

# Covered Market Masterplan Consultation

## What is the Masterplan?

### What does “Masterplan” 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.

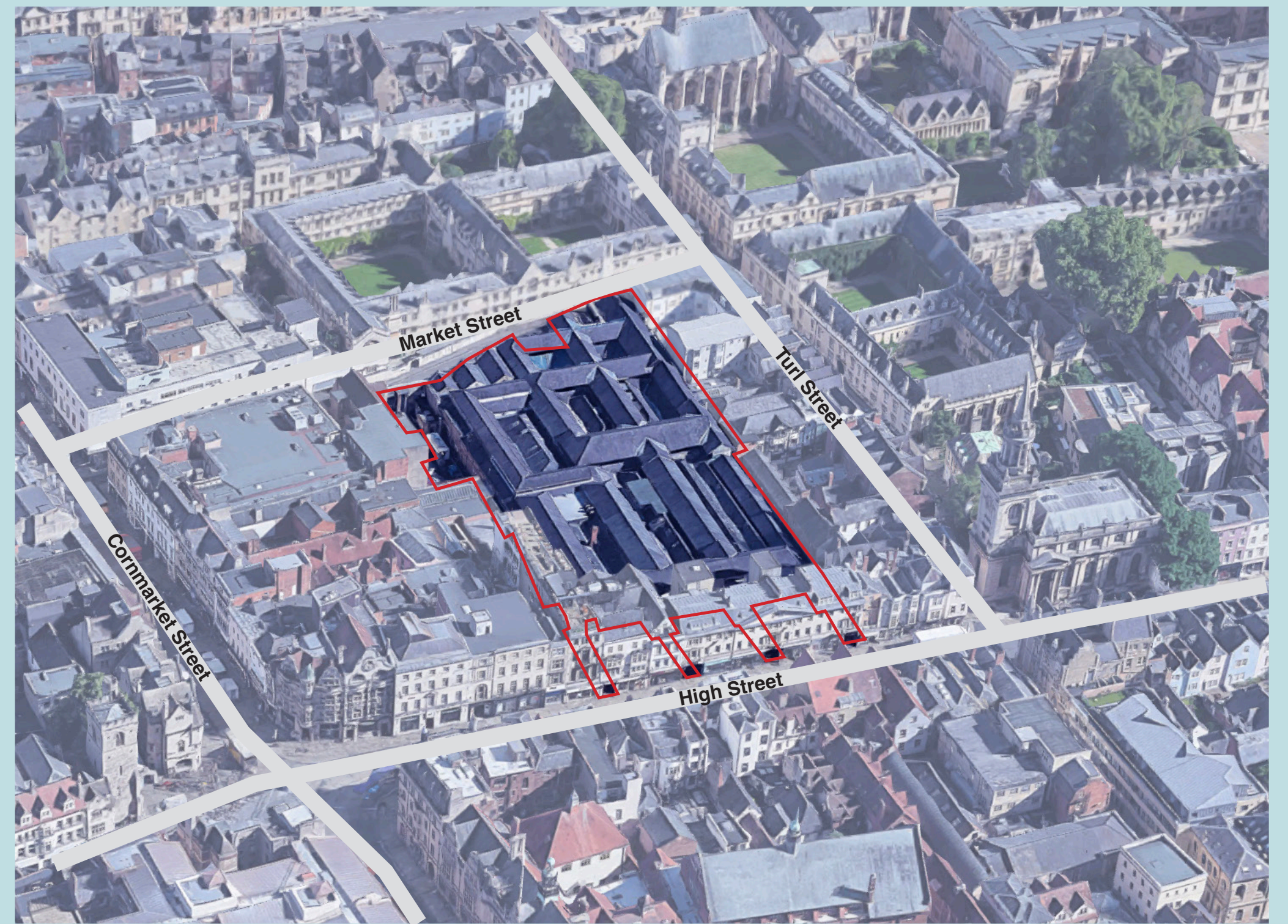
## We want to hear from you

### 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 is the purpose of this public consultation?

There was an initial phase of public engagement about the project in early 2021, which had to be virtual due to the pandemic. Since then, the proposals have been significantly shaped by ongoing engagement with Traders and other stakeholders. Now we want to hear what you think about our latest plans for the Covered Market.

