

# Kidlington Public Realm Strategy Framework

Stage 1 - Site Diagnosis  
November 2024  
Issue 06

Creating  
places.  
**Together.**

# Kidlington Public Realm Strategy Framework Kidlington - 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 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

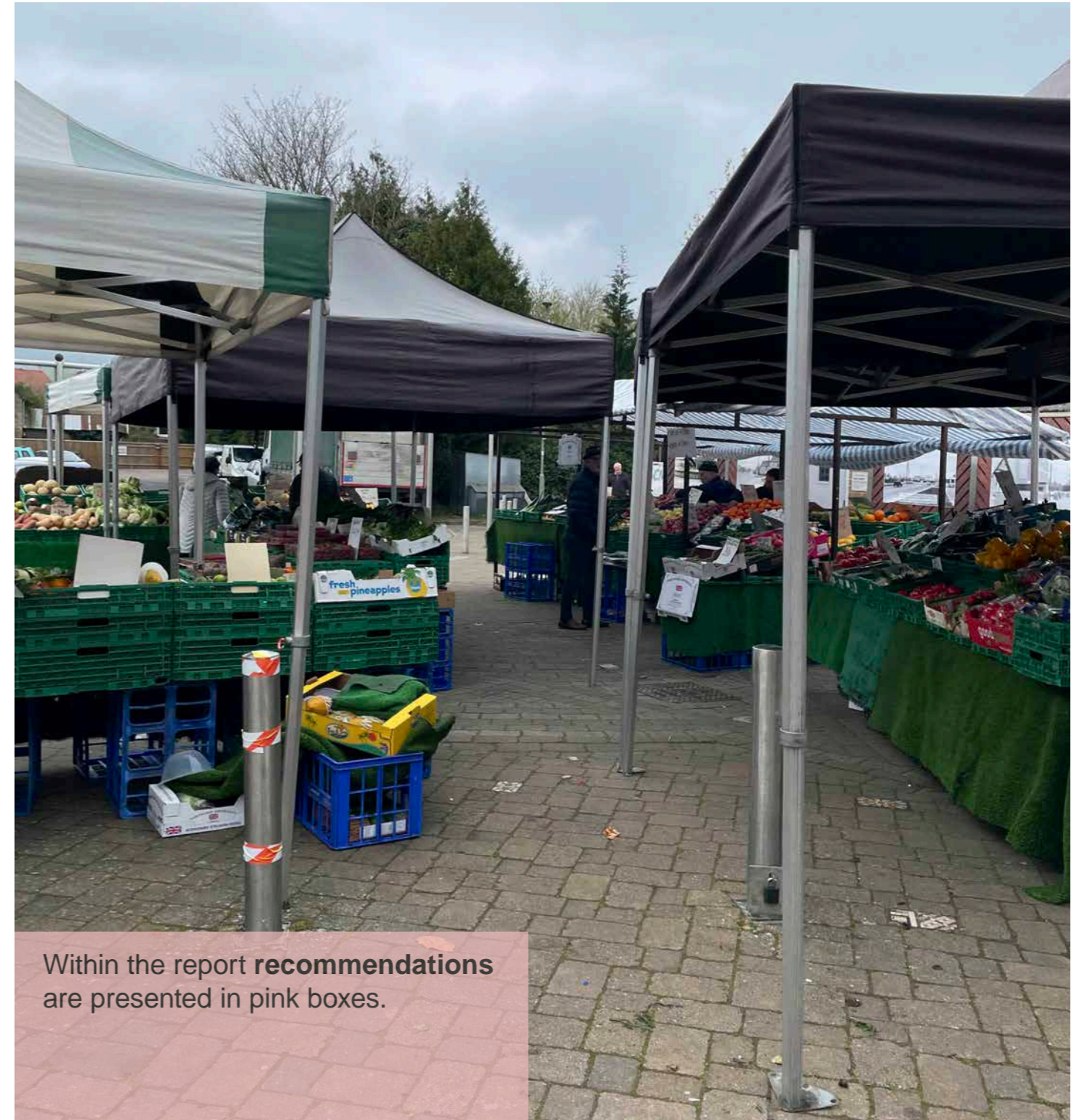
This section needs to be read alongside the Town Centre and Retail Study (September 2021), a part of the evidence base for the Local Plan Review 2040; and in the context of the following earlier policy documents:

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.

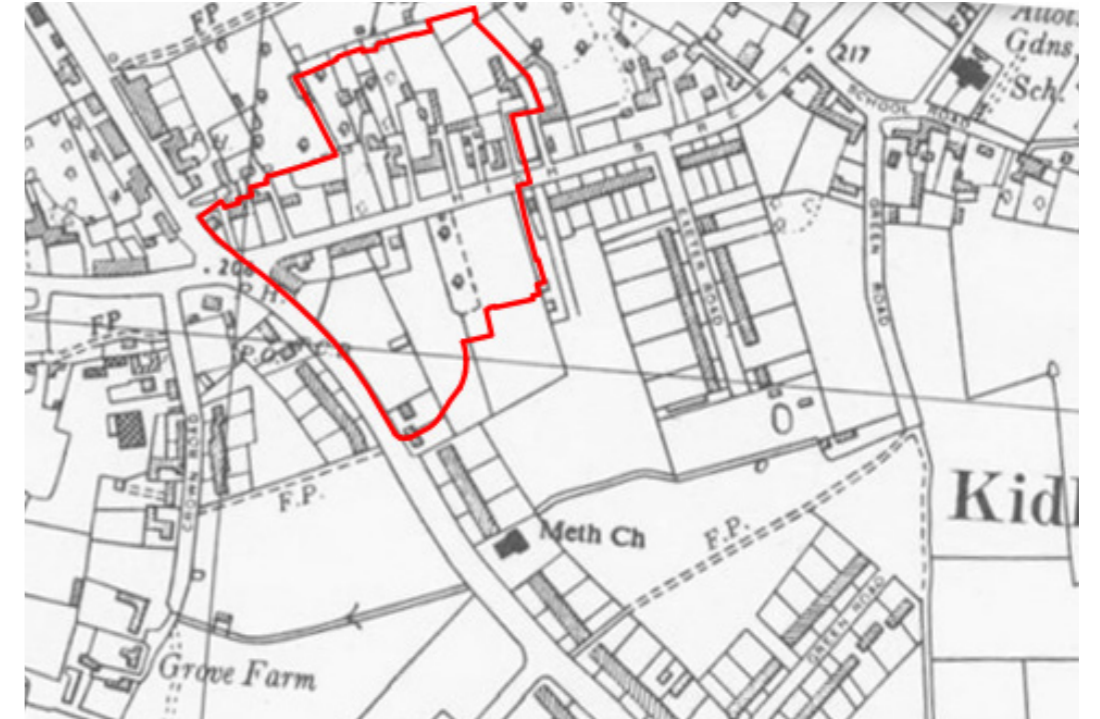
Today, Kidlington's village centre retains its charming character, blending old-world charm with modern amenities. Historic buildings line the streets, showcasing a variety of architectural styles from different eras. The High Street features a mix of independent shops, pubs, and restaurants.

