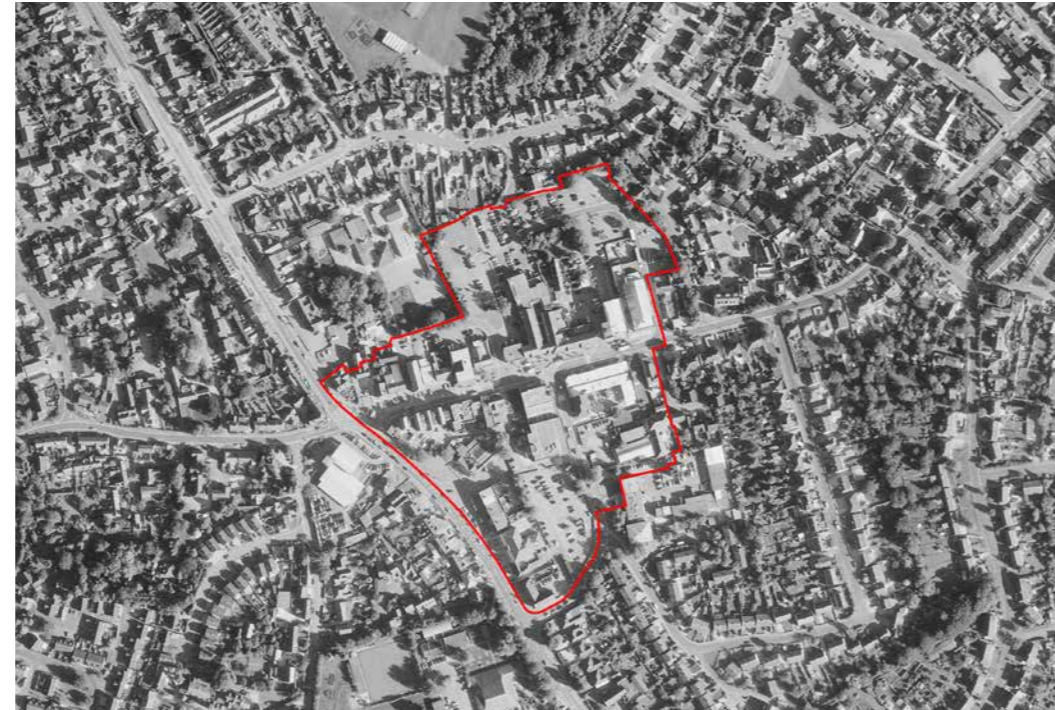
1945



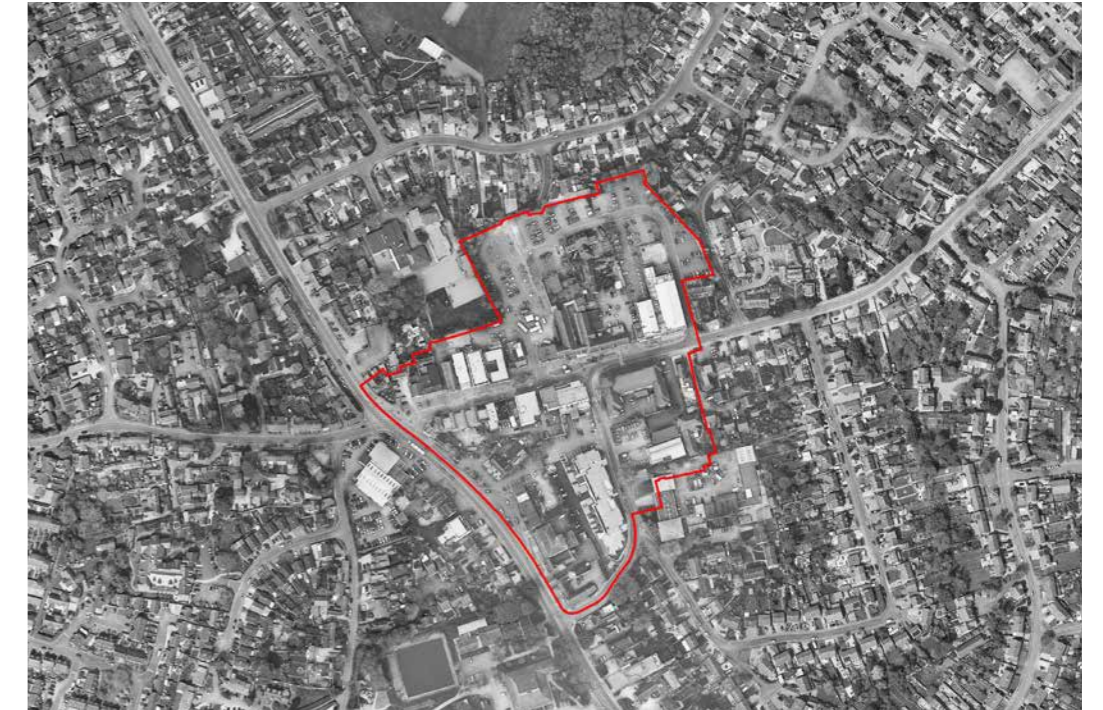
1955



2004

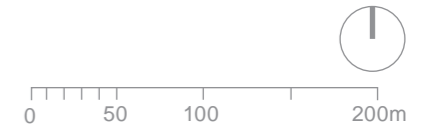


2023



Section 3 - Context to the Strategy

Urban Grain



Kidlington village centre exhibits a unique urban grain that reflects its evolution through time. The urban grain refers to the physical layout, scale, and arrangement of buildings and streets within a town or city.

In Kidlington, the urban grain is a blend of historic and modern elements. The village centre is characterized by a mix of architectural styles, with buildings ranging from medieval structures to more contemporary designs. This diverse architectural fabric contributes to the village's distinct character and creates an intriguing visual tapestry.

The street network in Kidlington village centre is a combination of narrow lanes and wider thoroughfares, reflecting its historical origins and subsequent expansion. While some streets follow ancient routes, others have been adapted to accommodate modern transportation needs.

The finer urban grain, present in the village centre, is notable as it is surrounded by claims about the range of benefits that it provides for mix of use, mix of ownership, mix of business, streetscape and street life in the urban centre. Finer grain represents richer diversity of use and life on the street.



- KEY
- Site boundary
 - Urban fabric

Section 4 - Understand Kidlington Site Visit

Kidlington was visited on 21st April 2023.

During the site visit aspects such as street activity, pedestrian desire lines, street clutter and other key elements were recorded.

We documented the look and feel of the public realm and its quality and condition.

The gathered data supported the further analysis work of the Movement and Place Analysis and helped to establish Street Typologies and Public Realm Character Areas.

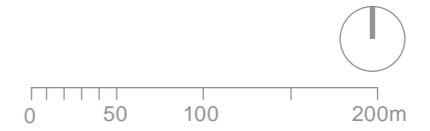
The site analysis records and appraises a number of themes, as shown in the photographs:

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Section 4 - Understand Kidlington

The Study Area



The Study Area

The study area aims to include both the village centre core alongside the key arterial streets which currently accommodate an extension of village centre uses in order to understand the interface between the Village Centre, gateways and arrival experiences on all transport modes.

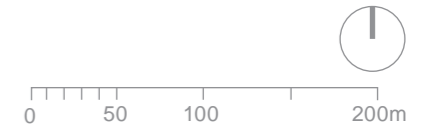
The study area includes council operated Curtis Place/Watts Way car park identified as key arrival node.



- KEY
- Site boundary
 - - - Potential area for future public realm development

Section 4 - Understand Kidlington

Walking Distance: 400m/5min



Walking Distance: 400m/5 min

We have mapped a 400m radius which illustrates a 5 minute walking journey. The diagram illustrates a very high level of potential local footfall from neighbouring residential areas within this 5 minute catchment.

Also within the 400m radius lie the Village Library, Post Office, Fire Station, Air cadets, Methodist Church and Exeter and Park Hill Recreation Grounds

Page 110

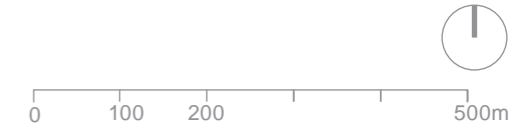


Maximise walking and cycling connectivity to create safe and comfortable slow mode networks and active travel opportunities into and across the town centre.

KEY
— Site boundary

Section 4 - Understand Kidlington

Walking Distance: 800m/15min



Walking Distance: 800m/15 min

A 15-minute neighbourhood is a neighbourhood in which you can access all of your most basic, day-to-day needs within a 15-minute walk of your home.

