

**SOUTH WEST BICESTER (KINGSMERE)**

RESERVED MATTERS APPLICATION - LOCAL CENTRE

COUNTRYSIDE PROPERTIES (BICESTER) LIMITED

NOVEMBER 2015



TERENCE  
ROURKE

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## 1. Introduction

- 1.1 This Planning Statement has been prepared by Terence O'Rourke Ltd, on behalf of the applicant, Countryside Properties (Bicester) Ltd (referred to hereafter as 'Countryside'). This statement supports the reserved matters application for the construction of the local centre comprising retail, nursery, community centre with associated amenity space, car parking, and access (referred to hereon in as the 'Application Site') at the South West Bicester (Kingsmere) urban extension pursuant to the outline planning permission LPA Ref: 06/00967/OUT dated 27 June 2008 (referred to here on in as the 'Kingsmere Scheme' – See Appendix A for Decision Notice).
- 1.2 This statement is also accompanied by the following information:
- Planning application forms and certificate
  - Site Location Plan
  - Transport Assessment, WSP
  - Noise Impact Assessment, WSP
  - Sustainability Statement, Turley Sustainability
  - Design & Access Statement, Hunters
  - Planning application drawings (See cover letter for full list)
  - Planning application fee

## 2. The Site and Surroundings

- 2.1 The application site comprises 0.85 hectares, within the wider 116 hectare South West Bicester (Kingsmere) urban extension (See Appendix B for Site Plan). The site is identified as the 'local centre' within the approved Masterplan and Design Code. The wider Kingsmere Scheme is currently being delivered on land immediately to the south and south west of the Application Site. To the South West of the spine road, the County Council are constructing a primary school, scheduled to open in early 2016.
- 2.2 The site is approximately 0.3km from the northern boundary of the wider Kingsmere Scheme, which is defined by Middleton Stoney Road. The village of Chesterton lies approximately 0.8 km to the south west of the site.
- 2.3 The Application Site is accessed via the new internal circulation roads, which have been constructed as part of the Kingsmere development. The main street (Primary Street) through Kingsmere passes to the south of the Application Site and will provide the primary vehicular access. The internal roads for SW Bicester connect to Middleton Stoney Road to the north, and the A41, Oxford Road to the east.

## 3. Planning History

Phase 1:

- 3.1 In 2004, following promotion by Countryside, the Kingsmere site was included in the non-statutory local plan allocation for the development of a strategic urban extension on land to the South West of Bicester (now known as Kingsmere). In

2008, outline planning consent (ref: 06/00967/OUT) was granted for:

*“Up to 1585 no. dwellings, health village to include health and employment uses and elderly persons nursing home; B1 and B2 employment uses; local centre comprising of shops, a pub/restaurant, a children’s day nursery, offices and a community centre; 2no. primary schools and 1no. secondary school; a hotel; a sports pavilion; formal and informal open space; a link road between A41 and Middleton Stoney Road/Howes Lane junction; associated new roads, junctions, parking, infrastructure, earthworks and new accesses to agricultural land.”*

- 3.2 As part of the implementation of Kingsmere, substantial information was submitted in order to discharge conditions, including a detailed Design Code which establishes key design features including buildings heights and densities, and a number of character areas.
- 3.3 Since the grant of outline planning permission, various reserved matters applications have been submitted and approved for strategic highway infrastructure, landscape schemes for structural landscape areas and open space, as well as a large number of the housing parcels. The majority of the strategic infrastructure is now in place. A hotel opened in 2013 and 1,184 of the homes have been granted detailed consent, with approximately 400 homes now completed, and occupied, at the time of writing.
- 3.4 The Primary Street and secondary street serving the application site have been constructed following reserved matters approval (LPA Refs: 09/00174/REM, 09/01528/REM, 09/01532/REM, 11/0180/REM and 14/00114/REM)

#### Additional Proposals:

- 3.5 In addition to the primary development proposals outlined above, there have also been a number of additional development proposals affecting both land which formed part of the original outline application for SW Bicester, and adjacent sites including:
  - LPA Ref: 11/01840/F – Full planning permission was granted for the conversion of Whitelands Farm buildings and new buildings to create 11 new homes on 15 July 2013.
  - LPA Ref: 14/01207/OUT - An outline approval for 46 homes on the site originally reserved for a potential second primary school (known as KM22) dated 17 July 2015
  - LPA Ref: 13/00433/OUT – An outline application for construction of up to an additional 100 dwellings above those permitted in 06/00967/OUT received a resolution to grant approval at the 11 July 2013 Planning Committee, subject to a Section 106 legal agreement. The Section 106 legal agreement has yet to be formally completed.

#### Phase 2:

- 3.6 Countryside has promoted South West Bicester (Phase 2) through the Council’s new Local Plan. Phase 2 land lies immediately to the west of Phase 1. A resolution to grant approval (LPA Ref 13/00847/OUT) was made subject to a S106 legal agreement at the 7 August 2014 Planning Committee for outline planning

permission for up to 726 homes (including up to 60 extra care units) described as follows:

*“OUTLINE: Residential development within Use Class C3, Extra Care facility, Primary School, retail, formal and informal public open space, play facilities, sports pitches, allotments and associated infrastructure including landscaping, highways, footpaths/cycleways, drainage utilities and parking.”*

#### **4. The Proposed Development**

4.1 This application seeks Reserved Matters approval for the ‘Local Centre’ of the Kingsmere development, pursuant 06/00967/OUT. The Local Centre will serve the entire Kingsmere development (both Phases 1 and 2) which could total up to approximately 2,400 homes. The position of the Local Centre within the Site was agreed at outline consent and defined in the approved Kingsmere Design Guide.

4.2 The Local Centre will comprise:

##### **Buildings:**

- 728 sq.m Community Centre (Class D1) plus 188 sq.m external space
  - 175sq.m Youth Centre (Class D1) plus 217 sq.m external space
  - 519 sq.m Nursery (Class D1)
  - 400 sq.m Convenience Store (Class A1)
  - 4 x 106 sq.m Retail units (Class A1/A2/A3/A4 and/or A5)
- (NB: All figures are Gross Internal Area (GIA))

##### **Associated Development:**

- Public square, with ancillary landscaping
- Car Park for 45 cars and 3 motorbike bays
- 2 no. Cycle Parking shelters for 20 bicycles
- Recycling point with 6 No. Recycling bins
- Rear servicing yard for the proposed commercial and community uses, including loading bays, staff parking and refuse storage.

##### **Proposed Community Centre/ Youth Centre**

4.3 The design and specification for the Community Centre/Youth Centre has been the subject of detailed discussions with Phil Rolls and Vickie Zielinski of Cherwell District Council’s (CDC) Communities and Recreation team, and the Kingsmere Residents Association (KRA) who will manage the Centre.

4.4 The proposals for the Community Centre were presented to KRA’s AGM in May 2015 and the feedback has helped shape the proposals. Various iterations of the layout of the Community Centre have been tabled to CDC officers the KRA for their input.

4.5 The size and specification of the Community/Youth Centre differs from the specification within the Section 106 agreement for 06/00967/OUT. This reflects the additional provision now required to meet the needs of the proposed Phase 2 development and an evolved understanding of the end-user requirements for the facilities.

##### **Proposed Nursery**

- 4.6 There is currently no specified operator for the Nursery, however the detailed design of the Nursery has been drawn up in conjunction with agent advice and the requirements of Nursery operators.

#### Proposed Convenience Store

- 4.7 An operator has not yet been signed up for the Convenience Store, but the size and format of the store has been designed through discussions with a potential occupier.

#### Proposed Retail Units

- 4.8 The 4 units are 'shell' units with no identified occupier. To maximise the potential letting options, and to ensure an active Local Centre, permission is sought for flexible use for the units as either retail (Class A1) or financial/professional uses (Class A2) or restaurant/café (Class A3) or wine bar (Class A4) or hot food takeaway (Class A5).

### 5. Planning Policy

- 5.1 The planning policy applicable to the site remains largely unchanged from the time of the outline application, with the addition of the policies in the NPPF and the Strategic Policies of the Cherwell Local Plan (Part 1).

- 5.2 The development plan for the site comprises the:

- Cherwell Local Plan 2011 – 2031 Part 1 (2015)
- Saved policies within the Cherwell Local Plan (1996)

- 5.3 Material considerations include:

- National Planning Policy Framework (NPPF) (2012)
- Non-Statutory Cherwell Local Plan 2011 (2004) adopted for development control purposes.

#### Cherwell Local Plan 2011-2031 Part 1 (2015)

- 5.4 Bicester is identified in policy BSC1 as the key location for growth in the district, with the growth of Bicester and the delivery of the SW Bicester urban expansion at Kingsmere listed as key objectives. The plan recognises SW Bicester Phase 1 as having been approved and allocates SW Bicester Phase 2 as a strategic site for the delivery of up to 650 additional dwellings under policy Bicester 3. This is the smallest of three strategic housing allocations, the others being the NW Bicester Eco-Town development and the MoD's land at Graven Hill. In combination it is anticipated that the sites will provide over 7500 new homes.

#### Saved Policies of the Cherwell Local Plan (1996)

- 5.5 The Cherwell Local Plan was adopted in 1996. Following a review in September 2007, a number of policies within the plan were saved and remain the current statutory planning policies for the district until superseded by the policies emerging through the Local Development Framework.
- 5.6 Policies C28 and C29 are concerned with the design of new development. They require development proposals to be appropriate to their setting in terms of layout, design and external appearance. They also require consideration to be

given to the amenity of existing residents. There is an approved Design Code for Kingsmere that guides design and includes some mandatory design and development requirements regarding the local centre. The proposed Local Centre development will be in accordance with the approved design code and will integrate well with the wider development. An assessment of the scheme against the Design Code requirements are set out in Section 6 of this Statement, as well as the accompanying Design & Access Statement

National Planning Policy Framework (2012)

5.7 The National Planning Policy Framework was published in March 2012 and forms the Government’s planning policy at a national level, replacing the previous combination of Planning Policy Statements and Planning Policy Guidance Notes. The NPPF promotes sustainable growth, regeneration and establishes a presumption in favour of sustainable development.

Non-Statutory Cherwell Local Plan 2011 (2004)

5.8 The Non-Statutory Cherwell Local Plan was originally prepared as a replacement to the Cherwell District Local Plan. However, due to changes to the planning system introduced through the Planning and Compulsory Purchase Act 2004, the decision was taken to stop work on the preparation of the plan. The Non-Statutory Cherwell Local Plan was subsequently approved by the council as interim policy for development control purposes. While it is not part of the development plan, the Non-Statutory Local Plan should form an important material consideration in the determination of any application.

5.9 The Kingsmere site is allocated for a new mixed-use urban extension to the south west of Bicester under policy H13 of the Non-Statutory Local Plan. Aside from this allocation, the site is not subject to any additional allocations or designations in the Non-Statutory Local Plan.

5.10 Policy D1 sets a number of general urban design criteria for new development. Policy D3 requires development proposals to reflect the local distinctiveness of the area and the characteristics of the site. The approved Design Code was developed in accordance with these policies and seeks to provide a form of development which reflects local distinctiveness. It is the product of long discussion and negotiation with council officers and other stakeholders. The Design Code aims to secure quality development.

**6. Planning Considerations**

Principle and form of Development

6.1 The principle of development is already established through the outline consent in June 2008 (LPA Ref 06/00967/OUT). The position of the Local Centre within the Kingsmere development was agreed at outline planning permission stage and then its boundaries refined in the approved Design Code (see pages 118 & 119 of the Code).The original outline consent and Design Code specify land uses to be included within the Local Centre.

