

Land off Dukes Meadow Drive



Promotional Document



Preface

This brochure describes the proposal for a new sustainable urban extension to the north of Hanwell Fields at land off Dukes Meadow Drive to the north of Banbury.

The site is located adjacent to the existing Hanwell Fields development which was constructed in the early 2000's. The site is situated between the BAN5 and BAN2 residential allocations both of which benefit from planning permission and are under construction.

The proposed new development delivers the following key benefits:

- Provision of a mix of market housing
- Provision of affordable housing
- Additional population to assist the retention and viability of public transport
- Strategic landscaping and Green Infrastructure
- A high quality design which follows the prevailing character of the area
- A sensitive approach to the topography and landscape of the site and landscape of the site
- Natural surveillance of the existing play facilities
- Provision of open space and play facilities
- Sustainable drainage solutions and improvements to sports field drainage
- Ecological benefits through improved landscape management
- Improvements to connectivity
- New footpath links and public accessibility to the countryside fringe
- Developer contributions to be agreed via the planning application process



The purpose of this brochure is to inform Cherwell District Council, as Local Planning Authority, of the key features and benefits of this site coming forward for development.

It provides a concept overview of the site in its landscape setting as a basis for the development concept and summarises the key opportunities presented by the site. It also sets out a compelling development concept for how the land can bring forward development to boost the land supply in the Cherwell District area to assist the Council to maintain a long term supply of housing.

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1.0 Planning Context

The land to the north of Hanwell Fields off Dukes Meadow Drive, is located in the administrative area of Cherwell District Council. The site is covered in planning terms by the Cherwell Local Plan Part I (adopted 20th July 2015), which provides a long-term vision for the area with an overall framework for the development needs of the District which will inform the later Cherwell Part II Local Plan. The Part II Plan will include more detailed plans of less strategic nature. It will contain a broad planning strategy aimed at meeting that vision, and contains core strategic policies.

It is a plan which seeks to ensure that growth is targeted in the most sustainable locations. The strategy is to focus housing growth on Bicester and Banbury, to maximise the investment opportunities in towns, and to ensure that the level of development in villages respects the character and beauty of rural areas while meeting local needs. This is a plan which recognises the need for limits to housing growth while enabling growth in locations where integration with existing communities is possible.

Underpinning the Local Plan is a vision and a spatial strategy for Cherwell District. It provides a spatial strategy for how the Council will seek manage the growth of the District which can be summarised as:

- Focusing the bulk of the proposed growth in and around Bicester and Banbury.
- Limiting growth in rural areas and directing it towards larger and more sustainable villages.
- Aiming to strictly control development in open countryside.

National Planning Position

The purpose of the planning system is to contribute to the achievement of sustainable development (National Planning Policy Framework 2012 (the Framework) paragraph 6). For plan making this means that local planning authorities should positively seek opportunities to meet the development needs of the area. Local plans should meet objectively assessed need, with sufficiently flexibility to adapt to rapid change (the Framework paragraph 14).



One of the core objectives of the Framework, as set out in paragraph 47, is to *“boost significantly the supply of housing.”*

In order to achieve this aim, Local Planning Authorities should: *“Use their evidence base to ensure that their Local Plan meets the full, objectively assessed needs for market and affordable housing in the housing market area, as far as is consistent with the policies set out in this Framework, including identifying key sites which are critical to the delivery of the housing strategy over the plan period.”*

The core land-use planning principles require the planning system to ‘proactively’ drive and support sustainable economic development to deliver the homes, business and industrial units, infrastructure and thriving local communities the country needs. As stated in the Framework (paragraph 17): *“every effort should be made objectively to identify and meet the housing business and other development needs to the area, and respond positively to wider opportunities for growth.”*

Plans therefore should take account of market signals and set out a clear strategy for allocating sufficient land which is suitable for development in their area (Framework paragraph 17).

Promotion Site

The land off Dukes Meadow Drive was promoted back in 2014 via the Cherwell District Council Call for Sites consultation as suitable residential allocation to supplement the allocated sites to the north and west of Banbury.

It is intended that this promotional pack and the supporting technical evidence accompanying it will demonstrate that the site is physically capable of being developed and will form a highly logical next phase of the expansion of Banbury.

The land is well connected to the BAN2 and BAN 5 allocations and the existing facilities and services that already exist in the Hanwell Fields development to the immediate adjacent to the site.

The principle of expansion of Banbury to the North and West has been committed to by the Part I Plan and this remains a robust direction for growth given the constraints that limit the expansion opportunities around Banbury.