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



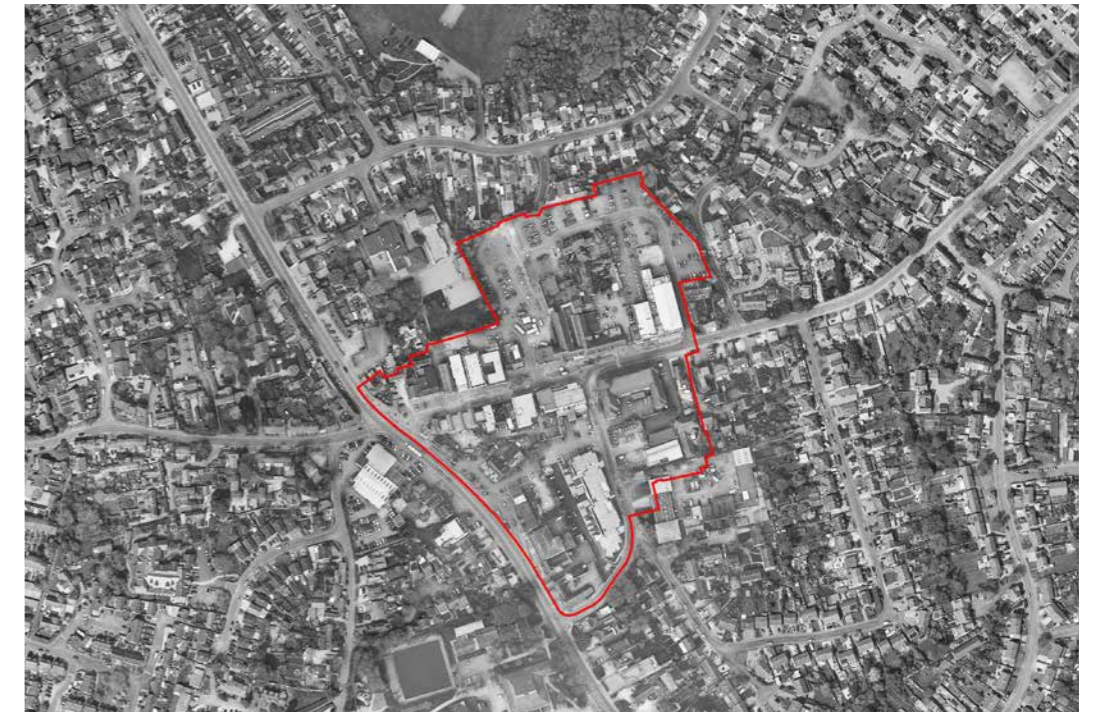
1955



2004

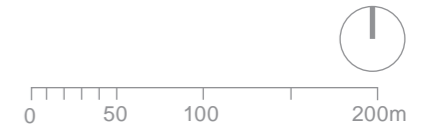


2023



# 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.

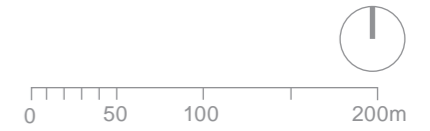
The site analysis records and appraises a number of themes, as shown in the photographs:





# 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.

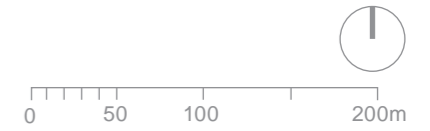


#### KEY

- 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



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:

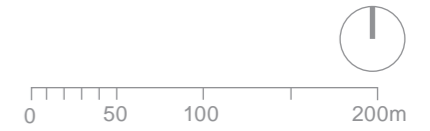
- St Mary's Church and
- Rural hinterlands and public footpath networks to local countryside



#### KEY

— Site boundary

# Section 4 - Understand Kidlington Movement



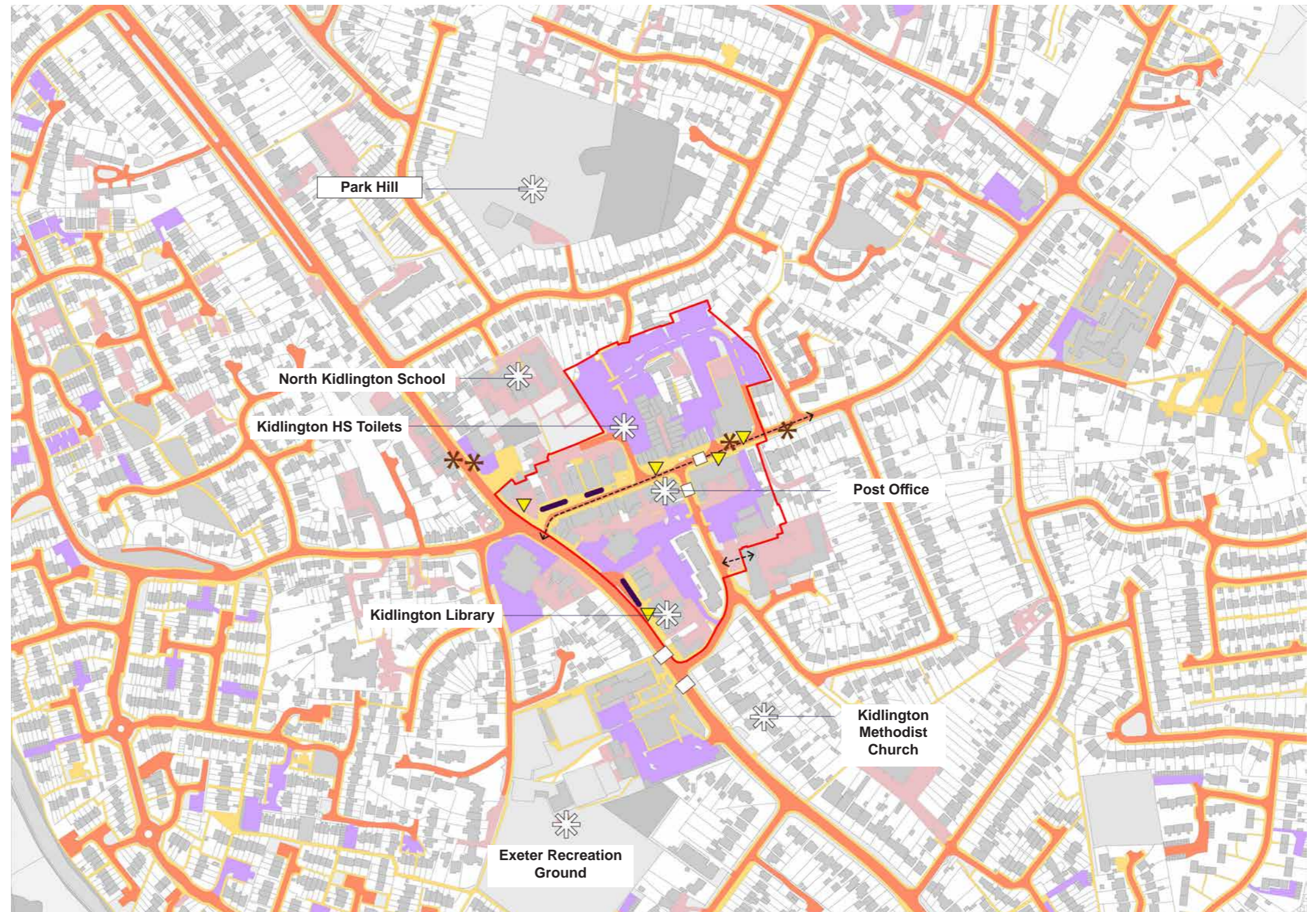
## Movement: walking, cycling and vehicular

