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<td>Planit Intelligent Environments LLP Manchester Studio 1 Bank Street Altrincham Cheshire WA14 1DY 0161 9289821 <a href="mailto:info@planit-ie.com">info@planit-ie.com</a></td>
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**CONTRIBUTORS LIST:**

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<th>Pegasus Group</th>
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1.0 INTRODUCTION
SCOPE AND PURPOSE

The Pre-Submission West Oxfordshire Local Plan 2031 anticipates the overall housing requirement in the Chipping Norton Sub-Area of 1,800 homes. It says that this requirement will be met through a combination of homes already completed (87), existing commitments (369), sites identified in the West Oxfordshire District Council’s Strategic Housing Land Availability Assessment (SHLAA 2012) (350), windfall development (400) and the allocated East Chipping Norton Strategic Development Area (600).

However, it is considered that this is below the objectively assessed need and it is more likely that up to 2,330 houses will be required in Chipping Norton over the plan period. As such Ainscough Strategic Land is promoting new housing and employment development at a site located north of Worcester Road in Chipping Norton, to meet the town’s future needs. This site is available, suitable and sustainable and this document sets out why the site should, and could, be brought forward for housing and employment development within the new local plan.

Whilst the Pre-Submission West Oxfordshire Local Plan anticipates the overall housing requirement at 1,800 homes, which equates to 60% of the existing houses currently within the town, the plan restricts growth to land to the west of the town, on sites such as this, because it falls within the AONB. However, whilst this site is located within in the AONB this should not in itself preclude the site from development, especially when considering the key benefits that new housing and employment land will bring to the area, as set out in the latter parts of this document. A key factor would be to assess the impact of change and consider the potential for mitigation and enhancement of the AONB, within the wider land holding, in accordance with AONB guidelines.

Not building enough houses to meet need will not mean that the need will disappear. It will simply become constrained within the housing market (as concealed households) or households will be forced to move out of the area. The remainder of this document sets the background context for the proposal and shows why Chipping Norton is ready and suitable for an elevated level of new housing and employment land provision. It describes the development site and its accessibility to the town centre and concludes with a summary of the key benefits of the proposed development.
West Oxfordshire District

There are around 130 separate towns, villages and hamlets scattered across the West Oxfordshire District. The three main towns are Witney (population 28,000) Carterton (16,000) and Chipping Norton (6,500). Supporting the three main towns are six rural service centres including Bampton (population 2,500) Burford (1,300) Charlbury (3,000) Eynsham (5,000) Long Hanborough (2,400) and Woodstock (3,000). These service centres generally offer a good range of services and facilities. The District’s remaining settlements comprise a number of medium-sized and smaller villages and hamlets.

The large majority of the population lives in the market towns and larger villages, particularly in the southern part of the District. Chipping Norton is positioned in the northern part of the District and despite being the third largest town in West Oxfordshire the population is relatively low.

The Town of Chipping Norton

The site is located within the settlement of Chipping Norton, a market town, which began as a small settlement at the foot of the valley. In 1205 a new market place was laid out higher up the hill. Many of the mediaeval buildings built in the town as a result of that trade still survive. It became the new centre of the town and remains so today. Whilst the settlement of Chipping Norton has grown along its arterial routes, it remains characteristically set on the valley side rising to just below the hill top to retain a very prominent position (up to 226 metres AOD, near the water tower at Tank Farm), with built form extending from Connor Brook that runs along the valley floor, and then further east towards the top of the valley, such that it appears to cover the entire valley side (a vertical distance of ca. 80 metres, from 140-220 metres AOD).

Chipping Norton has a dynamic character with building types, of differing ages, styles and merit. This is most apparent when comparing the eastern and western parts of the town. To the east most of the old streets are strongly enclosed by terrace frontages with irregular eaves lines and simple flat facades. The sloping nature of the town has resulted in a number of raised pavements which accentuate the height of the buildings and the sense of street enclosure. Stone and brick garden walls and railings are common features within the town. The building material is predominantly stone with slate roofing; there is also a limited use of render and brickwork. Chimneys are a mixture of stone and brick. However, there are some areas of Council housing added in the post-war years and private housing estates built during the 1980s and 1990s such as that at the former Parker Knoll site.