A number of significant local assets sit within an 800m radius of the village centre including;

- Orchard Park
- Lyne Green playing field
- Oxford Canal
- Kidlington Football Ground
- West Kidlington Nursery School

Looking beyond 800m for those able to walk further or cycle:

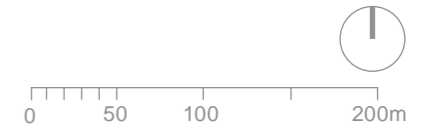
- St Mary's Church and
- Rural hinterlands and public footpath networks to local countryside



KEY

— Site boundary

Section 4 - Understand Kidlington Movement



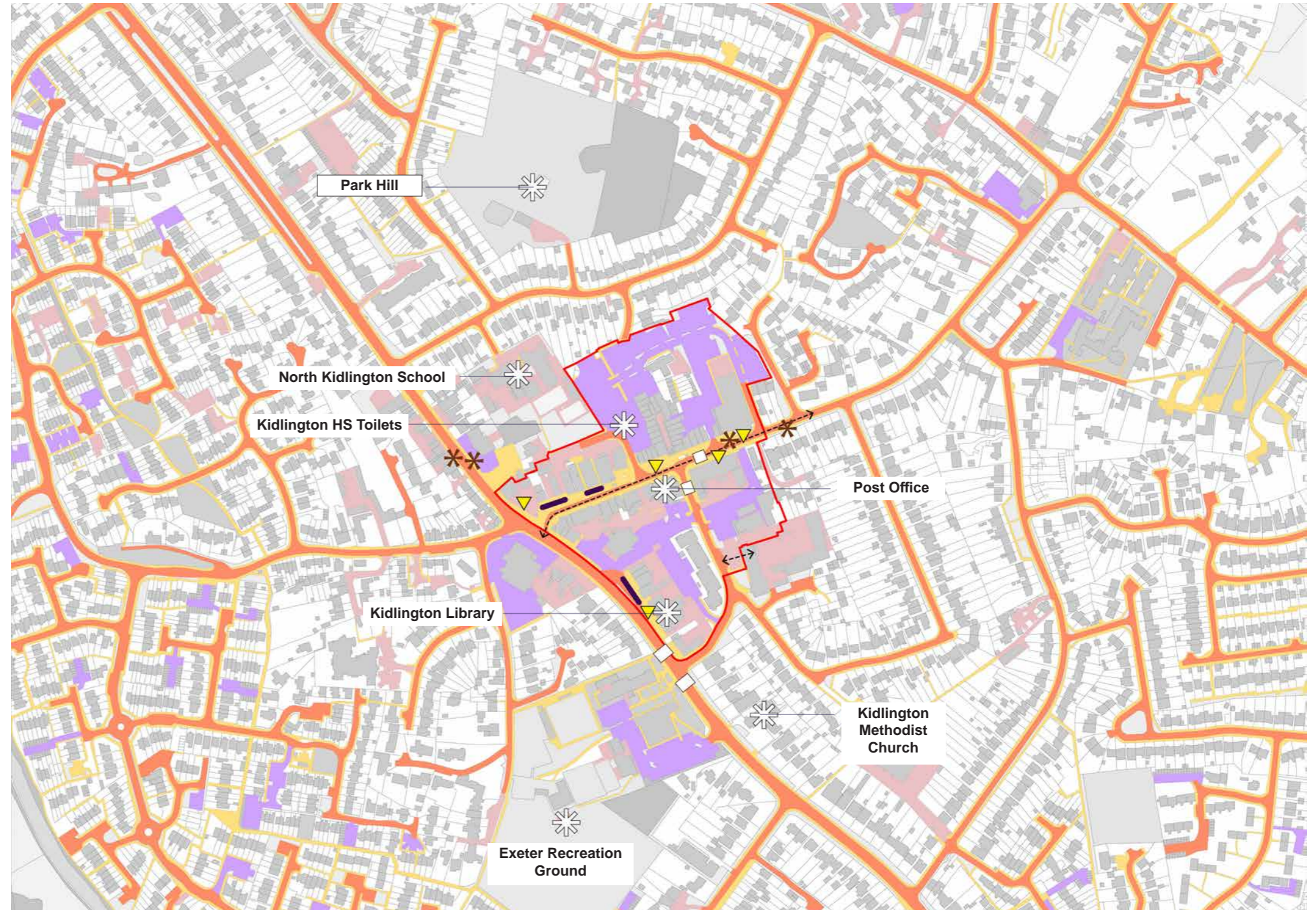
Movement: walking, cycling and vehicular

Across the study area there are a range of movement types. Within the immediate village centre the High Street is partially traffic calmed while accommodating traffic movements and parking creating a traffic dominated town centre environment.

There are a few major roads running through the village centre, including the A4260 and High Street (East), which provide access from surrounding areas. These routes are traffic dominated and create severance of access to the town centre - especially from the West of the town.

Kidlington village centre's car parks provide ample parking for residents and visitors. The car parks are located in close proximity to the centre and those operated by the Council are free of charge.

The balance between vehicle, cyclist and pedestrian usage of Oxford Road should be reconsidered, together with speed recommendations. The provision of easy crossing points on Oxford Road for the High Street and Exeter Close, and further south for The Parade and Sainsburys, should also be explored. Good crossing points on Oxford Road might assist with traffic calming.



KEY

| | | | |
|-----------------|---------------------|--------------------------------|------------------|
| Site boundary | Car parking area | Signalised pedestrian crossing | Cycle stands |
| Vehicular area | Courtyards | Bus Stop | Key destinations |
| Pedestrian area | On-road car parking | Service access | |

Section 4 - Understand Kidlington Movement

The streets within the study area are heavily vehicle dominated, some with narrow footways and on-street car parking (mostly time restricted) and loading.

Public transport provision is provided. Bus stops are located on the High street and Oxford Road.

Implementation of materials and storage for cycling and space for cyclist & pedestrian routes. (Note page 199 of Local Plan for Storage Signage Clutter) Core Policy 8.1.

Further opportunities for cycling and walking need to be explored, with appropriate alignment to the Kidlington Masterplan Supplementary Planning Document (SPD) 2016 and the Kidlington Local Cycling and Walking Plan (LCWIP) 2021.

Further pedestrianisation of the High Street should be considered, at the same time bearing in mind the access arrangements required for flats and the rear of premises.

Consider an equitable streets approach where a balanced division of space is allocated across modes - allow more space and comfort for pedestrians.



Section 4 - Understand Kidlington Street Activity and Active Frontages

High Street / The Kidlington Centre / Watts Way – The traffic calmed approach generates activity through visitors walking/strolling leisurely along the street. A number of businesses use the street in front of their premises. The market stalls provide additional activation (and footfall)

Vehicles dominate, on-street car parking is prominent within the street scene and highway/parking creates severance across the street.

There is very little activity on Oxford Street / Sterling Rd Approach

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Accommodate existing requirements and enable future spill-out by businesses in key areas.

Provide a platform/facilities for activity within the street scene - markets/ events/ music/ play.

Explore opportunities to declutter and possibilities for High Street tree planting.



Section 4 - Understand Kidlington Planning Review

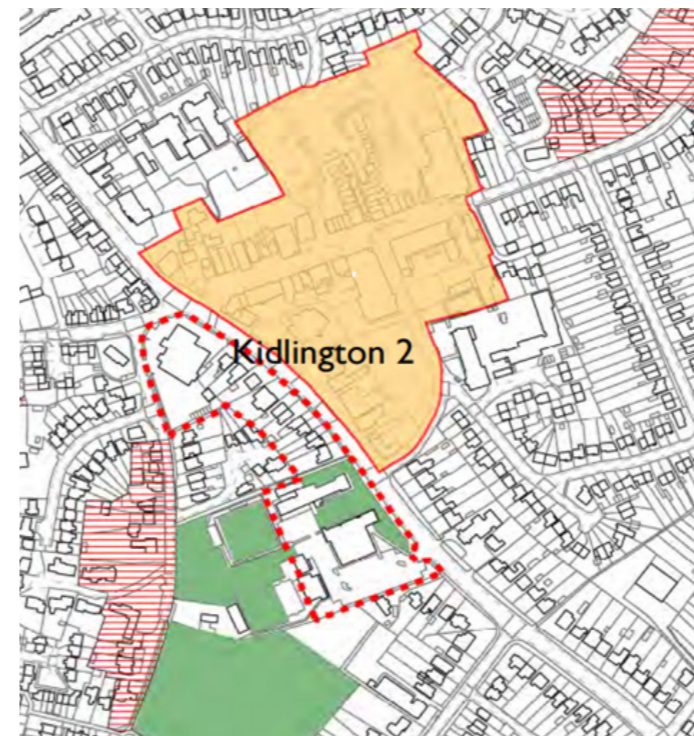
Kidlington been classified as a Village Centre by the Cherwell Local Plan, adopted in July 2015.

Policy Kidlington 2, Strengthening Kidlington Village Centre, states that 'shopping, leisure and other 'Main Town Centre Uses' will be supported within the boundary of Kidlington town centre'. Residential development will also be supported in the centre, except where 'it will lead to a loss of retail or other main town centre uses'. Additionally, 'the 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'.

Cherwell Council have identified a small area to the west of the centre boundary for an extension, the aim of which, as set out by the Kidlington Masterplan Supplementary Planning Document (adopted December 2016), is to 'support the viability and vitality of the town centre', 'encourage economic activity', assist with connectivity within the centre and improve the 'character and appearance of the Village Centre'.

The Kidlington Masterplan SPD envisages development in the village centre to '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'. To do so the SPD establishes a number of design principles. One of these is an attractive townscape which includes the establishment of a clear hierarchy of streets, increasing the height of buildings to 'up to 3-4 storeys' and ensuring they are built with a 'locally appropriate' façade. Additionally, the SPD envisions improvements to connectivity and the public realm through transforming Oxford Road from a 'traffic dominated highway to a pleasant, people friendly street', improving the network of 'secondary pedestrian routes' and establishing public squares. Also, according to the SPD, development and new uses in the centre should create 'active ground floor frontages', 'encourage use of centre in the evening' and establish a 'broader mix of uses'.



Public realm proposals to follow and support local policy by promoting the role and function of the centre and active ground floor use, and by making a positive contribution to the overall vitality and viability of the centre.

Provide high quality, safe and accessible design.

Enable interchange between transport modes and improve/ extent the walking and cycling network, especially between the pedestrianised area and the perimeter road network/ residential neighbourhoods.

Enhance heritage assets settings, Green Infrastructure and biodiversity.

Section 4 - Understand Kidlington Culture and Heritage

Kidlington village is steeped in heritage and culture.

