

Banbury Public Realm Strategy Framework

Stage 1 - Site Diagnosis
November 2024
Issue 07

Creating
places.
Together.

Banbury Public Realm Strategy Framework Banbury - Cherwell



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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

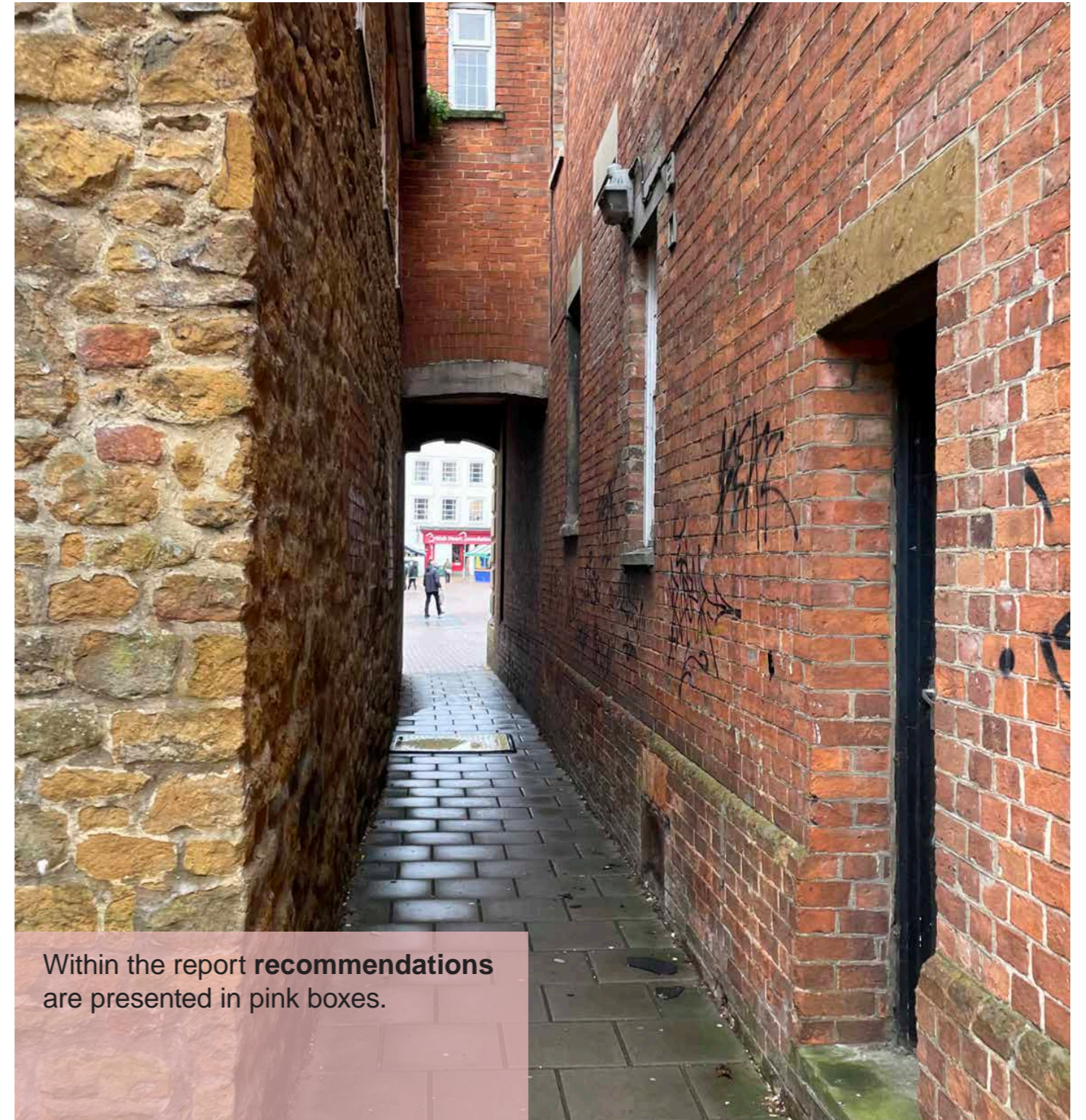
This section needs to be read alongside the Town Centre and Retail Study (September 2021), a part of the evidence base for the Local Plan Review 2040; and in the context of the following earlier policy documents:

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

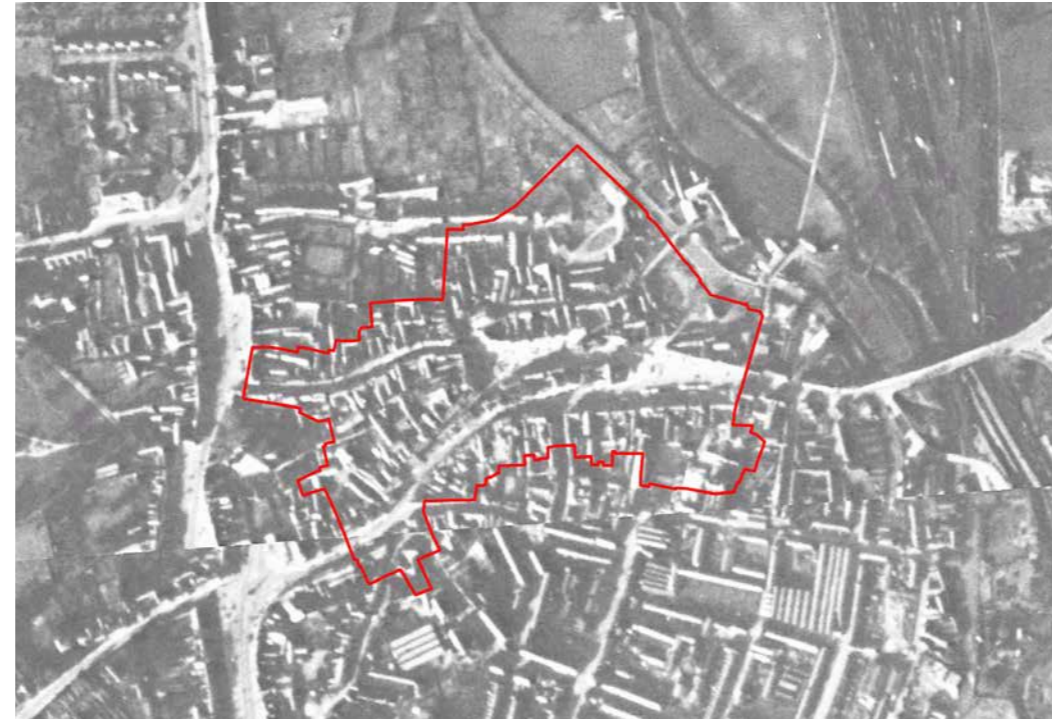
Historic mapping and context

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.

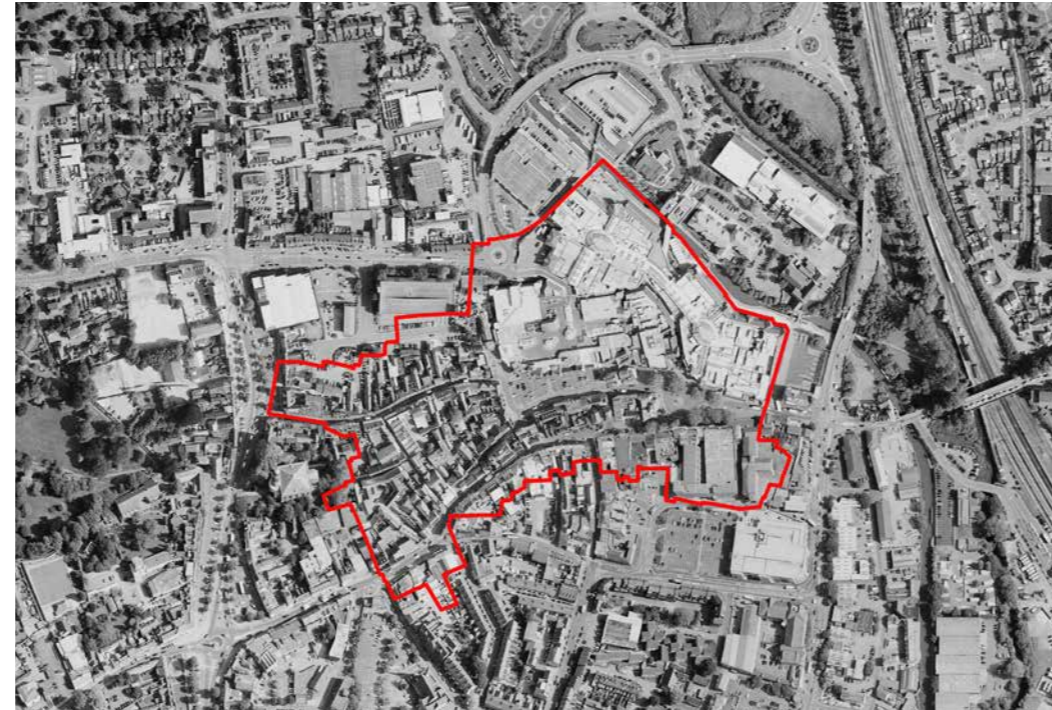
Banbury played a significant role in the English Civil War. It was the site of a major battle in 1644, which resulted in the defeat of the Royalist forces. The town also gained notoriety for its Puritan beliefs, which were famously satirized in the nursery rhyme "Ride a Cock Horse to Banbury Cross".

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.

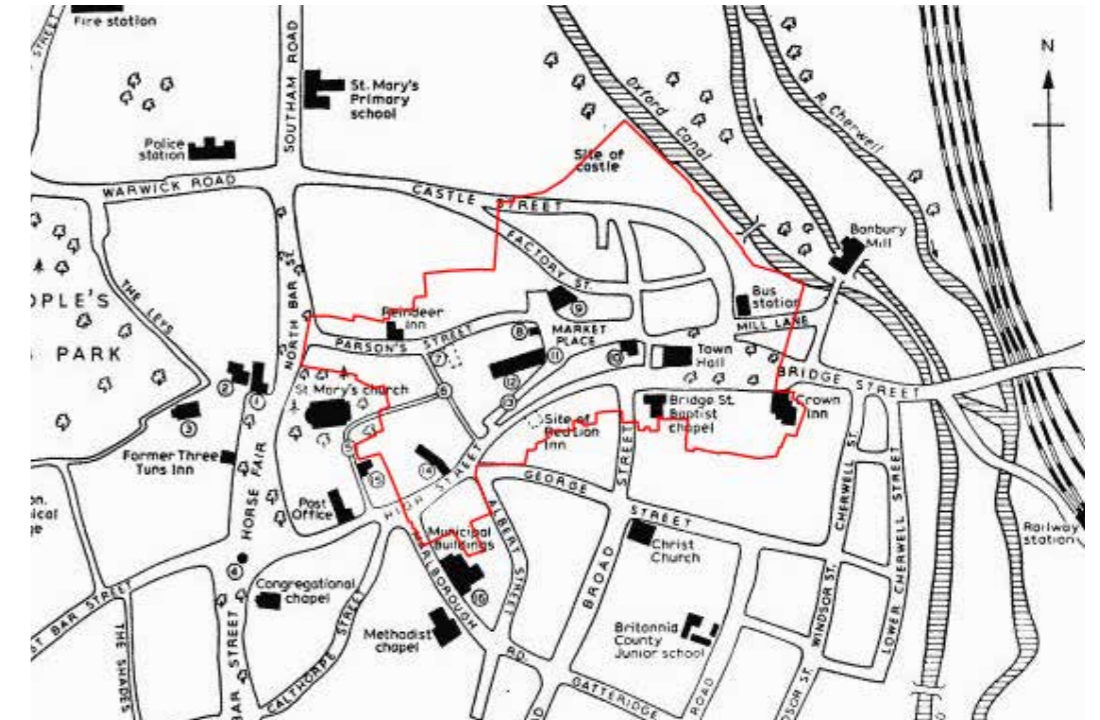
1945



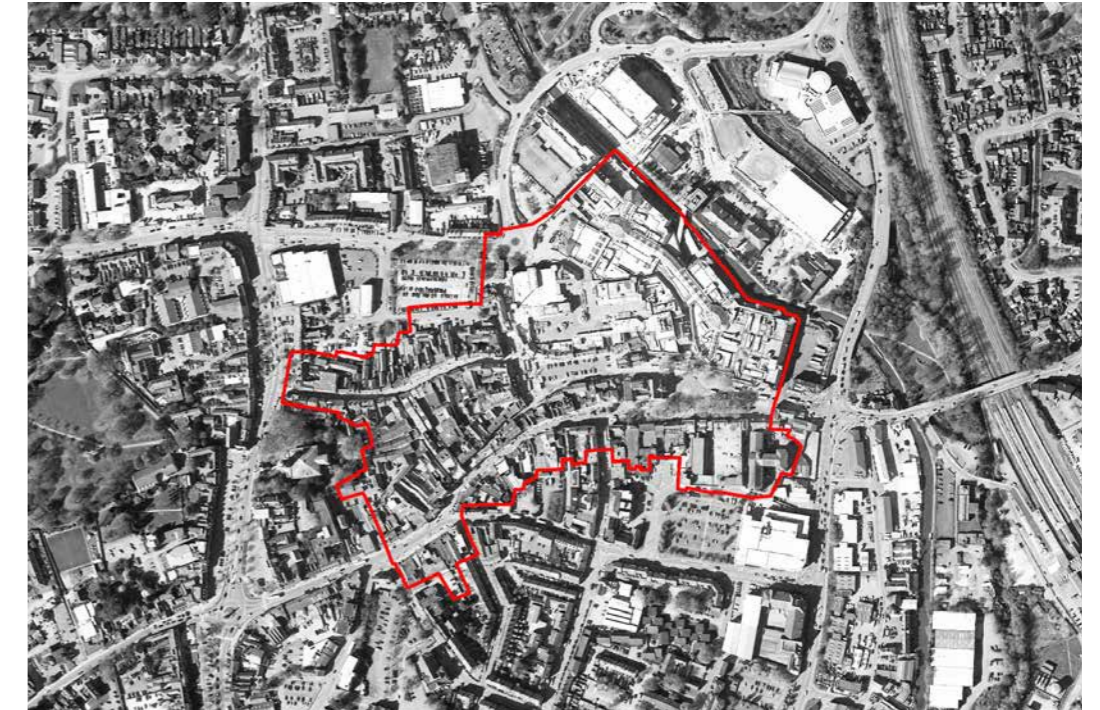
2006



1969

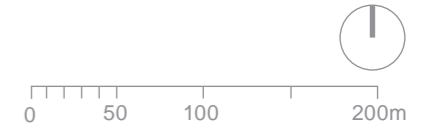


2023



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.



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

- 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.

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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:



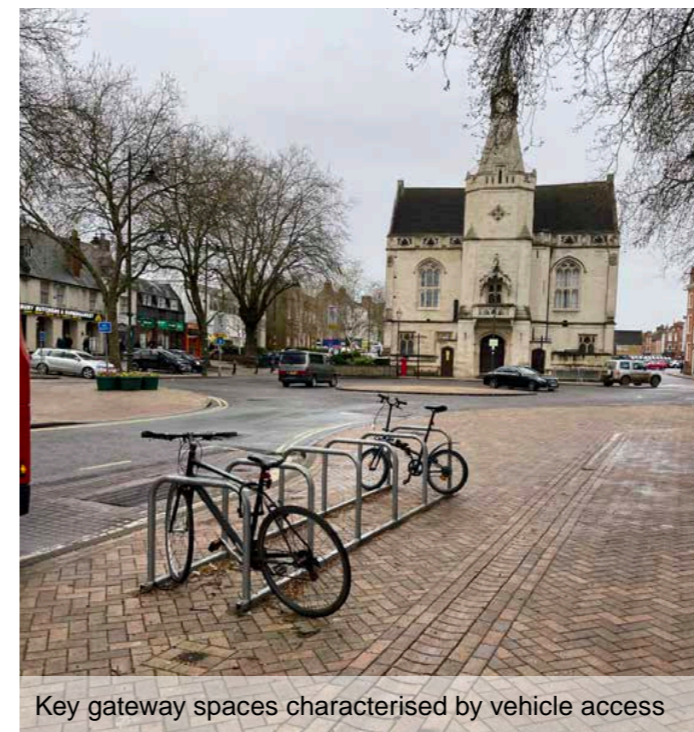
High quality heritage setting



Cultural interventions



Low rise traditional high street



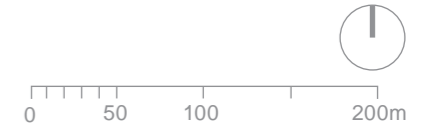
Key gateway spaces characterised by vehicle access



Narrow alleys add character

Section 4 - Understand Banbury

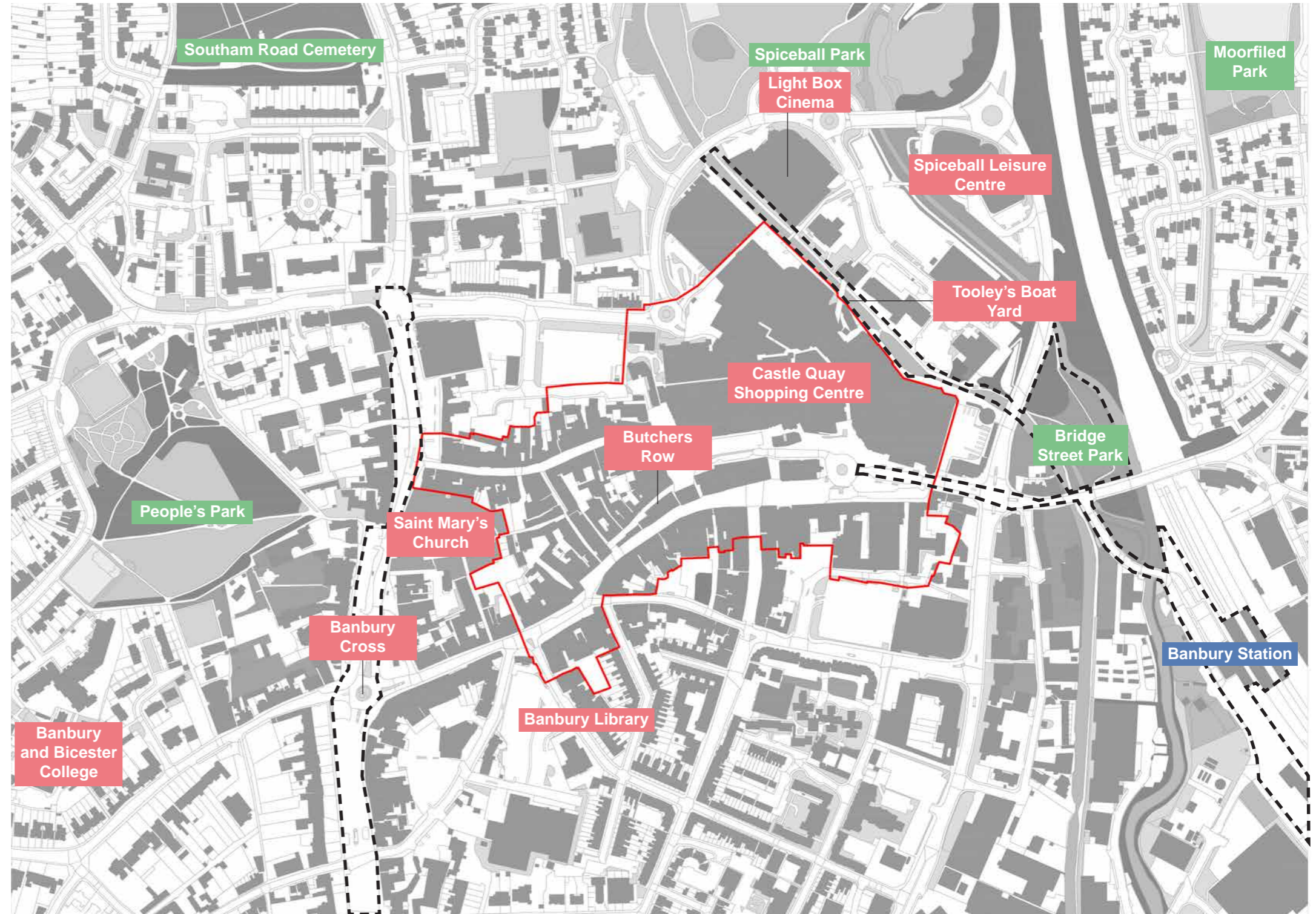
The Study Area Banbury



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.