The site is located within the western part of the town which is more sporadic and generally less distinctive with larger industrial buildings, making it an ideal location for new development. Three of the town four industrial estates are located in the western part of Chipping Norton, all of which are positioned off Worcester Road close to the site which is now being promoted for new housing and employment development.

The Cotswolds AONB

The site and virtually the entire settlement of Chipping Norton lie within the Cotswolds Area of Outstanding Natural Beauty (AONB).

As the boundary of the AONB is generally coincidental with the eastern edge of Chipping Norton the more recent developments comprising residential development at the former Parker Knoll site, the new hospital, the new care home and some other recently consented housing lies outside the AONB. This has meant that the land immediately next to the AONB boundary has a markedly different character to that within the other eastern parts of the town. The Pre-Submission West Oxfordshire Local Plan 2031 seeks to continue this trend through the allocation of the East Chipping Norton Strategic Development Area for 600 houses.

The western parts of the town, whilst within the AONB, are suitable for new housing and employment development given the sporadic nature of the built form within this area, the prevalence of existing employment sites (Primsdown Industrial Estate, Worcester Road Industrial Estate and Elmsfield Business Centre) and the availability of relatively large parcels of land on the urban edge which have good access links of the A44 Worcester Road. The sensitivity of the landscape here has therefore decreased, and a potential has arisen to create a stronger edge to the settlement.

Housing Need

As already mentioned there is a requirement for more new housing in Chipping Norton above that which is provided for within the Pre-Submission West Oxfordshire Local Plan 2031. House prices in Chipping Norton are relatively low compared with much of the District but housing affordability remains a key issue with many on the Council’s housing waiting list having identified Chipping Norton as their preferred location.

The loss at the beginning of this century of the Parker Knoll furniture factory (over 400 jobs) was a significant blow in Chipping Norton. Employment opportunities have increased in recent years with the expansion of manufacturing firm Owen Mumford at the Primsdown Industrial Estate. Most employment sites in Chipping Norton appear to be well occupied, with low vacancy. There are few opportunities for expansion, one notable example being a small plot on Cromwell Park to the east of the town. Data from West Oxfordshire District Council reveal that there is very limited land supply in Chipping Norton, with just 0.5 hectares (1.2 acres) of undeveloped employment land allocated and only 0.1 hectares currently available.
1.0 INTRODUCTION
SITE LOCATION AND DESCRIPTION

The 9.5ha site is located to the west of Chipping Norton approximately 1 km from the town centre. It is positioned on one of the only direct routes into the centre of Chipping Norton from the west, the A44 Worcester Road. The site lies to the north-west of a linear development of houses along the A44, and north of the landscaped depression surrounding the Grade II* listed Bliss (Tweed) Mill.

The site fronts onto the A44 Worcester Road extending backwards to incorporate the two arable fields at the rear. The fields are edged by trees and hedgerows and are largely used as arable farmland and grassland. The site curves around the development which fronts onto the A44 Worcester Road including three residential properties, Primsdown Industrial Estate, Worcester Road Industrial Estate, a church and cemetery, open green space, four more detached dwellings and Elmsfield Business Centre. The Industrial Estates and Business Centre are identified as main existing employment sites within the Pre-Submission West Oxfordshire Local Plan 2031 and together with the residential properties announce the arrival into the built up area of the settlement.

The settlement of Chipping Norton is located within the Cotswolds AONB. The site lies outside the Chipping Norton Conservation Area. Approximately 400m to the south of the site, beyond the A44 Worcester Road, is Bliss (Tweed) Mill, a Grade II* listed building set in a significant depression below the road. Approximately 500m to the east, beyond the Elmsfield Business Centre lies part of the remains of Chipping Norton motte and bailey castle, designated as a scheduled ancient monument.

The site is located on the lower slopes of the valley in the western part of the town. In terms of topography the site rises from approximately 175m AOD along its southern boundary to 180m AOD along its northern boundary.

