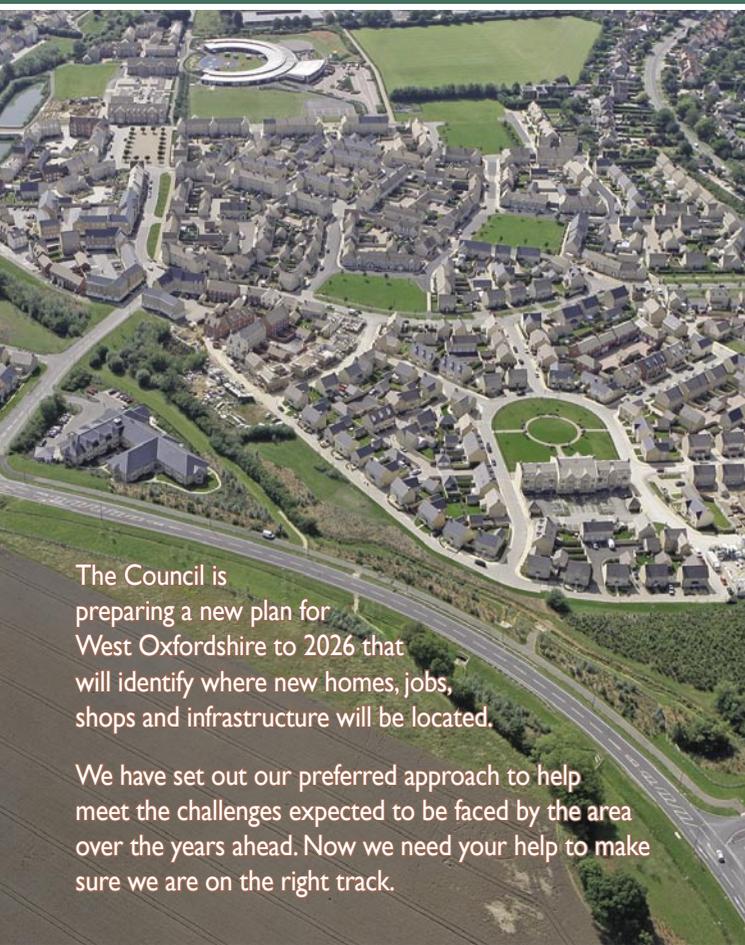




WEST OXFORDSHIRE
DISTRICT COUNCIL

Planning for the future...

Core Strategy Preferred Approach
Consultation February 2010



The Council is preparing a new plan for West Oxfordshire to 2026 that will identify where new homes, jobs, shops and infrastructure will be located.

We have set out our preferred approach to help meet the challenges expected to be faced by the area over the years ahead. Now we need your help to make sure we are on the right track.

www.westoxon.gov.uk

How we got to the preferred approach...

The Core Strategy is part of the new plan called the Local Development Framework. It will provide the overall strategy for how local communities in West Oxfordshire will develop over the next 15 years and will identify major sites for new homes, jobs and infrastructure such as roads and schools.

During the last 2 years, we asked people to identify the important issues to be tackled. We met key service providers and undertook specialist studies.

Issues and challenges facing West Oxfordshire include:

- adapting to climate change and reducing its effects
- supporting a strong local economy and vibrant town centres
- an ageing population with affordable housing needs
- improving accessibility to services
- improving and increasing local education facilities
- balancing the protection of our environment with the need to allocate land for future development.

The Core Strategy Preferred Approach builds on the responses received to the Core Strategy So Far booklet, consulted on in February 2009.

These responses, supporting evidence and specialist studies which the Core Strategy is based upon can be viewed online at: www.westoxon.gov.uk/corestrategy

If you want to know more...

You can look at the full report and its supporting documents:

- Online at www.westoxon.gov.uk/corestrategy
- At all District Council offices
- At your local library

If you wish to comment...