Compliance with the Conditions of Outline Consent 06/00967/OUT

Condition	Subject	Response
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No.		
6	Development shall be carried out in accordance with the approved Design Code	Please refer to Paragraphs 6.3 – 6.10 below for a commentary on uses and the Design & Access Statement for commentary on the detailed design of the proposed buildings
9	Public Consultation Strategy	<p>The Design Code went through a substantive stakeholder engagement process.</p> <p>The detailed design of the Community Centre has been undertaken in discussions with Cherwell (CDC) Community Officers and the KRA.</p> <p>Further statutory consultation will be undertaken by CDC in regard to this Reserved Matters applications.</p>
12	Surface Water drainage	See Paragraphs 6.26, 6,27 and Appendix H.
15	Site slab levels shall be a minimum of 150mm above existing ground levels.	The site slab levels are a minimum of 150mm above existing ground level and fully accessible.
18	No buildings shall exceed the heights specified on the Building Heights Plan.	No buildings exceed the maximum height of 14.5m, specified on the Building Heights Plan.
25	No surface water from the development shall be discharged onto the adjoining highway	No surface water will be discharged into the adjoining highway, please see drainage plan in Appendix H.
26	No service trenches, pipe runs or drains or any other excavation, earth movement or mounding should be constructed within 2 metres of the canopy spread of trees on the site within the prior approval of the LPA.	There are no existing trees within the application site
27	No development shall take place within 8m of any watercourse without the prior written consent of the LPA.	The development is not within 8m of a water course
31	Fire hydrants shall be provided in each phase of the development.	Fire hydrants will be provided to serve the Local Centre. The precise location of these will be determined

		at a later date/technical design stages.
35	Full details of the enclosures along all boundaries of the phase and the dwelling or other building therein shall be submitted to and approved by the LPA	See drawings for details.
37	The Local Centre should include one retail unit of 200sq.m to 400sq.m and a minimum of 2 and a maximum of 6 other retail units of no more than 150sq.m each, gross floorspace	See commentary below in 6.3 – 6.15
38	Any employment space should be in units suitable to accommodate small businesses with an individual floor area of no more than 500sq.m.	See commentary below in 6.3 – 6.15
44	Prior to work commencing on an phase of sub phase measures all be put in place to ensure that vehicle wheel washing is carried out to prevent any material being carried on to the public highway.	This condition will be complied with.
45	Details of the location of all site compounds and the associated areas for plant storage and access thereto, as well as a scheme for their subsequent removal and restoration of the land, shall be submitted to and approved in writing by the LPA.	Details will be submitted prior to start on site.
49	The scheme shall be implemented in accordance with the approved drainage strategy.	See paragraphs 6.26, 6.27 and Appendix H.
51	No development shall commence on any phases until the method for piling foundations has been submitted to and approved in writing by the LPA.	Foundation details are not yet known, and will be ascertained at detailed design stage.

#### Compliance with the Approved Design Code

6.3 Condition 6 of the Outline Consent 06/00967/OUT states that all development shall be carried out in accordance with the approved Design Codes.

6.4 The accompanying Design & Access Statement sets out the detailed design of the proposal against the design criteria set out within the Design Code.

6.5 The Design Code also specifies mandatory elements for the Local Centre (Page 119 of the Design Code):

Element	Compliance?	Detail	Reason
200m – 400sq.m gross Convenience Store	Yes	The proposed store will have 400sq.m Gross Internal Area.	This size of store meets the requirements of potential operators.
Two to six shop units of up to 150 m2 gross	Yes (fully)	4 retail units of 106sq.m are proposed.	A range of use are being proposed for these units to

			<p>maximise leasing options and ensure an active frontage, including A1 retail, A2 services, A3 café, A4 wine bar and/or A5 hot food take away.</p>
<p>Employment units of up to 500sq.m gross each (B1 or B2)</p>	No	<p>No B1/B2 employment uses are proposed.</p> <p>Please note that it is considered that the Design Code reference to a requirement for Class B2 (General Industrial) uses in the Local Centre was incorrect. Class B2 uses, by definition, are not appropriate within a residential neighbourhood.</p>	<p>A specialist developer that previously looked to deliver the whole of the local centre site confirmed that they received no interest for any B1 (office) uses.</p> <p>The applicant has commissioned agents to look at the office market within Bicester and there is no demand for small office units above retail within this fringe location. Full details are set out within Paragraph 6.5 onwards and Appendices B &amp; C.</p> <p>It should be noted that additional employment opportunities will be created with the inclusion of the Day Nursery, or other D1 uses.</p>
<p>Community Centre of 641sq.m gross internal, 100sq.m external space, 25 car parking spaces (shared use)</p>	Yes	<p>Since the approval of 06/00967/OUT and the Design Code, an application was submitted (and a subsequent resolution to grant consent made) for Kingsmere Phase 2. As part of the negotiations with</p>	<p>The detailed design of the Community and Youth Centre has been developed with the input of both CDC and KRA. The design/layout submitted is that agreed with CDC officers</p>

		CDC when considering the Phase 2 scheme, it was agreed that a larger Community Centre would be provided within the Phase 1 Local Centre (i.e. the application site), rather than a separate facility on Phase 2. Therefore a larger Community Centre is proposed to serve both Phase 1 and Phase 2 of Kingsmere.	
Building heights should be three or four storeys (except Community Centre). The double height hall within the Community Centre must be located on the street frontage to maximise building presence.	Yes	<p>One part of the proposed community centre is a double height hall, and located on the street frontage.</p> <p>In terms of number of storeys, uses will only be provided at ground floor levels but through the design of the buildings there is height to give the buildings presence and the effect of several storeys.</p>	<p>The proposed Community Centre is considered to be compliant with the Design Code.</p> <p>There are no upper floor uses to the proposed retail element, so 'height' has been provided through the use of roof profiles/design techniques.</p> <p>The proposed nursery has been designed to be a landmark building, with the central element of the building detailed to create height and presence as the focal point within the Local Centre.</p>
2 x 15m x 2.5m bus stops should be located on the west of the space away from the primary school	Yes	The bus stop locations are to the west of the local centre, along the spine road.	The bus stops are positioned outside of the main entrance to the proposed Convenience Store.
Covered cycle	Yes	2 x cycle shelters for	Providing shelters at

shelter for 16 bicycles designed into the public realm.		10 bicycles each are located to the edge of the car park, fronting the retail and the Community Centre.	either end of the centre will provide more convenience for users (2 x 10 bicycle shelters are proposed due to the type of products available)
Group of six recycling bins	Yes	6 recycling bins are positioned to the rear of the Convenience store	Positioning the bins to the rear of the public realm/ convenience store will ensure that the impact upon visual amenity is limited and that disturbance for pedestrians is minimised during collections.  Any new residential development on adjacent parcels will have to have due regard to the proximity of these bins, for potential occupiers.
Six bench seats, integral to the public realm and on main routes and desire lines	Yes	Six benches are placed within the heart of the public square.	Grouping the benches together will help create a 'sense of place' and a meeting point for the Local Centre.

#### Variances from the Design Code

##### **Absence of B1/B2 employment uses and upper floor uses**

- 6.6 Both Condition 38 of the Outline Consent, and the subsequent Design Code seek the provision of offices within the Local Centre.
- 6.7 As document in the various Marketing Strategy letters (See Appendix C) that have been forwarded to Cherwell District Council, pursuant to their Section 106 obligations (See Appendix D) Countryside originally engaged with a specialist retail developer, Parlison Properties, to deliver the Local Centre. Parlison worked up various schemes for the Local Centre based upon the requirements of interested operators and partners, weighed against the requirements of the planning conditions and Section 106 agreement.

- 6.8 As set out in the 26 March 2015 Marketing Strategy Letter (Appendix C) Parlison sought to engage a number of house builders to provide residential on upper floors, but there was no interest. Parlison also looked at providing office accommodation at upper floors, but there was little or no demand, and a viable scheme could not be delivered. Additionally, the evolving requirements for the Community Centre were also affecting viability. Eventually, Parlison pulled out of negotiations, as they could not deliver a viable scheme.
- 6.9 Subsequent to the specialist developer interest falling away, Countryside has sought advice from local agents on the size and type of office provision required by the local market and what would be suitable within the Kingsmere location.
- 6.10 VSL has provided advice to Countryside (Appendix E) stating that they are already marketing several offices within Bicester town centre and around, and there is a distinct lack of demand. In their considered opinion, office space at Kingsmere would be very difficult to let for a fair market return and the physical space would be somewhat unattractive to office occupiers given the other uses within the Local Centre and demand for car parking, particularly with the local school at pick-up/drop-off in the mornings and late afternoons.
- 6.11 Countryside has explored alternative uses for the upper floor and has looked at the potential for residential development above the retail units. Countryside have discussed options for creating market and affordable housing above the retail units but have been advised that residential would be unattractive in this location (compared to other parts of Kingsmere) given the potential for noise and disturbance for tenants from the retail units, including deliveries, and use of the public squares (see letter from Bromford Housing Association, Appendix F). Likewise, retailers looking at leasing the retail units would be concerned of having residential above, given the potential impact of restrictions upon their operations, notably early morning deliveries of goods such as milk, bread, newspapers etc. particularly at the weekends.

#### Height

- 6.12 Given the absence of demand for upper floor uses above the retail, Countryside instructed their architects to explore options for introducing 'height' and 'bulk' into the Local Centre, yet still ensuring the Local Centre has an attractive 'human scale' for the local community, and a design that clearly sets it apart from the prevailing residential character of Kingsmere, as per the Design Code.
- 6.13 The accompanying Design & Access Statement sets out the design rationale of the proposed buildings and the material detailing, which has sought to use colours and materials not found elsewhere on Kingsmere including coloured louvres, timber solar shading and steel columns to set the Local Centre apart and give the distinctiveness sought through the Design Code.
- 6.14 As part of the detailed design of the retail and nursery building; 'height' has been created through the roof profiles to ensure the Local Centre buildings are visible and landmark buildings in their own right. Notably the proposed Nursery will be particularly prominent in views from the South West, as the centrepiece of the Local Centre.

- 6.15 Page 21 of the Design & Access Statement compares the scale of the proposed Local Centre buildings and the adjoining proposed residential across the street. The proposed verticality of the Local Centre buildings, the glazed facades and the material detailing all combine to signify their prominence and importance within the predominantly residential setting.

#### Other Matters

##### Parking and Vehicular Access

- 6.16 The accompanying Transport Statement, prepared by WSP, sets out the justification for the proposed parking numbers and how the proposed vehicular accesses will work, including the rear servicing area.
- 6.17 In deriving a quantity of parking; a balance has been struck between meeting demand of the proposed uses, ensuring there are enough spaces to avoid cars parking on the Primary Street (which has been designed to be narrow in order to slow vehicles to enhance safety) and therefore avoid a detrimental effect upon the free flow of traffic, and ensuring car parking does not dominate the public realm, to the detriment of pedestrians and visual amenity.
- 6.18 Parking provision will be shared across the uses plus the primary school (parent drop-off/ pick-up) throughout the day and evenings. In addition, Kingsmere is envisaged as a sustainable, walkable neighbourhood, whereby residents will walk to the shops, events at the Community Centre and when picking up or taking their children to school.
- 6.19 Cycle parking provision exceeds that of the Design Code, and there will also be cycle parking facilities for staff in the rear service yard.
- 6.20 The Kingsmere development is currently served by two bus routes; the 26 which runs approximately twice an hour between Kingsmere and wider Bicester (including the Railway station) and selected services of the S5 which runs between Bicester and Oxford. Both of these services will stop at the Local Centre.
- 6.21 The car park, rear-servicing yard and recycling point have all been tracked to ensure they work from a highway perspective. Landscaping around the car park and the rear service yard has been positioned, and will be maintained, to ensure adequate visibility, particularly given the proximity of the Primary School and the pedestrian crossing at the South of the site.

##### Residential Amenity

- 6.22 Given the absence of proposed residential above the Local Centre, sensitive receptors are those plots around the Local Centre, notably parcels KMB and KME (Refer to Appendix G for Parcel Plan).
- 6.23 KMB has received detailed approval for Linden Homes (LPA ref: 14/01682/REM) and the layout of the Local Centre has taken into account this proposed layout, ensuring any potential impacts upon amenity are minimised. Notably lighting is angled away from residential properties and the seating/gathering areas are away from the boundary of the Local Centre.

- 6.24 No layout has been progressed for KME and the plot has no developer lined up, at present. When a scheme is progressed for KME it will need to take into account the rear service yard and the adjoining community uses. Countryside will ensure the plot developer designs a scheme that does not conflict with the Local Centre. It should be highlighted that it is not in Countryside's interest to blight adjoining land parcels before they go to market. As such, the detailed design and layout of the rear service area includes the provision of an acoustic fence to the service yard and security lighting is angled away from the boundary to help minimize any potential impact.
- 6.25 It is accepted that CDC may wish to impose planning conditions that limit the use of the external areas of the community centre and nursery, hours of servicing/loading/unloading to the retail units etc. to help avoid any potential issues with residential amenity in the future. We would like to discuss any such conditions with you prior to this application being determined, to ensure that potential operator's requirements are met, whilst ensuring that any activities will not detract from local amenity.

#### Drainage

- 6.26 There is a site wide drainage strategy for the development, which the local centre will accord with, including the provision of permeable paving within the public square.
- 6.27 In line with the Drainage Strategy, the Local Centre Car Park is to be drained by traditional methods. Attenuation of storm water is provided in the Car Park pipe network to reduce the flow rate to the required 8 l/s for the 1 in 10 year event. The outfall from the Car Park is to the existing surface water network located throughout the Spine Road, which discharges to the attenuation ponds (Please refer to Appendix H – Drainage Plan).

#### Sustainability

- 6.28 The Design Code specifies that non-residential buildings will be constructed to at least BREEAM 'Very Good' Standards, pursuant to Condition 7 of the original outline consent.
- 6.29 Since the Design Code was finalised in 2008, Building Regulations have been reviewed twice, in 2010 and 2013, and the current Part L is significantly tighter in terms of carbon emissions reductions since the outline consent and Design Code were first approved. For context, new buildings built to 2013 Part L are 30% more efficient than those built to 2006 Part L.
- 6.30 In addition, on-going discussions with the Council's Community team and the KRA have identified sustainability features which are not required to meet BREEAM 'Very good' standard but would enhance the sustainability of the proposal, including the provision of photovoltaics for the Community Centre.
- 6.31 Turley have produced a Sustainability Strategy to accompany this application which sets out a technical justification for an alternative sustainability strategy in lieu of BREEAM, and which enable the aspirations of the KRA to be met.