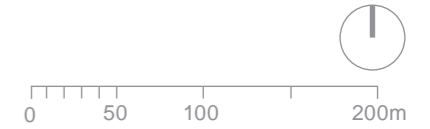
The study area includes council operated Market Place carpark and Bridge street bus interchange identified as key arrival nodes.



KEY
— Site boundary - - - Further Opportunities Boundary

Section 4 - Understand Banbury

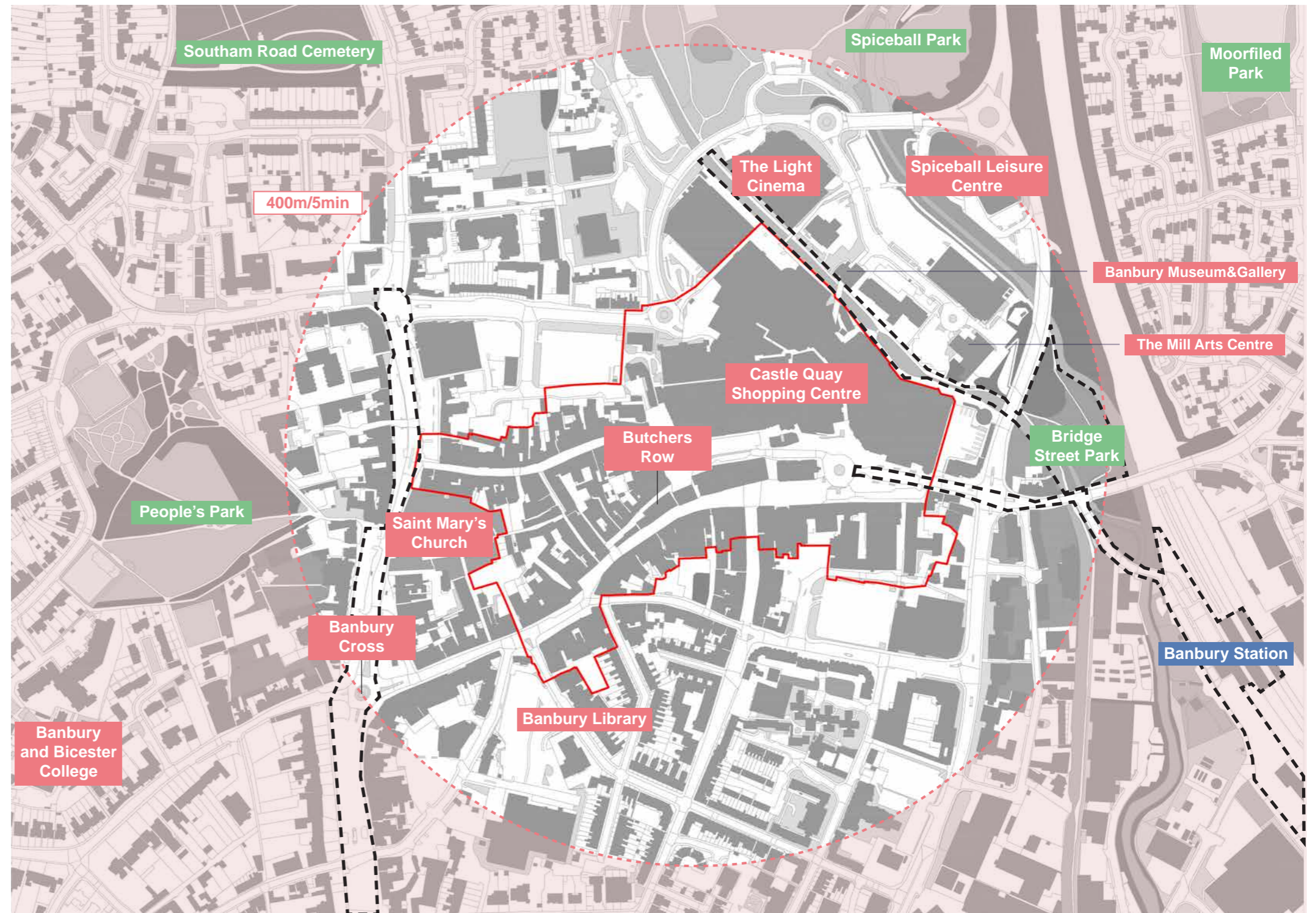
Walking Distance: 400m/5min



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:

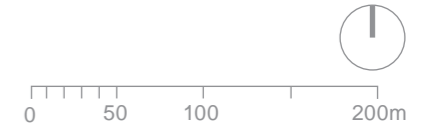
- Bankside Park
- Easington Park
- Woodgreen Leisure Centre



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.

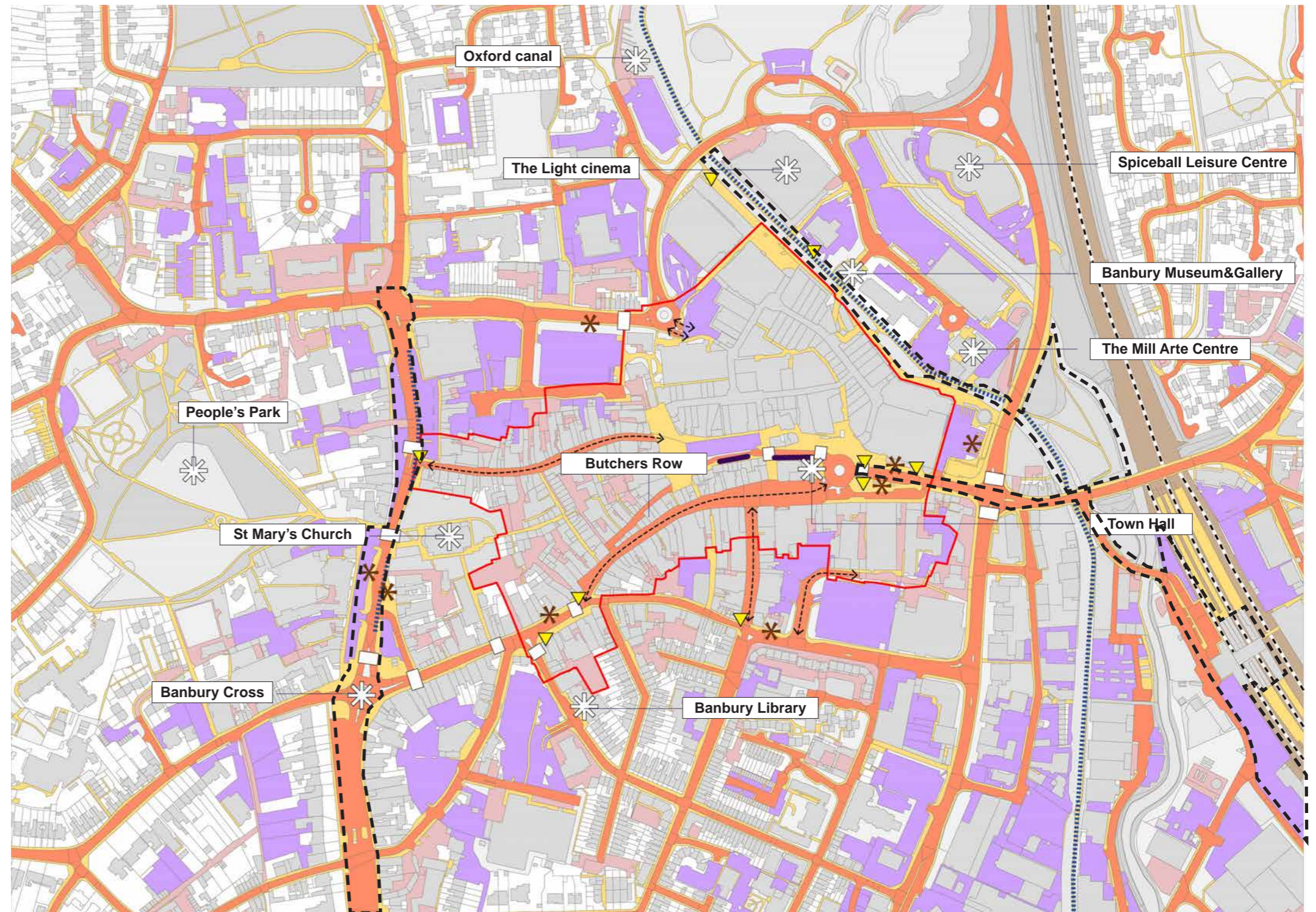
Within the immediate town centre two pedestrianised streets (Parson's St and the High Street - connected with characterful alleys) provide a safe and traffic free town centre environment.

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

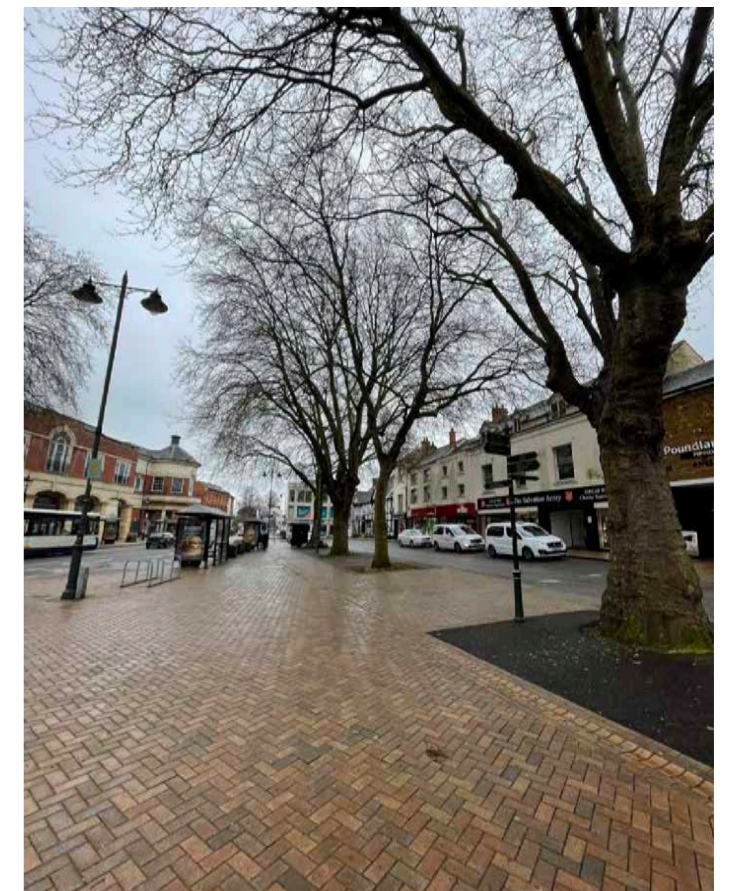
Site boundary	Car parking area	Cycleway	Cycle stands	Railway
Vehicular area	Courtyards	Signalised pedestrian crossing	Key destinations	Further Opportunities Boundary
Pedestrian area	On-road car parking	Bus Stop	Services access	

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

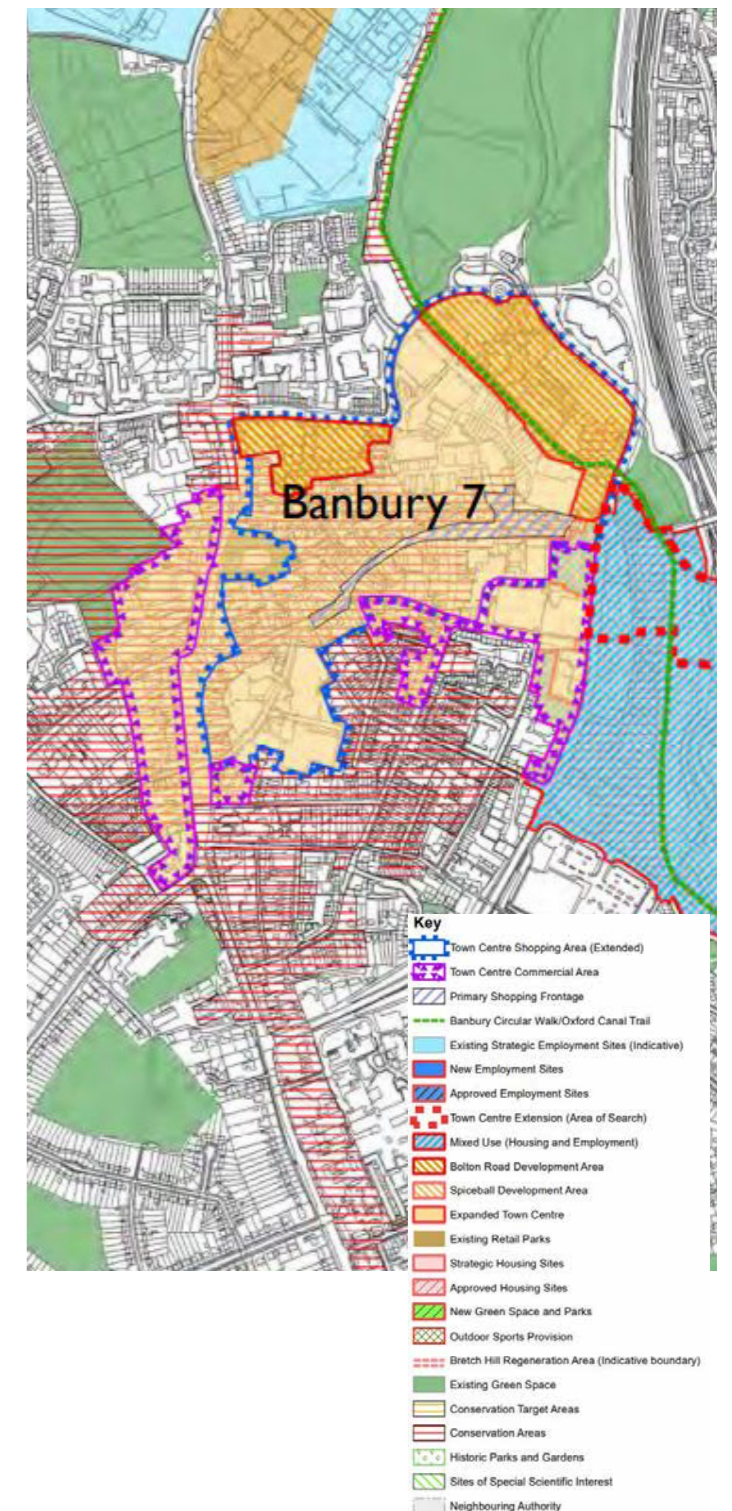
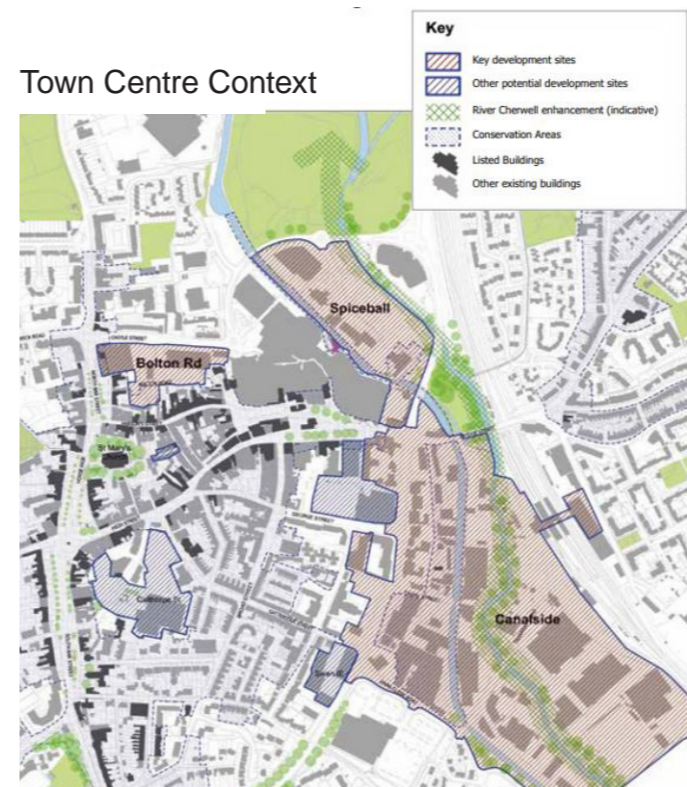
of Banbury Town Centre, stating that they will 'support the role that new restaurants and cafés have in the economy, of both towns (Banbury & Bicester) in drawing people into the town centre.' Additionally, the Local Plan pledges that the Council will 'support uses which support the evening economy in 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.