At the time of writing this promotional pack the Local Planning Authority has a robust land supply position. However should the District fail in the future to demonstrate an adequate supply of housing further land could come under pressure for release via the appeal process to meet the deficiency.

Additionally should Cherwell need to review the Part I Plan to meet the needs of Oxford City or any other adjoining Authority unable to meet their full objectively assessed needs the site offers a realistic and deliverable site.

This promotion provides a mechanism for additional land to come forward that accords with the Local Plan Part I Strategy that could be a realistic and deliverable development option to provide a strategic housing site capable of ensuring a deliverable supply for the District housing needs whilst ensuring the District Council control the design and environmental impact, control which would be significantly lessened via the appeal process.

2.0 Banbury

The Story of Banbury

Banbury is a market town on the River Cherwell in Oxfordshire, England, 64 miles (103 km) northwest of London, 38 miles (61 km) southeast of Birmingham, 27 miles (43 km) south of Coventry and 21 miles (34 km) north-by-northwest of the county town of Oxford. It had a population of 46,853 at the 2011 census.

Banbury is a significant commercial and retail centre for the surrounding area, which is predominantly rural. Banbury's main industries are car components, electrical goods, plastics, food processing, and printing. Banbury is home to the world's largest coffee-processing facility (Jacobs Douwe Egberts), built in 1964.

A Well Connected Settlement

Banbury railway station has services run by Chiltern Railways services between London Marylebone and Birmingham (Snow Hill and Moor Street) with some services running further north to Kidderminster. The line is now the Chiltern Main Line and is not electrified. It also has services run by Great Western Railway to Oxford, Reading and London Paddington. Services to other parts of the country are provided by Cross Country via Birmingham New Street, to Cardiff, Bristol, Southampton, Gloucester, Leicester, Stansted Airport, as well as direct services to other cities across England and Scotland.

A Stagecoach in Oxfordshire bus in Bridge Street on route B7 to Neithrop Banbury has Stagecoach in Oxfordshire bus services both within the town and linking it with Brackley, Chipping Norton and Oxford. Stagecoach Midlands services link Banbury with Daventry, Rugby and Stratford-upon-Avon. Heyfordian operates routes not covered by Stagecoach, including routes from Banbury to places including Bicester, the Heyfords, Ardley, Towcester, Wappenham and Northampton. A local operator, Tex Coaches, also runs regular routes from Banbury town centre to Brackley via Kings Sutton and Greatworth. National Express coaches serve Banbury with regular services to and from major UK towns and cities.

Hennef Way (A422) was upgraded to a dual carriageway easing traffic on the heavily congested road and providing north Banbury and the town centre with higher-capacity links to the M40, which links Birmingham to London.





Parsons Street Banbury

3.0 The Site

Overview of the Site

The land occupies an area of 19.5 ha that is sited adjacent to the existing Hanwell Fields development (BAN5) and the sports facilities to the north of Dukes Meadow Drive. It is considered that conservatively the land could accommodate up to 410 dwellings. This is based on delivery of 30 dwellings per hectare and a loss of 30% of the site area to infrastructure; green infrastructure; public rights of way and community facilities to complement those to the east of the site.

The breakdown for this quantum assumption would be as follows:

- 13.65ha area x 30dph = 410 dwellings
- 30% land area for infrastructure = 5.85ha

There are no third party land ownership matters to complicate the site's delivery. It would therefore be well positioned to contribute to developer contributions if they are proven to be necessary to offset the impact of development. The access to the land is easily achievable from existing roundabouts on the Dukes Meadow Drive carriageway.

The site is well related to the existing facilities of Hanwell Fields; the new education facilities on the BAN2 allocation; and the existing employment and retail facilities to the north and east of the town. Hanwell Fields is currently served by a number of local facilities, commensurate with a community and estate of its type and size including a shops, primary schools, recreational facilities and public houses. These facilities together with bus stops are within easy walking and cycling distance of the site.

Overall the site is considered to be in a sustainable location with a number of facilities within a reasonable walking and cycling distance which will be sustained by the additional population generated by the allocation. The plans that follow show the site in relation to the existing Hanwell Fields development where new linkages could be created to integrate the proposal into the settlement, which will have a knock on impact of making the proposed additional allocation even more sustainable.

Application site in lime green - continuing the established form of the town



Paragraphs 7 and 14 of the Framework set out that there is a presumption in favour of sustainable development. The site is considered to be in a sustainable location and therefore the principle of development on the site is acceptable.

The site is not within a Conservation Area and does not contain any Listed Buildings. The land in question does not need to be kept open to prevent the merger of settlements and it does not form a function in relation to important views of heritage assets. The accompanying plans show a sympathetic landscape treatment to the urban edge that achieves an appropriate transition between the built environment and the open countryside.