An unnamed road which runs from the A44 Worcester Road, and which provides access to the detached properties, Industrial Estate and Business Centre forms the south-eastern boundary of the site. Each of the other boundaries adjoining the open countryside which extends to the north-west into the AONB. There is an embankment up to the site from the unnamed access road.

KEY POINTS
- Edge of town location
- Adjacent to industrial uses
- Sloping valley within the AONB
1.0 INTRODUCTION
PLANNING POLICY CONTEXT

West Oxfordshire Local Plan 2011 - Adopted 2006

The site is not allocated for development within the West Oxfordshire Local Plan 2011, therefore those policies of relevant when considering new residential and employment development on sites such as this are policy H4 - Construction of New Dwellings in the Countryside, policy H7 – Service Centres and policy NE4 – Cotswolds Area of Outstanding Natural Beauty.

POLICY H4 - Allows new dwellings in the countryside for agricultural workers

Policy H7 – Service Centres allows for new dwellings within Service Centres, such as Chipping Norton, in the following circumstances:

- infilling
- rounding off within the existing built-up area
- the conversion of appropriate existing buildings
- on sites specifically allocated for residential development in this plan

As mentioned, the site is not allocated for development, thus to accord with the local plan new residential development would need to comply with the first three criteria identified above. Given the context of the site next to the built up area proposals on land north of Worcester Road could be considered to round off the existing built up area. Policy NE4 – Cotswolds Area of Outstanding Natural Beauty goes on to state that major development will only be allowed in the AONB if it is the public interest in terms of national considerations and impact on the local economy and if there are a lack of sites outside the AONB.

Pre-Submission West Oxfordshire Local Plan 2031

The site is not allocated for development in the Pre-Submission West Oxfordshire Local Plan 2031 so those policies of relevance when considering new residential developments within the AONB are OS2 – Locating Development in the Right Places and H2 – Delivery of New Homes.

Within the Pre-Submission West Oxfordshire Local Plan 2031 Chipping Norton is identified as a Main Service Centre. Policy OS2 – Locating Development in the Right Places, under the heading Main Service Centres, Rural Service Centres and Villages, states that new homes, jobs and supporting services will be primarily focused within and on the edge of the main service centres of Witney, Carterton and Chipping Norton. This includes Strategic Development Areas (SDAs) at Witney, Carterton and Chipping Norton. Development elsewhere will be more limited and will focus on meeting locally identified community and business needs.

Proposals for residential development will be considered in accordance with Policy H2 – Delivery of New Homes, which goes on to state that new dwellings will be permitted within the Main Service Centres on sites that have been allocated for housing development, on previously developed land, and on undeveloped land within or adjacent to the built up area where it is necessary to meet identified housing need and is consistent with the following criteria:

- Be of a proportionate and appropriate scale to its context having regard to the potential cumulative impact of development in the locality
- Be of demonstrable benefit to the local community in which it is proposed
- Avoid the coalescence and loss of identity of separate settlements
- Not have a harmful impact on the amenity of adjoining occupants
- Where applicable, form a logical complement to the existing scale and pattern of development and/or the character of the area
- Protect and where possible enhance the local landscape and setting of the settlement
- Make use of previously developed land where available, provided it is not of high environmental value and the loss of any existing use would not conflict with other policies of this plan
- Not involve the loss of an area of open space or any other feature that makes an important contribution to the character or appearance of the area
- Be provided with safe vehicular access and safe and convenient pedestrian access to supporting services and facilities
- Not be at risk of flooding or be likely to increase the risk of flooding elsewhere
- Comply with policies for the protection of the natural environment and heritage assets
- Ensure it does not lead to the sterilisation of a mineral resource
- Comply with national policies for Green Belt and AONB where applicable
- Provide all necessary supporting infrastructure including access to superfast broadband.

Thus, to accord with this policy development at this site would need to be defined as next to the urban edge and comply with national policies for AONB.