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



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

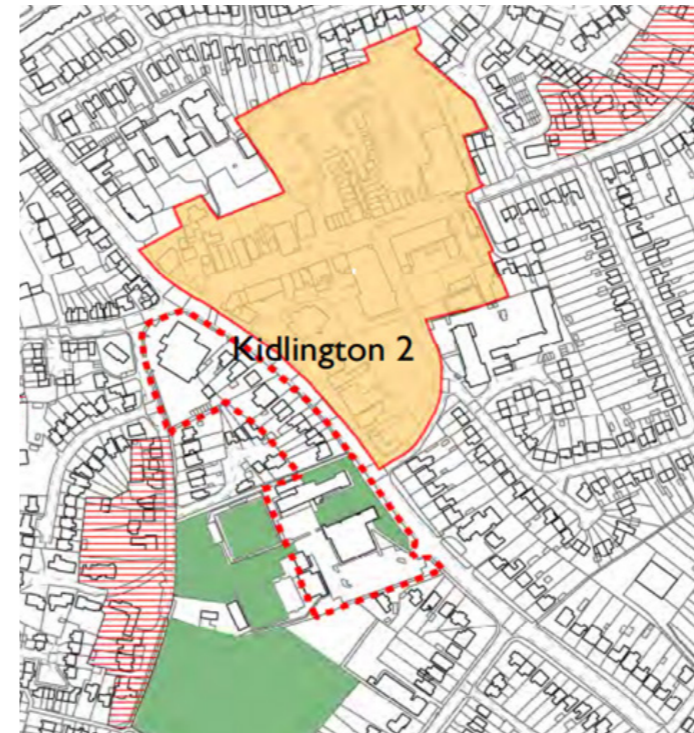
Kidlington been classified as a Village Centre by the Cherwell Local Plan, adopted in July 2015.

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.

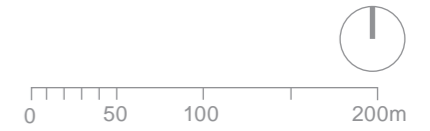
Other notable listed buildings include The King's Arms, an 18th-century coaching inn, and Bridge Street Cottages, a row of picturesque thatched cottages. These listed buildings in Kidlington are cherished landmarks, preserving the village's history

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.

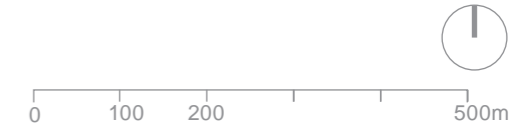
Establish walking loops/routes that form a network of heritage/culture.

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

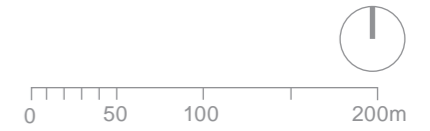
These form a network of accessible amenity within walking distance of the town centre and adjacent neighbourhoods



## 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

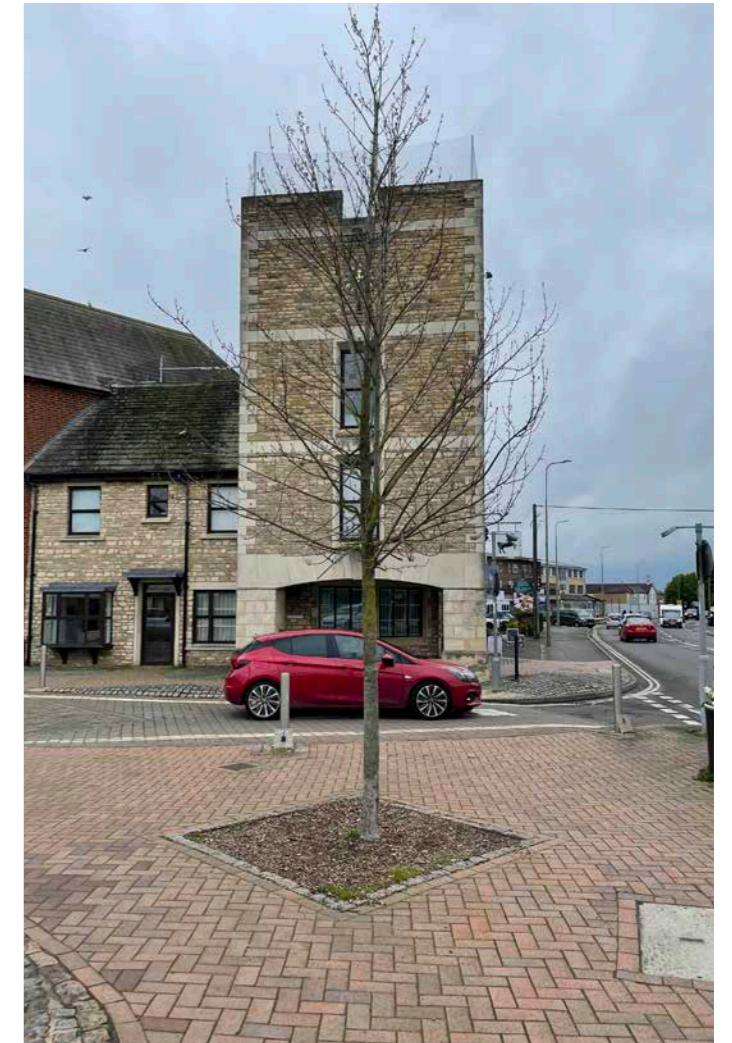
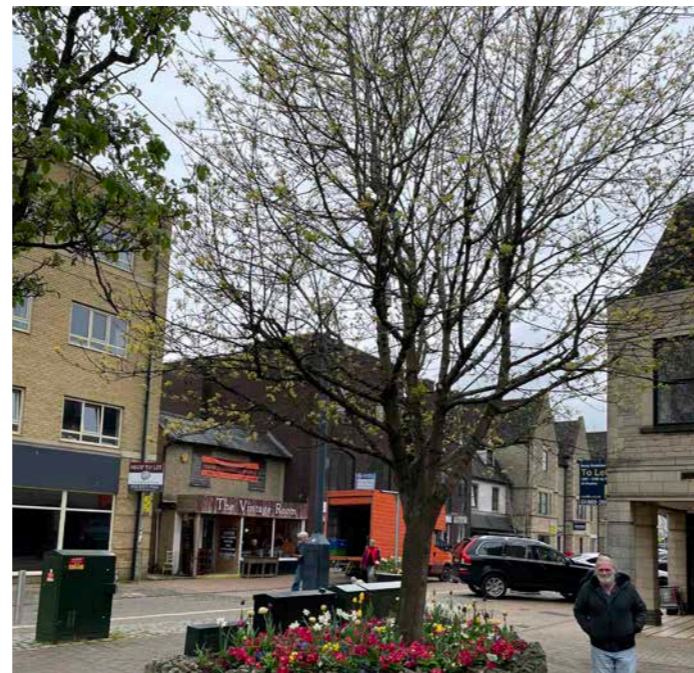
Site boundary	POS	Playground	Farmland
Woodland	Recreation ground	Water bodies	
Park	Sports pitch	Incidental amenity planting	

# Section 4 - Understand Kidlington Urban Green Infrastructure

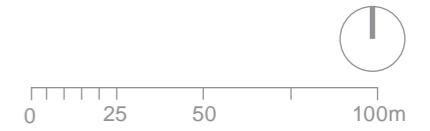
Define a coordinated planting strategy for the town centre choosing appropriate species to strengthen character areas, highlight gateways, taking account of pedestrian and vehicular movement, built structure and other constraints.

