



# BANBURY VISION & MASTERPLAN



SUPPLEMENTARY PLANNING DOCUMENT  
DECEMBER 2016

## EXECUTIVE SUMMARY

The adopted Cherwell Local Plan 2015 together with the Banbury Vision & Masterplan establishes the long term VISION for the town. The Masterplan integrates planned schemes with new opportunities and initiatives to help create a sustainable market town and regional centre. The Local Plan sets the planning framework up to 2031 with the Banbury Vision & Masterplan providing a further level of detail to inform the preparation of Local Plan part 2 and the implementation of Local Transport Plan 4 (LTP4) published by Oxfordshire County Council.

The vision for Banbury is a premier regional centre with a fast growing economy developed from the strengths of the area; and at its heart, a vibrant and attractive town centre, set in a high quality and distinctive environment with greater housing choice, improved accessibility and a reduction in traffic congestion.

This vision is formed from six inter-connecting strategic objectives that will:

- Promote Banbury as the regional service centre of choice for the wider region;
- Establish a strong economy;
- Reduce congestion and improve accessibility;
- Create a vibrant and attractive town centre;
- Create a high quality environment and distinctive place to live and work; and,
- Promote opportunities for local people.

The significant housing growth planned for Banbury will provide the opportunity to develop Banbury into a stronger regional centre with a full range of retail, leisure, cultural, sporting and social activities. To deliver this role the strategic roads, public transport network and car parking will need to be improved together with better training and higher education opportunities for local people.

To facilitate this growth, investment is required in apprenticeships, training and education and the delivery of suitable employment sites. A diversifying and thriving town centre and expanding regional influence will also draw in a wider range of professional service jobs. The strengths of a large working age population, low unemployment rate, skilled workforce, combined with high value added activities and enterprising population offer opportunities to increase economic activity.

Traffic congestion and poor access are major constraints on growth and detract from the overall perception of Banbury. Action is needed now to address present concerns and enable growth to be delivered. Traffic congestion along the east/west network and on to the motorway junction needs to be resolved through short term improvements and a longer term strategic solution. Similarly in the town centre the congestion at the Cherwell Street and Bridge Street junction needs a long term solution. A commercially viable bus network is needed to improve choice and access.

The vision is to create a vibrant and attractive town centre, but with continued pressures from out of town retailing and internet shopping the future role and viability of the town centre, as in other towns, is being tested. The town centre must deliver an entertainment, cultural and leisure quarter, quality food retailing and new niche and speciality shops together with festivals and events. This should be complimented with improved access, an enhanced business and professional sector together with new town centre housing and improved community facilities.

The potential scale of change is substantial and a planned and co-ordinated approach is needed for the redevelopment of the town centre. A Town Centre Action Area managed by a Banbury Task Force can provide the joined up approach to deliver and manage change.

The quality and character of the environment is a part of what creates that sense of place that unifies towns and sometimes makes them memorable. It provides the setting for daily life and enables a healthier lifestyle with better links to open space and sports facilities. Proposals include providing a north-south green lung that improves access to the town centre and opens up the canal and river; new public spaces and green links connecting the neighbourhoods together; attractive gateways in to the town; a richer more diverse bio-environment; and, new open space and amenity areas to serve the needs of residents.

The public sector can provide the vision; the private sector the investment and entrepreneurship; and, the people of Banbury the energy to deliver the planned economic growth. Areas of deprivation need to be continually addressed and life chances improved.

The vision for Banbury requires the support of many public sector organisations and the active engagement with the private sector. It needs to be delivered by one team with strong leadership to drive through the actions and achieve the planned growth. Scarce public sector resources need to be targeted to gain maximum benefit and the leverage of private sector investment.

The vision is about 'promoting opportunities' as well as creating a 'place for opportunities' to be realised. The public sector will take the lead using targeted funding to secure maximum benefit and lay the foundations for economic growth delivered through private sector investment.



Prepared by – WYG Environment Planning  
Transport Ltd.

Drawings based upon the Ordnance Survey map  
with the permission of The Controller of Her  
Majesty's Stationery Office, © Crown copyright.

WYG Environment Planning Transport Limited 2016,  
licence no: AR 1000 17603

# CONTENTS

	EXECUTIVE SUMMARY.....I	
<b>1</b>	INTRODUCTION.....1	<b>A</b> APPENDIX I.....60
<b>2</b>	BANBURY TODAY.....4	Canalside Development Area
<b>3</b>	BANBURY VISION.....10	Bolton Road Development Area
	Vision & objectives	Spiceball Development Area
	Strategic objectives	<b>A</b> APPENDIX II.....68
	Masterplan	<b>A</b> APPENDIX III.....77
<b>4</b>	THE ECONOMY.....16	
<b>5</b>	TRANSPORT & MOVEMENT.....22	
<b>6</b>	TOWN CENTRE.....28	
	Initiatives	
	Vitality	
	Transport solution	
	Linkages and spaces	
	Buildings and places	
<b>7</b>	THE ENVIRONMENT.....44	
<b>8</b>	PEOPLE.....52	
	Education & training	
	Housing	
	Environment	
	Brighter Futures Partnership	
	Community facilities and services	
<b>9</b>	DELIVERING THE VISION.....56	
	Initiatives & actions	
	Leadership	
	Funding	

QUISINE  
Café & Restaurant  
Tel: 01395 276203

JOB  
TO LET  
(Please visit Reading)  
01491 570276

JT'S BAR & DINING

TAKEAWAY  
Baguette £2  
+ crisps  
Jackets £3

JT'S  
BRAKSPEAR  
FREE  
WINE  
Apply the Brakspear

Brakspear

CARTELLE



# 1. INTRODUCTION

# BANBURY VISION & MASTERPLAN

## SUPPLEMENTARY PLANNING DOCUMENT

This document sets out a new economic vision for Banbury; as an attractive regional centre; a place of growth, prosperity and enterprise. It establishes a clear vision for the future of the town and identifies the projects and initiatives, which will improve the economic performance of the area and secure a better future for local people.

In summary this document:

- Articulates a future role for the town;
- Identifies areas for economic improvement;
- Provides investment confidence;
- Supports the delivery of the Cherwell Local Plan;
- Identifies a way to deliver the Canalside development;
- Promotes an attractive town centre with a full range of facilities; and,
- Identifies a series of measures to address traffic congestion and improve accessibility.

The Cherwell Local Plan 2011 - 2031 (adopted on 20th July 2015) is a vision and spatial strategy for Cherwell District Council. The spatial strategy aims to manage the growth of the district and focuses the majority of proposed growth around Bicester and Banbury, limits growth in rural areas, and strictly controls development in the open countryside. A set of fifteen objectives have been established to achieve the vision covering the three themes of developing a sustainable local economy, building sustainable communities and ensuring sustainable development. The Banbury Vision & Masterplan has informed Local Plan part 1. The Masterplan now builds on and reflects Local Plan part 1 policies.

The Masterplan sets out the investment needed in key projects and infrastructure to enable the growth of the local economy. The result is a flexible, realistic and deliverable strategy for the long term growth of Banbury that will inform Local Plan part 2 and sets out the main infrastructure initiatives, including those set out in Oxfordshire County Council's LTP4. Delivery of the Masterplan is set out in Chapter 9 and in the action plan contained in Appendix II.

The Banbury Vision & Masterplan contains design principles for sites identified in the Local Plan, building on the Local Plan policies. It aims to bring together land use matters and proposals, which are set out in often more detailed documents, to provide a vision for the town which can be used for planning and investment. It has identified areas for change in order to deliver the vision. However, it does not contain policies or allocate sites, which is the role of the Local Plan part 1 and Local Plan part 2. The Banbury Vision & Masterplan may be a material consideration in the determination of planning applications. Unlike a Local Plan, it will not form part of the Development Plan for the District.

The Banbury Vision & Masterplan has been produced in accordance with the Town and Country Planning (Local Planning) (England) Regulations 2012. A list of the main evidence that has informed the document is set out in Appendix III.

This document has been prepared with the engagement of local stakeholders and the involvement of Cherwell District Council (CDC), Oxfordshire County Council (OCC), South East Midlands Local Enterprise Partnership (SEMLEP), Oxfordshire Local Enterprise Partnership (OxLEP), and Banbury Town Council.

The production of the Banbury Vision & Masterplan SPD has involved extensive consultation. This directly influenced both early development and later refinement of the document. Formal public consultation on the draft SPD was undertaken for a period of four weeks from Monday 14th March 2016 to Monday 11th April 2016. A number of methods were used to seek responses on the draft SPD and these are set out in a Consultation Statement that accompanies this document. An SEA Screening Statement has been produced which concludes that a sustainability appraisal is not required for the Banbury Vision & Masterplan.

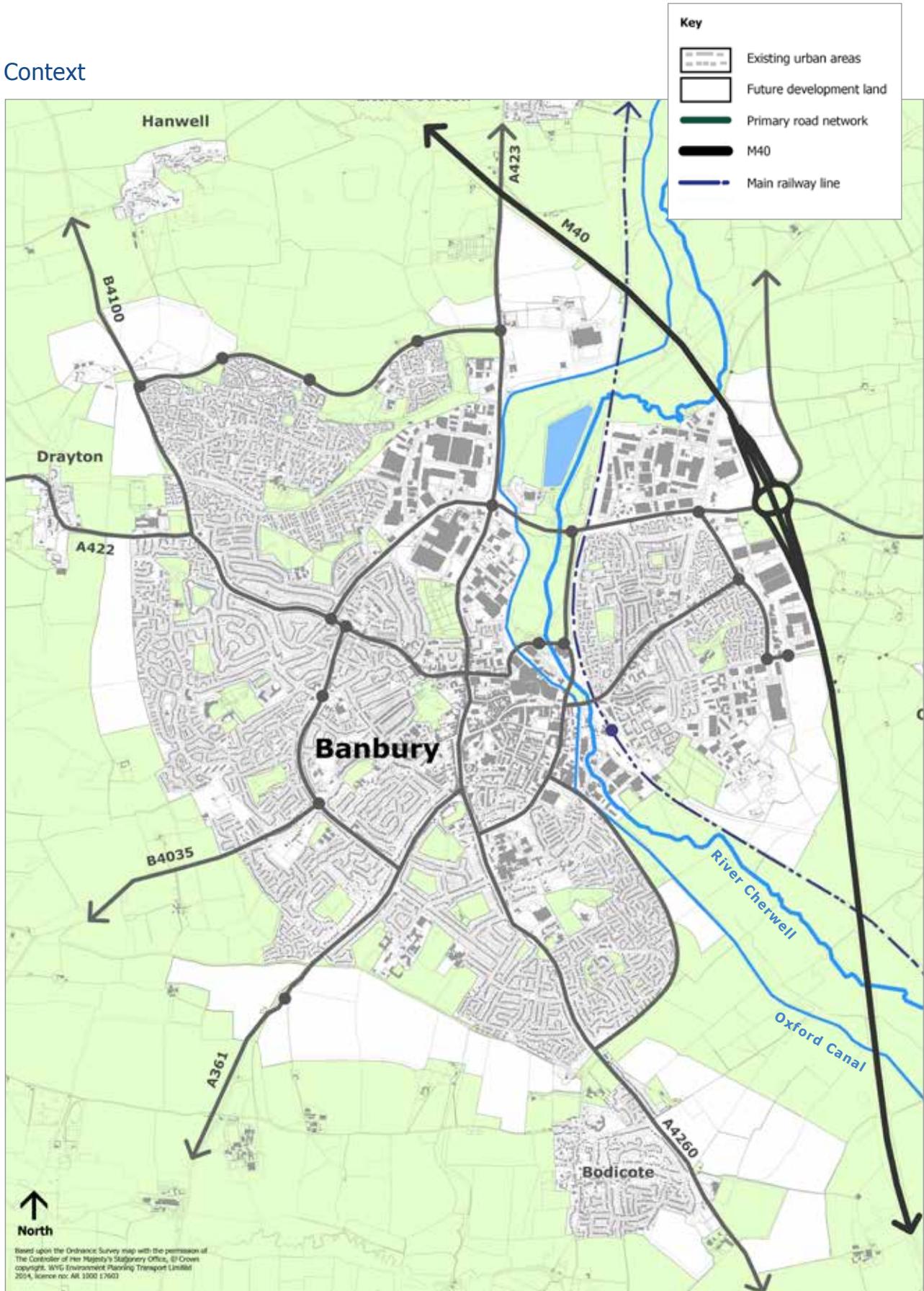




## 2. BANBURY TODAY

# BANBURY VISION & MASTERPLAN

## Context



## SUPPLEMENTARY PLANNING DOCUMENT

Banbury is the District's principal town and serves the needs of the sub-region and a large rural hinterland. A market town with an historic core, it still hosts an outdoor market every Thursday and Saturday along with a Farmers Market on the first Thursday of every month and an antiques market every second and fourth Thursday. The markets are held in Market Place, the historic heart of the town centre. Much of the town centre lies within the Banbury Conservation Area and is characterised by a medieval street pattern. It underwent significant growth with the opening of the Castle Shopping Centre in the 1970s and its expansion into the Castle Quay Shopping Centre in 2000.

The town's economy has always been related to manufacturing, with trade in the medieval period based on wool. Today the local economy is centred on manufacturing, service industries, local government and health. The main industries are car components, electrical goods, plastics, food processing and printing. Key employers in the town include Douwe Egberts and Prodrive Motorsports Ltd.

Transport links have been the spur to the development of the town, firstly as the junction of the two ancient roads, Salt Way and Banbury Lane, around which the town developed. In 1778 the Oxford Canal brought the town a cheap and reliable supply of coal, finally connecting to Oxford on 1st January 1790. In 1850 Banbury was connected into the rail network and in 1900 the Great Central

Railway opened a branch line to Banbury from Culworth Junction on their main line. Today, Banbury is located next to Junction 11 of the M40 and benefits from a good road network with links to Royal Leamington Spa, Brackley, Stratford-upon-Avon, Daventry and Buckingham.

The town grew rapidly between the 1950s and 1970s due to the overspill from London and the west midlands. The growth of Banbury accelerated further after the 1970s with the completion of the M40 motorway, which gave fast and direct access to London and Birmingham.

Banbury currently suffers from congestion on the main routes which provide important access to the town centre, main employment sites and hospitals as well as serving through traffic and connections to the M40. The Banbury Area Transport Strategy completed by Oxfordshire County Council indicates that nearly two thirds of workers in the town travel less than 10km to work. This presents an opportunity for more residents to travel by sustainable modes of transport such as on foot, bike or bus, relieving congestion on the road network.

Banbury is served by a mainline station with regular services provided by Chiltern Railways, Cross Country Trains and First Great Western connecting the town to Oxford, Bicester, Reading, Didcot, Birmingham and London. Good rail connections have resulted in the town becoming a popular starting point for commuters leaving Banbury.



