

# College Fields, Banbury Urban Design Framework

John Thompson & Partners for Gallagher Estates and Hallam Land Management

18.06.05



---

## URBAN DESIGN FRAMEWORK

The production of this document has been co-ordinated by members of Gallagher Estates Ltd, Hallam Land Management and the Consultant team of John Thompson Partnership, fpcr, Stoneleigh Planning Partnership, DTZ Piedad and Colin Buchanan and Partners



### **Gallagher Estates**

Gallagher House  
Gallagher Way  
Gallagher Business Park  
Warwick  
CV34 6AF

Tel: 01926 339339

Fax: 01926 339139

E-mail: [andrew.maclaren@jgallagher.co.uk](mailto:andrew.maclaren@jgallagher.co.uk)



### **Hallam Land Management Limited**

Unit 3  
Apex Court, Woodlands  
Bradley Stoke  
Bristol BS32 4JT

Tel: 01454 625532

Fax: 01454 625534



### **John Thompson & Partners**

Wren House  
43 Hatton Garden  
London EC1N 8EL

Tel: 020 7405 1211

Fax: 020 7405 1221

E-mail: [jtplon@jtp.co.uk](mailto:jtplon@jtp.co.uk)



### **Faulks Perry Culley & Rech**

Lockington Hall  
Lockington  
Derby DE74 2RH

Tel: 01509 672772

Fax: 01509 674565

E-mail: [mail@fpcr.co.uk](mailto:mail@fpcr.co.uk)



# College Fields, Banbury

## Contents

### Chapter one

This chapter outlines the local and national context for the development at College Fields, Banbury and locates this Urban Design Framework within the range of other documents including Supporting Design Guidance, Planning documents and the Environmental Statement.

### Introduction

1.1	Introduction	1
1.2	Planning Background	3
1.3	Community Consultation	5
1.4	Development of the Proposals	6

### Chapter two

This chapter provides an analysis of the site and its context, covering existing historical growth, site conditions and landscape elements structuring the site. It also illustrates characteristics of local villages that are useful to the design development of College Fields.

### Understanding the context

2.1	Introduction	9
2.2	Historical growth: Banbury-Bodicote	10
2.3	The location of the site in Banbury	11
2.4	Landscape Character	13
2.5	Local towns and villages	15

### Chapter three

This chapter explains the vision for a sustainable, residential led mixed use development at College Fields, Banbury. It illustrates the character of the new neighbourhood. It also makes reference to the public consultation process and how it has influenced the further development of the Vision and Design principles.

### The Vision

3.1	Vision-making	21
3.2	Key Urban Design Principles	22
3.3	Other outcomes from Community Design Workshop	29
3.4	From Vision to Masterplan	33

### Chapter four

This chapter describes how the vision and an understanding of the context have influenced the design of the public spaces and urban block structure to form a Strategic Concept Masterplan.

It also includes a description of the different elements necessary for creating a balanced new neighbourhood, and supports the needs of a range of stakeholders.

### Strategic Concept Masterplan

4.1	The Strategic Concept Masterplan	37
4.2	Land Use Distribution	39
4.3	Movement Strategy - Road Structure	40
4.4	Sustainability - Residential Density	41
4.5	Sustainability - Residential Density Principle	42
4.6	Movement Strategy - Integrating Public Transport	43
4.7	Movement Strategy - Pedestrian and Cyclist	44
4.8	Landscape Strategy	45
4.9	Landscape - Village square	47
4.9	Sustainability - Site Layout	49
4.10	Landscape - Public Art	50
4.11	Approach to Delivery	50





## College Fields, Banbury Introduction

# Introduction

## 1.1 Introduction

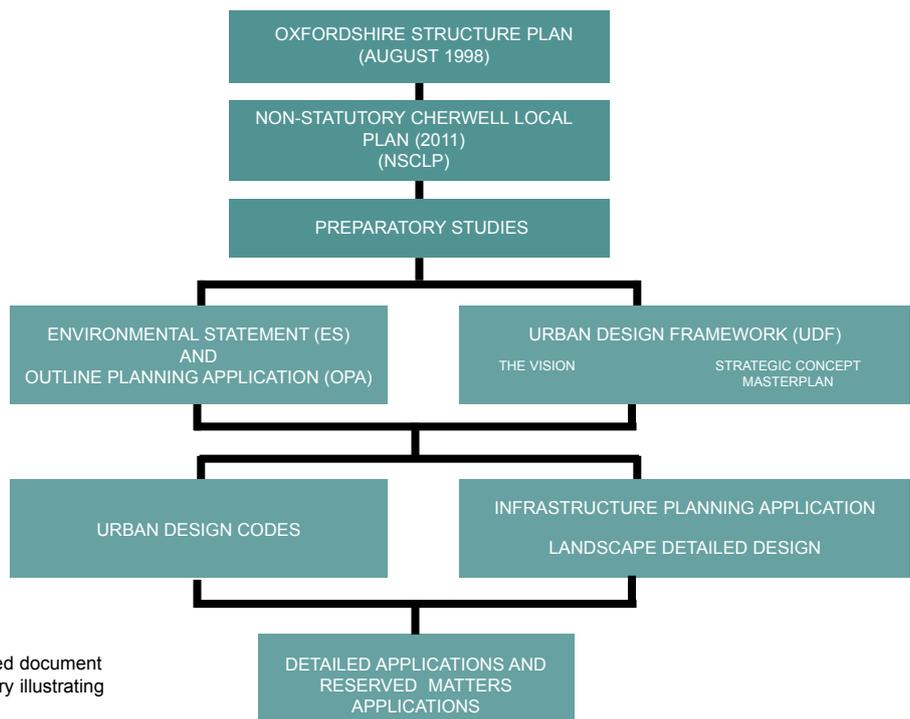
This document sets out the design principles for the development of the College Fields site on the southern edge of Banbury. They are based on:

- National and Local Design Guidance;
- Regional and Local Policy Guidance on Planning (the Oxfordshire Structure Plan and the 'Non-Statutory Cherwell Local Plan 2011 (NSCLP));
- a Community Design Workshop undertaken by Oxford Brookes University held on 4-5<sup>th</sup> March 2005;
- Previous Community Consultation undertaken by Cherwell District Council; and,
- Preparatory studies undertaken by Gallagher Estates and Hallam Land Management, including landscape, open space provision, transport and sustainability assessments.

The Urban Design Framework provides a contextual analysis of the site and sets out a Vision of quality and distinctiveness for the development (Chapter 3), and the basis for the Strategic Concept Masterplan (Chapter 4). Furthermore it offers an explanation of how the Community Design Workshop has influenced the form and nature of the concept masterplan for the site.

The main purpose of the Urban Design Framework is to support the Environmental Statement and Outline Planning Application for College Fields. The key illustration in this document is the Strategic Concept Masterplan (See Chapter 4). This document will also serve as a framework for:

- detailed highway and infrastructure planning applications;
- detailed planning negotiations such as landscape design and management, recreation strategy, streetscapes and materials;
- the production of Urban Design Codes for individual parcels for the full range of building forms and uses, including guidance on height, massing, materials and detailing; and,
- a phasing strategy.

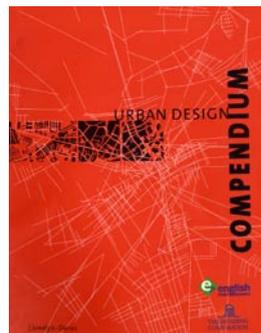
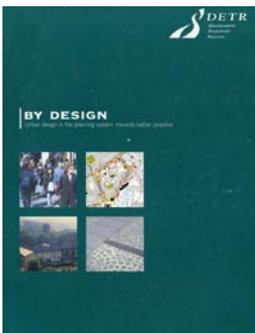
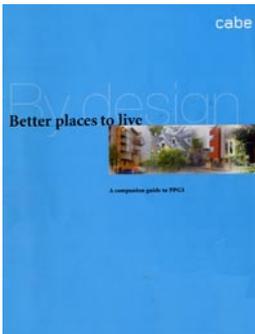


A graphic representation of the intended document 'tree' specific to College Fields, Banbury illustrating their relative hierarchy.

# Introduction

2

## 1.1 Introduction



### National and Local Design Guidance

The Urban Design Framework document will be used to deliver and control a range of quality thresholds. In this context it should be read in conjunction with other design guides that support the aspiration for sustainable urban quality.

National guidance includes:

- Better Places to Live – A Companion Guide to PPG3, DTLR and CABE (2001);
- By Design: Urban Design and the Planning System – towards Better Practice, DETR and CABE (2000);
- The Urban Design Compendium, EP (2000), Design Review, CABE; and,
- DB32 Places Streets and Movement, DETR (1998).

Local guidance includes:

- Residential Road Design Guide, Oxfordshire County Council; and,
- Recreation and Amenity Open Space Provision, Cherwell District Council,

Gallagher Estates and Hallam Land Management have taken on the role of 'Master Developer' (or Town Builder) for College Fields. The role enables the Local Authorities to direct and control the development of the site, ensuring that this urban extension delivers the vision set out in this document and the NSCLP. The role of Master Developer requires the retention of responsibility for the construction of infrastructure and the open space. The Master Developer shall also ensure that the delivery of community facilities and other components are undertaken and are planned and phased to support the pace of development.

# Introduction

## 1.2 Planning Background

### Local Policy Guidance on Urban Design

The NSCLP (2011) identifies Bankside as a urban extension site for future development. It includes the allocation of this site for 950 dwellings and ancillary facilities and services, and sets out a range of conditions to be incorporated within detailed proposals. This plan envisages net residential densities to be not less than 35 dph.

Chapter 10 of the NSCLP (2011) (Policy H10) details a series of urban design principles that reflect national policy on design and specific local conditions. They include a range of objectives to ensure:

- Local distinctiveness;
- Continuity, good street enclosure and a clearly defined public realm;
- Public spaces and routes that are attractive, safe and uncluttered;
- Permeability through ease of movement;
- Legibility through recognisable routes;
- Adaptability of building types; and,
- Diversity.

There is also guidance on achieving high quality architecture and public realm, including contemporary designs that are sensitive to the distinct identity of the place without inhibiting imaginative or innovative approaches.

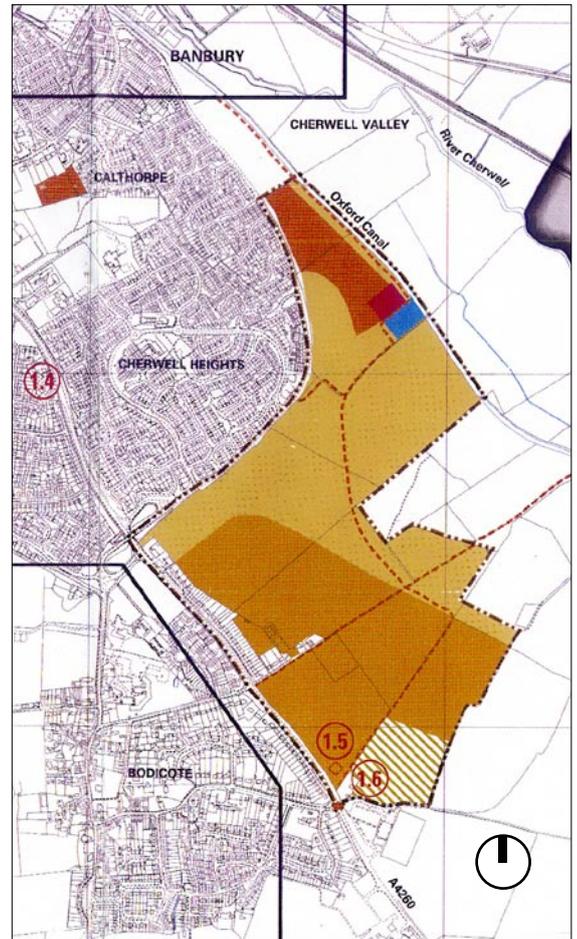
It is expected that designs will also incorporate principles of energy efficiency including minimising heat loss through appropriate urban form and siting, and maximising passive solar gain, day lighting and natural ventilation.

Specific to College Fields is a set of guidance on Canalside development including spatial requirements for public space including public access and buildings with active frontage that enhance vitality of the Canalside.

### A New Neighbourhood for College Fields, Banbury

The proposed development is situated on a 75.8 ha (187 acres) site to the south of Banbury town. Although a minimum of 950 dwellings was stated in the NSCLP (2011), this proposal increases the number of dwellings to 1070 in order to satisfy the requirement for providing densities on allocated land of 35 d.p.h. average.

College Fields site will accommodate a variety of land uses, including the delivery of 2 main residential areas (1070 dwellings), employment uses, a place of worship, a primary school, a public house, a medical centre, a community park, formal sports provision and other local community facilities.

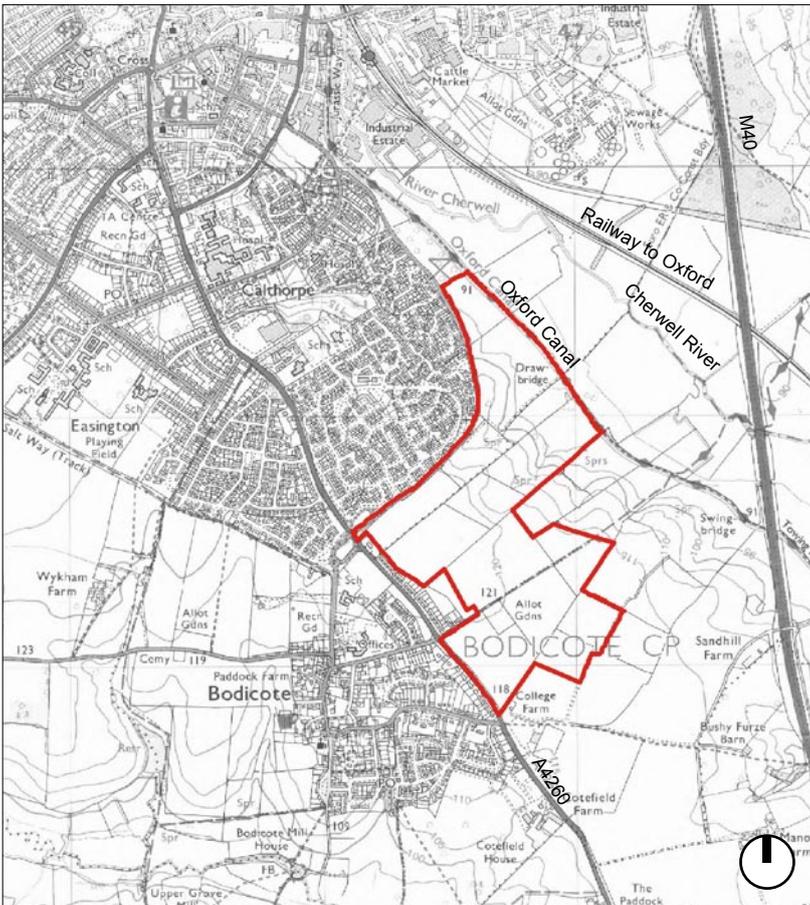


The plan shows some of the important elements of the NSCLP (2011) intended for the College Fields area including; two residential areas, a public house next to a new canal basin, and open space including pedestrian routes and playing fields.

# Introduction

4

## 1.2 Planning Background



The market town of Banbury has historically benefited from its location on communication corridors including road, river, canal, railway and more recently motorway. The land at College Fields lies between two of these routes; the A4260 to Oxford and the Oxford Canal. The main rail route links Banbury to Oxford and London in the south and Birmingham and Manchester in the north. The current population is approximately 40,000 people.

# Introduction

## 1.3 Community Consultation

### Previous Community Consultation

Cherwell District Council engaged in a public consultation process prior to the adoption of the NSCLP (2011) and published records of these consultations, being:

- Banbury Issues Paper (February 1999) outlining the main planning issues affecting Banbury including the scale and distribution of land for housing and employment; and,
- Banbury 2011. Accommodating Necessary Development (September 1999) which outlined the reuse of brownfield land and the release of land on the urban fringe.

### The Community Design Workshop

Gallagher Estates and Hallam Land Management recognise that community involvement is not a finite exercise and have continued to undertake consultation. The challenge is to:

1. Gain the acceptance of the existing community to the development proposals;
2. Establish a sense of community for the new development which has its own heart;
3. Forge links between the new and existing populations;
4. Establish agreed design principles that can be endorsed by the wider community;
5. Identify issues that will require further action.

