



Masterplanning



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.



1. Llanelli Town Centre, Carmarthenshire, Wales, £10m Town Centre Redevelopment
 2. Vision for Patchway Town Centre, Gloucestershire, Town Centre Regeneration
 3. Swindon Science Park, 33,500sqm R&D Campus

Why are Masterplans Needed?

A masterplan is a dynamic long-term planning document that provides a conceptual layout to guide future growth and development. Good masterplanning realises the potential of a site, establishing an appropriate overall framework to ensure that development happens in line with an over-arching concept.

Masterplans include analysis, recommendations and proposals for the site's use of land, population, accommodation, facilities, transportation, economy and ecology and other environmental factors.

They are used to:

- Formulate a strategic vision
- Unlock the value and maximise the potential of a site
- Generate investment
- Create economically thriving, attractive and stimulating new environments
- Transform and shape spaces, neighbourhoods and urban places
- Protect and/or enrich the environment
- Establish a sense of identity, social and cultural awareness
- Programme site development both short and long term
- Enhance collaborations and connectivity across a site and beyond its boundaries



1. Fairoaks, 155ha Garden Village Site, Surrey 2. Fairoaks, 155ha Garden Village Site, Surrey 3. Rotherham Masterplan, 285acre Colliery Regeneration

4. Clickers Way, Elmsthorpe, Leicestershire, 120 New Homes

How is a Masterplan Developed ?

At the centre of each masterplan, site development or regeneration project is a client with an idea: a 'vision for change'.

Our design team will engage with clients, communities, developers and other stakeholders to unlock aspirations and formulate a collective vision into a design brief. The brief will inform the decision making and set out the strategic objectives for a future development. Each site requires a holistic approach, combining strategic thinking with an awareness of cultural and social issues, regulatory and technical constraints.

Based on the strategic brief, we will develop a masterplan, building on the strengths and overcoming the weaknesses, taking into account economical, logistical and environmental aspects as well as considering the local identity and people who live and work in the places we shape and deliver.

We provide a strong vision whilst understanding and co-ordinating.



1. Coventry Town Centre Station Quarter Masterplan, New Station Transport Interchange, Car Parking & Urban Realm 2. Milton Heights, Residential Development, Didcot, Oxfordshire, 400 New Homes on Agricultural Land 3. Cathedral Park Business Park, Wells, Somerset, 22,000sqm Business Park

4. Taunton Town Centre and Station Masterplan 5. Wandle Innovation Centre, Sutton, 3600sqm of Innovation Space on Brownfield Land

Evaluation & Implementation

Collaborating closely with the client, stakeholders and other consultants, we will undertake options appraisals positively responding to the strengths and weaknesses of the location.

Options are developed to respond to:

- Future-proofing in terms of growth potential and infrastructure
- Environmental impact
- Utilities infrastructure
- Transport strategy
- Town Planning environment
- Commercial viability and affordability
- Quality of spaces people will live and/or work in
- Optional phasing as part of a programme

Once the preferred option has been agreed, the common vision and strategic key objectives can be captured in a brief and linked to key dates to form an implementation strategy.



1. Owen Mumford Pharmaceuticals, £6m Manufacturing Centre and HQ 2. Swindon Science Park, 33,500sqm R&D Campus 3. Blenheim Hill, Harwell, Oxfordshire, 85 New Homes in Greenbelt 4. Brightwell-cum-Sotwell, Oxfordshire, 31 unit, Residential Development 5. Llanelli Town Centre, Carmarthenshire, Wales, £10m Town Centre Redevelopment 6. Go Ahead Residential Development, Oxford

The Practice

Oxford Architects have successfully designed and realised complex projects across all design sectors for more than 50 years.

This directly benefits our Masterplanning and Urban Design fields, where our collaborative mix of designers, architects and masterplanners can bring experience, understanding and extensive knowledge to each project.

Commissions to date have ranged from site development plans to complete 'Garden Village' masterplans and have included town centre and science park re-developments, residential housing estates for developers, as well as major transport infrastructure hubs and interchanges and extensive regeneration masterplans.

Our creative and dynamic 50+ strong teams in both Oxford and Bristol strive to create and deliver contemporary, sustainable and innovative designs that respond specifically to the site's context and the client's vision, aspiring to turn an idea into a place that is a pleasure to be in.



1. European Space Agency, Harwell, Oxfordshire 2. Great George Street, University of Bristol 3. Broadmoor Hospital Redevelopment 4. R105, R106 Rutherford Appleton Laboratory, Harwell, Oxford 5. Summer Fields School, Oxford 6. The Tintometer Ltd Headquarters, Amesbury, Wiltshire 7. Rose Green, Bristol

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