- Go online: www.westoxon.gov.uk/corestrategy
You will need to register so that we have your details, but this is easy. You can then comment on different parts of the plan and see what others have said. We will also email you about progress.
- Email us at: planning.policy@westoxon.gov.uk
- You can write to us at:
Planning Policy
West Oxfordshire District Council
Elmfield, New Yatt Road
Witney OX28 1PB

If you write or email please tell us your contact details and which part of the document you are commenting on. We'll then put all your comments on the website, without your personal details.

All consultation responses should be received by the Council by **22nd March 2010**.

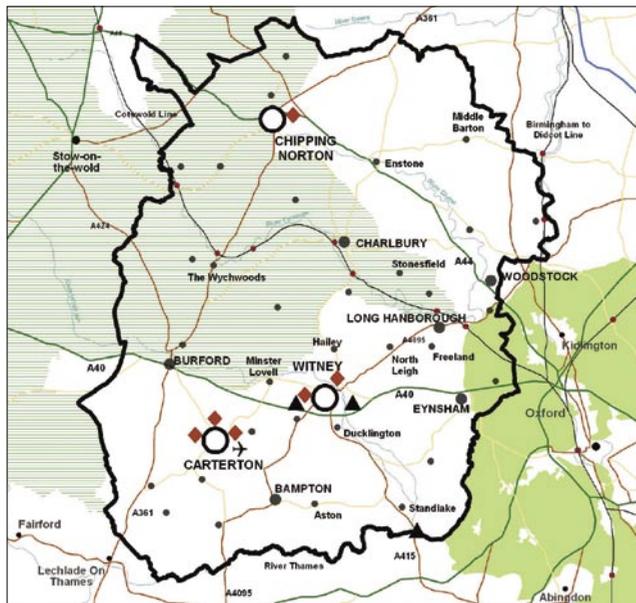
For further information...

Contact our Planning Policy team at the address above. Alternatively you can call 01993 861420 or email planning.policy@westoxon.gov.uk

The preferred approach

The preferred strategy focuses new development on towns and villages with services and facilities - particularly Witney, Carterton and Chipping Norton. Here sites for larger-scale development or 'strategic development areas' are being consulted upon - see inside.

Smaller scale development will also take place in these towns and in some other towns and villages to meet local housing and employment needs, although these sites are not identified at this stage.



Key:

- Main service centres
- Other service centres
- Villages with some services and facilities
- ◆ Strategic development options
- ▨ Cotswolds Area of Outstanding Natural Beauty
- Oxford Green Belt
- ▲ Road improvements

New homes

A range of new homes will be built, particularly for older people, individuals and young families who want to stay in the area.

Government has decided that at least 7,300 new homes must be built in West Oxfordshire between 2006-2026.

Our preferred location for new homes 2006-2026

Location	Total number of homes	Homes already built/planned
Witney	At least 3,000	1,500
Carterton	At least 1,500	1,000
Chipping Norton	At least 800	400
Rural areas	About 2,000	1,200
Total number	At least 7,300	4,100

Over 4,000 are already planned of which around 2,500 have already been built, mainly at Madley Park, Witney and Shilton Park, Carterton. This leaves the locations for at least 3,200 homes to be identified.

Affordable housing

40% of all new homes are to be affordable. New housing proposals will be expected to include, or make a financial contribution to, affordable housing.

Jobs

Employment land is identified in Witney, Carterton and Chipping Norton to provide job opportunities for these growing towns.

We will support the rural economy with opportunities for tourism, business development and sustainable farm enterprises.

Shops and community facilities

New shopping facilities will be focussed on existing town centres to ensure they remain vibrant. We will continue to resist the loss of rural shops and community facilities and encourage new facilities where appropriate.

Roads and transport

We want to improve access to public transport and routes for pedestrians and cyclists wherever possible. New roads are planned for Witney and Carterton and Oxfordshire County Council proposes a new crossing of the Thames at Newbridge.

Our environment and climate change

We aim to protect and enhance the quality of the natural and built environment in West Oxfordshire.

New development needs to be sustainable in its location, design and construction - particularly to reduce flood risk and energy use - and meet national standards of sustainable construction as a minimum.