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.

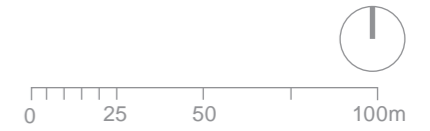


Identify Hot Spots and spaces requiring shelter and take these into consideration when planning stopping and staying spaces.

Plan comfortable active travel routes.

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

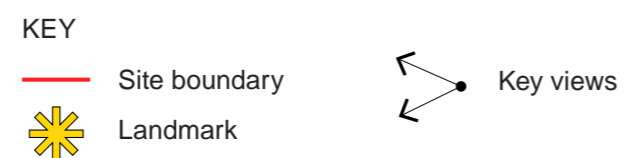
# Section 4 - Understand Kidlington Landmarks and Key Views



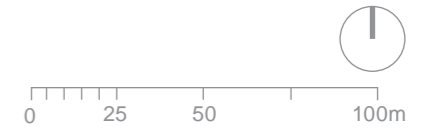
Kidlington village (outside the study boundary) offers a variety of key views and landmarks that showcase its beauty and historical significance. One notable landmark is St. Mary's Church, a magnificent medieval structure with its striking tower and intricate architectural details. The Oxford Canal, 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.

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

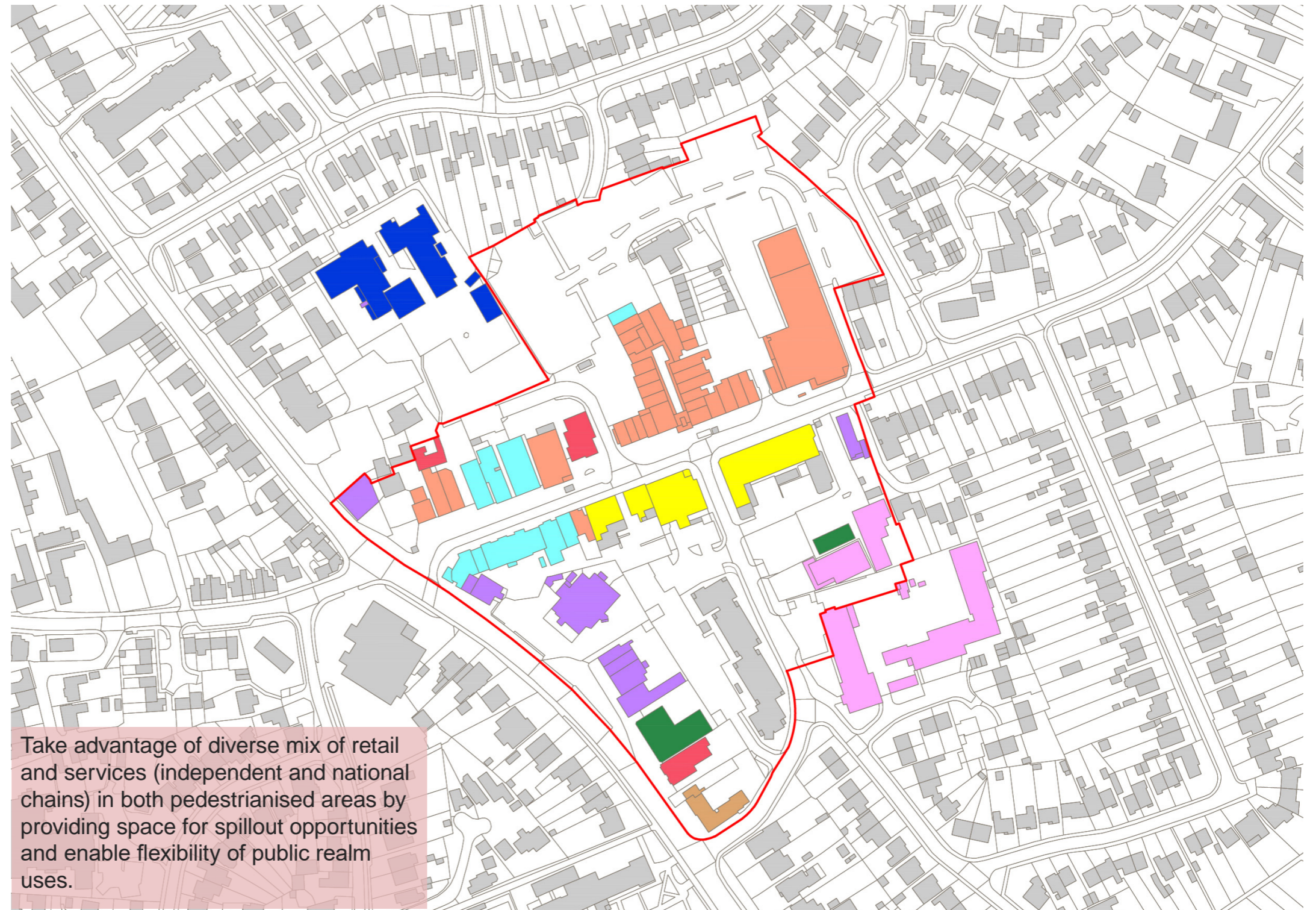


The land use in Kidlington village centre is a diverse mix that caters to the needs of the community. The centre serves as a focal point for local residents and visitors, offering a range of amenities and services. The village centre is characterized by a variety of land uses, including commercial establishments, 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



