

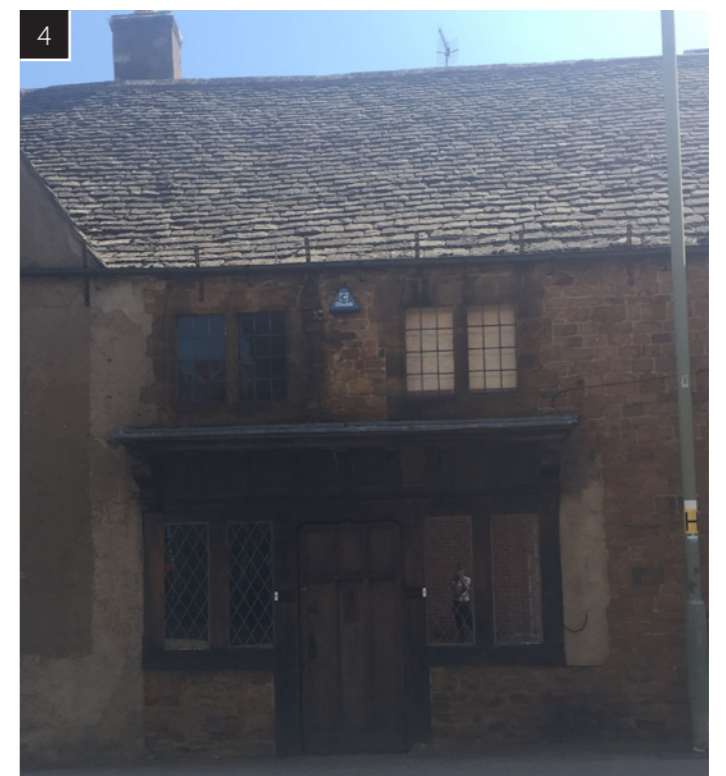
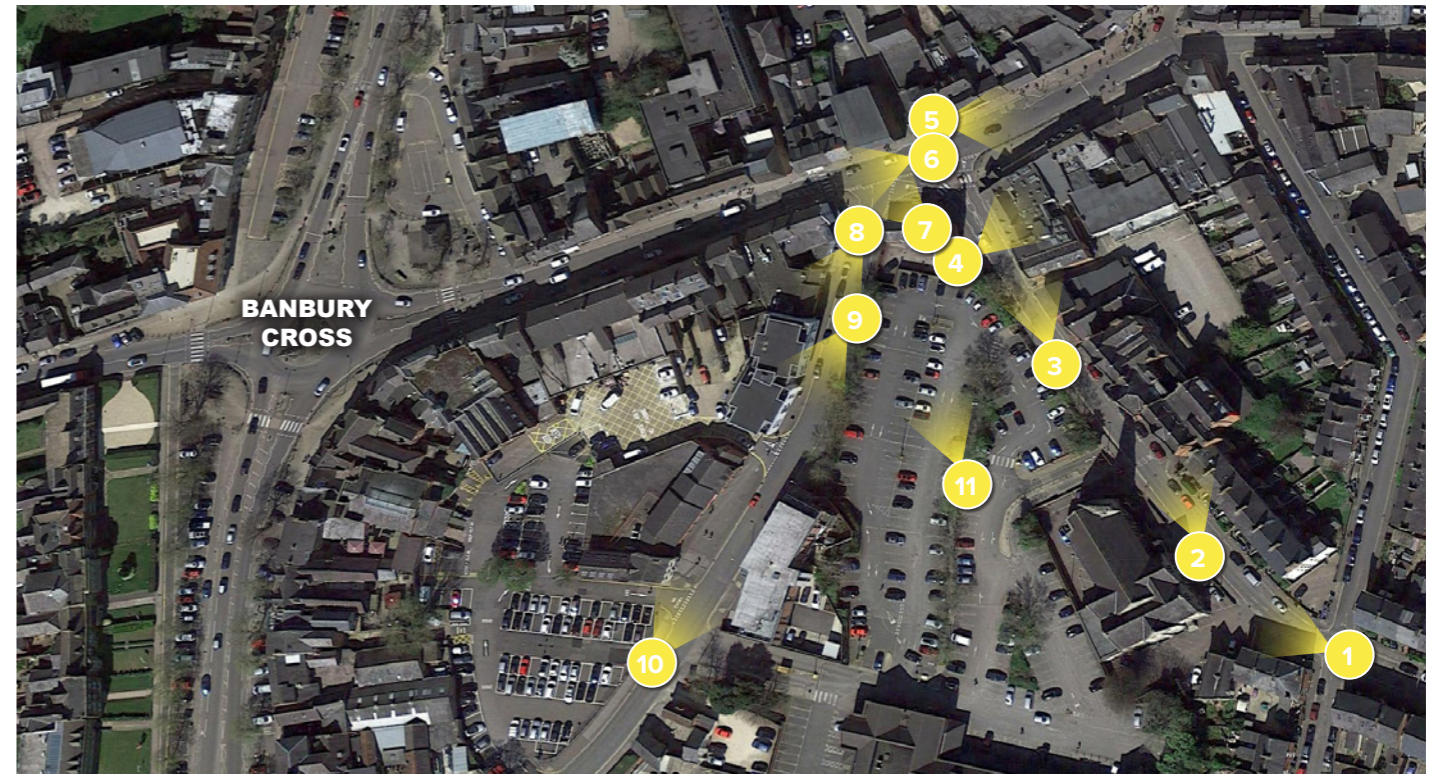
2.0 Context