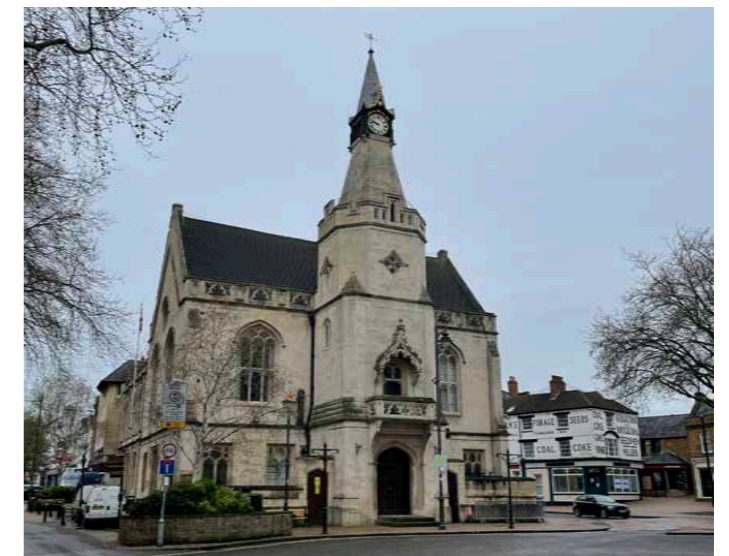
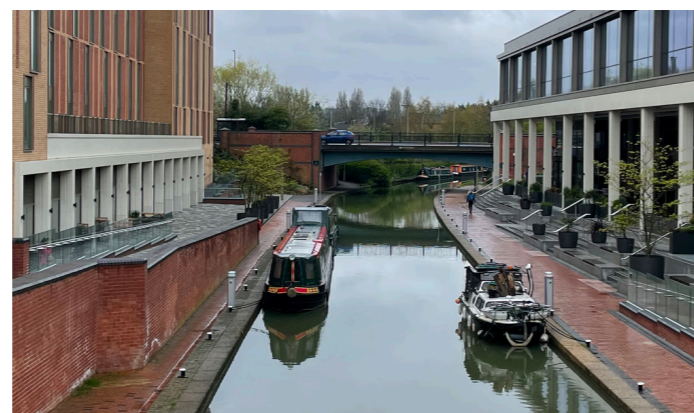
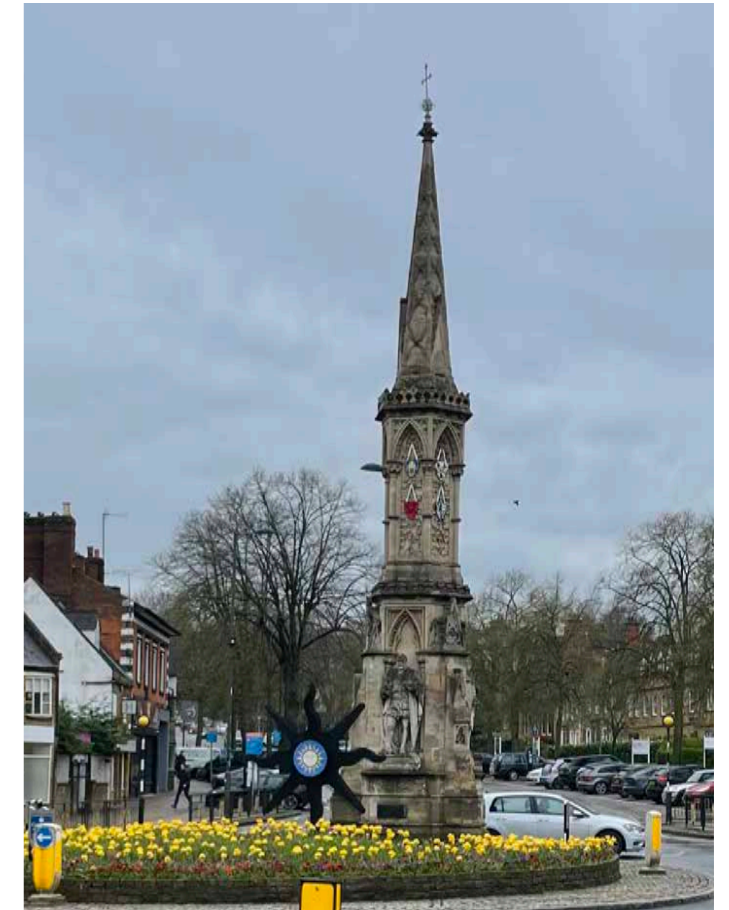


Section 4 - Understand Banbury Culture and Heritage

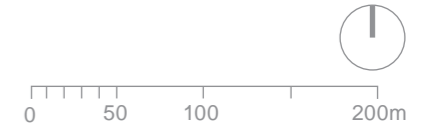
Banbury town centre is steeped in heritage and culture. There are many notable landmarks - including St. Mary's Church, Banbury Town Hall, Ye Olde Reindeer Inn and Banbury Cross – which reflect the town's rich history and draw visitors.

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.

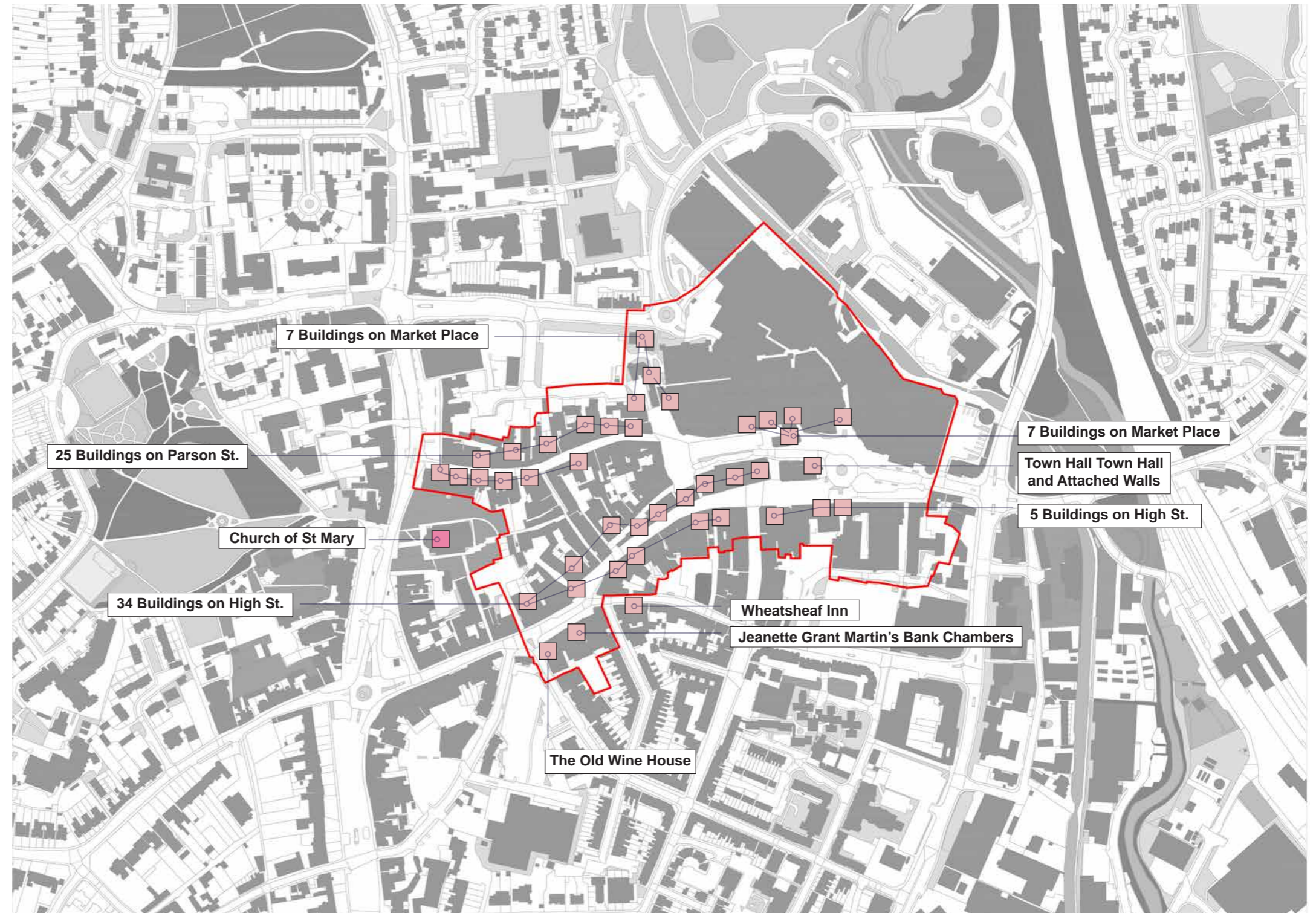
Banbury Town Council runs a well-established and popular annual programme of events, with a highlight being the two-day Canal Festival held each autumn to celebrate the Oxford Canal. The Festival's activities include boat trips, historic boats, arts performances, food and drink, live music and fairground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



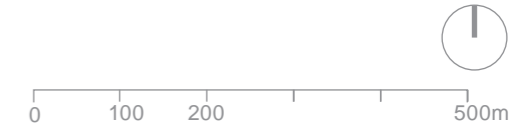
Recognise and celebrate heritage and cultural assets. Use public realm to provide a suitable setting for these.

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



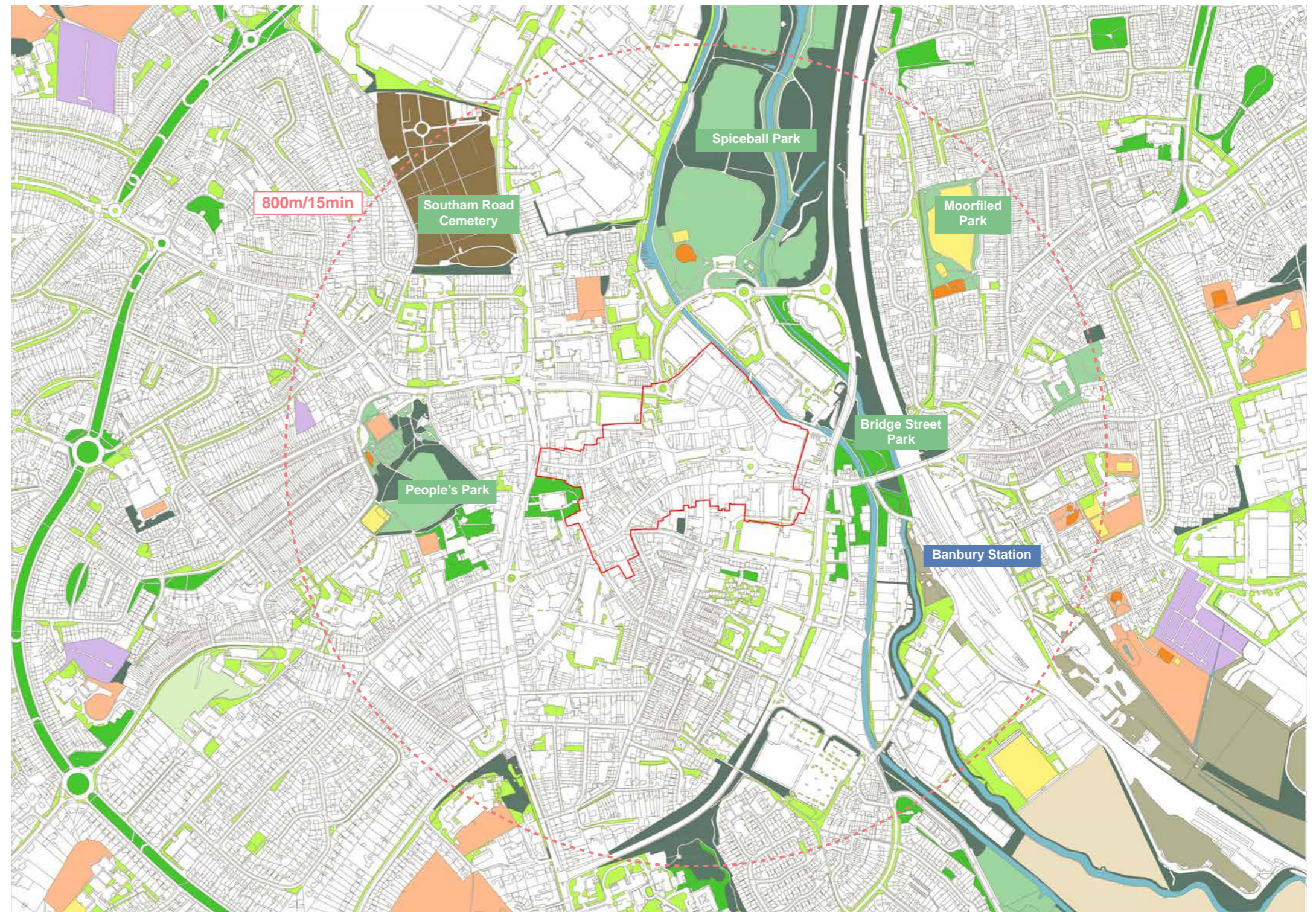
Banbury town centre has several green infrastructure features that contribute to its overall beauty and liveability.

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.

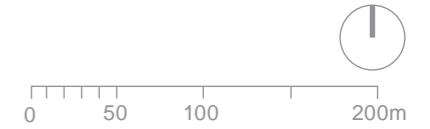
These form a network of accessible amenity within walking distance of the town centre and adjacent neighbourhoods



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

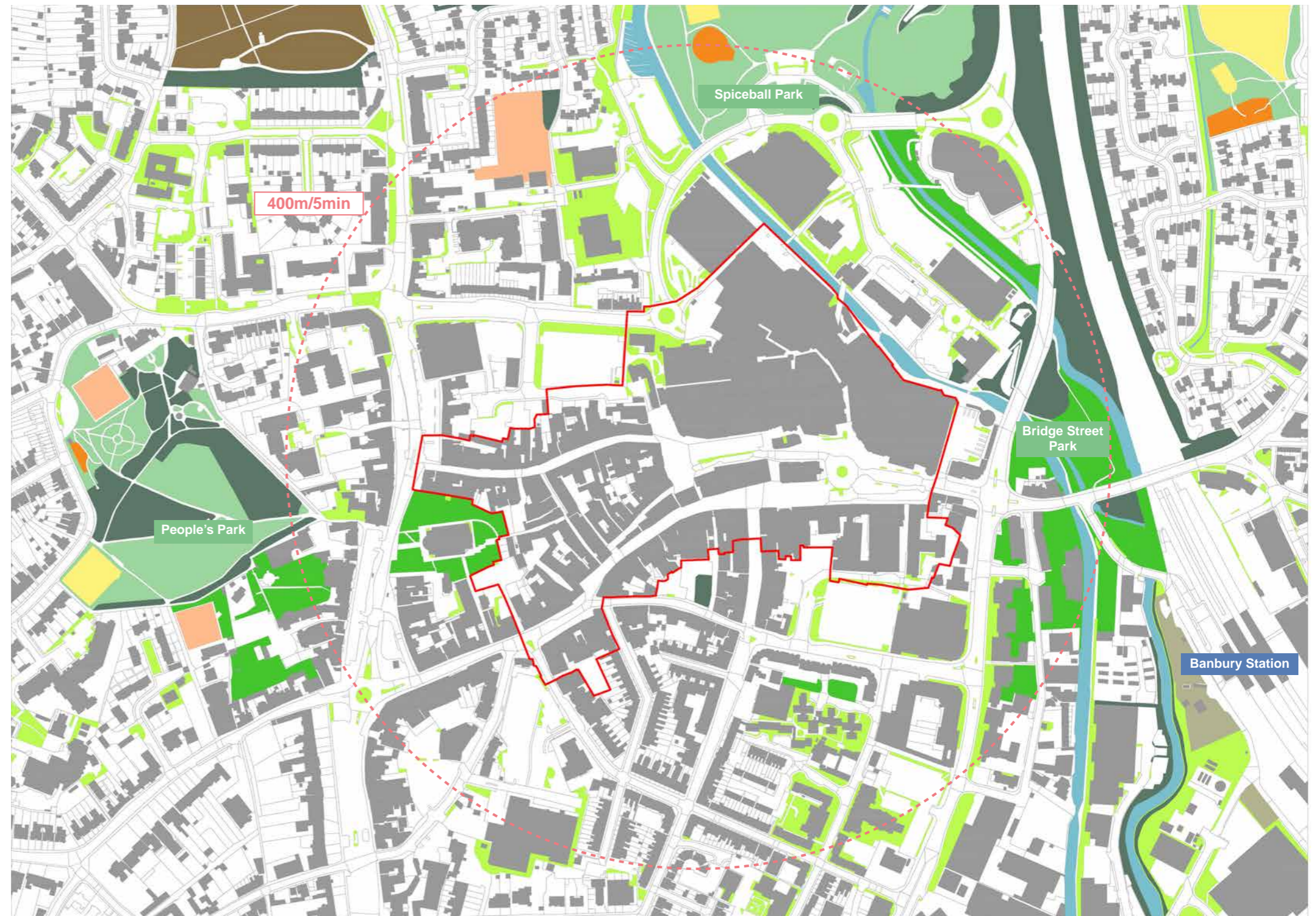


The town also has some tree-lined streets (Bridge Street, High Street) that enhance the overall aesthetic appeal and provide shade during the summer months.

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.

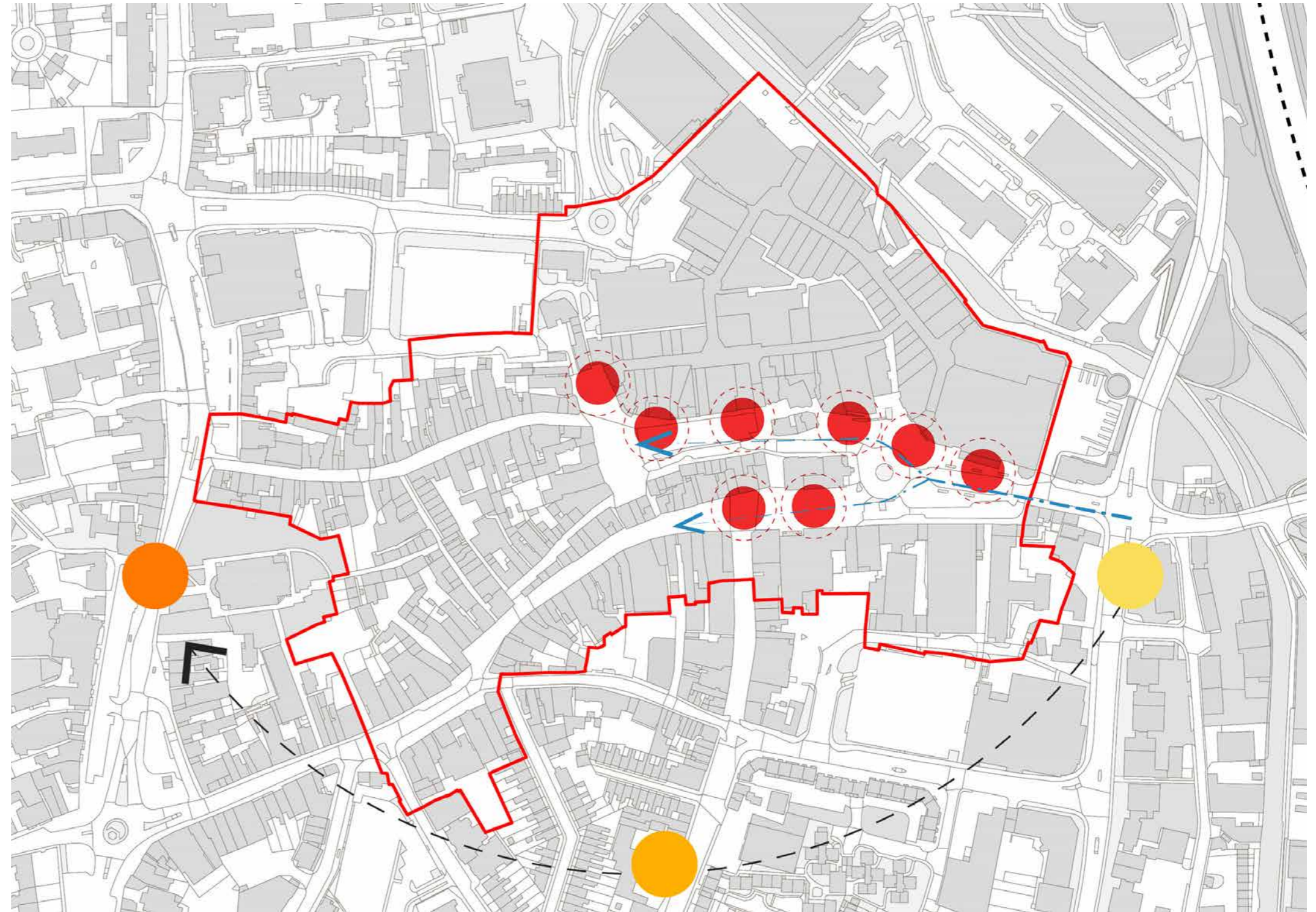


Section 4 - Understand Banbury Microclimate



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.