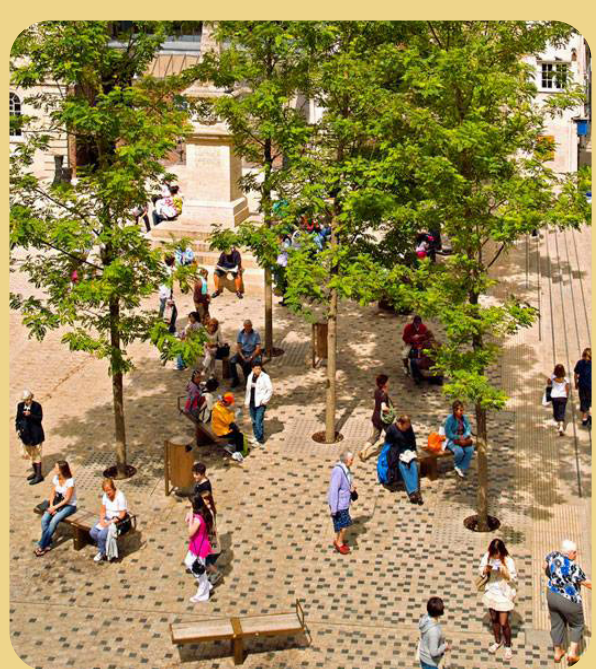


Aerial View of Covered Market

## Masterplan timeline



## Project ambitions



### 1. Inclusivity

Make an **inclusive** place in the heart of Oxford that is accessible for all, where everyone can be part of 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.