A Community Design Workshop on behalf of the Developer and Cherwell District Council took place on the 4-5<sup>th</sup> of March 2005. The event was independently organised and facilitated by Oxford Brookes University. The outcomes of the Workshop included:

- The identification of **20 design qualities** that would make a 'good place'.
- The formulation of **11 Key Urban Design Principles**. These principles are detailed in Chapter 3 where they constitute the base of the Vision, and they are integrated into the masterplan design process along with other elements such as; site constraints, orientation and movement.
- The ranking in importance of **19 significant site and contextual characteristics** of the development area
- A **SWOB analysis** (Strengths, Weaknesses, Opportunities and Barriers) of the site;
- The formulation of **site-specific design principles** in terms of edge treatment, movement patterns and the identification and distribution of uses and services
- The identification of **15 emerging issues** that require further consideration through the evolution of the design, of which several will be discussed further in Chapter 3.

The events conclusions were reported in the 'Report on the Community Engagement Design Workshops for land at Bankside/Oxford Road, Banbury.', Prepared, Oxford Brookes University. April 2005. These conclusions are also appended to the Planning Statement for the site.

Chapter 3 will explain how the conclusions have influenced the formulation of a vision for the site. It will also explain how the consultation conclusions tie into local policy aspirations and how they have been embedded in the principles, strategy and layout for the site and its Strategic Concept Masterplan.



Community Design Workshop, 4-5<sup>th</sup> of March 2005.

---

## 1.4 Development of the Proposals

Gallagher Estates and Hallam Land Management have undertaken a number of studies in order to make the most appropriate use of land and to establish the right critical mass and site organisation to create a viable and integrated community. These studies include:

- a landscape and visual impact assessment of the College Fields site;
- an audit of open space in the southern part of Banbury;
- an assessment of transport issues including impact on the local highway network and existing/proposed public transport services; and,
- an audit and evaluation of the site by reference to a range of sustainability criteria.

Proposals have been developed in consultation with Cherwell District Council and take full account of the parameters set out in their Policy H10. As previously stated, the Community Design Workshop has also contributed significantly to the evolution of proposals for College Fields in the establishment of a set of principles (See Chapter 3).

One example of how the design has evolved is in the character of the Community Park. After several iterations of the design, detailed discussion on the character of the Community Park concluded in an informal space which is flexible enough to be used in a number of ways depending on future aspirations of local people. The influence of topography on the Community Park also means that the housing edge will require sensitive design detailing and will rely on building fronts being set-back from the plateau edge to assimilate development successfully into the broader landscape.

Although these consultations have created a strong foundation for the proposals, ongoing discussion is essential in order to refine ideas for the site. These include discussions on the nature and form of:

- the primary school;
- affordable housing;
- the detailed contents of the Community park; and,
- bus routes and frequency.





**College Fields, Banbury** Understanding the context

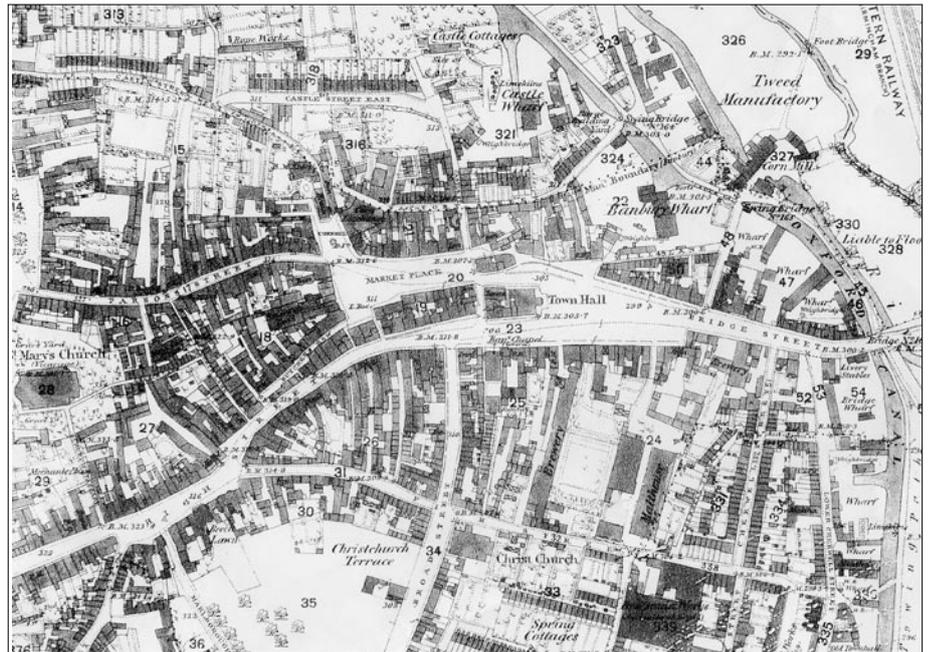
# Understanding the Context

## 2.1 Introduction

This Urban Design Framework seeks to reconsider the relationship between College Fields, its neighbouring areas and the town centre. Therefore, it includes a study of the physical context for providing an urban extension in the South Banbury area. This includes an analysis of:

- Historic development of Banbury-Bodicote;
- The site and its location in Banbury;
- The landscape character of the site; and,
- Local towns and villages and the spatial structure of these settlements including the pattern of blocks and buildings

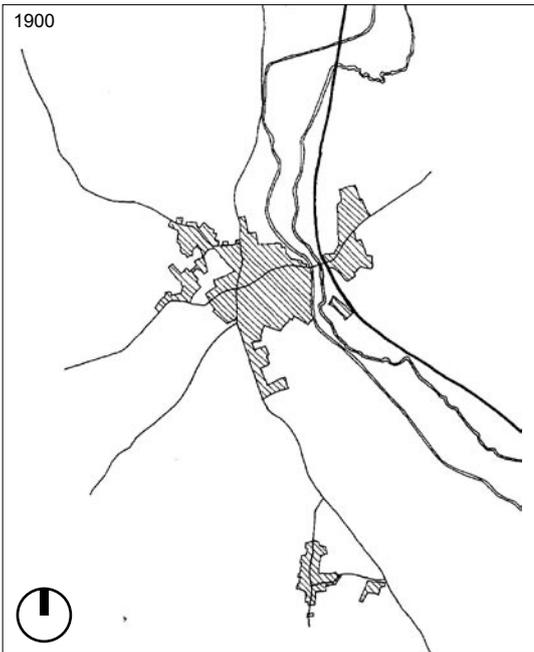
An understanding of the context is necessary for it can help to inform the design and layout of the new development to build upon a complementary identity and distinctiveness. Furthermore, this analysis will indicate the right degree of separation and means of integration with existing developments.



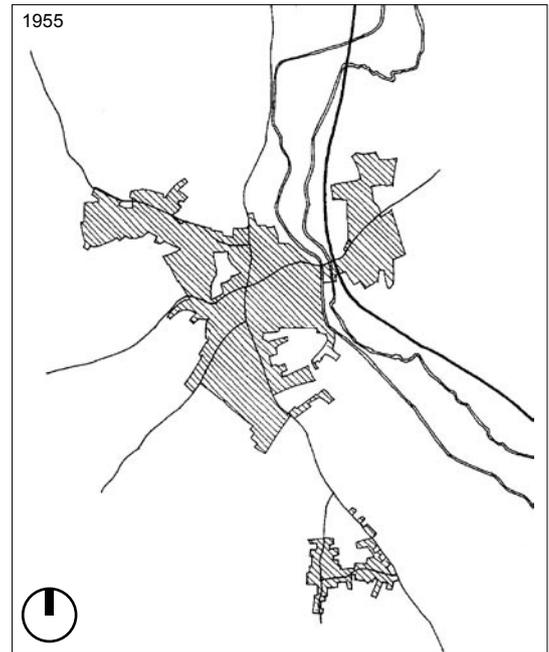
The 1881 plan of Banbury town centre shows the importance of east-west streets that widen out to provide civic spaces including Market Place and Cornhill.

# Understanding the Context

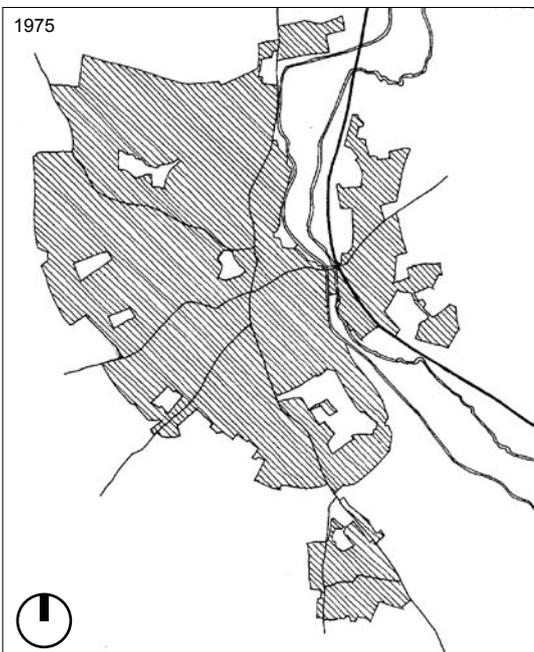
## 2.2 Historical growth: Banbury-Bodicote



By 1900 the main structuring elements of the town were well established. They included market spaces, turnpikes and earlier roads, the river crossing, the mid-18th century Oxford Canal, and the railways.



The 1955 map shows marginal expansion of the town with field plots close to the existing urban edge being absorbed into the town, including garden suburb and Abercrombie type layouts of housing. Bodicote increased in size in a similar way which includes the Oxford Road frontage.



Growth up to 1975 shows a massive increase in the urban area of Banbury including employment land to the North and residential land to the North and West. In the South Cherwell Heights was developed linking the high level Oxford Road to the canal side. In Bodicote housing continued to infill available land including further Oxford Road frontage. In some respects the Oxford Road ribbon development has changed the character of Bodicote.



Up to 1999 there has been urban growth associated with the introduction of the M40 motorway including the Grimsbury area of the town. There had been little change elsewhere. The open landscape setting of Bodicote Manor had continued to be more intensively used with Council offices and further housing.

The growth pattern of the area shows how Bodicote has become less and less detached from Banbury over the last century. This raises the issue of the character of existing residential areas and linkages to the town centre.

# Understanding the Context

## 2.3 The location of the site in Banbury

### Neighbouring Residential Areas

#### Cherwell Heights

- Cherwell Heights is the main residential area in this part of Banbury and is a typical example of late 20th Century suburban development, built between 1969 and 1974.
- The urban edge is abrupt and dominated by Bankside the distributor road to the south of Cherwell Heights. The internal layout is car dominated.
- Housing has tended to spill down the valley side and where screening is absent white cladding and fascia boards are visually prominent.

#### Oxford Road

- Oxford Road is a comparatively busy arterial route into Banbury, with a strong urban fringe context which commences with the former Rugby Club and the southern fringe of Bodicote. The frontage of the development site is defined either by ribbon residential development or by an overgrown hedge.
- Alongside this road some amenities are located such as the former Rugby Club, now a fitness and health centre.
- Towards the centre of Banbury, the Oxford Road presents an attractive tree lined avenue. However, south of the Bodicote flyover the quality of the streetscape deteriorates and there is scope for much improvement.

#### Oxford Canal

- The canal forms the northeast boundary to the site and is defined by hedgerow and mature poplar copses. Close to the valley bottom it meanders to follow the contours and therefore has considerable visual interest.
- The valley slopes to the southwest of the canal have several well established hedgerows and copses which add variety to the landscape.

Spatial sequence of Oxford Road, from College Fields to South Bar Street.



Housing set back from the busy Oxford Road



Oxford Road boulevard tree planting with wide verges



Corner of St. John's Road with no set back to Oxford Road



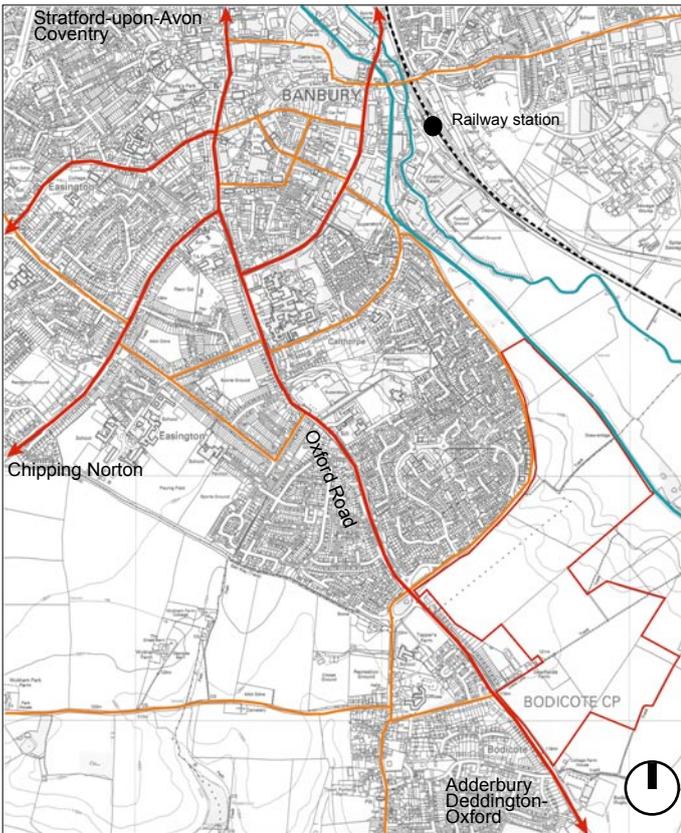
Looking south along incline of South Bar Street



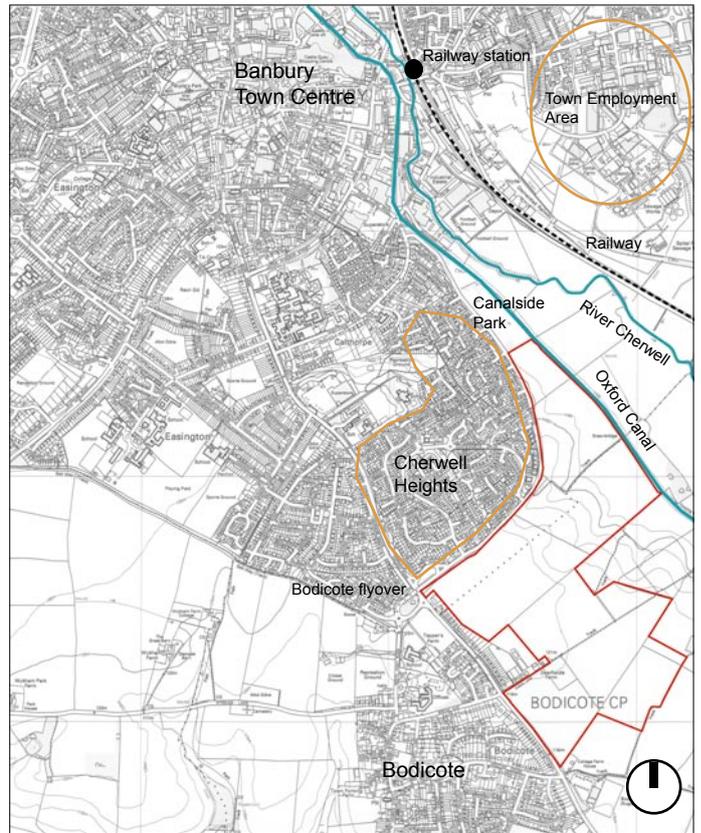
West side of South Bar Street

# Understanding the Context

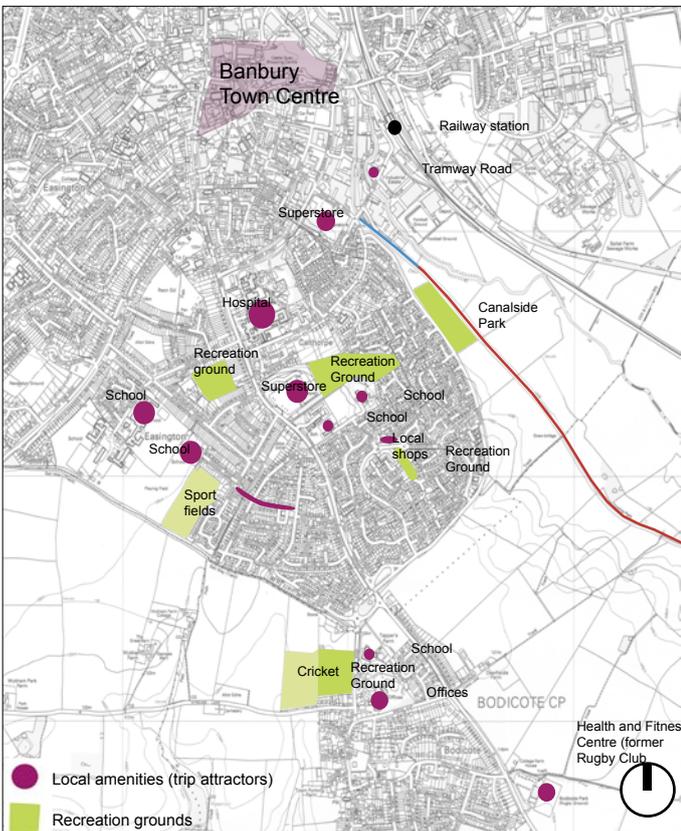
## 2.3 The location of the site in Banbury