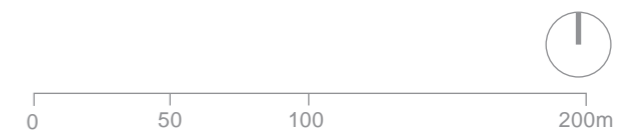


Identify Hot Spots and spaces requiring shelter and take these into consideration when planning stopping and staying spaces.

Plan comfortable active travel routes.

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

Section 4 - Understand Banbury Landmarks and Key Views

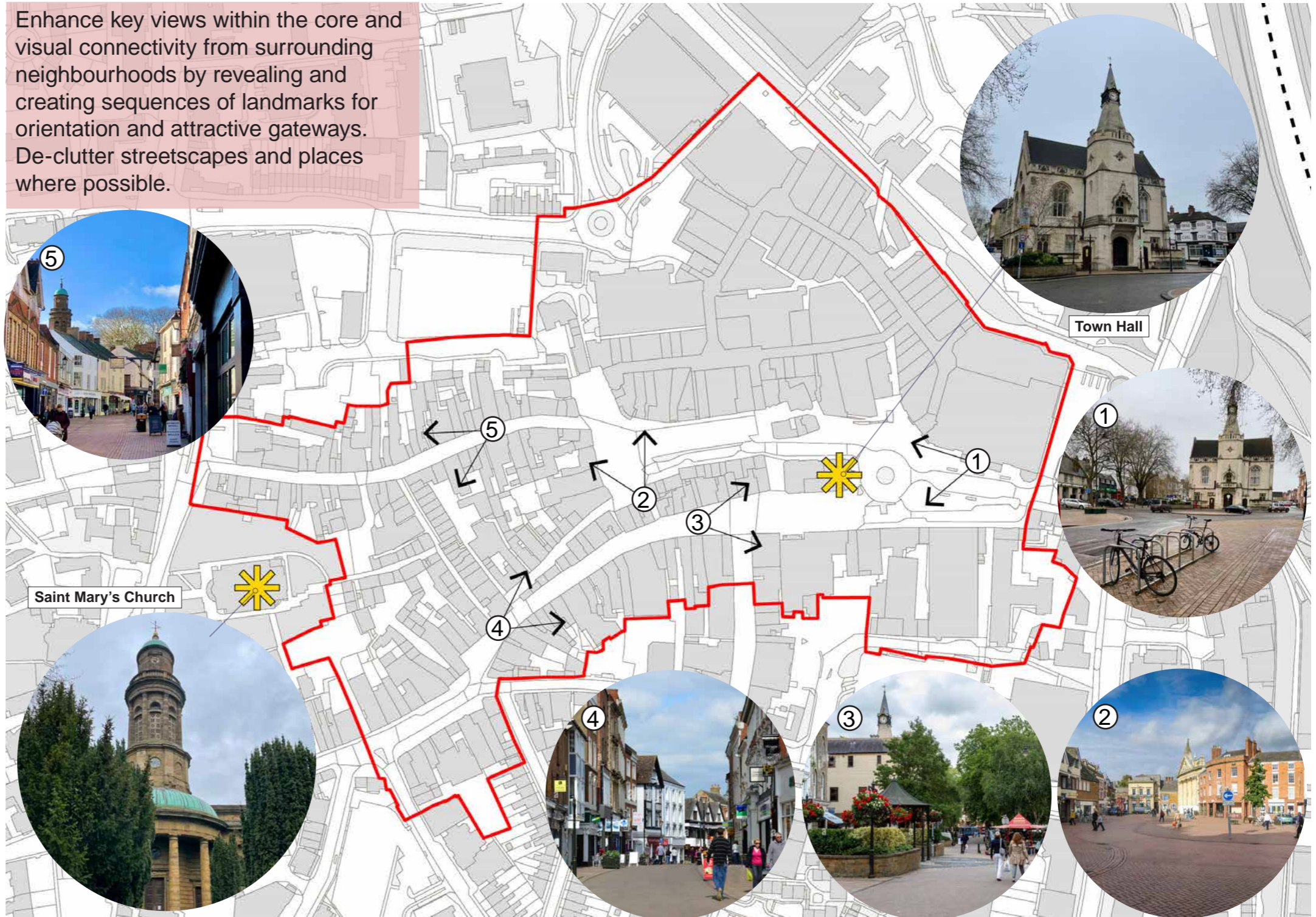


Banbury town centre has several landmarks and key views that contribute to its unique character and charm. One of the most iconic landmarks in the town is the Banbury Cross, located at a busy intersection and visible from several points in the town centre. Another significant landmark is St. Mary's Church,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



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 Banbury Land Use



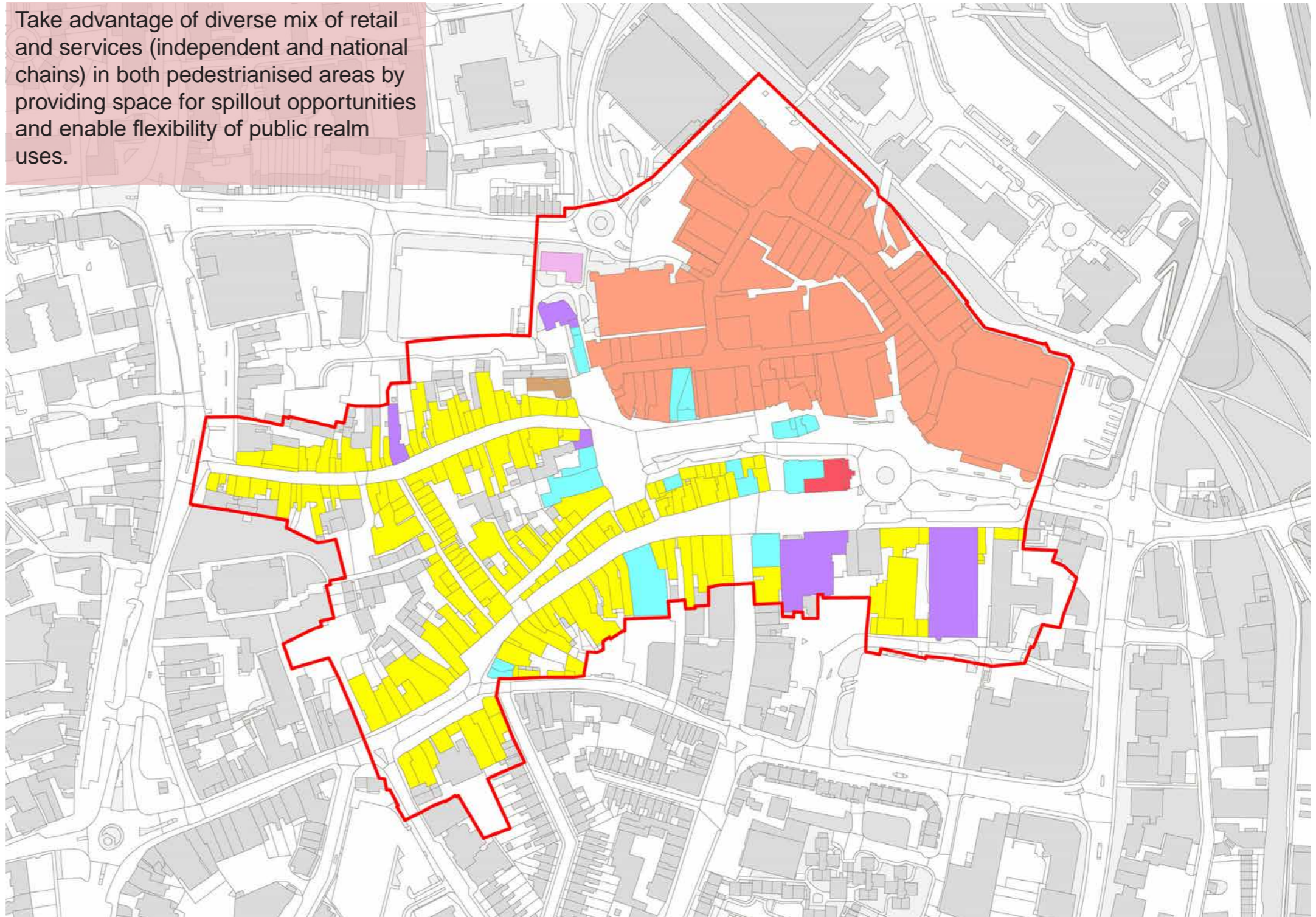
Banbury town centre has a diverse mix of land uses which contribute to its liveliness and vibrancy. The town centre is primarily a commercial hub, with several high street chains, independent shops and markets. A traditional Charter Market is held on the Market Place on both Thursday and Saturday. A 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.

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



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

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.

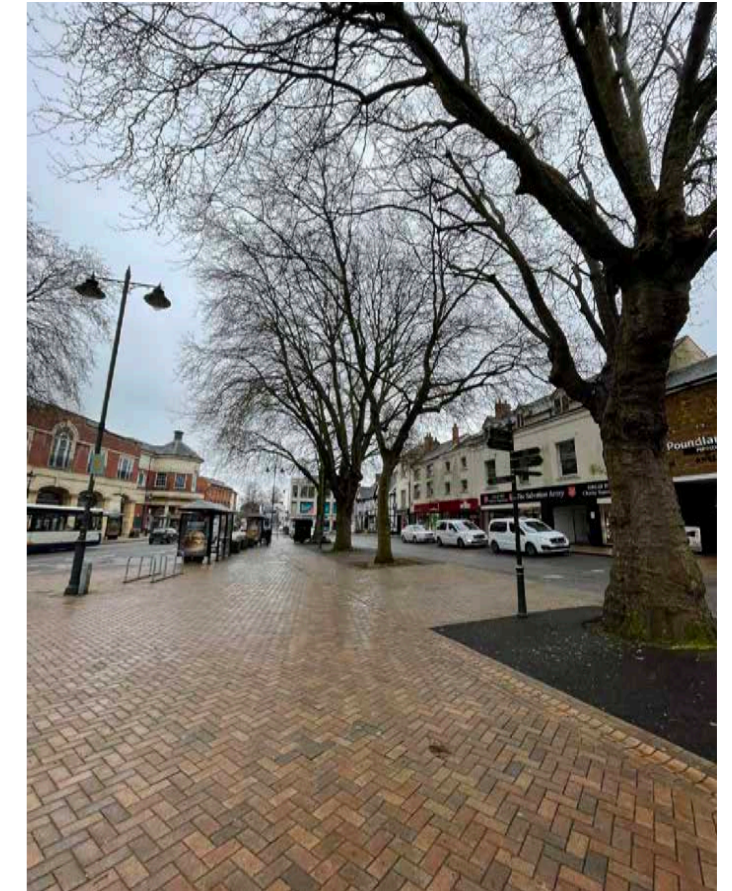
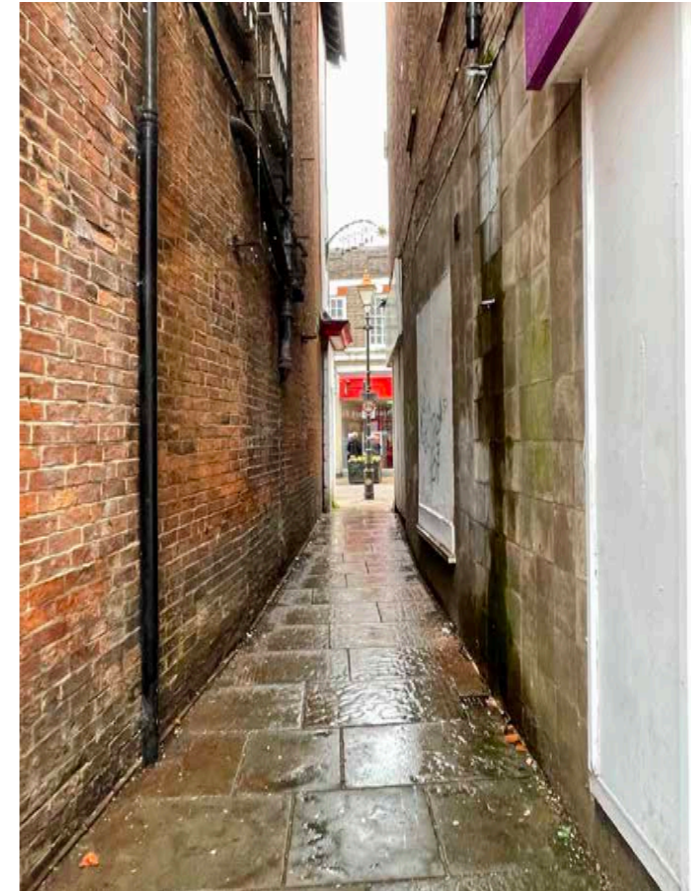
Condition is generally good.



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

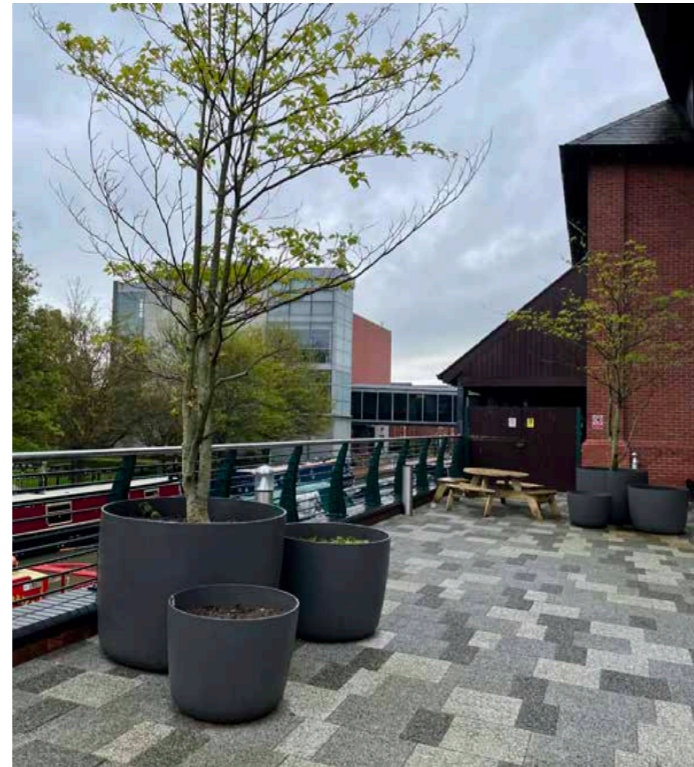
Stimulate curiosity and exploration of the town

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.



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.

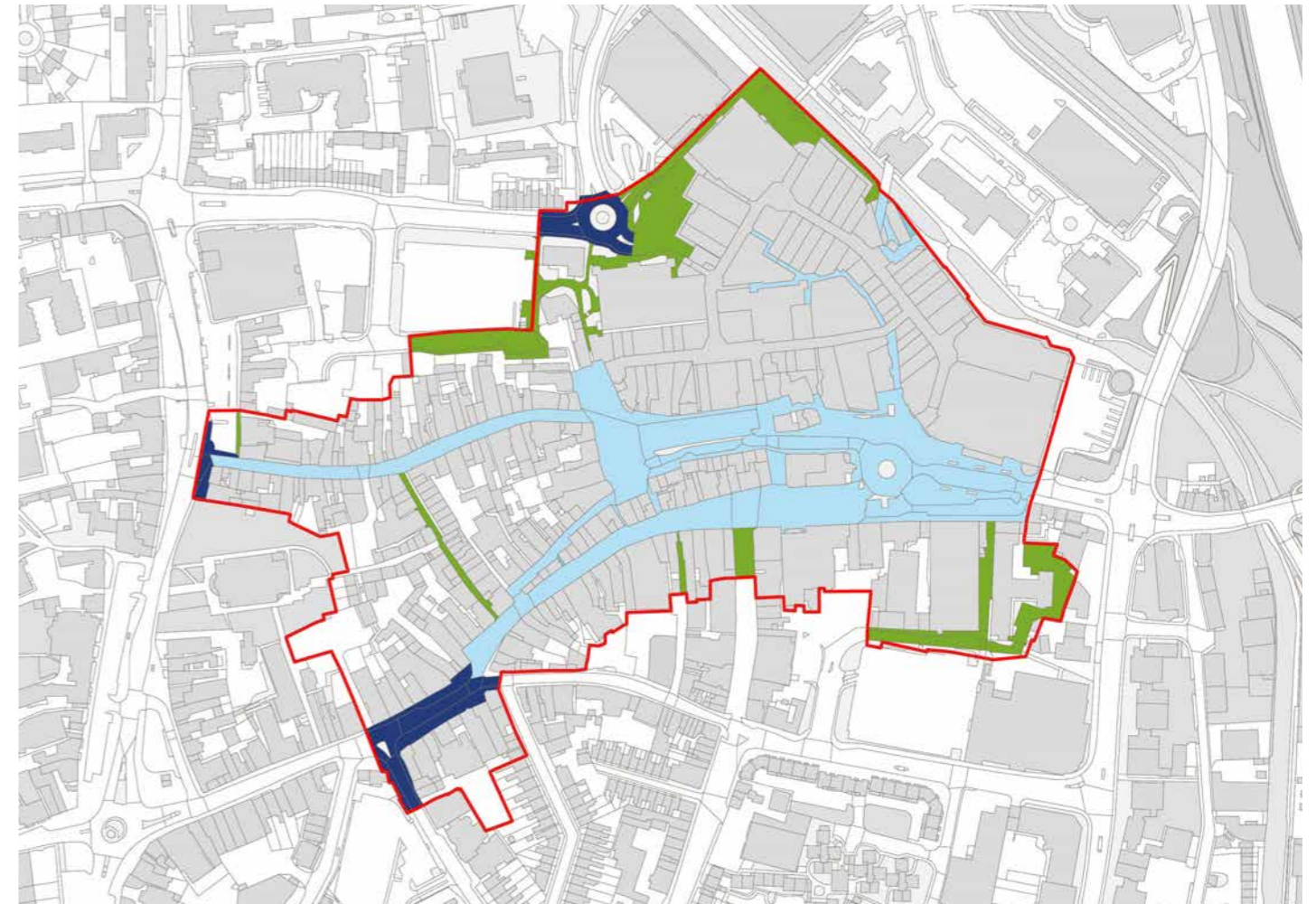
Within the matrix (right), streets are defined by their functional significance in terms of movement of people and goods, and, how successful they are in encouraging people to visit and stay in certain locations.