### 5. Heritage

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



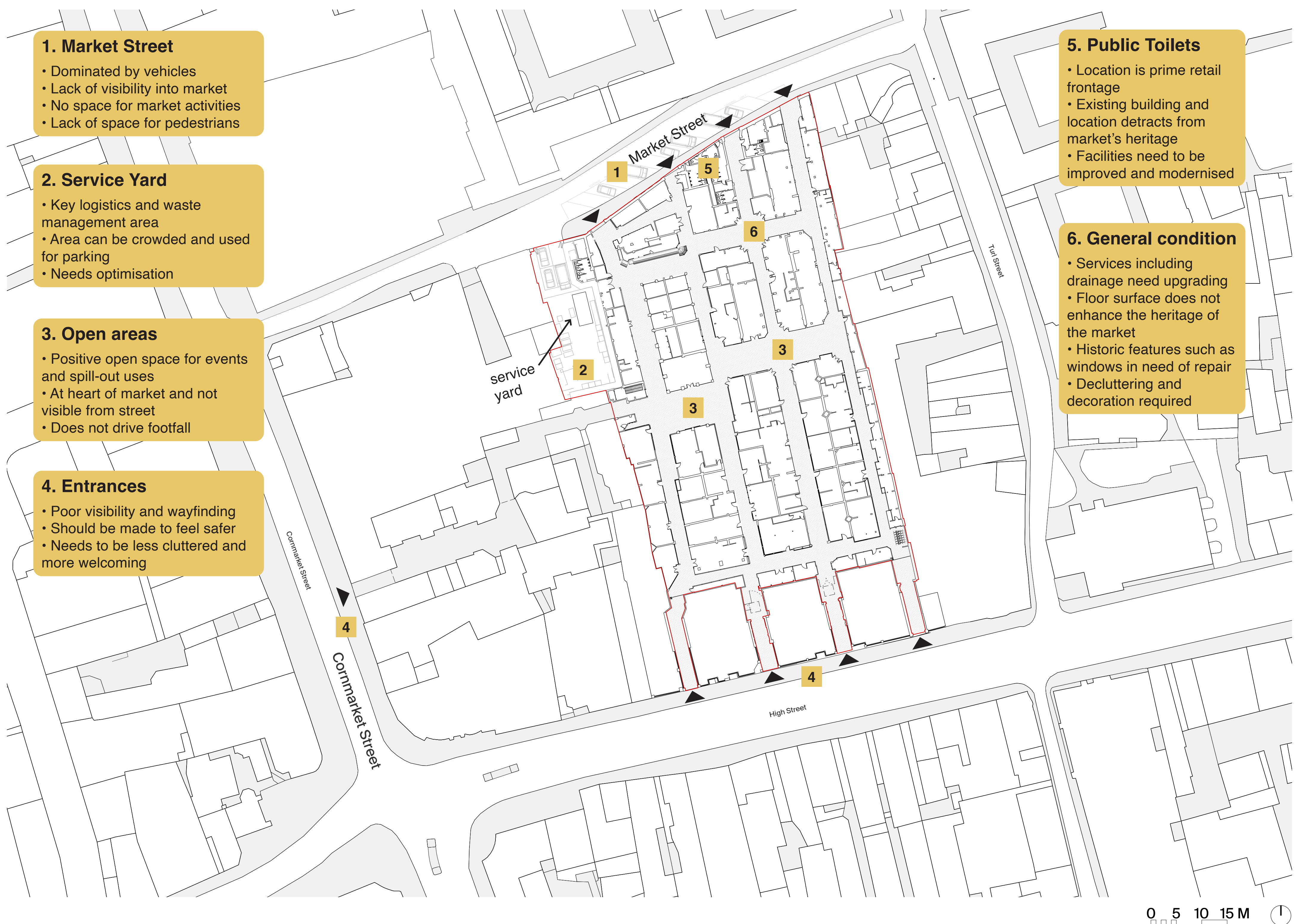
### 6. Distinctiveness

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



# Existing Covered Market

## Existing Conditions



## Existing photos



1. Market Street: Vehicle-dominated with poor market visibility



2. Service Yard: Could be optimised



3. Open Area: Is popular but could be better located



4. High Street entrances: Cluttered with poor visibility/signage



4. Golden Cross entrance: Cluttered with poor visibility/signage



5. Public Toilets: Prime location detracts from Market entrance



# Covered Market Masterplan Proposals

## Proposed Changes

### 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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## Inspirational Markets



Altrincham Market: Flexible open space



Greenwich Market: Revealed heritage of listed buildings



Brixton Market: Activity in evenings



Camden Market: Events programme in open spaces



Broad Meadow: Pedestrian-friendly, welcoming space



Brixton Market: Timed pedestrianisation and servicing



# Covered Market Masterplan Proposals

## 1. A pedestrian-friendly Market Street and rationalised yard



Existing view of Market Street

**What we heard:** Everyone wants more people to come to this end of the city centre and the Covered Market in particular. Much of the city centre's famous architecture can feel 'private', so there's an opportunity to make Market Street a prestigious part of the city which isn't exclusive.

**How do we address this?** The 'back entrance' to the Market will be transformed into an attractive publicly accessible dwell space in the city centre with the introduction of planters, seating and outdoor stalls.

The latest suggested approach is shown below and is subject to ongoing discussion with Traders, other Market Street stakeholders and the County Council, the highway authority.



Proposed look and feel of the pedestrian-friendly area on Market Street



Broad Meadow, Broad Street 2021



Altrincham Market

Would you be more likely to walk up Market Street if this was your view from Cornmarket Street?