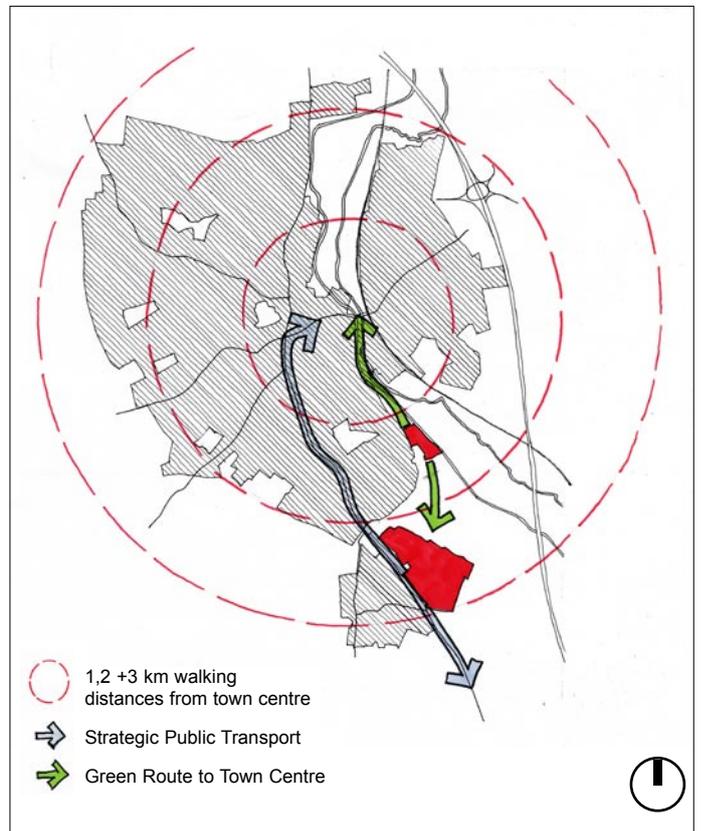
College Fields - road hierarchy and railway



College Fields - Broad context



College Fields - Local facilities and walking routes



College Fields - Strategic links to Town Centre

# Understanding the Context

## 2.4 Landscape Character

The majority of the site is defined by its large scale plateau landscape character, situated to the west of the Cherwell Valley. Its north eastern fringes approach the valley slopes of the River Cherwell. The field pattern is generally defined by low cropped hedgerows with scarce intermittent hedgerow trees. The framework of fragmented hedgerows should be retained as the basis for a new landscape structure.

Land use is primarily extensive arable production with urban fringe uses along the Oxford Road and at Bankside. Residential properties straddle the Oxford Road, with individual farmsteads at College Farm, Cotefield Farm and Manor Farm.

Public Rights of Way run across the area, providing links between Bodicote and the Cherwell Valley. In particular, a Public Bridleway runs along Canal Lane, forming part of the Banbury Fringe Circular Walk, connecting with the Oxford Canal.

East of Banbury the River Cherwell meanders in a south easterly direction through the landscape. To the North West the Cherwell Heights residential area spills over the valley side and is widely visible as a result.

The embanked M40 motorway dissects the flat valley and is a distinctive, intrusive feature. Other transport features include the main Oxford-Birmingham railway and the Oxford Canal, which runs broadly parallel to the river. Recent large scale employment uses are prominent in the landscape east of Banbury, particularly around the M40 motorway junction.

Landscape sensitivity on the plateau is assessed as low, due to the absence of features of particular interest. Overall landscape sensitivity in the Cherwell valley is assessed as medium, due to the opportunities for extensive cross valley views, and the more diverse character of the undulating valley slopes and the river and canal corridors. Sensitivity is however reduced in proximity to the M40 corridor. Whilst the plateau is flat and featureless, the latter area is more diverse, open and sensitive, and is therefore worthy of protection and enhancement.

More details including larger scale photographs can be found in the Landscape and Visual Assessment report by Faulks Perry Culley & Rech.



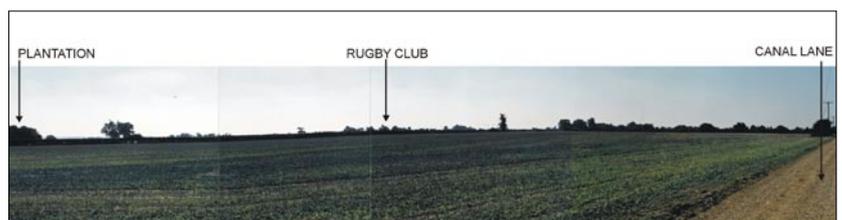
View from the Plateau down to the Cherwell Valley



Prominent building edge of Cherwell Heights



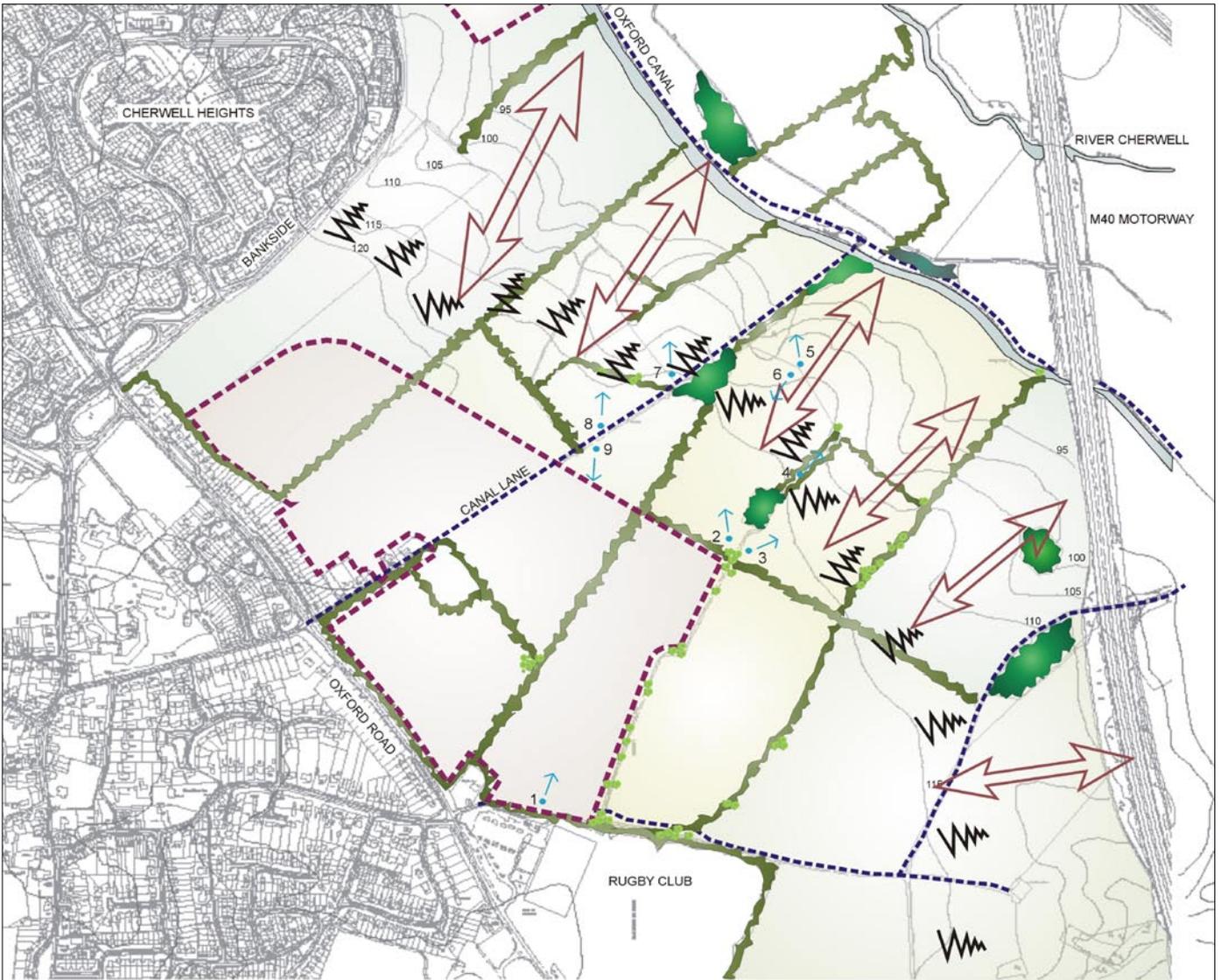
View North across Plateau



View South across Plateau

# Understanding the Context

## 2.4 Landscape Character



Extract of Landscape and Visual Assessment

- |   |   |   |   |
|---|---|---|---|
|  | ALLOCATION BOUNDARY AS DERIVED FROM NSCLP |  | HEDGEROWS WITH TREES                      |
|  | FOOTPATH/BRIDLEWAY                        |  | CANAL / RIVER                             |
|  | CROSS VALLEY VIEWS                        |  | FIELDS                                    |
|  | VALLEY SLOPES                             |  | PHOTOGRAPHED VIEWS (IN SEPARATE DOCUMENT) |
|  | WOODLAND                                  |   |   |

# Understanding the Context

## 2.5 Local Towns and villages

### Banbury town centre

The historic town centre of Banbury is organised around a series of east-west streets and spaces, that link the canal and river crossing in the east to Banbury Cross in the west, which in turn lies on important through routes. The combination of routes, canal and crossing generated the trade that developed the town's market spaces. These spaces are dominated by key buildings such as the Town Hall and are connected to each other by way of pinch points and corners. The urban blocks around Market Place, Cornhill and the Town Hall frontage are characterised by the need to establish a public facade to trade from. The diversity that emerges in the townscape character has a visual and physical richness that has strengthened Banbury's identity over time.



One of the east-west streets that links market places and the regional roads including narrow plots with very deep plans that were intensively developed.



Typical broad space for Banbury's market activity



Banbury Cross

# Understanding the Context

## 2.5 Local Towns and villages



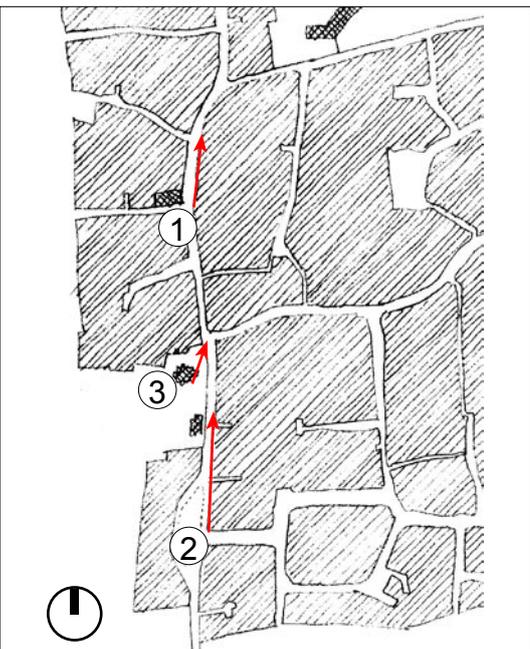
1. Looking towards Manor



2. Looking North with church on the left



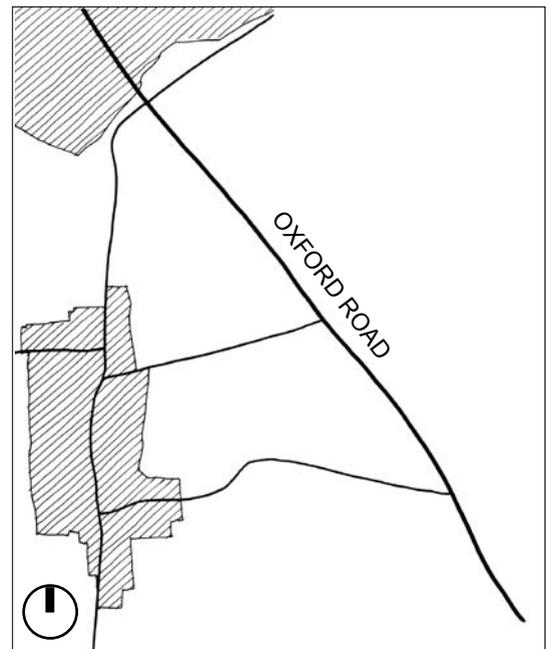
3. Diverse range of storey heights



### Bodicote

Bodicote High Street displays many of the attributes of the villages of the Banbury region. There are lanes that connect to other local settlements including farms and there are important buildings such as the church and the manor. The High Street is a quiet road and has retained its separate identity from Banbury by being located away from the busy Oxford Road that passes to the east. Building alignment is not regular and in certain places a building will terminate longer views creating an attractive sense of enclosure. In the village centre it is common to see a diversity of building height and in one location at the corner of the High Street and East Street three storey, two storey and a single storey adjoin.

Until the building of the M40 the Oxford Road was the strategic north-south route through Oxfordshire and as such had a greater negative impact on Bodicote than it does today. The legacy of the Oxford Road as a major route is the grade-separated junction where the High Street links with Cherwell Heights. The urban edge of Bodicote that the Oxford Road passes through does not have the same townscape merit as the High Street.



Despite the impact of Oxford Road and the flyover, for many people the historic core of Bodicote retains a separate and independent character. This partly due to very little through traffic.

# Understanding the Context

## 2.5 Local Towns and villages

### Adderbury

Oxford Road passes through Adderbury, between Adderbury House to the east and the High Street to the west. Although the road is an intrusion on the village with traffic that is often too fast, the mix of uses prevents the road acting as a severance between the two parts. There are several pubs, a village hall, houses and shops which animate the space. The mix of uses, minimal set-back of buildings and the curving alignment of the road support the character of the village as a 'centre' rather than a 'thoroughfare'.

Adderbury streetscape is made distinct by curving streets and building alignments that opens into wide spaces before closing down to continue the routes. This layout provides several green spaces either as verges, generous set-backs for footpaths or The Village Green itself. The sense of enclosure is reinforced by the continuous building line which is made up of wide frontage shallow plan buildings and carriageway entrances that lead to courtyards.



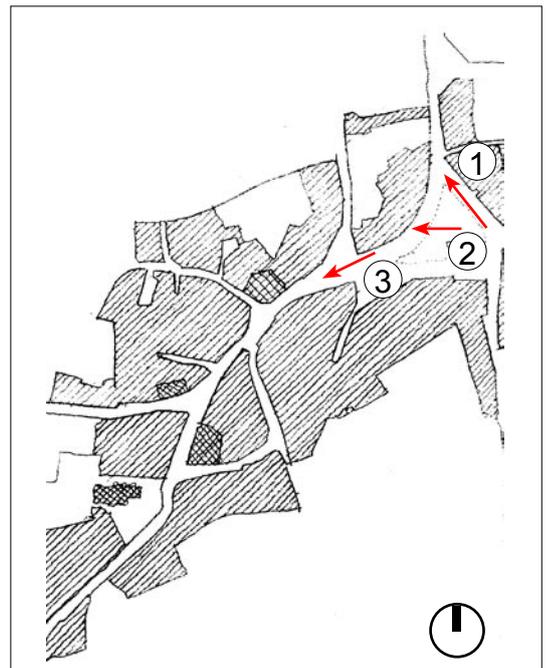
1. Oxford Road frontage



2. View across Green leading to Adderbury



3. Minimal boundaries to front gardens



# Understanding the Context

18

## 2.5 Local Towns and villages



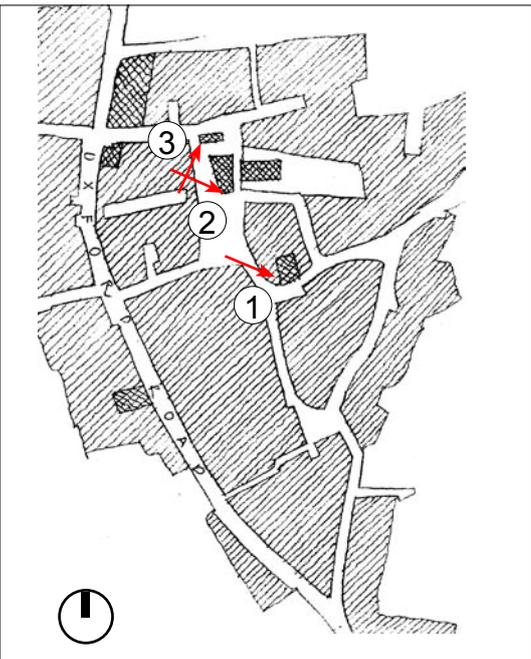
1. Typical street leading to market place



2. Mixed use frontage



3. 4 storey Landmark within square



### Deddington

The main village centre of Deddington has a unique relationship to the through route of the Oxford Road. Historically the main route would have passed through the Market Place, but it now by-passes the village 120m to the west. The village appears to have thrived in the off-line location, which may be due in part to the many streets that connect the Market Place to the Oxford Road. The Oxford Road has a very different character as it passes through the western part of the village; referred to as the High Street and New Street, it has a continuous building frontage with no set-back from the pavement. The building line and the varying width of the street enclosure create a close scale streetscape.

