

BANBURY INTERGRATED TRANSPORT AND LAND USE
STUDY

A selection of images and comments
from the study archive.

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July 2000



Public exhibition of BITLUS options during Stage 2 (1998).



Heavy traffic like this could become more widespread throughout the day, and seven days a week, unless steps are taken to “cap” the growth of traffic in North Bar Street (pictured), Horse fair and South Bar Street. This is one of the most attractive parts of the centre of Banbury, and deserves to be less dominated by traffic.



Horse Fair: It is not just traffic that can dominate the environment, but railings and signs and other clutter associated with traffic. This area could become much more attractive and a more pleasant place in which to stroll.



Pedestrians deserve a safer and more pleasant environment, especially in an attractive historic area like Horse Fair.



Cycling is not generally compatible with walking in urban areas. It creates dangers and uncertainty, especially for pedestrians, but for cyclists also. The BITLUS proposals include the removal of cycle facilities on footways within the Banbury, such as this one in South Bar Street.



Bus services will attract more passengers if they run frequently with high quality fully accessible vehicles. Banbury bus services can be greatly improved through a Bus Quality Partnership between the local authorities and bus operators. BITLUS proposals include restructuring bus routes to provide greater priority and direct links across town, not just to the town centre. This is the "Banbury Cross Bus" concept.



The key junction at Warwick Road and North Bar Street will benefit from better layout and provision of pedestrian traffic signals. The corner site currently a temporary car park is suitable for high density, high quality mixed use development including residential.



Pedestrian signals will bring major improvement at Bridge Street and Cherwell Street, the main pedestrian access between the town centre, bus station and railway station. BITLUS proposals will reduce traffic on Bridge Street, creating spare capacity to incorporate a pedestrian-only phase at the signals.



The Cross is the heart of historic Banbury. Yet at present it is stranded in the centre of a traffic roundabout. It deserves a better setting. BITLUS proposals to convert High Street and George Street to a bus priority route (open only to buses, cycles, access traffic and of course pedestrians) will allow the creation of a high quality environment where High Street meets Horse Fair, with a lot more space for pedestrians, and less domination by vehicle traffic. In the longer term the junction could be re-configured to link the Cross with the existing footway area on the south east corner.



Market Place is used for parking on non-market days. BITLUS proposals include the pedestrianisation of Market Place for most of the day to create a safer and more pleasant environment for shoppers, tourists and visitors. This is more important now that the new Castle Quay centre is bringing more people into the town.



The older established shops in Market Place and Parsons Street also need to have a high quality environment to attract customers, so that people will stay longer, and visit more frequently.



When converted to bus and access traffic only, High Street and George Street can be repaved with more generous footways and landscaping, and most of the traffic signs and clutter can be removed. In this way the area will become an attractive part of the town centre, and the many historic buildings will have a much more appropriate setting. In particular the pedestrian route between the main shopping areas and Banbury Cross will be much improved.



The Oxford Road, Bloxham Road junction presents a challenge. The BITLUS proposals include the removal of cyclists from the footways and the provision of pedestrian-only signals. North-South traffic should be encouraged to use the alternative route via Cherwell Street and Concorde Avenue.



Banbury is fortunate in having a substantial proportion of the population living within a 10 minute walk of the town centre. High density housing in this area continues to be built, helping to reduce pressure to develop greenfield sites, and enabling residents to reach facilities without being dependent on their cars.



The design of recent housing in the suburban areas of Banbury, by contrast, is unattractive and inconvenient for movement on foot or by bicycle. Cul-de-sac schemes such as that illustrated above are also difficult to serve by bus. Future schemes should have easier access for pedestrians and cyclists, with direct routes to and through the housing areas. Routes for buses also need to be built-in. High quality urban design is now strongly advocated by recent Government guidance.