- 6.32 Overall, it is considered that the approach envisaged, with a combination of meeting enhanced 2013 Building Regulations and the additional sustainability measures together, will provide a better, bespoke sustainability solution for the Local Centre, over and above, the one-size-fits-all approach offered by BREEAM.

#### Section 106 Matters

- 6.33 The Section 106 Agreement attached to the outline planning consent (06/00967/OUT) specified a “prior to 500 occupations” trigger point for the delivery of the Community Centre. Due to various factors which have required a revised specification and re-design of the proposals, specifically that the Community Centre has been increased in size to accommodate the needs of both Phase 1 and Phase 2, but also to meet the specific requirements and aspirations of the first residents at Kingsmere (KRA), this target cannot be achieved. Countryside and CDC are discussing a new trigger point, and this will be formalised through a Deed of Variation to amend the provisions of the original Section 106 Legal Agreement and will be confirmed in due course.
- 6.34 Whilst the Community Centre has been designed and specified with both the Council and the KRA, the proposed Community Centre has increased in size and the specification has changed (compared to that originally outlined in 06/00967/OUT) and a revised specification will be formally agreed through a Deed of Variation.

#### **7.0 Conclusion**

- 7.1 We consider that the proposed Local Centre complies with the key parameters set out within the original outline approval and subsequently approved Design Code, and the key development plan policies. Where the proposal does not meet these requirements, these are clearly set out and a robust justification has been given for this variance.
- 7.2 With the above in mind, we consider Reserved Matters approval should be granted.

Appendix A: Decision Notice 06/00967/OUT dated 27 June 2008



**NOTICE OF DECISION**  
**TOWN AND COUNTRY PLANNING ACT 1990**  
**(AS AMENDED)**

**Name and Address of Agent/Applicant ·**

Countryside Properties (Bicester) Ltd  
c/o Jane Piper  
Terence O'Rourke Ltd  
Everedene House  
Deansleigh Road  
Bournemouth  
BH2 6BU

**Date Registered** 15th May 2006

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**Proposal :** Outline - Up to 1585 no dwellings, health village to include health and employment uses and elderly persons nursing home, B1 and B2 employment uses, local centre comprising of shops, a pub/restaurant, children's day nursery, offices and a community centre, 2 no primary schools and 1 no secondary school, a hotel, a sports pavilion, formal and informal open space, a link road

**Location :** Land At Whitelands Farm South West Of Bicester Adjoining Oxford Road And Middleton Stoney Road Bicester Oxfordshire

**Parish(es) :** Chesterton And Bicester

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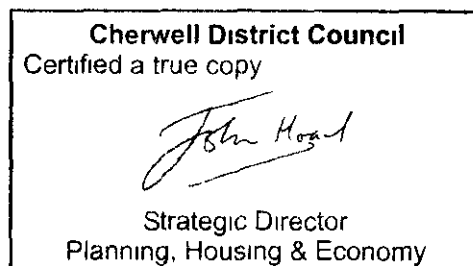
**OUTLINE PERMISSION FOR DEVELOPMENT SUBJECT TO CONDITIONS**

The Cherwell District Council, as Local Planning Authority, hereby **GRANTS** outline planning permission for the development described in the above-mentioned application, the accompanying plans and drawings and any clarifying or amending information **SUBJECT TO THE CONDITIONS SET OUT IN THE ATTACHED SCHEDULE.**

The reason for the imposition of each of the conditions is also set out in the schedule

Cherwell District Council  
Bodicote House  
Bodicote  
Banbury  
Oxon  
OX15 4AA

**Date of Decision · 27th June 2008**



**Strategic Director – Planning Housing & Economy**

**SCHEDULE OF CONDITIONS**

- 1 That no development shall be started on any phase until full details of the siting, scale, height, design, layout and external appearance of all buildings, landscaping and all means of access within the phase (hereafter referred to as reserved matters) has been submitted to and approved in writing by the Local Planning Authority

Reason - This permission is in outline only and is granted to comply with the provisions of Section 92 of the Town and Country Planning Act 1990 as amended by Section 51 of the Planning and Compulsory Purchase Act 2004, and Article 3(1) of the Town and Country Planning (General Development Procedure) Order 1995 (As amended)

- 2 That in the case of the reserved matters, application for the first reserved matters approval shall be made not later than the expiration of three years beginning with the date of this permission and the last no later than eight years beginning with the date of this permission

Reason - This permission is in outline only and is granted to comply with the provisions of Section 92 of the Town and Country Planning Act 1990 as amended by Section 51 of the Planning and Compulsory Purchase Act 2004, and Article 3(1) of the Town and Country Planning (General Development Procedure) Order 1995 (As amended)

- 3 That the development to which this permission relates shall be begun not later than whichever is the later of the following dates

- (i) the expiration of eight years from the date of the grant of outline permission,
- (ii) the expiration of two years from the final approval of the reserved matters or, in the case of approval on different dates, the final approval of the last such matter to be approved

Reason - This permission is in outline only and is granted to comply with the provisions of Section 92 of the Town and Country Planning Act 1990 and Article 3(1) of the Town and Country Planning (General Development Procedure) Order 1995 (as amended)

- 4 No reserved matters applications shall be made or development commenced until a Proposals Plan containing the details required in accordance with Condition 5 and with the Environmental Statement and the principles of the masterplan accompanying the planning application, has been submitted to and approved in writing by the Local Planning Authority. The development shall thereafter be carried out in accordance with this approved Proposals Plan. Any revisions to the approved Plan shall also be made by a formal submission and shall not be implemented unless or until approved in writing by the Local Planning Authority

Reason - A Proposals Plan is required at the beginning of the development process to ensure that the subsequent reserved matters applications are considered and determined by the Local Planning Authority in the context of an overall plan for the site consistent with the principles set out in Policy H10 of the Non Statutory Cherwell Local Plan 2011 and to comply with Policies G2 and G3 of the Oxfordshire Structure Plan 2016

- 5 In relation to Condition 4, the Proposals Plan shall include,

- a) An overall layout plan showing the distribution of all principal land uses throughout the site, including residential, employment, retail, primary school, secondary school, community facilities, areas of mixed use and open space, sports pitches, the means of access thereto, including the general alignment of the access roads and principal pedestrian and cycle routes
- b) The character areas to be covered by Design Codes
- c) Details of the landscape structure, new copses and hedgerows, mitigation planting and hedge and tree protection corridors within the development areas
- d) Details of green routes for footpath and cyclepaths linking areas of the development, open space and woodlands including the existing public footpath
- e) The phases of the development and the affordable housing in each phase and the provision of infrastructure
- f) The principles for foul, surface and land drainage from the site and the development including surface water source control measures and balancing, sewers and connections
- g) Areas of habitat creation and archaeological preservation in accordance with the ecological and archaeological mitigation and management plans

Reason - A Proposals Plan is required at the beginning of the development process to ensure that the subsequent reserved matters applications are considered and determined by the Local Planning Authority in the context of an overall plan for the site consistent with the principles set out in Policy H10 of the Non Statutory Cherwell Local Plan 2011 and to comply with Policies G2 and G3 of the Oxfordshire Structure Plan 2016

- 6 No reserved matters applications shall be made or development commenced until Design Codes for the site have been produced in accordance with Condition 8 and following consultation with the Local Planning Authority and other stakeholders, have been submitted to and approved in writing by the Local Planning Authority. The development shall thereafter be carried out in accordance with the approved Design Codes

Reason - Design Codes, together with the Proposals Plan are required at the beginning of the development process to ensure that the subsequent reserved matters applications are considered and determined by the Local Planning Authority in the context of an overall approach for the site consistent with the requirement to achieve a high quality design as set out in the Environmental Statement and Policy H10 of the Non Statutory Cherwell Local Plan and to comply with Policies G2, G3 and H3 of the Oxfordshire Structure Plan 2016

- 7 The Design Codes shall include,
- a) the character, mix of uses and density of each phase identified on the Proposals Plan to include the layout of blocks and the structure of public spaces
  - b) the character and treatment of the structure planting to the development areas
  - c) guidance of surface water control including design standards and methodology for sustainable drainage systems, detail of specific features and constraints, including appropriate options for SUDs features, considerations for implementing during construction, and adoption requirements
  - d) the building height, scale, form, design features and means of enclosure that will form the basis of the character of each phase, sub-phase or parcel
  - e) the street form and hierarchy and the features that will be used to restrict traffic speeds and create legibility and requirements for street furniture

- f) the approach to car parking and cycle parking within the phases, sub-phases and parcels and the level of car and cycle parking to be provided to serve the proposed uses
- g) the materials to be used within each character area
- h) the treatment of any hedge or footpath corridors and retained trees and woodlands and local areas of play within each phase, sub phase or parcel
- i) measures to ensure energy efficiency and compliance with BREEAM Eco Homes good/very good ratings
- j) the measures to be incorporated to protect the amenities of the occupiers of existing properties adjacent to the site
- k) measures to be incorporated into the development to ensure all properties have convenient locations for individual waste and recycling bins
- l) lighting proposals

Reason - Design Codes, together with the Proposals Plan, are required at the beginning of the development process to ensure that the subsequent reserved matters applications are considered and determined by the Local Planning Authority in the context of an overall approach for the site consistent with the requirement to achieve a high quality design as out in the Environmental Statement and Policy H10 of the Non Statutory Cherwell Local Plan 2011 and to comply with Policies G2, G3 and H3 of the Oxfordshire Structure Plan 2016

- 8 The Proposals Plan and Design Codes shall be submitted to the Local Planning Authority within 12 months of the date of this permission

Reason - The Proposals Plan and Design Codes are required to guide the development and the consideration of Reserved Matter applications for the development of the site It is therefore essential that they are submitted early to enable the delivery of housing to meet the requirements of Policy H1 of the Oxfordshire Structure Plan 2016

- 9 A strategy for public consultation in respect of the development shall be submitted to and approved in writing by the Local Planning Authority prior to the commencement of development The public consultation strategy shall include details of the consultation process to be undertaken during all construction and other works on the site including provision of infrastructure and mitigation as well as in respect of design codes, reserved matters applications and construction management plan

Reason - To ensure that the public are consulted in an appropriate and structured form The Government places importance on the carrying out of early consultation and the provision of a consultation strategy will enable a clear position on community consultation to be set out at the beginning of the process in accordance with the advice contained in PPS1

- 10 Prior to the commencement of development a Land Management Plan, identifying proposals for creation of suitable habitat and its maintenance in a favourable conservation status for the targeted habitats and species shall be submitted to and approved in writing by the Local Planning Authority The Plan shall thereafter be implemented in accordance with the approved details

Reason - To ensure the mitigation identified in the Environmental Statement is carried out and to comply with Policy EN2 of the Oxfordshire Structure Plan 2016

- 11 A Sustainable Urban Drainage Opportunities Plan shall be submitted to and approved in writing by the Local Planning Authority prior to the commencement of development The development shall thereafter be carried out in accordance with the approved plan

Reason - To prevent the increased risk of flooding and to improve water quality, and in order to comply with Policy EN9 of the Oxfordshire Structure Plan 2016 and Policies ENV8 and ENV9 of the adopted Cherwell Local Plan

- 12 No development on any phase or parcel shall commence until a scheme for disposal of surface water, including phased works and maintenance thereof, attenuation and storage and on-site balancing arrangements, reflecting current best practice for sustainable urban drainage, have been submitted to and approved in writing by the Local Planning Authority. No development shall take place other than in accordance with the approved scheme.

Reason - To ensure that the development/site is served by proper arrangements for the disposal of surface water, to comply with the Environmental Statement and Policy EN9 of the Oxfordshire Structure Plan 2016 and Policy ENV9 of the adopted Cherwell Local Plan

- 13 No development shall commence until impact studies of the existing foul sewerage infrastructure have been carried out and a scheme for dealing with foul drainage from the site, including phased works, has been submitted to and approved in writing by the Local Planning Authority. The foul drainage works shall thereafter be carried out in accordance with the approved scheme prior to the occupation of any buildings on the site.

Reason - To ensure that the development/site is served by proper arrangements for the disposal of foul sewage, to comply with the Environmental Statement and Policy EN9 of the Oxfordshire Structure Plan 2016 and Policy ENV9 of the adopted Cherwell Local Plan

- 14 No development shall commence until impact studies of the existing water supply infrastructure have been carried out and a scheme for providing an adequate water supply to serve the development/site has been submitted to and approved in writing by the Local Planning Authority. The approved scheme shall thereafter be implemented prior to the occupation of any buildings on the site.