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

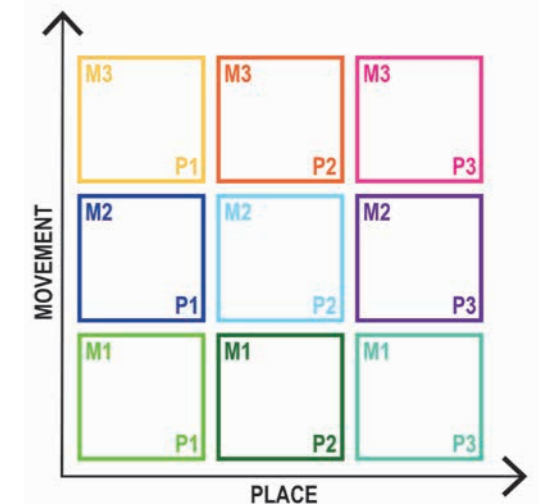


Around the town centre there is an opportunity to better balance movement, with more consideration for walking and safe/accessible movement.

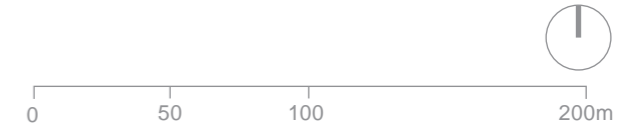
There are historic buildings/spaces that require more emphasis and improved settings.

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



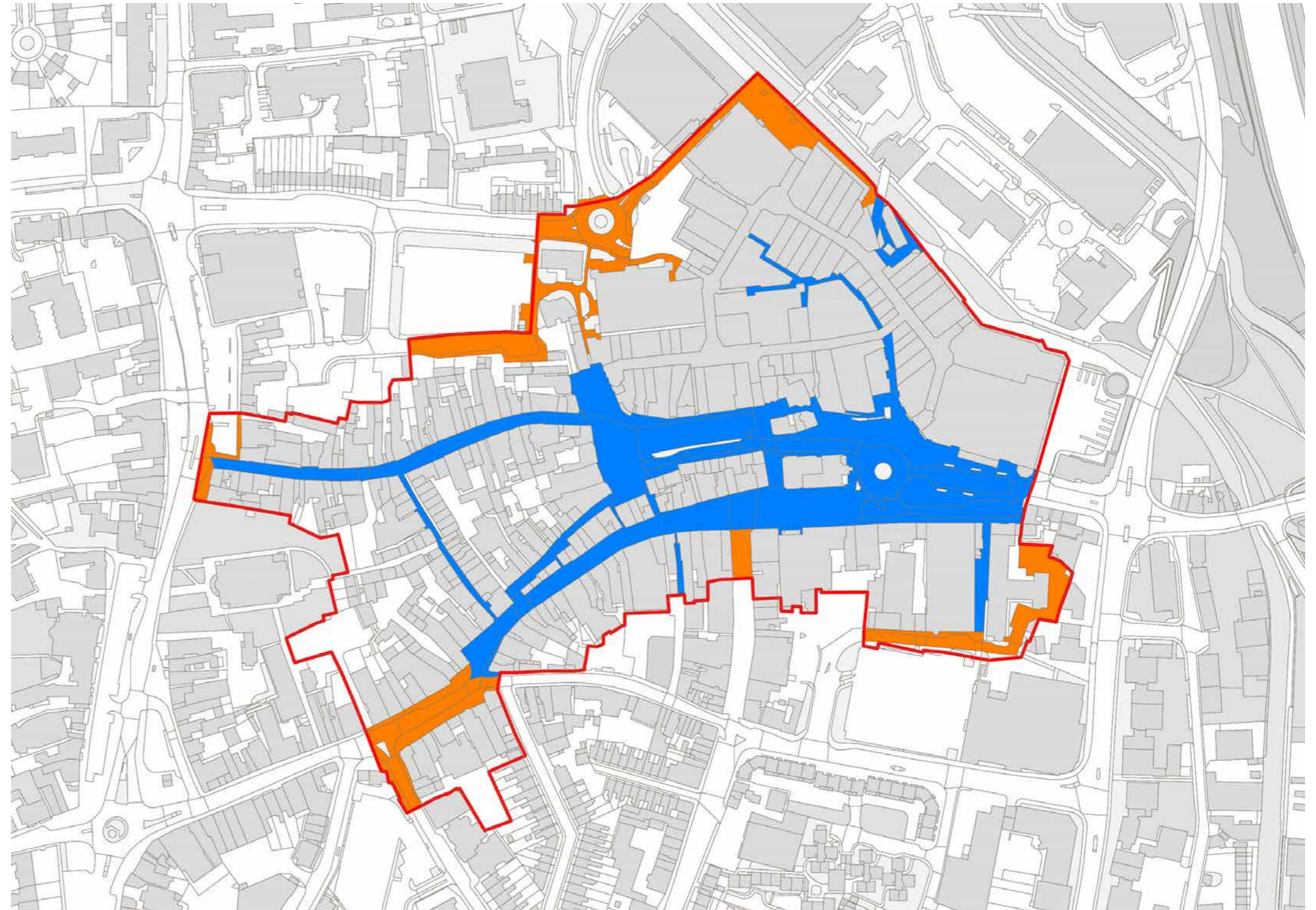
Section 4 - Understand Banbury Street Typologies



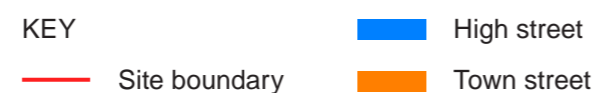
Street typologies help to establish a clear hierarchy of movement and function across the town centre.

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

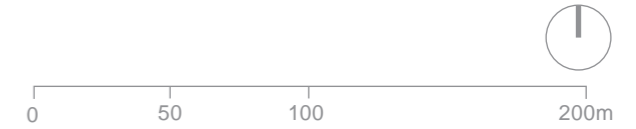
- High Street
- Town Streets



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:

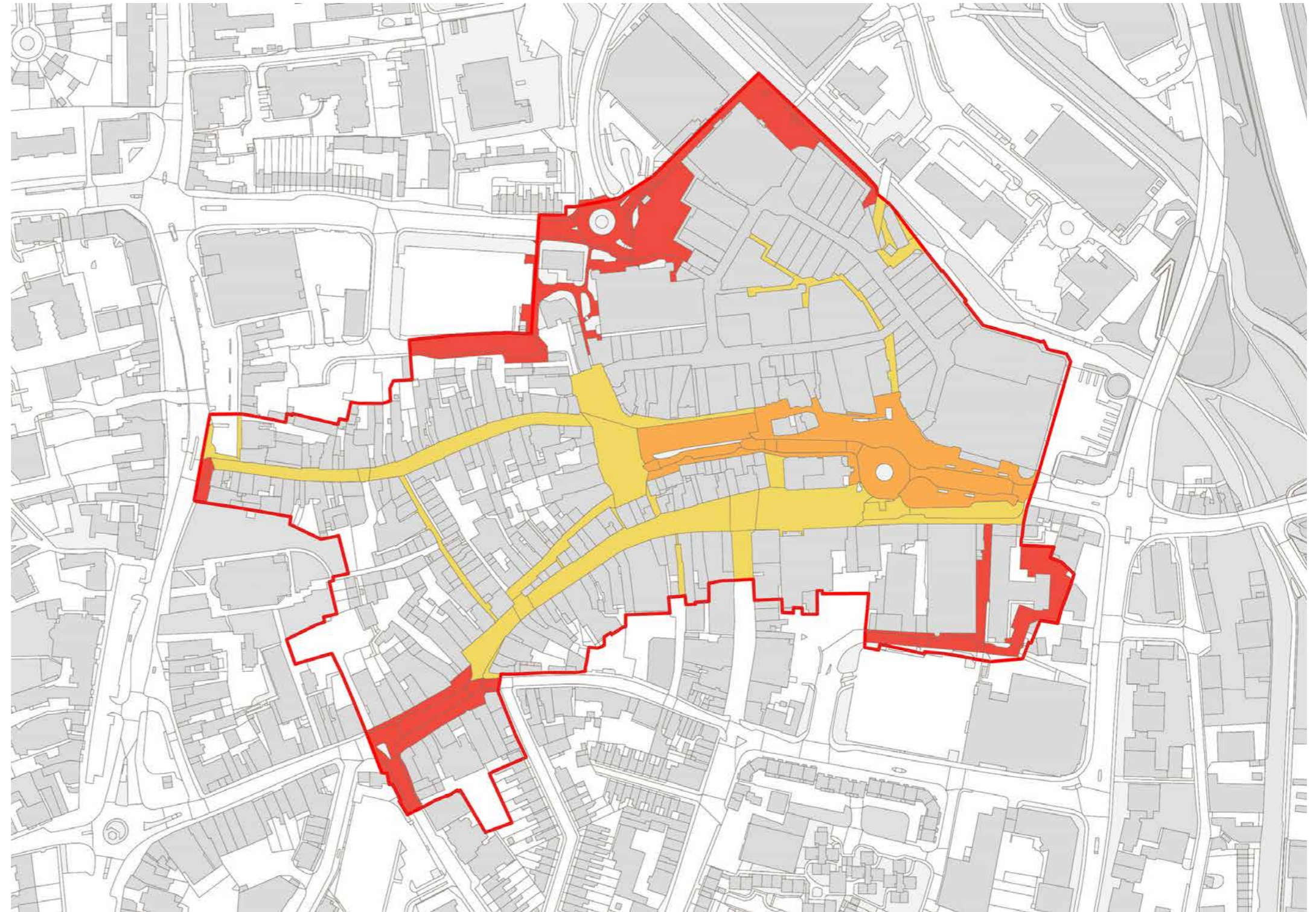
In some key areas of public realm perception is of unsafe / unpleasant quality.

No areas of high quality/delight identified.

Opportunities:

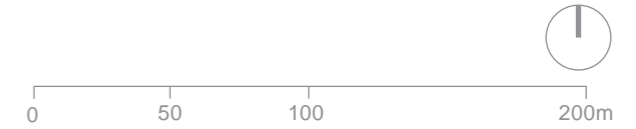
Uplift key areas/gateways to act as High Quality/Delight space.

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



KEY	■ 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 Banbury Public Realm Character Areas



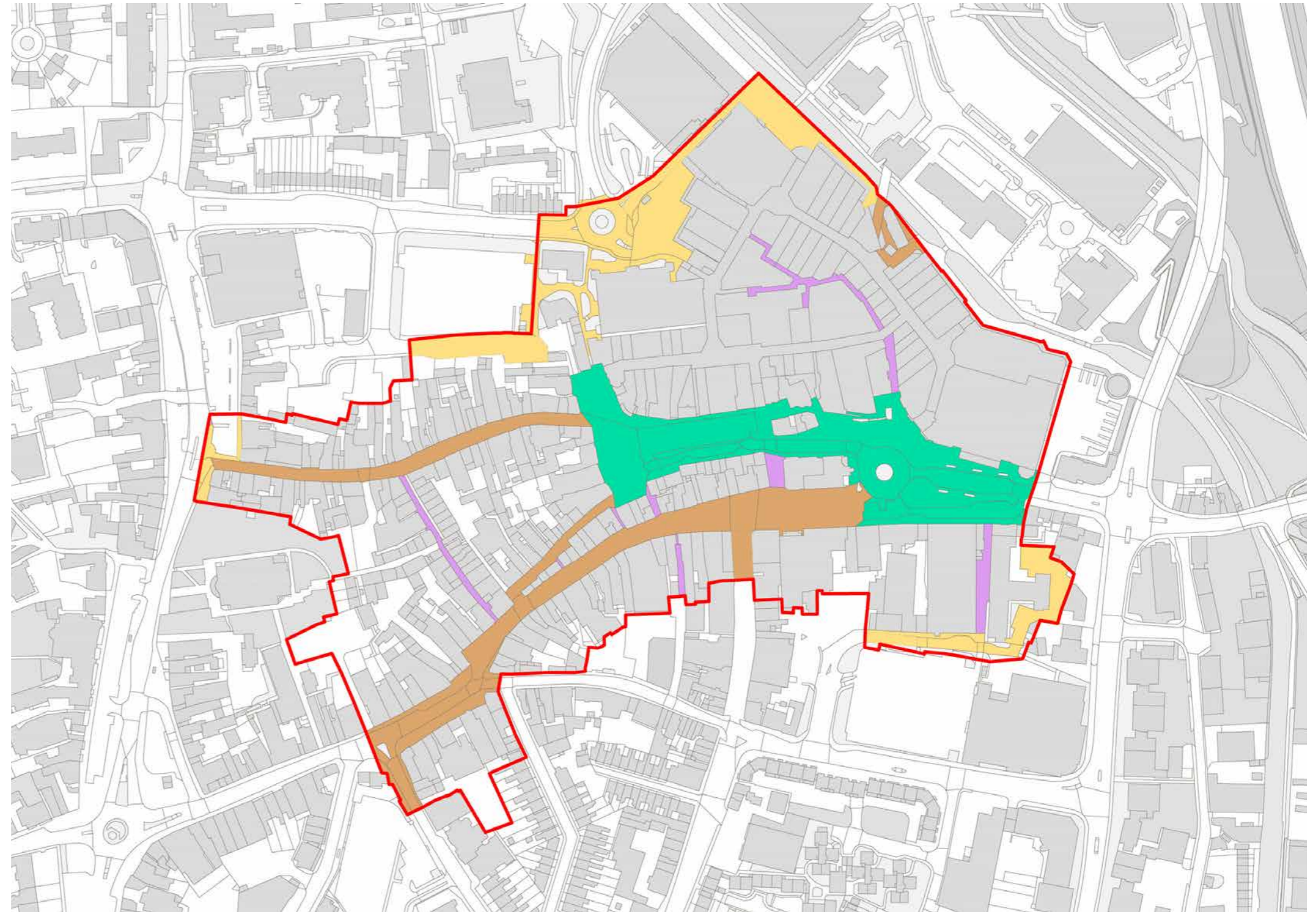
Currently character types are loosely along different routes;

Market Place - Historic but vehicle dominated






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

Alleyways - Town Heritage features

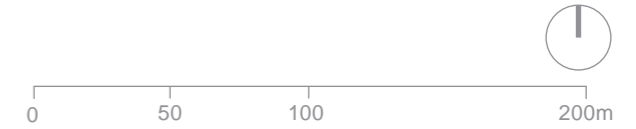
Edge of Town - access points interfacing town centre with wider environs



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.

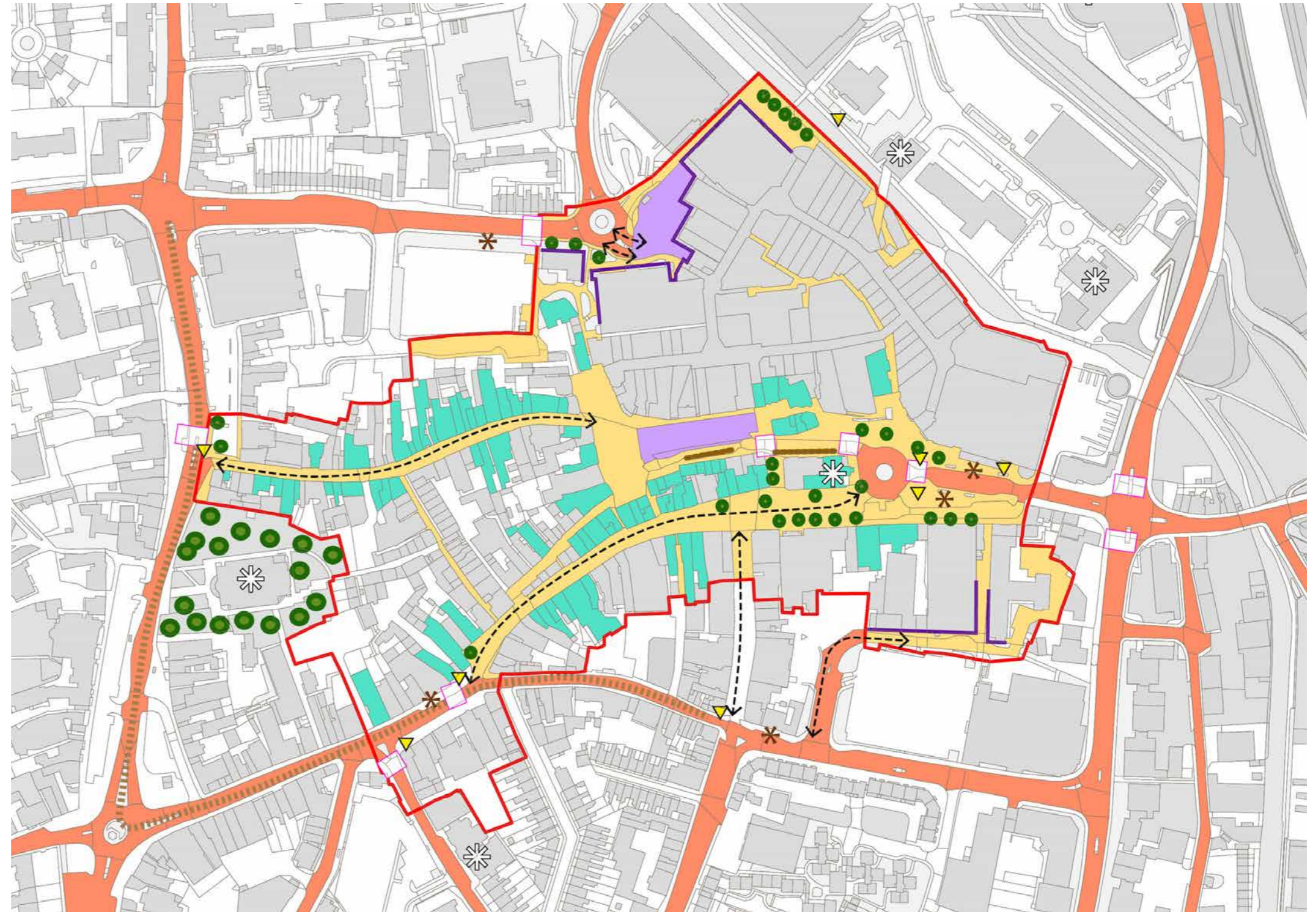
Severance - outside the current study area but creating barriers to movement, especially for pedestrians and cycling

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

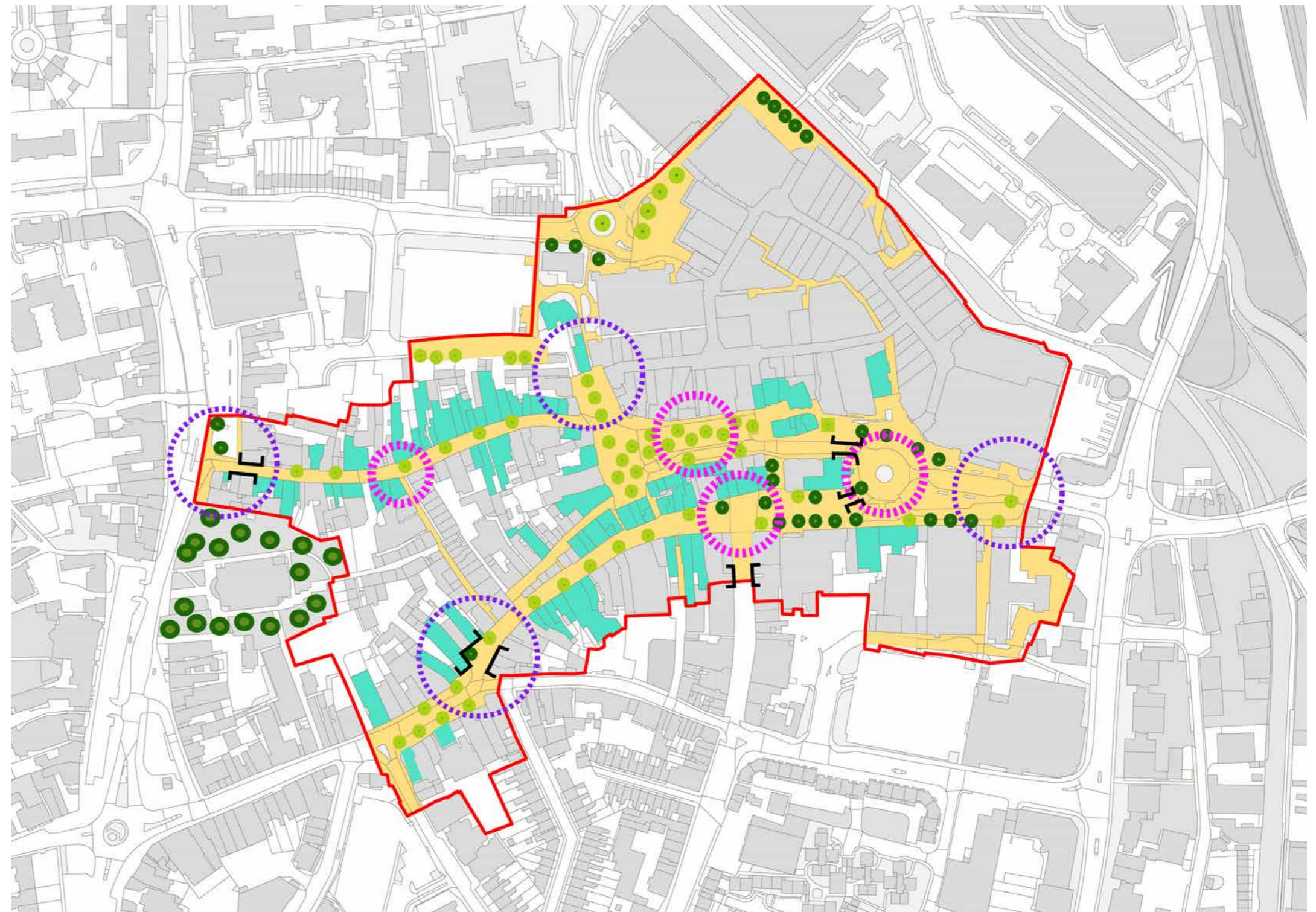


Key opportunities:

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.

