



# BOLTON ROAD

URBAN FORM ANALYSIS

DECEMBER 2021



# INTRODUCTION

## THE TASK

Barton Willmore has been invited to produce an independent Urban Design analysis of the Bolton Road Development Area (Banbury 8), cross referencing the Banbury Vision & Masterplan SPD (Dec 2016) to the proposals by Churchill Retirement Living for a retirement living apartments located within the north-west quadrant of the Banbury 8 Site.

## THE PURPOSE OF THE DOCUMENT

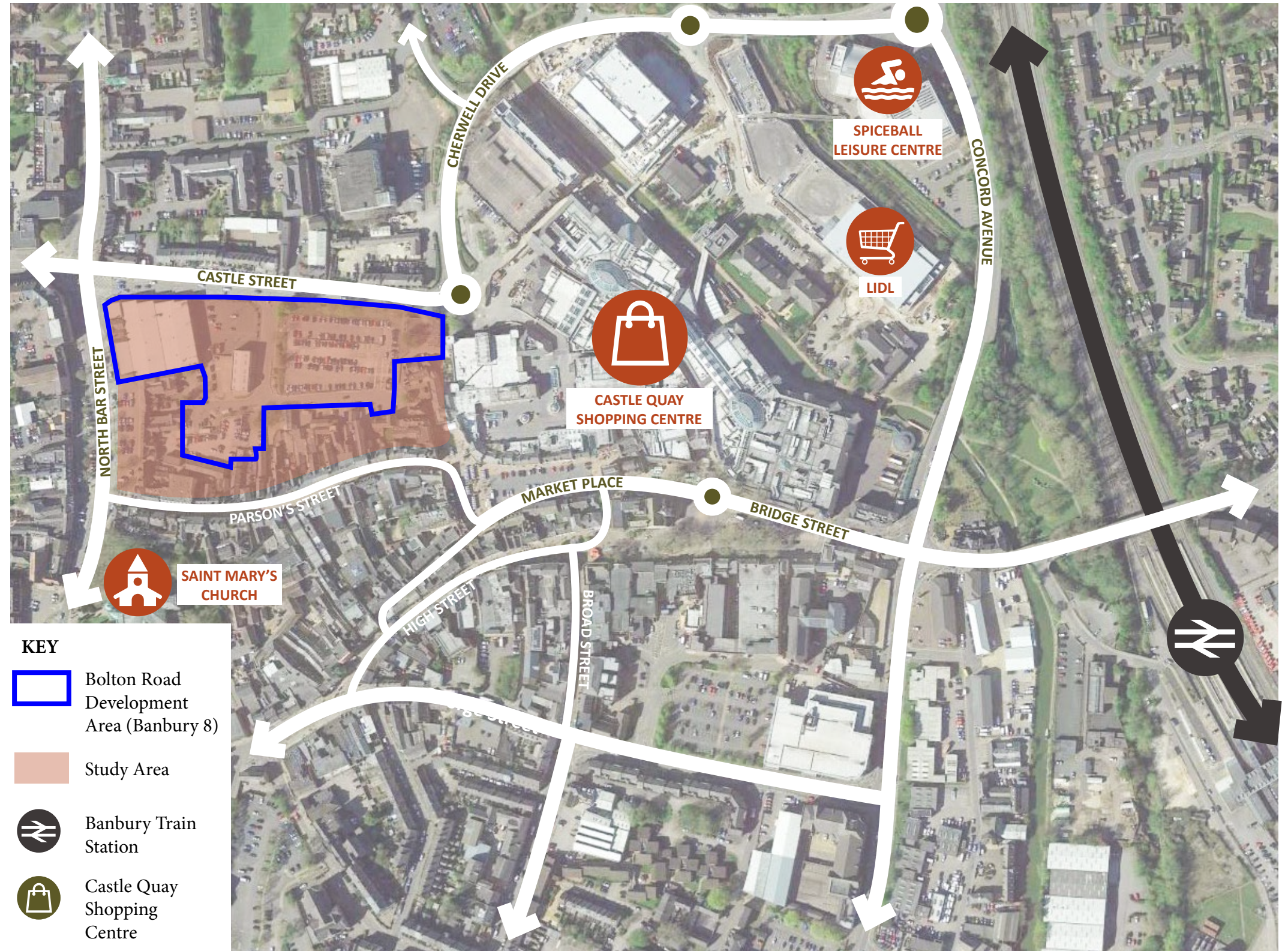
This document demonstrates how a comprehensive and coherent approach to redeveloping the Banbury 8 Site could be brought forward following the SPD principles. It illustrates how the individual Sites that form SPD Banbury 8 can be brought forward without prejudicing or be detrimental to the overall policy area and its development potential.

The document also demonstrates how the site could accommodate the mix of uses, including at least 200 dwellings, as required by Policy Banbury 8.