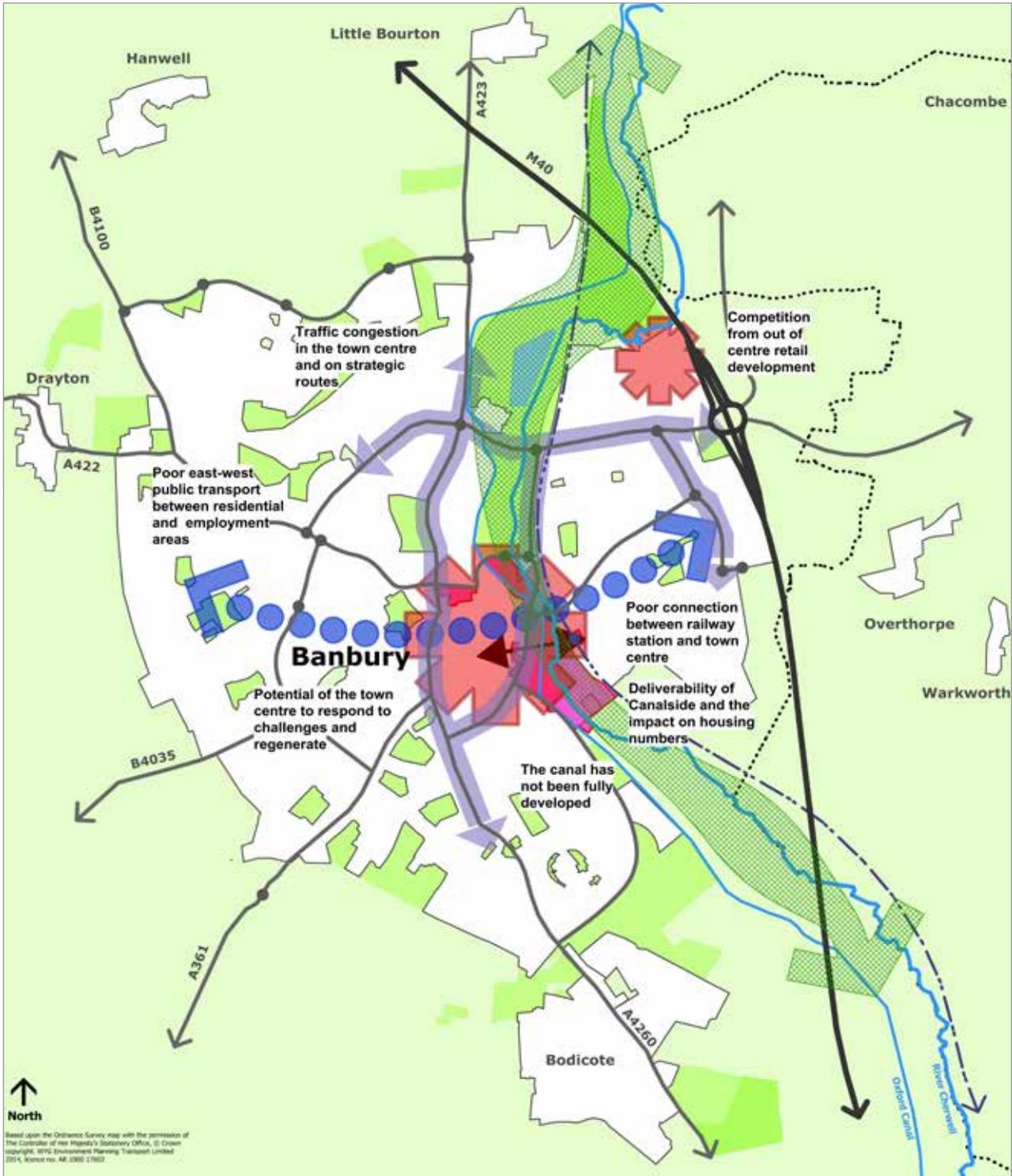
Market Place



Castle Quay Shopping Centre

# BANBURY VISION & MASTERPLAN

## Challenges



The Cherwell Economic Development Strategy (2011 to 2016) envisages that there will be a reduction in the size of the town's overall manufacturing sector, but that this should be combined with an increase in the engineering economy driven by advanced engineering and performance motorsport.

The Cherwell District Council Retail Study (2012) concludes that the town centre is performing well, offering a wide variety of facilities and services that go beyond just a local offering from mid-market fashion retailers and large discount fashion outlets, through to smaller independent retailers and service outlets. However, there are empty properties in the town centre and there is an opportunity to grow the retail and leisure offer in the town centre.

The consultation process has identified a number of challenges that need to be addressed including:

- Competition from out of centre retail development that could impact on town centre trade;
- Traffic congestion in the town centre and on strategic routes;
- Potential of the town centre to respond to challenges and regenerate;
- Deliverability of Canalside and the impact on housing numbers;
- The Oxford Canal is an attractive asset that has not been fully developed;
- A need to improve and provide access to open space and the natural environment;
- Poor connectivity between the town centre and the railway station; and,
- Poor public transport connections between residential and employment areas.



Oxford Canal through Canalside - an underutilised asset



Public transport connections need improving



THE PARISH CHURCH OF ST MARY THE VIRGIN  
Church of England and United Reformed Church

--	--	--	--



# 3. BANBURY VISION

# BANBURY VISION & MASTERPLAN

## Vision & objectives

The adopted Cherwell Local Plan 2015 together with the Banbury Vision & Masterplan establishes the long term VISION for the town and identifies the projects and initiatives to support the growth of the town. The Banbury Vision & Masterplan integrates planned schemes with new opportunities and initiatives and connects the functions together to create a sustainable market town and regional centre.

The Banbury Vision & Masterplan proposes an improved town, building on its current strengths. The Local Plan sets the planning framework up to 2031 with the Masterplan providing a further level of detail to inform the preparation of the Local Plan part 2 and the implementation of LTP4 published by Oxfordshire County Council. The vision and objectives will inform Council and partner initiatives and priorities, including securing funding, and potential land allocations in Local Plan part 2.

The vision for Banbury is a premier regional centre with a fast growing economy developed from the strengths of the area; and at its heart, a vibrant and attractive town centre, set in a high quality and distinctive environment with greater housing choice, improved accessibility and a reduction in congestion.

This vision is formed from six inter-connecting objectives that will:

- Promote Banbury as the regional service centre of choice for the wider region;
- Establish a strong economy;
- Reduce congestion and improve accessibility;
- Create a vibrant and attractive town centre;
- Create a high quality environment and distinctive place to live and work; and,
- Promote opportunities for local people.

Delivery of the vision and objectives is set out in detail in Chapter 9 and in the action plan contained in Appendix II.



## Objectives



### **Promote Banbury as the regional service centre of choice for the wider region**

The significant housing growth planned for Banbury will provide the opportunity to develop Banbury into a stronger regional centre with a full range of retail, leisure, cultural, sporting and social activities. To deliver this role the strategic roads, public transport network and car parking will need to be improved together with better training and higher education opportunities for local people. Banbury should become a powerhouse of the region, but needs better access and a growing and vibrant town centre.



### **Establish a strong economy**

The growth in the engineering economy driven by advanced engineering and performance motorsport needs to be captured in Banbury where the skills are available. To facilitate this growth, investment is required in apprenticeships, training and education and the delivery of suitable employment sites.



### **Reduce traffic congestion and improve accessibility**

Traffic congestion and poor access are major constraints on growth and detract from the overall perception of Banbury. Action is needed now to address present concerns and enable growth to be delivered. Traffic congestion along the east/west network and on to the motorway junction needs to be resolved through short term improvements and a longer term strategic solution. Similarly in the town centre the congestion at the Cherwell Street and Bridge Street junction needs a short and long term solution. A commercially viable bus network is needed to improve choice and access.



### **Create a vibrant and attractive town centre**

The constraints to growth in Banbury as a whole also apply in the town centre where congestion, poor access and underutilised sites are constraints to delivering the vision for Banbury. More than ever town centres are under threat and a concerted programme of actions and interventions is needed to safeguard their future. A renaissance is required in Banbury town centre that will set out a coordinated programme of actions to deliver the vision.



### **Create a high quality environment and distinctive place to live and work**

Banbury has some attractive places and spaces, and this masterplan builds on the heritage and natural assets of the town. The quality and distinctiveness of the built environment will be improved by preserving and enhancing existing heritage assets and creating attractive new buildings and spaces. The impact of new development on the natural environment will be minimised. The aim is to establish a coherent ecological network and achieve a net gain in biodiversity. One area that requires substantial improvement is the town centre with the opening up of the Oxford Canal and the development of the three strategic underutilised sites of Bolton Road, Spiceball and Canalside. A network of attractive green routes and spaces needs to connect the town together.

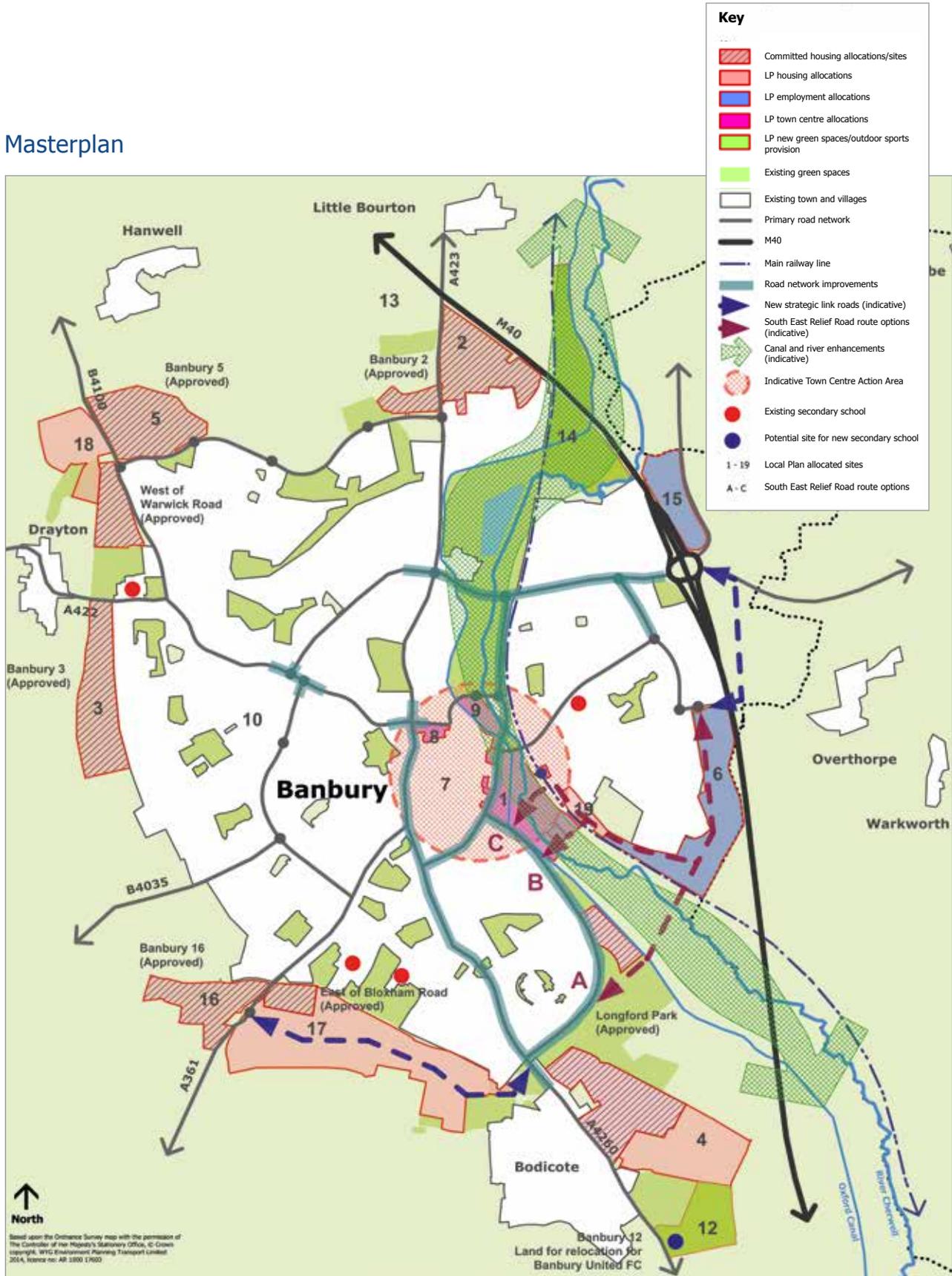


### **Promote opportunities for local people**

Banbury is growing in size and the population will require more housing and employment opportunities in addition to increased training, leisure, social, cultural and community facilities. These need to be carefully planned and sited in the most sustainable locations to reduce the need to travel.

# BANBURY VISION & MASTERPLAN

## Masterplan



## Masterplan

The masterplan reflects the Cherwell Local Plan and Oxfordshire County Council proposals and sets out options and opportunities.

The masterplan shows the Local Plan allocated sites for employment, residential, town centre and open space (numbered 1-19). The existing urban area of the town is shown in white; and the principal roads as black lines. The proposed improvements to the infrastructure are indicated in blue, on top of the road network.

The masterplan identifies five key initiatives that underpin the Banbury Vision & Masterplan:

- Locations for housing to deliver Cherwell Local Plan housing requirements to 2031;
- A range of employment opportunities that will reinforce the role of Banbury in the regional economy;
- A transport and movement strategy that addresses congestion and assists in delivering sustainable growth;
- A Town Centre Action Area to manage a co-ordinated and comprehensive redevelopment and improvement of Banbury town centre; and,
- A 'green lung' to the town created from the enhancement of the canal and riverfront area together with a network of open spaces to improve the setting of the town and to address the shortfall of public open space, amenity and sports facilities.



