



Planning for the future of Witney...

West option

Land to the west of Witney - between Downs Road, Deer Park Road and the A40 - is identified in the current Local Plan as a reserve site for mixed use development. The land continues to be promoted by the landowner/developers as the next area for major development.

This is the preferred location for the expansion of the town in the short to medium term.

Opportunities

- Additional 1000 new homes, land for businesses, schools and community facilities
- Good access to major expanding employment area
- Provision of new primary and secondary school facilities on western side of Witney would create more flexibility in capacity and catchment areas
- Opportunity to improve landscape and local biodiversity through new woodland planting
- Limits further pressure on most congested areas of the road network
- Not dependent upon construction of Cogges Link Road
- Would help to secure new A40 junction if not built by Highway Authority
- Potential to integrate with main bus services and extend existing pedestrian/cycle routes into town

Challenges

- Relatively distant from town centre
- Separate from existing residential areas
- High land, visually prominent but seen against already developed skyline - woodland planting required as mitigation
- Development will reduce gap between Witney and Curbridge
- Development unacceptable without improvements to Downs Road and new A40/Downs Road junction
- Proximity to new A40 junction could encourage longer distance commuting
- Traffic noise from A40
- Light pollution from football club
- Crossed by well-used east-west brideway

South option

Land to the south of Witney, beyond the A40 and between the villages of Curbridge and Ducklington has been suggested by the landowner for development.

This is not a preferred option.

Opportunities / positive impacts

- Large potential development area to support new housing, land for business and community facilities.
- Flat landscape where views of area are generally blocked by existing vegetation
- Reasonable access to major employment areas
- Potential to be served by a local bus service

Challenges / negative impacts

- Land separated from Witney by A40 dual carriageway - likely to create unsustainable urban sprawl poorly integrated with existing communities
- Would encourage use of private car rather than walking and cycling
- Development close to A40 junction could encourage longer-distance commuting
- Would add to congestion at Ducklington Lane/A40 junction
- Could lead to the loss of the gap between Witney, Curbridge and Ducklington
- Close to sewage treatment works and abattoir - potential odours impacting upon quality of life
- Existing A40 traffic noise
- Area near A40 interchange is part former waste disposal area and part at risk of flooding
- Eastern part within area with potential for mineral extraction

North option

Land to the North of Witney - between Hailey Road, New Yatt Road and Woodstock Road - has been suggested for development by the landowner.

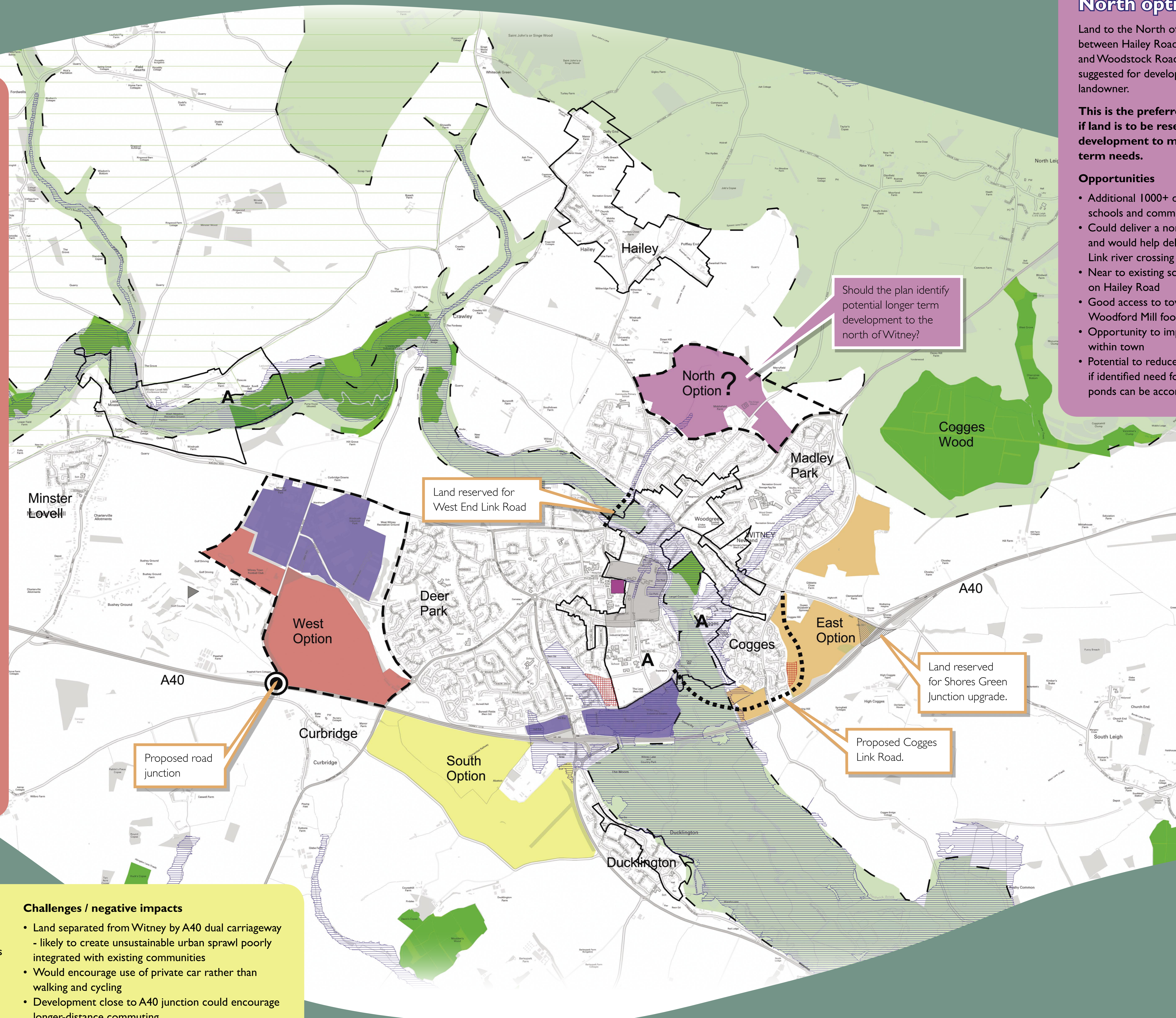
This is the preferred location if land is to be reserved for development to meet longer term needs.