The site is in Flood Zone 1 and is therefore considered acceptable for residential development. Notwithstanding this opportunities exist to design attenuation or SuDs features in the Public Open Space. This would enable surface water to be released at green field run-off rates. Such features would also form a pond feature in times of wet weather as well as a biodiversity feature.

From the desktop and field survey work undertaken, it does not appear that there are any major constraints, in ecological terms, to the development of the site, whilst it is considered that should protected faunal species be recorded, these can be fully mitigated for under the proposals. Development on the site presents the opportunity to deliver ecological enhancements within the development, through the provision of a network of green infrastructure and new habitat creation as well as specific enhancements in respect of fauna such as bats and birds. On this basis, it can be concluded that the site is highly deliverable in ecological terms.

Subject to retention of the key landscape features the proposed development can fulfil the requirements of the relevant Cherwell District development plan policies, as well as address the relevant guidelines for adopted landscape character assessments and respond to the landscape officer's recommendations.

It is considered that the site has the capacity to accommodate change and could support a residential development as part of an appropriate extension to the town; adhering to local design guidelines and through the implementation of strategically located green infrastructure.

The development would not affect the character or appearance of the surrounding countryside in any significant way, but would enhance the recreational enjoyment of footpaths. Opportunities exist to integrate the proposed land sympathetically into the landscape through suitable design; density and landscaping all of which can be refined should the site be progressed further.

It is acknowledged that the release of land would necessarily result in the encroachment of hitherto undeveloped countryside. Such a consequence is almost inevitable with development on greenfield land surrounding an existing settlement.

In conclusion, it is submitted that the allocation of the land for housing will help to meet the housing needs of the District in a sustainable manner. The land is available, suitable and achievable for housing to form a sustainable development as advocated by the Framework. The land is undeveloped and can be developed in a viable manner; it does not have significant development costs associated with it such as contamination or noise mitigation.

Land off Dukes Meadows Drive - The Vision

Our vision is for a new garden suburb community that enjoys the culture of town living, yet also has easy access to the rural landscape that surrounds it - offering benefits most commonly enjoyed by those living in rural villages.

The development will have a strong sense of community identity and easy access into the town, to wide open spaces and to key facilities including employment opportunities. It will also be a sustainable community, responding to social, environmental and economic influences now and in the long term.

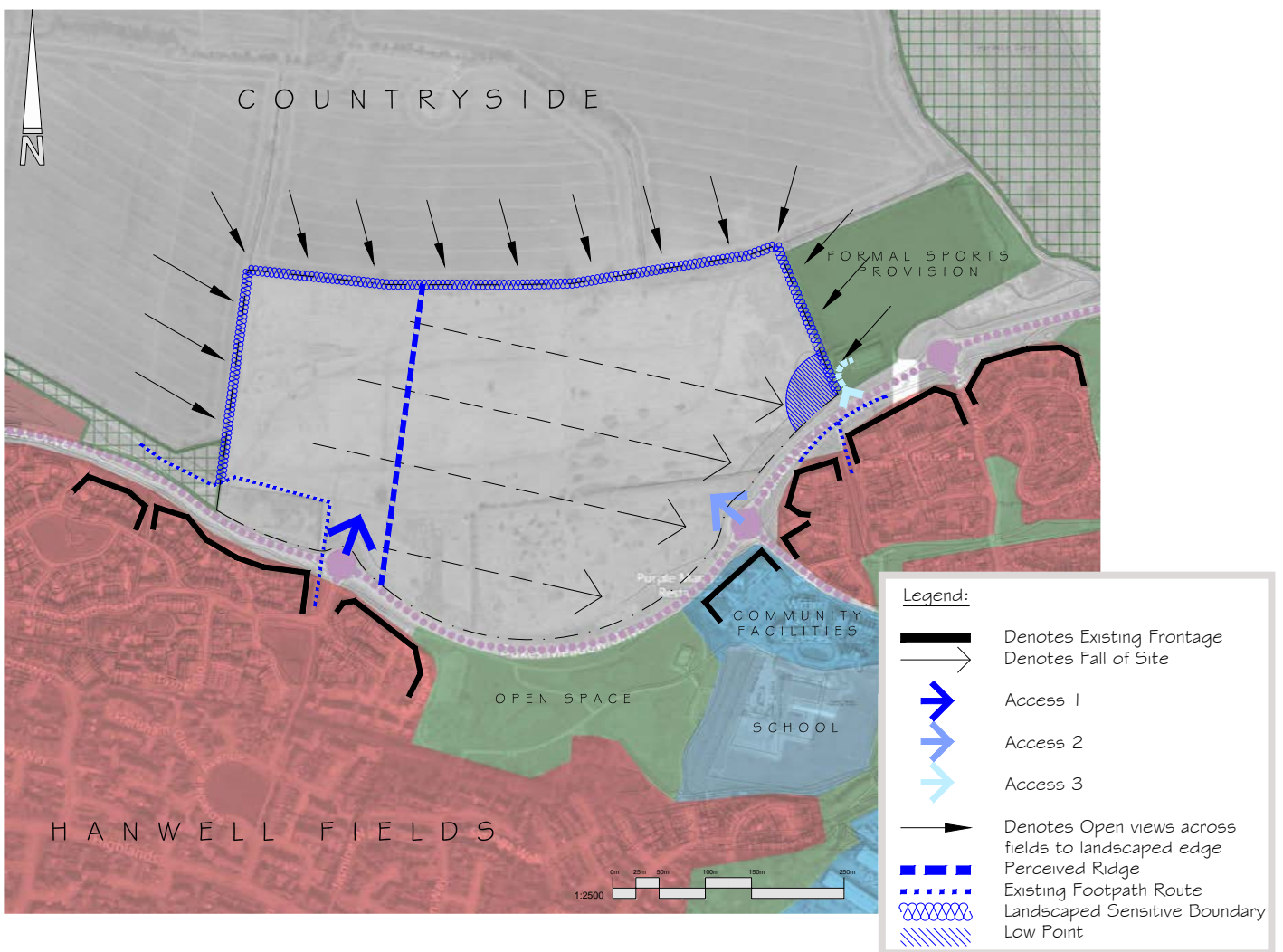
In order to provide an understanding of how the site could be developed in a sustainable and well planned manner a significant amount of site assessment has been undertaken. Such assessment has followed the approaches employed for BAN2 and BAN5 given the site context is so well related to the two allocated sites both of which are in the process of being developed having secured planning permission by Bellways; Persimmon and Davidsons.