### Market Street proposals

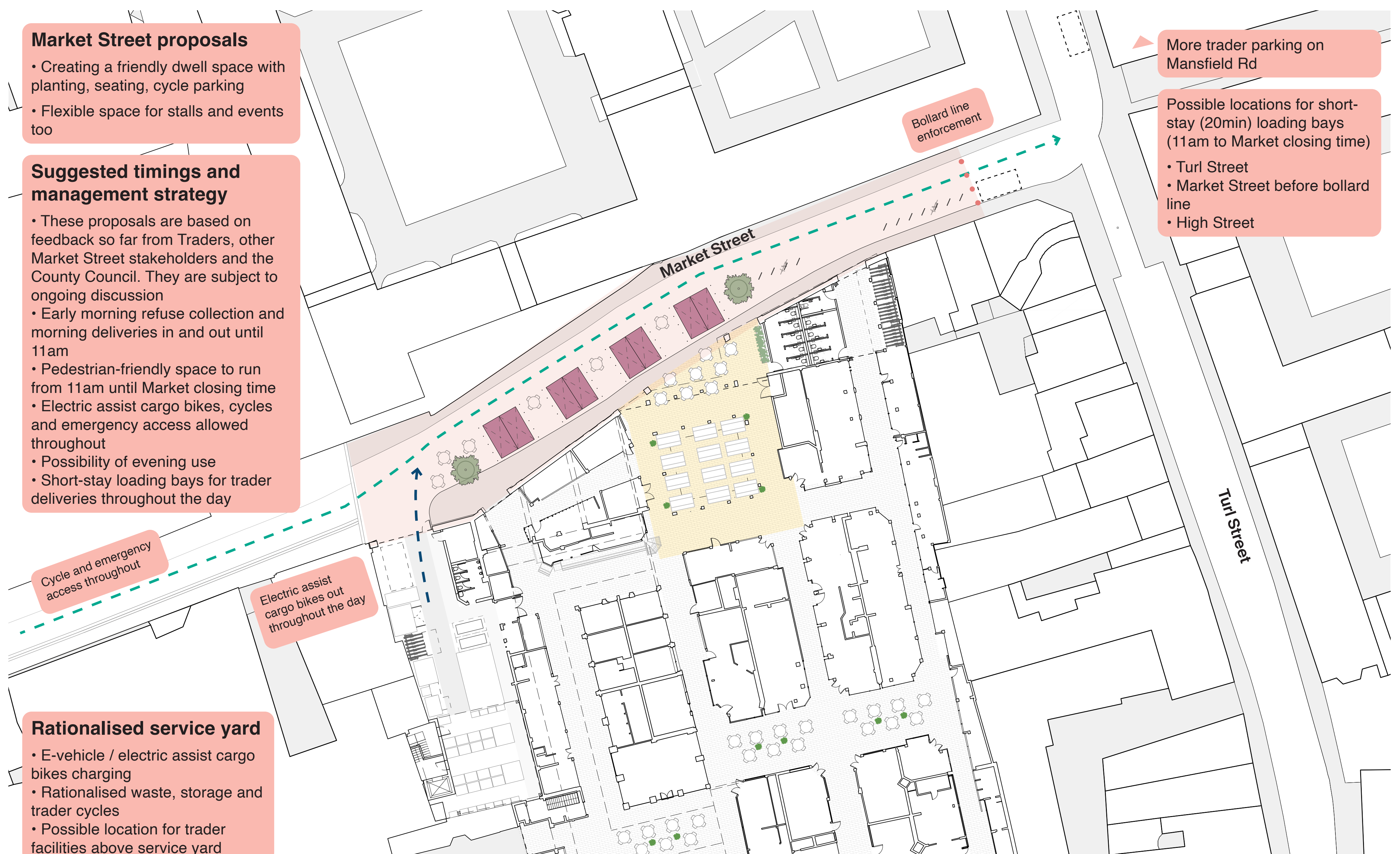
- Creating a friendly dwell space with planting, seating, cycle parking
- Flexible space for stalls and events too

### Suggested timings and management strategy

- These proposals are based on feedback so far from Traders, other Market Street stakeholders and the County Council. They are subject to ongoing discussion
- Early morning refuse collection and morning deliveries in and out until 11am
- Pedestrian-friendly space to run from 11am until Market closing time
- Electric assist cargo bikes, cycles and emergency access allowed throughout
- Possibility of evening use
- Short-stay loading bays for trader deliveries throughout the day

### Rationalised service yard

- E-vehicle / electric assist cargo bikes charging
- Rationalised waste, storage and trader cycles
- Possible location for trader facilities above service yard





# Covered Market Masterplan Proposals

## 2. A new communal area opening onto Market Street



Existing view inside Covered Market

**What we heard:** The city centre can be alienating. There is a lack of places to stop, sit, eat, and to relax. These spaces need to be comfortable for everyone, and for all access needs. The public toilets at the Covered Market are essential. Our aim should be to create a new welcoming, visible entrance and flexible event space connected to Market Street to entice people inside to spend time.