With a history dating back to the Anglo-Saxon period, the village boasts a wealth of historical sites and buildings that offer glimpses into its past.

At the heart of Kidlington village centre stands St. Mary's Church, a magnificent medieval structure that serves as a focal point for the community. Its ancient walls and intricate architectural details are a testament to the village's long-standing religious heritage.

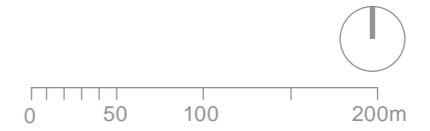
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Other notable listed buildings include The King's Arms, an 18th-century coaching inn, and Bridge Street Cottages, a row of picturesque thatched cottages. These listed buildings in Kidlington are cherished landmarks, preserving the village's history

There are no listed buildings in the study area.



Section 4 - Understand Kidlington Culture and Heritage



There are a number of listed buildings in the area as well buildings of architectural interest.



Recognise and celebrate heritage and cultural assets. Use public realm to provide a suitable setting for these.

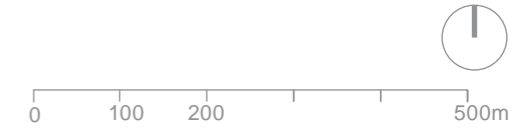
Establish walking loops/routes that form a network of heritage/culture.

Create a flexible public realm that can accommodate events/activities.

KEY

- Site boundary
- Grade I listed Buildings
- Grade II listed Buildings

Section 4 - Understand Kidlington Urban Green Infrastructure



A number of public open spaces exist across the wider area including:

- Woodland
- Parks
- Meadows
- Community gardens
- Community orchards
- Allotments
- Recreation ground
- Sports pitch
- Public Open Space
- Playground
- Water bodies
- Farmland
- Incidental amenity planting
- Scrubland

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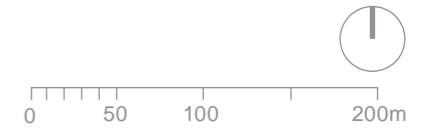
These form a network of accessible amenity within walking distance of the town centre and adjacent neighbourhoods



KEY

| | | | | |
|---------------|-------------------|--------------|-----------------------------|-----|
| Site boundary | Allotment | Playground | Cemetery | POS |
| Woodland | Recreation ground | Water bodies | Scrubland | |
| Park | Sports pitch | Farmland | Incidental amenity planting | |

Section 4 - Understand Kidlington Urban Green Infrastructure



There is street tree planting along High Street. These are predominantly immature specimens, although they do add to the street scene and provide some biodiversity contributing to the microclimate (mitigating wind/providing shade/shelter) and provide human scale. They also contribute to the sensory experience (dappled shade and rustling canopy/birdsong). Species here seem inappropriate from sustainability perspective, living only relatively short lives in urban environments. There are some raised planters with ornamental planting.

Generally very limited trees are provided on any streets within the study area.



KEY

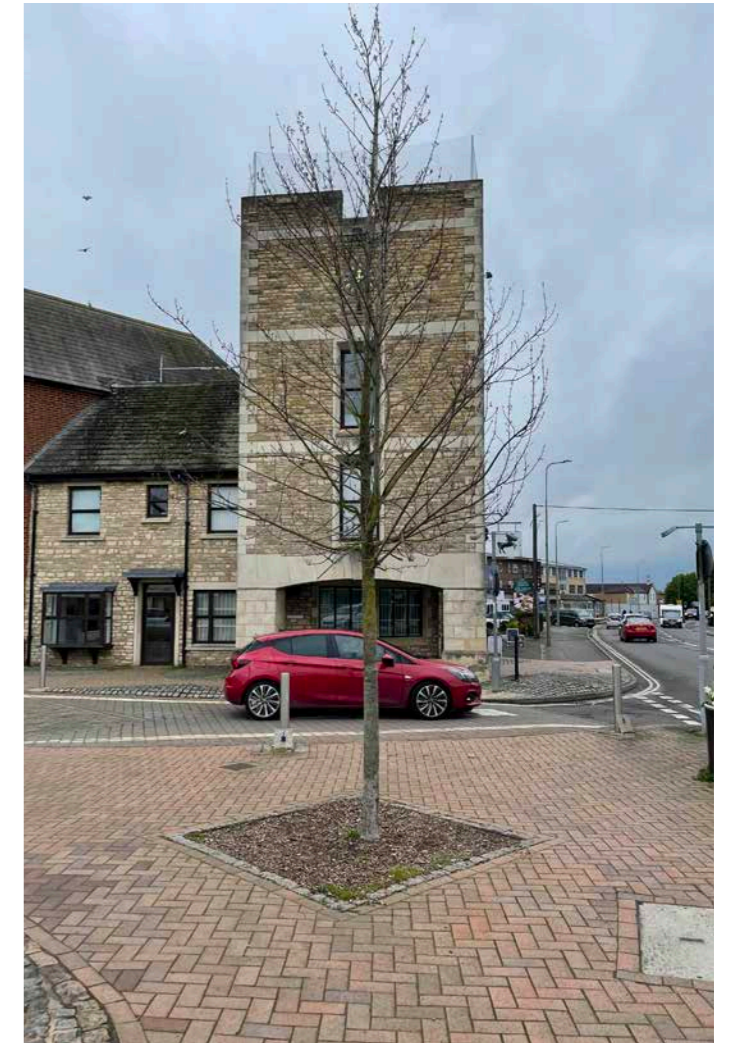
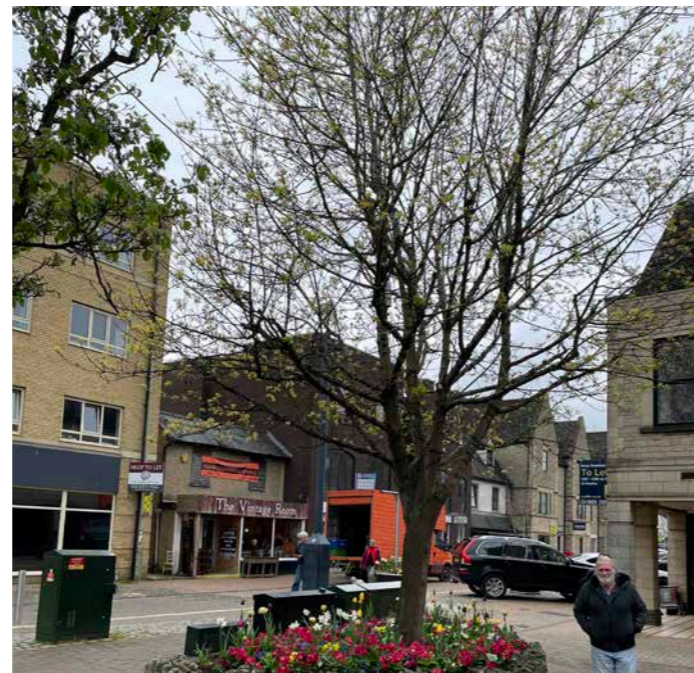
| | | | |
|---------------|-------------------|-----------------------------|----------|
| Site boundary | POS | Playground | Farmland |
| Woodland | Recreation ground | Water bodies | |
| Park | Sports pitch | Incidental amenity planting | |

Section 4 - Understand Kidlington Urban Green Infrastructure

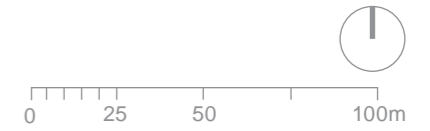
Define a coordinated planting strategy for the town centre choosing appropriate species to strengthen character areas, highlight gateways, taking account of pedestrian and vehicular movement, built structure and other constraints.

Utilise Green Infrastructure (GI) to tackle effects of climate change e.g. in the form of SUDS, and improved microclimate.

Use tree planting and green infrastructure to 'humanise' the town centre, soften street scene and contribute to health and well-being of residents and visitors.



Section 4 - Understand Kidlington Microclimate



Kidlington, nestled in the heart of Oxfordshire, experiences a unique microclimate that sets it apart from its surroundings. Situated in a sheltered location, the village benefits from a relatively mild and temperate climate. The surrounding hills and the proximity to the River Cherwell create a microclimate that often results in slightly warmer temperatures and reduced wind exposure compared to nearby areas.

It also enhances the outdoor experience for residents and visitors, making Kidlington an inviting place to explore and enjoy the natural beauty of the surrounding countryside.

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Identify Hot Spots and spaces requiring shelter and take these into consideration when planning stopping and staying spaces.

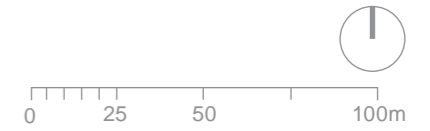
Plan comfortable active travel routes.

KEY

- Site boundary
- - - - - → Sun path

- - - - - → Assumed wind corridor
- Assumed hot spots

Section 4 - Understand Kidlington Landmarks and Key Views

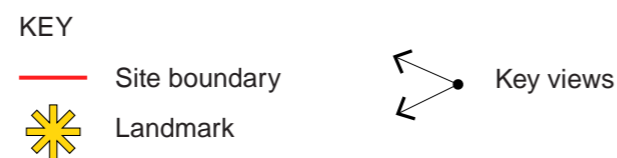


Kidlington village (outside the study boundary) offers a variety of key views and landmarks that showcase its beauty and historical significance. One notable landmark is St. Mary's Church, a magnificent medieval structure with its striking tower and intricate architectural details. The Oxford Canal, meandering through the village, provides scenic views and opportunities for peaceful walks or boat trips. Kidlington's historic bridges, such as Bullers Bridge and Mill Bridge, add charm to the landscape. Additionally, the picturesque Kidlington Green, with its open green space and ancient trees, offers a tranquil setting for relaxation.