Reason - To ensure that the development is served by adequate water supply and to comply with Policies G2 and G3 of the Oxfordshire Structure Plan 2016 and Policy EN11 of the Non Statutory Cherwell Local Plan 2011

- 15 Within the vicinity of Pingle Brook a minimum finished floor level of 300mm above the 1 in 100 year + 20% Pingle Brook top water level shall be provided. Elsewhere on the site slab levels shall be a minimum of 150mm above existing ground levels.

Reason - To ensure compliance with the Flood Risk Assessment and to ensure that properties are not at risk of flooding now or in the foreseeable future and to comply with Policies G2 and G3 of Oxfordshire Structure Plan 2016 and Policy S28 of the adopted Cherwell Local Plan

- 16 That not more than 1585 dwellings shall be accommodated on the site.

Reason - The Environmental Statement has assessed the impact of a development of up to 1585 dwellings and demonstrates that a development of that scale will not have significant adverse effect. The development is therefore limited to the assessed development to ensure no impact occurs that has not been subject to assessment and to comply with Policy G2 of Oxfordshire Structure Plan 2016

- 17 That the built areas of the site shall be developed an average site density of not less than 30 dwellings per hectare.

Reason - In order to achieve a satisfactory form, variety and mix of housing development commensurate with the character of the area and to comply with Policies G2 and H3 of the Oxfordshire Structure Plan 2016 and Policies C28 and C30 of the adopted Cherwell Local Plan

- 18 No buildings on the site shall exceed the heights specified on the Building Heights Plan (figure 3 3) contained within the Planning Statement

Reason - In the interests of the visual amenities of the area, to ensure the creation of a pleasant environment for the development and to comply with Policies G2 and EN1 of the Oxfordshire Structure Plan 2016 and Policy C28 of the adopted Cherwell Local Plan

- 19 That no development shall take place within the application area until the applicant, or their agents or successors in title, has secured the implementation of a staged programme of archaeological and palaeoenvironmental mitigation measures, including physical preservation in situ, in accordance with a written scheme/s of investigation which shall first have been submitted to and approved in writing by the Local Planning Authority. The written scheme of investigation shall include a formal commitment to implement a programme of archaeological post-excavation work. This will include all processing, research and analysis necessary to produce an accessible and usable archive and a full report for publication in accordance with a Post-Excavation Assessment review that has been submitted to, and approved by the Local Planning Authority. The work shall be carried out by a professional archaeological organisation acceptable to the Local Planning Authority.

Reason - To ensure the preservation, either by record or physically in situ, of remains of archaeological or palaeoenvironmental importance, and the appropriate analysis and publication of the evidence and comply with Policy EN6 of the Oxfordshire Structure Plan 2016 and Policy C26 of the adopted Cherwell Local Plan

- 20 No development shall commence until a remediation scheme has been submitted to deal with the identified areas of contamination and the submitted scheme has been approved in writing by the Local Planning Authority. The scheme shall be implemented in accordance with the approved details and a validation report shall thereafter be submitted confirming the works have been completed within 2 months of the works being carried out.

Reason - To ensure that the proposed remediation is carried out and will not cause any long term pollution issues in accordance with the Environmental Statement and to comply with Policy EN8 of Oxfordshire Structure Plan 2016 and Policy ENV12 of the adopted Cherwell Local Plan

- 21 Prior to the commencement of development on the site full details of the proposals for access for Whitelands Farm and the retained agricultural land shall be submitted to and approved in writing by the Local Planning Authority. The accesses shall thereafter be provided in accordance with the approved details prior to the commencement of development and thereafter retained in accordance with the approved details.

Reason - In the interests of highway safety and to comply with Policy T8 of the Oxfordshire Structure Plan 2016 and Policies TR2 and TR5 of the adopted Cherwell Local Plan

- 22 Prior to the commencement of development details of measures to protect the public footpaths and the amenity of users of the public footpaths crossing the site during and after construction works shall be submitted to and approved in writing by the Local Planning Authority. Thereafter the measures shall be put in place to protect the public rights of way and retained in accordance with the approved details.



Reason - To comply with Policy R2 of the Oxfordshire Structure Plan 2016

- 23 That, before any of the dwellings are first occupied, the whole of the estate roads and footpaths (except for the final surfacing thereof) shall be laid out, constructed, lit and drained to the Oxfordshire County Council's "Conditions and Specifications for the Construction of Roads "

Reason - In the interests of highway safety, to ensure a satisfactory standard of construction and layout for the development and to comply with Policy T8 of the Oxfordshire Structure Plan 2016 and Policies TR2, TR5 and TR9 of the adopted Cherwell Local Plan

- 24 That, before any of the dwellings are first occupied, the proposed vehicular accesses, driveways and turning areas that serve those dwellings shall be constructed, laid out, surfaced and drained in accordance with specification details to be submitted to and approved in writing by the Local Planning Authority prior to the commencement of development

Reason - In the interests of highway safety, to ensure a satisfactory standard of construction and layout for the development and to comply with Policy T8 of the Oxfordshire Structure Plan 2016 and Policies TR2, TR5 and TR9 of the adopted Cherwell Local Plan

- 25 That no surface water from the development shall be discharged onto the adjoining highway, unless first agreed and licensed by the Highway Authority, and a scheme to prevent this occurrence shall be submitted to and approved in writing by the Local Planning Authority and constructed prior to the commencement of building operations

Reason - In the interests of highway safety and to comply with Government advice in PPG13 Transport and PPS25 Development and Flood Risk and Policy T8 of the Oxfordshire Structure Plan 2016

- 26 No service trenches, pipe runs or drains or any other excavation, earth movement or mounding shall be constructed within 2 metres of the canopy spread of trees on the site, without the prior approval in writing of the Local Planning Authority

Reason - To ensure that the tree/trees is/are retained in a safe and healthy condition and is/are not adversely affected by construction works, in the interests of visual amenity and to comply with Policies G2 and EN1 of the Oxfordshire Structure Plan 2016 and Policy C28 of the adopted Cherwell Local Plan

- 27 No development shall take place within 8m of any watercourse without the prior written consent of the Local Planning Authority

Reason - To ensure that the water environment is protected in accordance with Policy EN8 of the Oxfordshire Structure Plan 2016

- 28 Before any works commence, the existing trees and hedges on the land to be retained shall be preserved, fenced around and properly maintained in accordance with the advice contained in the attached tree protection schedule and none of the trees shall be felled, topped, lopped or uprooted without the prior consent of the Local Planning Authority unless such tree has become dangerous. In the event of any tree or hedge dying or being seriously damaged or destroyed within five years from the completion of the development, a new tree or hedge of a species first approved in writing by the Local Planning Authority shall be planted and properly maintained in a position or positions first approved by the said Authority

Reason - In the interests of the visual amenities of the area, to ensure the creation of a pleasant environment for the development and to comply with Policies G2 and EN1 of the Oxfordshire Structure Plan 2016 and Policy C28 of the adopted Cherwell Local Plan

- 29 Prior to the commencement of any phase of the development hereby permitted details of the provision, landscaping and treatment of open space/play space within the phase shall be submitted to and approved in writing by the Local Planning Authority. The open space/play space for the phase, once approved shall be landscaped, laid out and completed in accordance with the details approved and within a time period to be first approved in writing by the Local Planning Authority and thereafter retained as open space/play space

Reason - In the interests of amenity, to ensure the creation of a pleasant environment for the development with appropriate open space/play space and to comply with Policy G2 of the Oxfordshire Structure Plan 2016 and Policy R12 of the adopted Cherwell Local Plan

- 30 That all planting, seeding or turfing comprised in the approved details of landscaping for any phase shall be carried out in the first planting and seeding seasons following the occupation of the building(s) or on the completion of the development, whichever is the sooner, and that any trees and shrubs within the phase which within a period of five years from the completion of the development die, are removed or become seriously damaged or diseased shall be replaced in the next planting season with others of similar size and species, unless the Local Planning Authority gives written consent for any variation

Reason - In the interests of the visual amenities of the area, to ensure the creation of a pleasant environment for the development and to comply with Policies G2 and EN1 of the Oxfordshire Structure Plan 2016 and Policy C28 of the adopted Cherwell Local Plan

- 31 Fire hydrants shall be provided on each phase of the development in accordance with a scheme which has first been submitted to and approved in writing by the Local Planning Authority. The details of the provision of the fire hydrants shall be approved prior to the commencement of construction of each phase and thereafter shall be implemented in accordance with the approved details

Reason - To ensure necessary infrastructure is provided and to comply with Policy G3 of the Oxfordshire Structure Plan 2016

- 32 Notwithstanding the requirement of Condition 15 of this permission, details of the existing and proposed levels, including finished floor levels, shall be submitted to the Local Planning Authority and approved in writing prior to the commencement of development on each phase. The development shall be carried out in accordance with the approved details

Reason - To ensure that the proposed development is in scale and harmony with its neighbours and surroundings and to comply with Policy G2 of the Oxfordshire Structure Plan 2016 and Policy C28 of the adopted Cherwell Local Plan

- 33 All services serving the proposed development shall be provided underground unless details have first been submitted to and approved in writing by the Local Planning Authority. Details of any necessary above ground service infrastructure, whether or not permitted by the Town & Country Planning (General Permitted Development Order) 1995 (as amended) shall be submitted concurrently with the details of the development they serve

Reason - To ensure the satisfactory appearance of the completed development and to comply with Policy G2 of the Oxfordshire Structure Plan 2016 and Policy C28 of the adopted Cherwell Local Plan

- 34 Prior to the commencement of any works on site on any phase, sub phase or the carrying out of any operation relating to the provision of services, full details of all service trenches, pipe runs or drains and any other excavation, earth movement or mounding required in connection with the development hereby permitted shall be submitted to, and approved in writing by the Local Planning Authority. The development shall be carried out in accordance with the details so approved.

Reason - To ensure that the existing tree(s) and/or hedgerows is/are retained in a safe and healthy condition and is/are not adversely affected by construction works, in the interests of visual amenity and to comply with Policies G2 and EN1 of the Oxfordshire Structure Plan 2016 and Policy C28 of the adopted Cherwell Local Plan

- 35 That full details of the enclosures along all boundaries of the phase and the dwellings or other building therein shall be submitted to and approved in writing by the Local Planning Authority prior to commencement of the development, and such means of enclosure shall be erected prior to the first occupation of the dwelling, building or phase.

Reason - To ensure the satisfactory appearance of the completed development, to safeguard the privacy of the occupants of the existing and proposed dwellings and to comply with Policy G2 of the Oxfordshire Structure Plan 2016 and Policies C28 and C30 of the adopted Cherwell Local Plan

- 36 Local Areas of Play (LAPs) shall be provided in each phase or sub phase in accordance with the Council's adopted policy. Details of the siting and design of the LAPs shall be submitted to and approved in writing by the Local Planning Authority prior to the commencement of development in any phase or sub phase and thereafter shall be provided in accordance with the approved details prior to the occupation of any dwelling situated within 30 metres of the perimeter of the local area of play.

Reason - To ensure the provision of appropriate play facilities to serve the development and comply with Policy G3 of the Oxfordshire Structure Plan 2016 and Policy R12 of the Cherwell Local Plan

- 37 The local centre shall include one retail unit of a suitable size to accommodate a convenience store of between 200m<sup>2</sup> and 400m<sup>2</sup> gross floorspace and a minimum of 2 and maximum of 6 other retail units of no more than 150m<sup>2</sup> each, gross floorspace. The units shall not be amalgamated without the prior consent of the Local Planning Authority.

Reason - To comply with the Environmental Statement and to ensure that retail premises are of a suitable size and type to meet the day to day needs of the residents of the proposed development and comply with Policies G2 and G3 of the Oxfordshire Structure Plan 2016 and Policy S28 of the adopted Cherwell Local Plan

- 38 The employment floor space shall be provided in accordance with the Approved Proposals Plan and Design Codes in units suitable to accommodate small businesses with an individual floor area of no more than 500 m<sup>2</sup>. No units shall be amalgamated or mezzanine floors inserted to create a unit with floor space exceeding 500m<sup>2</sup> unless first agreed in writing by the Local Planning Authority.