The main civic space of Deddington consists of a large area approximately 270x60m. This however is broken down into smaller spaces and building elements including a small urban block 25X50m, the elevated Town Hall and a smaller block containing Wychway House. The spaces are subdivided into smaller parts including the Bull Ring (20X60m) and Market Place (60X80m). These spaces are informally laid out and contain parking areas, cross routes, grass verges and two greens. The space is framed by a mixture of narrow and wide frontage buildings of continuous boundary. Storey heights around the spaces vary from 2-3, although there are many buildings which have attics.

Deddington was considered an important example of local village design that was analysed as part of the Community Design Workshop. It has helped to inform urban design principles and to identify qualities that make a 'good place'.

# Understanding the Context

## 2.5 Local Towns and villages

### Building Typology

Traditional domestic buildings of the Banbury region have a range of distinct characteristics which provide insight into how the villages were laid out. It is therefore necessary to understand the spatial composition of the buildings, rather than their attractive appearance and architectural detail.

Building plans of these houses show the compromise between the limits of the building materials and the work and living behaviour of the people of the time. Although there are some narrow frontage dwellings on the centres of the villages, the most striking element is the wide front, shallow plan house, often linked to form continuous frontages. There are several effects of this plan type, such as:

- they present steep small end gables when there is a break in the building line such as at corners;
- they compensate for small window openings by having windows front and rear on each room; and,
- they provide large back garden spaces so as to retain reasonable privacy distances between neighbouring windows. Although this may be considered inefficient by current development standards, they provide the opportunity to absorb off-street parking spaces to the rear.

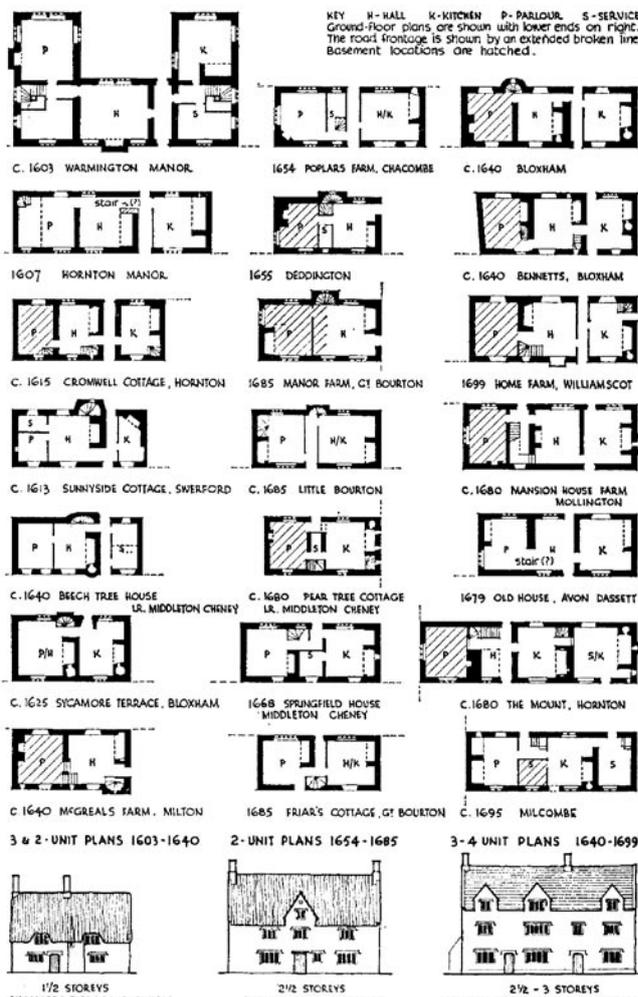
Combined with square and narrow frontage types which are also evident in town and village centres, the wide front houses will enable a layout of greater variety.



A typical mix of wide frontage shallow plan houses in Bodicote



Recent wide frontage building types in a Mews setting.



An extract from Traditional Domestic Architecture in the Banbury Region by Raymond B. Wood-Jones (1963) - This book is a valuable source of information on housing types. This page summarises the 17th century plan types surveyed. Many recent developments have demonstrated the usefulness of wide frontages and given them a more contemporary approach.



**College Fields, Banbury** The Vision

# The Vision

## 3.1 Vision-making

### Introduction

The statement of a Vision for a site is the first creative step in the design process. It assimilates a number of diverse influences in order to understand the nature of the place including: the urban context as described in the previous chapter, and how the landscape and natural attributes of the site impact on the form of the settlement. Moreover, the vision is created through an iterative consultative process involving different stakeholders. The Community Design Workshop held in March 2005 was an important step in envisioning the College Fields urban extension development and it led to the formulation of 11 key urban design principles to be adopted in the design development. They re-confirm the urban design principles within national guidance and the NSCLP (2011). These design principles will be explained further in this chapter and will lie at the base of the translation of the Vision in a Strategic Concept Masterplan.

### The Community Design Workshop

The Community Design Workshop was undertaken by Oxford Brookes University, jointly supported by Gallagher Estates, Hallam Land Management and the Cherwell District Council. They hosted a group of representatives from local residents, interested organisations, public agencies and utility companies. The purpose of the workshop was to seek the views of the participants on what makes a good quality place, agreeing on how it might be delivered and then applying the analysis to the formulation of strategic design principles for the College Fields area. The aim was to incorporate local knowledge, views and expertise in order to enhance the quality of the eventual development.

The event included a presentation by Oxford Brookes that explained aspects of good urban design practice. It was followed by a visit to the neighbouring village of Deddington to identify characteristics that influence urban design. This included a checklist of design elements such as links, active frontages, mix of uses, and overlooking. In the afternoon there was a discussion that tried to identify what principles from the visit could be used to influence the new development at College Fields.

The second day of the event started with a site visit that looked at landscape characteristics and edge conditions. Both issues were discussed in detail later on.

The following section will further discuss the 11 agreed Key Urban Design Principles. They state that the new development should:

1. be well connected both internally and to surrounding areas;
2. be easy to understand through the use of views, landmark features;
3. front and face all publicly accessible space with good active surveillance (from adjacent buildings);
4. contain a mix of house types and tenure and use;
5. be informed by an analysis of local traditional and contemporary components;
6. include the provision of green spaces;
7. have a consistent character;
8. include the proportional provision of community facilities;
9. sensitively and appropriately relate to the surrounding landscape/ countryside by well-considered boundary treatment;
10. have all parking clearly surveilled from surrounding and adjacent properties with some active frontage; and,
11. be sufficiently well connected and have adequate density to support economic viable public transport system.

## 3.2 Key Urban Design Principles

### Introduction

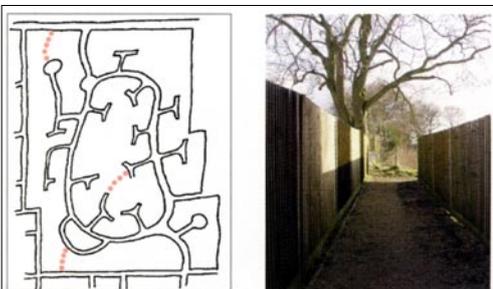
During the Community Design Workshop, the participants were asked to list the qualities that they felt made a 'good' place. The participants were then asked to use this to set out the agreed principles necessary for development on the College Fields site. They establish a vision for the site and lay down the foundations for the process of 'place-making' - that is, how to integrate this new neighbourhood into the surroundings.

### 1. New development will be well connected both internally and to surrounding areas through the use of an irregular grid of streets leading to spaces.

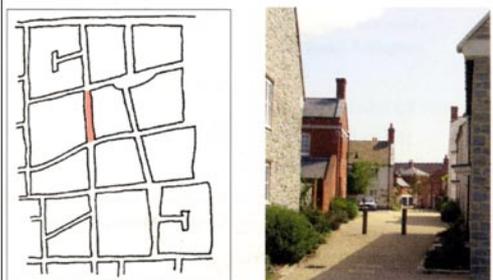
CORE OBJECTIVE: CREATING CONNECTIONS

Routes should lead where people want to go. Providing for the optimum variety of journeys means creating open-ended, well-connected layouts. Introverted, dead-end layouts limit people's choice of how to travel, especially if they want to walk, cycle or use the bus. They also limit the adaptation or extension of the development. By contrast, a well-connected layout has many advantages:

- frequent points of access into and through the development;
- more convenient, direct routes for pedestrians and cyclists;
- better opportunities for the provision of bus services through the site
- clear views and easy orientation;
- traffic dispersal;
- scope in the long-term for adaptation and change;
- active street;
- positive surveillance;
- speed restraint.



Pedestrian routes introduced to overcome poor connections often result in routes which are not overlooked and are unattractive to pedestrians



Pedestrian-only routes should be designed as an integral part of the street network, as here

# The Vision

## 3.2 Key Urban Design Principles

**2. New development will be easy to understand through the use of views, landmark features and spaces.**

CORE OBJECTIVE: LEGIBILITY

How easy a place is to understand can be assessed through a variety of techniques, including mapping, carrying out surveys and interviews and watching how people behave. There are developed techniques for analysing the local context which include appraisals of:-

- gateways and points of transition (at main entry points between different areas and at transitions between different uses);
- nodes (important junctions and points of interaction);
- landmarks and features (important buildings, corners, symbols and works of public art);
- views and vistas (seen from within the area and from the outside); and,
- edges and barriers (including the boundaries between different zones and areas and streets which integrate or sever)

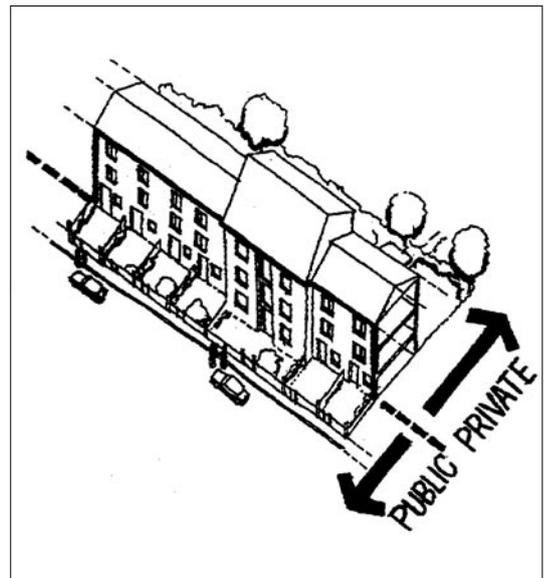


**3. New development will front and face all publicly accessible space with good active surveillance (from adjacent buildings).**

CORE OBJECTIVE: WELL ORIENTATED BUILDINGS AND SPACES

The fundamental objective of the urban design approach to this new part of Banbury is to differentiate between public and private spaces, which have in the past been merged together, resulting in a confused and difficult to understand hierarchy of streets, buildings and open or public spaces.

The location of 'public faces' onto 'public spaces' and that of private spaces behind will give a clear hierarchy to the street, avoiding the usual mix of fronts, sides and backs. This is considered architectural 'good manners', providing a separation of the public and private function of housing design.



## 3.2 Key Urban Design Principles



### 4. New development will contain a mix of housing types and tenures and/or uses along the street and block.

CORE OBJECTIVE: MIXED COMMUNITIES

The Strategic Concept Masterplan provides the opportunity for homes that respond to people's needs whether they are of different age, economic status or with different lifestyles or whether they have different levels of mobility or dependence. There will be a mix of homes for sale and rent which will benefit providing a plan for 'lifetime communities'. For instance it will:

- lead to a better balance of demands on community services and facilities such as the new school;
- allow people to make changes of lifestyle without leaving a neighbourhood;
- avoid the concentration of housing of the same type to enable community self-help such as child care; and,
- support passive surveillance of public spaces with people coming and going throughout the day and evening.



### 5. Development will be informed by an analysis of local traditional and contemporary components (e.g. building form, street patterns, plot layout) in order to deliver a locally distinctive place.

CORE OBJECTIVE: INCORPORATING VARIETY

The most enjoyable places have a visual and physical richness that strengthens local identity. Short walking distances within these neighbourhoods often express;

- changes in building form, colour and massing;
- contain a range of different uses;
- incorporate a range of different types of dwellings; and,
- increase activity within the street at different times of day.

Local character analysis shows traditional domestic buildings of the Banbury region have a range of distinct characteristics including layout. A typical element is the wide front, shallow plan house, often linked to form continuous frontages (See the section on building typologies).



# The Vision

## 3.2 Key Urban Design Principles

**6. New development will include the provision of green spaces (formal and informal) to accommodate a range of uses, features and tree planting.**

**CORE OBJECTIVE: PROVIDE QUALITY OPEN SPACE NETWORK**

The landscape framework will include a range of quality green spaces including civic spaces, green corridors and large areas of Community Park containing amenities. Landscape consideration will apply throughout the development to ensure a level of interest and visual consistency and will establish a quality precedent for the development of building design. To achieve this, the guide will identify standards that will achieve:

- an attractive, hospitable and safe street environment;
- high quality in materials and craftsmanship;
- a valued and well cared for place; and,
- robustness and good appearance in all weather conditions.

A key component of the overall plan is the parkland area which forms the structure for a range of components including:

- activities areas containing active-passive areas for park and civic events;
- an active 'fringe' including sports, parking and management facilities;
- a 'green rim' including woodland blocks, hedgerows, grassland and meadows; and,
- a specially designed canal side, wetland habitats and sports facilities.



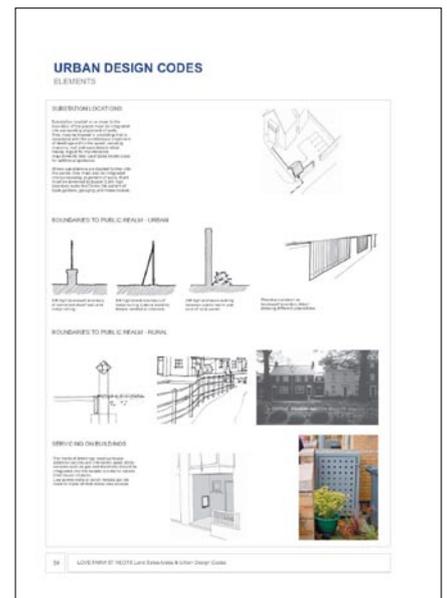
**7. New development will have a consistent character, but will allow for some individuality and personalisation. However, this will be controlled by a select palette of materials.**

**CORE OBJECTIVE: LEGIBILITY**

A consistent character is important as it can allow an ease of understanding the place and how it fits within the regional character of other villages. The richness and sense of quality seen in the best environments are the consequence of careful consideration of streets and blocks, spaces and building details.

The transfer of development quality aspirations from strategic outline proposals though to detailed designs for College Fields will require an appropriate degree of prescription. An urban design code can form an important link between planning and development processes in the delivery of consistency.

They have a role in reconciling the needs of the wider community though the local planning process with the practical and economic delivery of building a piece of town. There will be many individuals and agencies involved in the production of College Fields. Whilst many individual stakeholders may change during the programme of development, consistency of design quality aspiration must not.