Parson's Street



Oxford Canal



Bridge Street

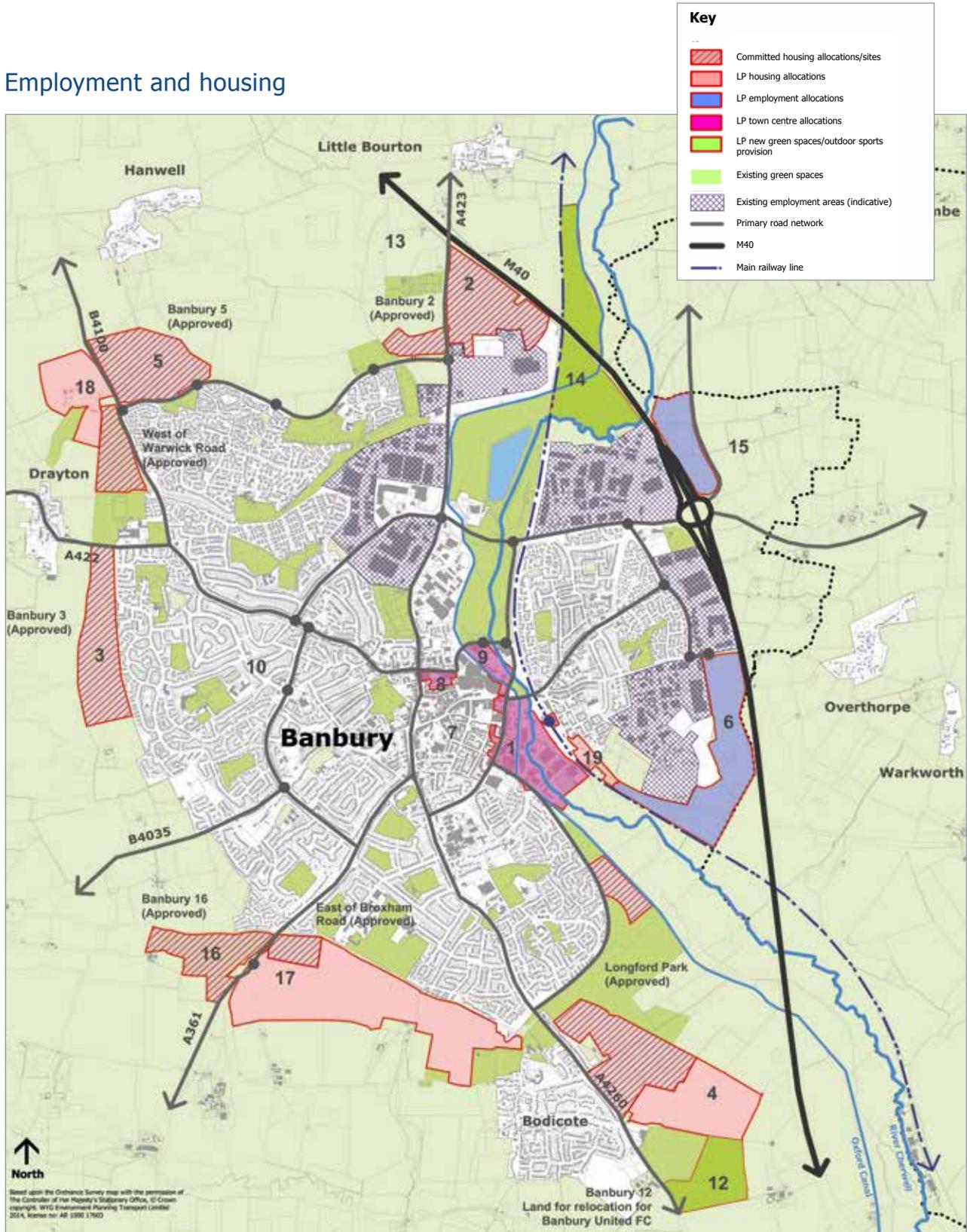




# 4. THE ECONOMY

# BANBURY VISION & MASTERPLAN

## Employment and housing



The economic activity and employment rate in Cherwell has been significantly higher than regional and national comparators between 2008 and 2012, but the gap has narrowed in recent years. Outputs are beginning to lag behind Oxfordshire LEP due to the lack of higher paid activities, exporting of higher skilled workers and falling levels of business start ups. This combined with the limited 'slack' in the labour market, recent losses of commercial floorspace and increased competition in the manufacturing sector could lead to the loss of higher value business activities.

Economic growth is targeted through: maintaining a strong manufacturing sector; diversifying into higher skilled and knowledge based opportunities; support for skills acquisition; and, by driving the engineering economy through flagship sectors of motor sport and advanced engineering. This will be mainly delivered by sites allocated for development in the Local Plan, renewal of existing employment areas and revitalisation of the town centre.

## Employment Sites

**Banbury 1** – The redevelopment of the mixed use 20 hectares Canalside area located close to the town centre and railway station.

**Banbury 6** – A mixed employment site of 35 hectares adjacent to existing employment areas with good links to the motorway.

**Banbury 7** – The strengthening of Banbury town centre.

**Banbury 8** – The development of the Bolton Road site on the northern edge of the town centre alongside Castle Street.

**Banbury 9** – The development of the Spiceball area located between the Spiceball leisure centre and the Castle Quay retail development.

**Banbury 15** – A new strategic mixed use site which should assist in providing for advanced engineering and knowledge based industries.

Existing employment areas will be reviewed to identify the potential of improvement and renewal through the designation of Employment Improvement Areas.

Skills and training



Retailing



An improvement in economic activity is key to the long term sustainable development of Banbury. The strengths of a large working age population, low unemployment rate, skilled workforce, combined with high value added activities and enterprising population offer opportunities to increase economic activity.

# BANBURY VISION & MASTERPLAN

Growth can be enhanced by taking advantage of cluster opportunities such as; high performance engineering (HPE) at Silverstone; transport links on the M40 for logistics and food manufacturing; and, responding to higher value opportunities generated from the Oxfordshire Knowledge Spine.

The supply of land and buildings is only one part of the strategy to grow the economy. This needs to be matched with a greater investment in skills and training targeted, at the key sectors of advanced engineering, logistics, food production and retailing, which are vital for local businesses. The planned improvements to the railway station combined with planned network improvements and revitalisation of the town centre will bring opportunities to grow the independent retailers, small and medium sized enterprises (SMEs) and the professional sector.

A job and a place to live are the two basic components that underpin a sustainable community. A lower wage economy may also create issues for businesses seeking to attract staff to Cherwell, particularly if house prices are not also relatively low.

The Cherwell Local Plan sets a requirement of 7,319 new dwellings for Banbury between 2011 and 2031, which includes strategic new allocations of 4,344 dwellings together with completed dwellings, permissions and windfalls. Increased housing supply will improve affordability and support economic growth.

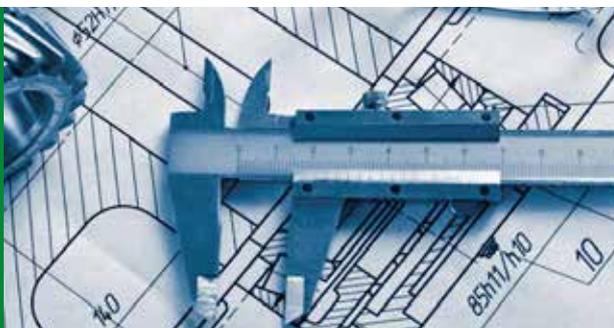
The delivery of the new housing is well underway with a number of the allocated sites being developed with others in the detailed design and planning process. The majority of the allocated residential sites, shown on the Housing & Employment Masterplan, are around the periphery of the town with the remainder forming part of town centre development sites. Affordable housing and housing mix is also set out in the Local Plan together with the area renewal of some existing communities.

The type and design of housing in central areas will also be important. Recent residential developments in the town centre have provided high quality accessible and affordable housing for those wishing to live in the town centre. However, lessons can also be learnt in terms of design and function. It will be important that residential development in the town centre supports the growth of the town centre economy and complements surrounding areas. It should do this through good design and catering for all those wishing to live in the town centre such as down sizers, those that don't rely on access to a car and those who would prefer to live in the town centre in order to have easy access to services.

New housing in Cherwell



Skills & training



There is an opportunity to improve accessibility between homes and jobs within the town including enhancing east/west links. This is addressed through improved public transport services, which is discussed in greater detail in Chapter 5.

Tourism is an important part of the local economy providing employment, supporting local services and facilities, promoting regeneration and helping to preserve the natural and historic environment. It has a growing role to play in the local economy and the masterplan sets out a number of projects and initiatives that will help to support the tourism sector:

- the enhancement of the canal and riverfront area will promote access to a currently underutilised resource and promote green and sustainable leisure opportunities, such as walking and cycling along the towpath and boating on the canal.
- the regeneration of the historic centre will promote the area as somewhere to visit and stay.
- the development of the Spiceball Development area into a mixed use cultural quarter will attract visitors and help to create an evening economy.
- the development of the country park and other strategic green spaces, along with a network of green linkages extending out into the countryside will promote leisure and recreational opportunities.



Ruscotte ar Hardw B8

Stagecoach

36455

DU61 AVE



Give Way to approaching vehicles

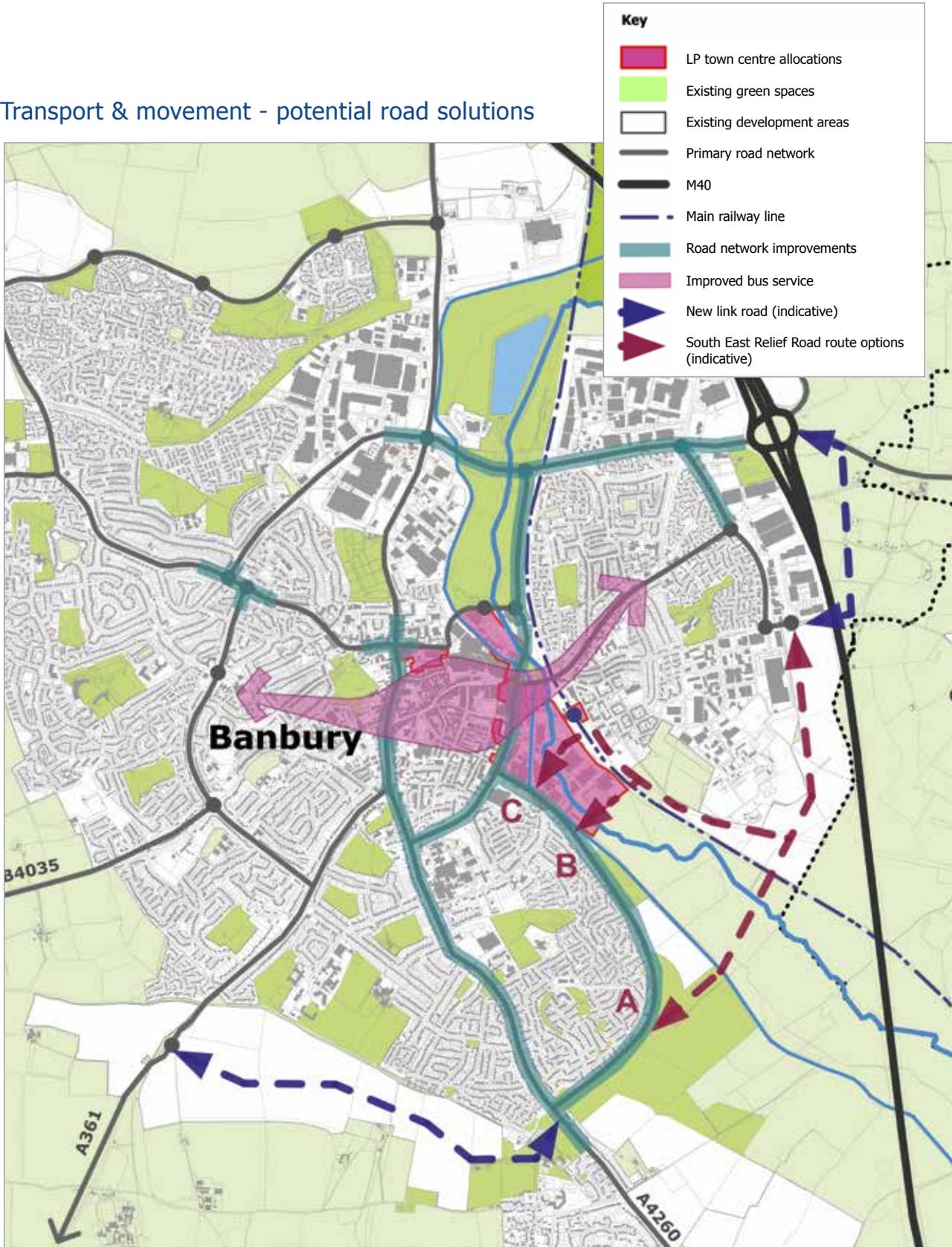
STOPS



# 5. TRANSPORT & MOVEMENT

# BANBURY VISION & MASTERPLAN

## Transport & movement - potential road solutions



Consultation by Oxfordshire County Council during the preparation of LTP4 identified traffic congestion as a major concern, which needs to be addressed together with transport solutions to manage the growth of the town. The environmental and physical constraints in and around Banbury, together with the canal, river and railway line running north-south through the town, make the delivery of a new strategic road network difficult and expensive; and new innovative solutions need to be found.

Sustainable transport solutions are needed to enable people to move easily and cost effectively around the town, while enabling employers to access labour, materials and strategic transport links. Some of the solutions can be implemented in the short term, while others will need to be examined in more depth before agreeing a preferred solution. Changes to transport networks and strategies for cars, public transport, walking and cycling will all play a role in delivering a future strategy.



Cherwell Street/Bridge Street junction

Traffic associated with the construction of HS2 is likely to be significant for Banbury. It is beyond the scope of the Masterplan to propose specific solutions at this stage, however this provides a further reason as to why it is important to explore transport solutions for Banbury as a priority.

The potential transport solutions are illustrated on the plan opposite and set out below. A number of the transport solutions are specific to the town centre and are discussed in more detail in Chapter 6 - Town Centre.

### **Improve the transport networks into and through the town**

Reduce congestion by a coordinated network strategy to improve junction capacity, signage and construct new roads in the following locations (identified in LTP4):

- Hennef Way and M40 junction 11 improvements.
- Identify preferred route for link road to the east of M40 junction 11 to connect onto Overthorpe Road.
- Work with developers to deliver the spine road through new residential development from the A361 to A4260 alongside the implementation of the development of Banbury 17.
- Improve the north-south route through the town centre from the junction of Hennef Way and Concord Avenue along Cherwell Street, Windsor Street and Bankside to the junction with the A4260 on Oxford Road.
- Junction improvements at Cherwell Street and Bridge Street, which will improve capacity, bus access to the town centre and pedestrian links to the railway station.
- Traffic management and environmental improvements along South Bar Street/ Horsefair corridor.
- Improvements to the junction of Bloxham Road (A361) and South Bar Street.
- Improvements to the Warwick Road (B4100) roundabout junctions with the A422 Ruscombe Avenue and Orchard Way.
- Improvements to the Bloxham Road (A361) junction with Queensway and Springfield Avenue.
- Improvements to the A361 Southam Road junction with Castle Street and Warwick Road.

## Identify a new strategic route between the east and west of town

Consider the options for a new viable and fundable crossing of the railway, canal, and river to improve east-west access to the motorway. The new road should provide for public transport, walking and cycling. Three potential routes are identified on the masterplan:

- **Route A** – Through the Central M40 employment site, south across the railway line, river and canal to connect to Bankside.
- **Route B** – Through the central M40 employment site and then westwards to cross the railway line, river and canal along the boundary of the Canalside development area to connect to Bankside (Route B could be located further south, for example immediately to the south of the existing Bankside Park and crossing the river, canal and railway line at this point).
- **Route C** – Similar to Route B but crossing the railway line close to and along Tramway onto Bankside.

Building on Local Plan part 1 the County Council is undertaking work exploring options for a 'south east relief road' which would inform any updates to their Local Transport Plan. The potential south east link road options shown in this document are indicative and are not proposals. The Local Transport Plan is where any new road proposal would be identified by the County Council. There is an opportunity to safeguard any routes proposed in the Local Transport Plan in Local Plan part 2.

## Strengthen the connection between the town centre and railway station

Work with Chiltern Railways to agree a development strategy for the station and the connections into the road and pedestrian network of the Canalside development area.

- Open up Tramway as an access for cars into station car parks.
- Retain existing road access from Bridge Street for buses and taxis.
- Construct new pedestrian bridges across the Oxford Canal and River Cherwell as part of the Canalside development to connect the station to the town centre.



View along Bridge Street towards the town centre

### **Increase public transport patronage**

Work with Oxfordshire County Council and bus operators to identify network constraints and work with bus operators to achieve commercially viable services.

- Identify suitable bus routes into and through the town centre;
- Improve bus services between residential and employment areas;
- Identify opportunities for enhancing bus services following the removal of bus subsidies; and
- Relocate the bus station by considering a site for a new bus station or location for new bus stops and waiting areas. A suitable site may be within the town centre or at the railway station.

### **Increase pedestrian and cycle activity**

Increase pedestrian and cycle activity by auditing existing routes and preparing an improvement strategy, which should be included as part of the Local Plan part 2.