## SITE LOCATION

This document makes reference to the area of Bolton Road illustrated in Figure 1, these are:

- The Study Area - the wider area over which the overall analysis has taken place. This area will be later referred the 'Super block' as illustrated on page 4.
- Bolton Road Development Area (Banbury 8).



**KEY**

- Bolton Road Development Area (Banbury 8)
- Study Area
- Banbury Train Station
- Castle Quay Shopping Centre

FIGURE 1: CONTEXT PLAN

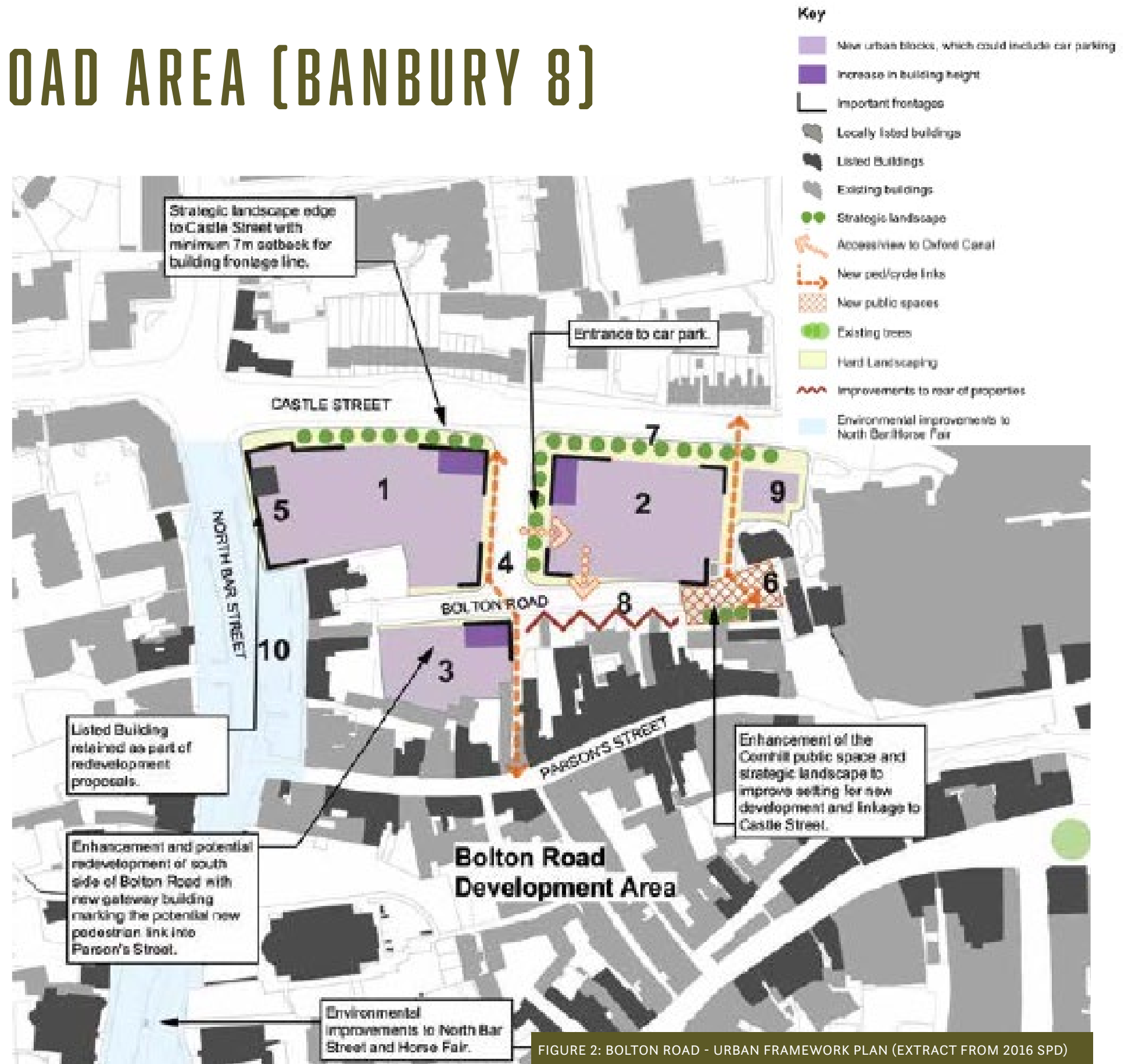


# CONTEXT - BOLTON ROAD AREA (BANBURY 8)

The area covered by the SPD Banbury 8 extends to approximately 1.7 hectares. It is located in the north-west corner of the town centre, south of Castle Street. Bolton Road runs in an east-west direction through the area, with the properties fronting onto Parson's Street and backing onto Bolton Road. The area is bounded to the north by Castle Street, to the west by North Bar Street and to the south by Parson's Street. Figure 2 shows the area covered by the SPD Banbury 8.