2.1 Physical

2.1.2 Site Character - Edge Conditions



- 1. MARLBOROUGH ROAD METHODIST CHURCH
- 2. BANBURY LIBRARY OPPOSITE THE SITE ON MARLBOROUGH ROAD
- 3. VIEW DOWN MARLBOROUGH ROAD TOWARDS HIGH STREET
- 4. THE OLD WINE HOUSE 27 HIGH STREET



2.0 Context

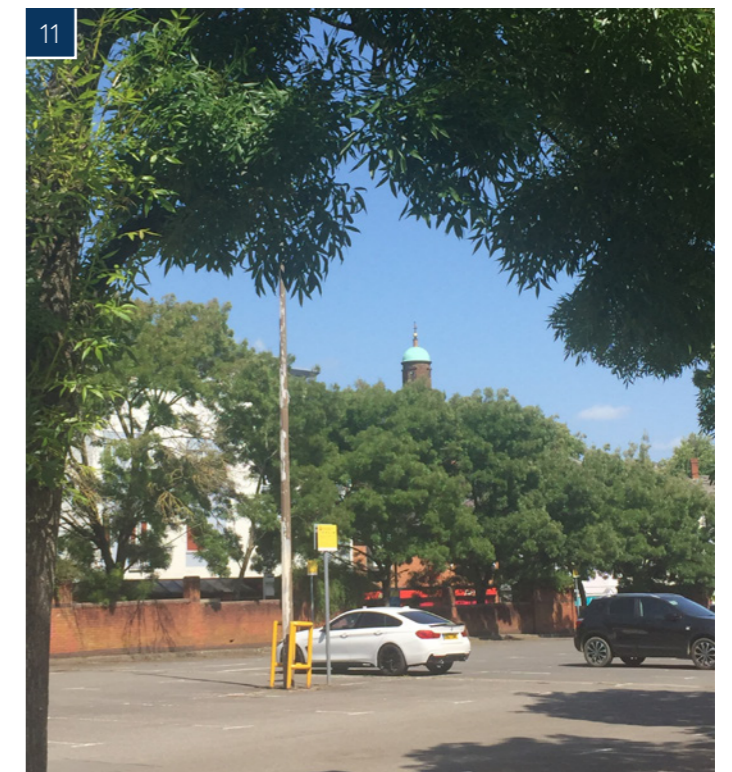
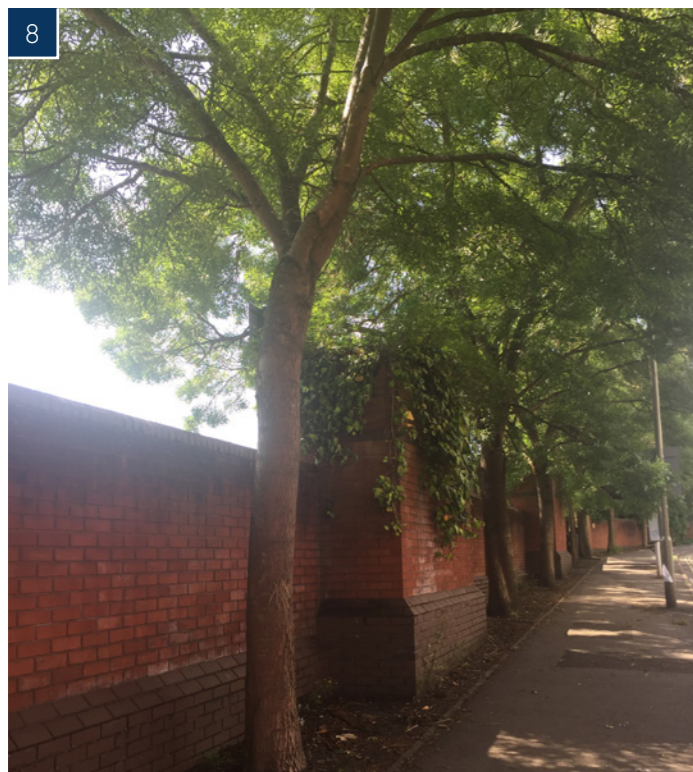
2.1 Physical