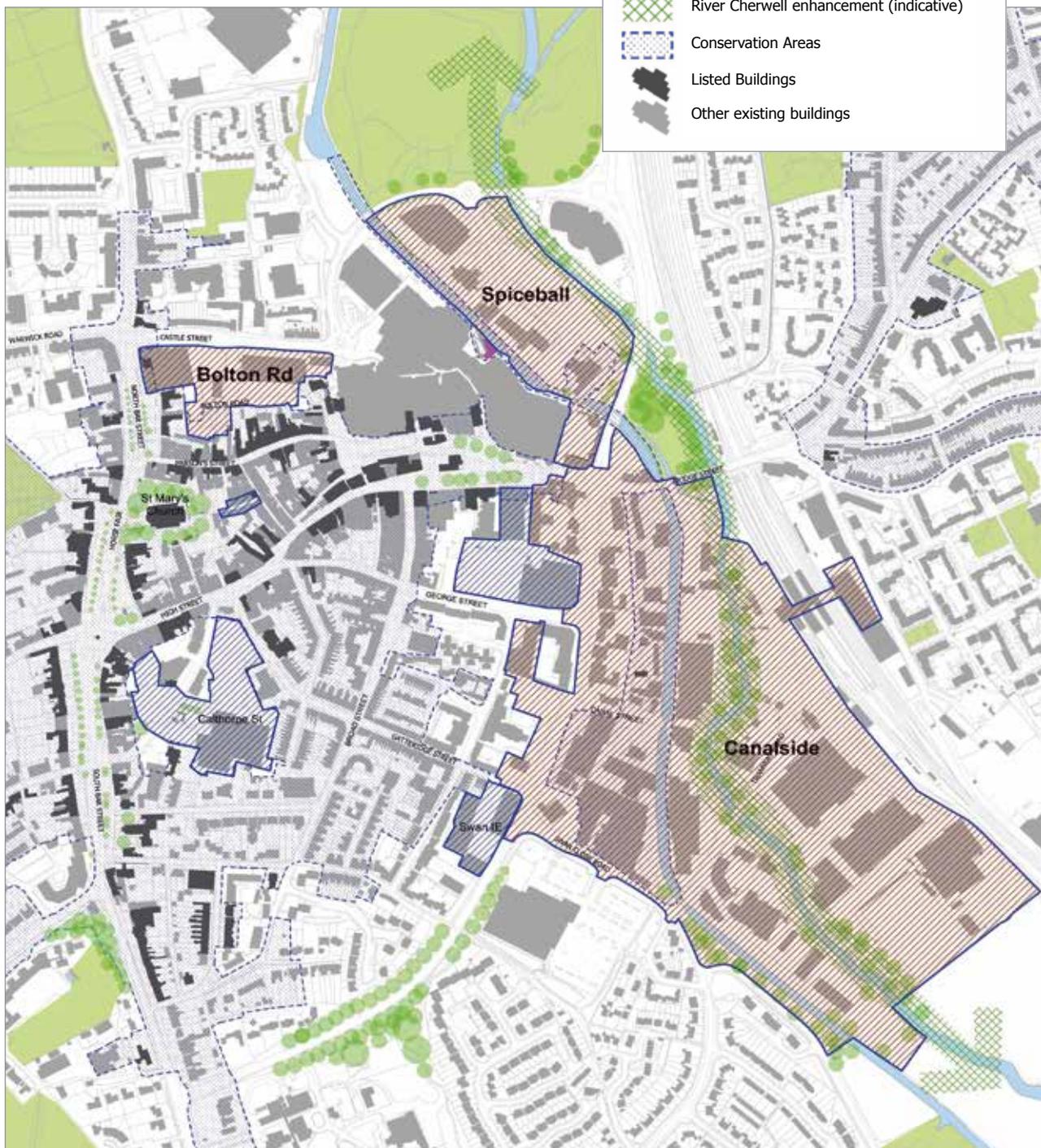




# 6. TOWN CENTRE

# BANBURY VISION & MASTERPLAN

## Town centre context





Potential for vibrant retail areas and new public spaces

## Initiatives

The vision for Banbury includes a vibrant and attractive town centre. But with continued pressures from out of town retailing and internet shopping the future role and viability of the town centre, as in other towns, is being tested. To achieve the wider regional role set out in Chapter 3; the town centre must deliver an entertainment, cultural and leisure quarter, quality food retailing and new niche and speciality shops together with festivals and events. This should be complimented with improved access, an enhanced business and professional sector together with new town centre housing, an improved night time economy, the use of vacant space over shops and offices for residential use and improved community facilities. There will be opportunities to deliver town centre housing through CDC's Build! project, which offers an individual, or group of people, the opportunity to come together to either build a new home, or to renovate an existing property.

To deliver a vibrant and growing town centre the interrelationship between development, activities and movements needs to be planned and managed. An action in one part of the town could have unforeseen implications on another part unless a holistic approach is taken.

The potential scale of change is substantial and a planned and co-ordinated approach is needed for the regeneration of the town centre. Small incremental improvements are welcome, but a longer term view is needed to ensure that the right decisions are made about the regeneration of the town centre. A town centre action area will be managed and delivered by the Council, including town teams, and partners. This can build on the

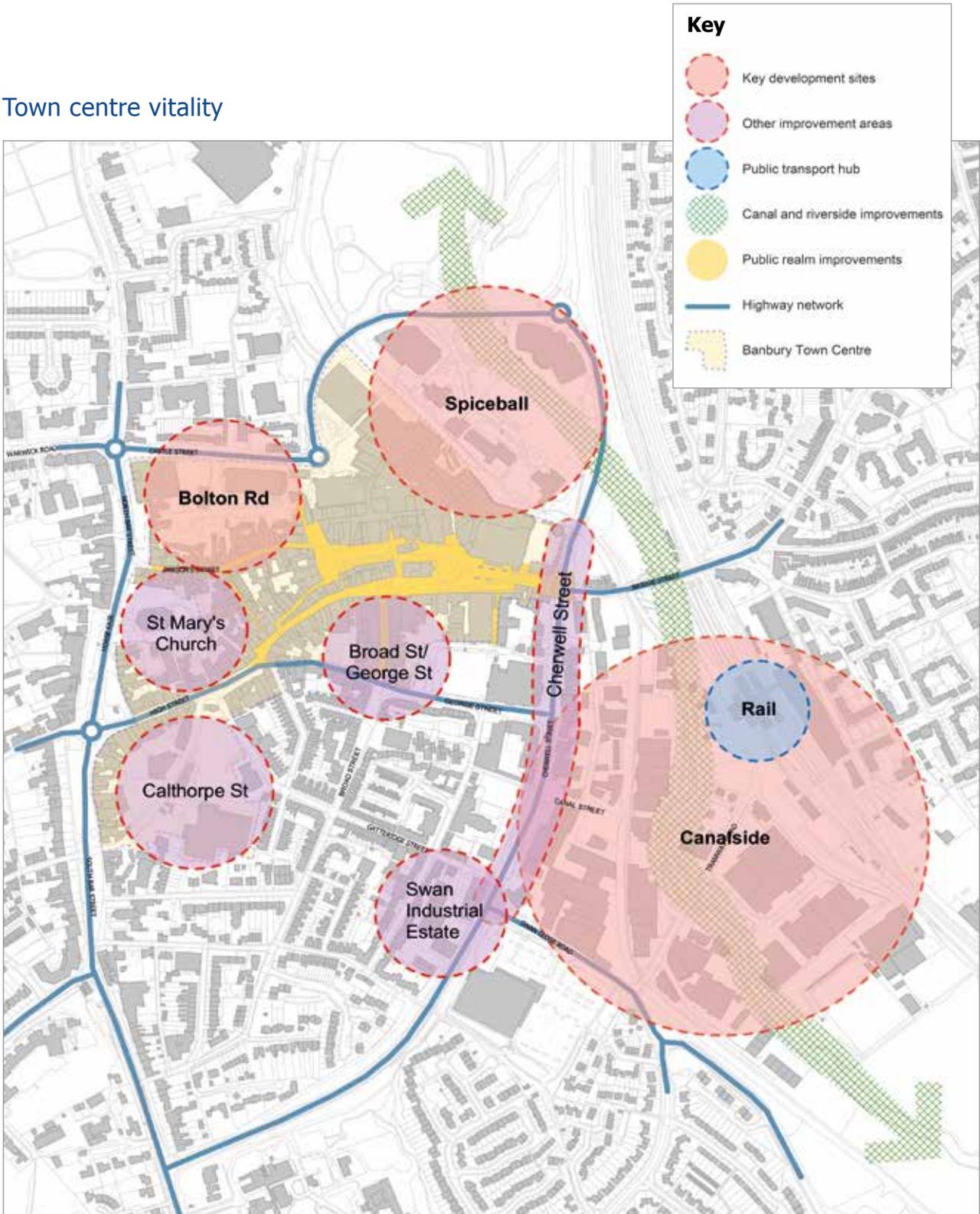
work of the existing town centre partnership. This document does not identify a specific area for this. Actions may be required in a number of locations in central Banbury.

The key initiatives that will deliver a vibrant and attractive town centre include:

- Preserving and enhancing the heritage assets, and their settings, within the town centre.
- Strengthening the town centre offer with new leisure, cultural, retail and social opportunities.
- Enabling the development of the two strategic town centre sites of Bolton Road and Spiceball.
- Regenerating underutilised sites and areas such as Canalside.
- Improving shop frontages and bringing vacant units back into use (this may include opening up vacant shops with temporary uses).
- Promoting a calendar of activities and events.
- Opening up the Oxford Canal to the town centre.
- Strengthening the connection between the railway station and town centre.
- Improving bus services and access into and across the town centre.
- Encouraging high quality housing development on appropriate sites within the town centre.

# BANBURY VISION & MASTERPLAN

## Town centre vitality



## Vitality

Town centre retail activity is under threat from the growing trend in internet shopping and out of town retail sites. A number of national retailers have gone out of business or into Administration, creating job losses and empty shops that blight the retail area. This trend is likely to continue until a new sustainable role can be established for town centres, where retailing is part of a broader 'town centre experience'.

This cannot be achieved overnight and retailers, local authorities and land owners need to work together to increase the competitiveness, vitality and attractiveness of town centres.

The long term solution will require:

- Stakeholders working together on a common agenda;
- New planning policies;
- Actions to provide short term uses of vacant properties;
- Development of niche retailing;
- Development of a mix of uses to retain people in the area;
- A safe and attractive environment;
- An accessible town centre; and,
- Places for people to meet and socialise.



Food markets

In order to support the regeneration of the town centre, there may be the opportunity under some circumstances for the Council to purchase vacant town centre properties.

The Town Centre Vitality Plan identifies the key initiatives that will work together to create an attractive and sustainable town centre. The key elements are:

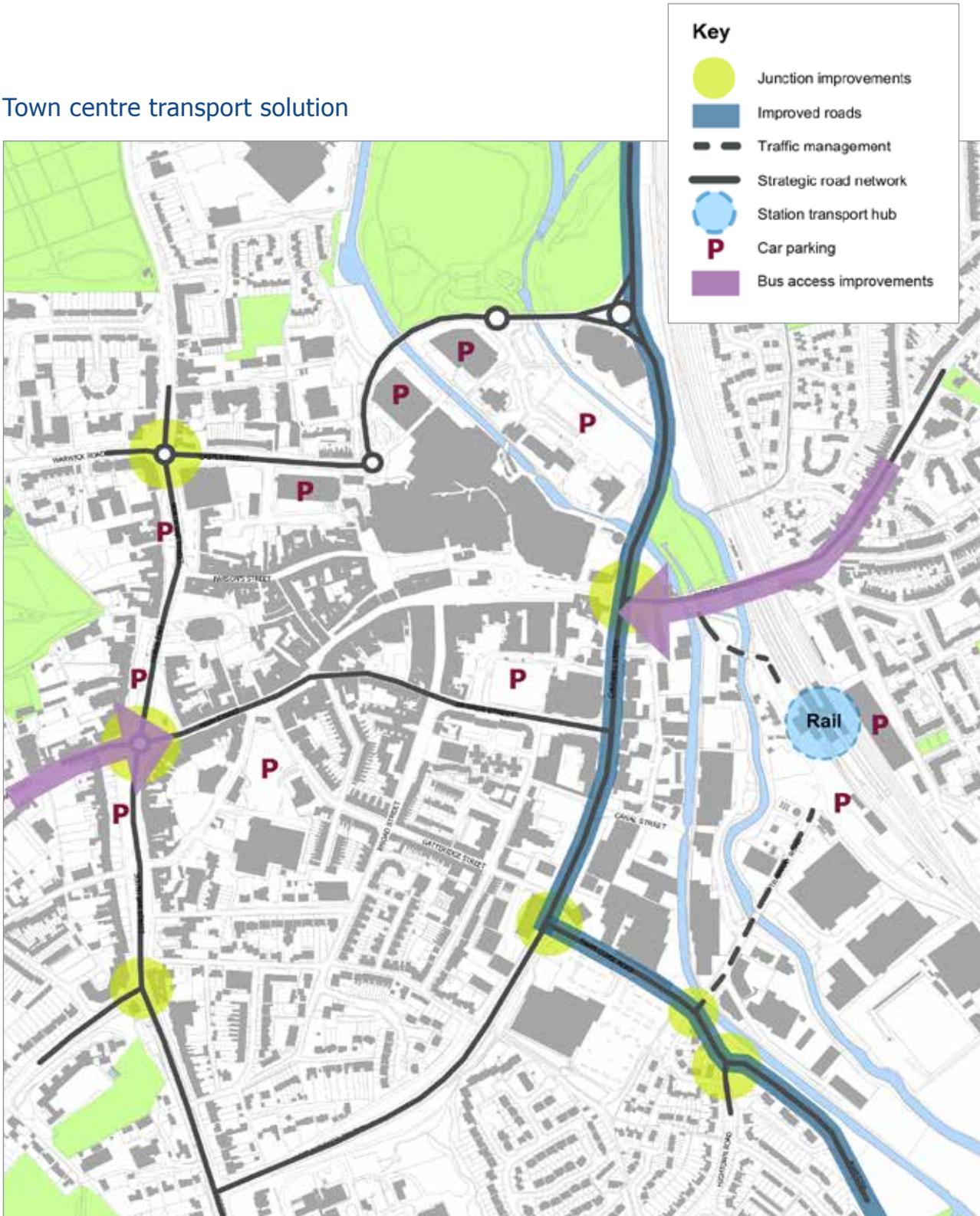
- A retail, leisure and cultural quarter on the Spiceball site;
- Enhanced retail opportunities at Castle Quay;
- Mixed use development of the Bolton Road site to support Parson's Street and the north-western quarter of the town centre;
- Mixed use and residential development in Canalside alongside a new riverside park; and,
- Enhanced public transport services and interchanges.



Events and festivals

# BANBURY VISION & MASTERPLAN

## Town centre transport solution



## Transport solution

The Town Centre Transport Solution Plan illustrates the key actions that are needed to reduce traffic congestion and improve accessibility to the town centre.

To reduce traffic congestion and manage growth requires a comprehensive six part movement strategy for the town centre to:

- Improve the transport networks into and through the town centre;
- Identify a new strategic road route between the east and west of the town;
- Connect the town centre to railway station;
- Increase public transport patronage;
- Increase pedestrian and cycle activity; and,
- Establish a car parking strategy.