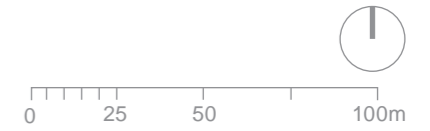
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Within the study area the Lloyds building creates a gateway feature.

Enhance key views within the core and visual connectivity from surrounding neighbourhoods by revealing and creating sequences of landmarks for orientation and attractive gateways. De-clutter streetscapes and places where possible.



Section 4 - Understand Kidlington Land Use

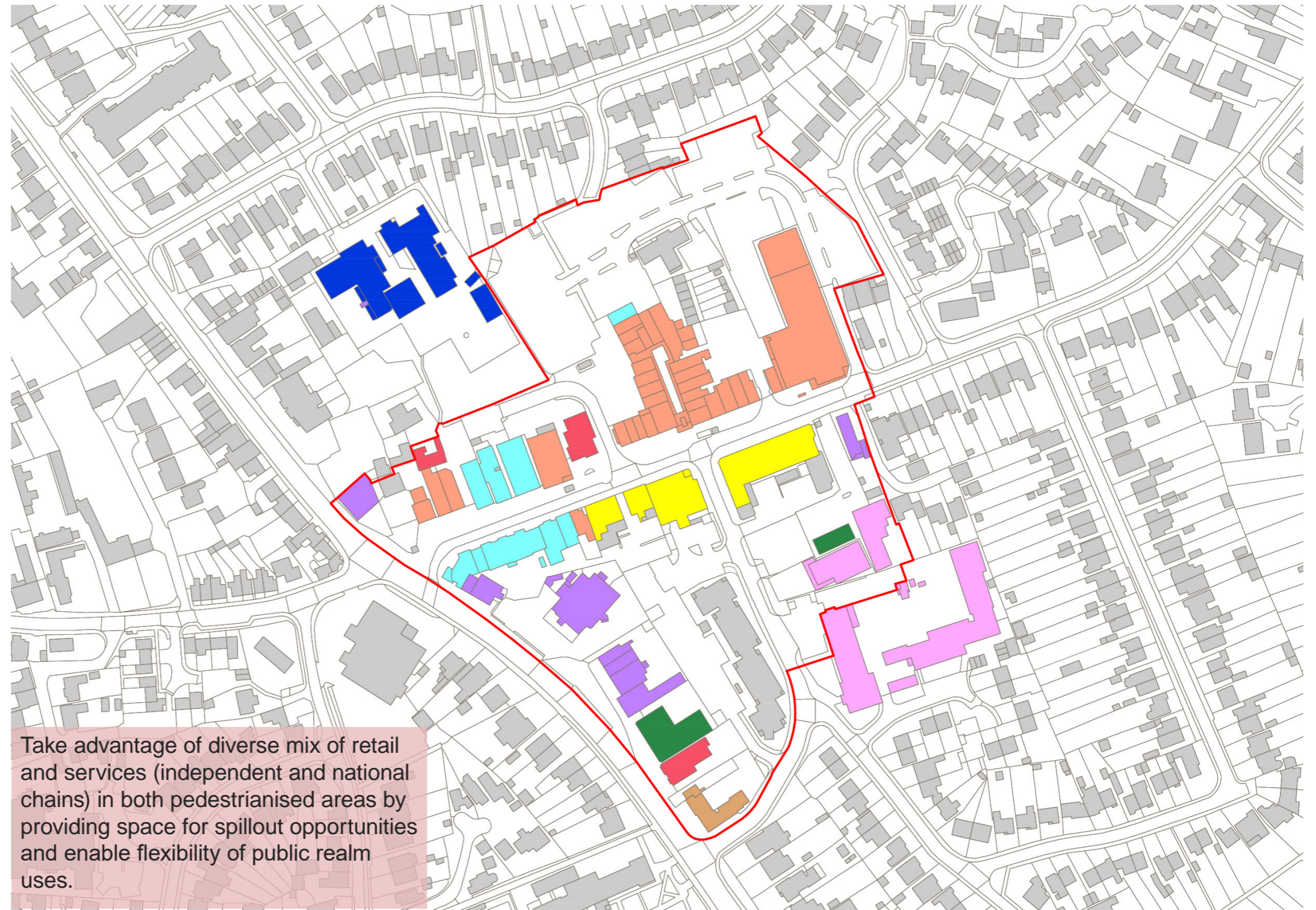


The land use in Kidlington village centre is a diverse mix that caters to the needs of the community. The centre serves as a focal point for local residents and visitors, offering a range of amenities and services. The village centre is characterized by a variety of land uses, including commercial establishments, such as shops, cafes, and restaurants, which provide opportunities for shopping and eating. The presence of offices and professional services adds to the economic activity in the area.

Additionally, the village centre incorporates residential areas, where people live in close proximity to the amenities and services available. This residential aspect enhances the sense of community. Public spaces, such as parks and squares, are also important land uses, providing areas for leisure, gatherings, and events.

The mix of land uses ensures a balanced and dynamic environment, where residents can live, work, shop, and socialize in a convenient and enjoyable manner.

NOTE : Use mapping based on site visit, google street view, open street mapping



Take advantage of diverse mix of retail and services (independent and national chains) in both pedestrianised areas by providing space for spillover opportunities and enable flexibility of public realm uses.

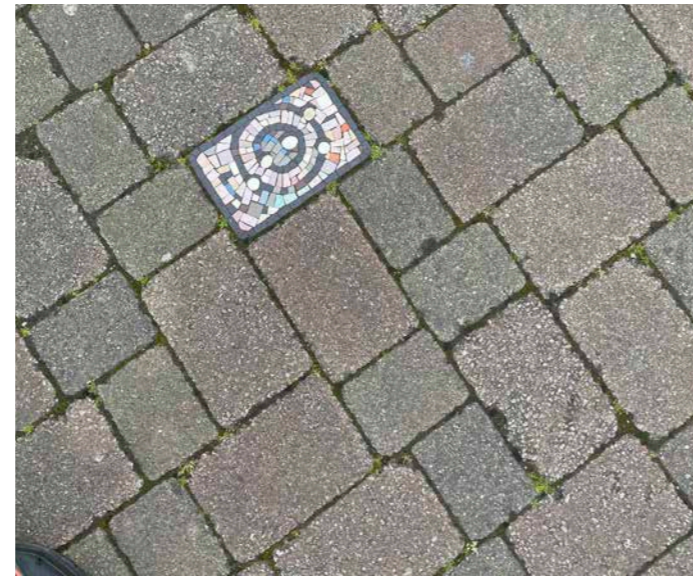
KEY

- | | | | |
|-------------------|-------------------------------|---------------------|----------------------|
| Site boundary | Retail | Education | Services |
| Residential | Food & Beverage | Health / Wellbeing | Vacant Building (GF) |
| Retail/Resi mixed | Office/Finance/ Letting shops | Culture and leisure | |

Section 4 - Understand Kidlington Public Realm Surfacing Materials

Surfacing materials across the study area are of a mixed quality, age and condition

Within High Street concrete block (with some natural stone) paving is used across the street cross section. Finishes are level with integrated drainage channels. There is some pattern to create interest and suggest spatial use (central 'movement' zone with adjacent store frontage zones. These materials do extend into 'gateway' spaces connecting to car parks etc.

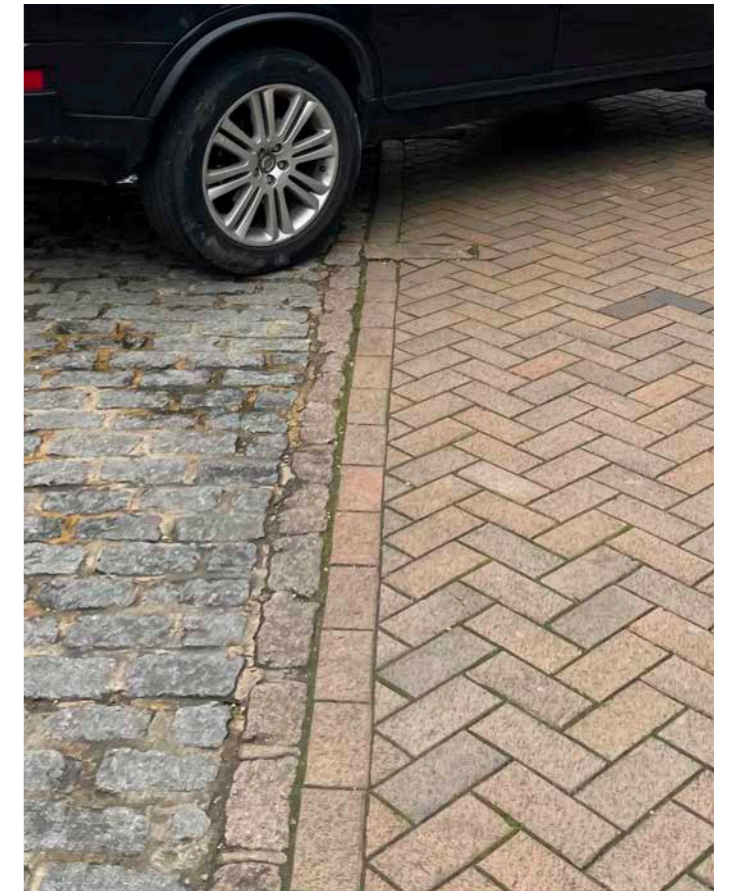


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Car parks are predominantly tarmac with no definition/provision of footways

Arterial streets follow a traditional tarmac road surface with concrete slabs.