## 3.2 Key Urban Design Principles

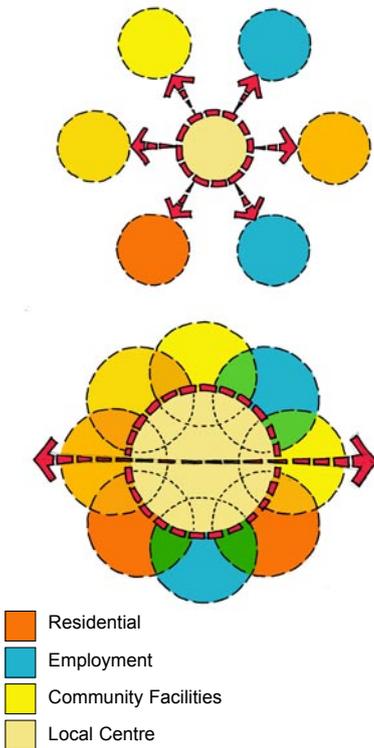
### 8. New development will include the proportional provision of community facilities and features in appropriate and accessible locations.

CORE OBJECTIVE: INCORPORATING VARIETY

Community sustainability will be promoted through the provision of a range of different amenities and facilities. It will respond to a spectrum of changing needs and enable the community to become established and develop over time and allow integration into the wider community support network. It will strengthen links with neighbouring communities encouraging the creation of regional relationships.

The participation process has highlighted the desire for community development support and this will be considered as part of the broader delivery of the urban extension. These bodies have been demonstrated to work where local representatives, the parish council, employers and residents form a board that has direct involvement with managing community facilities including landscape.

Even when there are few commercial or amenity uses in a predominantly housing area, how uses are clustered and the walking distance between them is of great importance.



Concept diagram showing that mixing of uses is crucial to supporting the vitality of local centres

### 9. New development will sensitively and appropriately relate to the surrounding landscape/countryside by well-considered boundary treatment.

CORE OBJECTIVE: CHARACTER AND FORM

A positive response to the existing landscape character of the area is of great importance to development on this site. Two key issues arose through the Community Design workshop, firstly, the sensitive treatment to views and boundaries, and secondly, the physical separation from Bodicote and Cherwell Heights.

The development requires edges and boundary landscape to be sensitively detailed. A central design issue is the conflict between the merit of long views from the site eastwards and the need to use landscape to mitigate against harmful views of the site across the valley.

There was overwhelming opinion in the Community Consultation workshop that there should be generously landscaped set-backs to existing settlements. They included greens and boulevard edges and were tree lined. Although a movement network will reinforce links to neighbouring villages, the use of landscape to separate the development means that although it is an intrinsic part of south Banbury it will in effect be separate from both Banbury and Bodicote.



# The Vision

## 3.2 Key Urban Design Principles

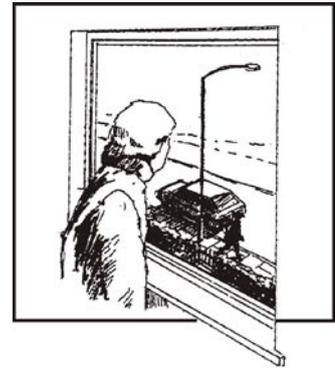
**10. All parking will be clearly surveilled from surrounding and adjacent properties with some active frontage. It was decided that a detailed parking strategy would need to be developed to deliver this aim in all parts of any new development.**

CORE OBJECTIVE: COMMUNITY SAFETY

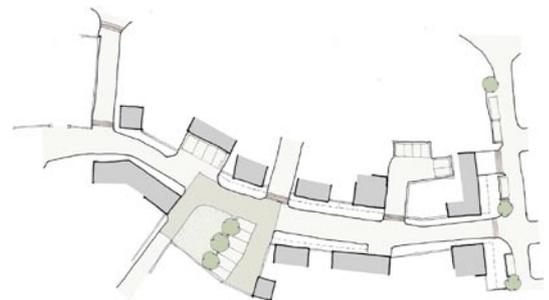
Residents feel safer when they are able to see the street and the activities in it. Passive or natural surveillance can strengthen the residents' governance of the street and provide quick response to activities in the street.

A practical and co-ordinated approach is required to resolve the issue of safety and security for people and properties. By raising awareness and providing practical solutions for the design and layout of the physical environment (such as the overlooking of publicly accessible space) good design will help reduce crime, fear of crime and antisocial behaviour. The key aim it to create:

- a safer and more secure environment
- increase the risk of detection of criminal and antisocial activity
- make crime more difficult to commit.



Residents feel safer when they are able to see the street and the activities in it



The layout of Mews court should emphasize a focal point as a Local Area of Play with seating and trees where possible.

## 3.2 Key Urban Design Principles



A mix of uses resulting from the integration of uses, enough people in the local catchment and understanding pedestrian desire lines



Public transport, walking and cycling are key to the sustainability of College Fields.

### 11. Development will be sufficiently well connected and have adequate density to support economic viable public transport system.

#### CORE OBJECTIVE: DENSITY AND PUBLIC TRANSPORT

New development has to contribute to existing urban areas in a more sustainable way, encouraging improvements in the quality of environment for local communities, more walking to work and local amenities, and more use of public transport for work and amenities that are further afield.

This is not to say that all new developments should be built to the highest density but that they should respond in the best way possible to their urban context. Less car use in well connected areas can increase the areas vitality with more people living there, whilst poorly connected areas could not survive without significant car use and are also likely to have fewer people living there.

The principle implies that 'mixed-use' areas that contain housing and amenities should be in close proximity. Uses that are overly segregated within an area can reinforce a lack of identity for the whole because important uses that support centres are sucked to the edge and increase the tendency to travel by car for short journeys.

Truly integrated mixed-use will:

- integrate uses with each other,
- rely on close proximity between uses,
- manage out nuisance,
- rely on pedestrian desire lines, and
- share amenities.

A successful and sustainable local neighbourhood is therefore a product of the distance people will walk to access daily facilities including work, the presence of a sufficient range of such facilities to support their needs, and places and spaces where a variety of activities can take place.

"This pattern of compact urban development sustains appropriate levels of economic and social activity around urban centres and local 'hubs'. It also ensures that all parts of the city – even the more remote, quieter neighbourhoods are within an accessible distance from basic public transport and social facilities."

*Towards an Urban Renaissance, UTF (1999).*

# The Vision

## 3.3 Other outcomes of Community Design Workshop

### 1. Site-specific design principles

Lists common principles in themes as movement, use and location of services.

Road hierarchy:

- Oxford Road as main traffic artery, and the developments main internal streets running parallel to the Oxford Road. This movement pattern was observed in Deddington earlier.
- main access in the Southern area connecting Oxford Road and Bank side
- grid system of tertiary streets in both northern and southern portions of the site
- footpath access only across the Community Park

Use and location of services:

- A commercial or local centre in the southern development area
- A Community Park in the central part of the site
- Playing fields were located adjacent to Oxford Road and Bankside
- Location of primary school close to commercial centre
- School adjacent to Community Park
- Location of Canal basin with adjacent residential development and public house in the northern part of the site.

### 2. Other emerging issues

Throughout discussion about the key principles that should be embedded in the development of College Fields, there was a consensus about the main themes. These became more important when people were asked to identify emerging issues that could not be concluded within the time limit of the workshop. In no particular order, these themes are:-

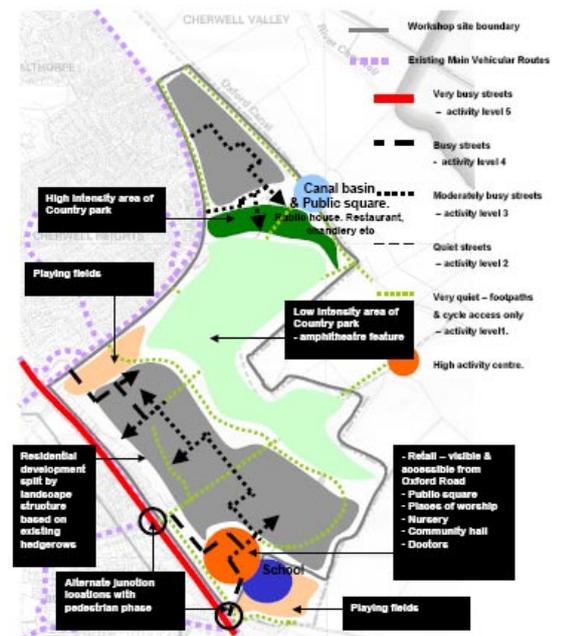
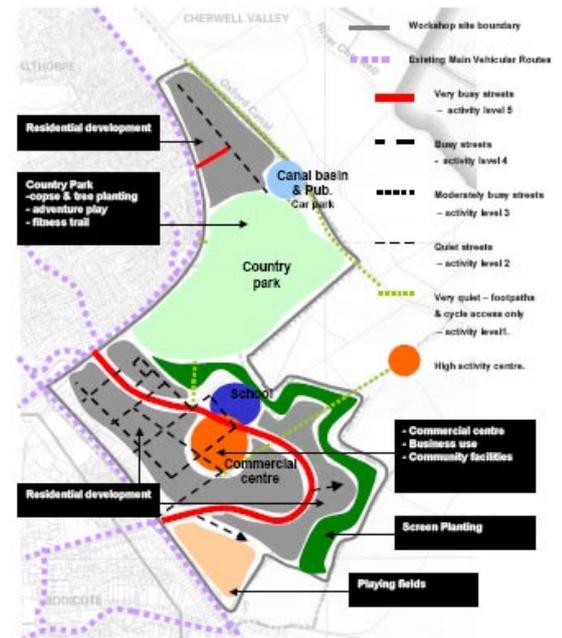
- Protection of the valley slopes
- The identity of the new development
- Defining whether the new development is a coalescence or separation - of other neighbourhoods
- Consideration of the wider movement network
- Delivering safety in the public realm

The table on page 31 lists the specific issues identified in the Community Design Workshop Report.

### Protection of the valley slopes

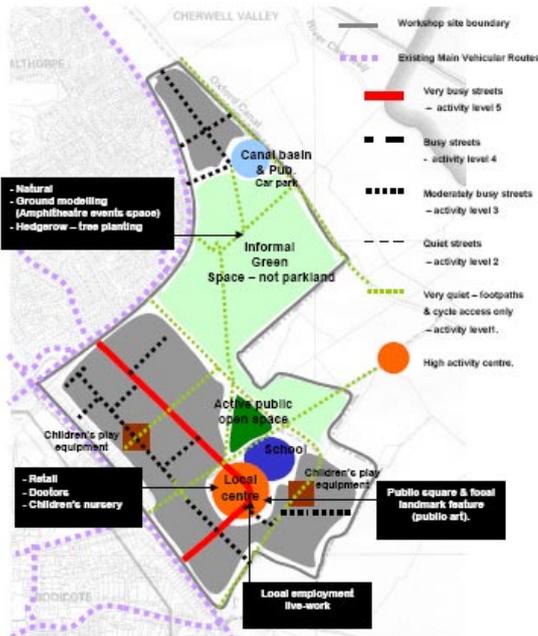
Consideration of landscape was a central theme through the whole two day event. The range of diverse interests can be summarised as:

- Views of the countryside from some existing houses on the edge of Bankside – the design should protect the visual amenity of people living along the edge of Cherwell Heights. It was pointed out that not all views are attractive. Visual detractors are M40 highway and Banbury's industrial area.
- The protection of the sites ecology was seen as important. They contain hedgerows of ecological value including some mature oak trees.
- Views inwards to the site from across the valley including those from the M40 and the railway. Structural landscape would allow for selective views in and out, but would fully assimilate development into the landscape by a robust landscape structure. The protection of existing hedgerows would contribute to this approach. Consideration should also



'Movement and Use proposal' schemes, produced by the 4 workshop working groups at the CDW.

## 3.3 Other outcomes of Community Design Workshop



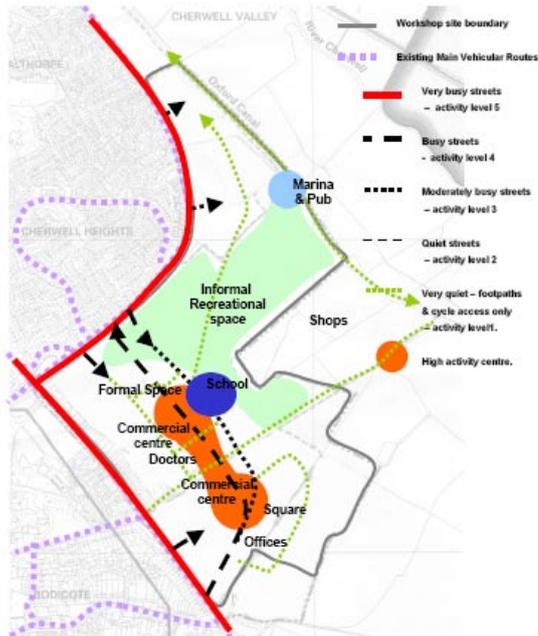
be given to screening some of the more intrusive frontages of Cherwell Heights.

- Careful consideration of the valley slopes - no built development should take place on the slopes and what uses are provided should be integrated into the existing landscape features. If it is to be a community park, it should facilitate the integration of surrounding neighbourhoods and those further a field.

### The identity of the new development

Many people said that the development should have its own special identity and not a 'brand type' identity. This has been particularly hard to define, especially as it is so intertwined with concerns about coalescence (which is discussed as a theme in its own right). People asked what the identity is and does it relate and join to Banbury or Bodicote? It is often referred to as an urban extension, yet it is in a different parish.

However, there are two very different development areas envisaged. To the north the development area is well related to Banbury town centre. It has close pedestrian links to the shopping area and can be considered as part of the townscape of Banbury. To the south the development area lies on a plateau to the east of Oxford Road.



In this context it may be easier to consider the definition of an identity not as a starting point but as a conclusion from a review of other themes. For example, if Oxford Road provides a degree of severance from Bodicote and a landscape strip is used as a buffer to Cherwell Heights and Banbury, then non-coalescence of the southern development area is the consensus view. In this way the southern development area will have a separate identity in the same way that the heart of Deddington is separate from other places.

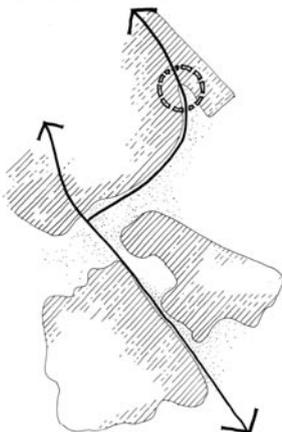
### Defining whether the new development is a coalescence or separation of other neighbourhoods

The southern development area was more of a concern than the northern development area. Development along the Oxford Road would give the impression that it was a part of Bodicote whilst developing close to Cherwell Heights would suggest it was a part of south Banbury. Using example photographs as prompts people suggested there should be generous set-backs in these areas. The Oxford Road frontage could be further developed as a green with trees. The precedence for this is Adderbury further along the Oxford Road. In Adderbury there are soft verges, wide areas of grass and curving building lines. It is a special place despite much of its character dictated by the road.

### Consideration of the wider movement network

The development should be a walkable neighbourhood with easy pedestrian connections to amenities that are clustered in the centre. It should allow for also allow for a choice of different transport types for attractors further a field including

- Wider pedestrian networks such as crossing the canal to use the tow path;
- Cycle routes were seen as important particularly as the canal route to the town centre is flat;



College Fields in the south is separated from Bodicote (Oxford Road) and Cherwell Heights (Bankside). The northern development area is fully integrated in the fabric of Banbury town centre.

# The Vision

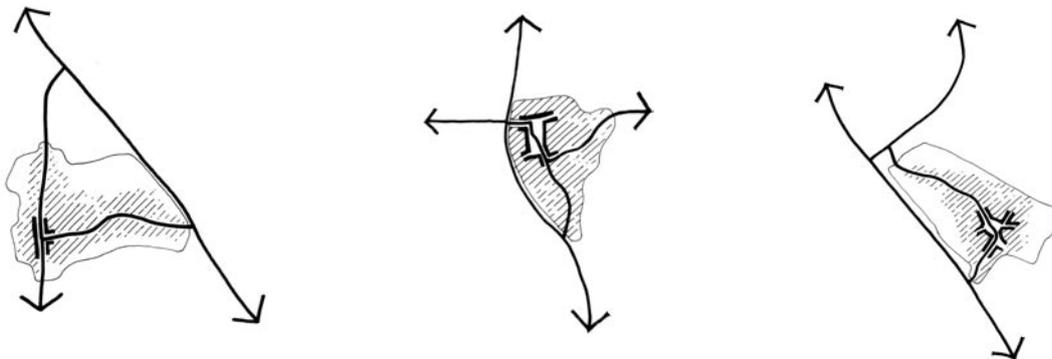
## 3.3 Other outcomes of Community Design Workshop

- Buses should be able to penetrate the site and have bus stops that were a short walk from all dwellings;
- Car use is likely to stay a high priority and will need to be managed throughout the site, particularly to suppress rat-running; and,
- Parking needs to be sensitively detailed as large parking clusters that are poorly laid out can over dominate the street scene.