Opportunities

- Additional 1000+ dwellings, new schools and community facilities
- Could deliver a northern link road and would help deliver West End Link river crossing
- Near to existing school and shops on Hailey Road
- Good access to town centre via Woodford Mill footpath/cycle way
- Opportunity to improve bus routes within town
- Potential to reduce wider flood risk if identified need for major storage ponds can be accommodated

Challenges

- Development will reduce gap between Witney and Hailey.
- Would add traffic to most congested roads in the town. Unacceptable without the Cogges Link Road and/or West End Link river crossings.
- Tranquil and attractive rural valley, part of ancient Wychwood Forest landscape.
- Network of well-used rural paths cross the site
- Need for major rainwater storage ponds within the site to mitigate rain water run-off and flooding in Hailey Road area.
- Distant from sewage treatment works - for provision of new sewers
- Poorly related to main east-west bus routes (town centre/A40)
- Distant from main employment areas



East option

Several sites to the east of the town have been suggested for development by the landowner. These include land east of the Cogges estate (also known as the Cogges Triangle) and land off Stanton Harcourt Road south of the Cogges estate. The line of the proposed Cogges Link Road cuts through these sites. Land east of Madley Park and Jubilee Way has also been suggested.

Large scale expansion to the east is not a preferred option.

Opportunities

- Good access to town centre via pedestrian/cycle route through Cogges
- Potential to deliver the Shores Green junction upgrade
- Close to existing schools
- Opportunity to provide new woodland planting
- Relatively close to main bus services and potential to extend local bus service to serve new development

Challenges

- Severe landscape/visual impact - highly visible rising land important to the setting of the town
- Good hedgerows - remnants of ancient Wychwood Forest landscape.
- Land crossed by proposed Cogges Link road - a barrier to integrating any new development with existing built-up areas.
- Limited area suitable for development, limits potential to deliver community facilities and new employment opportunities
- Limited capacity at closest primary schools
- Existing A40 traffic noise
- Development to east of Witney and close to A40 junction could encourage longer-distance commuting
- Would add traffic to most congested roads in the town

KEY:

- North Strategic development option
- Preferred location for future expansion
- Existing Local Plan development site
- Town centre
- Potential town centre redevelopment
- Employment site
- New link road
- Biodiversity Target Area
- Local Wildlife Site
- Conservation area
- Flood zone (1:1000 year)
- A Scheduled Ancient Monument
- Cotswolds Area of Outstanding Natural Beauty