Application site in lime green - from A422 Road from Middleton Cheney. Site seen between BAN5 and existing development



Constraints Plan

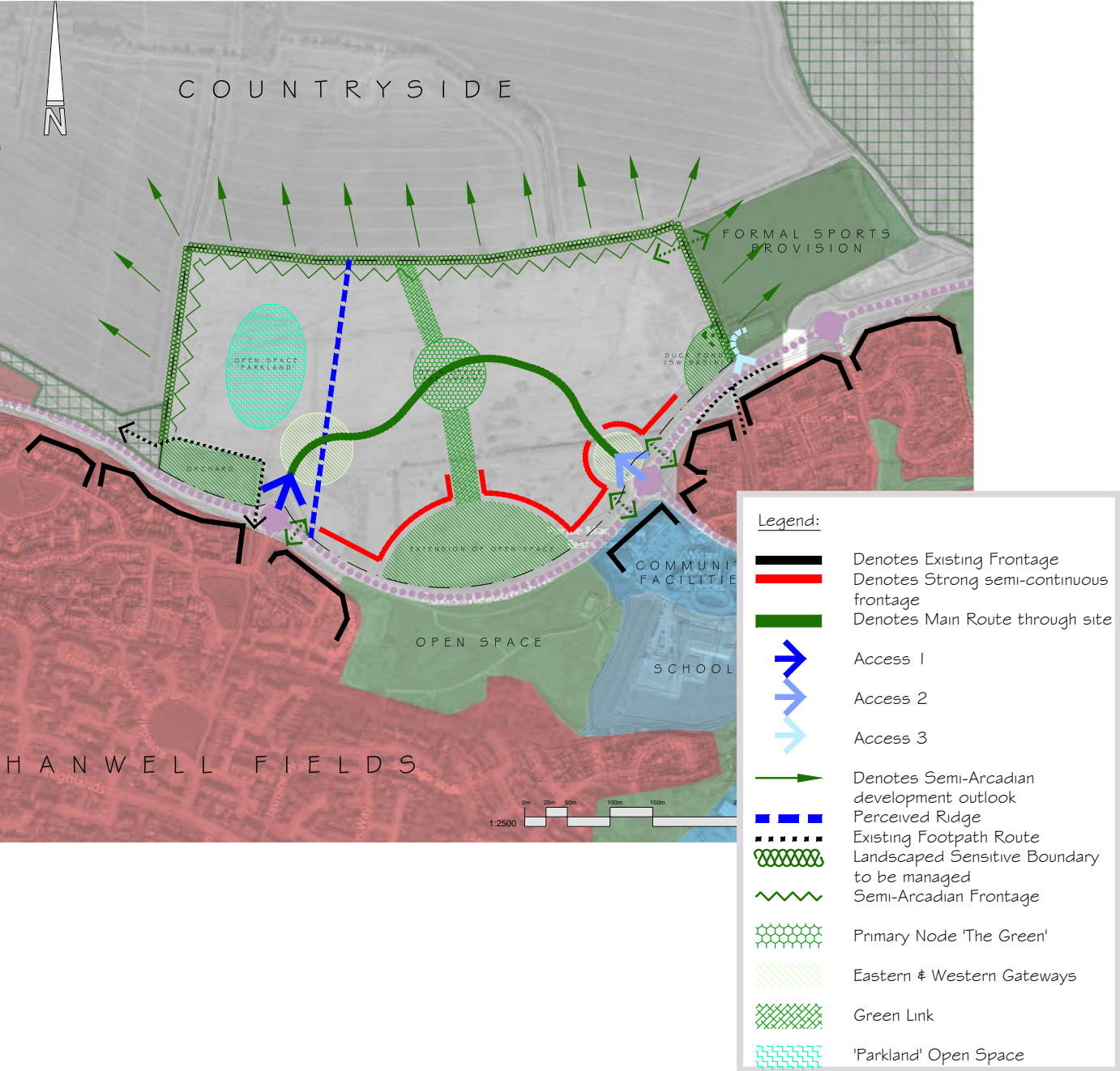
The first step in assessing the site is to collate and summarise the constraints applicable to the site. These are shown on the constraints plan below