## 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

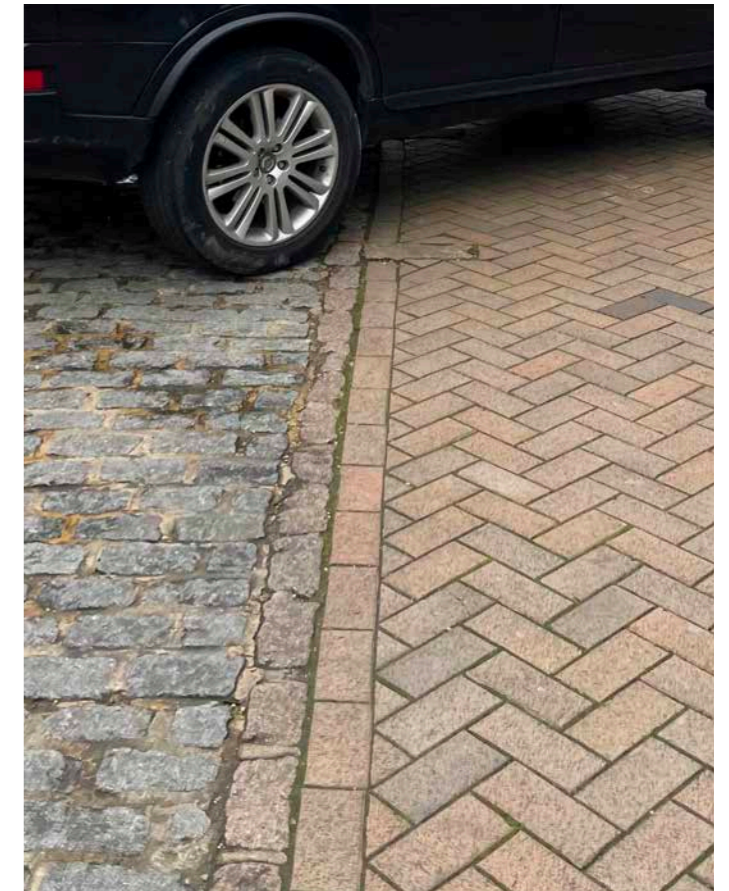
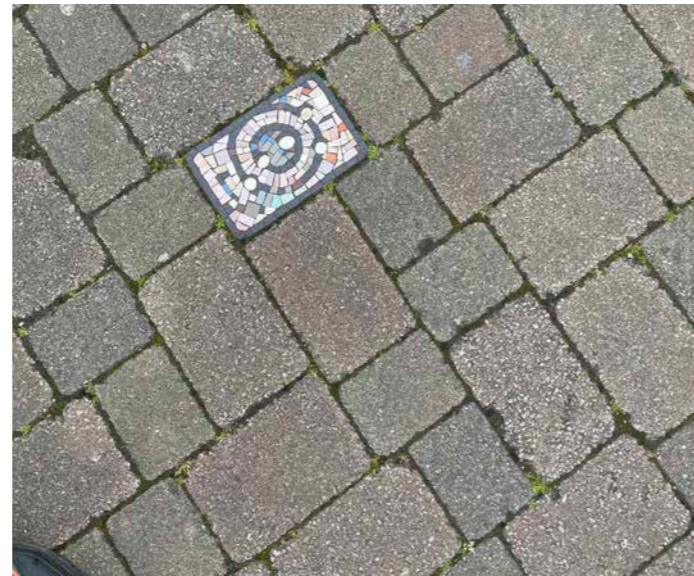
Surfacing materials across the study area are of a mixed quality, age and condition

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.

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

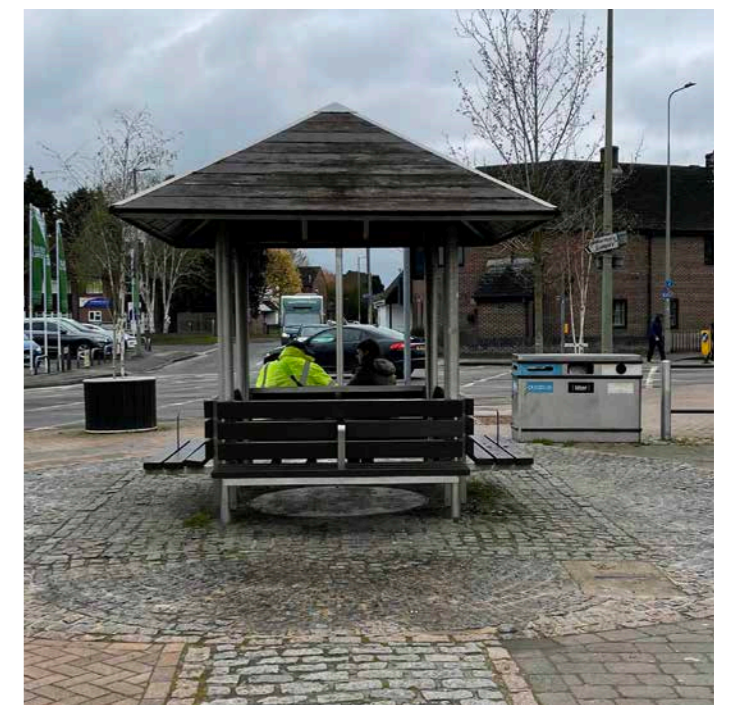
Within the High Street/ core furniture is a mix of styles and age. Items include: Light columns/ Benches/Litter bins/bollards.

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.

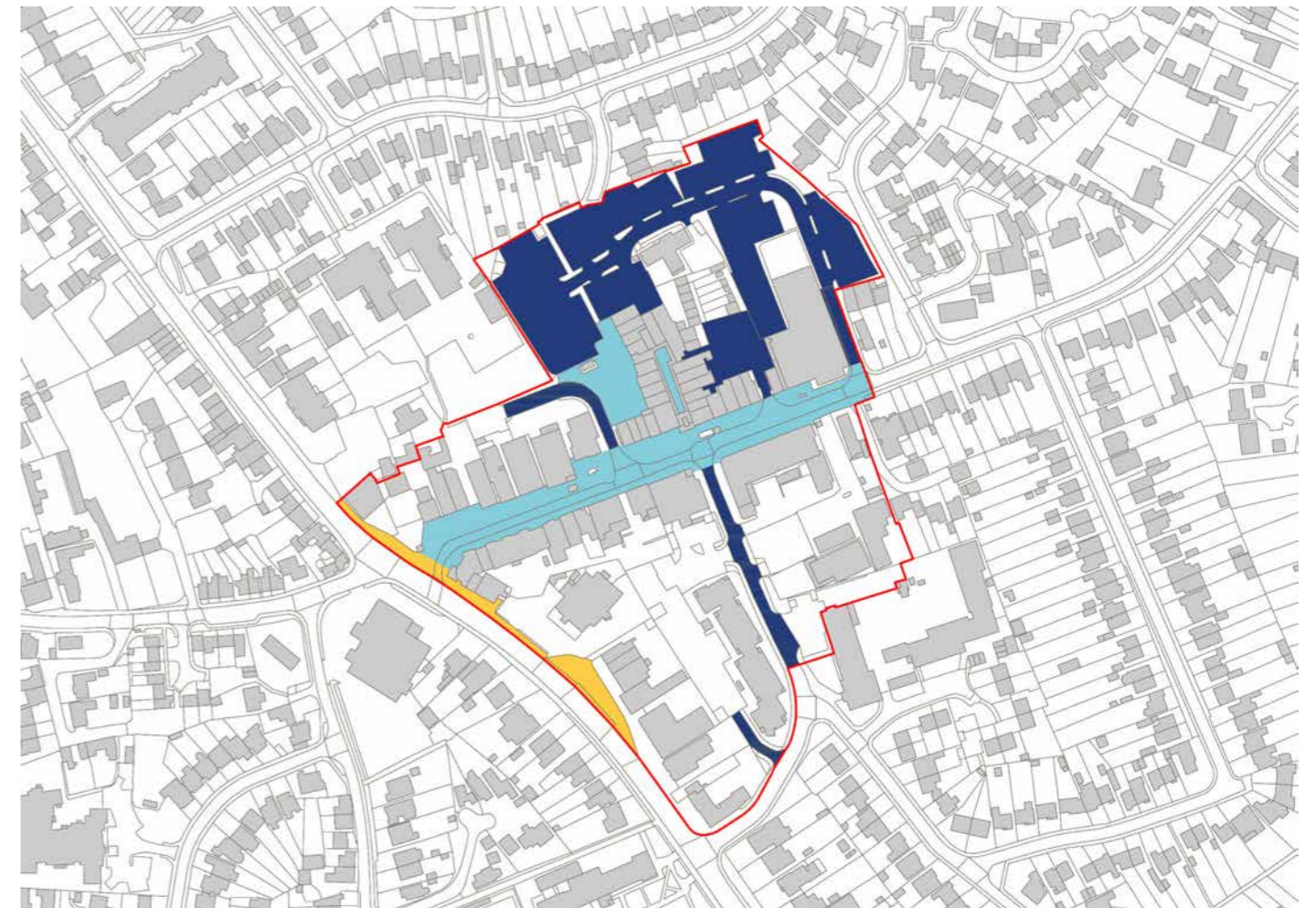
Currently the road network surrounding the town centre is movement focused and generally dominated by car movements.