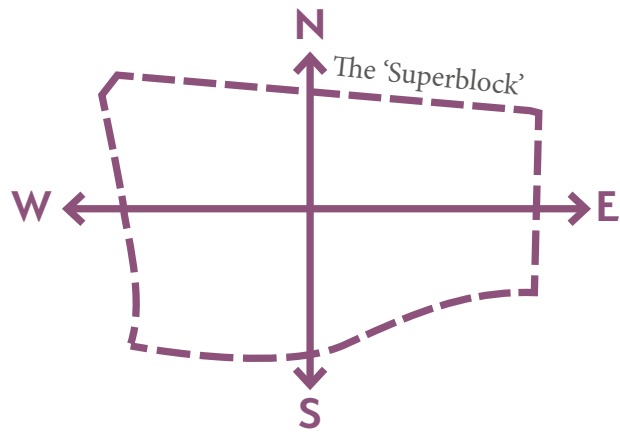
The area contains a bingo club, offices and small business units. It is well located to provide access into the main retail area, but suffers from a poor image as back land with unattractive parking facilities.

The key urban design principles that will guide the redevelopment of the area are set out in the final pages of this document - Masterplan Compliance.



# EXISTING CONDITION

The existing Town Centre is composed of a series of development blocks defined and created by the historic 'primary' street pattern. These blocks are of a large scale in terms of area and ownerships so might be referred to as 'super-blocks'.



One of these 'super-blocks' is defined by Castle Street to the north, North Bar Street to the west and Parson's Street to the south. This 'super-block' has strong outward facing definition along its western and southern edges whilst the eastern extents are entirely defined by the large massing of the Castle Quay Shopping Centre. Currently the northern edge has no physical built form definition and the design policy seeks to address this lack of definition by re-instating a structural edge. This would deliver a completed 'primary frontage' to the 'super-block'.

Within the 'super-block' are two important existing pedestrian movement routes, one running in a north-south direction and the other in an east-west direction, through an area that currently has a predominantly 'backland service area' character. Together, the two routes form a cruciform diagram that effectively divides the 'super-block' into four quadrants NW, NE, SE and SW. The design policy requires greater built form definition along the two routes delivering an internal 'secondary frontage' and creating the four quadrant blocks within the overall 'super-block'.



FIGURE 3: THE SUPERBLOCK AND ITS IMMEDIATE CONTEXT



# BLOCK STRUCTURE, FRONTAGES & USES

## PRIMARY FRONTAGE

To the south, Parson's Street frontages have a good quality enclosure, continuity and active streetscape characteristic of the older parts of the town centre. Frontages along Castle Street is less active and predominantly occupied by parking and large massing of the Castle Quay Shopping Centre. A strong building frontage is therefore required in order to complete the northern perimeter 'Super-block'.

## SECONDARY FRONTAGE

The rear of properties along Parson's Street and North Bar Street requires a positive design response to the current backland character and to create a secondary street frontage.

## LANDMARK

Opportunities to create landmark features within key nodes as illustrate in Figure 4 would help way finding and reinforce the idea of a 'Superblock'. There is also a redevelopment opportunity for the existing building block to the north east corner of the super-block to address key corner by the roundabout.

## USES

The site has a potential to accommodate a total of 200 dwellings that split across 3 areas as illustrated in Figure 4. The proposed retirement living apartment could be located on the north western parcel and hotel or more commercial uses could be located on the eastern part of the site.