The plan shows the physical position of the site in relation to existing development; existing formal open spaces and open countryside. The topography of the site is evident falling from left to right on the above plan. The extent of frontage to the open countryside reflects the site's location on the edge of the settlement. The position of logical access points is apparent as the existing roundabouts on the Dukes Meadow Drive.

Opportunities Plan

None of the constraints identified present a barrier to development. They present opportunities to make a site specific and distinctive development which will sit comfortably with and complement the site specific constraints making features of the constraints such as depicted on the plan below.



One key opportunity is to utilise existing points of access onto Dukes Meadow Drive. This will enable a logical through route for vehicular traffic. Linkage of Green Infrastructure and open spaces can expand the existing provision and improve linkages for residents. Using the topography to create a high quality design where appropriate on the site whilst keeping sensitive areas free of built form (such as the very top of the rise). The main opportunity is the formation of a high quality outward facing design which will create a strong edge to the development as well as open up views of the open countryside.

The Site Location



4.0 The Proposals

The site's location close to the edge of Banbury and the open countryside beyond is the primary theme driving the vision and provides an opportunity to create a new urban extension – a Garden Suburb- that makes the most of its urban and rural context.

In addition to benefiting from easy vehicular, pedestrian and cycle access to the town and its shops, jobs and other services, the development also provides an area of potential public realm. The careful orientation of streets and building frontages will also offer views from within the development to the surrounding countryside and open spaces.

The development also acts as a gateway to the rural landscape. The proposed areas of publically accessible open space will be rich in biodiversity and offer dramatic panoramic views of the rural areas to the north and west of Banbury. The open space will complement and link the adjacent BAN 2 and BAN5 developments making for a comprehensive urban design and Green Infrastructure approach to the edge of the settlement.

Green routes through the development site will also form part of potential new walking and cycling routes around the site. These links have the potential to afford access to the open countryside to the general public as well as tie in with the existing links that exist to make a comprehensive network of paths.