Within the Chipping Norton Sub-Area it is anticipated that the overall housing requirement of 1,800 homes will be met through a combination of homes already completed (87), existing commitments (369), sites identified in the Council’s SHLAA (350), windfall development (400) and the allocated East Chipping Norton Strategic Development Area (600).

Whilst the Pre-Submission West Oxfordshire Local Plan anticipates the overall housing requirement at 1,800 homes, which equates to 60% of the existing houses within the town, the plan restricts growth to land to the west of the town because it falls within the AONB.

National Planning Policy Framework and Planning Practice Guidance

Whilst the Pre-Submission West Oxfordshire Local Plan 2031 steers development away from the west of the settlement due to it being located within the AONB the plan does make reference to residential development within the AONB under policy H2 by stating that it must comply with national policies for AONB. It is therefore prudent to consider paragraph 116 of the National Planning Policy Framework (NPPF) which states that:

Planning permission should be refused for major developments in these designated areas [AONBs] except in exceptional circumstances and where it can be demonstrated they are in the public interest. Consideration of such applications should include an assessment of:

- the need for the development, including in terms of any national considerations, and the impact of permitting it, or refusing it, upon the local economy;
- the cost of, and scope for, developing elsewhere outside the designated area, or meeting the need for it in some other way; and
- any detrimental effect on the environment, the landscape and recreational opportunities, and the extent to which that could be moderated.
Planning Practice Guidance goes on to state (paragraph 4, reference ID: 8-004-20140306):

Planning policies and decisions should be based on up-to-date information about the natural environment and other characteristics of the area. As part of this, local planning authorities and neighbourhood planning bodies should have regard to management plans for National Parks and Areas of Outstanding Natural Beauty, as these documents underpin partnership working and delivery of designation objectives. The management plans highlight the value and special qualities of these designations to society and show communities and partners how their activity contributes to protected landscape purposes.

National Parks and Areas of Outstanding Natural Beauty management plans do not form part of the statutory development plan, but may contribute to setting the strategic context for development by providing evidence and principles, which should be taken into account in the local planning authorities’ Local Plans and any neighbourhood plans in these areas.

National Parks and Areas of Outstanding Natural Beauty management plans may also be material considerations in making decisions on individual planning applications, where they raise relevant issues.

**Cotswolds AONB Management Plan 2013-2018**

In accordance with Planning Practice Guidance the Cotswolds AONB Management Plan 2013-2018 sets out a vision for the AONB. It is a statutory document and carries significant weight in influencing future decisions that will affect the AONB. The Management Plan is overseen by the Cotswold Conservation Board (est. 2004), with two statutory purposes:

- To conserve and enhance the natural beauty of the AONB; and
- To increase and understanding and enjoyment of the special qualities of the AONB.

The Board has issued Position Statements on Housing and Development and Affordable Housing in the Cotswolds AONB. These position statements recommend that SHLAAs give full weight to the need to protect the AONB from inappropriate development. In settlements where there is little land available for development, it is recommended that sites are allocated solely as affordable housing (supported by open market housing only to enable delivery of affordable units).
\[2.0\] CONTEXT ANALYSIS

STATUTORY CONSTRAINTS

Whilst the Chipping Norton Conservation Area extends to include a large part of the town, the site and much of the A44 Worcester Road the site lies outside the conservation area.

Within this conservation area there are a number of listed buildings, including the Grade II* Bliss Mill which is positioned approximately 300m south of the site on the other side of the A44 Worcester Road. The listed building is set in a significant depression below the A44 Worcester Road. It was built as a tweed mill by William Bliss in 1872, designed by George Woodhouse, replacing an early 19th Century cloth mill which had burnt down, which itself replaced an earlier flour mill. The Mill closed in 1980 and has since been converted into flats, with associated private garden spaces. Many of the other listed buildings lie within the historic core of the town to the east of the site.

Approximately 900m to the north-east of the site, beyond the industrial estates, is the Chipping Norton motte and bailey castle and an associated fishpond. The two distinct phases of the layout of the castle can be recognised in the present earthwork remains and it is designated as a Scheduled Ancient Monument (SAM).