Footways are poor quality condition with some patching and edging with tarmac.



All low quality/condition materials should be reviewed with an aim to improve impression of the village and enjoyment of the experience.

Decide on a unified palette appropriate for a village brand.

Identify a hierarchy of materials which can be used in a coordinated way throughout the village centre.

Hard material cohesive approach recommended.

Section 4 - Understand Kidlington Public Realm Furniture and Boundary Elements

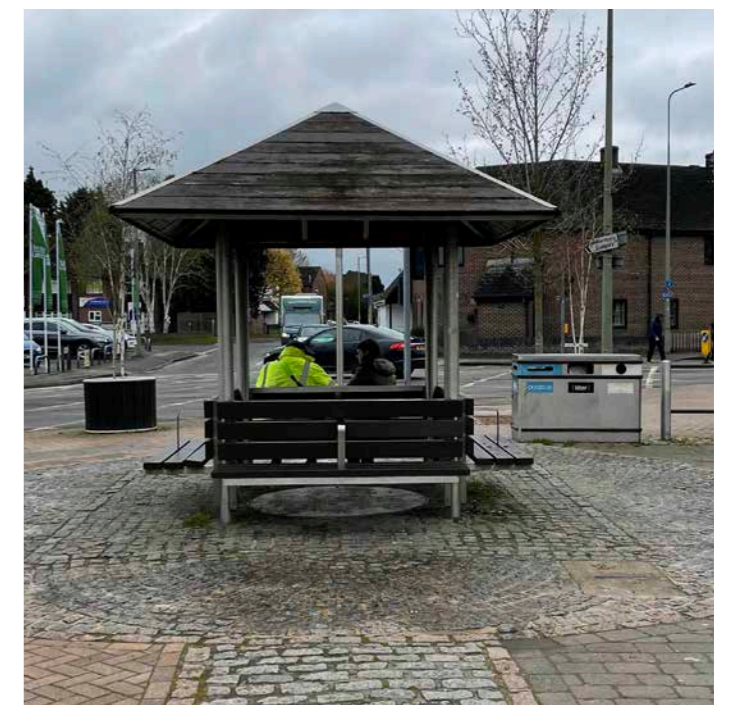
Within the High Street/ core furniture is a mix of styles and age. Items include: Light columns/ Benches/Litter bins/bollards.

There are some examples of street 'clutter' at key gateways as illustrated.

Along Oxford Road routes street furniture is limited to statutory lighting and signage which creates numerous examples of cluttered street scenes.

Opportunities to declutter should be explored, along with possibilities for High Street tree planting.

With any new installation, eg street furniture or bollards, ongoing maintenance would also need to be planned, both in terms of funding and the use of materials which are easy to access and replace should works be required.



Define a coordinated palette of furniture appropriate for a village brand.

Section 4 - Understand Kidlington Place and Movement Analysis

A Movement and Place assessment establishes classifications for the 'place' and 'movement' function of a road as they are now and how they could be in the future.

Within the matrix (right), streets are defined by their functional significance in terms of movement of people and goods, and, how successful they are in encouraging people to visit and stay in certain locations.

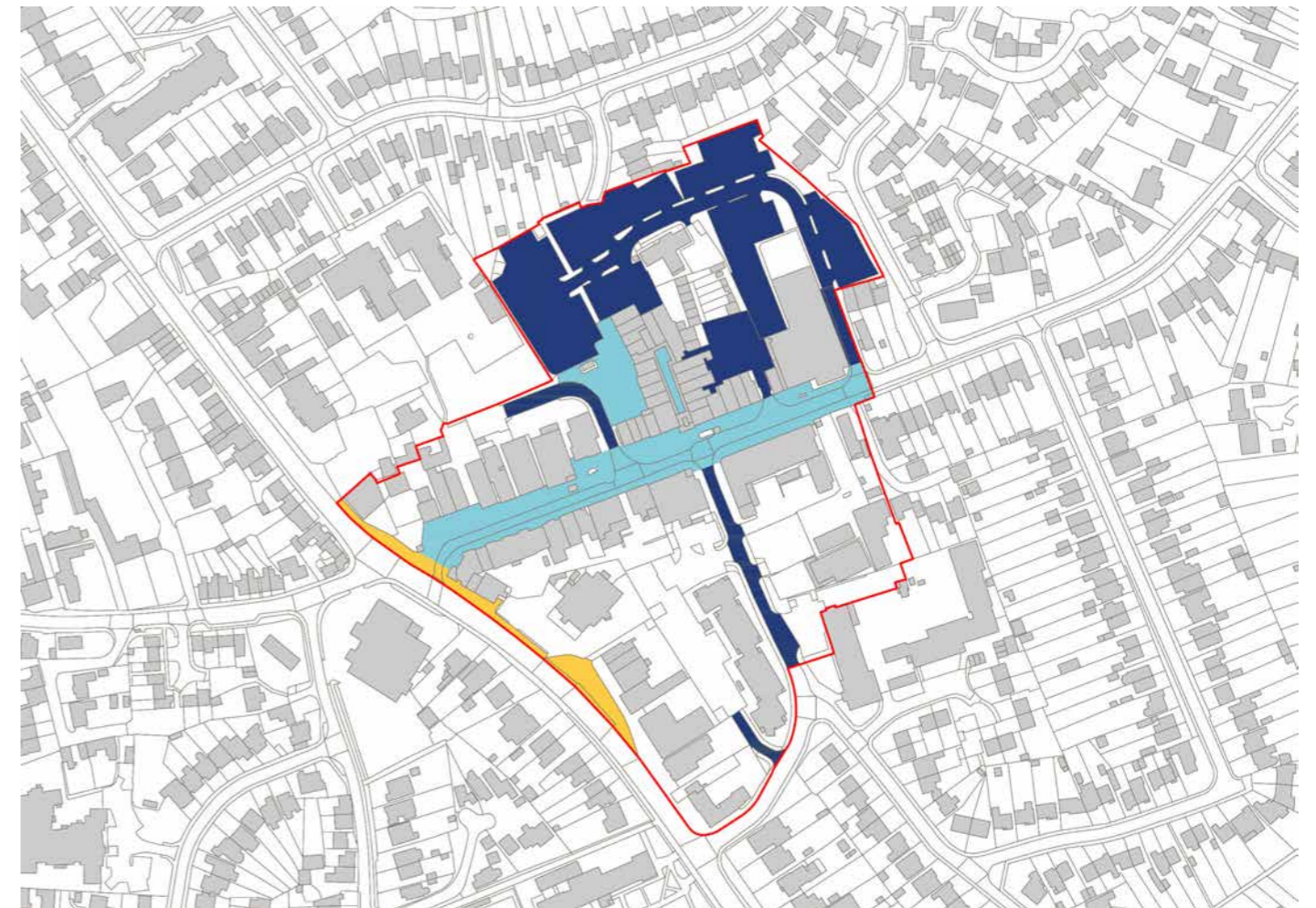
Currently the road network surrounding the town centre is movement focused and generally dominated by car movements.

Places are suffering as a result of the

focus on movement, with streets such as High Street East, Oxford Road and Sterling Road Approach appearing homogeneous and lacking character.

Residential areas are severed from the town centre core by these roads

The proliferation of car parking within the town core encourages vehicle access and in-turn an engineered approach to the streets.



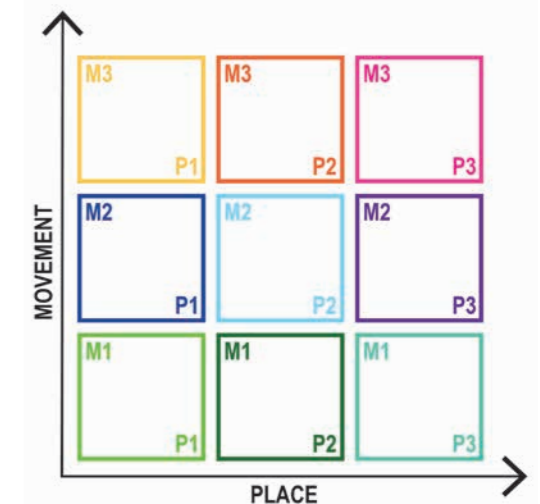
Page 126

There is an opportunity to better balance movement, with more consideration for walking and safe/ accessible movement.

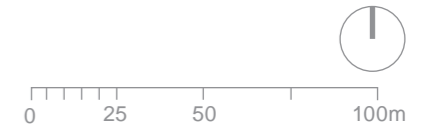
There are spaces that require more emphasis and improved settings.

A renewed focus on quality place attributes could help rebuild local economies.

| Place Function | Movement Function |
|---|---|
| P3: Attracts National, Regional, non-adjacent District to District visitors | M3: Primary routes which play a key role for the Regional movement of goods and people (not SRN / Motorways) and / or high levels of slower mode movements |
| P2: Attracts visitors from within the settlements and from Adjacent settlements (City, Town) | M2: Connects local destinations to ensure people and goods can move freely |
| P1: Predominantly local function / negligible attraction | M1: Local access only by people and deliveries |



Section 4 - Understand Kidlington Street Typologies



Street typologies help to establish a clear hierarchy of movement and function across the town centre.