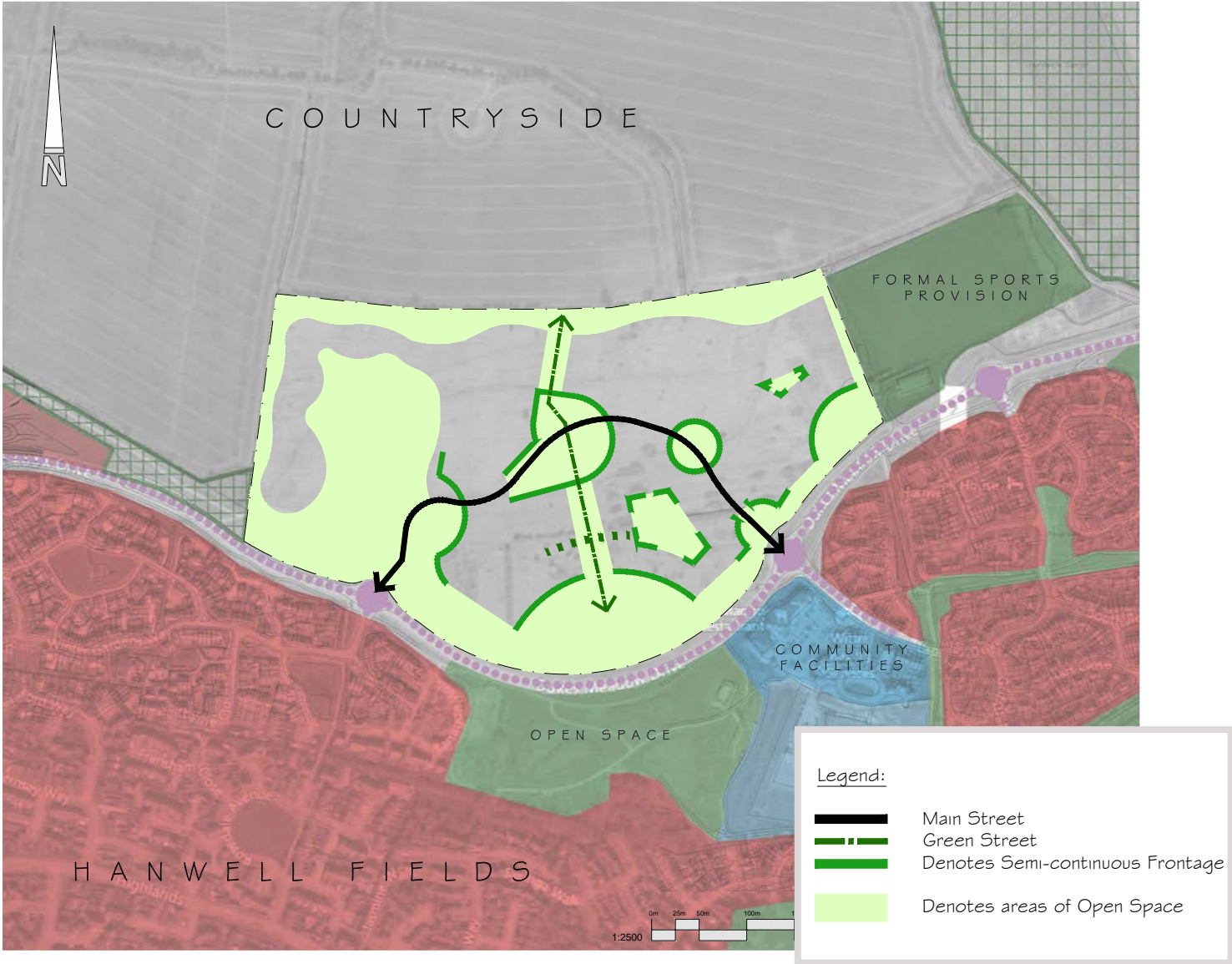
By working with the Council, local people and conservation organisations the goal is to create an exemplar urban extension that will act as the benchmark for other future developments in the District.

Transport

Banbury as a settlement has excellent transportation links as described earlier in the promotional document

In a site specific sense the site has the potential to achieve excellent connectivity for vehicular traffic as well as for pedestrian and cycle users. The logical vehicular access will be onto Dukes Meadow Drive. This will enable a main route to wind through the site connecting the two roundabouts. The key destinations for residents will be the Hanwell Fields Community Centre; the strategic sports and the public rights of way offering access to the surrounding open countryside. High quality linkages to these destinations will feature at the heart of any design to ensure desire lines are respected and the development represents a seamless sustainable extension to Banbury.

Transport Plan



5.0 Development Concept

The development concept plan has been derived from sites specific constraints and opportunities

The key design principles include:

- Appropriate housing zones to offer place distinctiveness and a layout that is sympathetic to the transitional nature of the site from the urban area to the open countryside
- A logical rounding off of the northern and western edge of Banbury which will complement the form and morphology of the settlement
- The delivery of market and affordable housing in a tenure blind high quality manner
- Use of roads and retention of existing mature hedgerows to demarcate the edge of the site and form long term identifiable boundaries to the site in all directions
- Connectivity to the Open space and GI of the adjacent Urban Extensions such as BAN2 and BAN5 as well as the existing playing facilities to the immediate adjoining the land
- Primary Access off the Dukes Meadow Drive from existing roundabouts and a smaller quantum of development directly off an existing field access.
- A logical and legible internal road network to for an attractive and safe road hierarchy.
- Retention of existing hedgerows and strengthening of perimeter landscaping to mitigate the visual impact
- SuDs incorporating SWALES and Balancing ponds responding to the topography of the site to ensure no greater than the existing Greenfield run rates and add biodiversity interest
- The enhancement of the sports fields to the north by reason of attenuating water runoff from the site which is perceived to make the site damp and therefore harder to maintain as a strategic sports location.
- The opportunity to design in natural surveillance over the existing sports fields and make it safer and more desirable a location for sports and recreation particularly for younger age groups
- Easy access to the existing Hanwell Fields Local Centre offering additional population to help sustain existing services and easy access for local employment opportunities
- Opportunities for outdoor play in NEAPs, LEAPS and LAPs
- Enhancement opportunities for the existing footpath and cycle network