2.1.2 Site Character - Edge Conditions

Corstorphine & Wright

- 5. VIEW EAST DOWN HIGH STREET
- 6. VIEW WEST UP HIGH STREET
- 7. VIEW OPPOSITE NORTHERN BOUNDARY TO HIGH STREET
- 8. WESTERN SITE BOUNDARY WITH CALTHORPE STREET

- 9. 4 STOREY APARTMENTS WITH GROUND FLOOR RETAIL OPPOSITE SITE
- 10. CALTHORPE HOUSE ADJACENT SITE ENTRANCE
- 11. HIGH LEVEL VIEW FROM SITE TO ST MARYS CHURCH



2.0 Context

2.1 Physical

2.1.3 Context Character

There is a mix in type and character of built form immediately surrounding the site that the development should positively respond to.

HIGH STREET - northern boundary

Where the site borders the High Street to the north, the streetscape is generally characterized by continuous frontage to back of pavement, with occasional narrow streets or passageways through to development to the rear of the High Street.

There is a vibrant mix of materials, including red brick, ironstone / hornton stone, limestone and stucco render of various shades. Roofs are generally slate and pitched, although some are concealed behind parapets.

Buildings are typically 3 storeys, with commercial height floors and pitched roof. Ground floors are generally treated differently, with larger windows or full and partial shop fronts, with some material changes too, for example, rustication to stucco facades.

The High Street, including nos 29 and 30 to the northern boundary are included in the Medieval Core Character Area of the designated Conservation area, which is recognised as being predominantly civic and commercial in nature and having a dense built form with continuous enclosed frontage of 3, 3.5 and occasionally 4 storeys.

CALTHORPE STREET - western boundary

Although the Local authority's Character Area analysis recognises that Calthorpe Street has a relatively high density, there is currently a reduced sense of enclosure particularly along the site edge, which historically would have been defined with a more continuous frontage of largely 3 storey terraced buildings.

The northern end of Calthorpe Street includes some commercial frontage to ground floor and more contemporary buildings including new 4 storey apartment buildings with flat roofs.

To the southern end of the site, the long stay carpark opposite the site adds further to the lack of enclosure and there are unsightly edges to the site itself as identified in the Calthorpe Area Conservation Character Area.

The former gatehouse buildings to Calthorpe Manor provide some more attractive, 2 storey pitched roof frontage to the street and setting of the listed Manor, with the Globe Inn proving 3 storey pitched frontage to Calthorpe Street.

DASHWOOD ROAD - southern boundary

The rear of the site borders Calthorpe Manor / Dashwood Terrace itself and the rear of properties to Dashwood Road to the south. Calthorpe Manor comprises of 3 former properties, now combined and divided into apartments, creating a linear range with expressed gables. Prominent facades are in ironstone, with red brick elsewhere, and slate roofs.

To the south of the site along Dashwood Road, there is a strongly residential and private character, with a mix of traditional 3 storey red brick terraces, 3.5 storey semi-detached villas, pairs of 1930s 2 storey houses and some infill developments of modern 3 storey apartments.