### Delivering safety in the public realm

Overlooking of publicly accessible space was seen as a very important principle. This would include areas of car parking whether it was clearly in the public realm or in mews streets. Therefore a parking strategy should include a demonstration of dwellings overlooking parking and close proximity of allocated parking spaces.

Emerging issues requiring actions.			
1	Range of uses and flexibility in terms of the provision of commercial and social facilities.	9	Management and maintenance of open spaces.
2	Transport - the effects on the wider road network.	10	Accommodation of the car e.g. parking.
3	Public transport.	11	Off site impact of the development - traffic, health provision, sports provision, education.
4	The name of the new development.	12	[How] can we create a community?
5	Does the new development relate to Bodicote or Banbury and from where does it take its reference? Where are the local design references?	13	Detailed form of the "village".
6	Character of the [community] park.	14	Further analysis of the fact that the development is isolated from the town and Bodicote (by the Oxford Road and Bank-side).
7	Location and extent of playing fields.	15	Impact on local residents.
8	Bodicote gap - fact of fiction?		



**Identity of the new development**  
Schematic drawings of Bodicote, Deddington and College Fields shows how they each relate Oxford Road, with their local centre 'off to the side', guaranteeing a quieter character.

## 3.3 Other outcomes of Community Design Workshop

CORE URBAN DESIGN OBJECTIVES	WORKSHOP DESIGN PRINCIPLES AND POLICIES	LOCAL PLAN AIMS AND POLICIES												
		Transport	Energy	Wildlife	Air	Water	Land	Health & Safety	Cultural and social	Equality	Housing	Employment		
CREATING CONNECTIONS	1 New development will be well connected both internally and to surrounding areas through the use of an irregular grid of streets leading to spaces.	•	•								•	•	•	•
LEGIBILITY	2 New development will be easy to understand through the use of views, landmark features and spaces.	•					•							
WELL-ORIENTATED BUILDINGS AND SPACES	3 New development will front and face all publicly accessible space with good active surveillance (from adjacent buildings).								•	•	•			•
MIXED COMMUNITIES	4 New development will contain a mix of house types and tenure and/or uses along the street and block.									•	•	•		
INCORPORATING VARIETY	5 Development will be informed by an analysis of local traditional and contemporary components (e.g. building form, street patterns, plot layout) in order to deliver a locally distinctive place.									•		•		
PROVIDE QUALITY OPEN SPACE NETWORK	6 New development will include the provision of green spaces (formal and informal) to accommodate a range of uses, features and tree planting.			•	•	•	•			•				
LEGIBILITY	7 New development will have a consistent character, but will allow for some individuality and personalisation. However, this will be controlled by a select palette of materials.		•				•					•		
INCORPORATING VARIETY	8 New development will include the proportional provision of community facilities and features in appropriate and accessible locations.		•							•		•	•	
CHARACTER AND FORM	9 New development will sensitively and appropriately relate to the surrounding landscape/countryside by well-considered boundary treatment.			•			•							
COMMUNITY SAFETY	10 All parking will be clearly surveilled from surrounding and adjacent properties with some active frontage. It was decided that a detailed parking strategy would need to be developed to deliver this aim in all parts of any new development.						•	•				•		
DENSITY AND PUBLIC TRANSPORT	11 Development will be sufficiently well connected and have adequate density to support economic viable public transport system.	•	•				•			•				•

# The Vision

## 3.4 From Vision to Masterplan

### 1. CREATION OF NEW LOCAL CENTRE AND A COMMUNITY PARK

The clustering of community facilities, businesses and services will strengthen the core of the main neighbourhood as a village in its own right. This will focus civic activity and increase the vitality of the centre through most of the day. It is anticipated that the school forms part of the civic space with little or no set-back to the square, with its open play spaces set behind. The location of a Community Park in the centre and the Canal basin in the north will provide the link between the two residential developments and their local centres.

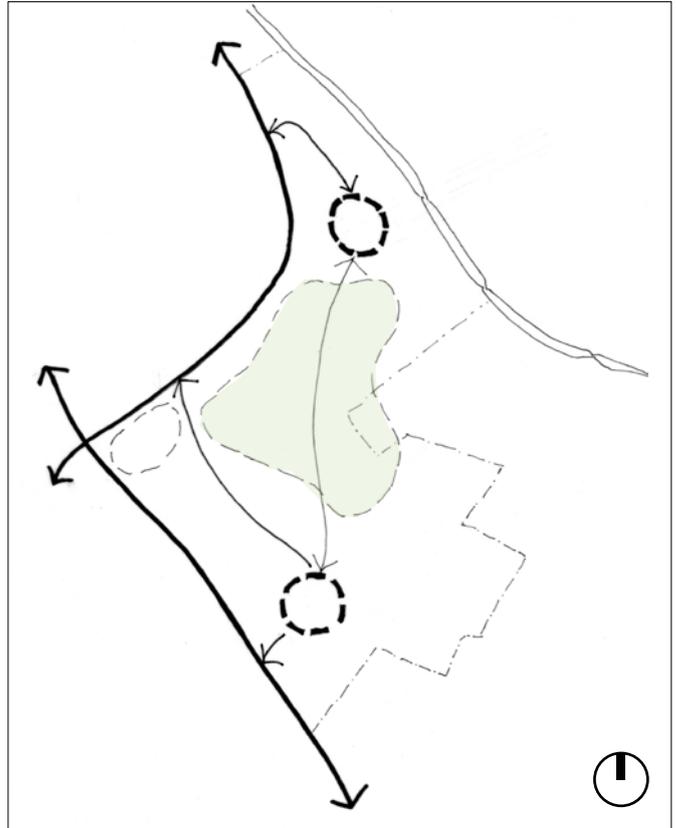


Illustration showing local centres of attraction on either side of the Community Park

### 2. INTEGRATING EXISTING LANDSCAPE STRUCTURE

The plan also responds to landscape features such as hedgerows and lanes which would structure the layout of the site. They would be integrated in the public realm and street network. The Community Park will be located on the slopes of the valley, and the hedgerows will provide important green links between the development mews and open space.



Illustration showing the main landscape features of contours and hedgerows

## 3.4 From Vision to Masterplan

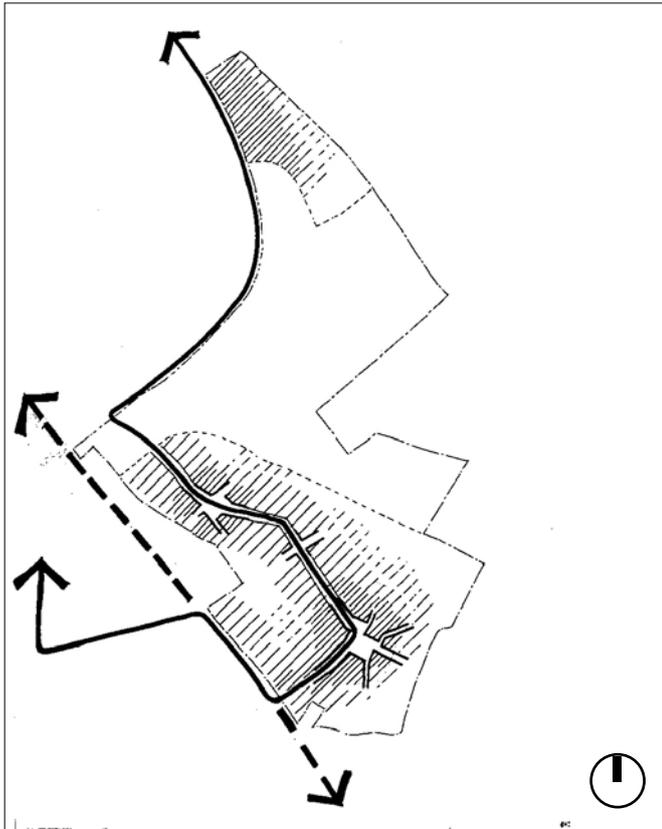


Illustration showing the bus route passing through the centre of the development



Illustration showing a network of pedestrian routes

## 3. ENHANCING THE POTENTIAL OF PUBLIC TRANSPORT PATRONAGE

The new development layout will promote bus services to Banbury as a bus route will pass through the centre of the development and all bus stops will be within five minutes walking distances from the new homes. The movement and frequency of buses through the centre of the development area will influence people's choice of different transport modes and encourage bus trips to town.

## 4. CREATING A PEDESTRIAN/CYCLE NETWORK

The pedestrian and cycle network will form a vital part of the streets, lanes and courtyards of the new neighbourhood linking the new development areas and the Community Park to Banbury via Bankside, Cherwell Heights and the canal tow path. As such, the new development at College Fields would strengthen pedestrian and cycle routes throughout South Banbury, and to Bodicote.

To support principles 3 and 4, the layout characteristics will include:

- A network of footways that allow convenient access from the new residential areas to bus stops and the canal footpath,
- Integration of bus circulation with the new neighbourhood civic spaces;
- Location of amenity uses in association with these civic spaces, including the uses that can support a local centre; and,
- Commercial uses that can integrate into the townscape and the residential area thus increasing public transport viability.





**College Fields, Banbury** The Strategic Concept Masterplan

## 4.1 The Strategic Concept Masterplan

### Characteristics of the SCP

The summary of the last chapter shows some of the main structuring elements that have directly influenced the concept masterplan. These in turn have been a direct response to the urban design and site-specific principles produced in the Community Design Workshop. They include:

- The creation of a local centre and community park;
- The integration of existing landscape features;
- The potential to use the layout to increase public transport patronage; and,
- The creation of a safe network of routes, whether walking or cycling.

Each of these elements, whilst important in their own right, could create an overly deterministic solution if one of them was considered more important than the others. However, this concept masterplan balances the importance of each and brings them together in a holistic way.

The most important feature of the whole is the emergence of a new village in the larger southern urban area. The centre of the village is a composition of different uses and functions that are similar to many traditional villages; for example, it includes shops, a school, offices, a health centre and a church.

The urban form is also similar to the character of local villages. The houses, shops and offices are arranged in an irregular (or organic) grid of streets and lanes. There is a mix of long vistas and small scale street views which will be akin to villages rather than suburbs. The lanes and footpaths that form the edges to open space and green corridors dictate the fronts of houses rather than the backs. This is also true for the Oxford Road frontage where a gradually widening street width (as seen in Adderbury) provides a generous set back for continuous building frontage.

This arrangement is a sufficient attraction that local bus routes would pass into the village. The route for the bus and the location of bus stops are positioned in conjunction with the intensity of development in order to provide more homes within easy walking distance and encourage patronage.

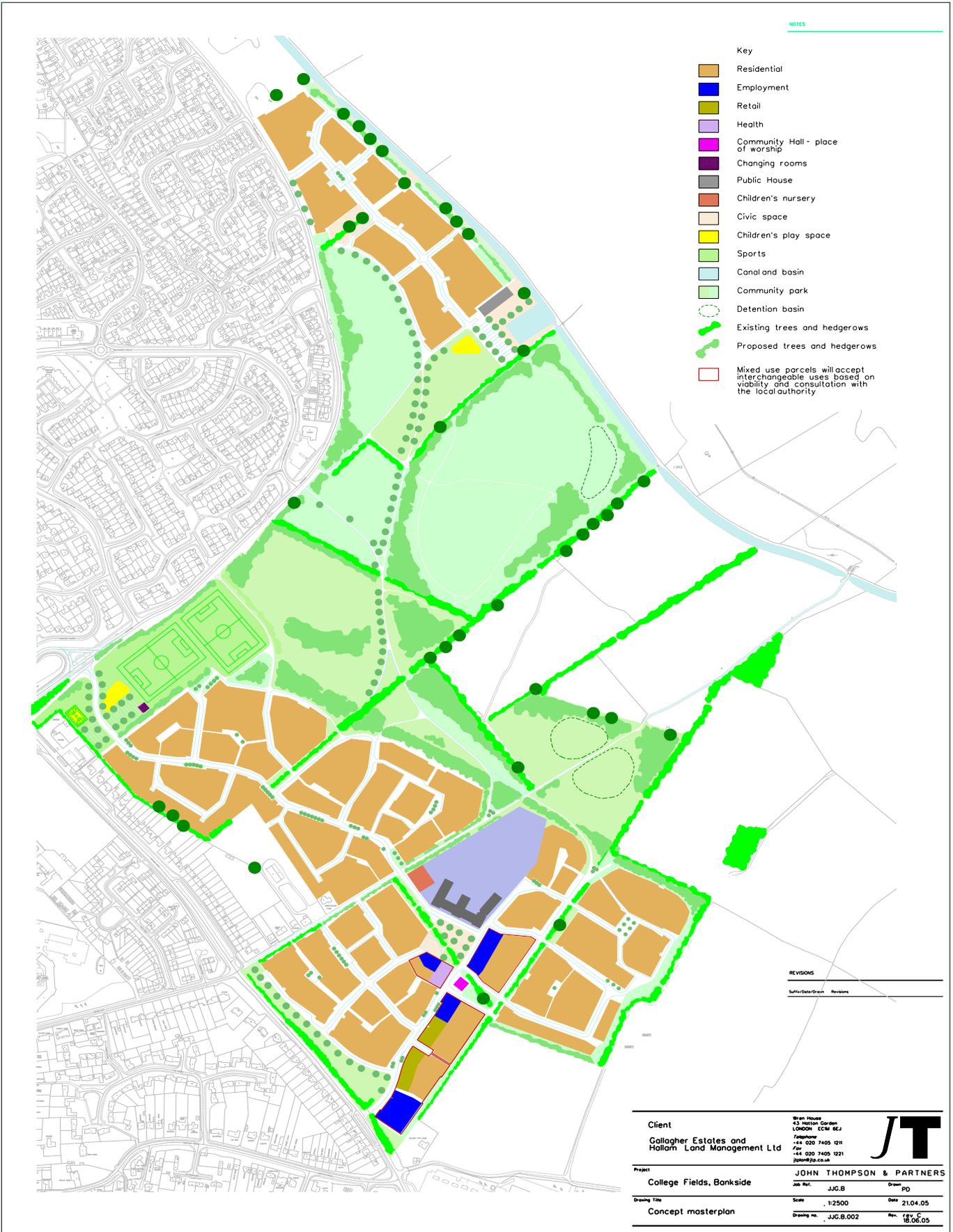
The northern area is characterised by the Canalside location and is more formal in nature than the southern development area. The main attraction in the area will be the cluster of uses, including the canal, a public house, a possible canal basin and children's play area.

The Community Park will offer substantial areas of open space & recreational facilities, including waterside attractions, sports areas and leisure walks. The park will also provide several access routes that link the southern and northern residential areas, so that walking to the town centre is encouraged. The park is set within a framework of new broadleaved tree planting and regenerated hedgerows. As the park is located on the valley slopes, this type of planting would safeguard and enhance the views to and from the Cherwell Valley and create a filtered transition between Banbury's current urban edge and the valley.

A network of amenity open space within the development will be created to soften the building line and create visual and ecological interest. For example, a significant component of the southern development area is the integration of existing hedgerows. These link the urban and community park areas and indicate routes and edges such as those contained in historic field patterns.