With respect to Chipping Norton, the Glyme Valley SSSI, a wildflower rich limestone grassland is located to the east of the settlement, some 2kms from the site. The SSSI encompasses the headwaters of the River Glyme and the immediate slopes along a narrow, secluded valley which has largely escaped agricultural improvement. It is in two parts, and habitats present include limestone grassland, flushes of marshy grassland, neutral to acidic grassland, riverside fen, ponds, scrub and wet woodland. The site contains a large colony of the rare Meadow Cary (Salvia pratensis), a species listed in the British Red Data Book of Vascular Plants.

**KEY POINTS**

- AONB varies in character across its boundary
- Site adjacent to the conservation area
- Two pedestrian routes cross the site
The plan shows the relationship between the site and the surrounding local facilities. Walking isochrones of 500m and 1km have been drawn along key pedestrian routes, showing the site approximately 10 minutes walk from a local school and the retail core of Chipping Norton. A local bus stop, amenity open space and employment sites are located within 500m of the site. This encourages the use of sustainable modes of transport.

Walking isochrones have also been drawn for the Strategic Development Area to the east of Chipping Norton.

The plan identifies that the site lies in close proximity to a plethora of facilities and is equally as sustainable as the proposed development areas to the east. The development of the site, in addition to the Strategic Development Area to the east, would provide a balanced and sustainable pattern of growth.

**KEY POINTS**

- Site is sustainably located to the heart of Chipping Norton
- A school and numerous local facilities within 1km walk of the site
- Site as sustainable as the Strategic Development Area
2.0 CONTEXT ANALYSIS
LANDSCAPE CONTEXT

The Cotswolds was designated as an AONB in 1966, in recognition of its special landscape character.

The Cotswolds AONB Management Plan 2013-2018

The Management Plan identifies the special qualities of the AONB, and these include:

• the unifying character of the limestone geology – its visible presence as natural outcrops, its use as a building material and through the plant and animal communities it supports;
• the Cotswold escarpment, including views to and from it;
• the high wolds – a large open, elevated landscape with commons, ‘big’ skies and long-distance views;
• river valleys, the majority forming the headwaters of the Thames, with high-quality water;
• dry stone walls, which give the AONB its essential character in many areas;
• internationally important flower-rich limestone grasslands;
• internationally important ancient broadleaved woodland, particularly along the crest of the escarpment;
• variations in the colour of the stone from one part of the AONB to another which add a vital element of local distinctiveness;
• the tranquility of the area;
• well-managed arable and livestock farms;
• distinctive settlements, developed in the Cotswold vernacular, high architectural quality and integrity;
• accessible landscape for quiet recreation; and
• historic associations.

The site is located on the eastern fringes of the AONB and is connected to the existing settlement of Chipping Norton, and as such does not include all of the key features of the AONB. The site consists of Grade 3 agricultural land, with some definition of field boundaries. Two footpaths cross the site, allowing potential for quiet recreation typical of the wider AONB.

Cotswolds AONB Landscape Character Assessment

In October 2002 the Cotswolds Area of Outstanding Natural Beauty (AONB)
The key features of the of the Farmed Slopes include:

- Transitional landscape between the High Wold and the Pastoral Lowland Vale;
- smooth gentle landform with gentler landform on lower slopes, and sense of exposure on some upper slopes;
- landform has a consistent north-south orientation following the lines of the Evenlode and Windrush;
- small, often geometric, broadleaf and coniferous woodlands and tree belts along watercourses draining the slopes;
- large deciduous and mixed woodlands bordering parkland, integrated by strong hedgerow network;
- limited ancient woodlands and species rich grasslands;
- numerous historic parkland landscapes;
- productive arable and pasture farmland with a strong pattern of hedgerows;
- small stone built villages and hamlets on slopes above the Pastoral Lowland Vale;
- areas of ridge and furrow on lower slopes; and
- scrub encroachment on some steeper slopes.

The assessment states that, “the elevated and sloping landform of the Farmed Slopes makes them a highly visible feature and therefore very sensitive to change, particularly where this would introduce built elements to the otherwise agricultural landscapes, or interrupt the strong patchwork patterns created by hedged pasture and arable fields. The gentler lower slopes, at the junction of the Pastoral Vales, are visually less prominent than the upper slopes and generally more widely settled, decreasing their sensitivity to change and development.”