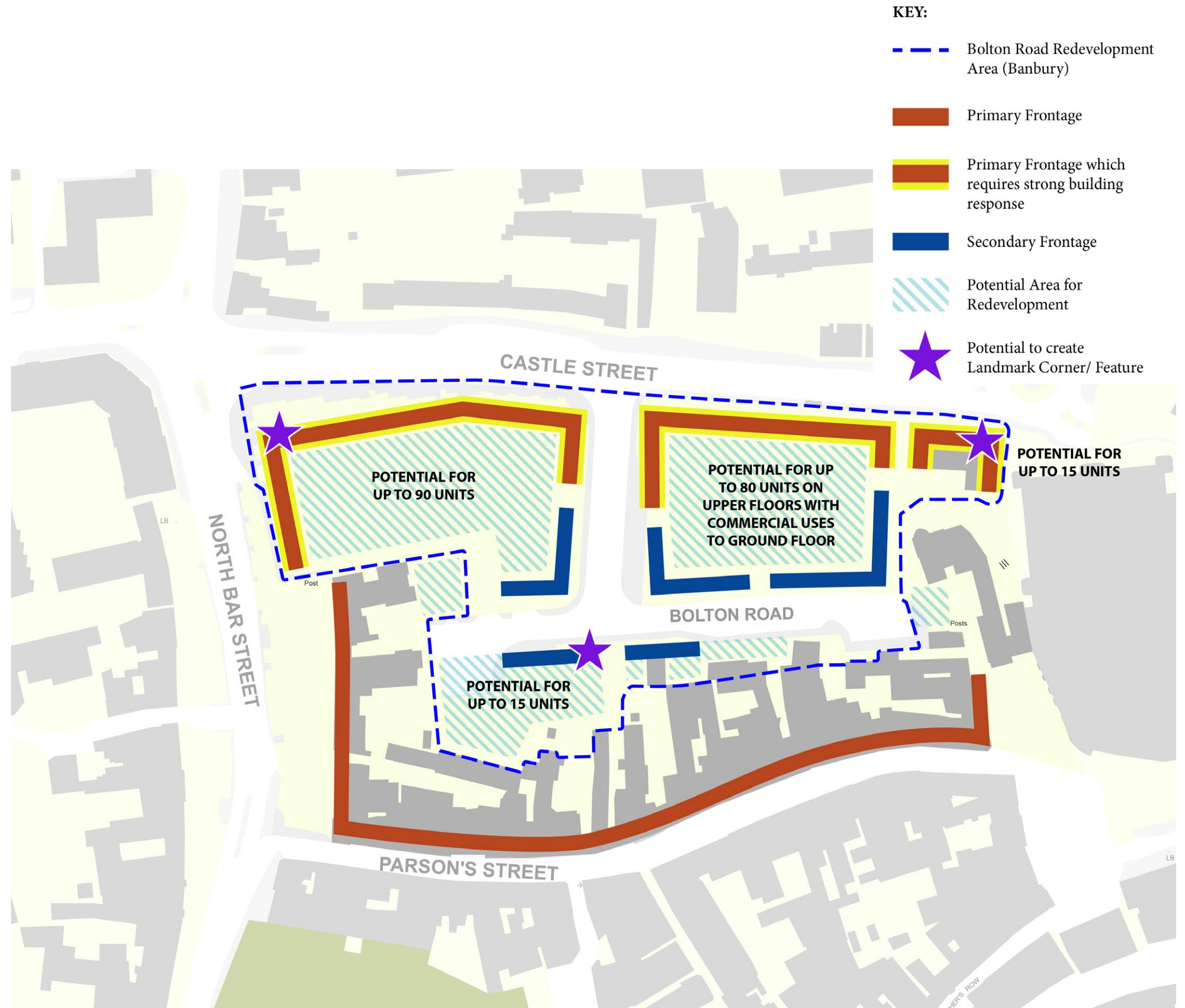


FIGURE 4: BLOCK STRUCTURE AND KEY FRONTAGES PLAN

# MOVEMENT & PERMEABILITY

The key movement routes cuts the site through in 4 quadrants. The proposed concept should enhance existing routes and a new pedestrian link from the Bolton Road area to Parson's Street should be provided to improve connectivity through the retail area and link into the proposed enhancements around St Mary's Church and Church Lane.