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.

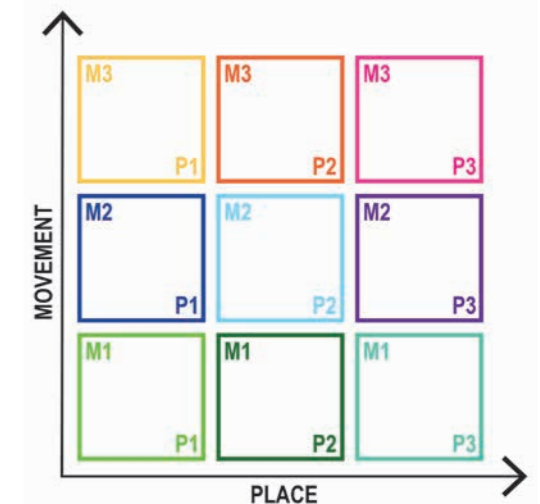


There is an opportunity to better balance movement, with more consideration for walking and safe/ accessible movement.

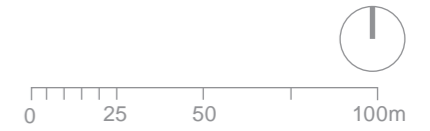
There are spaces that require more emphasis and improved settings.

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

Place Function	Movement Function
<b>P3:</b> Attracts National, Regional, non-adjacent District to District visitors	<b>M3:</b> 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
<b>P2:</b> Attracts visitors from within the settlements and from Adjacent settlements (City, Town)	<b>M2:</b> Connects local destinations to ensure people and goods can move freely
<b>P1:</b> Predominantly local function / negligible attraction	<b>M1:</b> 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:

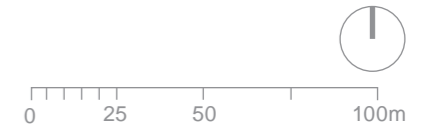
- High Street
- Oxford Road Corridor
- Residential Streets



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:**

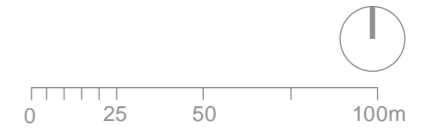
Rebalance the use of town centre streets to enhance feelings of safety and delight for pedestrians/cyclists/ slower modes.

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



<b>KEY</b>	<span style="color: red;">■</span> Feels Unsafe / Unpleasant / Physically Difficult to cross	<span style="color: blue;">■</span> Pleasurable / Attractive Environment
<span style="color: red;">—</span> Site boundary	<span style="color: orange;">■</span> Can be uncomfortable / feels safe away from conflict points	<span style="color: green;">■</span> High quality space
	<span style="color: yellow;">■</span> 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

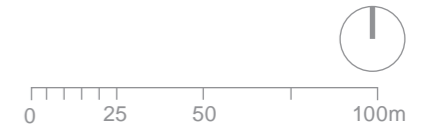
**Oxford Road Corridor** - Busy highway with mixed used frontage



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

KEY	
	Site boundary
	High street
	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

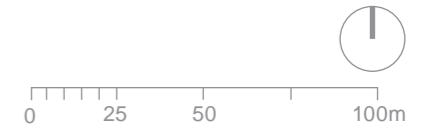
Land use - Predominant retail and leisure uses of buildings



## 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		Ornamental planting
	New trees		Public realm improvements
	Improved arrival gateways		Signalised pedestrian crossing
	Improved public realm nodes		Improved green space network

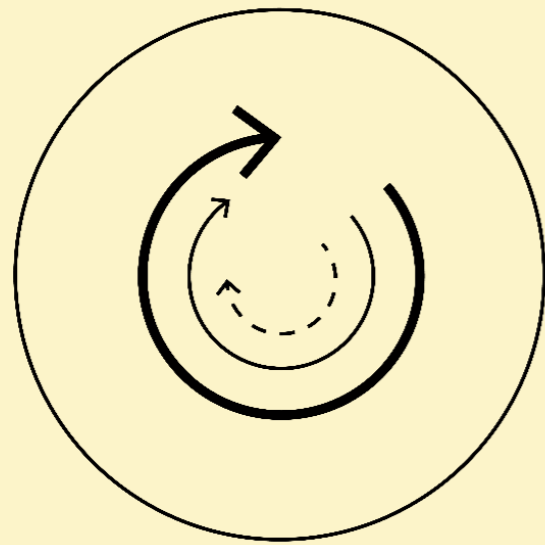
## Section 5 - Strategy for the Public Realm - Principles of the Framework - Vision





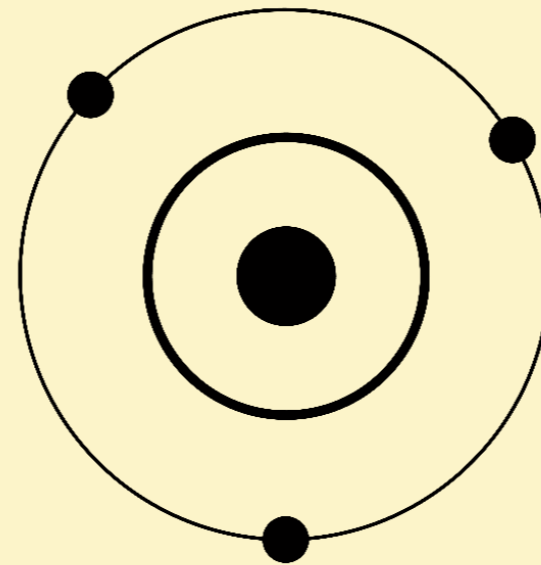
# Section 5 - Strategy for the Public Realm