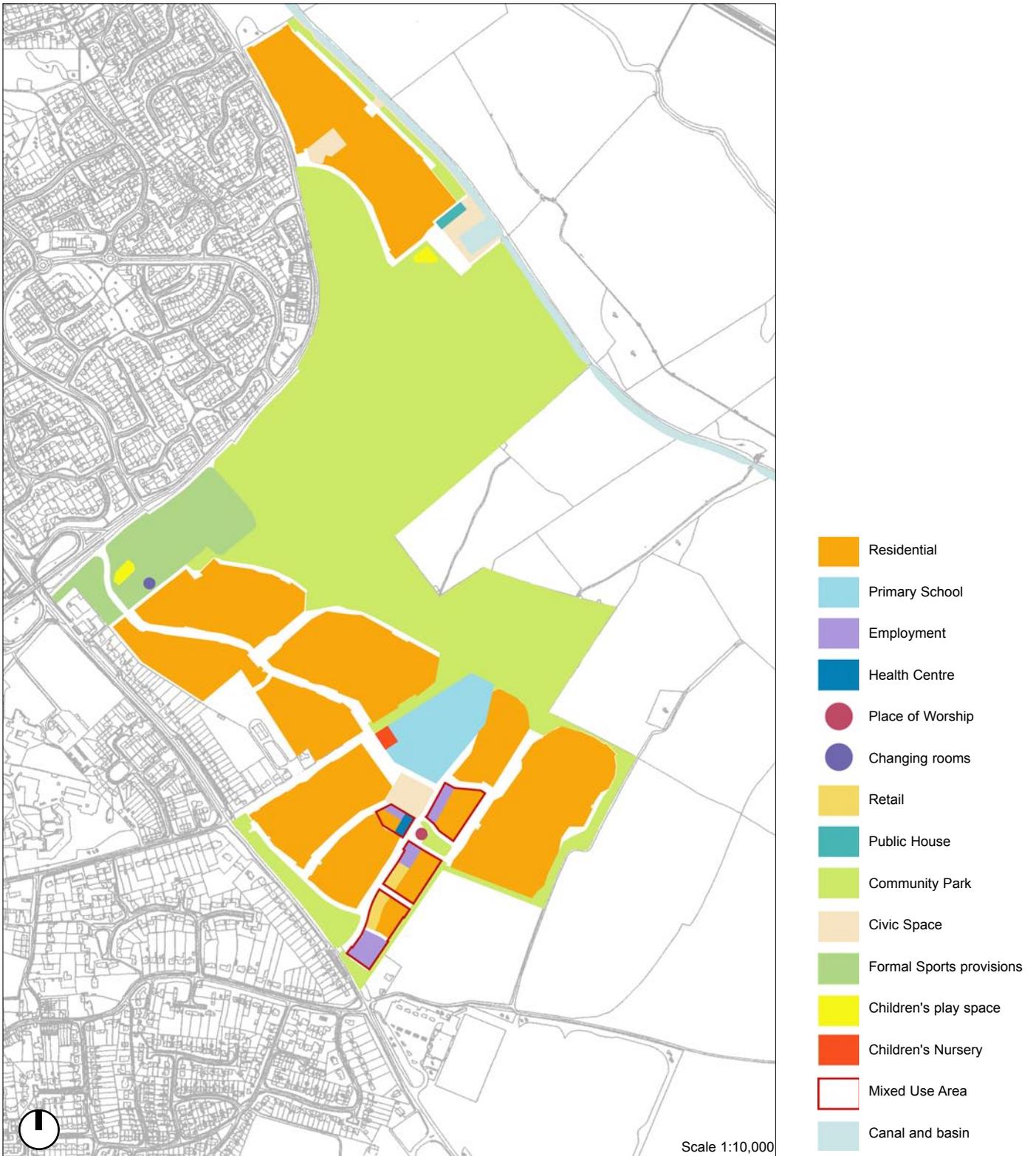
# The Strategic Concept Masterplan

## 4.1 The Strategic Concept Masterplan



# The Strategic Concept Masterplan

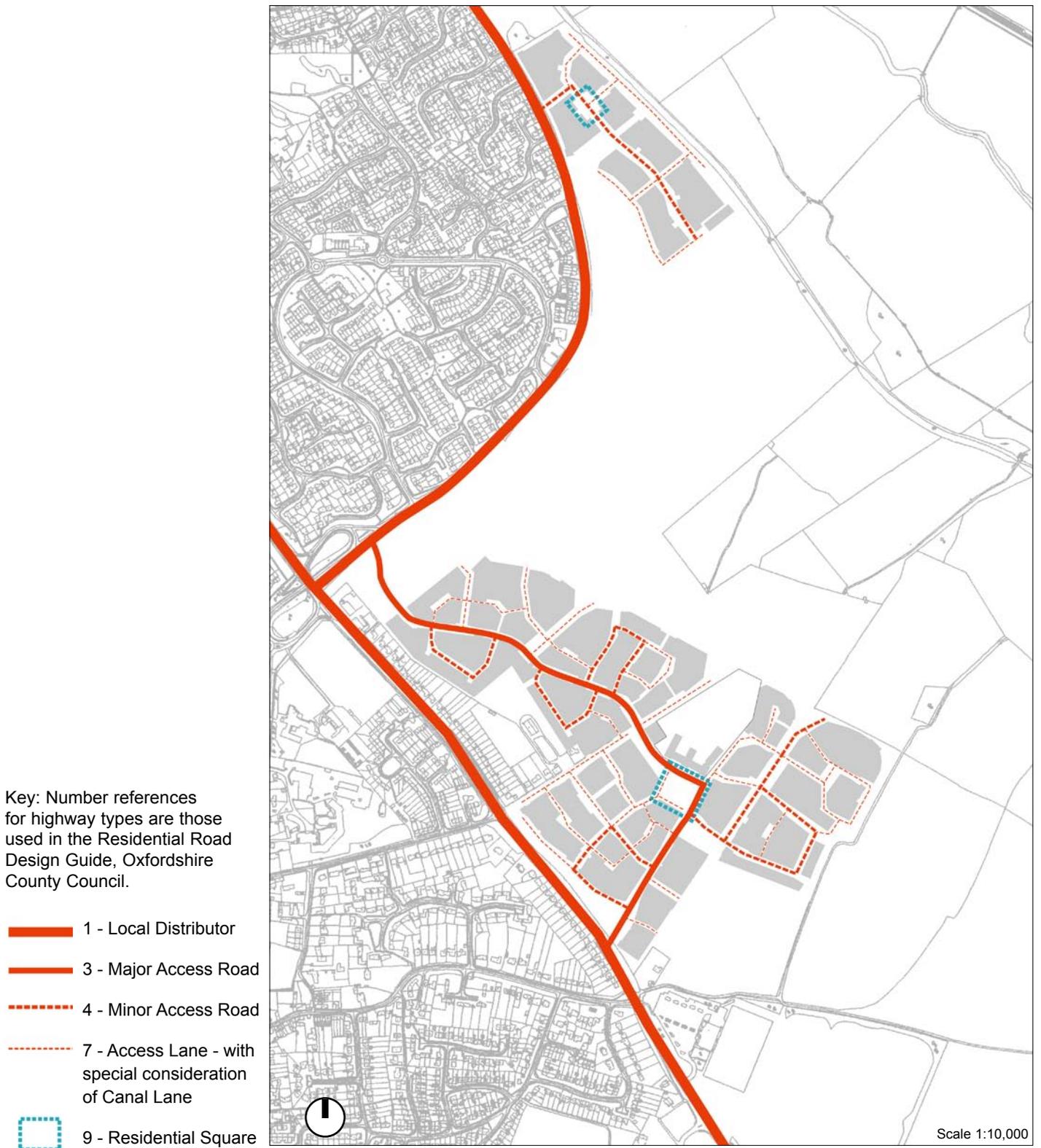
## 4.2 Land Use Distribution



The mix of uses at College Fields, Banbury is clustered to increase the vitality of the centre and to establish a village identity. Rather than disperse activity of different uses to different locations the central civic space will have an increase in activity for a longer period of the day. All activities can contribute to this, such as, morning and afternoon school trips, lunchtimes and early evenings for local employees and daytime activity from convenience shoppers and those visiting the church and health centre.

# The Strategic Concept Masterplan

## 4.3 Movement Strategy - Road Structure



Oxford Road is seen as the local distributor and route for through traffic to Banbury (no 1). An internal road hierarchy is suggested, with the bus corridor as the major access road (no 3) in the southern part of the development. From here, minor access loops (no 4) and access lanes (no 7) will serve the rest of the fabric, guaranteeing a strong residential character throughout the development. Local neighbourhood squares are to be integrated in the residential fabric (no 9).

The traffic in the development will be calmed 'by design', with a maximum speed limit of 20 m.p.h. throughout the development.

## 4.4 Sustainability - Residential Density

### Sustainable Residential areas

Recent government advice (such as PPG3) has sought more intensive use of scarce land resources. It has also stated that new development has to contribute to existing urban areas in a more sustainable way, encouraging improvements in the quality of environment for local communities, more walking to work and local amenities and more use of public transport for work and amenities that are further afield.

This is not to say that all new developments should be built to the highest density but that they should respond in the best way possible to their urban context. Less car use in well connected areas can increase the areas vitality with more people living there, whilst poorly connected areas could not survive without significant car use but are also likely to have fewer people living there.

In order to understand this and have guidance for all types of areas the Government Office for the Southeast and English Partnerships have separately published the matrix illustrated here.

### Applying the Guidance

The matrix provides a guide to density for all urban places by referring to location characteristics, such as closeness to amenities and public transport; and, amount of car parking provision.

The column and row titles describe a place in these terms allowing a density range to be applied. In the context of College Fields the plan contains a concentration of some mixed-use and local amenities and public transport. According to the matrix the most appropriate density would be 30/50 dwellings per hectare as it describes the site as 'suburban', 'along a public transport corridor', 'high car parking provision' and 'a residential mix of mostly houses with some flats'. This is appropriate to the densities of 35 dph suggested in the NSCLP (2011).

		Option 1	Option 2	Option 3
<b>Car Parking Provision</b>		<b>High</b> 2-1.5 spaces per unit	<b>Moderate</b> 1.5-1 space per unit	<b>Low</b> less than 1 space per unit
<b>Predominant Housing Type</b>		<b>Detached &amp; linked houses</b>	<b>Terraced houses &amp; flats</b>	<b>Mostly flats</b>
<b>Location</b>	<b>Setting</b>			
Site within Town Centre 'Ped-Shed' ↑ 6 ↑ Accessibility Index ↓ 4	<b>Central</b>			240-1100 hr / ha 240-435 u / ha Ave. 2.7 hr / u
	<b>Urban</b>		200-450 hr / ha 55-175 u / ha Ave. 3.1 hr / u	450-700 hr / ha 165-275 u / ha Ave. 2.7 hr / u
	<b>Suburban</b>		240-250 hr / ha 35-60 u / ha Ave. 4.2 hr / u	200-300 hr / ha 100-150 u / ha Ave. 3.0 hr / u
Sites along Transport Corridors & Sites close to a Town Centre 'Ped-Shed' ↑ 3 ↑ ↓ 2	<b>Urban</b>		200-300 hr / ha 50-110 u / ha Ave. 3.1 hr / u	300-450 hr / ha 100-150 u / ha Ave. 3.0 hr / u
	<b>Suburban</b>	150-200 hr / ha 30-50 u / ha Ave. 4.6 hr / u	200-250 hr / ha 50-80 u / ha Ave. 3.8 hr / u	
Currently Remote Sites ↑ 1	<b>Suburban</b>	150-200 hr / ha 30-50 u / ha Ave. 4.4 hr / u		

Average densities are based on case studies analysed as part of the Sustainable Residential Quality: Exploring the housing potential of large sites research (LPAC, DETR, GOL, LT and HC, 2000)

### Residential



30 Dwellings per Hectare  
Increased Parking Provision  
Site from Amenities + Transport



35 Dwellings per Hectare  
Medium parking Provision  
Improved Public Transport  
Corridors + Within easy walking distance of Amenities



40 Dwellings per Hectare  
Medium Parking Provision  
Site forming close to a Local centre with good Public Transport



50 Dwellings per Hectare  
80% Parking Provision on Street  
Site forming part of a Local centre with good Public Transport

### What does density look like?

To illustrate what different densities looks like, a range of recently completed residential schemes are examined in the right column. The example sites illustrate the range of densities in the lowest density category of PPG3. When applied to the College Fields context, densities should have a significant relationship to the public transport and mixed-use characteristics and then diminish in density towards the more sensitive countryside setting.

# The Strategic Concept Masterplan

42

## 4.5 Sustainability - Residential Density Principle



Density is based on maximising the potential for the enhancement of public transport patronage. This approach suggests a strong concentric urban form where the density gradient responds to the bus corridor and the clustering of local facilities. A density band of 43 - 52 dph is proposed close to central bus stops, and a density band of 30 dph is proposed for the outer area.

# The Strategic Concept Masterplan

## 4.6 Movement Strategy - Integrating Public Transport

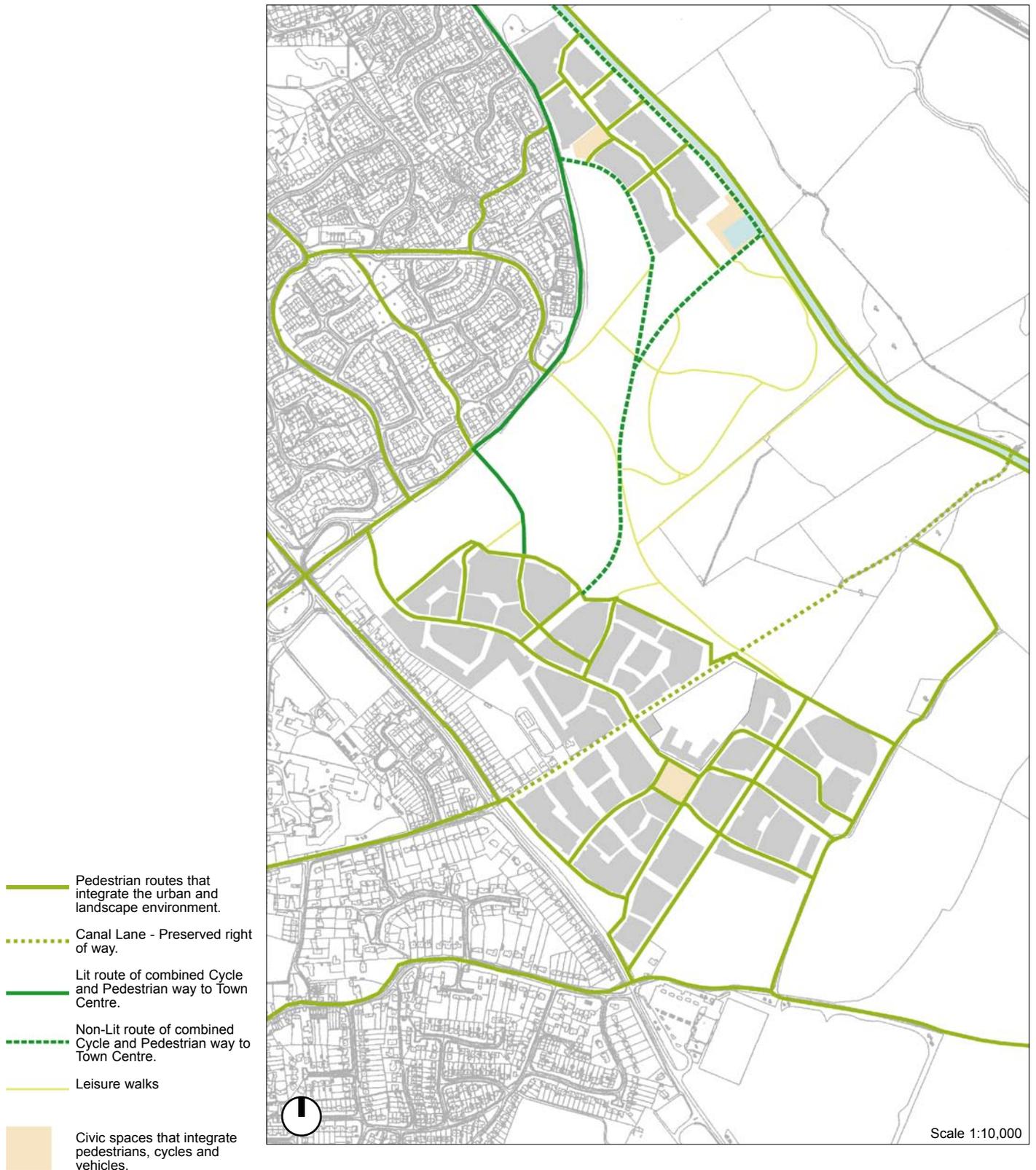


Density is based on maximising the potential for providing easy walking to bus stops and the cluster of amenities around the civic space. The streets will be designed to allow convenient pedestrian, cycle and bus circulation of the site so that all residents are within 3 minutes walk of bus stops which will be located at essential junctions and main attractors, such as the school. This approach is coupled with appropriate parking provision in these areas which will encourage more sustainable transport usage patterns.