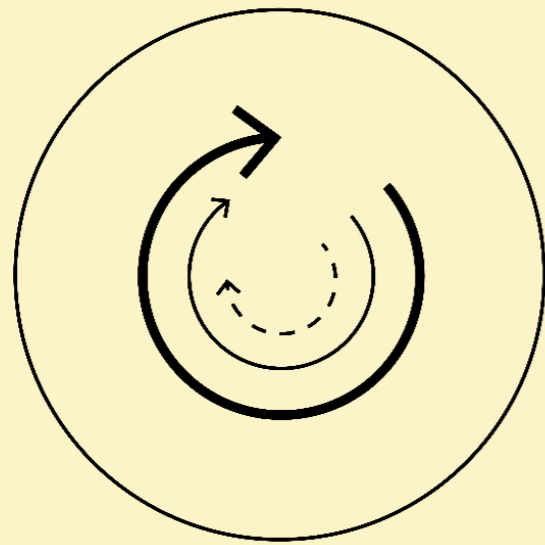
Place led, distinct and vibrant environments will be created, responding to local needs and serving surrounding neighbourhoods as well as supporting Banbury as a destination.

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’

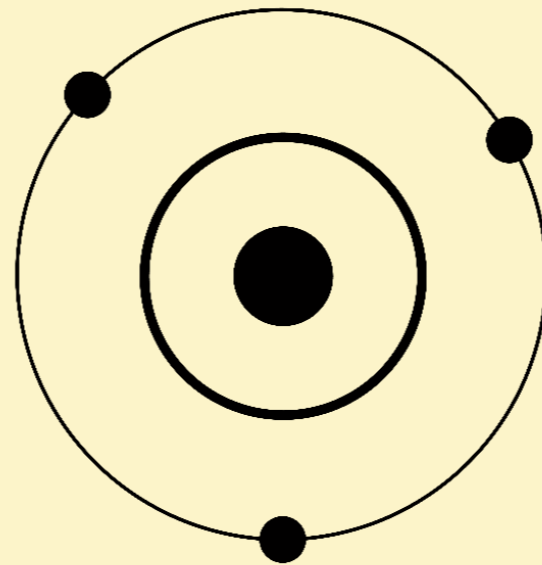
Section 5 - Strategy for the Public Realm

Project Aims



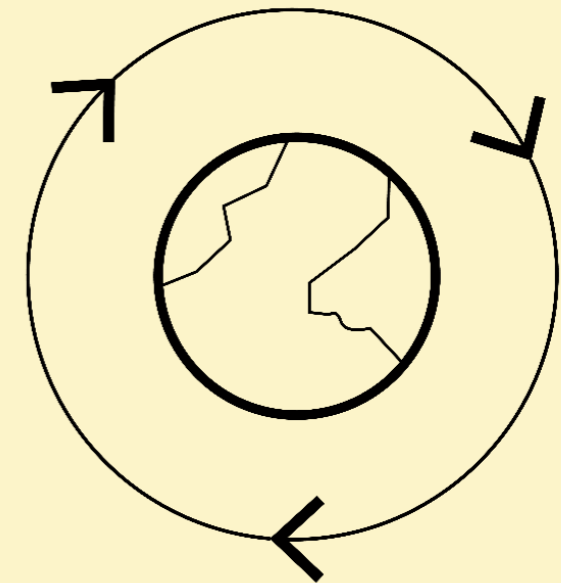
Movement

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



Place

Ensure a 'Place led' and contextual approach



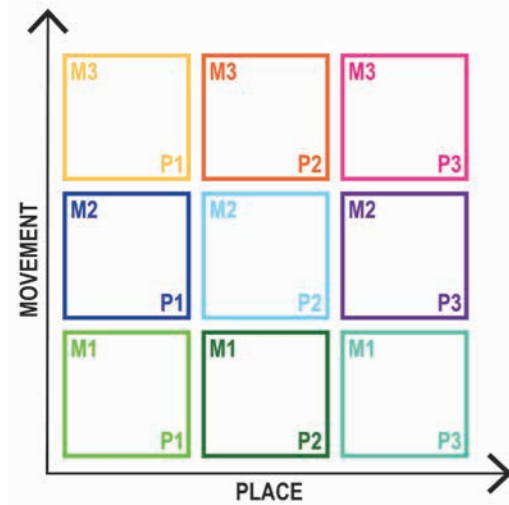
Climate

Promote sustainability across all aspects of the design

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

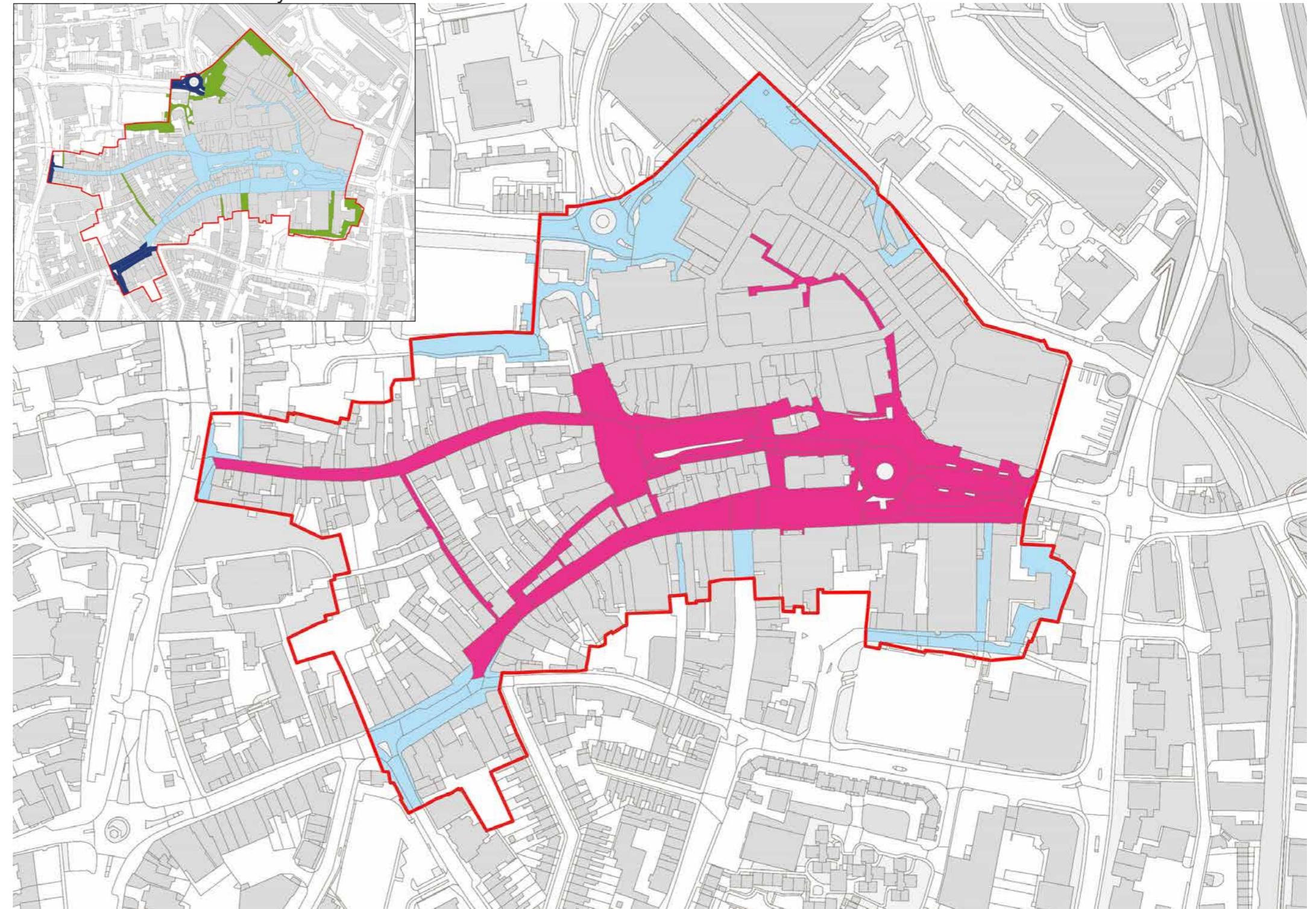
Drawing on the Movement and Place assessment established in the site diagnosis, the definition of aspirational classifications for the 'place' and 'movement' function of Banbury's street/ space in the future informs the development of street typologies and a vision for Banbury's town centre public realm.

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



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



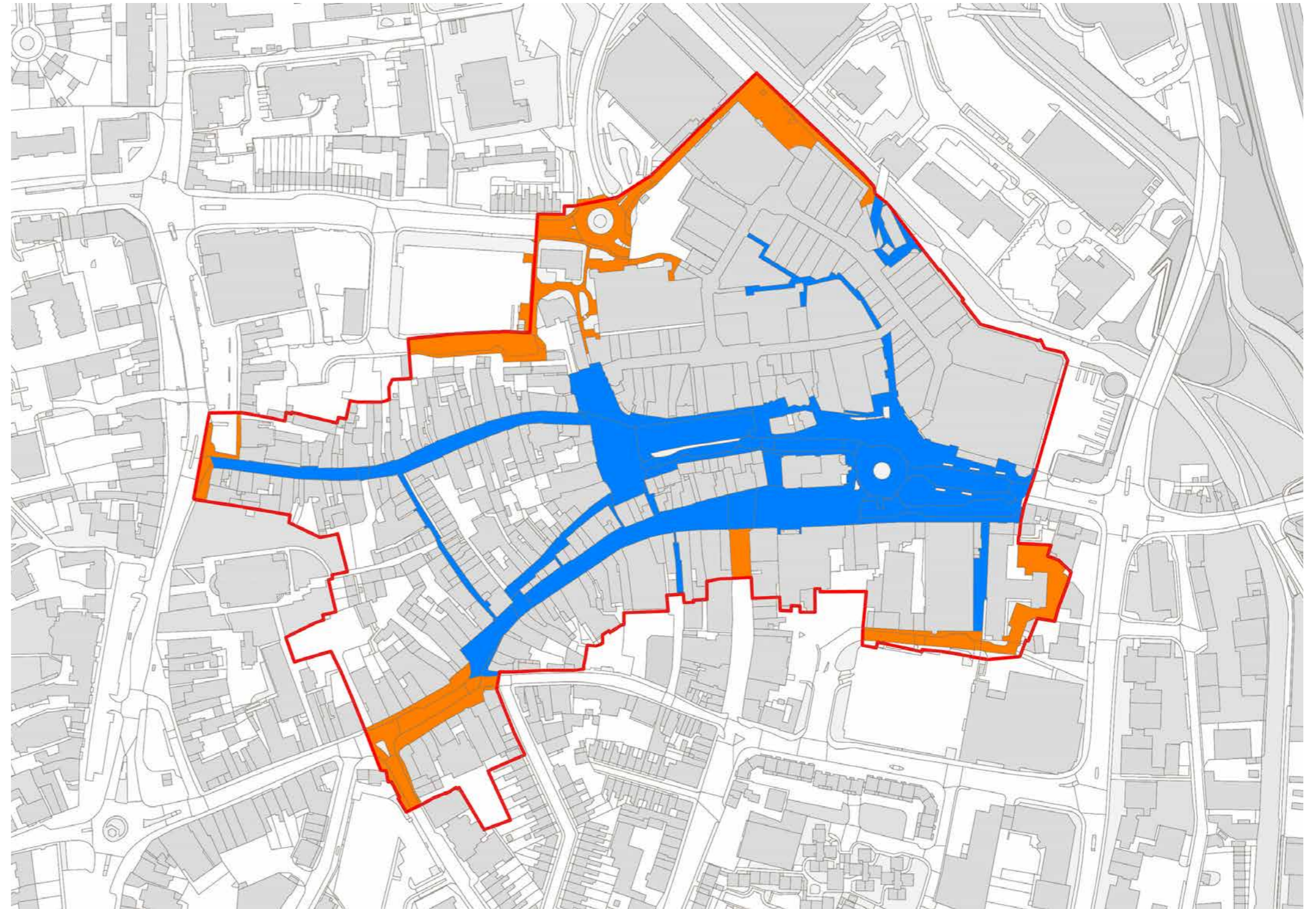
Section 5 - Strategy for the Public Realm - Principles of the Framework - Street Typologies and Aspirational Attributes

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

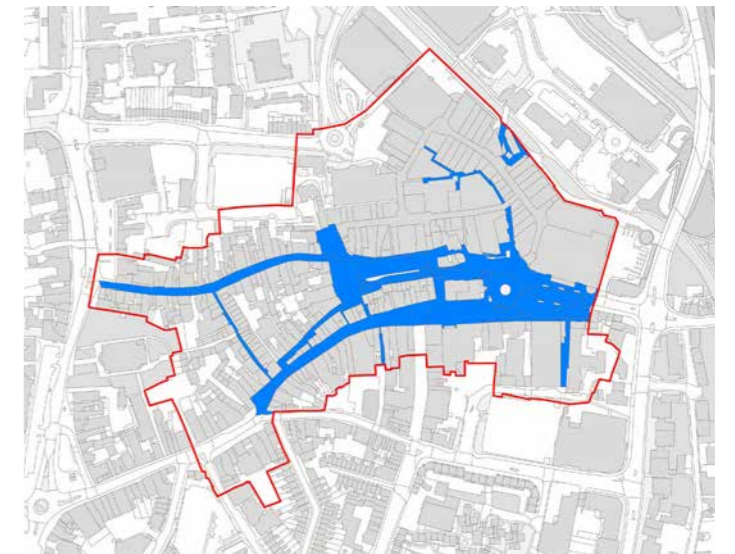
High Streets

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

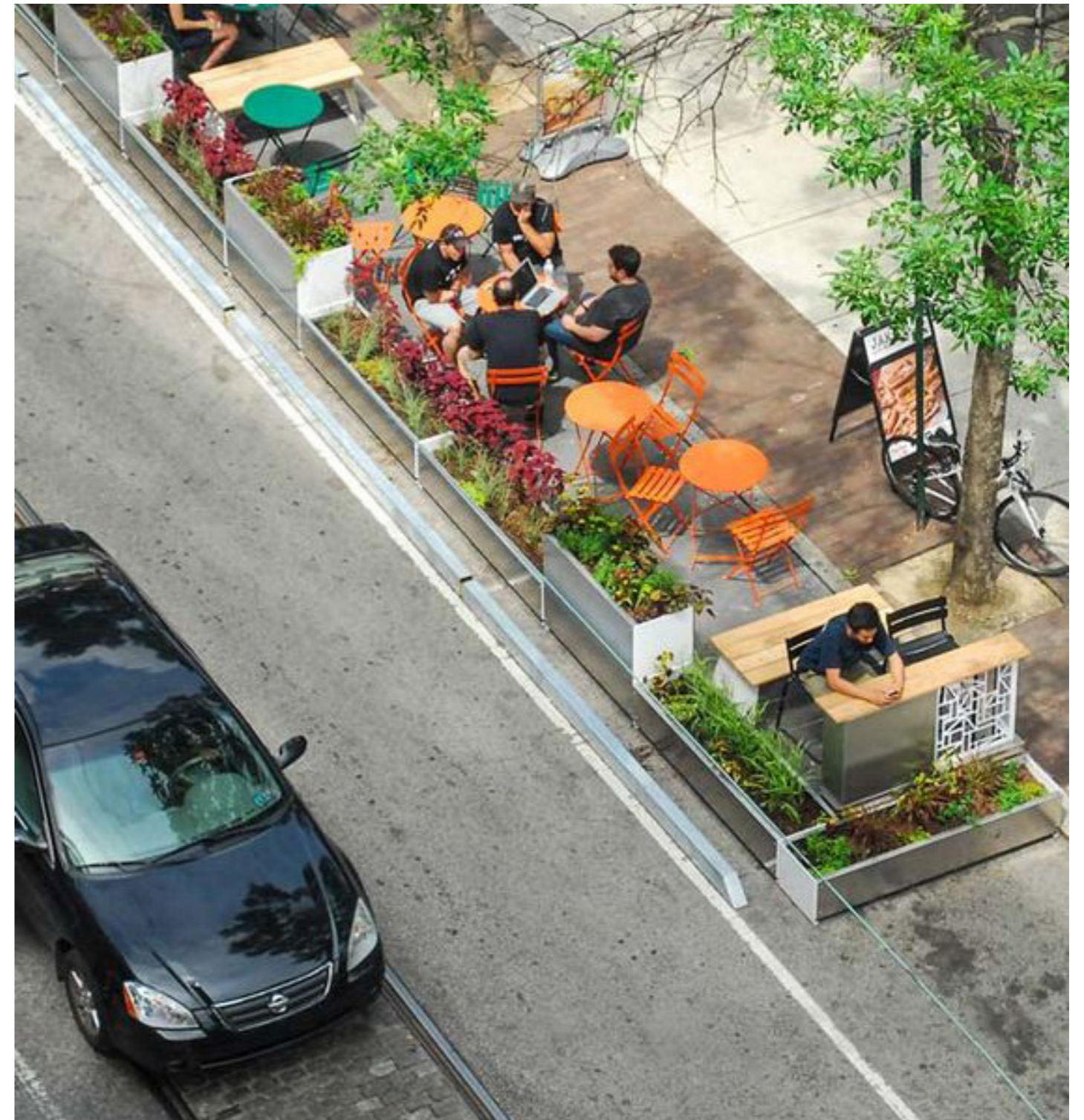
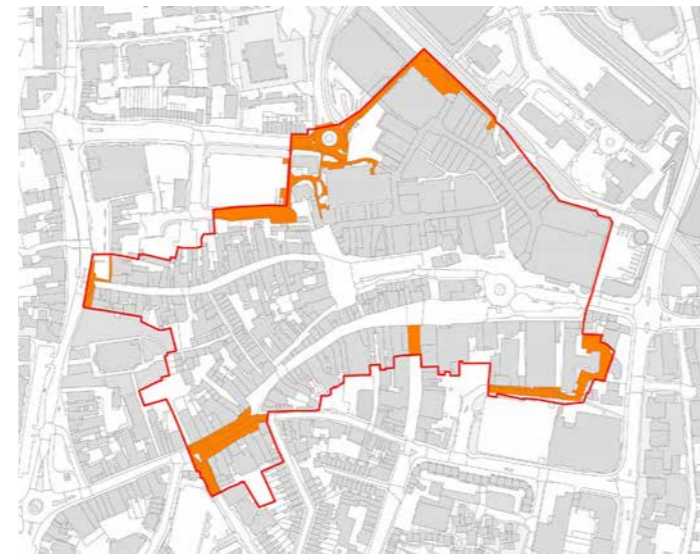
Town Streets

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.