### **Improve the transport networks into and through the town centre**

Reduce congestion by a coordinated network strategy to improve junction capacity, signage and roads in the following town centre locations:

- Junction improvements at Cherwell Street and Bridge Street, which will improve network capacity and improve pedestrian access across the road junction into the town centre. This will create an improved gateway into the town centre when linked with the development of adjacent sites. Improvements to the junction of Cherwell Street with Bridge Street will also help to improve accessibility into the Grimsbury area by reducing congestion along Bridge Street.
- Traffic management and environmental improvements along South Bar Street/ Horsefair corridor.
- Improved bus priority where possible considering a reduction in services.



Improvements to Cherwell Street

## Identify a new strategic route between the east and west of the town

Chapter 5 identifies three strategic route options for a new road crossing the railway, canal and river, which will improve east-west access across the town and on to the motorway. It will have a beneficial impact on the town centre by providing an alternative route for traffic that currently uses Cherwell Street and Bridge Street.

## Connect the town centre to the railway station

Work with Chiltern Railways to agree a development strategy for the station (which could involve potentially providing a new railway station building, including new retail uses) and the connections into the road and pedestrian network of the Canalside development area.

- **A** - Open up Tramway as an access for cars into station car parks and remove this traffic from Bridge Street.
- **B** - Retain existing road access from Bridge Street into the station for buses and taxis. Consider option for bus access into Tramway.
- **C** - Improve the setting and character of the public realm of the station forecourt.
- **D** - Construct new pedestrian bridges across the Oxford Canal and River Cherwell as part of the Canalside development to connect the station to the town centre.



Canalside and station area

## **Increase public transport patronage**

Identify network constraints and work with bus operators to improve services.

- Identify suitable bus routes into and through the town centre and bus priority measures to ensure reliable bus journey times;
- Improve bus services between residential and employment areas; and
- Relocate the bus station and identify a site for a new bus station or location of new bus stops and waiting areas. This should involve working with bus operators, the County Council and the railway operators to deliver improved bus services at the railway station.

## **Increase pedestrian and cycle activity**

Audit existing routes and prepare an improvement strategy, which should be included as part of Local Plan part 2.

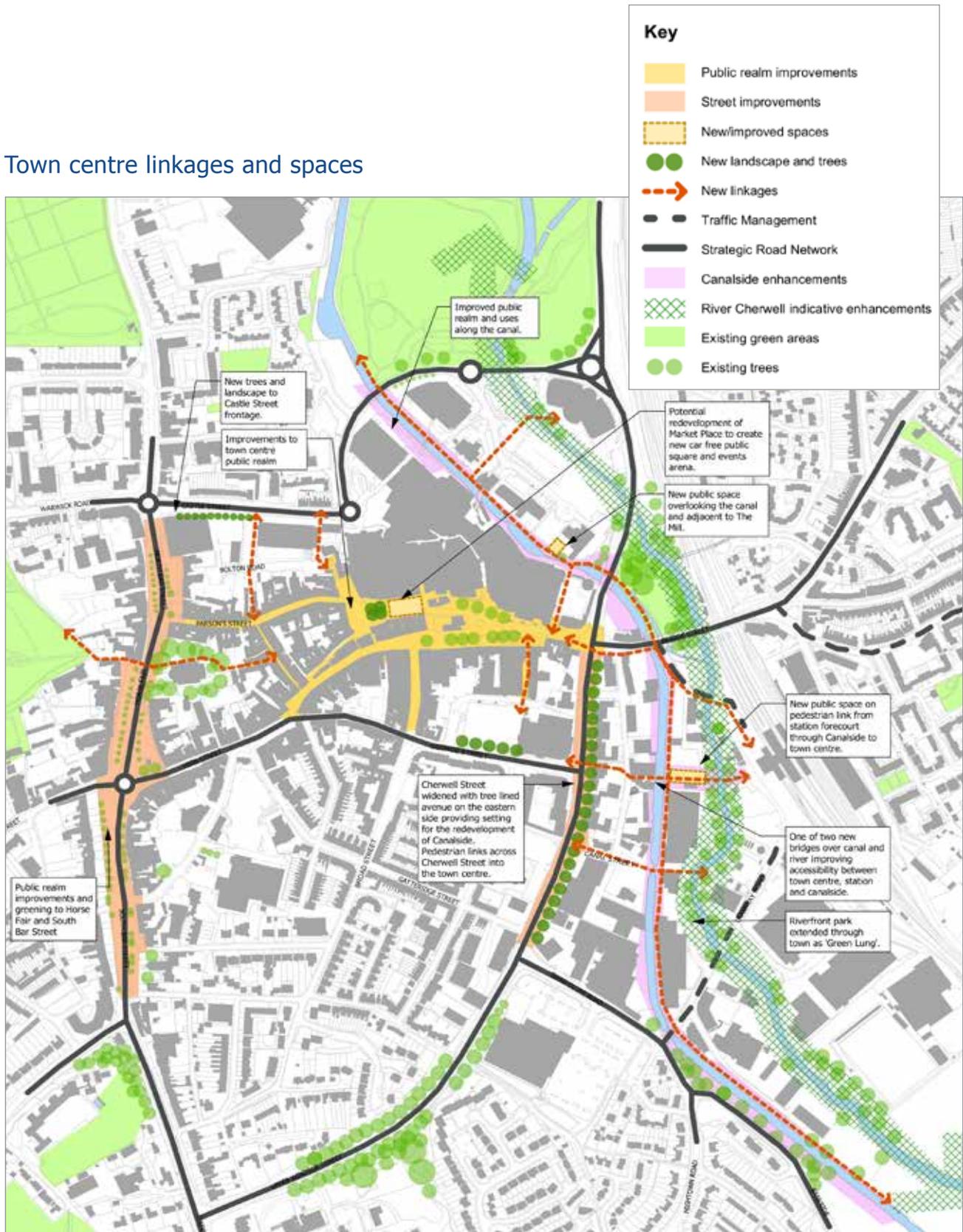
## **Establish a car parking strategy**

Undertake an audit of town centre car parks and prepare a Parking Strategy identifying the preferred location and number of car parking spaces and a pricing policy. Set a pricing policy to encourage parking during non-peak periods and/or consider periods of free car parking.



# BANBURY VISION & MASTERPLAN

## Town centre linkages and spaces



## Linkages and spaces

The spaces between buildings provide the arteries that connect the town centre activities together. It is important that they work well, are not congested, and provide the setting to complement the town and add value to the town centre experience. They are an essential part of creating a distinctive, attractive and vibrant town centre.

Banbury has some great places, but overall the quality of the public realm needs to be improved and new places added to support the revitalisation of the town centre. All new development in the town centre should include good quality public realm and pedestrian linkages along key routes. The centre also needs to be 'greened' with more street trees and the canal towpath improved and reconnected into adjacent development.

Cherwell Street has the potential to become an attractive tree lined boulevard that can manage traffic growth and at the same time provide an attractive environment with improved pedestrian connectivity between the town centre and the railway station. This can only be fully achieved with the redevelopment of Canalside and the release of land for road and public realm improvements. The development of Canalside will provide a new urban edge to the street and a gateway into the town.

Car parking in Market Place is well used and it is anticipated that it will remain. However, there could be opportunities for a public square, performance space and place for visiting markets and events. Licensing of external spaces, adjacent cafes, restaurants and pubs should be considered as part of this strategy, and also reviewed for the whole town centre.

Public art is an important way of providing distinctive public realm that is relevant and celebrates the history, people or events of the area. A new bridge over the canal in Canalside could be combined with public art similar to the bridge in Bristol Harbourside.



Bridge in Bristol Harbourside

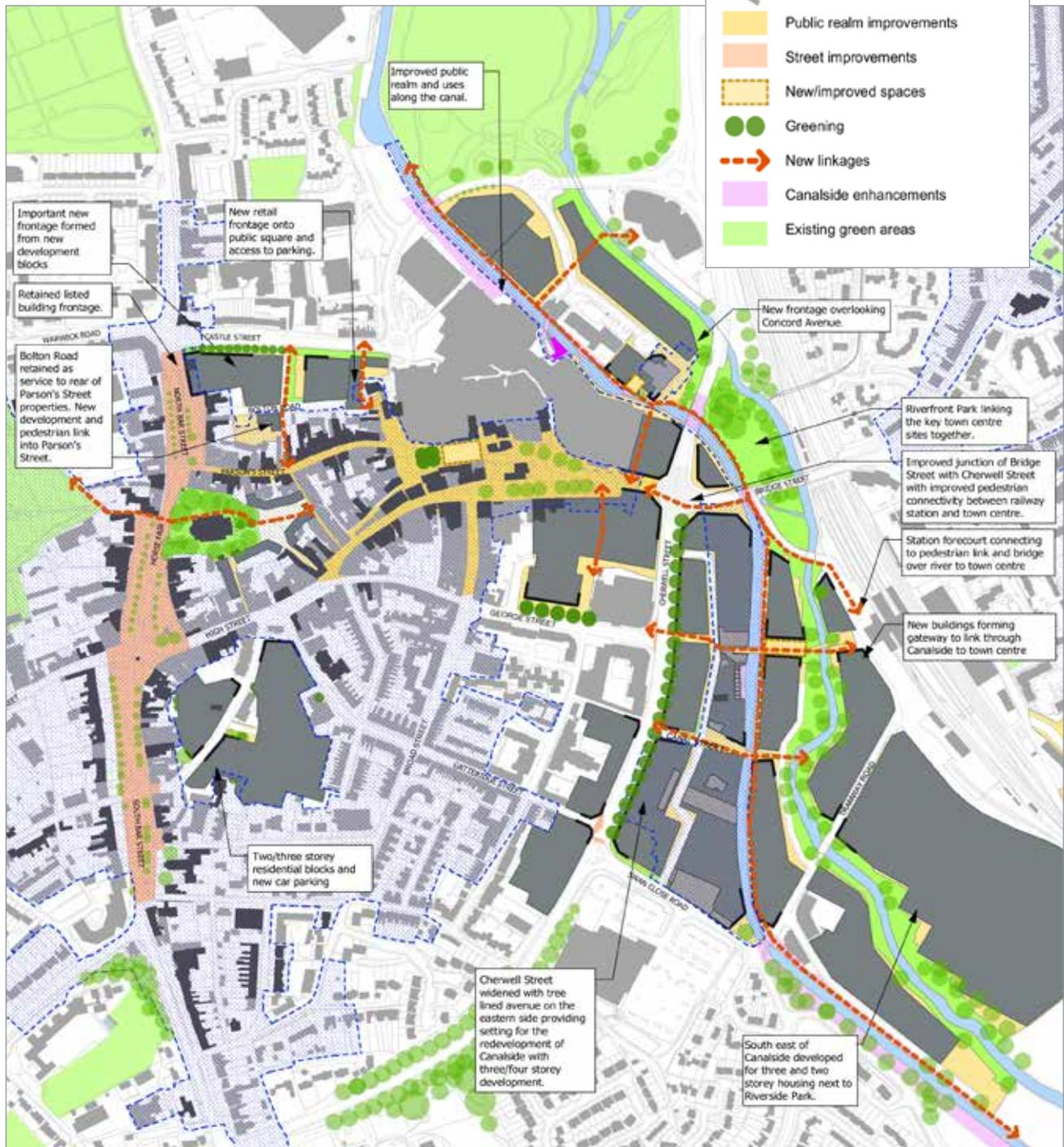


Contemporary high quality street furniture

The Linkages and Spaces Masterplan illustrates the locations of new and improved public realm, greening of the town centre and new or improved linkages. The area shown for public realm improvements is indicative, with improvements potentially extending beyond the area identified.

# BANBURY VISION & MASTERPLAN

## Town centre buildings and places



## Development sites and opportunities

This section identifies the key urban design and development principles for the strategic sites in the Local Plan and for other potential development opportunities in central Banbury.

Some areas of the town centre have a charming character with street trees, historic buildings and interesting places. Development proposals should seek to preserve and enhance listed buildings and the conservation area. New development, or the redevelopment of existing buildings, should have regard to the contribution they can make to the conservation area. New proposals should have particular regard to the existing street patterns and urban framework; and, should also respond to the architectural context, materials and local features of the area. A mix of housing should be provided, including family housing with gardens wherever possible.

Appendix I provides further details of the development strategy for Canalside, Bolton Road and Spiceball.

### **Canalside development area (Banbury 1)**

Canalside is a strategic site, which has the potential to have a profound effect on the long term vitality and attractiveness of the town centre. It is located between the railway station and the retail heart of the town, but is separated from it by the busy Cherwell Street. The development area extends to approximately 20 hectares and includes land to the east of Cherwell Street and to the south of Bridge Street. It has the potential to play a vital role in enhancing activity in the town centre by the relocation of traditional employment uses to more appropriate sites and developing the land for residential, mixed use and related town centre uses. It can also play an important role supporting the planned investment in the railway system, by improving connectivity between the station and the town centre and by providing development opportunities next to the station.

Canalside is a diverse area with a wide variety of businesses and uses. It is rich in history and will require a sensitive approach to redevelopment, which should retain listed and locally listed buildings wherever possible. The process of change will take time and include consultation with all those working and living in the area.

Canalside can become a vibrant, modern, mixed-use quarter containing residential, office, commercial and retail uses. There is the potential for higher density development to the north of Canalside and close to the town centre, and lower density residential development to the east of Tramway. In some places reduced levels of car parking may be appropriate considering that some living near to the town centre may have less need for access to a private car. Some of the existing buildings could be redeveloped for a mixture of uses, particularly alongside the canal. The density can be achieved with a majority of family homes on the south and east of the development area, with apartments and three storey town houses to the north and closer to the town centre. The Local Plan identifies that the Canalside site will accommodate 700 dwellings. However, there is potential for more to be accommodated, possibly up to 1,000 new homes.

There are significant movement issues to be addressed in the development of Canalside, which must improve connectivity and reduce existing traffic congestion. Cherwell Street should be widened into an attractive tree lined boulevard that is suitable for traffic and pedestrian activity. The Bridge Street junction will require significant modification to improve traffic management and connectivity.

The railway station is served by a multi-storey car park to the north-east of the railway line and a surface car park on the south-west. There is the potential for an additional multi-storey car park to serve the railway station on the western side of the railway lines. The existing road from Bridge Street

to the station should be retained and used for taxis, buses and customer drop off. Tramway Road should be extended to access the station surface car park, which will reduce the amount of traffic using Bridge Street.

Cherwell District Council will need to lead the redevelopment process by preparing a SPD, promoting change, investing in infrastructure and enabling the development. This will involve the relocation of existing businesses to enable the comprehensive regeneration of the area, and the possibility of CDC using compulsory purchase powers to bring the different land parcels together ready for development by the private sector.

Canalside will be comprehensively redeveloped whilst it may come forward in phases, based upon an overall masterplan and SPD. A joint venture with a private sector partner, supported by an element of public sector funding, may provide a potential solution to delivery.

Key actions include:

- Collect any further information and evidence required for a SPD;
- Prepare a SPD and site masterplan that develops the principles set out in this document and the Local Plan, and is deliverable and fundable;
- Commission a Business Plan to identify the delivery mechanism and the level of any public sector investment that may be required;
- Work with the land owners and identify one or more development partners who shares the vision for this site and will work with CDC and OCC to deliver the scheme;
- CDC will identify suitable land and premises in Banbury for the relocation of existing businesses and will work with those businesses to facilitate their relocation; and
- In terms of applications that may come forward for parts of the Canalside site, the impact of remaining industrial uses on new dwellings will require careful consideration.