Currently there are limited typologies which can be seen illustrated here:

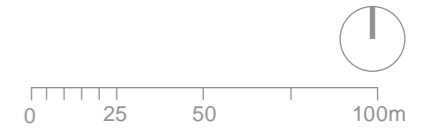
- High Street
- Oxford Road Corridor
- Residential Streets



Establish a clear hierarchy of street typologies to help define use, access, character and modal share.

| KEY | |
|---|----------------------|
|  | Site boundary |
|  | High street |
|  | Oxford Road Corridor |
|  | Residential street |

Section 4 - Understand Kidlington Public Realm Comfort and Safety



Emotive heat mapping records user's perceptions of a street/ place against an established criteria of emotional responses (see key right)

While this exercise is considered subjective, the response output can be a useful starting point for engagement with stakeholders.

Issues:

On key areas of public realm perception is of unsafe / unpleasant quality.

No areas of high quality/delight identified.



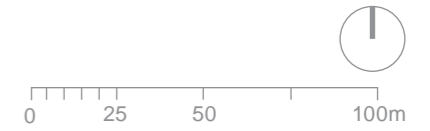
Opportunities:

Rebalance the use of town centre streets to enhance feelings of safety and delight for pedestrians/cyclists/ slower modes.

Uplift key areas/gateways to act as High Quality/Delight space.

| | | |
|---------------|---|--------------------------------------|
| KEY | Feels Unsafe / Unpleasant / Physically Difficult to cross | Pleasurable / Attractive Environment |
| Site boundary | Can be uncomfortable / feels safe away from conflict points | High quality space |
| | Feels safe & comfortable | |

Section 4 - Understand Kidlington Public Realm Character Areas



Currently character types are loosely along different routes;

High Street - Village Centre/retail/Food and Beverage led with associated car parking

Village Centre living - Private realm with proliferation of parking and highways

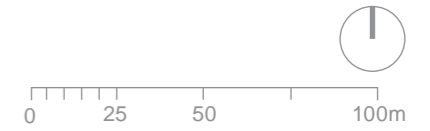
Oxford Road Corridor - Busy highway with mixed used frontage



Establish clear and well defined characters across the study area reflecting use, heritage, movement and gateway functions.

| | |
|--|---|
| KEY | ■ High street |
| — Site boundary | ■ Oxford road corridor |
| | ■ Village centre living |

Section 4 - Understand Kidlington Public Realm Constraints



Key constraints to consider:

Severance - Barriers to movement, especially for pedestrians and cycling

Parking - On-street and poor quality gateway experience. Parking dominates land use in study area and current access rights to premises prevent flexible use of High Street frontage areas for activities and events.

Conflict between modal access and movement along High street

Service access uncontrolled

Green infrastructure assets and their condition

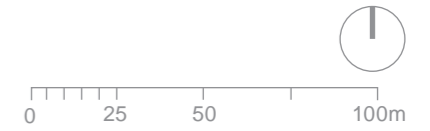
Land use - Predominant retail and leisure uses of buildings



KEY

- | | | | | |
|---|---------------------|------------------|--------------------------------|------------------|
| Site boundary | Existing trees | Car parking area | Signalised pedestrian crossing | Cycle stands |
| Adopted road mapping. Adoptable boundary information not available at this time | Ornamental planting | Severance | Bus Stop | Key destinations |
| Traffic calmed area | On-road car parking | Service access | Poor/Blank active frontage | |

Section 5 - Strategy for the Public Realm - Principles of the Framework - Public Realm Opportunities



Key opportunities:

In line with the recommendations of the site diagnosis, this plan identifies opportunities for public realm improvements across the study area.

These fall into the following six main themes:

1. Establish distinctive and authentic character for the village centre referencing local place narrative.
2. Promote a 'Streets for All' approach to all highways within the study area. Consideration of limiting access for vehicles in key village areas.
3. Improved arrival/gateway experiences - especially with village car parks.
4. Establish green connections across the village centre, exploring possibilities to increase greening and working to overcome any existing constraints from landowners.
5. Identification of key public realm improvement areas connecting across the village.
6. Create safe and inclusive crossing points into the village core – currently outside boundary.

Outside the study area, there are further opportunities for public realm enhancements at The Parade, in particular enabling improved vehicular access.



| KEY | | | |
|-----|--|--|---------------------------|
| | Site boundary | | Existing trees |
| | Potential further opportunities boundary | | New trees |
| | Improved green space network | | Public realm improvements |
| | Improved public realm nodes | | Improved arrival gateways |
| | Signalled pedestrian crossing | | |

Section 5 - Strategy for the Public Realm - Principles of the Framework - Vision



‘Beautiful streets and places will connect Kidlington creating an inclusive, liveable and walkable village.

A healthy, pedestrian first approach will rebalance key streets.

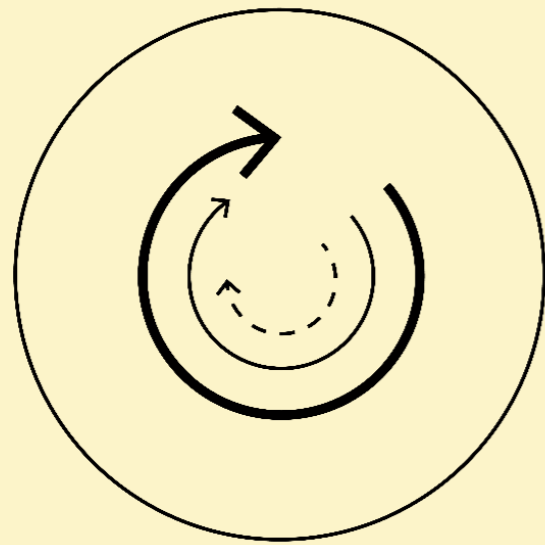
A flexible, adaptable public realm will support a range of activities and functions

Place led, distinct and vibrant environments will be created, responding to local needs and serving surrounding neighbourhoods as well as supporting Kidlington as a destination.

Proposals will promote community health & wellbeing, and create conditions for smiling at strangers”

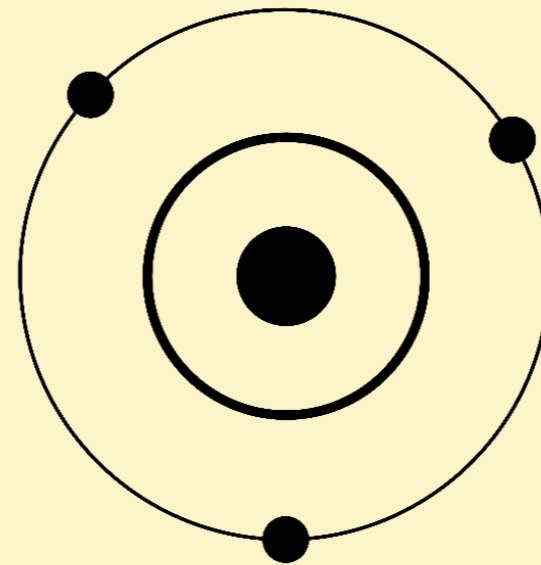
Section 5 - Strategy for the Public Realm

Project Aims



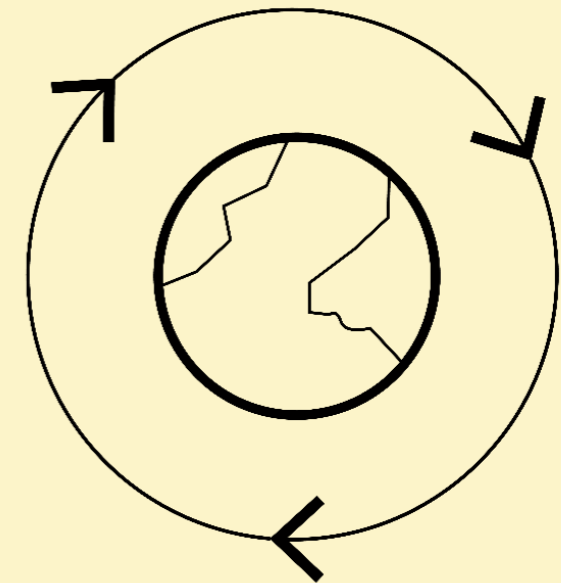
Movement

Establish a clear hierarchy of movement & access to support a 'Streets for All' approach