Major development sites will be expected to exceed national standards, having more potential for sustainable construction and renewable energy generation.

...do you agree with our preferred approach?

Look out for the next stage

We aim to publish a draft final version of the Plan in late summer 2010 for comment prior to its submission to the government. A planning inspector will then hold a public examination and consider any relevant objections before deciding if the Plan should be approved.

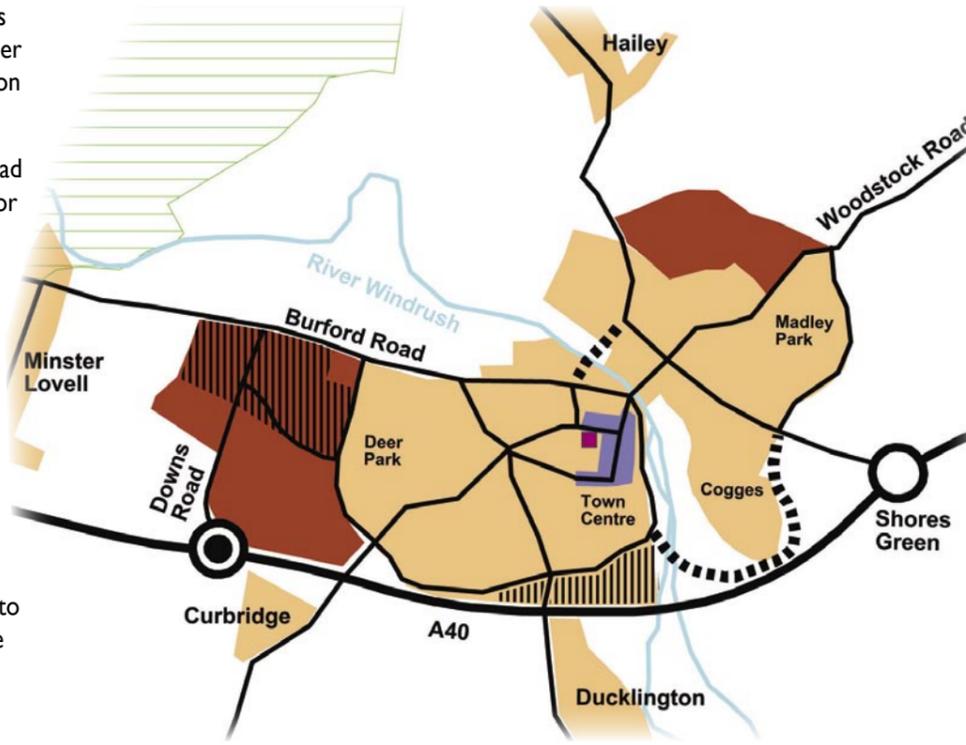
Witney

Witney is the main town in West Oxfordshire (population 26,000) and is the most sustainable location for further development, although traffic congestion needs to be tackled.

Land on the western edge (Downs Road area) is the preferred location for major new employment, housing, education and supporting facilities during the years 2011-2020, together with a new A40 junction.

In addition we need to decide if land to the north of the town (between Hailey Road and Woodstock Road) should be identified as a longer term strategic growth option to maintain housing supply.

Development in this area would need to secure necessary improvements to the town's highway network, bus services, education provision and resolve the severe local flooding problems.



Preferred approach

- Enhance and protect the market town character of Witney
- Provide at least 3,000 new homes, of which 1,500 are already planned/built
- Major development on the western edge of Witney including 1,000 new homes, new schools, open space, community and leisure facilities and new land for business
- Improve roads focussing on the A40/Downs Road junction and the Cogges Link Road from Witan Way to Oxford Hill to improve access and reduce traffic
- Land reserved for West End Link Road and improved Shores Green A40 junction
- Identify longer term potential for town centre development south of Welch Way
- Review the need to identify land to the north of Witney (between Hailey Road and Woodstock Road) for longer term development

Do you agree with the preferred approach for Witney?
Should the plan identify potential longer term development to the north of Witney?