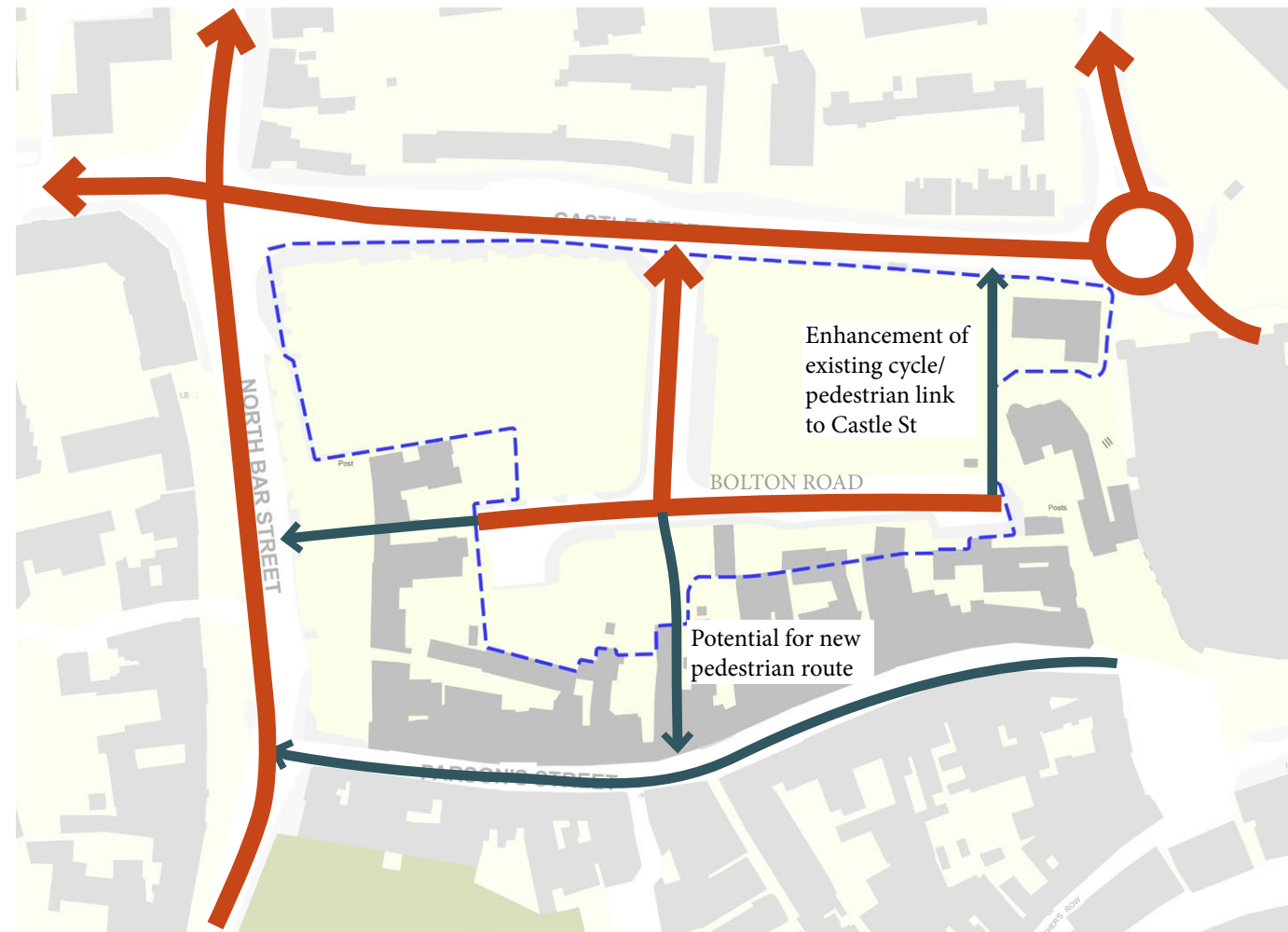


FIGURE 6: MOVEMENT & PERMEABILITY DIAGRAM

- KEY**
- Vehicular Movement
  - Pedestrian Movement

# PUBLIC REALM STRATEGIES

The SPD highlights the importance of place making and, as such, it proposes improvement and extension of Cornhill public space with strategic landscaping at the eastern end of Bolton Road and a new pedestrian/cycle link onto Castle Street to improve town centre accessibility. The junction between Castle Street and North Bar Street should be defined by a corner landmark building. Similarly, the junction between Castle Street and Cherwell Drive requires an appropriate building response to replace the existing single storey building.



FIGURE 7: KEY NODES & SPACES DIAGRAM

- KEY**
- Important junctions/nodes require strong building frontage response
  - Areas for Public Realm Intervention
  - Existing Squares
  - Area with Potential for Improvement



# PROPOSAL

The following diagram illustrated in Figure 8, provides an interpretative response to SPD Banbury 8. It builds upon the town centre analysis from the previous pages and provides an indicative vision for future development at Bolton Road. The Concept Masterplan layout (Figure 8) illustrates one way of developing the area in a comprehensive manner and does not preclude alternative design approaches.

- KEY:**
-  Bolton Road Development Area (Banbury 8)
  -  Indicative Masterplan for Policy Banbury 8
  -  Proposed Parking
  -  Vehicular Access
  -  Pedestrian/Cycle Link

