Further expansion of the town

The main area with potential for future development lies to the east. Here an extensive area is being promoted by landowners/developers. However, the Preferred Approach proposes a limited extension to the east of the town on fields close to Tank Farm and the water tower.

Opportunities

- 200 additional homes, including affordable homes, land for business, specialist housing, and community facilities.
- Land outside Cotswolds AONB
- General location on eastern side supported by County Highway Authority
- Vehicular access is available
  - north of London Road via the new access to the hospital and care home under construction
  - south of London Road across the former Parker Knoll site (Trinity Road)
- Good potential pedestrian/cycle routes to town centre and schools

Challenges

- High plateau where buildings and structures are highly visible
- Close to area with nature conservation potential for limestone grassland restoration and management
- Could increase traffic levels through the central area and add to air quality and congestion problems
- Town relatively distant from main urban centres (Banbury & Oxford)
- Existing primary schools are nearly full so need for the provision of new school facilities
- Existing sewers serving this area drain from east to west and have limited capacity. Further detailed investigation required
- Water source protection zone, surface water must be discharged to mains drainage
- Tank Farm water reservoir to be retained within area