Key:

- Existing built-up area
- Existing Local Plan allocation
- Strategic development options
- Existing employment area
- Cotswolds Area of Outstanding Natural Beauty
- Town centre
- New shopping area/town centre expansion
- New link road
- Proposed road junction
- Land reserved for road junction improvement

Diagrammatic maps. Not to scale.

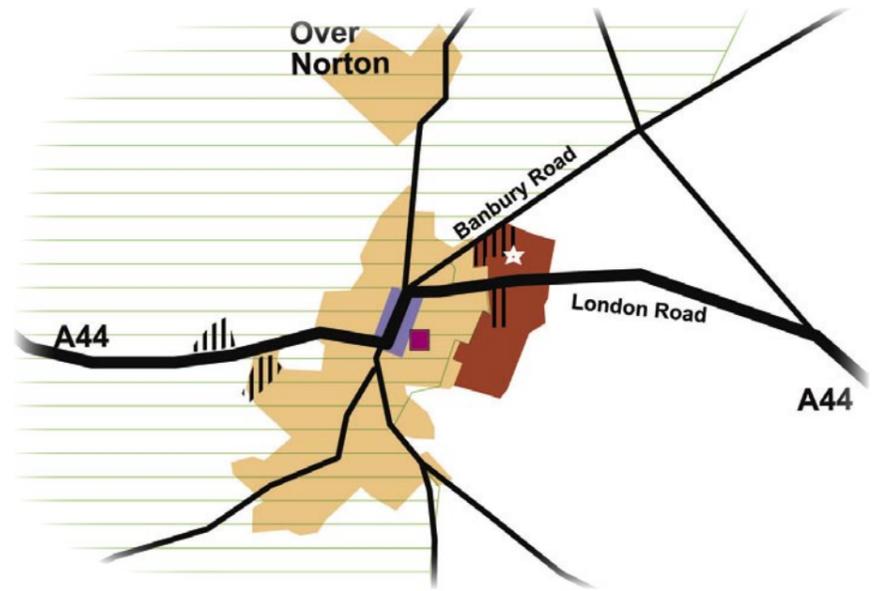
Chipping Norton

Preferred approach

- Promote Chipping Norton as the key service centre for the north of the district.
- Enhance and protect the heritage of the town
- Provide at least 800 new homes, of which 400 are already planned/built
- Develop land to the north and south of London Road with about 200 new homes and land for business, health care and education facilities
- Improve the town centre by developing some of the area between High Street and Albion Street with new shops and community facilities

Chipping Norton (population 6,500) is a prominent historic market town on the eastern edge of the Cotswolds. It acts as a service centre for a large rural catchment area. Some development potential remains within the town.

In addition an area for future development is proposed on the eastern edge on land outside the Cotswolds Area of Outstanding Natural Beauty. This area will provide new housing, employment and supporting facilities.



Do you agree with the preferred approach for Chipping Norton?

Carterton

Carterton is the second largest town in the District (population 15,000). It is closely associated with RAF Brize Norton, the country's main RAF transport base.

We support Carterton Town Council in seeking further growth of the town - including new housing, employment opportunities and improved local infrastructure - although how this will be delivered remains to be finalised.

Comments are invited on the options for further expansion of the town - land to the east or west is preferred.

Further large-scale residential development to the north of the town, extending beyond land already allocated for housing, is considered less likely to deliver sustainable development. This is due to poor access to local facilities and the main road network as well as proximity to an active quarry.

If Carterton is to continue to expand which is the best area for development?



Preferred approach

- Strengthen Carterton's role as a main service centre alongside RAF Brize Norton
- Provide at least 1,500 new homes, of which 1,000 are already planned/built
- New link road from Shilton Road to Shilton Park to improve access, together with new housing off Swinbrook Road (about 200 homes on existing local plan site)
- Redevelop the sub-standard MOD housing
- Improve the town centre with new shops
- Expand employment opportunities on existing available land
- Review the land on the edge of Carterton for further expansion of the town.
- Improve community, education and leisure facilities
- Focus on enhancing biodiversity of Shill Brook Valley