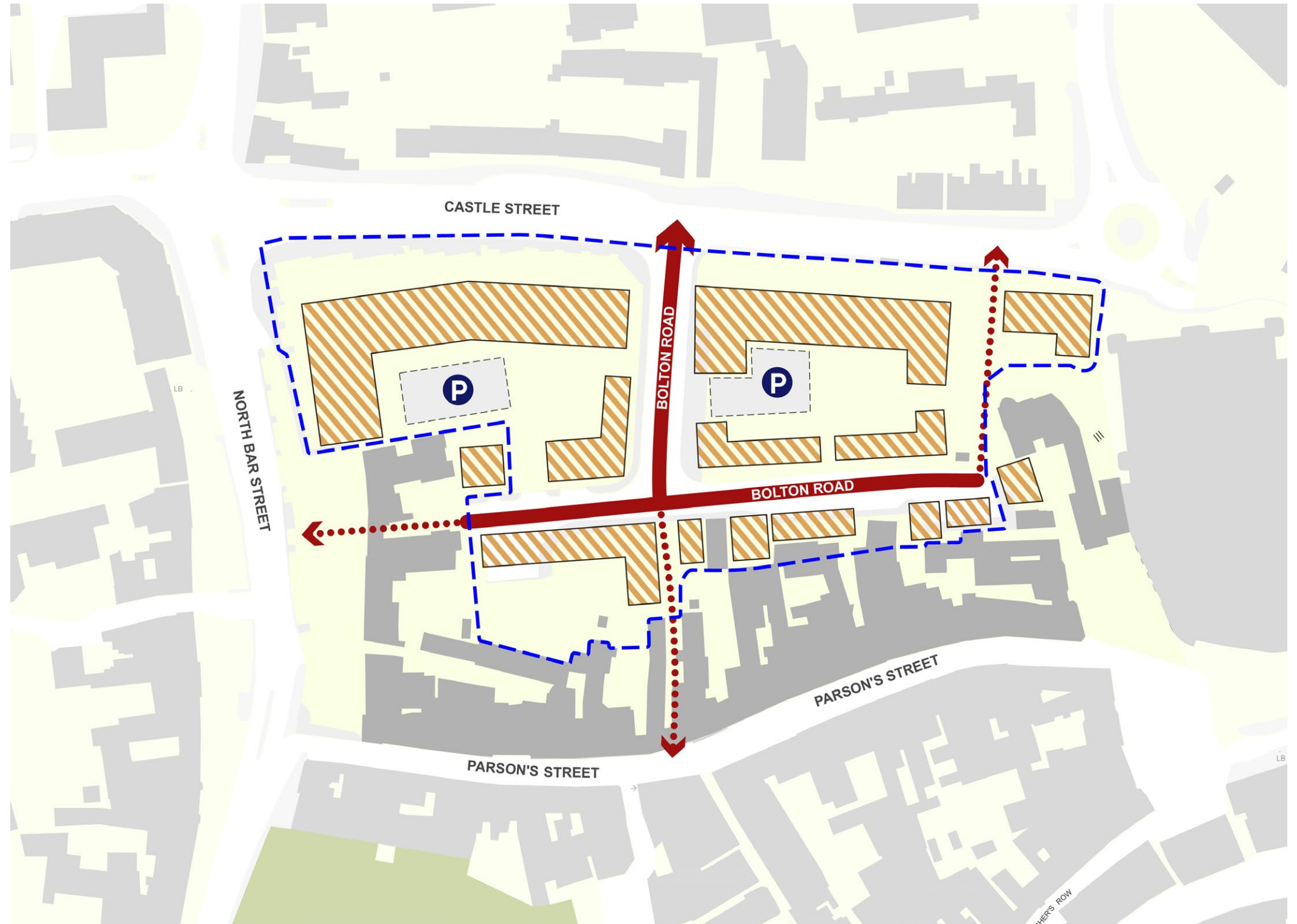


FIGURE 8: CONCEPT MASTER PLAN

# MASTERPLAN PRINCIPLE COMPLIANCE

With the 'Bolton Road Urban Framework Plan, Fig 2, SPD' as a starting point, the Bolton Road 'super-block' masterplan presented in the preceding pages sets out a number of design led objectives and requirements. It is highly likely that the delivery of development within the 'super-block' will be completed in a number of projects and/or phases. On this basis, each individual project must not prejudice the delivery of any of the design objectives outside of its own abilities or plan area.

The three dimensional image on these two pages takes the design objectives work of the preceding pages and then incorporates the Churchill Retirement Living proposed building into the relevant part of the North West quadrant block. This demonstrates through the series of annotations that :

