



BARTON
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New neighbourhood in Oxford to be named Barton Park

14 November 2013; Oxford City Council and its development partner Grosvenor Britain and Ireland, which together form the Barton Oxford LLP, have announced that the new neighbourhood in Oxford is to be named Barton Park.

Commenting on the new name, James Robinson, senior development manager at Grosvenor said: “The Barton Park name is testament to the placemaking ambitions of the new sustainable community and enforces the fact that the Barton Oxford LLP want to build a legacy at Barton, which includes a new primary school, a linear park, sports facilities and a new adult football pitch. The Barton Park name will help quickly establish the neighbourhood as a destination in its own right, but most importantly it reflects the ambition to integrate the new community with existing residents at Barton.”

David Edwards, Executive Director, City Regeneration, Oxford City Council, says: “The development process for the new Barton development is moving very fast, and the Council is delighted with the high level of community engagement in the naming discussion. The integration of the new and old communities is a key objective of the scheme design and the name that has been chosen will support that integration very effectively.”

Barton Park was one of several names that were suggested during the consultation phase for the Area Action Plan in 2012. After gauging public opinion, it was clear that both Barton Oxford LLP and the local community wanted a name that connected the existing community at Barton with the new neighbourhood.

At drop in sessions and through engagement with the Bayards Hill School and retailers during the outline planning application consultation, it became evident that Barton Park was a popular name and the final say was had by the children at Bayards Hill School, who were asked to create a logo for the new community. Their drawings were entered in to a competition and logos for Barton Park received the most votes by a significant margin. Their entries gained further support at the Barton Bash, which was held in August this year.

Please visit us at www.bartonparkoxford.com for more information or follow us at @BartonPark_

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Background information:

Outline planning permission for the new neighbourhood was granted in September this year.

The approval relates to the proposed layout and scale of the new neighbourhood along with an environmental statement, design code and planning statement and means that up to 885 much needed new homes will be delivered alongside a new primary school. Support for additional educational provision is being negotiated as part of the Section 106 agreement for the scheme.

Key features of the scheme are:

- * Up to 885 new homes, 40% of which will be affordable homes;
- * Retail space suitable for a food convenience store or similar;
- * Two children's play areas;
- * A linear park, communal gardens and allotments;
- * A new junction onto A40;
- * A potential hotel; and
- * A community hub that comprises:
 - A primary school;
 - A multi-use games area;
 - An adult sports pitch;
 - Two junior sports pitches;
 - A community sports pavilion; and
 - Multi-use community space which will complement the existing community centre.

Details of the design of the new homes and landscaping of the public open space will follow in a series of detailed planning applications from selected housebuilders.

Notes to editors:

Grosvenor Britain & Ireland aims to create value through our skills in placemaking and design, repositioning locations in ways that change customer perceptions and deliver results for our stakeholders. The core portfolio comprises 300 acres of Mayfair and Belgravia in London, which first came into the Grosvenor family in 1677. Ownership and active management of its London estate remains at the heart of Grosvenor Britain & Ireland's strategy. Investment assets comprise the largest part of its portfolio. Grosvenor Britain & Ireland also undertakes development across London, and in selected city centres around the UK. As at 31 December 2012, Grosvenor Britain & Ireland had assets under management of £4.8bn.