The key urban design principles that will guide the redevelopment of the area are set out in Appendix I.

### **Bolton Road area (Banbury 8)**

The Bolton Road development area is located in the north-west corner of the town centre, south of Castle Street. Bolton Road runs in an east-west direction through the area, with the properties fronting onto Parson's Street backing onto it. The area contains a bingo club, offices and small business units. It is well located to provide access into the main retail area, but suffers from a poor image as back land with unattractive parking facilities.

The recent demolition of the multi-storey car park provides an opportunity for redevelopment that respects the historic environment in this part of the town. There is the opportunity to redevelop the area to create: an intensification of uses; improved frontage along Castle Street; access into Parson's Street; and, synergy with the main town centre retail area. The site is prominent and visible from the main road network, but also has good links into the town centre and the Castle Quay Shopping Centre. One of the key issues, which will affect the deliverability and viability, is whether the development area should include the rear of the Parson's Street properties next to Bolton Road.



Oxford Canal and Bridge Street

The land between Bolton Road and Castle Street should provide a mixture of residential and town centre uses, including niche retailing opportunities together with car parking to serve this part of the town centre, which will support the Parson's Street retail quarter.

The transport and movement strategy shows the Bolton Road site continuing to provide town centre car parking to service Parson's Street and the adjacent town centre area. The frontage onto Castle Street has the potential for new bus stops to provide better access to public transport. A new pedestrian link from the Bolton Road area to Parson's Street should be provided to improve connectivity through the retail area and link into the proposed enhancements around St Mary's Church and Church Lane. The special historic architectural character of the listed buildings and their settings should be considered as part of any development proposals.

To deliver the Bolton Road development Cherwell District Council and Oxfordshire County Council should undertake the following actions:

- Prepare a deliverable Development Brief that develops the principles set out in this document with minimum use of Parson's Street properties;
- Identify a development partner who shares the vision for this site and will work with CDC and OCC to deliver the scheme; and
- Investigate the deliverability of the proposed new pedestrian link with property owners on Parson's Street.

The key urban design principles that will guide the redevelopment of the area are set out in Appendix I.

### Spiceball development area (Banbury 9)

The Spiceball area is located between Cherwell Drive to the north, Concord Avenue (A4260) to the east, and Oxford Canal to the south-east. It contains the Spiceball Leisure Centre, multi-storey and surface car parking, The Mill Theatre, Chamberlaine Court residential home, Banbury Museum and General Foods Sports and Social Club. All the existing development is accessed from the roundabout on Cherwell Drive.

The area around the canal is a missed opportunity to focus development on the amenity and boating activity of the canal. It is one of the major assets of the town, with the boats providing an attractive and ever changing scene. A new canal basin could be provided as part of the comprehensive regeneration of the area.

There is the opportunity on the Spiceball site to create an attractive urban and landscape gateway into the town with improved connectivity to the town centre and enhancement around the canal. New development should provide greater activity and vitality along the canal and improve links across the development into Spiceball leisure centre.



The Mill

# BANBURY VISION & MASTERPLAN

To enhance the regional role of Banbury and to build upon the existing assets, the area should be developed as a leisure, entertainment and cultural quarter with improved links into the town centre. This site could accommodate a number of different options dependent on public sector funding for new cultural/arts and leisure buildings. With reference to the recent planning permission for the site, proposals should also provide for a new foodstore.

A range of town centre uses should be provided on the site along with public open spaces. The existing multi-level car park and nearby land should be redeveloped for mixed town centres uses including leisure and A3 and A5 uses. A significant new public place should be provided alongside the canal with A3 uses, public art and attractive landscaping.



The Mill

Options to extend the museum should also be considered if funding becomes available to expand this facility. General Foods Social Club and Chamberlain Court will remain on the site.

An outline planning permission has now been granted which includes proposals for a cinema, hotel, A3 uses, a food store and car parking. The Council is working with a development partner to deliver proposals.

The key urban design principles that will guide the redevelopment of the area are set out in Appendix I.



View towards Castle Quay from Spiceball Park Road



Oxford Canal



Bus Station

## **Cherwell Street and the town centre**

The retail area could be extended southwards from Bridge Street to George Street to include a new three/four storey mixed use retail development and multi-storey car park with residential on upper floors.

The existing surface car park outside Matalan could become a new bus terminus, which would enable the existing bus station to become part of an expanded Castle Quay development and improved access to the canal.

## **Calthorpe Street Area**

This area could be redeveloped for town centre uses and car parking.



## **St Mary's Church area**

St Mary's Church is a significant building in Banbury and plays an important role in the life of the town. It has a number of large mature trees alongside Church Walk which continues into White Lion Walk and Church Lane. An improvement strategy could include:

- Preserve and enhance the historic environment in this area;
- Improving the setting of the church by management of the tree canopy to provide more sunlight.
- Bring vacant buildings along White Lion Walk and adjacent areas back into use.
- Work with businesses to reduce car parking in the area and identify areas for redevelopment.

## **George Street/Broad Street Area**

This area contains a number of different uses including residential, retail and takeaway restaurants. There is a mixture of older Victorian buildings and more modern development of varying quality. There is an opportunity to improve the appearance of the area and address social problems which could involve forming planning policy which influences the land uses in this area.

## **Swan Industrial Estate area**

Currently and in the future the part of Banbury surrounding the Swan Estate is a predominately residential area. There is the opportunity for improvements to the frontage along the western side of Upper Windsor Street with the potential relocation of industrial development to out of centre employment areas. The relocation of commercial uses and redevelopment for residential development will be explored in Local Plan part 2.

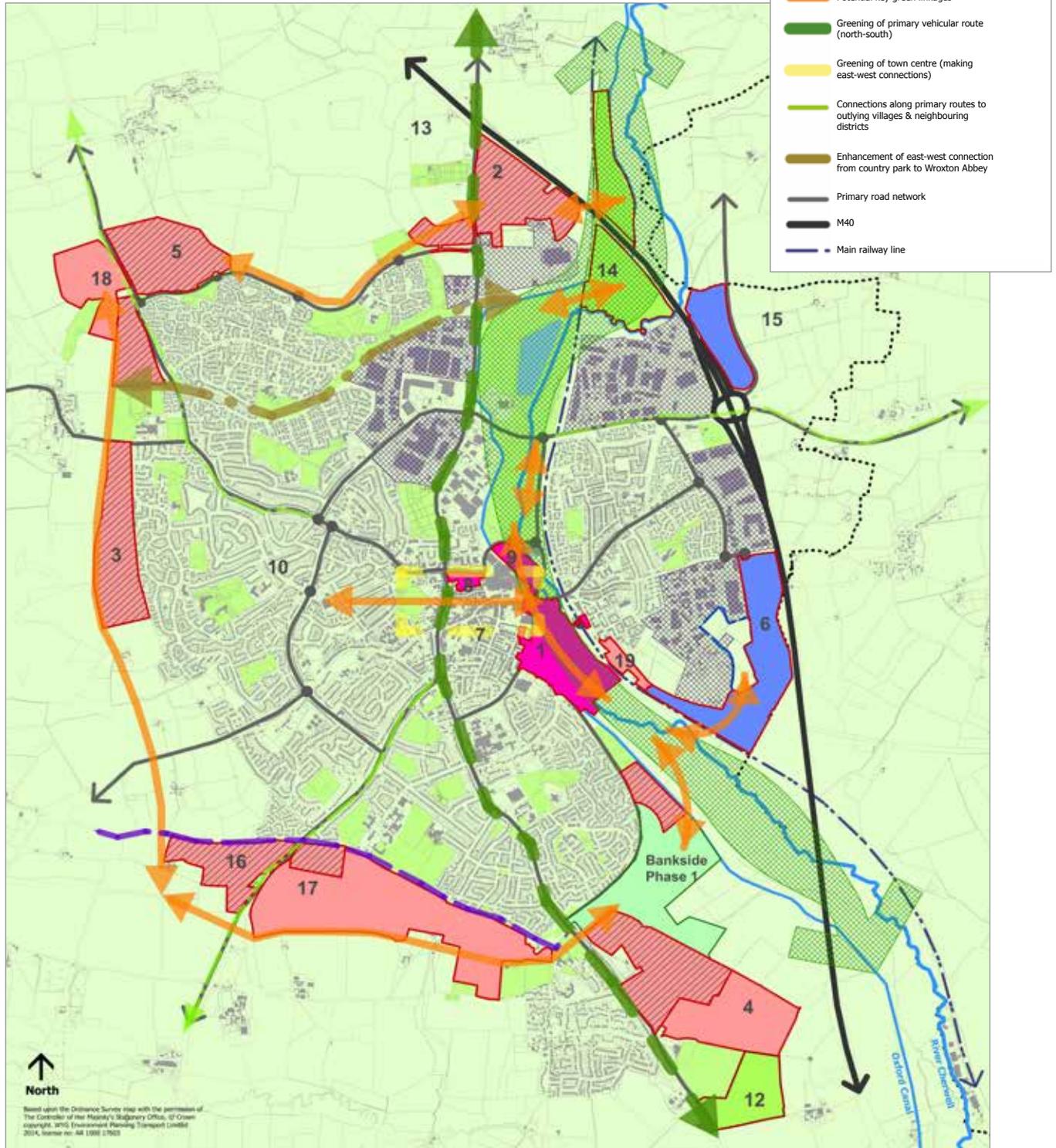




# 7. THE ENVIRONMENT

# BANBURY VISION & MASTERPLAN

## Environmental masterplan



The quality and character of the environment is a part of what creates that sense of place that unifies towns and sometimes makes them memorable. It provides the setting for daily life and enables a healthier lifestyle with better links to open space and sports facilities.

The quality of the environment needs to be improved by providing:

- A north-south green lung that improves access to the town centre and opens up the canal and river (it is recognised that not all uses along the canal and riverfront area will be 'green', but opportunities to promote the concept of the green lung should be pursued wherever possible);
- New public spaces and green links connecting the neighbourhoods together;
- Attractive gateways into the town;
- A richer more diverse bio-environment; and,
- New open space and amenity areas to serve the needs of residents.

There is a deficiency of open space within the town, but the quantum of the deficiency is unknown. Local Plan part 2 will provide further information and policies for open space.

To deliver a unified multifunctional resource a series of strategic environmental enhancements should be made, which include integrated cycle and pedestrian networks:

- An improved interface between Spiceball Park and the canal/river green lung linking with the town centre. This should be delivered as part of the town centre enhancements and form a fundamental part of any development proposals. Initiatives within Spiceball Park have already been commenced by The Wildlife Trust and should be used as a catalyst to push forward further development.
- The continued development of the country park extending the green lung to the north of the town connecting the urban area with the rural hinterland beyond. Management of the country park should be carried out in association with the surrounding environmental resources, including the river, rather than in isolation in order to achieve the full potential of the park. Nature reserves, planting and wetlands should be provided in appropriate locations.
- Greening of the town centre retail area improving east – west connectivity from People's Park to an enhanced green lung along the river/canal corridor.
- Greening of the primary north – south vehicular route along the South Bar Street/ Horsefair corridor in conjunction with improved traffic solutions to ease congestion in these areas.
- Development of a new green linkage along the south edge of Banbury 17 connecting new development and associated open space at Banbury 16 and Bankside Phase 1. Development of open space within these areas must be underpinned by successful connectivity for the collective benefit to be realised.

- Connection of Salt Way to the improved north – south green lung along the canal/ river corridor.
- Improved cycling and walking routes should be provided radiating from the town centre to satellite settlements encouraging the adoption of alternative transport methods and easing the existing pressure on the road infrastructure.
- Greening of areas immediately adjacent to the canal and river.
- Development and management of the existing east west connection along the dismantled railway line to assist in the integration of the country park into the existing green network.
- Developing the town's green infrastructure network, including developing and re-establishing current routes, such as the Banbury circular walk, and public rights of way and using green spaces within new and proposed development sites. The exact location of key green linkages will be determined by existing rights of way, existing planning permissions and negotiation with landowners.

It is important to improve and enhance Banbury's existing parks and leisure/recreational facilities, and alongside the above strategic enhancements there are a number of specific facilities identified for improvement within the town, including:

- Facilities at Wood Green Leisure Centre;
- Facilities at Moorfield Park, Grimsbury; and
- The development of People's Park from a transitional space to a target destination, encouraging a higher level of use.

There are also opportunities for specific initiatives to be implemented, such as the planting of community orchards. A community orchard, comprising heritage fruit trees, has been successfully established in Browning Road Park. Community orchards are an excellent way of bringing people together and can act as the focal point for community activities, such as picnics, story-telling events or apple picking days.

In summary, the green space network within and around Banbury should be maintained, managed and enhanced as a unified multifunctional resource to deliver the true environmental, social and economic benefits required by the residents of Banbury.

## **Air Quality**

Air quality throughout the district is generally good, but there are areas of poor air quality in the district where national air quality objectives are being exceeded. Areas of poor air quality are largely related to vehicles on and around busy roads. Cherwell District Council has designated two air quality management areas (AQMAs) within Banbury, one along Hennef Way and one between Southam Road and Oxford Road. Air quality action plans will be developed which will aim to reduce the level of air pollution to below the air quality objective.

# SUPPLEMENTARY PLANNING DOCUMENT





# 8. PEOPLE

# BANBURY VISION & MASTERPLAN

The public sector can provide the vision; the private sector the investment and entrepreneurship; and, the people of Banbury the energy to deliver the planned economic growth. But the people need to be supported with improved skills, facilities and local services to enable them to play a full role. Areas of deprivation need to be continually addressed and life chances improved.

There are clearly organisations and individuals that have an interest in shaping the future of Banbury as demonstrated by the consultation on the Banbury Vision & Masterplan.

## Education & training

Improved skills are vital to deliver the economic vision. Banbury needs enhanced education and training services; and, access to a larger number of apprenticeships. This will enable the workforce to compete for the targeted increase in higher paid jobs outlined in the Economy chapter.



## Housing

The increase in housing supply identified in the Cherwell Local Plan will provide a range of private and affordable housing sites throughout Banbury. This will improve housing choice and should contribute to a more affordable housing market, as housing availability increases to match market demand.

## Environment

A good quality and safe environment will provide the right setting for an improved lifestyle. It will provide more attractive places and amenity spaces in the town and add long term value to the character of Banbury.



## Brighter Futures Partnership

Brighter Futures in Banbury is a targeted, long term programme of work to increase life chances and address health inequalities within Banbury. The aim is to break the cycle of deprivation, which will be different for each individual. This programme is an important part of the wider Banbury vision and recognises that individuals have diverse needs covering issues around health, skills, access to services, housing and financial stability. The Local Plan aims, including at Policy Banbury 10, to help create opportunities for all and positively renew and regenerate areas with challenging social conditions in parts of Banbury.

## Community facilities and services

The future Banbury is a place of opportunity with a full range of, social, amenity and community facilities and services available for local people.