Reason - In order to create an acceptable mix of uses on the site and to comply with Policies G1, G2 and E3 of Oxfordshire Structure Plan 2016

- 39 The 2ha of employment land adjacent to the A41 shall be used for uses falling within Classes B1 and B2 contained within the schedule to the Town and Country Planning (Use Classes) Order 1987 (as amended) and no more than 30% of the employment site shall be used for B2 purposes. Employment space within the local centre shall be used for B1 a of the above Order

Reason - In order to create an acceptable mix of uses on the site and to comply with Policies G1, G2 and E3 of the Oxfordshire Structure Plan 2016

- 40 A Construction Environment Management Plan (CEMP) shall be submitted to and approved in writing by the Local Planning Authority prior to the commencement of development. The CEMP shall include details of the measures to be taken to ensure construction works do not adversely affect residential properties on, adjacent to or surrounding the site and shall include details of the consultation and communication to be carried out with local residents. Construction work shall thereafter be carried out in accordance with the approved CEMP

Reason - To comply with paragraph 3.111 of the Environmental Statement and Policy ENV1 of the adopted Cherwell Local Plan

- 41 No imported waste materials whatsoever shall be imported and deposited on the site

Reason - To comply with Policy WM3 of the Oxfordshire Structure Plan 2016

- 42 No minerals shall be dug from or exported from the site

Reason - To comply with Policy M1 of the Oxfordshire Structure Plan 2016

- 43 No development shall commence until full details and a programme of works of excavation and raising of ground levels on the site (other than works immediately associated with the construction of individual buildings such as the digging of foundations), have been submitted to and approved in writing by the Local Planning Authority. The programme and works shall thereafter be carried out in accordance with the approved details

Reason - To provide a satisfactory form of development and to comply with Policy EN1 of the Oxfordshire Structure Plan 2016

- 44 Prior to work commencing on any phase or sub phase measures shall be put in place to ensure that vehicle wheel washing is carried out to prevent any material being carried on to the public highway

Reason - In the interests of highway safety and to comply with Policy T8 of the Oxfordshire Structure Plan 2016 and Policy TR5 of the adopted Cherwell Local Plan

- 45 Details of the location of all site compounds and the associated areas for plant storage and access thereto, as well as a scheme for their subsequent removal and restoration of the land, shall be submitted to and approved in writing by the Local Planning Authority prior to their establishment. The compounds and accesses shall be located and subsequently removed in accordance with the approved details

Reason - To ensure that site compounds are sited in locations that will not adversely affect the amenities of nearby residents or the environment and to comply with the Environmental Statement and Policy ENV1 of the adopted Cherwell Local Plan

- 46 All chemicals, oils, fuels and other potential contaminants shall be stored in bunded tanks or structures with a minimum of 110% of the maximum volume stored. The location of any tanks or structures shall be submitted to and approved in writing by the Local Planning Authority prior to their establishment.

Reason- In order to ensure that there is no risk of pollution to the environment and comply with Policy ENV1 Cherwell Local Plan

- 47 Construction dust mitigation measures shall be carried out in accordance with figure 12.14 of the Environmental Statement during all construction works on the site.

Reason - To ensure no nuisance occurs as a result of dust from construction activities in accordance with the Environmental Statement and Policy G2 of Oxfordshire Structure Plan 2016 and Policy ENV1 of the adopted Cherwell Local Plan

- 48 The development shall be designed and constructed in accordance with recommendations in the Flood Risk Assessment Rev 4 produced by WSP dated January 2007 ref 11011546.

Reason - To protect the development from the risk of flooding, and to prevent the increased risk of flooding due to impedance of flood flows and reduction of flood storage capacity.

- 49 Development shall not begin until a drainage strategy for the site, incorporating sustainable drainage principles and an assessment of the hydrological and hydrogeological context of the development, have been submitted to and approved by the Local Planning Authority, and the scheme shall subsequently be implemented in accordance with the approved details before the development is completed.

Reason - To prevent the increased risk of flooding and to improve water quality.

- 50 If during development, contamination not previously identified, is found to be present at the site then no further development (unless otherwise agreed in writing with the Local Planning Authority) shall be carried out until the developer has submitted, and obtained written approval from the Local Planning Authority for, an addendum to the Method Statement. This addendum to the Method Statement must detail how this unsuspected contamination shall be dealt with.

Reason - To ensure that the development complies with approved details in the interests of protection of Controlled Waters.

- 51 No development shall commence on any phase until the method for piling foundations has been submitted to and approved in writing by the Local Planning Authority. The piling shall thereafter be undertaken only in accordance with the approved details.

Reason - The site is contaminated/potentially contaminated and piling could lead to the contamination of groundwater in the underlying aquifer.

## PLANNING NOTES

- 1 Attention is drawn to a Legal Agreement related to this development or land which has been made pursuant to Section 106 of the Town and Country Planning Act 1990, sections 111 and 139 of the Local Government Act 1972 and/or other enabling powers.

- 2 Your attention is drawn to the provisions of the Protection of Badgers Act 1992 which makes it an offence to kill, injure or take, or attempt to kill, injure or take a badger and to interfere with a badger sett. You are therefore advised of the need and of the importance for the badger survey.
- 3 Thames Water advise they will aim to provide customers with a minimum pressure of 10m head (approx 1bar) and a flow rate of 9 litres/minute at the point where it leaves Thames Water's pipes.
- 4 There are 3 large water mains adjacent to the proposed development. Thames Water will not allow any building within 3 meters of them and requires 24 hour access for maintenance purposes.
- 5 The hydrogeological risk assessment required as part of the drainage strategy condition should identify groundwater abstractions and boreholes on the site or within close proximity that may potentially be impacted by the development. The assessment should also include any potential changes to the groundwater regime including possible reductions or increases in the water table. Our records show that boreholes or wells exist on the application site. If it is planned to abandon these boreholes/wells, this should be done to the Environment Agency's specifications. The applicant should contact Stephanie Bricker (01491 828672) to discuss such specifications for infilling/abandonment at the earliest convenient time. The failure to abandon a well/borehole correctly may, as well as posing safety problems, result in contamination of groundwater, for which the owner may be liable under the terms and conditions of the Water Resources Act 1991.
- 6 Soakaways may not be appropriate for this site. High groundwater levels can occur during the winter as noted by the resident farmer who has observed water levels within approximately 0.5m below ground level. Additionally, permeability testing demonstrated that the Cornbrash was not considered ideal for a soakaway drainage design.
- 7 Under the terms of the Water Resources Act 1991, the prior written consent of the Environment Agency is currently required for any discharge of sewage or trade effluent onto or into ground and for surface runoff into groundwater. Such consent may be withheld. If there is an existing discharge consent the applicant should ensure that any increase in volume is permitted under the present conditions. Contact Jon Mansbridge on 01491 828366 for further details.

#### **SUMMARY OF REASONS FOR THE GRANT OF PLANNING PERMISSION AND RELEVANT DEVELOPMENT PLAN POLICIES**

The Council, as local planning authority, has determined the application having had careful regard to the development plan and other material considerations. Although the site is not allocated for development in the adopted Cherwell Local Plan the Council considers the following material considerations sufficient to justify the granting of planning permission as a departure from the adopted plan policy. The site is identified for a sustainable urban extension in the Non Statutory Cherwell Local Plan 2011, the need for the site to be developed to accord with the Council's strategy for meeting the Oxfordshire Structure Plan 2016 housing requirement, the timescale for production of a Local Development Framework to replace the adopted Local Plan, the provision of a sustainable mixed use development that mitigates significant impacts has led the Council to consider the proposal acceptable. The proposal is in accordance with Oxfordshire Structure Plan 2016 Policies G1, G2 and G3. For the reasons given above and having regard to all other matters raised the Council considers that the application should be approved and planning permission granted subject to approval conditions, as set out above.



**NOTICE OF DECISION**  
**TOWN AND COUNTRY PLANNING ACT 1990**  
**(AS AMENDED)**

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**NOTES TO THE APPLICANT**

**TIME LIMITS (FOR APPLICATIONS REGISTERED BEFORE 24 AUGUST 2005)**

By virtue of Sections 91-96 of the Town and Country Planning Act 1990, planning permissions are subject to time limits. If a condition imposing a time limit has been expressly included as part of the permission, then that condition must be observed. Otherwise, one or other of the following time limits will apply.

**Where planning permission is given in outline** subject to a condition reserving certain matters for subsequent approval, application for approval of such matters reserved must be made not later than the expiration of 3 years beginning with the date of the outline planning permission and further the development to which the permission relates must be begun either within 5 years from the date of the grant of the outline permission or within 2 years from the final approval of all the matters reserved, whichever is the later.

**Where the planning permission is complete and is not in outline**, the development must be begun not later than the expiration of 5 years from the date on which permission was granted.

**TIME LIMITS (FOR APPLICATIONS REGISTERED ON OR AFTER 24 AUGUST 2005)**

By virtue of Sections 91-96 of the Town and Country Planning Act 1990, as amended by Section 51 of the Planning and Compulsory Purchase Act 2004, planning permissions are subject to time limits. If a condition imposing a time limit has been expressly included as part of the permission, then that condition must be observed. Otherwise, one or other of the following time limits will apply.

**Where planning permission is given in outline** subject to a condition reserving certain matters for subsequent approval, application for approval of such matters reserved must be made not later than the expiration of 3 years beginning with the date of the outline planning permission and further the development to which the permission relates must be begun not later than the expiration of 2 years from the final approval of the reserved matters or, in the case of approval on different dates, the final approval of the last reserved matters to be approved.

**Where the planning permission is complete and is not in outline**, the development must be begun not later than the expiration of 3 years from the date on which permission was granted.

**OTHER NECESSARY CONSENTS**

This document only conveys permission or approval for the proposed development under Part III of the Town and Country Planning Act 1990 and you must also comply with all the bye-laws, regulations and statutory provisions in force in the District and secure such other approvals and permissions as may be necessary under other parts of the Town and Country Planning Act 1990 or other legislation.

In particular you are reminded of the following matters

- The need in appropriate cases to obtain approval under the Building Regulations **The Building Regulations may be applicable to this proposal. You are therefore advised to contact the District Council's Building Control Manager before considering work on site.**
- Data supplied by the National Radiological Protection Board (NRPB) and the British Geological Survey (BGS) suggests that the site of this application falls within an area which is potentially at risk from radon. This may require protective measures in order to comply with the Building Regulations if your consent relates to a new dwelling or house extension. Further advice on whether protective measures are required under the Building Regulations can be obtained by contacting the Building Control Manager on 01295 221597, fax 01295 253153 or E-mail at [building\\_control@cherwell-dc.gov.uk](mailto:building_control@cherwell-dc.gov.uk)
- The need to obtain an appropriate Order if the proposal involves the stopping up or diversion of a public footpath
- The need to obtain a separate "Listed Building Consent" for the demolition, alteration or extension of any listed building of architectural or historic interest
- The need to make any appropriate arrangements under the Highways Act in respect of any works within the limits of a public highway. The address of the Highway Authority is Oxfordshire County Council, Speedwell House, Speedwell Street, Oxford, OX1 1NE
- It is the responsibility of the applicant to ascertain whether his/her development affects any public right of way, highway or listed building

#### **APPEALS TO THE SECRETARY OF STATE**

If you are aggrieved by the decision of the Local Planning Authority to grant permission or approval subject to conditions, you can appeal to the First Secretary of State in accordance with Section 78(1) of the Town and Country Planning Act 1990

If you wish to appeal then you must do so within six months of the date of this notice. Forms can be obtained from the **Planning Inspectorate, Temple Quay House, 2 The Square, Temple Quay, Bristol, BS1 6PN. Tel (0117) 372 8000.** The Secretary of State can allow a longer period for giving notice of an appeal, but he will not normally be prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal

The Secretary of State need not consider an appeal if it seems to him that permission or approval for the proposed development could not have been so granted otherwise than subject to the conditions imposed by the Local Planning Authority, having regard to the statutory requirements, to the provisions of the development order and to any directions given under the order

In practice, the Secretary of State does not refuse to consider appeals solely because the Local Planning Authority based its decision on a direction given by him

#### **PURCHASE NOTICES**

If either the Local Planning Authority or the First Secretary of State grants permission or approval for the development of land subject to conditions, the owner may claim that he/she can neither put



the land to a reasonably beneficial use in its existing state nor render the land capable of a reasonably beneficial use by the carrying out of any development which has been or would be permitted

In these circumstances the owner may serve a purchase notice on the District Council. This notice will require the Council to purchase his/her interest in the land in accordance with the provisions of Part VI of the Town and Country Planning Act 1990

**COMPENSATION**

In certain circumstances compensation may be claimed from the Local Planning Authority if permission is granted subject to conditions by the Secretary of State on appeal or on reference of the application to him

These circumstances are set out in the Town and Country Planning Act 1990 as amended by the Planning and Compensation Act 1991

Appendix B: Site Location Plan

-  Phase 1 application boundary  
06/00967/OUT
-  Local Centre application boundary



Notes/Revisions  
 Rev A : 06.11.15 Updated boundaries



**SW Bicester Phase 1**  
 Countryside Properties Ltd

**Local Centre  
 Application Boundary**

180601U-1-P-LCAB	Revision: A
FOR PLANNING	Date issued: 10/2015
1:7000@A3	Drawn by: GP Checked by: JS

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Appendix C: Previous Marketing Update letters to Cherwell District Council

Our Ref:  
Email: mark.chatham@cpplc.com



Countryside  
Properties

11 July 2013

Mr Calvin Bell  
Cherwell District Council  
Bodicote House  
Bodicote  
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Oxfordshire  
OX15 4AA

Countryside Properties  
(Bicester) Ltd.  
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Brentwood  
Essex CM13 3AT

Tel: 01277 260000  
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DX: 124280 Brentwood 4  
www.countryside-properties.com

Dear Mr Bell,

**Re: Kingsmere, Bicester – Marketing Strategy**

Further to our Planning Obligation Agreement relating to development at Whitelands Farm, SW Bicester (now known as Kingsmere) dated 27 June 2008, I write to update you on progress with our marketing strategy for the Employment Site and new Local Centre.