# The Strategic Concept Masterplan

44

## 4.7 Movement Strategy - Pedestrian and Cyclist



The existing rights of way through the development to Canal Lane and the Oxford Canal Walk will be safeguarded and expanded. These form part of a network of strategic footpath and cycle links providing increased accessibility to the Cherwell Valley and thus to Banbury town centre. They will be designed to link up with the existing residential fabric. Although Cherwell Heights offers little opportunity for integrating pedestrian routes, footpaths will link into both ends of Chatsworth Drive and Arbury Close cul-de-sac which provides a link to the Local Centre in Cherwell Heights. Footpaths will also link into Broad Gap and Weeping Cross to establish pedestrian links with Bodicote village centre. Pedestrian routes will be established at the outset in order to avoid applying them retrospectively as part of a highway led plan.

# The Strategic Concept Masterplan

## 4.8 Landscape strategy



- Residential
- Community Park
- Civic Spaces
- Formal Sports area
- Canal Basin
- Existing hedges
- New hedges
- Trees
- Detention basins

# The Strategic Concept Masterplan

## 4.8 Landscape strategy



Intensive agricultural production methods over the last decades of the 20th Century have resulted in an impoverished landscape to the south and east of Banbury. Large scale arable production has eroded much of the river valley character and diversity that once existed. The general absence of landscape features also results in a limited wildlife resource.

The allocation provides an excellent opportunity for environmental investment in the area. The following principles will be adopted :

- The retention and reinforcement of existing site hedgerows with new belts of hedgerow and tree planting. This will create corridors of nature conservation value and appropriately sub divide development parcels.
- Employ creative conservation techniques throughout, with appropriate native broadleaved woodland species of proven local compatibility as the planting palette.
- Promote accessibility for all across the site, expanding upon the Canal Lane spine linking to the Oxford Canal corridor.
- Focus sporting provision primarily within the 'Active Fringe' close to residential areas.
- Provide 'Canal basin' activity area combining a new marina with appropriate leisure facilities.
- Provide strong linkages through to the existing Canalside park.
- Establish a wooded "Green Rim" on the transitional zone between the flat plateau and the north facing valley slopes. This will focus on biodiversity, habitat enrichment and peaceful recreation. It will filter views to and from the urban edge.
- Reinforce and enhance the more diverse pastoral landscape on the steeper valley slopes to the south east.
- Improve general accessibility.

It is essential that an appropriate flexible management plan and supporting management structure is established at the outset to ensure that the environment is maintained in good heart.



## 4.9 Landscape - Village square

### **A new setting for urban hedgerows**

Hedgerows in an urban landscape serve a different function to those that enclose fields and pasture. However the alignment and form of hedgerows can contribute to the character of an urban area by showing historic land use such as field patterns.

The development of a village on an area that contains historic field patterns changes its nature conservation potential. This is particularly true now when both local and national policy recognise that development has to achieve sufficient density as to create sustainable communities.

In the process of bringing together the various design principles, there is often a tension between the various design aspirations, whether it is movement, land use or density. The same can occur between nature conservation and the designation of land for development.

Such a situation has occurred at College Fields where the preservation of hedgerows is considered as an important element within the open spaces and development areas. However, the urban area has an even more important role to play in creating the heart of a new socially sustainable neighbourhood. It has to provide this role in compliance with all eleven agreed design principles described in the Vision Chapter (see pages 22-28). Therefore, the hedgerow as an urban feature has to be considered anew.

The concept masterplan for College Fields presents an approach to address the issue of hedgerow preservation within the development, and greater detail has been prepared.

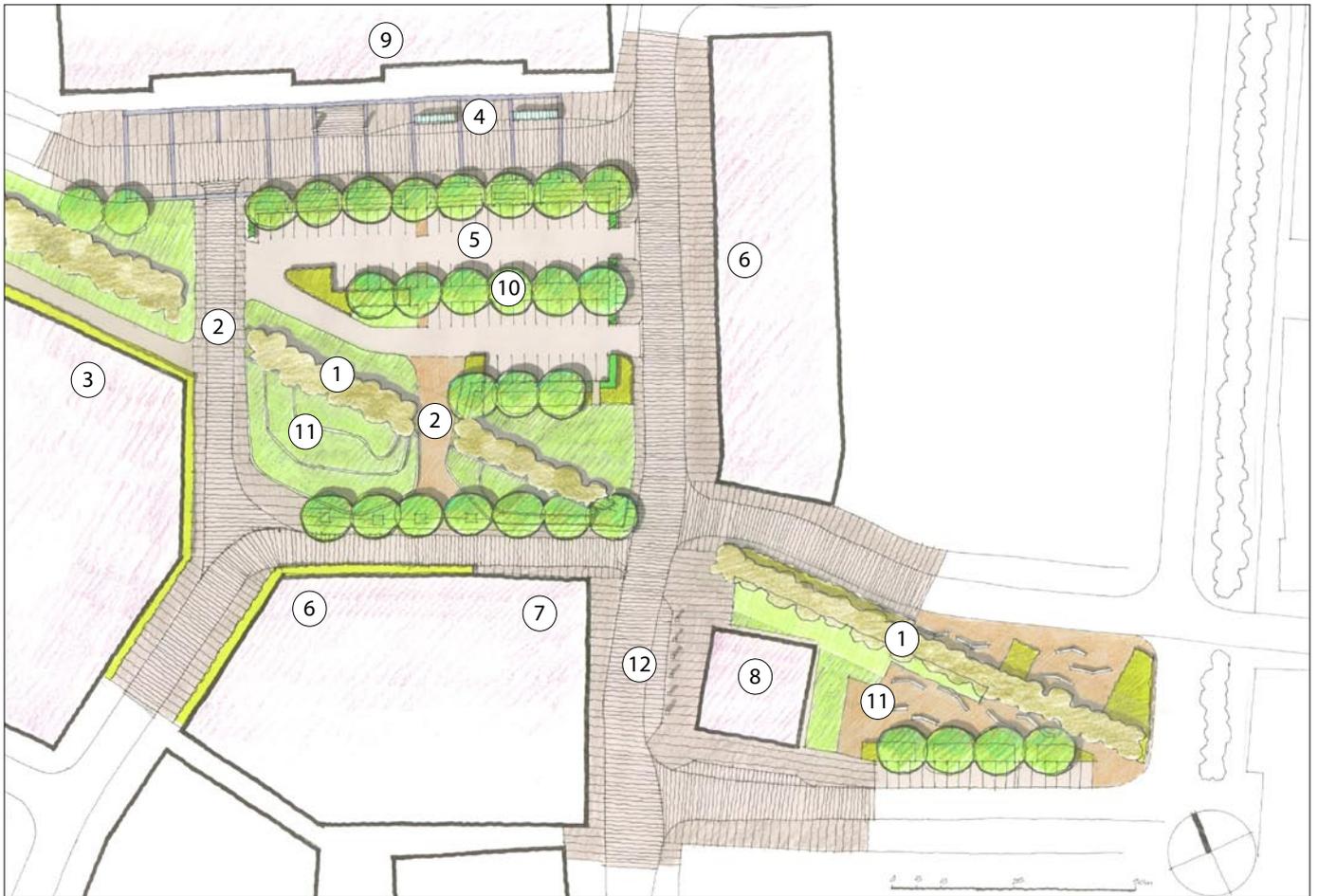
The hedgerow form is achieved by using indigenous planting along the line of the original hedge. In this manner it can be a positive contribution to the streetscape and public space design including squares and greens. For example the village square forms a central new identity to the village and shows a consensus between different principles. It is a place that allows a variety of functions and amenity, at the same time as conserving the alignment and health of the hedgerow that passes through it.

As the heart of the new village the square is a social place with a variety of uses surrounding it. It has a bus stop and it allows for school 'drop off', and allows for visitors to the shops, health centre and nursery. It has green recreational spaces and formal tree planting. The form of the square contributes to the speed reduction of cars passing through by introducing a variety of materials, textures and sense of enclosure.

In the context of the village square, the hedgerow is refurbished and newly laid. It has strategically placed openings to allow for roads and footpaths. It is treated in a formal way as an architectural detail within the space. Because it is properly laid, it is not penetrable so other desire lines through the hedge will be discouraged. Building frontages that run parallel are set back from the hedgerow with greens and footpaths.

# The Strategic Concept Masterplan

## 4.9 Landscape - Village square



- |                                       |   |
|---------------------------------------|---|
| ① Refurbished and formally laid hedge | ⑦ Health centre                                       |
| ② Openings in hedge                   | ⑧ Place of Worship                                    |
| ③ Residential                         | ⑨ School  |
| ④ Busstop                             | ⑩ Formal tree planting                                |
| ⑤ Visitors parking                    | ⑪ Recreation space                                    |
| ⑥ Employment                          | ⑫ Material changes in square to reduce vehicle speeds |

### 4.10 Sustainability - Site Layout

Block and building layout can have a significant impact on the energy use and solar potential of a site, including the opportunity to create sunny spaces both inside and out. In general the College Fields site has a south easterly orientation. As a result of making best use of scarce land resource together with local village character references, many of the streets and blocks are intimate in scale.

At the outset this can be seen as an inherent disadvantage to making effective use of energy from passive solar orientation. However there are several exceptions to this.

#### Commercial and community buildings

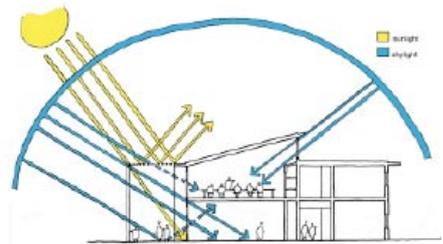
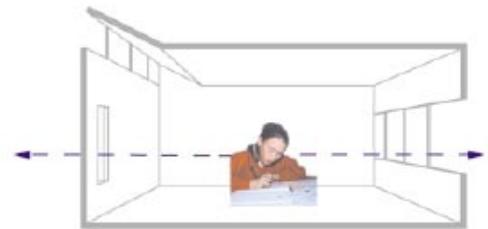
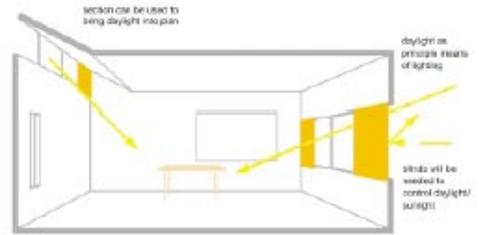
Various techniques can be adopted to provide solar control such as solar shading (or high level windows) and this can allow a contemporary architectural expression to civic buildings. The school in particular has the potential to enhance available daylight whilst performing as important civic function as part of the mixed-use village centre.

The built form of the community buildings is also an important consideration. Ventilation, natural lighting and depth of plan impact significantly on the passive energy characteristics. Generally depths of 15-18m are the most common and allow for the use of a variety of mechanical systems as well as maximising flexibility for letting. However, if natural ventilation is required the depth should be 13.5-15m.

#### Housing

For amenity and passive solar energy the preferred orientation for housing is within 20 degrees of South. Although some homes will have this opportunity the street configuration means that the majority will rely on other ways of achieving low energy use and solar penetration.

Joined up building or terrace blocks will reduce the amount of building envelope heat loss while shallow plans will increase daylight penetration. If typical plan depths of 10m are used open plan (or through aspect) ground floors will have an increased daylight potential particularly in the morning and evening. This can be enhanced by the careful design of larger glazed areas and balconies.



*"Good lighting is important in schools for functional reasons and because it can have a powerful effect on the atmosphere of a space. Daylight should be the principle means of illumination where possible (this is especially important for visual disciplines such as art). Variety and interest should be aimed for rather than an even flat light. The use of windows to 'open out' the school to surrounding views is also important. ... A space can be considered well daylight if it has an average daylight factor of 4-5% and a uniformity ratio of 0.3-0.4. Key factors in achieving this are the position and area of glazing, ceiling height and depth of space. Daylighting should therefore be considered at the earliest planning stage."*

(DfES, SCHOOLS FOR THE FUTURE, Designs for Learning Communities, Building Bulletin 95, The Stationary Office, 2002)



Typical block layout showing a mix of deep plan and shallow plan houses that can exploit solar orientation

# The Strategic Concept Masterplan

## 4.11 Landscape - Public Art



All of these images illustrate ways to provide a quality of place.

This approach to designing in Art rather than the set piece is more in keeping with the ethos of art being part of the design process, not an additional veneer.



### Introduction

Gallagher Estates and Hallam Land Management recognise the role that public art can play in delivering these aspirations and in creating a unique settlement identity and sense of place that is both legible and distinct. If applied correctly public art can also reinforce residents' respect for their environment and enhance civic pride.

The approach that Gallagher Estates and Hallam Land Management is promoting is to consider art and specifically the role of 'Public Art' as an opportunity to incorporate the inclusion of this form in carefully selected areas throughout the scheme.

Art can include stand-alone pieces of artwork and as an element of the place-making process at a more 'grass roots' level, with all the components of the scheme being available to offer an opportunity for art to be incorporated as part of the design process, not as an after thought.

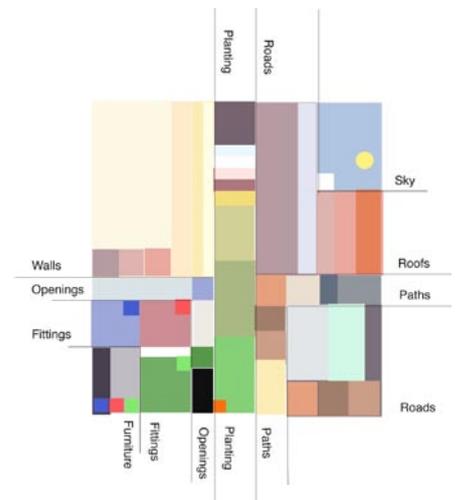
To that end the developers will incorporate art into what is normally considered as functional elements of development, through the delivery of an identifiable character of College Fields, resulting in a clear and distinct identity which will foster ownership by those involved in the decision making process.

The role of the community and specifically youth involvement is a key part of the 'place-making' process, which will allow those who will be most closely affected by the settlement to have a positive say in what goes into it.

It is anticipated that this close community involvement will result in elements such as play, public realm and community buildings reflecting the need and aspirations of the residents. This approach will benefit the settlement through better security, increased usage and further remove those components that are provided, "because we are required to", but do not deliver what we want.

The overall process of art provision should be organic and flexible, allowing the delivery and replacement of pieces of art to respond to their emerging environment.

Details of specific pieces or the opportunity for 'Public Art' will be found in later 'Detailed Design Briefs'.



An example of a different way to consider the impact of design, through colour and associated function type. This colour block can also be used to control the design process to ensure all architecture relates to art and design.

## 4.11 Landscape - Public Art

Examples of features to be considered:

- Benches/seating
- Fences/railings
- Signposts
- Information boards
- Bus shelters
- Lamp posts/lighting/Illumination
- Rubbish bins
- Play equipment
- Mosaics and wall coverings

### Community Buildings

The use of public art on, or in association with, community buildings could also be considered, particularly where the art can help define the buildings function and community status.

The careful use of materials and lighting can transform a street into a place.

### Function of art as a navigational aid

Public art will be particularly appropriate in locations along main navigation routes, public spaces and in gateways where they can create landmarks and develop the legibility of the settlement.

### Stand-alone pieces

Notwithstanding this approach, stand-alone pieces of artwork may be encouraged in circumstances where it serves a clear function. In this respect art may be commissioned where it helps legibility or as a key directional 'land mark' feature.

### Local Involvement

Designs of local or historic significance are considered particularly important and will ensure 'pride of place' and add interest to the settlement.



# The Strategic Concept Masterplan

## 4.12 Approach to delivery

Gallagher Estates and Hallam Land Management (JJG/HLM) will control and manage the development of the site throughout its various phases. They are providing a concept masterplan consistent with the current planning policy agenda as set out in national, regional and local development plan documents. In undertaking this role they will organise and deliver various detailed planning approvals and the provision of infrastructure in advance of the release of various phases and parcels.

Achieving a successful urban design requires good quality control throughout the whole development process, before, during and after development. The Urban Design Framework is one part of that process as indicated on page 2. Further detailed work will define the land parcels within the site. It would set the broad design parameters for the whole site based on the objectives and vision for the overall concept masterplan as set out in this statement.

It is intended that the Urban Design Framework will inform but not constrain development and form the basis for Design Codes for each development parcel (see page 25, key urban design principle 7).

At the site construction stage, JJG/HLM will ensure that the procurement of building and spaces retains a level of quality, through site supervision. In particular when mitigating effects on the environment and the amenities of local residents.

Once the development is complete, JJG/HLM will support the long term management strategy for the site. This could take the form of an estate management body or parish council that could retain the upkeep of the public realm areas.