# 9. DELIVERING THE VISION

# BANBURY VISION & MASTERPLAN

The vision for Banbury requires the support of many public sector organisations and active engagement with the private sector. Cherwell District Council is prepared to lead the work necessary in partnership with other bodies. Cherwell District Council will bring the full range of planning powers and other responsibilities to drive the delivery of this masterplan. The Council recognises that the best means to secure the vision of the Banbury Vision & Masterplan is to ensure it is delivered by a one team approach with strong leadership to drive through the actions and achieve the planned growth.

The vision is about 'promoting opportunities' as well as creating a 'place for opportunities' to be realised. The public sector can do much to address constraints, set new policies and prepare the ground for investment, but it should also be setting the conditions to create private sector investment confidence while addressing the needs of local people.

Delivering the vision is about:

- Providing the leadership and governance;
- Funding the action plan;
- Managing who does what and when; and,
- Reviewing and refining the process to address funding and market factors.

## Initiatives and actions

The six strategic objectives that combine to form the vision are delivered through a set of initiatives, which in turn are formed from a set of public sector actions. The actions range from: promotional activities; commissioning studies; improving the public realm, road network and junctions; using CPO powers to acquire land for development; engaging in a proactive way with land owners and developers; and, working with others to deliver

the long term vision. For example, CDC will work with bus operators to identify opportunities for enhancing the public transport network and assist where it can due to restrictions in subsidies.

The table of initiatives and actions in Appendix II identifies: short; medium and long timescales for delivering the actions. The actions are diverse, ranging from: policy initiatives; infrastructure provision; promotional activities; the delivery of services; and, investing in people. Together they form a coordinated set of actions that work together to deliver change.

## Leadership

Strong leadership is required to deliver the changes in Banbury and a multi-disciplinary team will be needed to deliver the Banbury Vision & Masterplan.

## Funding

The public sector will take the lead using targeted funding to secure maximum benefit and lay the foundations for economic growth delivered through private sector investment. Developer contributions and/or money from the Community Infrastructure Levy (CIL) may be sought towards achieving the six strategic objectives. The broad cost of the public sector investment over a five year period is £30 to £40m.

The target is to lever in the maximum level of private sector investment for every £1 invested by the public sector.

One of the first actions will be to secure a portfolio of funding from the Department for Communities and Local Government, the Homes & Communities Agency; local enterprise partnerships, OCC and CDC for a five year period.

## **Infrastructure Delivery Plan**

The Infrastructure Delivery Plan (IDP) contains the infrastructure required to support the Cherwell Local Plan Part 1 and it is set out in Appendix 8 of the Plan. The IDP is a live document and is updated to reflect changes in circumstance and strategies. The IDP Update January 2016 lists schemes for Banbury by infrastructure providers. It covers the following areas:

- Transport and movement
- Education
- Utilities
- Flood risk
- Emergency and rescue services
- Health
- Community infrastructure
- Open space, recreation and biodiversity

The successful delivery of the projects set out in the IDP will be important in delivering the Banbury Vision & Masterplan.

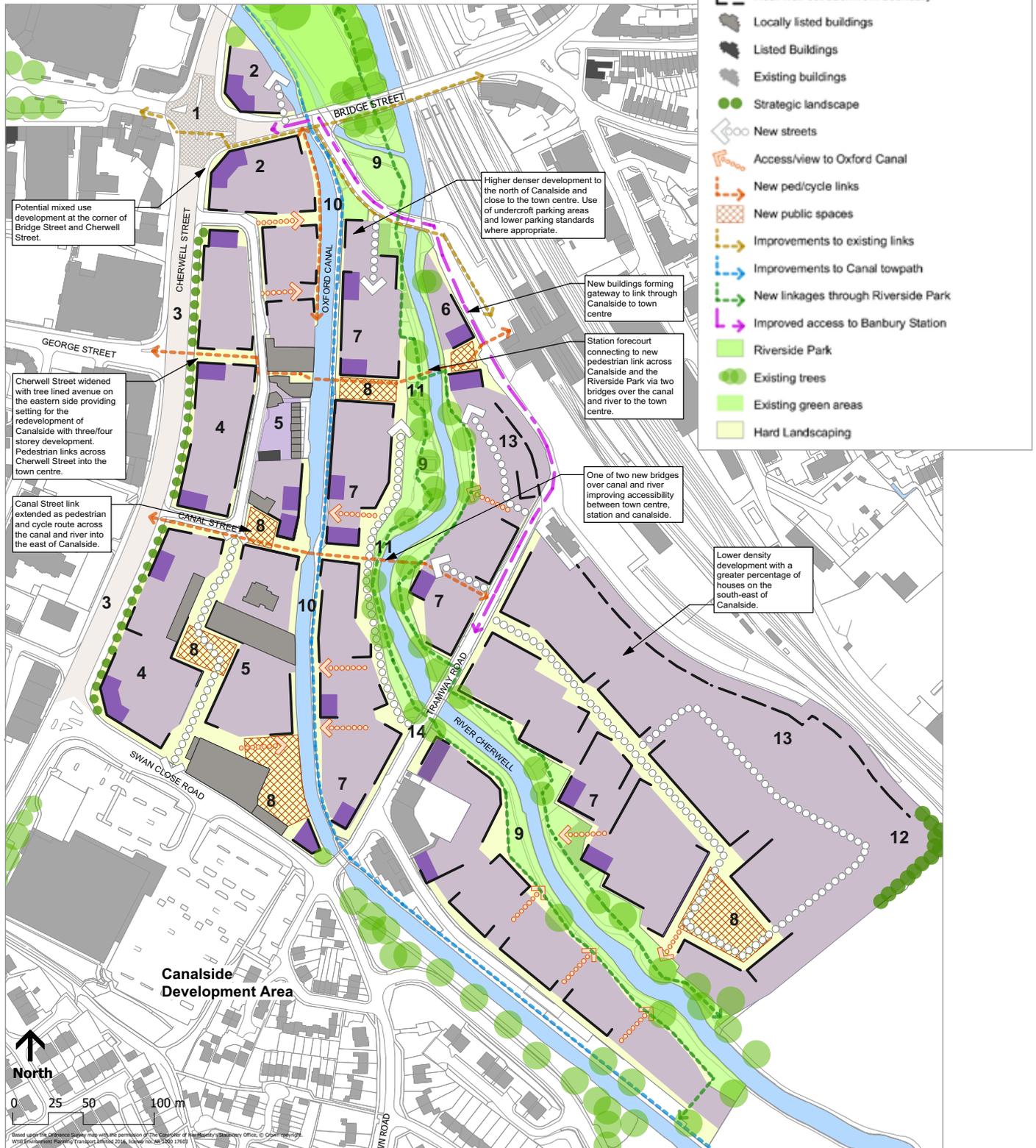




# APPENDIX I

# BANBURY VISION & MASTERPLAN

## Canalside - urban framework plan



## Canalside development area (Banbury 1)

Development proposals should be consistent with the design principles below, which build on the Local Plan Policy.

### Key urban design/development principles

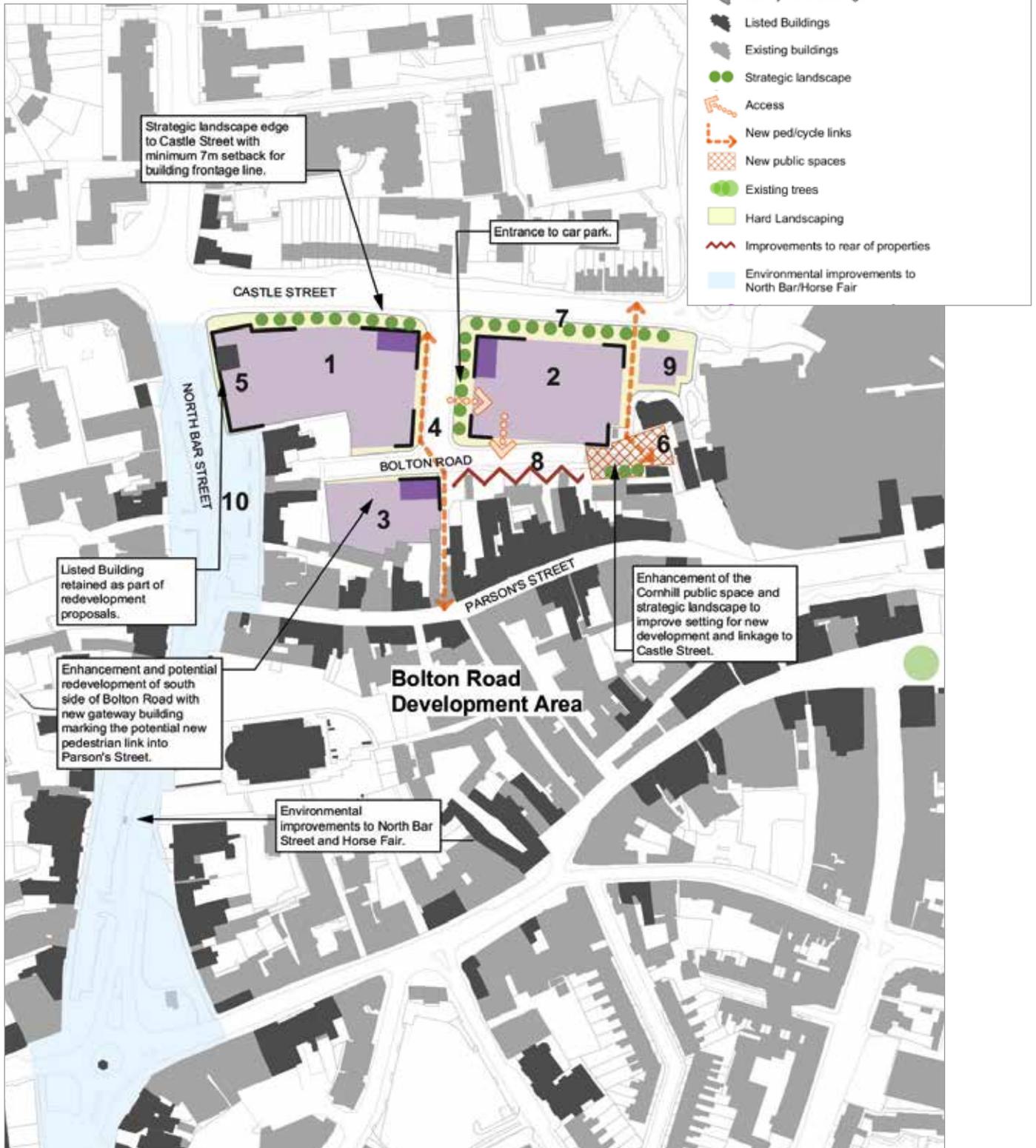
1. Widening of the Cherwell Street and Bridge Street junction to deal with increased traffic and improvements to the pedestrian crossings to make easier access between the town centre and the railway station.
2. Redevelopment of 67-75 Bridge Street as part of the gateway between the town centre and railway station; including improved frontage onto the Oxford Canal and the riverfront park. Mixed-use development on the corners of Bridge Street, with potential retail/commercial uses on the ground floor and residential above.
3. The widening of Cherwell Street on the eastern side to manage increased traffic flows and a pavement and tree-lined boulevard to provide an attractive setting to the new Canalside development.
4. New homes, including apartments along Cherwell Street; set back from the pavement with landscaped areas to create a strong and attractive street edge. The buildings should generally be at three/four storeys with higher storey feature buildings at the corners as part of the overall design solution.
5. Existing street pattern maintained between Cherwell Street and the Oxford Canal with listed and locally listed buildings retained wherever possible and other more recent modern buildings to be retained and refurbished, either for residential or mixed-uses. Development proposals should have regard to the Oxford Canal Conservation Area.
6. New four storey residential development with ground floor retail providing a gateway from the Railway Station into the town centre along a new George Street link.
7. At key locations along the building frontages, higher elements should be provided as part of the overall design solution, either at corners, on key routes or next to public spaces.
8. New public squares throughout the development providing amenity and landscaped areas for quiet enjoyment. Comprehensive landscaping schemes to

The Urban Framework Plan opposite illustrates a development solution following the urban design principles:

- be implemented in conjunction with any development proposals.
9. Riverside Park along both sides of the River Cherwell providing land for flood alleviation and an attractive setting and amenity area for the new developments. New footpaths to provide access through and into the park. New development to front onto the park where appropriate and provide access routes into the park. Improve the appearance of the river and its water quality.
10. New development to front onto the canal with a new canal towpath on the western side. Access routes provided through the development to open up the canal to the wider area and to avoid the creation of a 'perimeter wall'. General enhancement to the canal and towpath as a main northern link through the development with active frontages and mixed use where appropriate. Improve the connection between the canal towpath and the station approach. There is the potential for a new canal basin adjacent to a new mixed use area within Canalside.
11. Two new pedestrian and cycle routes from George Street and Canal Street to connect Canalside into the town centre. Each route will require two new bridges across the Oxford Canal and River Cherwell; the George Street link will connect to the Railway Station and the Canal Street link will connect to the eastern side of Tramway.
12. An area of strategic landscape to separate the residential use from the adjacent railway service area.
13. New rear elevations of buildings to be set back 10m from the boundary adjacent to the railway surface car park areas. The gable wall of end of terrace units can be closer to the boundary.
14. Tramway to be retained as the primary access into the eastern side of Canalside, with appropriate new frontage development.

# BANBURY VISION & MASTERPLAN

## Bolton Road - urban framework plan



## **Bolton Road development area (Banbury 8)**

Development proposals should be consistent with the design principles below, which build on the Local Plan Policy.

