



Oxford's Covered Market

Shaping a vision and master planning

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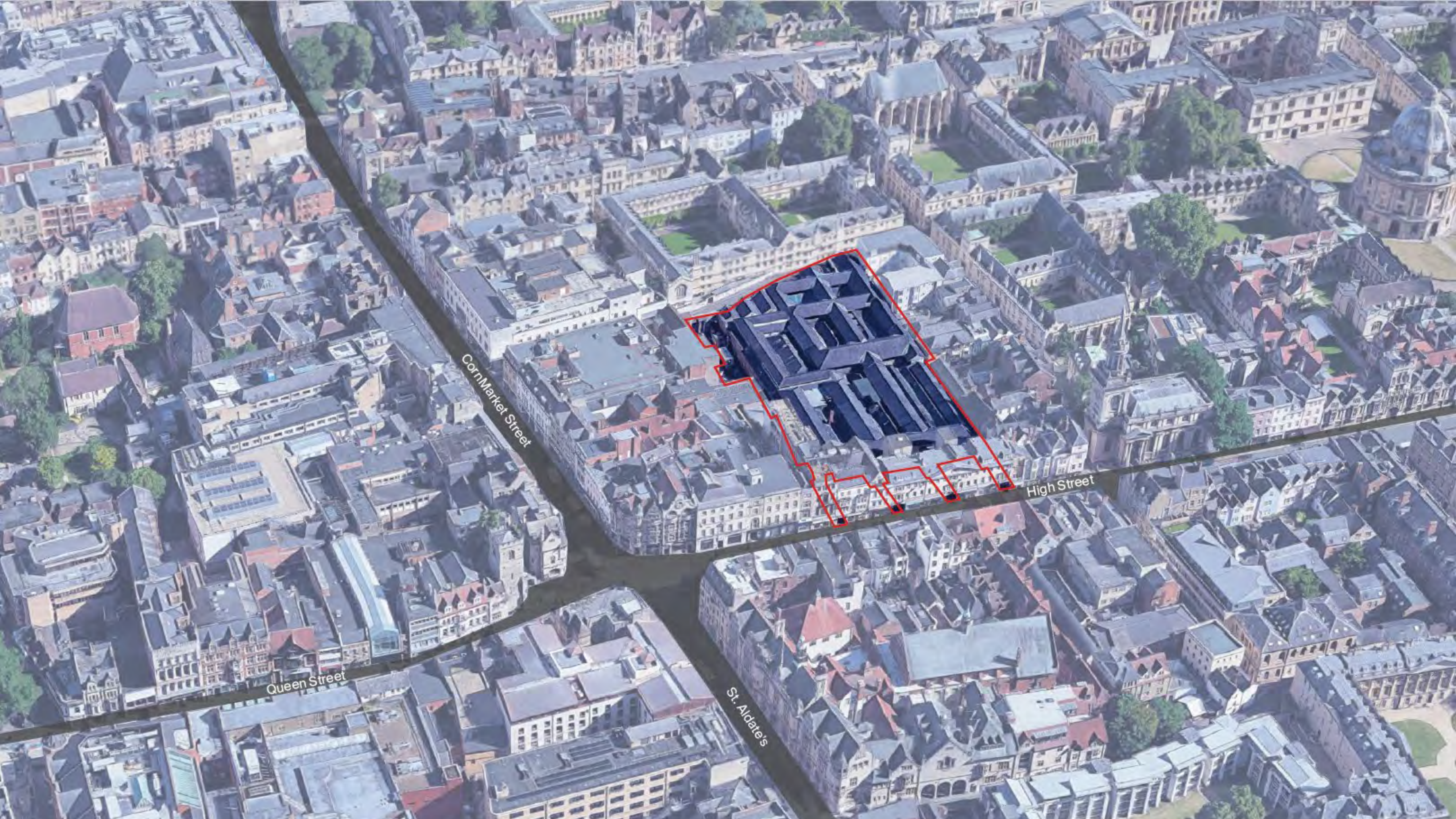
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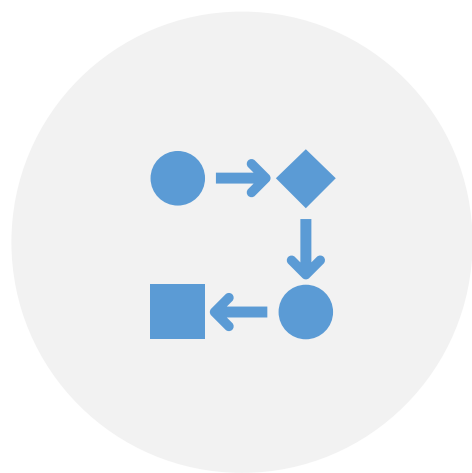
St. Aldate's