## Project Aims



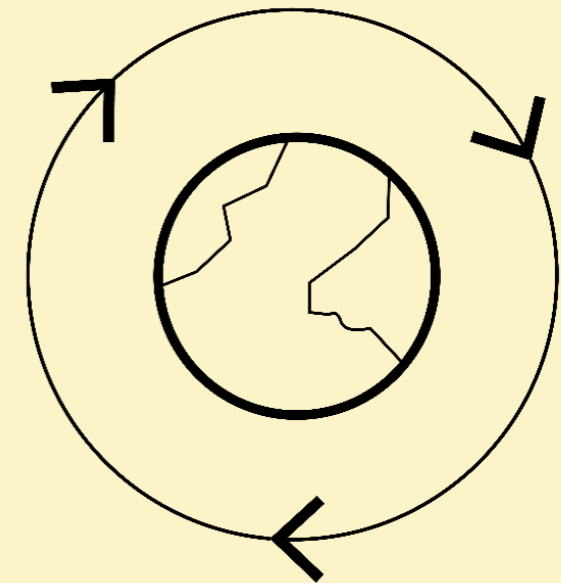
### **Movement**

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



### **Place**

Ensure a 'Place led' and contextual approach



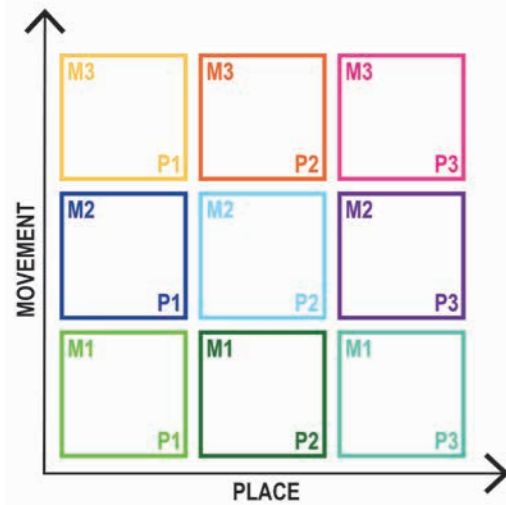
### **Climate**

Promote sustainability across all aspects of the design

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

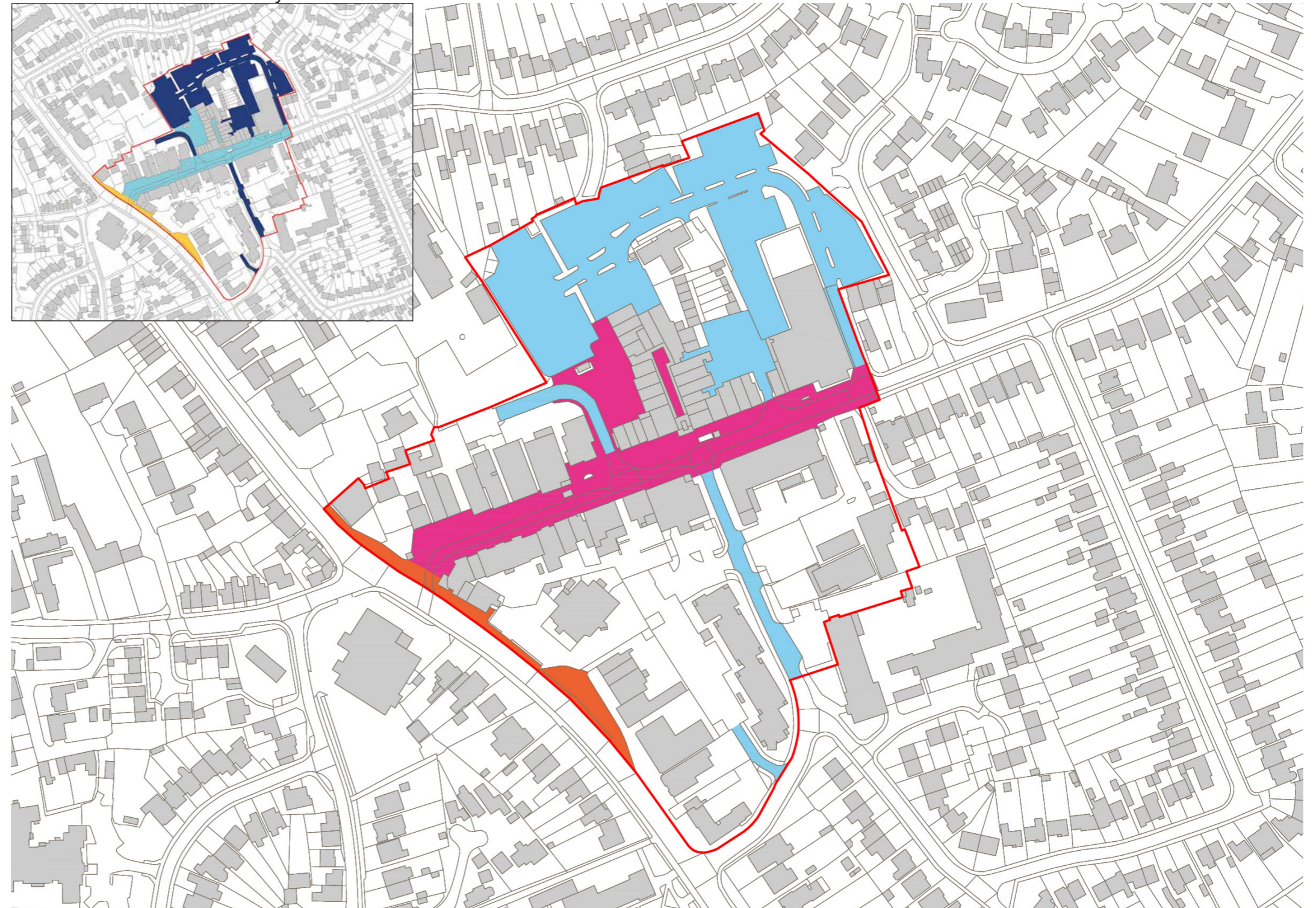
Drawing on the Movement and Place assessment established in the site diagnosis, the definition of aspirational classifications for the 'place' and 'movement' function of Kidlington's street/ space in the future informs the development of street typologies and a vision for Kidlington's village centre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

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



Place Function	Movement Function
<b>P3:</b> Attracts National, Regional, non-adjacent District to District visitors	<b>M3:</b> 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
<b>P2:</b> Attracts visitors from within the settlements and from Adjacent settlements (City, Town)	<b>M2:</b> Connects local destinations to ensure people and goods can move freely
<b>P1:</b> Predominantly local function / negligible attraction	<b>M1:</b> 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 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

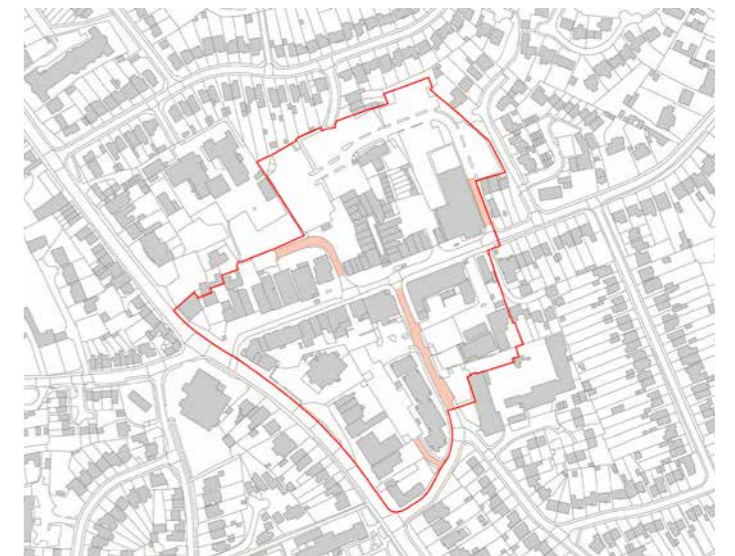
## Connector Streets

### 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                            |  Feels Unsafe / Unpleasant / Physically Difficult to cross   |  Pleasurable / Attractive Environment |
|  Potential further opportunities 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 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.