Properties tend to be set back from the street with medium-sized frontages, that are either landscaping enclosed with low walls, or have been converted into parking spaces / driveways.

MARLBOROUGH ROAD / PLACE - eastern boundary

The site's eastern border is with the Newlands Conservation Character Area which is described as being intensively developed with no defined public realm areas other than the streets themselves, with no vegetation of note within the public realm. Lengthy terraces in Banbury Brick are typical, with narrow frontages and deep plans. There is a uniformity of style with strong and continuous building lines, which are set at back of pavement or with small, walled frontages.

The rear gardens of private properties to Marlborough Place adjoin the southern part of the site. These properties generally consist of 2 and 3 storey terraced houses, with continuous frontage, red brick facades, slate roofs and decorative stone heads and cills to windows. There is a clear vertical hierarchy of fenestration, with larger windows and bays to ground floor. This area is residential in character with houses to back of pavement or with a small, walled frontage.

Marlborough Road adjoins the northern part of the site, with a grander scale of private dwellings (3.5 storeys) and larger civic buildings such as the Methodist Church and the Library. As Marlborough Road nears the High Street, scale reduces to 2 storeys typically and commercial uses are introduced. Red brick remains the predominant building material, with increased decorative detailing, including use of stone, to Marlborough Road, and increased use of ironstone towards the High Street and with the stone-built Methodist Church.

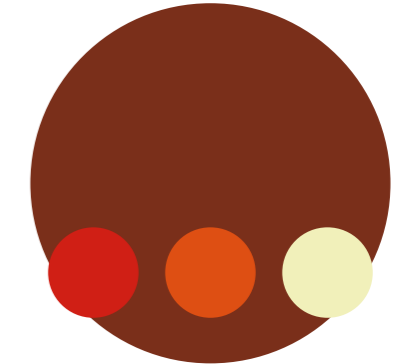
Facade Options



Soft-toned Red Brick
to reflect historic liassic brick



Ironstone
use as detailing accents



Render
Shades as LA Colour Palette Design Guide

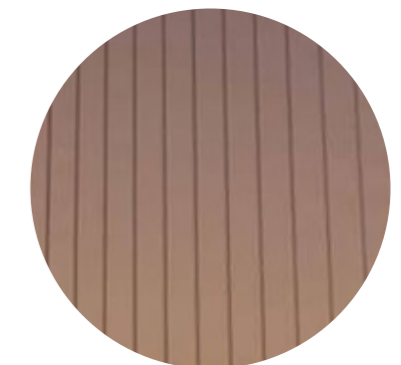
Roof Options



Red Plain Clay Tile



Blue Black Welsh Slate



Metal

Accent Materials

Rainwater Goods, Balustrades,
Contemporary interpretation of Facing Materials / Detailing