Place

Ensure a 'Place led' and contextual approach



Climate

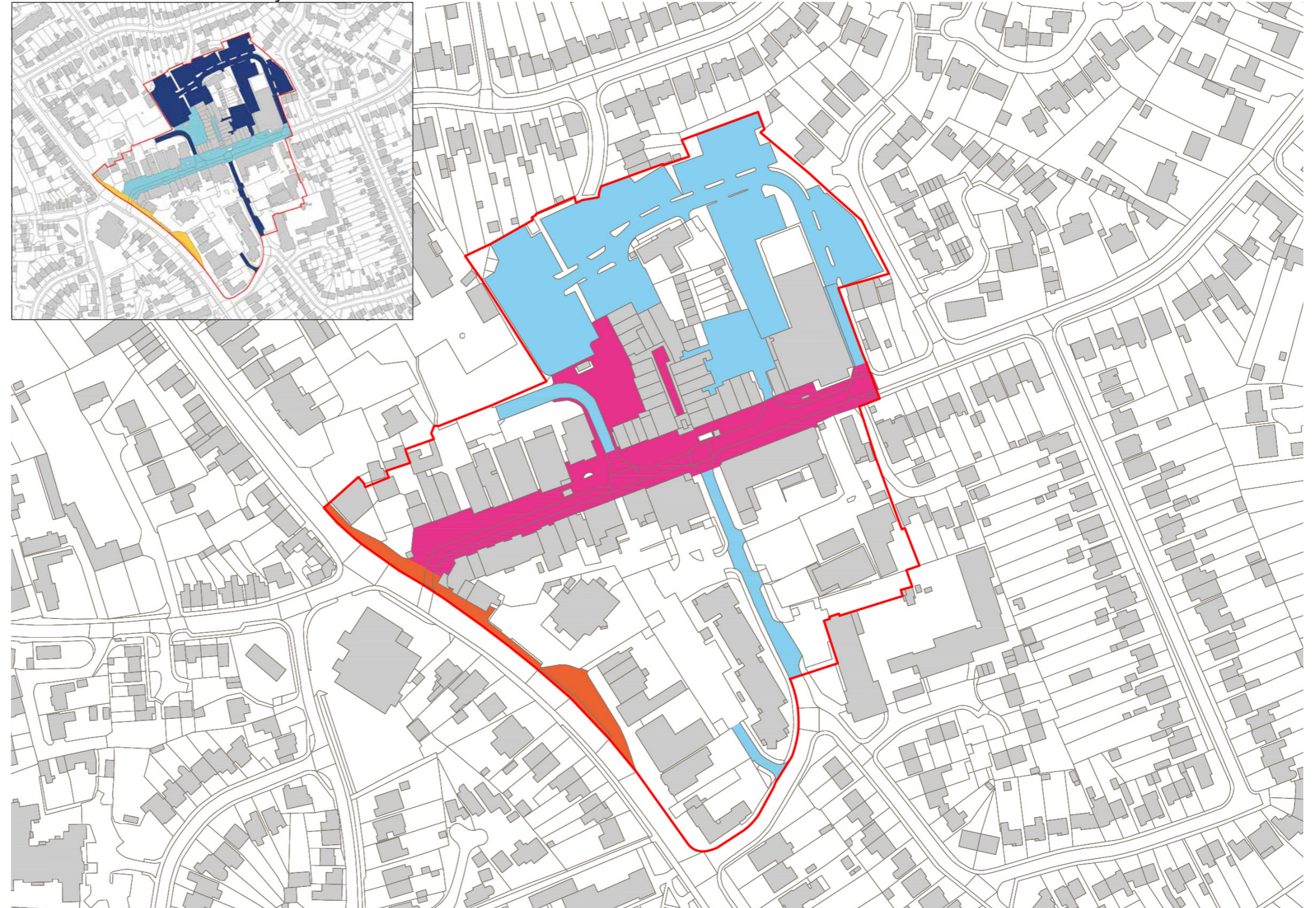
Promote sustainability across all aspects of the design

Section 5 - Strategy for the Public Realm - Principles of the Framework - Aspirational Place and Movement Functions

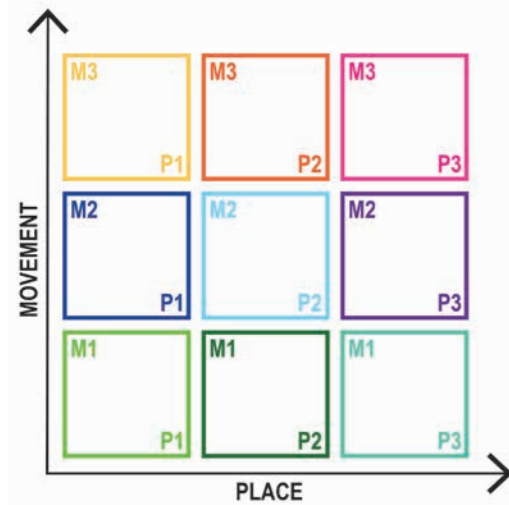
Drawing on the Movement and Place assessment established in the site diagnosis, the definition of aspirational classifications for the 'place' and 'movement' function of Kidlington's street/ space in the future informs the development of street typologies and a vision for Kidlington's village centre public realm.

Across the study are the aspiration has been to uplift the place function while balancing/reducing movement

Place and Movement Today



Page 134



| Place Function | Movement Function |
|---|---|
| P3: Attracts National, Regional, non-adjacent District to District visitors | M3: Primary routes which play a key role for the Regional movement of goods and people (not SRN / Motorways) and / or high levels of slower mode movements |
| P2: Attracts visitors from within the settlements and from Adjacent settlements (City, Town) | M2: Connects local destinations to ensure people and goods can move freely |
| P1: Predominantly local function / negligible attraction | M1: Local access only by people and deliveries |

Section 5 - Strategy for the Public Realm - Principles of the Framework - Street Typologies and Aspirational Attributes

Street typologies help to establish a clear hierarchy of movement and function across the village centre.

Currently there are limited typologies which can be seen illustrated here:

- High Street
- Oxford Road Corridor
- Connector Street

Pedestrianisation and vehicle access within street typology area to be carefully considered to ensure control and agreement is identified during design stages ensuring property rights and private frontages work effectively fronting pedestrian zones.

Options for increased greening throughout the village to be explored, including at The Parade West Park and on the walk to school routes, in order to provide cover in hot weather as well as interest. The potential redevelopment of Exeter Close could include landscaping in order to link Oxford Road through to the playground and footpath network beyond.

The following pages illustrate the proposed attributes in terms of place and movement for each of the Street Typologies.



| KEY | |
|-----|--|
| | Site boundary |
| | High street |
| | Oxford Road Corridor |
| | Potential further opportunities boundary |
| | Residential street |

Section 5 - Strategy for the Public Realm - Principles of the Framework - Street Typologies and Aspirational Attributes

High Streets

Place

- The space is delightful and has the highest quality public realm including features and activity that make it a destination with identity and distinctiveness.
- A pedestrian only space where wayfinding is easy and intuitive with multiple points of access and egress.
- Where buildings border this space there will be active frontage with regular spill out into the street.
- Trees provide shade and vertical structure softening the hard lines of surrounding buildings and giving the space a natural uplift and human scale.
- Pocket parks and Hot Spots provide more intimate space for relaxation, fun and interaction.
- Maintained key sight lines of heritage assets, providing appropriate setting
- SuDs features are to be designed alongside proposals where suitable to encourage drainage features such as swales and permeable surfacing.

Movement

- Key pedestrian hub within the village centre linking several through routes as well as being a destination to meet and gather.
- A key place for cyclists to stop and carry on by foot. Cycle parking provided.
- Controlled / limited access for service, cleaning and events vehicles.
- Generally, no vehicular access or parking.



Section 5 - Strategy for the Public Realm - Principles of the Framework - Street Typologies and Aspirational Attributes

Oxford Road Corridor

Place

- Street use is carefully considered to ensure redistribution towards pedestrians.
- Street is high quality, attractive, pleasant and comfortable to walk and cycle in, with wayfinding made easy and include seating and activity that makes the area a draw and destination.
- Buildings with entrances front on to most of the street with active frontage.
- Spill out is facilitated to encourage activation.
- Tree Planting humanises street scene and calms any vehicle use
- Pocket parklets occur as permanent and temporary features providing more intimate space for relaxation, fun and interaction.
- SuDs features are to be designed alongside proposals where suitable to encourage drainage features such as swales and permeable surfacing.

Movement

- Key pedestrian and cycle links that are direct and good quality.
- Cycle facilities are not segregated.
- Vehicles speeds are very low (10 to 20mph) limited and designed.
- Provides access to public transport.
- Access for servicing available but may be limited to certain times of day.
- Private vehicle access is permitted at all times.
- Some on-street parking available but may be limited to certain times of day.



Section 5 - Strategy for the Public Realm - Principles of the Framework - Street Typologies and Aspirational Attributes

Connector Streets

Place

- Street feels safe and comfortable to walk and cycle in, with wayfinding made easy.
- Likely to have limited or no active frontage with few opportunities for spill out.
- Simple treatment - paving and planting improvements only.
- Medium quality material use.
- Tree planting provides formality and gives the space a natural uplift.
- De-cluttered.
- Piazza development and opportunities to relocate toilets to create more space.
- SuDs features are to be designed alongside proposals where suitable to encourage drainage features such as swales and permeable surfacing.

Movement

- Strategically important link for the wider area for public transport and vehicular access.
- Pedestrian and cyclists are provided for with regular formalised crossing facilities, but the need to make direct movements at other locations is recognised.
- Pedestrians and cyclists are given priority at junctions as far as possible.
- Vehicle speeds are 20mph (self-enforcing).
- Consideration may need to be given to segregating cyclists.
- Private vehicle access is permitted at all times.



Section 5 - Strategy for the Public Realm - Principles of the Framework - Aspirational Public Realm Comfort and Safety

As part of developing a vision for Kidlington and its public realm, an aspirational emotive heat mapping presents future and improved user perceptions of a street/ place against an established criteria of emotional responses (see key right).

The aim is to achieve a minimum of a safe and comfortable environment for the users at all times with implementation of key spine of high quality.

Comfort and Safety Today



KEY

- Site boundary
- - - - Potential further opportunities boundary
- Feels Unsafe / Unpleasant / Physically Difficult to cross
- Can be uncomfortable / feels safe away from conflict points
- Feels safe & comfortable
- Pleasurable / Attractive Environment
- High quality space

Section 5 - Strategy for the Public Realm

Principles of the Framework



Connected Kidlington

Fine grained, equitable, uninterrupted networks of people centred, walkable, streets and spaces. Connecting socially, digitally and physically. Enabling seamless interchange, improving air quality, slow mode safety and congestion.



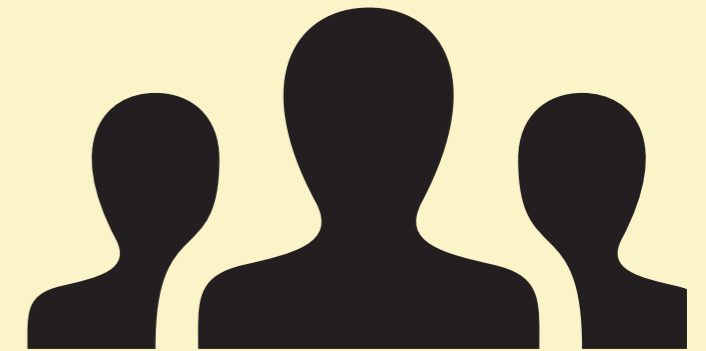
Green Kidlington

Greening the streets, providing biodiversity, ecology and improved attractiveness to the village. Mitigating the village's climate emergency, proving innovative sustainable urban solutions.