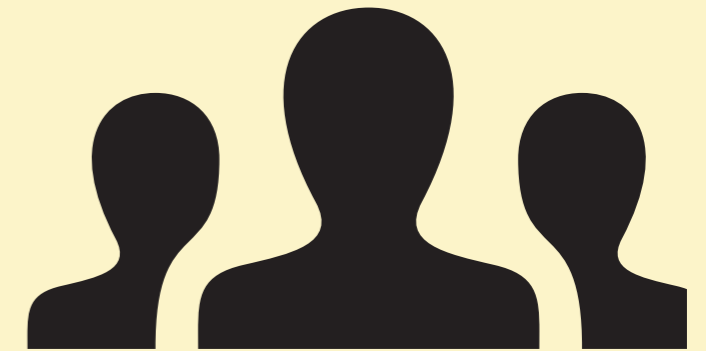
### Green Kidlington

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:

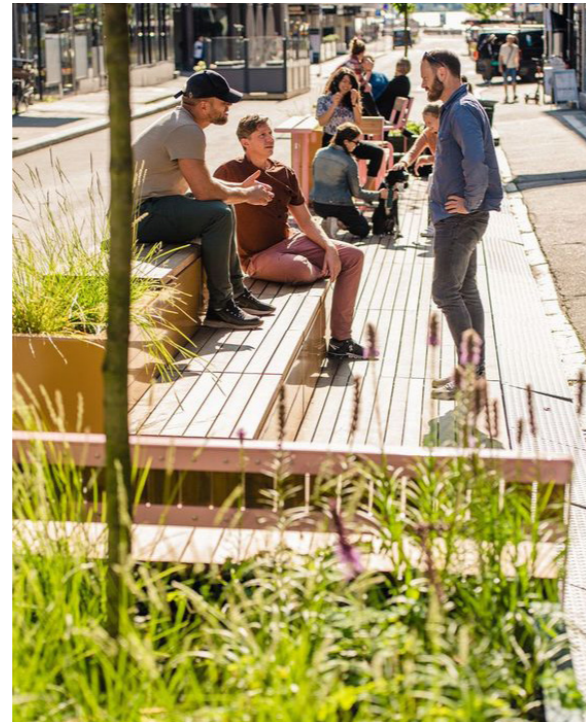
Prioritise pedestrians, cyclists and public transport users to provide improved comfort and safety for these users.

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.

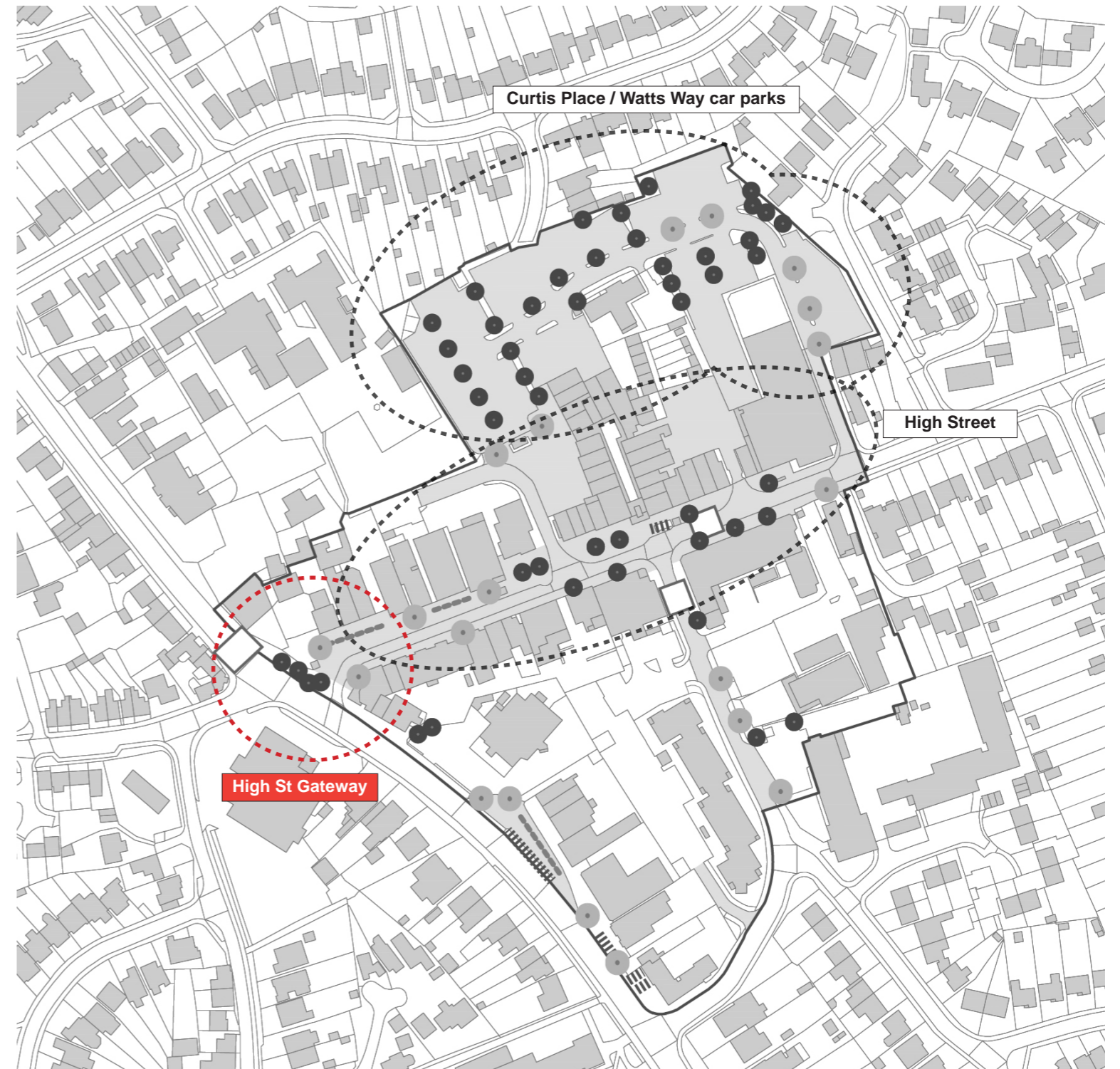
Surface materials/ street furniture are replaced to improve legibility, navigation, accessibility/inclusive and attractiveness of the gateway

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



## 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<sup>BM</sup>**

Creating  
places.  
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