Legend:

- ① Proposed Access
- ② 'Main Street' through site.
- ③ 'Green Links'
- ④ Open 'Parkland' Space
- ⑤ 'Crescent' Open Space
- ⑥ Existing (where noted) & Proposed footpath routes.
- ⑦ Semi-continuous building frontage along linear Green Corridor overlooking Dukes Meadow Drive.
- ⑧ Dukes Meadow Drive/Winter Gardens Way entrance located on discernable ridge. Entrance to meander through Green 'Parkland' Space framed & overlooked by built form.
- ⑨ 'The Green'; Primary focal space in heart of development where 'Main Street' and 'Green Links' intersect.
- ⑩ Secondary focal space along 'Main Street' at junction to North-eastern spur.
- ⑪ 'Local Neighbourhood Node' creating sense of arrival & identity.
- ⑫ 'Pedestrian Green Links' connecting two larger 'Local Neighbourhood Nodes' & traversing North-South 'Green Link'.
- ⑬ Notional extension of Built Form from Southern side of Dukes Meadow Drive.
- ⑭ Dukes Meadow Drive/Lapsley Drive gateway. Crescent building form inviting visitors into development before creating a pinch point beyond along the 'Main Street'.
- ⑮ Proposed 'Duck Pond' (Surface Water Attenuation Basin) in lowest point of site framed by building frontage. Creates landscaped Eastern Node that links South-westwards towards 'Crescent' Open Space.
- ⑯ Existing landscaping retained & managed to permit passive surveillance of Open Space while screening Pavilion.
- ⑰ Existing Boundary landscaping to be retained & managed to create a clear site boundary but not designed to screen the development or views from the development.
- ⑱ Semi-Arcadian built form to allow for significant tree planting between, around, & within plots fragmenting & softening visual impact of dwellings from wider views.
- ⑲ Possible community orchard
- ⑳ Existing playing fields

Summary of Key Design Features

Development across the main area of the site will be made up of a number of parts, offering a range of property types appealing to a wide demographic mix. Some of these are planned and designed to respond to the character of the edges of the development area.

Summary of Key Design Features:

- The frontage to Dukes Meadow Drive Road will form a design feature. As an important approach and new gateway into this side of Banbury, this can provide a strong edge utilising medium and slightly higher density dwellings designed and arranged behind a strong landscape edge.
- Facing out onto the open countryside. This edge presents an opportunity to establish an attractive edge to the site when viewed from the adjacent BAN5 Development; the public rights of way heading towards Hanwell Village and the wider open countryside. A well designed edge will allow the open space to permeate into the development, linking into the suburban edge and through the development via green routes and a sequence of green spaces. Here the arrangement of land uses will articulate a gentle transition from town to rural.
- The western end. There are opportunities to site appropriate development types to the upper slope of the site. These include opportunities for open space; with housing on the eastern edge as the slope falls away of an Arcadian style. These areas it is anticipated would be built out to a lower density.
- The main street. This will follow a circular route that deters use as a 'cut-through' but would facilitate the diversion of public transport if desirable. It will be treated as a main residential street and will be aligned to join up as many different areas of dwellings and open spaces as possible, and will be crossed by green routes, with community areas located along it. It will be the bus route serving the development and will be identifiable by its landscape treatment and design, aligned in places for views to the surrounding countryside. Local neighbourhood facilities in the form of a neighbourhood node will be located on this route where it intersects with green routes and Public Open Spaces to ensure good, easy and safe routes to local destinations.

- Green routes. These will pass through the development providing direct footpath and cycle links between the main town and the adjacent BAN 5 and BAN2 developments as well as the existing open space immediately adjoining the east of the site. The green routes will pick up the main street in several places, but elsewhere follow minor residential streets or be 'vehicle-free' in some areas. They will provide safe routes for pedestrians and cyclists. The green links will also act as multi-functional green infrastructure corridors providing biodiversity habitat, drainage attenuation and infiltration, microclimate regulation and amenity, as well as being attractive and convenient routes for pedestrians and cyclists.
- Infrastructure in the form of SuDs will be located at the lowest point of the site and will form a feature pond. It will have many benefits beyond attenuating surface water runoff. It will provide an ecological asset and will assist the adjacent strategic sports to improve as presently the sports fields experience unattenuated runoff from the slope and as a consequence is frequently damp.