### **Key urban design/development principles**

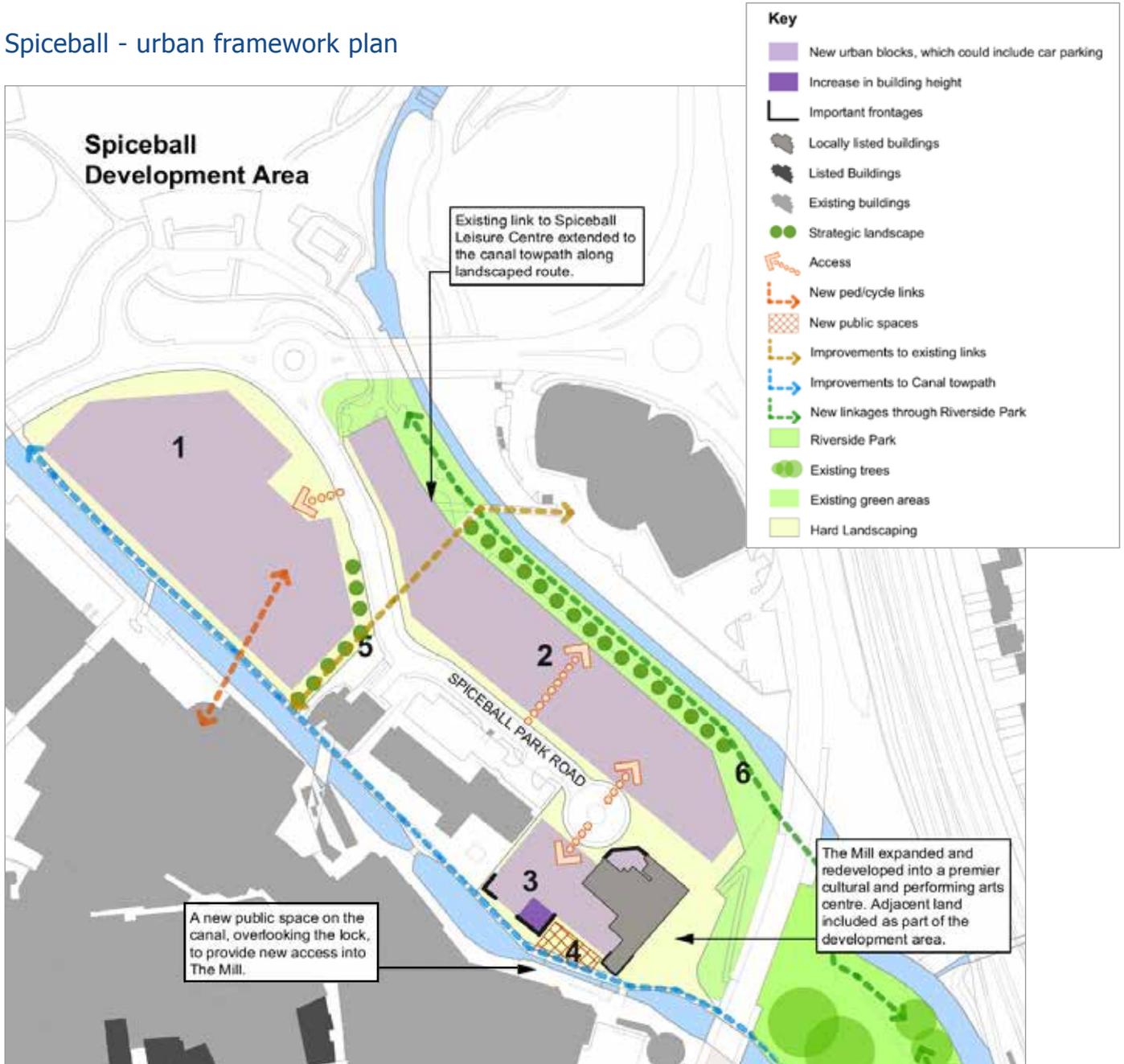
1. Bolton Street development area split into three development areas (1, 2 and 3) by the existing road network, with area 1 on the west to provide three/four storey mixed use development for residential and town centre uses. Existing modern buildings will need to be removed if Area 1 comes forward for redevelopment. Uses and occupiers could remain on the site.
2. Area 2 on the east to be redeveloped for car parking and perimeter mixed use along Bolton Street close to Cornhill and the public space next to The Beer Tree public house.
3. Area 3 includes the surface car park behind Parson's Street to be developed for mixed use with a gateway building forming a frontage and access to Parson's Street through a new pedestrian link. The special historic architectural character of the listed buildings and their settings to be considered as part of any redevelopment proposals.
4. New pedestrian and cycle link through the rear of Parson's Street properties to connect the Bolton Road Development and car park to retail activity on Parson's Street.
5. Existing Listed Buildings fronting onto Parson's Street and North Bar Street to be retained as part of the comprehensive regeneration of the site. All development proposals within the Bolton Road development area should seek to preserve and enhance listed buildings and the conservation area.

The Urban Framework Plan opposite illustrates a development solution following the urban design principles:

6. Cornhill public space improved and extended with strategic landscaping at the eastern end of Bolton Road and a new pedestrian/cycle link onto Castle Street to improve town centre accessibility.
7. Improved frontage onto Castle Street with strategic landscaping.
8. Bolton Road retained for service access to rear of Parson's Street properties. Consideration to be given to the inclusion of the rear of Parson's Street as part of the development area after consultation with owners/operators.
9. Existing single storey building to be redeveloped.
10. Environmental improvements to North Bar Street and Horse Fair to include new public realm, landscape and car parking improvements.

# BANBURY VISION & MASTERPLAN

## Spiceball - urban framework plan



## **Spiceball development area (Banbury 9)**

Development proposals should be consistent with the design principles below, which build on the Local Plan Policy. The Urban Framework Plan opposite illustrates a development solution following the urban design principles:

### **Key urban design/development principles**

1. Area 1 to be developed for mixed town centre uses and car parking. New linkages will be provided across the canal to the existing Castle Quay Shopping Centre and new town centre uses to the south of the Canal. Proposals will need to consider where important frontages are located.
2. Area 2 to provide for a foodstore and car parking. Proposals will need to consider where important frontages are located.
3. Area 3 is formed from the existing short term car park next to the canal and The Mill. This area to be developed to enable the expansion of The Mill with new performance spaces and additional community facilities.
4. A new public space to be created next to the canal as the main entrance into the expanded Mill with A3 uses.
5. Retention of the bridge link over the river to provide pedestrian and cycle access onto the canal towpath next to the new hotel/retail development area and Banbury Museum.
6. Expansion of Riverside Park alongside the River Cherwell with a minimum 8m wide landscaped area and footpath network. This should be part of a comprehensive landscape scheme that extends throughout the Spiceball area.





# APPENDIX II

## BANBURY VISION & MASTERPLAN

### Promote Banbury as the regional service centre of choice for the wider region

Actions	Key tasks	Timescale	Provider
Establish Banbury Task Force	Work with partner agencies to prepare an action plan with timetable for delivery.	Short	CDC, OCC
Ensure the town centre can accommodate a full range of uses including: retail, leisure, cultural, sporting and social activities.	Promote Banbury as a growth area with opportunities for a wide range of investments.	Short	CDC
	Work with the private sector to establish a Business Improvement District (BIM) to support the marketing of the town centre.	Short	CDC/Banbury Chamber of Commerce
Provide an accessible public transport network from the surrounding villages.	Work with bus operators and adjacent authorities to improve services into Banbury	Short	Bus operators local authorities community groups
Provide suitable town centre car parks and with attractive pricing.	Promote Banbury as an accessible town centre, close to the motorway with good car parking facilities. Options such as smart parking (ticketless) and periods of free parking should be explored as part of a wider town centre parking strategy.	Short	CDC
Encourage a wide range of professional and advisory services.	Adopt a 'Banbury means Business' or similar strap line to explain what CDC, OCC and the LEPs are doing to encourage the expansion of the professional and service sector.	Short	CDC
Expand higher education opportunities.	Work with higher education providers to identify the potential for establishing degree level courses in specialist subjects.	Long	LEPs Banbury College
Provide good road and rail connections to London and adjacent cities	Work with the Highway Agency, Network Rail, Chiltern Railways and other service suppliers to improve strategic regional services.	Long	LEPs OCC Highways England

### Establish a strong economy

Actions	Key tasks	Timescale	Provider
Build upon the special skill strengths of the town.	Appoint a consultant to work with local employers to identify skill, property and funding constraints to business growth.	Short	CDC
Invest in skills, training and education.	Target training and education resources to improve skills in the workforce.	Medium	LEPs
Expand the programme of Apprenticeships	Invest more money in apprenticeships in the target skills areas.	Short	LEPs
Deliver quality sites for advanced manufacturing and performance engineering.	Identify and promote suitable employment sites in the Local Plan.	Short	CDC
Increase the availability and choice of employment sites and buildings.	Undertake an audit of existing employment sites and identify areas for renewal and redevelopment.	Short	CDC
	Publish information of available sites and buildings.	Short	CDC
Facilitate alternative sites and buildings for businesses that need to relocate from Canalside	Work with tenants and land owners to facilitate relocation where necessary for the comprehensive development of the Canalside. Appoint agent to provide advice.	Medium	CDC

**Reduce congestion and improve accessibility**

Actions	Key tasks	Timescale	Provider
Improve the transport and movement networks into and through the town.	Implement Hennef Way and M40 junction 11 improvements.	Medium	OCC
	Identify preferred route for link road to the east of M40 junction 11 to connect onto Overthorpe Road.	Short	OCC
	Work with developers to deliver the spine road through new residential development from the A361 to A4260.	Short	OCC, CDC
	Implement route improvements to the north-south route through the town centre from the junction of Hennef Way and Concord Avenue along Cherwell Street, Windsor Street and Bankside to the junction with the A4260 on Oxford Road.	Medium	OCC
	Implement improvements at Cherwell Street and Bridge Street junction that will improve capacity, improve bus access to the town centre and improve pedestrian links to the railway station.	Short/Medium	OCC
	Implement traffic management and environmental improvements along South Bar Street/Horsefair corridor.	Medium	OCC
Identify a new strategic route between the east and west of the town.	Consider the options for a new viable and fundable crossing of the railway, canal, and river to improve east-west access to the motorway.	Medium	LEPs OCC
	Prepare cost/benefit analysis and identify funding options	Medium	OCC
The railway station and connections to the town centre.	Work with Chiltern Railways to agree a development strategy for the station and the connections into the road and pedestrian network of the Canalside development area.	Short	CDC, OCC, Chiltern Railways
	Open up Tramway as the access for cars in to the station car parks with the existing access road off Bridge Street retained for buses, taxis and potentially cars (on a limited basis).	Medium	OCC, CDC Chiltern Railways Network Rail
Increase public transport patronage.	Identify suitable bus routes into and through the town centre and bus priority measures to ensure reliable bus journey times.	Short	OCC Bus operators
	Improve bus service between residential and employment areas.	Short	OCC Bus operators
	Identify site for new bus station or location for new bus stops and waiting areas.	Medium	OCC Bus operators
	Create new bus station and implement improvements to bus routes into town centre	Medium	OCC Bus operators
Increase pedestrian and cyclist activity	Audit existing routes and prepare improvement strategy as part of Local Plan part 2.	Short	CDC OCC
Establish a car parking strategy.	Undertake an audit of town centre car parks and prepare Parking Strategy identifying preferred location and number of car spaces and pricing policy. Set pricing policy to encourage car during non-peak periods.	Medium	CDC

# BANBURY VISION & MASTERPLAN

## Create a vibrant and attractive town centre

Actions	Key tasks	Timescale	Provider
Strengthen the town centre offer with new leisure, cultural, retail and social opportunities.	Prepare Supplementary Planning Guidance (SPG) for key development sites. Promote sites to the private sector.	Medium	CDC
Enable the development of the two strategic town centre sites of Bolton Road and Spiceball.	Engage with owners and promote sites for development.	Short	CDC
	Use CPO powers, where necessary, to acquire land for comprehensive development.	Medium	CDC
	Invest part of CDC land value in sites to improve development viability.	Medium	CDC
Develop underutilised sites and areas such as Canalside	Prepare review of each site and work with owners to bring about development. Commission advice from agents.	Short	CDC Private Sector
	Produce a Local Development Document to assist in the delivery of Canalside.	Short	CDC
	Commission planning, design and viability studies and make bids to central government for funding.	Short	CDC
	Use CPO powers to acquire land for comprehensive development.	Medium	CDC
	Invest part of CDC land value in sites to improve development viability.	Medium	CDC
Open up vacant shops with temporary uses.	Work with owners to bring vacant shops into use with 'pop-up' activities.	Short	CDC
Promote and establish a calendar of activities and events.	Work with local business to identify calendar of town centre events and venues covering: markets; music festivals; art shows; canal days; literary festivals; antiques; and, local foods.	Medium	CDC
	Provide management support and grant funding for five years.	Medium	CDC
Open up the Oxford Canal to the town centre	Prepare a strategy for the Oxford Canal.	Short	CDC
	Work with landowners to promote the development potential of land adjacent to the canal.	Medium	CDC
Connect the railway station into the town centre.	Identify the preferred route and include in Canalside SPG. Work with land owners and developers to facilitate connection.	Short	CDC, OCC
Improve bus services and access into the town centre.	Identify network constraints and work with bus operators to improve services. Identify suitable bus routes into and through the town centre, and between residential and employment areas.	Short Medium	OCC
Encourage high quality housing development on appropriate sites within the town centre.	Through the review of town centre boundaries identify sites that would be suitable for residential development.	Short	CDC Bus operators

## SUPPLEMENTARY PLANNING DOCUMENT

### Create high quality environments and a distinctive place to live and work

Actions	Key tasks	Timescale	Provider
Create an attractive interconnected network of green spaces and public squares.	Develop a green infrastructure study that includes improvements to the pedestrian and cycle network through Banbury.	Medium	CDC
	Improve interface between Spiceball Park and the canal/river	Medium	CDC
	Develop the Country Park northwards	Medium	CDC
	Green South Bar Street/Horsefair corridor	Medium	CDC/OCC
	Develop new green linkage along the southern edge of Banbury 17 and connect Salt Way to canal/river green lung.	Short	CDC/developers
Open up the canal corridor into the town centre.	Work with stakeholders to identify improvements to the canal and opportunities to open up the canal and towpath for greater use and integration with the town centre.	Medium	CDC
Celebrate the people, places and history of Banbury.	Through a 'percentage for art' scheme include art works into all new development and where appropriate celebrate the people, places and history of Banbury.	Medium	CDC
Promote quality design and attractive new buildings that respond to the character and context of Banbury.	Raise the standards of design through guidance, competitions and design panels.	Medium	CDC
Enhance the strategic routes into and through the town.	Identify how the town could be improved through environmental improvements and landscape on the strategic places and routes through the town. Work with OCC, land owners and developers to improve the quality of the environment.	Medium	CDC, OCC

# BANBURY VISION & MASTERPLAN

## Promote opportunities for local people

Actions	Key tasks	Timescale	Provider
Increase housing choice and tenure	Work with landowners and developers to deliver the allocated housing sites.	Short	CDC
Improve access to, apprenticeships, skills training and further education	Work with the educational establishments to strengthen the opportunities for vocational training and education, and the availability of apprenticeships.	Medium	LEPs OCC
Increase local employment opportunities	Work with stakeholders to understand the local employment market and identify actions that need to be taken to address shortfalls in jobs, skills and opportunities.	Short	CDC, OCC
Reduce poverty, health inequalities and support the vulnerable	Work with partner organisations to deliver the improvements set out by the 'Brighter Futures' Partnership	Short	CDC,TVP, OCC, OCCG
Access to health, social and community services	Work with the providers to understand the demands being made on upon the services and identify ways that CDC can facilitate improvements.	Medium Long	CDC, OCC
Provide a full range of sports, leisure and recreational facilities	Undertake open space audit to identify shortfall in facilities and plan for new sports, leisure and recreational facilities.	Medium Long	CDC
Invest in a network of attractive green spaces and parks for daily enjoyment	Prepare a green infrastructure study that includes improvements to the pedestrian and cycle network through Banbury.	Short Medium	CDC

# SUPPLEMENTARY PLANNING DOCUMENT





# APPENDIX III

# BANBURY VISION & MASTERPLAN

## **The Main Evidence for the Banbury Vision & Masterplan**

Cherwell Local Plan Part 1 (2015)

Cherwell Local Plan Part 2 – Issues Paper (January 2016)

Cherwell Employment Land Review (February 2012)

Cherwell Economic Analysis Study (August 2012)

Oxfordshire Strategic Economic Plan (March 2014)

South East Midlands Strategic Economic Plan (March 2014)

Tourism Development Study (August 2008)

Cherwell Retail Study (October 2012)

Cherwell and West Oxon Strategic Flood Risk Assessment Level 1 (April 2009)

Banbury Conservation Area Appraisal (October 2004)

Oxford Canal Conservation Area (October 2012)

Local Transport Plan 4 (2015)

Banbury Movement Study (Feb 2013)

Banbury Canalside Viability Study (September 2013)

Draft Banbury Canalside Supplementary Planning Document (November 2009)

Draft Bolton Road Supplementary Planning Document (October 2011)

GIS Constraints information (CDC)