The expansion of existing settlements up the Farmed Slopes is identified within the Assessment is identified as a ‘local force for change’. Potential landscape implications include;

- Encroachment of development onto visually more prominent upper slopes.
- Upgrading of minor roads and lanes in areas of new development and the introduction of new suburbanising features such as mini roundabouts and kerbs.

The outline landscape strategies and guidelines identified to address this include:

- Ensure new built development within and on the fringes of the settlements is very carefully integrated with the rural landscape setting of the Farmed Slopes and the existing settlement form of villages.
- Minimise the proliferation of new inappropriate road infrastructure.

The loss of hedged field boundaries is also identified as a local force for change of relevance to the site. Outline landscape strategies and guidelines to address this include:

- Conserve hedgerows and hedgerow trees and promote hedgerow planting to infill gappy hedges and replace post and wire fencing.
- Retain the characteristic medium scale geometric field patterns on the slopes.
- Priority should be given to species rich hedges, hedges that form part of ancient boundary patterns and areas where hedgerow patterns are a highly visual and contribute to local landscape character.
- Encourage hedgerow trees where appropriate.

**15B Vale of Moreton Farmed Slopes**

The site lies within area 15B. This landscape supports a high proportion of pasture and although significant areas of arable farming are evident rolling over the upper slopes. Fields at the base of the slope extend into the vale and are often moderately sized and regular in shape. Sloping landform makes these landscapes highly visible from the vale and as a consequence, gappy sections of hedgerow are more readily identifiable. Elevated views of the Farmed Slopes are also possible where they define a narrow valley to the west of Chipping Norton. Woodlands, although not a significant feature of the landscape, make an important contribution to the visual appeal of the landscape and often provide a wooded backdrop to views across the vale. Settlements are generally small and clustered along routes up the Farmed Slopes. A significant local landmark is Bliss Mill (now residential apartment) and associated chimney located to the south of the site.

**Development in the Setting of the Cotswolds AONB**

Views out of the AONB and into its surrounding areas can be very significant. Development proposals that affect views into and out of the AONB need to be carefully assessed in line with Planning Policy Statement 7 to ensure that they conserve and enhance the natural beauty and landscape character of the AONB.

**Site Visibility and Potential Key Views**

The site is visually sensitive due to its location on the western fringes of the historic market town of Chipping Norton, which has an extensive Conservation Area at its core, and its location within the eastern fringes of the Cotswolds AONB. The site has been identified as lying within the Farmed Slopes landscape character type, and its location on sloping ground levels creates the potential for visibility from potentially sensitive receptors.

A number of potential key views have been identified through a process of desktop study with reference to topographic data and aerial photographs. Particular emphasis was placed on checking potential visual receptor areas such as public footpaths, principal vehicular routes and residential areas with reference to the Guidelines for Landscape & Visual Impact Assessment, 3rd Edition. Representative viewpoints were identified which were considered to be of particular significance in terms of providing a range of views of the site and where development would have the potential to affect their character and quality.

**KEY POINTS**

- Potential views exist to the site from the surrounding area, however further study is needed to confirm visual impact.
Two Public Rights of Way and a track cross the site in a south-east – north-west direction, roughly following the field boundaries, which connects Chipping Norton with the open countryside. One of the PRoW which runs through the site is Shakespeare’s Way which connects with the Salt Way to Salford.

The site is located on a hill slope, falling to the south-east by 10m AOD across the centre of the site.

Some hedgerows are located along existing field boundaries, however these are gappy in nature and have the potential to be enhanced. The surrounding industrial areas degrade the quality of the landscape, and the fields within the site have been eroded in quality through intensive farming.