Application site in lime green - where a now strong urban edge can be an opportunity



6.0 Focus on Delivery

The success of the proposals set out in this promotional document will be measured by the ability to deliver a viable development on the ground, and for the assets described to be realised and enjoyed by future residents

The illustrative masterplan delivers dwellings and community facilities in the form of a neighbourhood nodes in a new sustainable Garden Suburb on the edge of Banbury.

The proposed development can be delivered and provides a clear definition to the town's longer term expansion in a location where the strategic sites supports the principle of development (BAN2 and BAN5) and the District is in need of further sites to provide an adequate buffer to the housing supply in future years.

Development of the site presents opportunities to provide up to 410 new homes in an environment that will deliver an excellent quality of life - new residents benefitting from easy access to Banbury's services and facilities.

The development can be delivered flexibly without major 'up-front' infrastructure costs.

There are two points of vehicle access proposed for the site which will require further highways and engineering input, however there are realistic options given the design of the Dukes Meadow Drive carriageway which has left space on the roundabouts for additional arms. With two access points, development could come forward in phases that focus on the delivery of the higher and medium density areas, which include some 'defining' character development. Early phases could also include the establishment of a quality landscape edge to the site.

There will be a strong emphasis on pedestrian and cycling access from, to and through the proposed development, taking advantage of the close proximity and easy access of the town particularly employment to the north east and east all of which are accessible. Existing bus routes would also serve the community.

Drainage collection will focus on using the natural topography of the site. The soil offers the possibility of using infiltration techniques as was the case with BAN5 and Sustainable Urban Drainage (SUDs). Drainage and service infrastructure which can be incrementally added as development phases take place.

The total quantity of development will generate a population large enough to support the vitality of nearby community facilities, such as those nearby on the original Hanwell Fields development.

Delivery of proposed green assets, play areas; perimeter planting and linkages to the adjacent off site open space and GI will be phased. Once delivered these new assets will give a sense of 'delivery and completion' of development and contribute to the identity of the emerging community.

Management of the proposed open spaces will be transferred to the Council or another body committed to nature conservation and public access to be agreed at the time of submitting a planning application.

It will be managed through low impact techniques that minimise operational expenditure and maximise biodiversity and public access benefits. This will achieve cost efficiencies and deliver even greater benefits to the residents of not only the new community but the wider residents of Banbury and Cherwell District.

It is important that the development quality is set early on and although there is scope for the mix to change over time, the delivery of well-conceived public realm and infrastructure will be key to ensuring that the development is regarded as a highly desirable location in which to live in Cherwell District.



Cycling and Pedestrian Access



Open Space and SWALES

7.0 Summary

The Land Off Dukes Meadow Drive project proposal is based on a landscape-led masterplan which has been designed to be sustainable, sympathetic to the setting of Banbury and provide a suitable transition to the rural character of Cherwell District for residents to enjoy access to the countryside and fine panoramic views from the site to the surrounding countryside.

The main features of the development are:

NEW HOMES

- Provision of up to 410 dwellings arranged in areas of distinct and legible character.
- A range of housing types from affordable homes for younger people, families, accommodation for elderly residents and larger detached and semi-detached properties of high value.
- Low energy homes designed to respect Cherwell's historic character and vernacular.

LANDSCAPE AND ENVIRONMENT

- A series of new publically accessible open spaces offering access to a range of open spaces
- An interconnected system of landscaped open spaces and green links contributing to the character and identity of the development, enhancing biodiversity and enriching the character of pedestrian and cycling routes.
- Community orchards galvanising a sense of community identity.
- Treatment of Banbury's north and western approaches by creating a gateway between the town and its rural setting.

TRANSPORTATION AND FOOTPATHS

- Links between the site and residential districts of Banbury.
- Part of potential circular walks around the fringes of Banbury, linking into and enhancing where possible the existing footpath network





SUSTAINABILITY

- Access to countryside.
- Sustainable drainage.
- Diverse range of appropriate habitats and landscape features that enhance biodiversity and strengthen landscape character and local identity.
- Compact and efficient use of land at an appropriate density.
- Community assets such as open space and a community orchard and two neighbourhood nodes.
- Easy pedestrian and cycling access to nearby Centre facilities.
- Enhancement of Green Infrastructure networks.
- Good public transport connections nearby.
- Excellent access to employment opportunities.
- Layout and context that encourages walking and cycling.

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