Resilient Kidlington

Distinct, unique and context driven designs. Resilient to climate change, adaptive to economic influence, socially inclusive, liveable, vital/active and regionally competitive



People First Kidlington

Responsive to local needs. Streets as place to enjoy. Public Realm supporting the health and wellbeing of Visitors and the Kidlington community, providing a inclusive platform for events, activity and vitality. Anchoring residents to the town.

Section 5 - Strategy for the Public Realm

Intervention options

Understanding both the context of a space and the demands placed on it helps us understand how best to achieve substantial improvements through the right type and scale of intervention. These measures, increasing in complexity and cost, are the main actions that people and organisations can use to achieve better streets:

Do Minimum Interventions

Do Maximum Interventions

Do Something Interventions

Tidy up

Look to remove unnecessary road markings or broken street furniture which is simple to clear up and will not damage the footway



De-clutter

requires a more strategic justification for every individual piece of equipment in the street, with the presumption of removal unless a clear reason for retention is given



Relocate or merge functions

any remaining features should be rationalised to combine signage and lighting or better locate street furniture to fulfil its intended use



Rethink traffic management options

by considering user priority, changes to carriageway widths or removal of traffic signals



Recreate the street

complete remodelling of the street may be suitable if a new set of objectives or character is desired



Section 5 - Strategy for the Public Realm - Principles of the Framework - Key interventions introduction



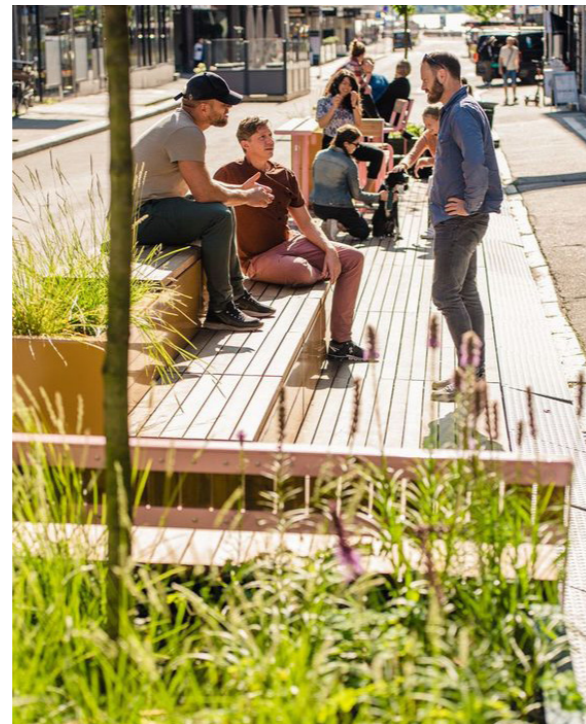
Further to the vision, aims and principles established in this work a selection of key intervention zones have been identified and described in the following pages.

These interventions best deliver value in line with recommendations.

They should form the focus/priority for public realm concept designs in the next stage of work.



Section 5 - Strategy for the Public Realm - Principles of the Framework - Key intervention 01



High Street attributes:

Prioritise pedestrians, cyclists and public transport users to provide improved comfort and safety for these users.

Adaptable and inclusive public realm to facilitate community interactions/varied activities (markets etc.).

Encourage active travel and provide outdoor green spaces for all users to enjoy.

Enabling active frontage use through flexible public realm as a platform for spill out.

Public realm areas to be multi functional,

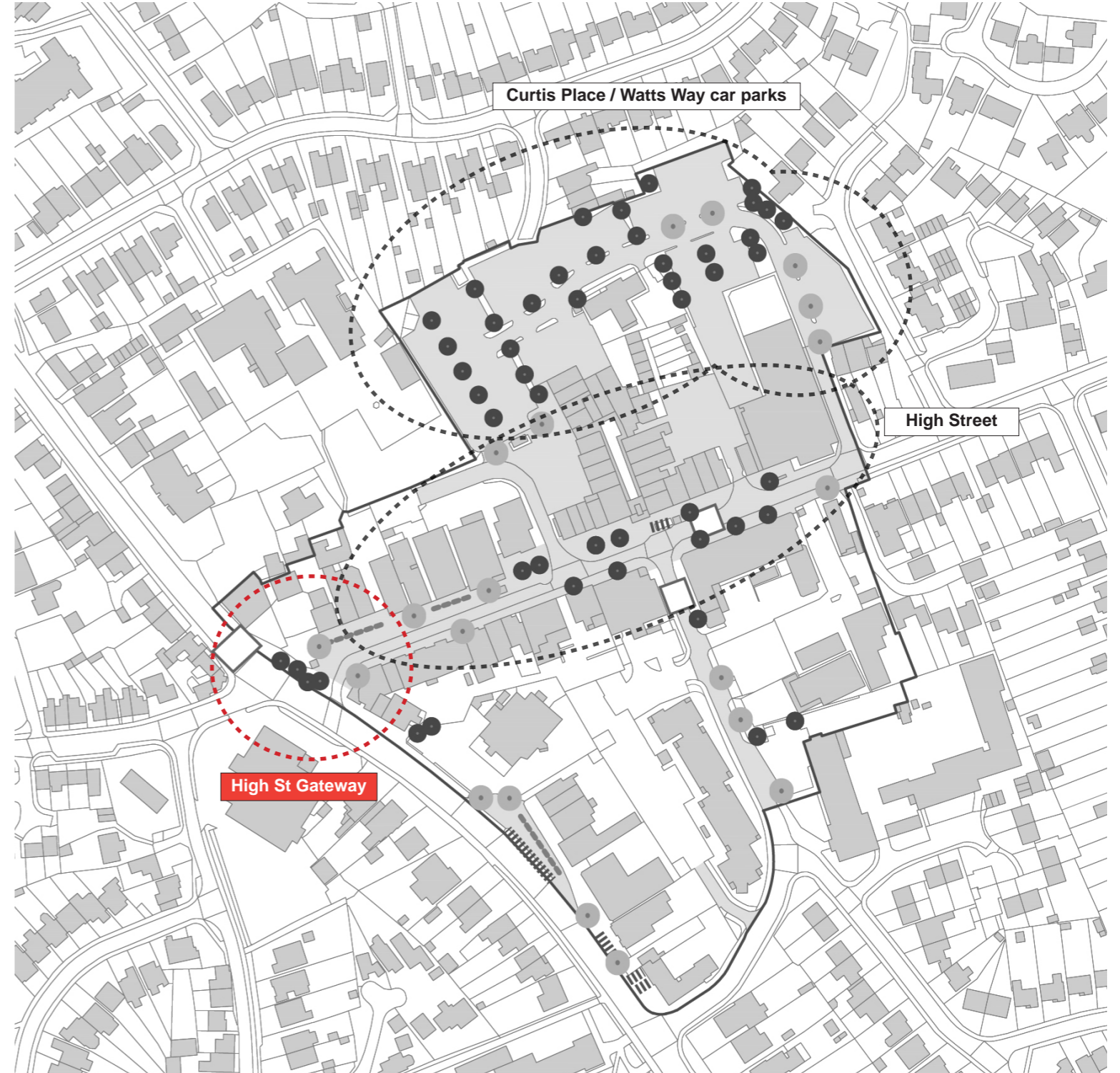
flexible in arrangements to accommodate varied activities and events. Power and other facilities to be incorporated.

Vehicle access (West) to be regulated/controlled/removed.

Generally surface materials/ street furniture are replaced to improve legibility, navigation, accessibility/ inclusive and attractiveness of the town

Connections from the car park to be repaved; improved lighting and a street art programme to be installed.

Section 5 - Strategy for the Public Realm - Principles of the Framework - key Intervention 02



High Street Gateway attributes:

Legible, welcoming, interesting gateway.

Service areas access regulated/ controlled. Options for the regulation or possible removal of vehicular access to High Street (West) to be revisited, together with the possibility of providing access to the rear of High Street premises on the north side by way of an access road directly out onto the main Banbury Road.

Surface materials/ street furniture are replaced to improve legibility, navigation, accessibility/inclusive and attractiveness of the gateway

Prioritise pedestrians and cyclists to provide improved comfort and safety for these users.

Retain and incorporate existing GI. Provide outdoor green spaces for users to enjoy.

Green the space using street trees (in the ground where possible subject to utilities surveys etc.)

Sustainable Urban Drainage (SUDS) are implemented through bioswales/rain gardens/tree catchment pits.

Section 5 - Strategy for the Public Realm - Principles of the Framework - Key interventions 03

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Curtis Place / Watts Way Car Park attributes:

Vehicle arrival spaces (car parks) arranged to facilitate pedestrian movement into village core.

Green area using street trees (in the ground where possible subject to utilities surveys etc.)

Sustainable Urban Drainage (SUDS) are implemented through bioswales/rain gardens/tree catchment pits. These add amenity as well as sustainability.

Provide improved comfort and safety for pedestrians and cycle users.

Greening of car parking areas are to be encouraged with permeable surfacing such as grasscrete with greater influence of tree canopies for temperature reducing in large areas of hardstanding.



BroadwayMalyan^{BM}

Creating
places.
Together.