**How do we address this?** The Market will have a new, welcoming and more visible entrance and flexible event space or 'public square', opening out onto the improved Market Street. With generous amounts of seating and other furniture, it will be much easier for visitors to spend more time in the Covered Market. Sympathetic architectural changes will reveal and protect the building's heritage splendour for future generations of shoppers and traders.

Would the new communal area proposal encourage you to spend more time in the Market?



Proposed new communal space in Covered Market, including glazed roof



Mackie Mayor Food Hall



Greenwich Market

## 3. Improved entrances on High Street and Cornmarket Street



Existing view of one of the entrances from the High Street

**What we heard:** The market is hidden, which reduces the chances of visitors discovering it. Its signage and entrances are unclear and unwelcoming. The Market interior can be disorientating and therefore off-putting for people with access needs.

**How do we address this?**

Improved entrances on all sides of the market will encourage more visitors to walk through from popular shopping areas nearby. The City Council is working with the adjacent landowners who own the entrance ways into the Market, in order to make mutually beneficial improvements to their buildings.

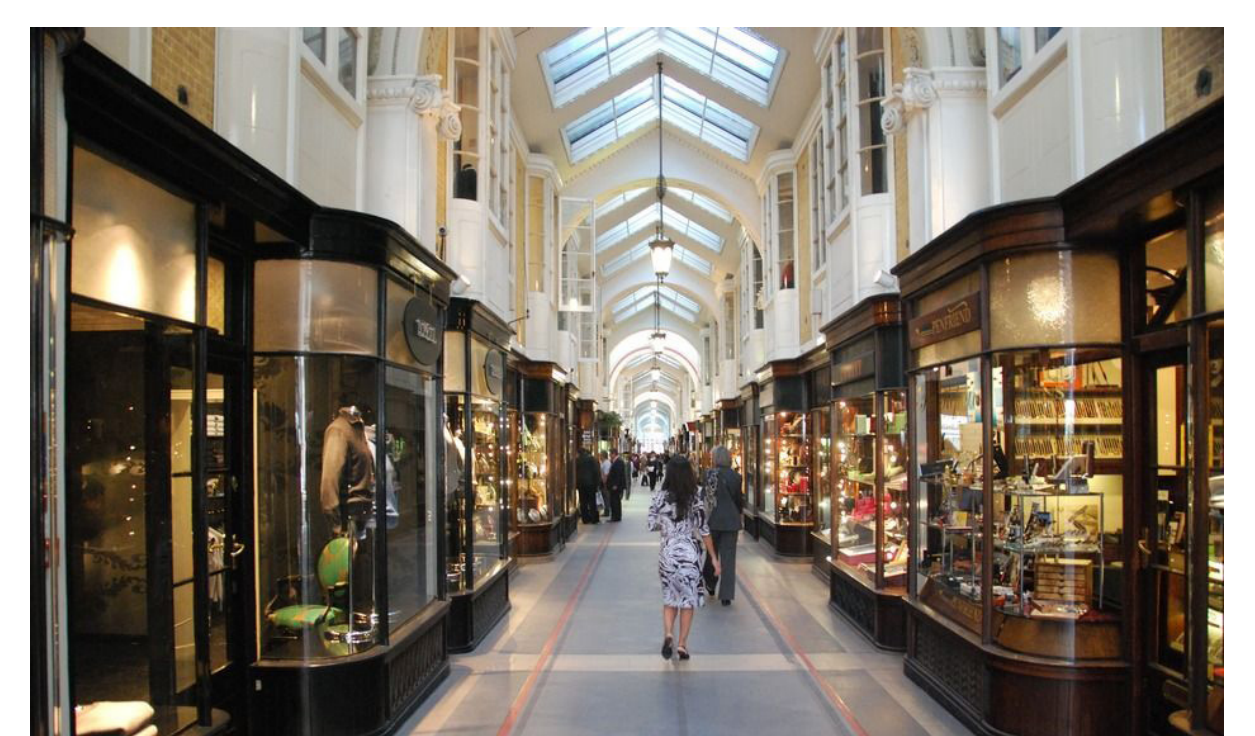
Do you think the proposals to entrances will draw people into the Market?