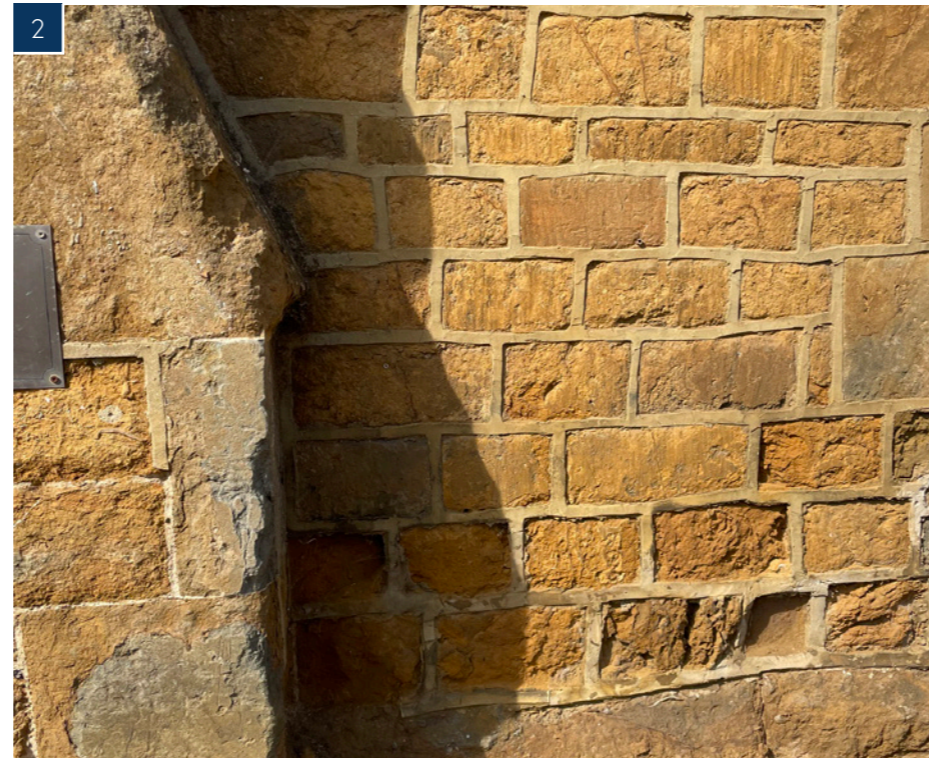
Predominant materials within the Conservation Area tend to be ironstone / hornton stone and stucco to earlier and more prominent buildings, with red brick to later and residential buildings. Embellishments are typically moulded, decorative brickwork, polychromatic brickwork and carved stone detailing. Windows are usually vertical, sliding sash windows with diminishing proportions vertically, and doorways frequently have overlights and surrounds / pediments relative to the overall stature of the building. Garden walls and boundaries are typically brick with garden wall bond, railings, or a combination of both. Roof eaves and verges are generally clipped or concealed behind parapets, with some examples of feature overhangs

2.0 Context

2.1 Physical

- 1. RED BRICK WITH DECORATIVE BRICK DETAILING TO WINDOW, DOORS AND FLOOR BANDS
- 2. LOCAL IRONSTONE / HORNTON STONE
- 3. RED BRICK WITH DECORATIVE STONE DETAILING
- 4. STUCCO RENDER WITH RUSTICATION DETAIL TO GROUND FLOOR
- 5. POLYCHROMATIC BRICK DETAILING - DECORATIVE STRING COURSES AND WINDOW SURROUNDS
- 6. LOW BOUNDARY BRICK WALLS WITH RAILING

2.1.3 Context Character - Local Materials

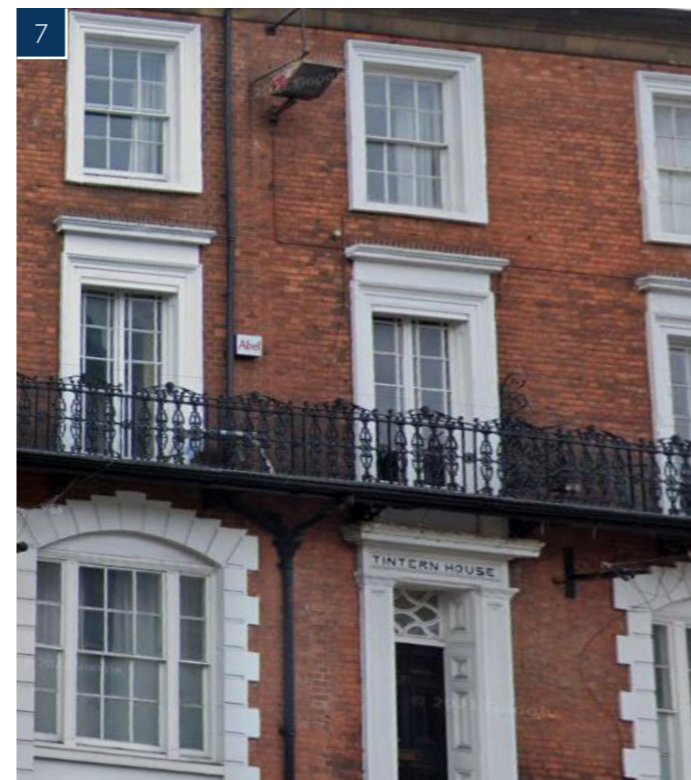
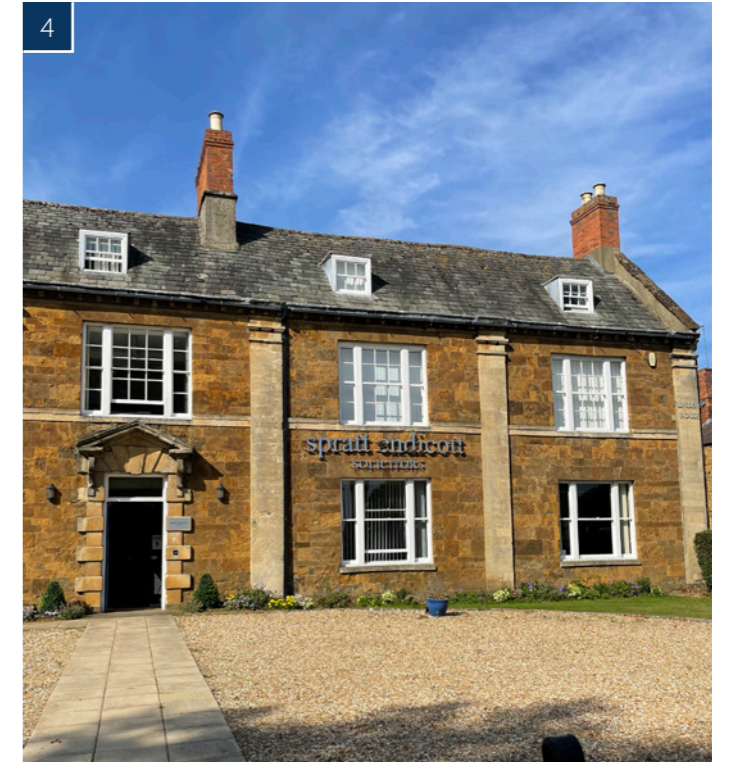