**Employment Site (Clause 32)**

The new Premier Inn Hotel and Brewer's Fayre restaurant are both now open and, as anticipated, are trading well.

We have constructed the main access road to open up the rest of the site and continue to market the balance of the land to potential industrial and office occupiers through joint agents VSL & Partners and Savills (Oxford office). Economic conditions are still very challenging and demand remains low. Most enquiries received are for uses outside the remit of the existing planning consent, including pub/restaurant, retail, trade counter and self-storage uses. We are unable to accommodate small leasehold enquiries, as there is no funding available nationwide for speculative development of small office or industrial units and insufficient demand to make such a scheme viable.

We continue to monitor enquiries in line with the existing planning consent, but to date we have had no interest for the whole or part of the site on commercially acceptable terms. We have however had considerable interest in the site from retail/leisure operators and developers which could produce an early employment win, with the benefit of an alternative planning consent.

In accordance with Appendix 6 of the S106:

**Paragraph a** – As mentioned previously we erected a marketing board on site, which has been updated to reflect the initial deal with Whitbread. Through this board, our agents, local press coverage, our website and Bicester Vision we continue to try to generate enquiries.

**Paragraph b** – We continue to market the site with the benefit of the current consent, but have had initial discussions with the Council on alternative uses, and would like to establish a firm basis upon which to re-market the site with more flexibility next year.



**Paragraph d** – Our marketing boards, sales particulars and website are continually being updated.

**Local Centre (Clause 33)**

We continue to receive retail interest in the local centre site but for commercial reasons, and in accordance with the Planning Obligation Agreement, we consider it more appropriate to sell this site to a third party developer.

We have worked up an initial scheme for further discussion with third parties and this is the basis of further interest from a number of developers. We are keen to try to select a development partner to procure these important facilities at the earliest possible opportunity, but the Kingsmere project as a whole requires a certain critical mass before the Local Centre will be viable.

We hope that this marketing strategy meets with your approval and as per paragraph 'C' on page 5 of Appendix 6, we will of course inform the Council of our marketing progress every 6 months. I trust that the information in this letter is sufficient to satisfy your Planning Committee but should you require any further information please do not hesitate to contact me.

Yours sincerely

p.f. 

Mark Chatham BSc (Hons) FRICS  
Director (Commercial Marketing)

Cc Linda Griffiths – Cherwell District Council  
Andrew Carrington – Countryside Properties  
Mike Lambert – Countryside Properties  
Steve Price – Countryside Properties



# Countryside Properties

Email: mark.chatham@cpplc.com

2<sup>nd</sup> December 2013

Mr Calvin Bell  
Cherwell District Council  
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[www.countryside-properties.com](http://www.countryside-properties.com)

Dear Mr Bell,

## **Re: Kingsmere, Bicester – Marketing Strategy**

Further to our Planning Obligation Agreement relating to development at Whitelands Farm, SW Bicester (now known as Kingsmere) dated 27 June 2008, I write to update you on progress with our marketing strategy for the Employment Site and new Local Centre.

### **Employment Site (Clause 32)**

The Premier Inn Hotel and Brewers Fayre Restaurant continue to trade exceptionally well, with the hotel at close to full occupancy rate ever since it opened. Unsurprisingly, we continue to receive strong demand from a wide range of developer and occupiers in the retail and leisure sectors, and this has been highlighted to you in recent meetings.

In contrast, the small office and industrial markets remain challenging with limited demand from occupiers and a lack of funding for speculative development.

Since the site sale to Whitbread over 2 years ago, the balance of the Employment Zone has remained undeveloped. It is increasingly clear to us that there is a disparity between the demand we are receiving and the scope of the current planning consent. We have already submitted a paper stating the case that there are more appropriate employment sites in Bicester suitable for B1/B2/B8 development and that this site is uniquely positioned to deliver early employment through a more flexible planning regime.

We have selected a major commercial developer to harness some of this retail/leisure interest and we will be seeking to meet with you and the officers at Cherwell District Council early in the New Year as the first steps toward the submission of a Planning Application for alternative use on the site. We believe that this will provide a more suitable gateway development at this important entrance into the town by way of a high quality architectural led scheme, delivering early employment on the site.



In accordance with Appendix 6 of the S106:

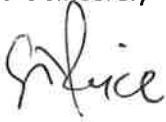
**Paragraphs a/b/d** – We have been marketing the site for some 3 years through agents Savills and VSL, letting boards are still in place and continue to market the opportunity to occupiers. We also continue to keep sales particulars and website updated and have presented this opportunity widely to enquiries in the market place through the joint letting agents.

**Local Centre (Clause 33)**

We are in detailed discussion with a third party Local Centre developer who has identified interest from both a convenience store operator and Day Nursery as anchors for the scheme. We are now trying to progress this interest with the main issue being the viability of residential apartments above the shops. We are nevertheless hopeful that we will be in a position to present proposals to the Council in the near future.

We hope that this marketing strategy meets with your approval and as per paragraph 'C' on page 5 of Appendix 6, we will of course inform the Council of our marketing progress every 6 months. I trust that the information in this letter is sufficient to satisfy your Planning Committee but should you require any further information please do not hesitate to contact me.

Yours sincerely



Mark Chatham BSc (Hons) FRICS  
Director (Commercial Marketing)

Cc Linda Griffiths – Cherwell District Council  
Andrew Carrington – Countryside Properties  
Mike Lambert – Countryside Properties  
Steve Price – Countryside Properties





# COUNTRYSIDE

Places People Love

13<sup>th</sup> November 2014

Mr Calvin Bell  
Cherwell District Council  
Bodicote House  
Bodicote  
Banbury  
Oxfordshire  
OX15 4AA

Dear Mr Bell,

## **Re: Kingsmere, Bicester – Marketing Strategy**

Further to our Planning Obligation Agreement relating to development at Kingsmere, Whitelands Farm, SW Bicester dated 27 June 2008, I write to update you on progress with our marketing strategy for the Employment Site and new Local Centre,

### **Employment Site (Clause 32)**

The Premier Inn and Brewers Fayre restaurant continue to trade exceptionally well in this prime location opposite Bicester Village. As pointed out in our last report back in December 2013, against the background of a lack of demand for small B1/B2 accommodation in this location, and the importance of such a prominent site at the gateway into Bicester, we have now selected a major commercial developer/investor, Consolidate Property Group (CPG) to harness some of the huge retail/leisure interest we have received for the site. A conditional contract has been entered into with CPG, they have undertaken pre-app meetings with the Council and will be submitting a full planning application for an exceptional new retail/leisure scheme on the site in the next few months.

We believe that this will provide a more suitable gateway development at this important entrance to the Town, be a better neighbour to the surrounding residential development, and deliver important amenity to residents including a gym. It will provide a high quality architectural scheme to compliment the Bicester Village offer opposite, and deliver early employment for circa 350 (mix of part time and full time) across the site.

In accordance with Appendix 6 of the s106:

**Paragraphs a/b/d** – We have been marketing the site for some four years through agents Savills and VSL but have to date failed to attract appropriate interest within the scope of the current restrictive planning consent. After a selection process, we have therefore now contracted with developer Consolidated Property Group in respect of an alternative retail scheme on the site. Agents for this will be retail specialists, Curzon Sowerby. Marketing initiatives will be largely centred around individual approaches to target operators and we believe they have identified prospective tenants for the vast majority of the proposed units on the site.



# COUNTRYSIDE

Places People Love

## Local Centre (Clause 33)

We have been in detailed discussions for some time with local centre developer Parlison Properties who had produced a layout for the local centre and had lined up both an anchor convenience store and nursery operator for the scheme.

This scheme had all been based around the original requirement for a community centre to serve Phase 1 of the Kingsmere project. With the successful application to extend Kingsmere by up to a further 663 or 709 units by the addition of Phase 2, the requirements for community centre space has now increased from a capacity of 641 m<sup>2</sup> to around 985 m<sup>2</sup>. We have reached an understanding with the Council that this can now all be accommodated in a larger single community centre on the Phase 1 site.

Parlison Properties have allocated funds to another project and are no longer the JV's local centre partner. Therefore, we have directly instructed architects Hunters to work up a fresh scheme which will be the subject of discussion with the Council very shortly. This will include the larger community centre. Discussions are on-going with Co-Op food stores as a potential anchor for the scheme.

We hope that this marketing strategy meets with your approval and as per paragraph C on page 5 of Appendix 6, we will continue to keep the Council advised of further marketing progress.

Yours sincerely

Mark Chatham BSc (Hons) FRICS  
Director (Commercial Marketing)

Cc Linda Griffiths – Cherwell District Council  
Andrew Carrington – Countryside  
Mike Lambert – Countryside  
Steve Price - Countryside



# COUNTRYSIDE

Places People Love

26<sup>th</sup> March 2015

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Dear Mr Bell,

## **Re: Kingsmere, Bicester – Marketing Strategy Update**

Further to our Planning Obligation Agreement relating to development at Kingsmere, Whitelands Farm, SW Bicester dated 27 June 2008, I write to update you on progress with our marketing strategy for the Employment Site and new Local Centre,

### **Employment Site (Clause 32)**

You will be aware that this is now the subject of a separate planning application (No 15/00250/OUT) – Outline application for three Class A1 (retail) units, three Class A3 (Café & Restaurant) units, a Class D2 (gym) unit at land West of Oxford Road, Bicester by retail investor/developer, Consolidated Property Group (CPG).

CPG will no doubt be making the Council aware of their proposed tenant line-up as part of separate discussions on the application but we understand the scheme is substantially pre-let to some of the UK's leading retail/leisure operators.

In accordance with Appendix 6 of the s106: **Paragraphs a/b/d** – As stated previously we have been marketing the site for some four years through agents Savills and VSL but failed to attract appropriate interest within the scope of the original restrictive planning consent. After a selection process, we have therefore now contracted with developer Consolidated Property Group in respect of an alternative retail scheme on the site which is an important gateway site at the entrance into Bicester. CPG are marketing the units through retail agents, Curzon Sowerby.

### **Local Centre (Clause 33)**

We have been carrying out a thorough review of the local centre to reflect changes to the size of the community centre following the outcome of our Phase 2 application, emerging tenant demand and the need to ensure it will serve the needs of the Kingsmere community.



# COUNTRYSIDE

Places People Love

Original schemes we considered had been based around the requirement for a community centre to serve Phase 1 of the Kingsmere project. The Community Centre was to provide 641 m<sup>2</sup> floorspace.

With the successful application to extend Kingsmere by up to a further 663 or 709 units by the addition of Phase 2, the requirements for community centre space has now increased from 641 m<sup>2</sup> to around 985 m<sup>2</sup>, based on a specification provided by Philip Rolls at your Council. We have reached an understanding with the Council that this can now all be accommodated in a larger single community centre on the Phase 1 site. We continue discussions with your officers and the Kingsmere Residents Association with regard to the layout and design specification of the Community Centre.

Our architects, Hunters are now producing designs for a new local centre scheme anchored by the new larger community centre, a small convenience store and a children's day nursery, together with the provision of a range of small unit shops to serve the local community. Discussions are on-going with Co-Operative Food stores as the potential food store anchor for the scheme.

We hope to be in a position to present this more fully to the Council over the coming weeks.

The Council have asked that we try to secure height in this area by accommodating residential apartments or BI office accommodation above the core retail uses. This is a significant problem in terms of viability of the scheme which, if insisted upon by your officers, will hinder the delivery of the important local amenities (retail and nursery). Other factors are as follows:

1. Residential above shops is not popular with mortgage lenders
2. Out of town flats where affordable housing is part of the mix creates management problems on small sites such as this
3. The proximity of a community centre with youth facilities and a day nursery make residential above shops in this location less desirable.
4. The need to provide residential parking is at odds with the provision of parking for staff and visitors to the local centre and school drop offs in this locality (as well as the requirements to provide servicing arrangements for the retail units).
5. Competition from other areas on Kingsmere renders flats above shops in this location unviable.
6. There is little or no demand for offices above shops in this location and much better employment sites in Bicester to accommodate such uses.

It is our strong contention that neither residential or office uses will work above shops in this location, due to the impact on build cost, lack of demand and level of rents achievable.

We have already gone down this route with Parlison Properties, our selected retail developer when we were looking at a Phase 1 local centre.

Parlison had considerable difficulty in identifying a residential partner willing to take on flats in this location.



# COUNTRYSIDE

Places People Love

These discussions were initiated through local agents Thomas Merryfield and companies approached who turned it down included: Abbeymill Homes, Taylor Wimpey, Vanderbilt Homes, Country Estates, Linden Homes, Pye Homes, Empire Homes, Thomas Homes, Bloor Homes, and T & A Fisher. Eventually it was a key component in them dropping the project.