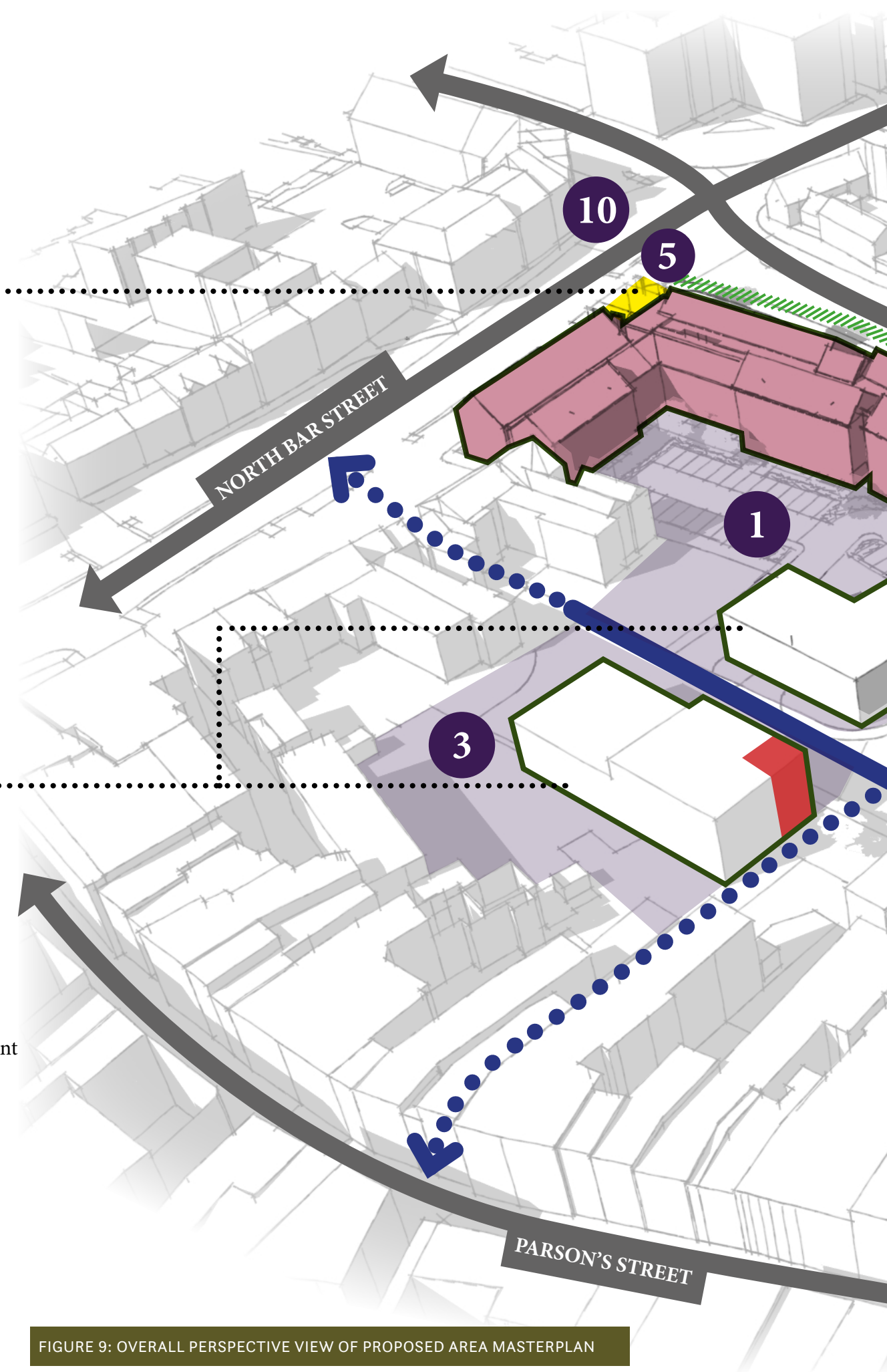
- The required massing and built form frontage along the relevant lengths of Castle Street and North Bar Street can be achieved.
- The Listed Building is incorporated into the building frontage alignment of that massing.
- Car parking and servicing are within the internal areas of the NW quadrant block, as opposed to being present on a primary street frontage.
- The redevelopment of the Tyre Depot site can come forward independently of the Churchill scheme and is not compromised by it.
- The pedestrian/cycle routes that exist can be developed with greater massing, frontage and activity through new built form and improvements to the public realm and the retention and evolution of these important routes is not compromised.