A linear expansion to Chipping Norton is located to the south-west, along the A44. Due to this, the site is a logical location for development.
3.0 DEVELOPMENT PROPOSALS
MASTERPLAN FRAMEWORK

Potential for Development

- Any development located within the site is likely to result in some impact due to the nature of the site (sloping ground levels) and its sensitive location within the AONB and the fringes of Chipping Norton. However, sensitive design of the site has the potential to reduce or avoid potential impacts through the following mitigating measures:

  - Location of any proposed development at lower ground levels, to minimise potential visibility from sensitive visual receptors, thus avoiding encroachment of development onto visually more prominent upper slopes as identified as a force for change within the landscape character assessment.
  
  - Any new development should emphasise key views out of the site to Bliss Mill, located to the south, which forms a key local landmark. Views to the Mill are identified as important with the Landscape Character Assessment.
  
  - Any new development should make reference to the Cotswold vernacular in order to minimize visual impact and integrate into the existing settlement.
  
  - Retention and enhancement of key features which define the special qualities of the AONB where present, as identified within the AONB Management Plan.
  
  - Introduction of key features which define the special qualities of the AONB, as identified within the AONB Management Plan where appropriate to contribute positively to the character and quality of the AONB.
  
  - Retention and enhancement of key features of landscape character where present, as identified within the Landscape Character Assessment.
  
  - Introduction of key features where appropriate to which contribute positively to the landscape character, as identified Landscape Character Assessment.
  
  - Residential development may be appropriate along the higher slopes if sensitive and appropriate design principles are adopted such as a strong landscape buffer and a locally influenced rural courtyard typology is tested. However it is important to note, the full impact of development at the site would need to be assessed.

The proposal will provide:

- A good, balanced mix of property types and sizes, a proportion of which will be affordable in line with the new local plan
  
- Any residential development on the hill slope will not extend above the ridgeline, and will be placed sensitively into the landscape
  
- Over 2ha of employment land positioned to form a logical extension to Pimsdown / Worcester Road Industrial Estate
  
- An improved setting for the two PROWs which run through the site, along which hedgerows will be retained and reinforced where necessary
  
- A substantial woodland edge to reduce visual and landscape impact
  
- Generous provision of open space to reduce visual impact
  
- Enhancement of existing hedgerow boundaries
  
- Planting throughout the development
  
- A road/lane to replicate the rural character of adjacent local lanes, such as Church Street which becomes more rural higher up the slope
  
- Rural courtyards to replicate local character
  
- An area of special landscaped play
  
- Employment land can be cut into the landscape to reduce the visual impact of the employment buildings on residents
  
- Potential for the wider land to be utilised as a public country park
  
- The scheme will generate approximately over £1 million from Central Government to West Oxfordshire District Council via the New Homes Bonus scheme
  
- The new residents will generate expenditure within the town

In addition, the development will be required to deliver, or contribute towards the provision of appropriate supporting infrastructure either directly as part of the development, or through an appropriate financial contribution towards off-site provision. This will include, where applicable the strategic infrastructure items identified within the Council’s Infrastructure Delivery Plan (IDP) and CIL Regulation 123 list as well as non-strategic infrastructure requirements including those associated with the proposal. Such provision will be secured through appropriate mechanisms including the use of planning conditions, planning obligations and/or the Community Infrastructure Levy (CIL). Of particular need is the requirement to provide contributions towards primary school places.
SCHEDULE

Red line boundary = 9.5ha
Open space = 3.2ha
NDA = 6.3ha
Employment led development area = 1ha
Residential development area = 5.3ha

KEY

- Residential development
- Potential future residential development
- Employment development
- Potential future country park
- Woodland boundary
- New road/rural lane
- Existing access route
- A44 Worcester Road
- Potential filtered views
- Public right of way
- Landscaped play area
- Landscape links
4.0 CONCLUSIONS

The land north of Worchester Road is being promoted for new housing and employment development by Ainscough Strategic Land. The site is not allocated for development within the Pre-Submission West Oxfordshire Local Plan 2031 but it should be if the District is to meet its requirement for housing, affordable housing and employment land in Chipping Norton. This document shows how the development can be incorporated into the existing urban edge without having a detrimental impact on the character and function of the AONB and provides details of the social, environmental and economic benefits that the proposed development will bring about.