We also sought the views of one of the RPs at Kingsmere, Bromford, and they indicated that they would not be interested in taking on affordable housing units above shops because of management, access and other issues.

Instead of trying to accommodate unviable uses above shops, we would instead strongly promote a design solution for the Local Centre which will enable it to be delivered. By introducing 2 storey height to the community centre, day nursery and anchor food store as 'book ends' to the scheme we and our architects, Hunters are confident that we can meet the planners aspirations for some height in this area by way of a design solution.

We have just submitted a planning application for a similar scheme in Broadbridge Heath, near Horsham, Sussex, and we will be able to demonstrate the attractions of this solution as a way of meeting both side's expectations, whilst delivering a viable centre for the Kingsmere Community.

We hope that this marketing strategy meets with your approval and as per paragraph C on page 5 of Appendix 6, we will continue to keep the Council advised of further marketing progress.

Yours sincerely

Mark Chatham BSc (Hons) FRICS  
Director (Commercial Marketing)

Cc Linda Griffiths – Cherwell District Council  
Andrew Carrington – Countryside  
Mike Lambert – Countryside  
Steve Price - Countryside

Appendix D: Extract from Section 106 Legal Agreement –  
Appendix 6 Marketing Strategy

**APPENDIX 6**  
**MARKETING STRATEGY**

## SW BICESTER: MARKET REPORT IN SUPPORT OF PLANNING APPLICATION REFERENCE 06/00967/OUT.

### 1. EMPLOYMENT

#### Market Background

Bicester has not traditionally been an established office location and, as a result, there is only very limited office supply in the Town. When contrasting Bicester to the other market towns in Oxfordshire, such as Banbury, Witney and Abingdon, it is surprising that there has been such a negligible amount of speculative office development. Kiddlington for example, located 9 miles to the south of Bicester already has an established office market with steady take up in recent years. Furthermore, Bicester has a growing residential population with a significant proportion outwardly commuting from the Town to work elsewhere.

Bicester benefits from easy access from Junction 9 of the M40 and the A34 interchange and should prove attractive for companies seeking accommodation in the area. In spite of this, as well as rail access and good public transport links, Bicester lags behind other towns in the county in respect of the availability of modern office accommodation. In contrast to the Town itself, the rural office market within a 10 mile radius of Bicester has been quite buoyant in recent years with completion and letting of a number of attractive high quality rural schemes, mostly within former agricultural buildings, such as in Chesterton, Bucknall and Caversfield.

The application site seeks to provide a range of employment generating units, namely:

- Offices (typically two storey)
- Research and Development units
- Studios and High-Tech facilities
- Small scale industrial/storage units, predominantly in the form of single storey Urban "Hives" which have the option of first floor mezzanine office space (see [www.urbanhive.com](http://www.urbanhive.com))

Those sites to be marketed for employment uses will be:

- **The main area of 2 hectares with frontage to the A41.** This site is likely to provide for a typical density of development of c 16,000 to 18,000 sq ft gross per acre, which could give rise to a realistic developable (floor) area of c 80,000 to 90,000 sq ft. Note: The EIA assessed the impact of accommodating up to a maximum of 15,000 sq m (161475 sq ft) of B1 floorspace, and up to 5000 sq m (53,800 sq ft) of B2 floorspace (including Urban Hives).

Please refer to the planning conditions for restrictions upon the size of units and extent of B2 use class within the site.

Office provision will most likely be made to the frontage of the A41 and to the edge of the designated employment area, adjacent to residential areas.

- **Within the Local Centre** up to an additional 1,000 sq m of employment floorspace (restricted to use class B1), predominantly offices, and



- **Within the Health Village.** Further employment opportunities may become available in the area defined as "Health Village and Employment Uses" in the Master Plan, if medical service provision fails to come forward/be taken up (see 4 below).

Height is limited to a maximum of 4 storeys (14.5m) on all of these sites.

### **Marketing Strategy**

The intention is to provide a range of accommodation targeted at small to medium sized businesses and this will be developed in phases in response to local demand.

Flexibility is key, and it will be important to provide a wide range of building designs, sizes and tenures to accommodate the widest range of occupiers.

The intention for the 2 hectare site is to provide an office village and cluster of small unit workspace, including industrial and storage accommodation in the form of the "Urban Hive" concept or other flexible accommodation, providing small freehold or leasehold buildings in a secure environment for companies to adapt to their own specific requirements.

Local agents will be appointed on the scheme and the intention will be to market the site immediately on receipt of planning permission with a view to attracting early pre-lettings.

The site will be marketed both nationally and throughout Oxfordshire with a view to achieving early lettings and sales. The site/units will be marketed by use of the following marketing tools:

- Letting boards to be erected on the site at the earliest opportunity
- Letting and sales brochures to be published
- A considerable direct mailing exercise
- The setting up of a dedicated internet site

A similar marketing approach will be used for the employment areas proposed for the Local Centre and Health Village, once the nature and extent of employment uses has been agreed with the council.

It is envisaged that the majority of commercial buildings will be sold outright to operators/interested parties, but that where lease arrangements are negotiated on a commercial basis, the typical length of lease can vary from short/medium term (3/5 years) to longer term leases (10/15 years).

In accordance with the guidance contained within the Code for Leasing Practice, there should be no limit on the minimum or maximum lease term. Any restrictions are considered to be detrimental to the interests of business seeking new accommodation as they are otherwise required to restrict growth or take on leases which are inflexible and unsuitable for their business needs.

## 2. HOTEL

### Market Background

The precise size and type of hotel will be determined by the market, although early indications suggest that there is strong demand in this location from a variety of hotel operators, owing to the site's proximity to both the M40 and Bicester Village.

A 1 hectare site has been designated for a 100 bed hotel with supporting facilities. This could be up to 4 storeys in height (14.5m).

### Marketing Strategy

Specialist hotel agents will be appointed and commissioned to undertake a detailed analysis of the market, and produce a market report.

Once the market report is received (and outline planning permission is granted), the owner/the developer will liaise with the Council to agree the preferred form and content of the hotel.

The owner/the developer and its agents will then approach selected operators directly.

## 3. LOCAL CENTRE

### Market Background

The mixed-use Local Centre (up to 1.6 ha) will provide a range of facilities to support the local neighbourhood. The centre will comprise facilities such as a multi-functional community centre (to be provided by the owner/the developer or its development partner), retail uses, other community uses, children's day nursery, residential units, pub/restaurant, plus employment uses such as offices, as well as parking provision.

Height is limited to 4 storeys (14.5m).

### Marketing Strategy

It is envisaged that following receipt of Planning Permission the owner/the developer will engage in discussions with specialist neighbourhood centre developers. Thereafter a development partner will be selected and the Local Centre will be brought forward in line with demand being generated from the residential and commercial developments.

## 4. HEALTH VILLAGE

### Market Background

The health village comprises 2.69ha for use for health and medical purposes/uses. Of this

- 1 hectare is to be marketed for development of a **Community Hospital** by a NHS Primary Care Trust (up to 30-bed with capability for expansion) and associated car parking;
- 0.4 hectares is to be marketed for an NHS **GP surgery** by a NHS Primary Care Trust or other medical operator or medical company (possibly relocated

from the neighbourhood, and could also be accommodated in the local centre), with associated car parking;

The remainder of the Health Village will be reserved and marketed for the provision of medical facility uses which may include an extra care elderly nursing home within Use Class C2 or other health related/medical services (within use class D1), such as a medical centre, diagnostic clinic, and possibly complementary medical services.

The precise make-up of the remainder of the site will be dependant upon the marketing strategy and consultation with the Primary Care Trust (PCT) and/or an alternative medical operator or company (and Cherwell District Council).

### **Marketing Strategy**

Following receipt of the Outline Planning Permission, the owner/the developer will engage in discussions with development companies/developers who specialise in bringing forward the provision of medical services and nursing/care homes. Thereafter a development partner will be selected who will endeavour to bring forward the Health Village, working in partnership with the local PCT and other health/medical service providers, providing facilities in the form identified above.

The owner/the developer will agree various marketing tools with the development partner, and this may include direct engagement with other medical service providers/operators. Health uses will be brought forward in line with demand being generated for medical service provision on the site, and through consultation with the PCT and Local Planning Authority.

The typical length of lease for buildings within the Health Village site will be between 15-25 years (NHS Guidance), but lease arrangements will be negotiated with interested parties on a commercial basis.

[It is acknowledged that, in offering the Community Hospital Site and/or the GP Surgery Site to the NHS Primary Care Trust or medical operator or medical company, the Owner/Developer will seek to require a right of pre-emption for a period of fifteen years from the date of disposal, the first five years at cost and the next ten years at market value. This is intended to protect the Developer's commercial interests]

### **Marketing strategy arrangements applicable to all of the above uses:**

a) Each of the sites identified for the uses set out above will be marketed for the periods set out in the Planning Obligation and from implementation of development (or alternative date/period as may be agreed in writing by the Local Planning Authority), the Owner/ the Developer will (subject to obtaining any necessary permissions) erect a board(s) in a prominent position visible from approach roads to those individual sites confirming that the property is available for sale/lease and will have available sales literature (which shall bring together all relevant information usually required by potential purchasers/lessees including information from the Master Plan/Proposals Plan and the Design Codes regarding the requirements for the site and the surrounding area) describing the opportunity.

b) For each of the sites identified for the uses set out above, the Owner/ the Developer will, within a period of one month from implementation of development (or alternative date/period as may be agreed in writing by the Local Planning Authority), confirm in writing to the District Council to whom the Owner/ the Developer intend to market the property and within two months the Owner/ the Developer will have written to those parties including the sales literature. The District Council will be entitled to nominate additional parties to which the sales literature shall be sent. The Owner/Developer will advise the Local Planning Authority of the range of terms being offered to the market and will take account of any reasonable representations made by the Local Planning Authority as to such terms but the Owner/Developer shall not be obliged to dispose of any site at an undervalue nor to any person or body.

c) For each of the sites identified for the uses set out above, six months after implementation of development (or alternative date/period as may be agreed in writing by the Local Planning Authority) and thereafter on each six month anniversary until either the site is sold/leased or the end of the relevant marketing period occurs, the Owner/Developer will write to the District Council notifying them of progress (in terms of level of success, and the reason, with appropriate supporting information to explain why any offers have not proceeded, but NOT requiring commercially sensitive information to be provided except during the final 12 month marketing period if such information becomes essential to ascertain the adequacy of the marketing that has occurred and what further steps might reasonable be carried out) over the proceeding six months including the outcome of the marketing. The six monthly report will confirm to whom the Owner/ the Developer intends to market the property over the coming six months and the District Council will be entitled to nominate additional parties to whom sales literature shall be sent.

d) The Owner/ the Developer will be required to keep the sales literature up to date.

e) If by the date which is estimated to be fourteen months before the end of the relevant marketing period no potential purchaser/lessee/occupier has been identified for a site the District Council and the Owner/ the Developer will co-operate to identify whether other forms of marketing initiatives are likely to be more efficient in bringing the site to the attention of potential purchasers and developers and the Owner/ the Developer will implement for a final 12 month period additional initiatives reasonably suggested by the District Council (which may include advertisement in national or local publications or trade papers or the appointment of a national and local agent).

f) None of the above will prevent the Owner/ the Developer disposing of the relevant property to a purchaser who is identified or who identifies themselves other than a result of this marketing process.

Countryside Properties  
21 December 2007  
Ref: SP/06/00967/OUT

Appendix E: Letter from VSL, Commercial Agents

Our Ref: RDV/ecy

17<sup>th</sup> November 2015

Matthew Reeve  
Associate Director  
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C/O Countryside Properties (UK) Ltd  
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Dear Matthew

**Statement in Relation to B1(a) Office Accommodation at Kingsmere Local Centre, Bicester**

In light of our telephone conversation and historic correspondence, VSL & Partners have now reviewed the amended plans and accompanying documents which set out the proposed Kingsmere Local Centre, Bicester.

We highlight the relevant key documents to be:-

- Kingsmere Bicester Design Code (July 2008)
- Outline Planning Permission 06/000967/OUT (dated 27<sup>th</sup> July 2008)

*Up to 1,585 no dwellings, health village to include health and employment uses and elderly persons nursing home, B1 and B2 employment uses, local centre comprising of shops, a pub/restaurant, children's day nursery, offices and a community centre, 2 no primary schools and 1 no secondary school, a hotel, a sports pavilion, formal and informal open space [and] a link road.*

Section 106 Agreement (dated 27<sup>th</sup> June 2008)

The below table shows the Local Centre Elements as set out by the relevant planning documents and also the proposed Kingsmere Local Centre in accordance with the soon to be submitted planning application, therefore allowing a direct comparison:-

Local Centre Land Use (Basic Description)	Local Centre Elements (as set out within Kingsmere Design Code, Outline Planning Permission & Section 106)	Proposed Kingsmere Local Centre	Proposed Local centre Compliant / Non- Compliant
Convenience Store	200 to 400 sq m	400 sq m anchor food store	Yes, compliant.
Shop Units	Min 2no. & Max 6no. units each up to 150 sq m. Units shall not be amalgamated Without the prior consent of the Local Planning Authority.	4no. retail units of:- Unit 1 - 106 sq m Unit 2 - 106 sq m Unit 3 - 106 sq m Unit 4 - 106 sq m	Yes, compliant.

