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OXFORD ARCHITECTS

MASTERPLANNING PROFILE





# Experience & Understanding

Oxford Architects create and deliver strategic visions, development plans and masterplans to realise the potential of rural, brownfield and urban environments.

Drawing on our significant experience, we offer assistance with formulating the brief to reflect your project goals and provide design concepts to realise attractive, adaptable and sustainable solutions for communities, developers and other stakeholders.

Our masterplanning team embraces the complex social, legislative, physical, economic and environmental challenges that come with the design and delivery of the places we live in.



# Why Masterplans?

A masterplan is a comprehensive and adaptable long-term planning document that establishes a conceptual framework to guide future growth and development. Effective masterplanning unlocks the full potential of a site by defining a coherent strategy that ensures development aligns with an overarching vision.

A well-considered masterplan typically encompasses in-depth analysis, strategic recommendations, and detailed proposals relating to land use, population, housing, infrastructure, transport, economy, ecology, and other environmental considerations.

Masterplans are instrumental in:

- Establishing a clear and strategic vision for a site
- Unlocking value and maximising development potential
- Attracting investment and supporting economic vitality
- Creating dynamic, inclusive and inspiring places
- Shaping and transforming neighbourhoods, towns, and urban environments
- Enhancing or safeguarding environmental assets
- Fostering identity, community cohesion and cultural awareness
- Programming development over both short and long-term horizons
- Strengthening connectivity within the site and to its wider context





# Masterplan Development

At the heart of every masterplan, site development or regeneration project is a client with a vision — a desire for change and improvement.

Our role is to translate this vision into a clear and deliverable framework. We begin by engaging closely with clients, local communities, developers and key stakeholders to understand their aspirations and shape them into a shared vision. This collaborative process is distilled into a comprehensive design brief, setting out the strategic objectives that will guide future development.

Each site demands a holistic and context-sensitive approach, combining strategic thinking with an awareness of cultural and social considerations, regulatory requirements and technical constraints.

Using the strategic brief as a foundation, we develop a masterplan that responds to the unique qualities of the site. Our aim is to build on existing strengths, address challenges and consider economic, logistical and environmental factors. We place particular emphasis on local identity and the needs of those who live and work in the places we shape.

We provide a strong and coherent vision, ensuring coordination across all disciplines to deliver masterplans that are ambitious, practical and sustainable.





# Evaluation & Implementation

Working closely with the client, stakeholders and project team, we undertake detailed options appraisals that respond thoughtfully to the opportunities and challenges of the site and its wider setting.

Each option is carefully developed to address:

- Future-proofing, including capacity for growth and resilience of infrastructure
- Environmental impact and sustainability
- Utilities and service infrastructure
- Transport and movement strategies
- Planning policy and regulatory context
- Commercial viability and affordability
- The quality, usability and character of spaces where people will live and work
- Phasing options within a realistic delivery programme

Once a preferred option is agreed, the shared vision and strategic objectives are captured in a detailed brief. This forms the basis of an implementation strategy, structured around key milestones to guide delivery with clarity and purpose.





# The Practice

Oxford Architects has been delivering complex, high-quality projects across all design sectors for over 60 years. This wealth of experience underpins our work in masterplanning and urban design, where our multidisciplinary teams of architects, designers and masterplanners bring a deep understanding and breadth of knowledge to every commission.

Our portfolio spans a diverse range of projects, from strategic site development frameworks to comprehensive ‘Garden Village’ masterplans. We have led the regeneration of town centres and science parks, delivered large-scale residential masterplans for private developers, and designed major transport hubs and interchanges, as well as extensive regeneration strategies.

With a dynamic team of over 40 professionals based in our Oxford, Bristol and Cambridge studios, we are committed to delivering innovative, contemporary and sustainable design solutions. Every masterplan is carefully crafted to respond to the site’s context, environmental considerations and the aspirations of our clients - shaping places that are not only functional and resilient, but also a pleasure to experience.