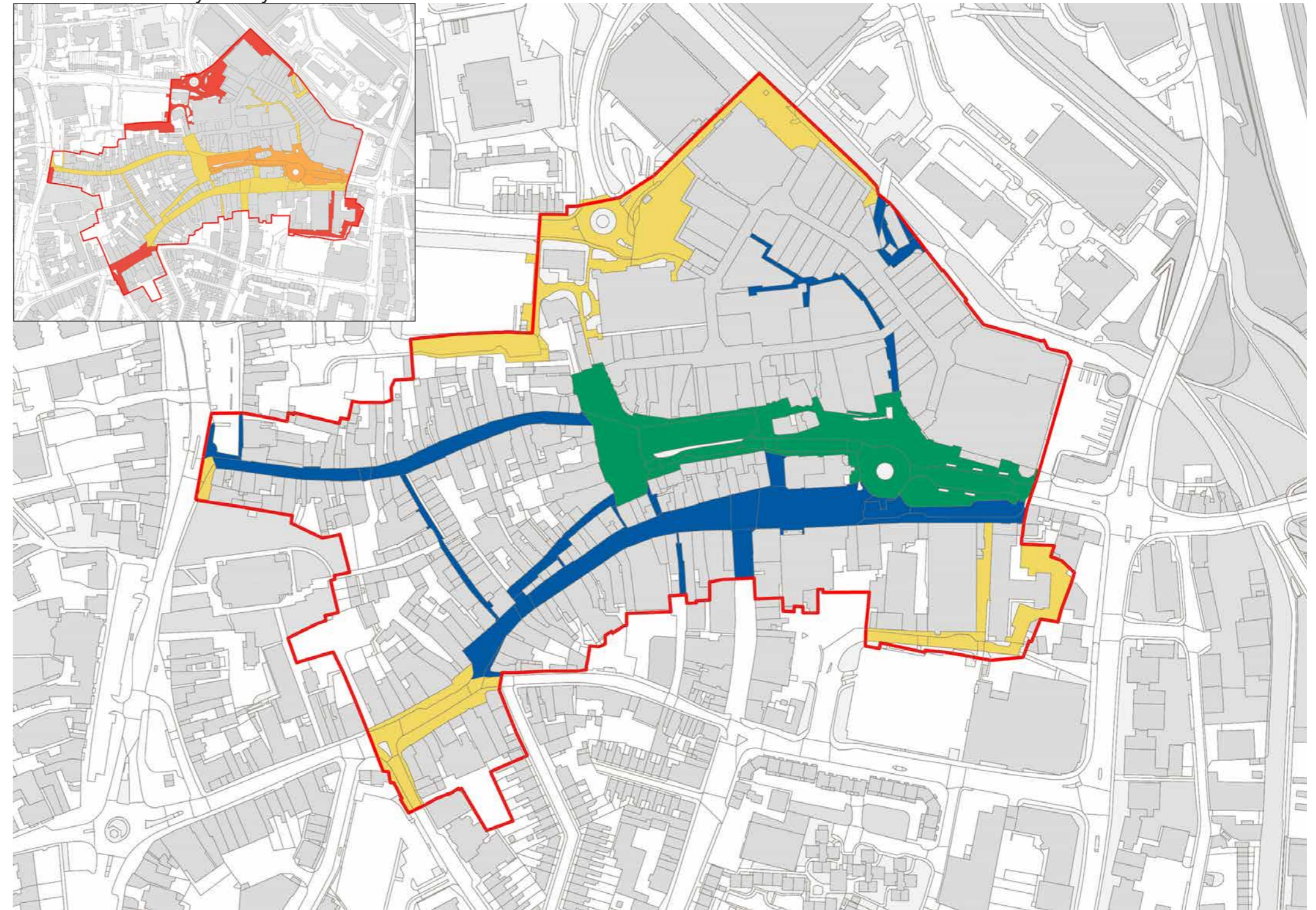


Section 5 - Strategy for the Public Realm - Principles of the Framework - Aspirational Public Realm Comfort and Safety

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.

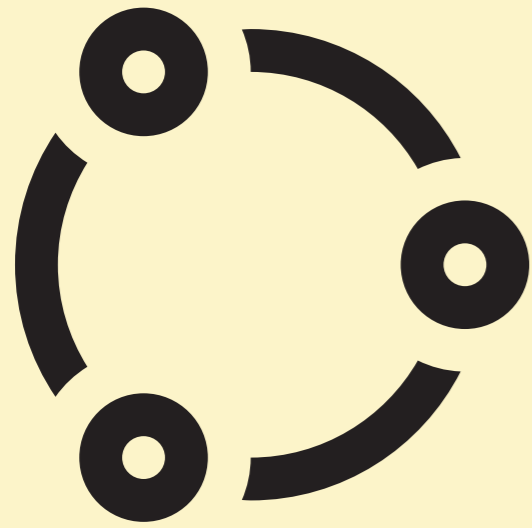
Comfort and Safety Today



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.



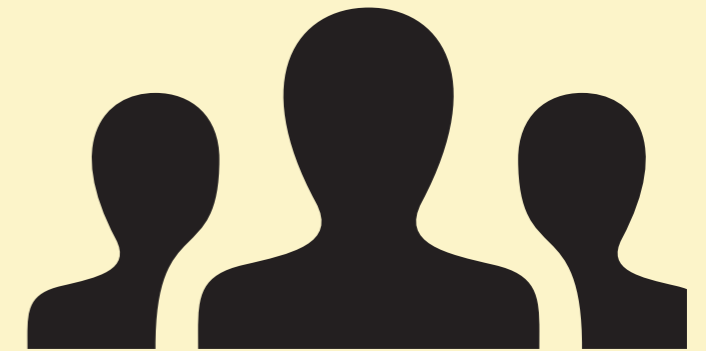
Green Banbury

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

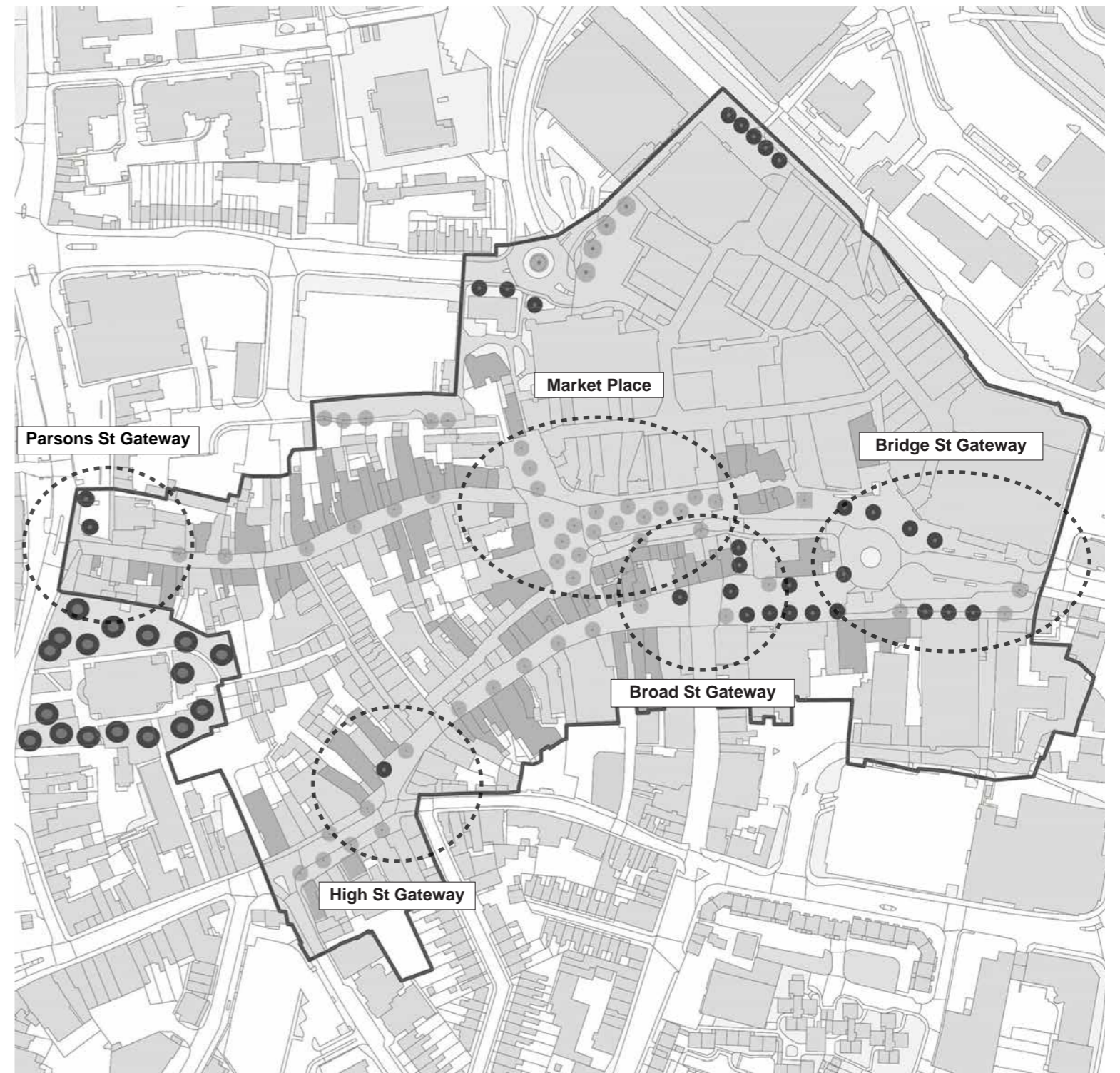


Further to the vision, aims and principles established in this work a selection of key intervention zones have been identified and described in the following pages.

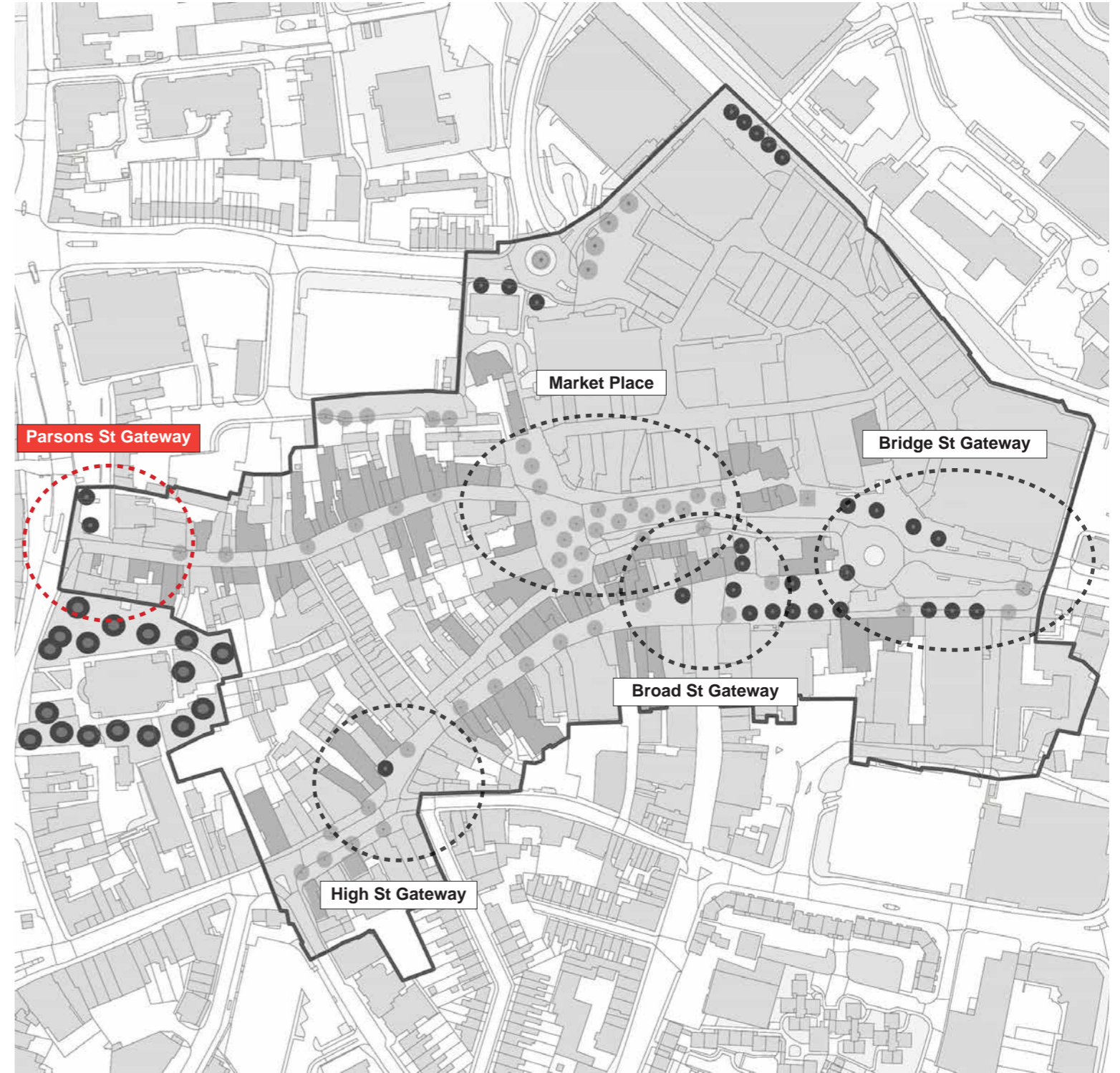
These interventions best deliver value in line with recommendations.

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



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.

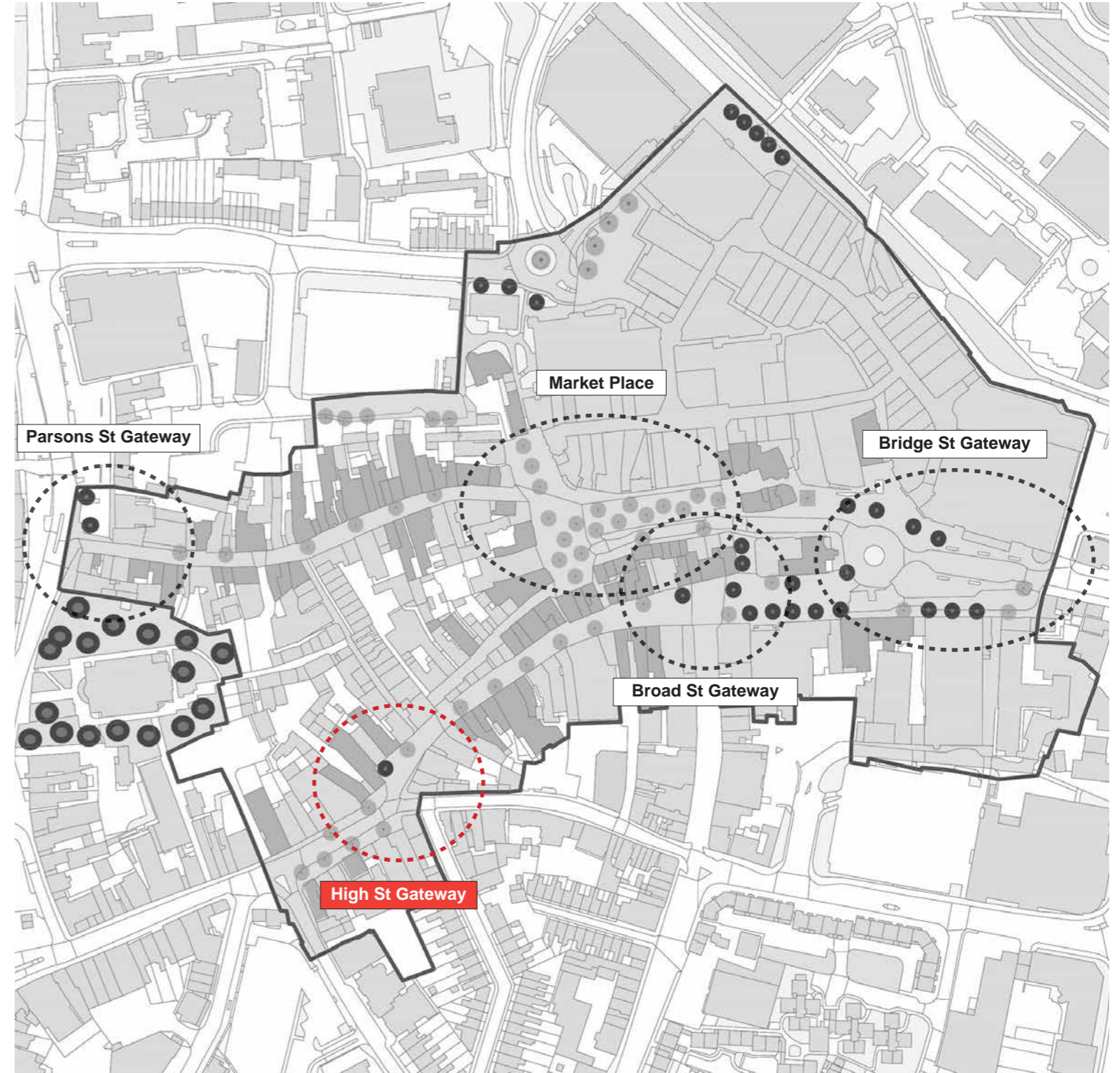
Prioritise pedestrians and cyclists to provide improved comfort and safety for these users.