**Directors:** Tom Barton BSc (Hons) MRICS, Andrew Lockhart BSc MRICS MCI Arb., Richard Sherrott BSc (Hons) FRICS ACI Arb., Richard Venables BSc (Hons) MRICS

**Consultants:** Vivienne Spurge BSc (Hons) FRICS, Andrew Parker BSc MRICS

**Registered Office:** Venables Sherrott Lockhart and Partners Ltd Unit 6 Southill, Cornbury Park, Charlbury, Oxon. Registered in England No. 07464536

Regulated by RICS



<b>Community Centre</b>	641 sq m gross internal	728 sq m gross internal	Yes, compliant. Design/size agreed with CDC/KRA
	100 sq m external space	188 sq m external space	Yes, compliant. Design/size agreed with CDC/KRA
	25 car spaces (shared use)	45 car spaces within the public realm (shared use), & 14 in Service/Recycling area	Yes, compliant. Design/size agreed with CDC/KRA
<b>Employment Units</b>	B1 up to 500 sq m each  It is noted that the Design Code actually states Local Centre 'B1 & B2, latter maximum 30%'; this clearly an error as B2 General Industrial is not suited to this location.  Condition 39 of Outline Planning Application states Use Class B1 (a).	No, B1 (or B2).	Non-compliant.
<b>Youth Group</b>	Required as part of Community Centre. n/a gross internal area	175 sq m gross internal	Compliant. Design/size agreed with CDC/KRA.
	Required as part of Community Centre. n/a external space	217 sq m external space	Compliant. Design/size agreed with CDC/KRA.
<b>Nursery</b>	N/a gross internal space	514 sq m gross internal	Yes, compliant.

The Proposed Kingsmere Local Centre is wholly compliant in regards to all sq ft quantum elements of the Design Code, Outline Planning Permission and Section 106; with the exception of an element of Employment Units.

Employment Units at the Kingsmere Local Centre are covered by:-

- i) The Design Code states that the Local Centre will comprise of:-

*B1 & B2, latter maximum 30%. Up to 500 sq m gross area.*

This is clearly an error as B2 General Industrial is not suited to Local Centre environment.

- ii) Condition 38 of Outline Planning Permission 06/000967/OUT states:-

*The employment floor space shall be provided in accordance with the Approved Proposals Plan and Design Codes in units suitable to accommodate small businesses with an individual floor area of no more than 500 sq m. No Units shall be amalgamated or mezzanine floors Inserted to create a unit with floor space exceeding 500 sq m unless first agreed in writing by the Local Planning Authority.*

iii) The relevant section of Condition 39 of Outline Planning Permission 06/000967/OUT states:-

*Employment space within the local centre shall be used for B1(a) of the above Order (Town and Country Planning (Use Classes) Order 1987).*

iv) Clause 33.2 of the associated Section 106 states:-

*To set aside the Local Centre for use for retail, community uses, children's nursery, public house restaurant, offices (Class B1) and residential at first floor or above until first occupation of 1,500 Dwellings.*

v) Furthermore Clause 33.3 of the Section 106 states that:-

*During the period referred to in Clause 33.2 to use their best endeavours to market the Local Centre in accordance with the marketing strategy.*

Appendix 6 of the S106 Agreement details the Marketing Strategy for the Local Centre. Under Section 3 LOCAL CENTRE this states:

*It is envisaged that following receipt of Planning Permission the owner/the developer will engage in discussions with specialist neighbourhood centre developers. Thereafter a development partner will be selected and the Local Centre will be brought forward in line with demand being generated from the residential and commercial developments."*

We understand from our clients, Countryside Properties (Bicester) Ltd, (Countryside) that in February 2013 they engaged with a specialist retail developer, Parlison Properties.

Parlison Properties worked up various schemes for the Local Centre over a long period of time, based upon the requirements of interested operators/users and partners that they had on board, whilst bearing in mind the planning constraints, including the requirements of the conditions & Section 106 agreement.

As identified in the Marketing Strategy letter from Countryside to CDC (26 March 2016), they also addressed the following:

- (a) Assessed the ability to provide residential at first floor level by approaching many house builders to see if they could work in partnership with them. However, no company expressed interest (see letter of 26 March 2016 which lists those companies)
- (b) Identified that there was little or no demand for offices above shops in this location. Parlison Properties informed Countryside that they could not deliver a viable scheme with offices incorporated.
- (c) Parlison Properties also had to change layout and designs to incorporate the increase in size of the Community Centre, to reflect what was being agreed between Countryside and CDC i.e. the larger Community Centre to serve Phase 1 and Phase 2. This also had an effect upon the viability of the scheme that they wanted to deliver.

We are advised that unfortunately, following financial considerations, Parlison Properties felt that they could not deliver the Local Centre. This, despite Countryside considering an option whereby they would deliver the Community Centre separately, and leaving Parlison Properties to deliver the remainder of the Local Centre.

Parlison Properties ended their interest/involvement in October 2014.

Countryside informed us that prior to engaging Parlison Properties, they had also engaged with another specialist local centre provider who they had worked with on other strategic development sites/local centres. We are advised that after consideration of the planning controls on the use of the Local Centre site, and it was felt too early to deliver a local centre at the time, and their interest dropped away.



Following on from Parlison Properties' withdrawal, Countryside then decided that in order to move things forward, they would employ architects and look to design and deliver the Local Centre themselves. This has of course led to design iterations and consultation over the last year or so, leading to the submission of the application now before you.

Bearing in mind the triggers for delivery of the Community Centre and need to provide for Local Centre uses in good time, Countryside did not want to delay matters further, whilst seeking another potential specialist developer/partner, so have taken the positive approach to deliver the Local Centre themselves.

We are of the opinion that Countryside, as Developer, has met the marketing requirements under Section 3 of the Marketing Strategy for the Local Centre.

The Local Centre scheme incorporates 4no. Small Local Retail Units of:-

Retail Unit 1	106 sq m	(1,140.9 sq ft)
Retail Unit 2	106 sq m	(1,140.9 sq ft)
Retail Unit 3	106 sq m	(1,140.9 sq ft)
Retail Unit 4	106 sq m	(1,140.9 sq ft)
<b>Total</b>	<b>424 sq m</b>	<b>(4,563 sq ft)</b>

From the floor space figures given above we have estimated that the potential B1(a) employment floor space at first floor level above the 4no retail units would be in the region of 340 sq m (3,659 sq ft); plus 82 sq m (882 sq ft) being utilised for the lift core, stairs and WC Facilities.

We are of the firm opinion that there are four principal points relating to B1(a) employment space not being suited to the Kingsmere Local Centre:-

- Lack of Demand
- Style of Accommodation
- Detrimental Impact to the Quantum of Retail Units
- Insufficient Car Parking Provision

#### **1. Lack of Demand**

We are currently actively marketing a number of vacant office suites in the Bicester area. This office space shares similar characteristics to any employment space that would be proposed for the Local Centre at Kingsmere.

At 71 Sheep Street, we are marketing a second floor office suite of 232 sq m (2,500 sq ft), close to the new Pioneer Square Centre. This comprises brand new office space which has been created above a newly extended retail unit. The offices have independent access with a platform lift. The offices have been finished to a good, modern specification including comfort cooling and self-contained WCs. We have now been marketing this accommodation for the last 12 months and have had very limited interest in this space and no offers. We are quoting a rent of £14 per sq ft which is in line with other office rental values and we would be flexible if an enquiry came forward. We have now been instructed to withdraw this office from the market due to lack of demand and the Landlord will be using it for storage in association with their business.

Secondly, we are marketing an office suite at Unit 5b, Lower Farm Barns; this is a small office barn conversion development just to the north-west of Bicester. Again we have been marketing this office suite for over 12 months and have had very limited interest in the property. This is an attractive location for businesses and the remainder of the site is fully occupied but we have found that there is very limited new requirements for office space in the Bicester area.

The reason for this lack of demand is difficult to pin point but much of it has to do with the lack of an office environment in Bicester. Migration of the working population out of Bicester has resulted in clusters of businesses co-locating within recognised and well-defined business areas. We would consider these areas to be Bicester Town Centre and a few out of town centres at Avonbury Business Park and Talisman Business Park which provide a dedicated office environment. Stand-alone offices above retail units have always and will continue for the foreseeable future to struggle to gain local interest against these stronger locations.

## **2. Style of Accommodation**

We consider that the style of accommodation on offer at the Bicester Local Centre will not be attractive to modern office occupiers. Whilst the current scheme doesn't show first floor offices the space is likely to have a relatively understated entrance. The first floor accommodation will be relatively deep with natural light at either end of the suite and will not be a particularly inspiring space to occupy. The rear windows will overlook the service bays for the retail occupiers. Signage will be dominated by the ground floor retail units and it will not give the right first impression that many modern businesses will require and demand.

## **3. Detrimental Impact to the Quantum of Retail Units**

The anchor foodstore and 4no. retail units present an active frontage with uniformed shop fronts. The provision of office space at first floor level would require the inclusion of an office entrance, lift, main staircore and emergency escape stair. This would result in either the loss of one retail unit, so that only 3no retail units are to be offered or alternatively the reduction in size of all 4no retail units. We are of the opinion that the space quality of the retail units would be detrimentally compromised and would be a considerable hindrance to letting activity – smaller units with reduced frontage is not the form of units that the market will freely accept.

## **4. Insufficient Car Parking Provision**

The current scheme shows a total of eight car spaces to the rear of the development (rear of the nursery) which are to be shared between the occupiers of the whole development. The car parking to the front is to be used by the customers and users of the community centre, youth centre, nursery, 4no. retail units and 1no. anchor foodstore, as well as by parents dropping off/picking up their children from the new Primary School.

The extent of the public realm area in which the car parking sits has been fixed by the previous Outline Planning Permission and the street alignment by subsequent Reserved Matters approvals. We understand that the car parking area within the public realm could potentially provide for a few more car parking spaces, but this would be at the cost of impact upon public realm/loss of pedestrian and landscape space, which would not be supported by Council officers.

We consider that the very limited car parking provision would be extremely restraining on the office occupiers. We take the view that a minimum of 18 car parking spaces would need to be dedicated to any office development (at a ratio of approximately 1:250 sq ft) to make this of interest to potential occupiers.

Whilst there is public transport access to this centre it is inevitable that office occupiers will obtain staff from a wide geographic area and there is a high probability that most will drive to work. Lack of the required quantum and ability to designate car parking spaces is considered a significant disadvantage for the letting of any office space.

We have a similar scheme called 'The Kidlington Centre' in High Street, Kidlington. Here we are marketing offices at both first and second floor levels above ground floor retail units. In this location we have a number of dedicated car spaces for each tenant, together with shared car parking and short stay car parking. There is also a regular bus service to and from Oxford. We find a mixed tenant reaction to this accommodation with regard to both the issues of car parking and the images of offices above shops even though this centre has a much bigger critical mass than the proposed Local Centre.

We are marketing a scheme in Oxford where we have four office units of approximately 148 sq m (1,600 sq ft) above a Lidl supermarket. These have their own dedicated car parking, but we find it very difficult to attract tenants to this location and we have one unit that has now been available for over six months with very limited enquiries.

## Conclusion

With consideration to the above four points and our knowledge of the local office market; we are of the firm opinion that there is very little demand for office space at Kingsmere Local Centre. Further to this, we state that vacant office space will be detrimental to the image and use of this vibrant community space.

In our opinion, we believe that office accommodation would not be suitable use at Kingsmere Local Centre and that the strong interrelationship of the anchor foodstore, retail, nursery, youth centre and community centre uses should be the route forward to creating a successful and sustainable future of Kingsmere Local Centre.

Should you wish to discuss any aspect of the above, please do not hesitate to contact me.

Yours sincerely



Richard Venables BSc MRICS

**Director**

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Appendix F: Letter from Bromford Housing Association

29 September 2015

Mr S Price  
Countryside Properties (UK) Limited  
Countryside House,  
The Drive,  
Brentwood,  
Essex,  
CM13 3AT

Dear Steve

## **Kingsmere Local Centre**

Please accept this letter as confirmation that Bromford Housing Association Limited does not support the provision of affordable housing above retail units at Kingsmere, Bicester.

There are a number of reasons for Bromford's stance namely;

- Noise and disturbance for tenants
- Potential of anti-social behaviour outside the retail units
- Issues with users of the retail units parking in spaces allocated to tenants.
- A convenience store may be open in excess of 16 hours per day resulting in regular footfall and traffic visiting retail units along
- Delivery lorries visiting the retail units are not conducive with living accommodation

Yours sincerely



Neil Craft  
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