Proposed improved entrance from the High Street



Borough Market



Burlington Arcade



# Get involved!

## What the Market Traders and other stakeholders told us

"The vision for Market Street is great – it currently looks really unattractive."

"Really positive to hear that this sort of thing is happening. I'm excited."

"The plan all looks deliverable – that's good."

"I can see the benefit of the dwell space... It's just important that there are practical solutions to the issues it creates for Traders."

"I have faith in you because of Broad Meadow. I was dubious about it before it happened, but it really worked to draw people to that bit of city centre – that sort of approach will work on Market Street!"

"I would accept the hassle of these changes because I can see the benefit. But it's key to figure out how deliveries will work for everyone."

In June, July and August, we shared a presentation on our proposals with stakeholders in dozens of meetings, where we gathered feedback on our proposals before bringing them to the general public. We spoke with the most affected Traders (those who may need to relocate elsewhere in the Market due to our plans), representatives of 20 Covered Market businesses and 27 other statutory and city centre stakeholders.

The consensus from all of these meetings was to support all the main elements of our plan, which aim to help more people to spend more time at the Market. The one key area where it was agreed more work was required, was around how to balance the needs of deliveries and servicing on Market Street with those of customers and visitors.

## Tell us what you think of the proposals

### Do you think our proposals will achieve the Project Ambitions?

Summary of proposals:

1. A pedestrian-friendly Market Street and rationalised yard
2. A new communal area opening on to Market Street
3. Improved entrances on High Street and Cornmarket Street
4. New public toilets
5. New public cycle store
6. Key supporting works

#### Project ambitions:

- Make an **inclusive** place in the heart of Oxford that is accessible for all
- Make the Market a **model for sustainability**
- Support the **evolution and long-term success** of the Market
- Encourage **more people to visit the Market and to stay longer**
- Reveal and preserve the **heritage splendour** of the Market building
- Strengthen the Market's **distinctiveness**

- Which project ambitions are the most important to you?
- Have we missed anything?

### Do you think the proposals for Market Street will create a more pedestrian-friendly area?

- Would the Market Street proposals make you more likely to visit the Market?
- What kind of activity and businesses would you like to see on Market Street?
- Would you be likely to visit at the proposed opening times?

### Do you think the proposals for the new communal space would encourage you to spend more time at the Market?

- How would you use the space? And what kind of activities would you like to see take place?

### Do you think improvements to entrances would attract more visitors to the Market?

- Would improvements to wayfinding make you more likely to visit the Covered Market?

## Comment here and take part in the online engagement: <https://consultation.oxford.gov.uk>

Or email your views about the proposed changes to the Covered Market to [tmaxwell@oxford.gov.uk](mailto:tmaxwell@oxford.gov.uk)

### We'd love to hear what you think!

This consultation runs from Saturday, 10 September to Wednesday, 19 October during which time these boards will be available to view at the Covered Market and online.

In-person engagement events at the Covered Market will take place at the following times:

- Tuesday, 27 September, 11am-3pm
- Thursday, 29 September, 11am-3pm
- Tuesday, 11 October, 11am-3pm
- Thursday, 13 October, 11am-3pm

A Zoom presentation and discussion will take place on:

- Wednesday, 12 October, 5.30pm - 7pm
- (please book in by emailing [tmaxwell@oxford.gov.uk](mailto:tmaxwell@oxford.gov.uk))

Full details are on the consultation web page.



Please scan the above QR code with your smartphone for immediate access to the consultation website.



# Have your say!



Proposed look and feel of the pedestrian-friendly area on Market Street



Proposed new communal space in Covered Market, including glazed roof



Proposed improved entrance from the High Street