2.0 Context

2.1 Physical

2.1.3 Context Character - Local Details

1. VERTICALLY-PROPORTIONED TOWN HOUSE MODULE WITH ARTICULATED ROOF LINE
2. PARAPET EDGES TO PITCHED ROOF GIVING FLAT ROOF APPEARANCE
3. FRONT-FACING FEATURE GABLES
4. VERTICAL DETAILING WITH CHANGE OF MATERIAL USED TO EXPRESS HORIZONTAL BAYS
5. MIX OF BRICK SHADES AND DECORATIVE STRING COURSES BETWEEN STOREYS AND TO EAVES LINE WITH WINDOW SURROUNDS
6. ARCHED OPENINGS IN FACADE
7. VERTICAL BAR WROUGHT IRON RAILINGS
8. ARCHED FANLIGHTS OVER DOORS AND DEEP SASH WINDOWS



2.0 Context

2.1 Physical

2.1.3 Context Character - Site Sections

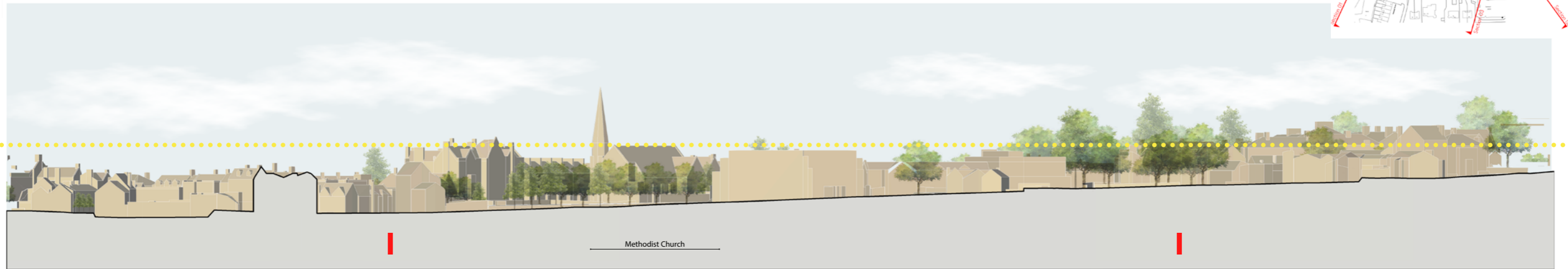
THE BANBURY SKYLINE IS DOMINATED BY A NUMBER OF KEY HERITAGE FEATURES, NOTABLY:

