

Summary

This Design Statement has been prepared in support of a Reserved Matters application in respect of land south of Fewcott Road, Fritwell.

The site and its context has been appraised to inform a scheme which fits comfortably within its surroundings and is sympathetic to its setting. The proposals achieve a satisfactory balance between the mix of accommodation and the need for a character led design approach set within the landscape framework. In addition, the scheme aims to provide a policy compliant mixed sustainable community. The proposals respond to the prevailing constraints & opportunities that the site has to offer and will further enhance the local area providing a safe and accessible environment for residents & visitors alike.



Extract from Illustrative Site Layout Plan

THE BENEFITS OF THIS DEVELOPMENT PROPOSAL ARE:

- Its valuable contribution to the supply of housing in the district, including affordable housing which will assist in addressing the shortfall in the district;
- The proposed development will increase the number, quality and diversity of the housing stock in the area;
- The site is deliverable and CALA Homes has capacity to start building on the site by the end of 2021
- The development will create local employment opportunities and increase expenditure in local shops or businesses once occupied;
- The proposed development provides new access from Fritwell Road and includes the extension and enhancement of the footpath along this road;
- Existing Public Right of Ways have been incorporated into the proposal structure, retaining existing desire lines and providing access to wider connections;
- The illustrated layout is sensitive and responds well to the existing character of Fritwell;
- The layout integrates with the existing urban area, while also respecting the amenity, privacy and security of any surrounding residents;
- The development creates an efficient network of routes for pedestrians and cyclists that will encourage people to use them for short journeys and effectively links with existing networks, providing connection to the wider area;
- The perimeter block structure of the layout provides a very permeable and legible environment for pedestrians and cyclists;
- Materials will be high quality and locally sourced where possible;
- The development will reduce crime and anti-social behaviour by creating overlooked public spaces and by creating an inclusive hierarchy of spaces that encourage people to take a sense of ownership;
- The mix of housing types will include a variety of plot sizes and densities to create a varied and interesting street character;
- The development will include a range of sustainable building techniques and materials, reducing energy bills for future occupants.