Listed Building is incorporated into the building frontage

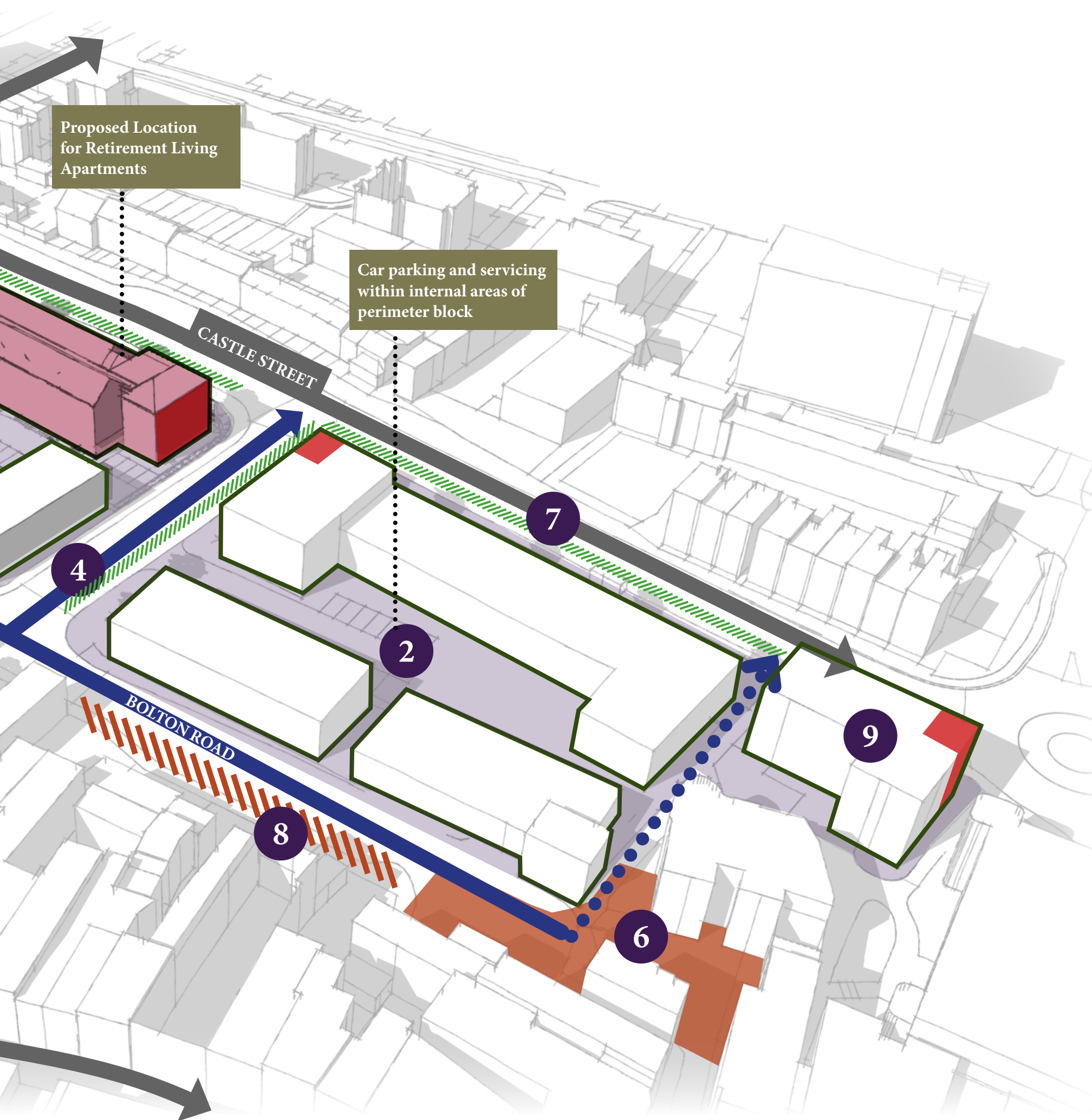
Potential for new mixed use blocks to create building frontage definition and therefore define the pedestrian routeways - to include the existing tyre depot.

## KEY

- Existing Roads
- Vehicular Movement
- Pedestrian/ Cycle Movement
- Proposed Location for Retirement Living Apartments
- Existing Listed Building
- Landmark Corner/ Feature
- Cornhill Public Space
- Potential Area for Redevelopment within Barnbury 8
- Landscape Edge
- Retained Service Access







**SPD BOLTON ROAD AREA (BANBURY 8) KEY URBAN DESIGN/DEVELOPMENT PRINCIPLES**

- 1** Bolton Street development area split into three development areas (1, 2 and 3) by the existing road network, with area 1 on the west to provide three/four storey mixed use development for residential and town centre uses. Existing modern buildings will need to be removed if Area 1 comes forward for redevelopment. Uses and occupiers could remain on the site.
- 2** Area 2 on the east to be redeveloped for car parking and perimeter mixed use along Bolton Street close to Cornhill and the public space next to The Beer Tree public house.
- 3** Area 3 includes the surface car park behind Parson's Street to be developed for mixed use with a gateway building forming a frontage and access to Parson's Street through a new pedestrian link. The special historic architectural character of the listed buildings and their settings to be considered as part of any redevelopment proposals.
- 4** New pedestrian and cycle link through the rear of Parson's Street properties to connect the Bolton Road Development and car park to retail activity on Parson's Street.
- 5** Existing Listed Buildings fronting onto Parson's Street and North Bar Street to be retained as part of the comprehensive regeneration of the site. All development proposals within the Bolton Road development area should seek to preserve and enhance listed buildings and the conservation area.
- 6** Cornhill public space improved and extended with strategic landscaping at the eastern end of Bolton Road and a new pedestrian/cycle link onto Castle Street to improve town centre accessibility.
- 7** Improved frontage onto Castle Street with strategic landscaping.
- 8** Bolton Road retained for service access to rear of Parson's Street properties. Consideration to be given to the inclusion of the rear of Parson's Street as part of the development area after consultation with owners/operators.
- 9** Existing single storey building to be redeveloped.
- 10** Environmental improvements to North Bar Street and Horse Fair to include new public realm, landscape and car parking improvements.





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Barton Willmore

The Blade  
Abbey Square  
Reading  
Berkshire  
RG1 3BE

T: 0118 943 0000  
E: [info@bartonwillmore.co.uk](mailto:info@bartonwillmore.co.uk)

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Project Ref:	33574
Status:	DRAFT
Issue/Rev:	-
Date:	December 2021
Prepared by:	Various
Checked by:	Mirella Ainsworth
Authorised by:	Dominic Scott

**Churchill**  
Retirement Living 

**planningissues**  
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