THE MARLBOROUGH ROAD METHODIST CHURCH

ST. JOHN THE EVANGELIST CATHOLIC CHURCH

SAINT MARY'S CHURCH

THE TOPOGRAPHY ALSO RESULTS IN A VARIED SKYLINE, WITH SOME MORE DISTANT BUILDINGS APPEARING HIGHER ON THE SKYLINE



1 Existing Site Section 01 - Calthorpe Street
1:500



2 Existing Site Section 02 - Marlborough Road
1:500



2.0 Context

2.1 Physical

2.1.4 Townscape & Visual Assessment

The Local Authority has identified a number of views that need to be assessed in terms of the impact of the proposals. Many of these views related to heritage assets and the accompanying Heritage Section (See Section 2.4) sets out the heritage context of the site and how it can inform the proposals. Whilst an understanding of the impact on designated heritage assets does include the Conservation Area as a whole, there are additional landscape and visual impacts to consider.

Bidwells have been appointed to undertake a Townscape and Visual Baseline Assessment which identifies key views to and receptors of the development so that the proposals can respond accordingly, depending upon the potential impacts and sensitivities of those views and receptors.

Accordingly, PB Imaging has produced verified views from the identified receptors to AVR Levels 0 and 1, with some to AVR 3, to demonstrate the scale and visibility of the proposals and potential impact they may have. We have held subsequent workshops with Bidwells to review the outcomes, which has then fed into the refinement of the scheme to its current form.

Our understanding of the baseline assessment has been used to create a set of aspirations which we will refer to as part of the continual evaluation of the scheme.

Please also refer to Bidwell's Townscape and Visual Baseline Assessment for greater detail.

Aspirations

- Reflect or re-interpret in a contemporary way, local distinctiveness
- Ensure the proposed development form does not detract from or conceal key landmarks and points of orientation such as the Methodist Church spire
- Limit impact to Banbury's skyline and wider views / receptors with an appropriately-scaled development
- Enhance views from local receptors by removal of insensitive and non-contextual modern development on site
- Make a positive contribution by repairing street frontage and enclosure with engaging, active frontage
- Recognise the potential positive contribution that mature trees can make to local streetscenes
- Opportunity to set up additional positive views of identified assets, for example by improving the setting of the Local Methodist Church from within the site
- Provide suitable sense of enclosure to surrounding streets, whilst creating and framing appropriate vistas through the site, which are positively terminated
- Create a cohesive development with distinctive identity appropriate to local context
- Create character areas within the site that allow for variation and visual interest as well as contextual response to the varying character around the site



Existing Site Sections



Existing Site Sections



Context: Social



2.2

2.0 Context

2.2 Social

2.2.1 Land Use

The site's location within the town centre and near to the High Street means that there is a substantial amount of commercial use surrounding the site, particularly to the north and along Calthorpe Street to the west.

Whilst the current site use is also commercial, with two large retail units to the southern part, the site is somewhat of a transition between predominantly commercial to the north west and predominantly residential to the south east, as shown clearly on the adjacent land use plan. The site also lies adjacent to the Methodist Church and opposite the Library, which introduces a smaller element of civic and community use to the context of the site.

Our market-informed design brief is for a residential only scheme, with the accompanying Retail Impact Assessment demonstrating that the site could not support new retail uses. The close proximity to surrounding residential areas also supports the suitability of residential development on the site. We also understand that the site has been identified as suitable for residential use in terms of planning policy.

A new residential community within the centre of Banbury should help support existing businesses and revitalise the town centre. The recent pandemic has exacerbated a general recent decline in town centre retail and the proposed residential development will work to both bring new life and activity to what is currently a fairly sterile site and support local businesses.

The land use plan also demonstrates the urban nature of the site and prevalence of built form and hard-standing, with a lack of green space to the immediate site context. A little further from the site, civic features such as St. Mary's Church do enjoy a more landscaped setting, and there may be opportunity to introduce enhanced landscape settings to existing and proposed community uses within the site, for example to the Marlborough Road Methodist Church.

The introduction of residential use also provides opportunities for enhancing landscape and site biodiversity via provision of private amenity space. It is however important to avoid introducing a more suburban character into this centre of town location. The provision of high quality public realm and shared amenity space and apartment-led housing could be an appropriate response that supports the transition from urban town centre communal uses to more private residential uses.