The wider context

- Covered Market remains at the heart of the city - jewel in the crown
- High Street lacks user experience - needs diversity & different offer
- Markets evolving nationwide – Oxford must not be left behind
- Many challenges facing the retail and hospitality industry post pandemic:
 - Changing behaviours
 - Footfall
 - Internet/deliveries
 - Expectations around experimentation, especially public realm
- Surrounding landowners building for the future - Jesus College
- Zero Emission Zone and other transport policies will impact on businesses



Covered Market strategy has three pillars



THE LEASING STRATEGY AND
ACTION PLAN



THE COMMUNICATIONS AND
MARKETING PLAN



THE MASTERPLAN &
INVESTMENT PLAN

What is the masterplan? What does it mean?

It means these designs set out a single plan for making changes to the Covered Market and Market Street to encourage more people to visit the market and spend more time in the area when they do.

The masterplan is seeking to update the Covered Market for the 21st Century.

Why is this happening?

The Council is the owner of the historic, Grade II Listed Covered Market and it needs to make further significant investment in the Market in order to sustain its long-term future.

What might you hope to get out of this?

We've just completed a period of public consultation, so now is a chance to hear the response of our peers. Today, we want to:

- Share some of our key challenges
- Get your feedback on our masterplan proposals
- Learn from your experiences and tee up more ongoing conversations in coming months

If you have any questions about the project or additional feedback at any point, contact Ted Maxwell on tmaxwell@oxford.gov.uk or 07483 092782.

Project ambitions



1. Inclusivity

Make an **inclusive** place in the heart of Oxford that is accessible for all, where everyone can insert themselves into the story of the city.



2. Sustainability

Make the Market a **model for sustainability** and support Oxford's Zero Emission Zone for current and future traders.



3. Evolution

Support the **evolution and long-term success** of the Market so it is resilient, lively and purposeful - A place where new approaches are piloted, new businesses are incubated, and which continues to adapt to change.



4. Increase Footfall

Encourage **more people to visit the Market and to stay longer** when they do, through improving the connections with the surrounding streets and optimising the use of space within the Market.



4. Heritage

Reveal the **heritage splendour** of the Market building and preserve the historic building for future generations of shoppers and traders.



5. Distinctiveness

Strengthen the Market's **distinctiveness** with independent, local businesses and dynamic start-ups, and make the offer more relevant to Oxford's diverse communities.

Masterplan timeline



(Relatively) easy bits and hard bits

Some things have been doable

- Consensus around the ambitions being good and particularly the need to increase footfall, dwell time and overall vitality of the Market
- Near consensus (amongst public, stakeholders, heritage professionals) agreement that “doing nothing is not an option”
- Generating interest in the project from stakeholders and the public alike

Some things are much harder

- Making compelling case for a single specific set of changes, with such a diverse range of interests (even just within Trader mix)
- Making the business case stack up, with almost total reliance on long-term borrowing
- Maintaining confidence in the deliverability of the proposals despite the unique nature of the project (it's never been done in Oxford)
- Balancing the benefits of a pedestrian-friendly space outside the Market against the needs for many Traders to have continuous access for vehicle loading















Oxford Covered Market

FREE SHOP

BOOKS & STATIO

MARKET

Proposed masterplan interventions

1. Pedestrian-friendly Market Street

- Managed timings of vehicular access and deliveries in and out
- Pedestrian-friendly for most of the day (with continual access for cycles, electric assist cargo bikes and emergency services)
- Possibility of evening use
- Public realm improvements to enable street trading, spill-out seating and events
- Flexible space for existing traders to expand and new traders to start out

Reorganised service yard

- E-vehicle / e-cycle charging
- Rationalised waste, storage and trader cycles
- Possible location for trader facilities above service yard

2. New communal area opening onto Market Street

- New, large entrance to the market
- New, open public space, with seating
- Flexible, so it allows daytime and evening events, and encourages more visitors
- Reveals the Market's historic structure

3. Improved entrances to Market

- Improved and consistent wayfinding and signage
- Increase visibility of entrances to attract more people into the market
- Declutter entrances and make more welcoming
- Make navigation through the market easier for all and in particular those with access needs
- Working with the adjacent landowners who own the entrance ways into the Market, in order to make mutually beneficial improvements to their buildings

4. Public Toilets

The toilets are important, used by visitors to the city and Market, driving some footfall to the Market. They improve the functionality of the Market and increase dwell time. The suggested toilets are:

- More accessible for all
- Potentially accessible even when the Market is closed
- Close to the new open space, but out of the way, concealed behind historic wall
- Visible from public areas, improving safety

5. Public cycle store

Both the City and County councils promote zero-carbon travel and improved cycle parking facilities.