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



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

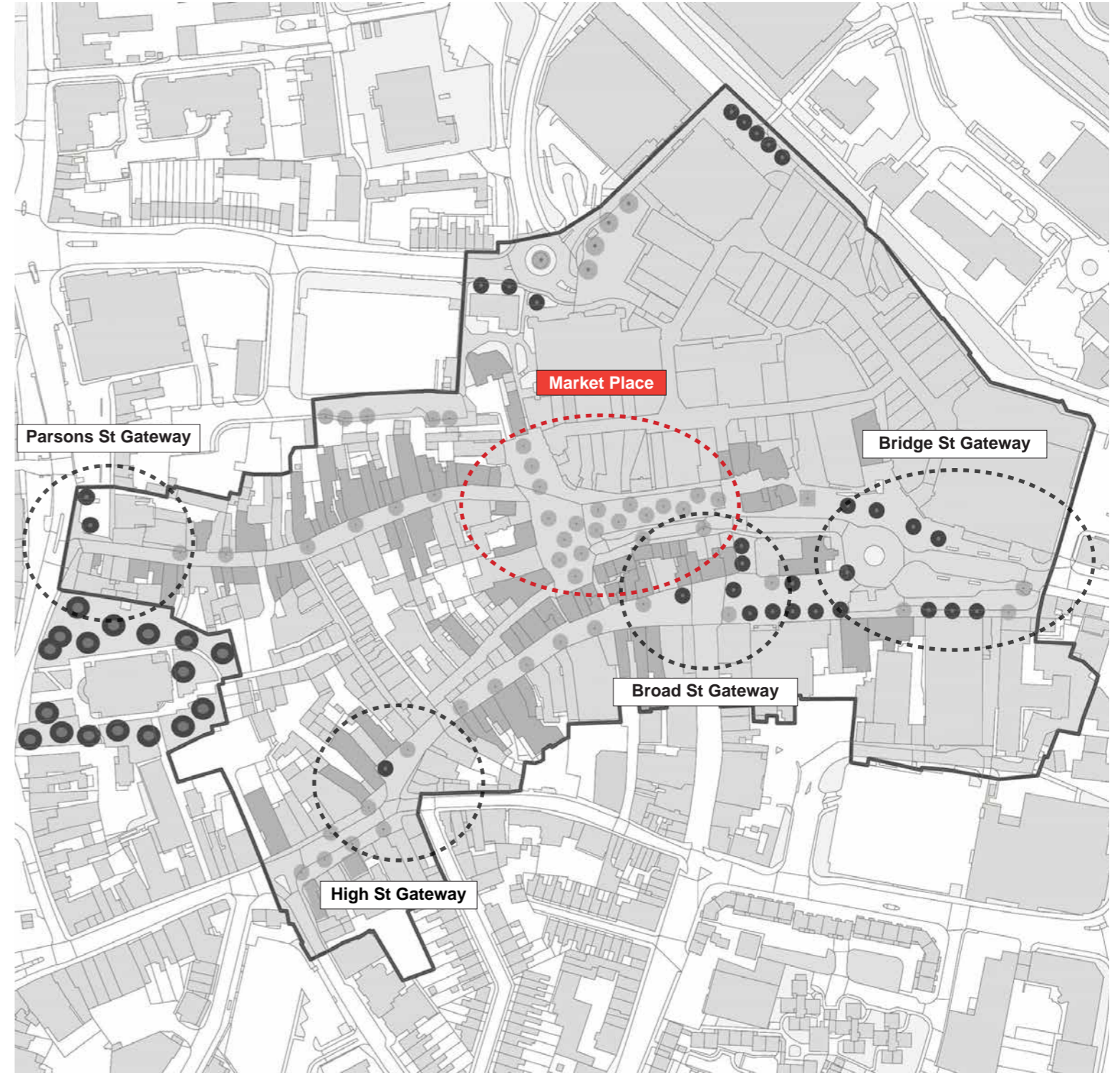
Ensure that proposals reflect distinctiveness of Banbury and unique character.

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



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



Broad Street Gateway attributes:

Legible, welcoming, interesting gateway.

Service areas access regulated/controlled.

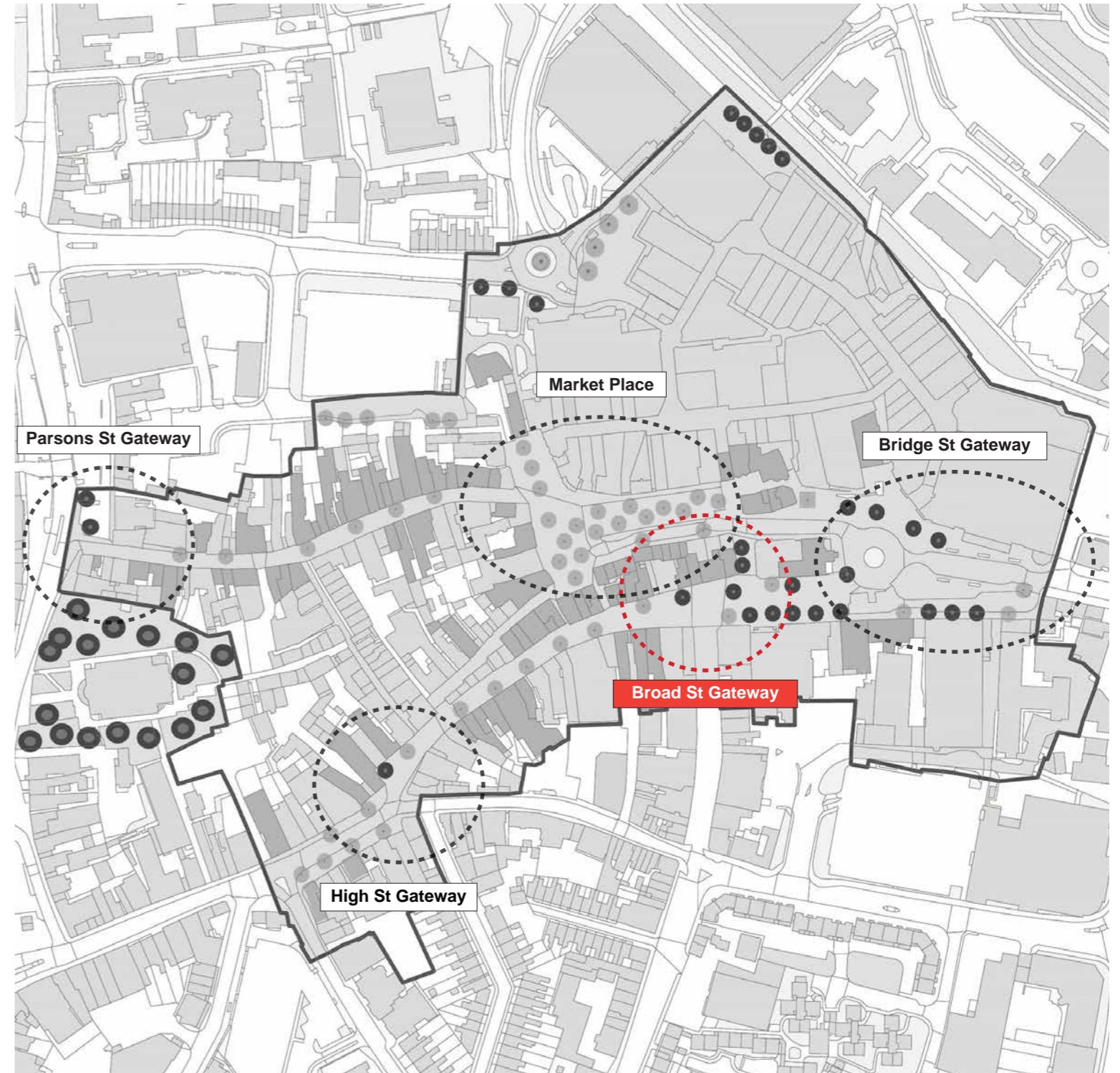
Surface materials/ street furniture are replaced to improve legibility, navigation, accessibility/inclusive and attractiveness of the gateway.

Consideration of new street pavilion to provide modern facilities for activity

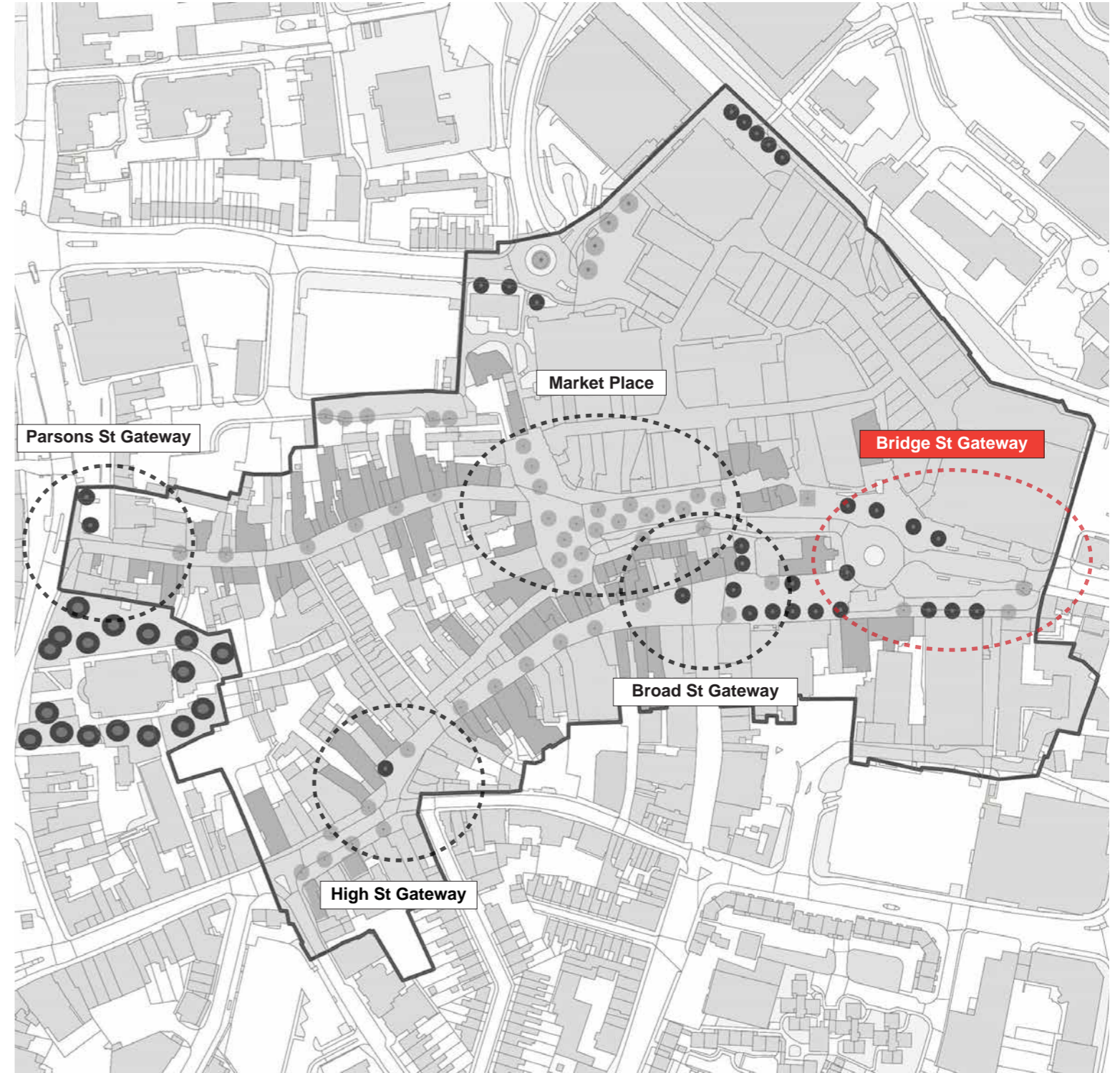
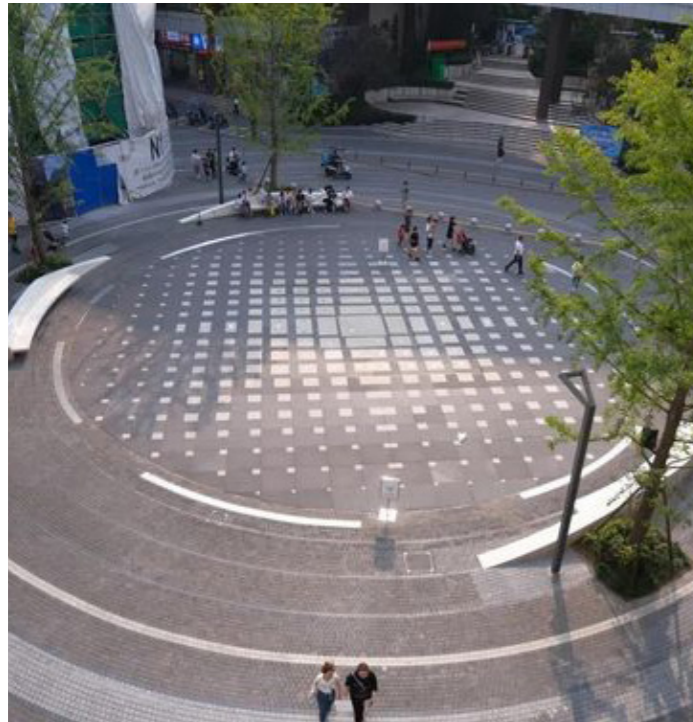
Ensure that proposals reflect distinctiveness of Banbury and unique character.

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



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.

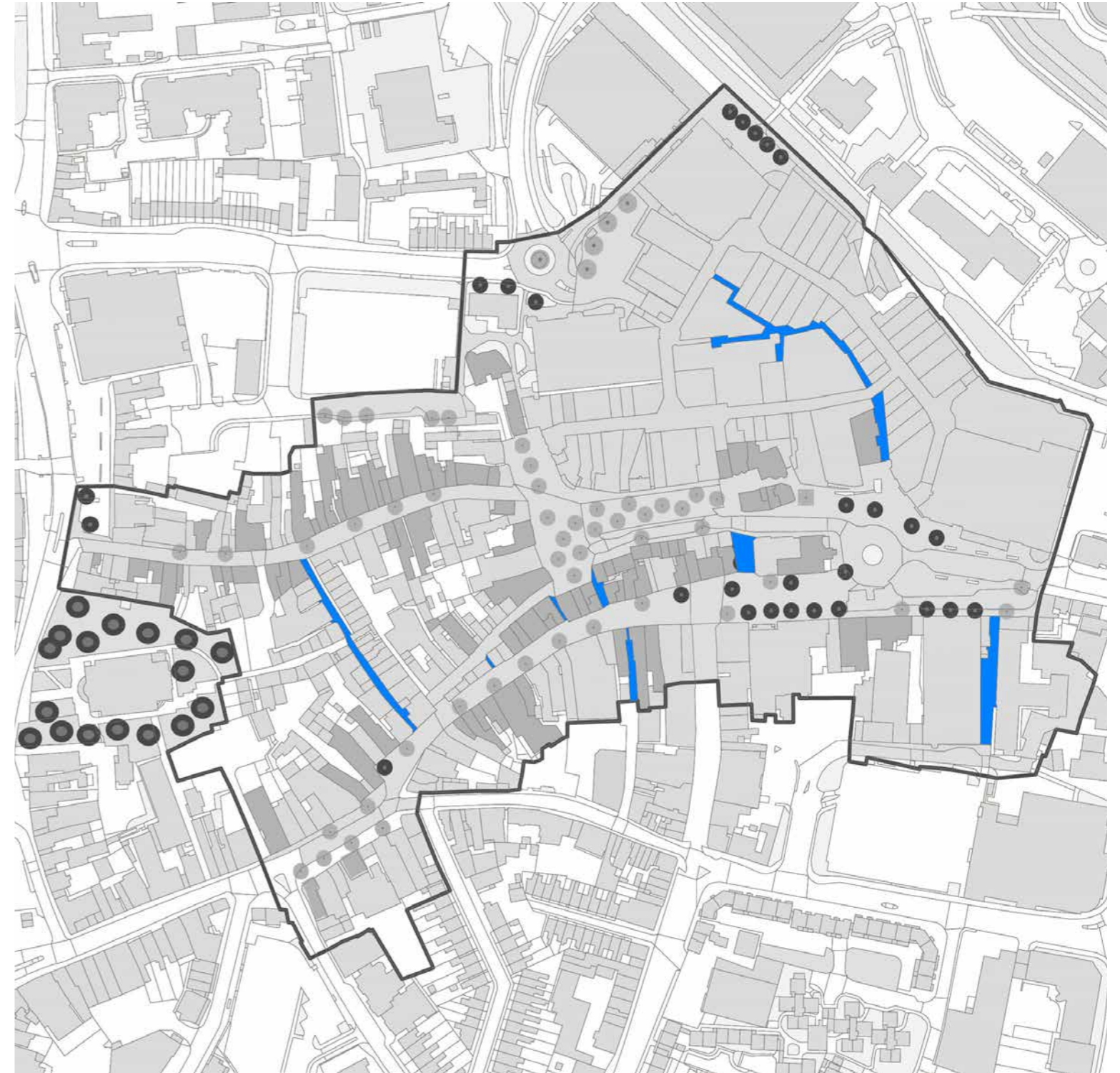
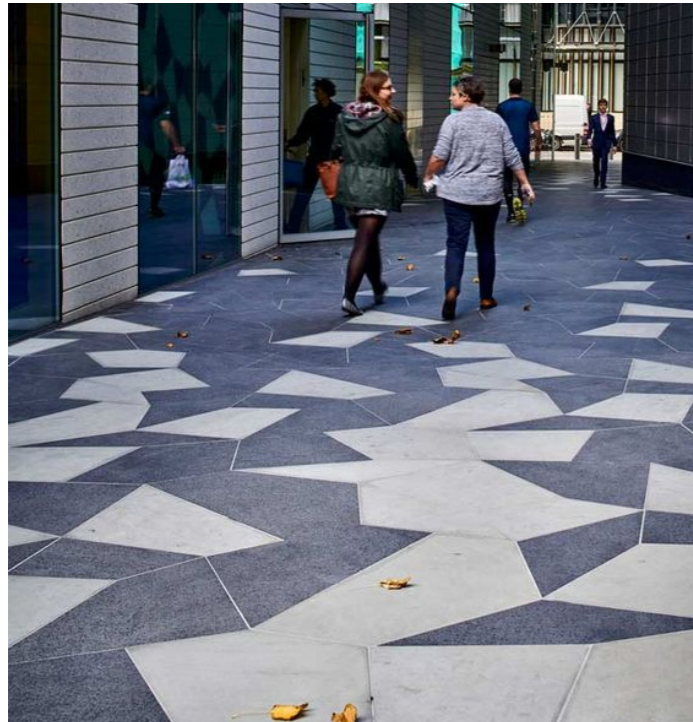
Ensure that proposals reflect distinctiveness of Banbury and unique character.

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



Alleyways attributes:

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

KEY

 Alleyways

BroadwayMalyan^{BM}

Creating
places.
Together.