The suggested storage:

- Is accessible from the street, so minimises conflict with other Market users
- Increases the current capacity
- Is not in a prime retail location
- Is overlooked, lockable and safe

6. Key supporting works

Improvements to services are essential for the success of the masterplan and to ensure the Market is resilient to future changes. Elements include:

- New floor surface
- Drainage
- Services replacement
- Decoration
- Strip-out and making good
- Basement remedial work
- New furniture
- Wifi
- Lighting



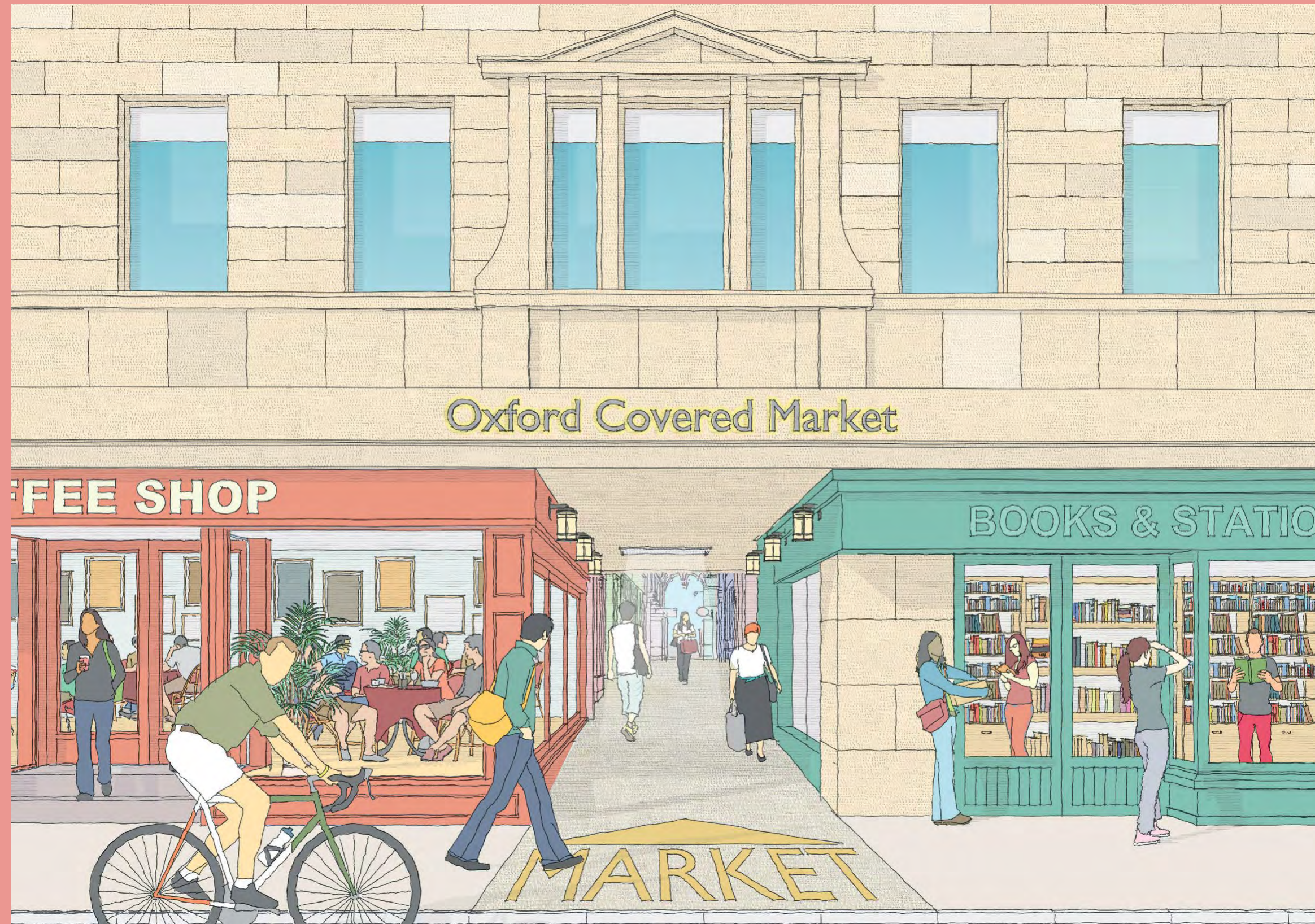
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What do you think of our proposals?

Have you dealt with similar challenges?

Do you have any suggestions for how we can make this come together successfully?

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Thank you for your time!
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