

AJ/P21-1972

11<sup>th</sup> October 2021

Development Management  
Cherwell District Council  
Bodicote House  
Bodicote  
Banbury  
Oxfordshire  
OX15 4AA

**PP-10087738**

Dear Sir/Madam,

**Town and Country Planning Act 1990**

**Full Planning Application for Change of Use of Housing Plots 532, 533, 534 and 535 to Sales Area, together with erection of 1 no. Sales Building and 2 no. Show Homes with Associated Visitor Parking Area and Landscaping  
Plots 532-535, Phase 9, Heyford Park, Camp Road, Upper Heyford, Bicester, OX25 5HD**

Pegasus Group are instructed by our client, Elgin Investments LLP, to submit a full planning application for the above proposal at the above address.

The installation of signage or advertisements will be the subject of separate planning and advertisement consent applications, where necessary.

As part of the full planning application please find enclosed the following documents:

- Planning application forms, duly completed;
- Covering letter (this document)
- Heritage Statement
- Site Location Plan (ref: P21\_1972\_01 Rev A);
- Proposed Block Plan (ref: P21\_1972\_02 Rev B);
- Proposed Car Parking Area Plan (ref: P21\_1972\_03 Rev A);
- Sales Building (Plot 533): Floorplans and Elevations (reference: SK003\_02);
- Show Home 1 (Plot 534): Elevations (reference: 0521PH9-224);
- Show Home 1 (Plot 534): Floorplans (reference: 0521PH9-230);
- Show Home 2 (Plot 535): Elevations (reference: 0521-PH9-234);
- Show Home 2 (Plot 535): Floorplans (reference: 0521-PH9-236);
- Detailed Planting Proposals and Landscaping (reference: 1619A6-LLA-20-00-DR-L-0020\_P02);
- The appropriate planning application fee of £2,772 plus Planning Portal charge

**PLANNING | DESIGN | ENVIRONMENT | ECONOMICS**

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## **Background**

As part of the acknowledged on-going development of Heyford Park as a new settlement under Policy Villages 5 of the adopted Cherwell Local Plan 2011-2031, land south of Camp Road is identified as an area with potential for future additional development as part of the overall delivery of circa 1600 new dwellings on the former USAF base. In connection with this allocation, an application for full planning permission for the erection of 296 residential units was submitted to the Council in December 2016 and allocated reference 16/02446/F.

Following formal consideration of the proposals and the completion of an associated S106 Legal Agreement, full, conditional, permission was granted on 7<sup>th</sup> April 2020. A copy of the Site Location Plan for Phase 9 (ref: D.0341\_156 Rev.B) is provided as part of this submission for reference purposes only.

## **The Site**

The application site ("the site") consists of Plots 532, 533, 534 and 535 of Phase 9 of the Heyford Park development. This area of Phase 9 benefits from planning permission for the erection of 4 no. dwellings, car parking spaces and associated gardens, as approved in 2020 under reference 16/02446/F.

Please refer to **Fig.1** below which is an excerpt of the Planning Layout Plan (ref: 0521-PH9-102) approved as part of planning permission reference 16/02446/F and which shows the subject plots (Plots 532 – 535) as will be delivered as part of Phase 9 of the Heyford park development.



**Fig.1** – Excerpt of approved Planning Layout Plan

## **Proposals**

The application seeks temporary planning permission for the use of Plots 532, 533, 534 and 535 as a Sales Area, together with the erection of 1 no. Sales Building and 2 no. Show Homes, associated Visitor Parking Area and Landscaping.

The proposed Sales Building and adjacent Show Homes are intended to be used for marketing and sales purposes for the duration of Phase 9 of the development, as well as for Parcel 16. The use of the application site for sales and marketing purposes would, by its very nature, be temporary and the buildings would revert to residential use in due course.

We would anticipate the planning permission including a condition requiring the cessation of this ancillary sales and marketing use within 10 years, or once a specific number of the houses on Phases 9 and 16 have been sold, whichever the soonest. This should provide ample time for the wider development to be built out and the new homes on these parcels sold. We would be glad to discuss the precise wording and 'trigger' of the planning condition with Officers during the application process.

The associated proposed car parking spaces (8 no.) would be located immediately to the north of the proposed temporary Sales Building. Ample parking spaces are provided for visitors and sales staff as shown on the submitted Parking Area Plan (ref: P21\_1972\_03).

## **Sales Building**

The proposed Sales Building would be located at Plot 533 and would temporarily utilise an adapted version of House Type SP7B, which is one of the house types approved in 2020 as part of planning permission reference 16/02446/F.

The siting, scale and general design of the Sales Building would closely reflect the arrangement approved under planning permission reference 16/02446/F save for a small number of minor differences reflecting its intended use as a Sales Building.

The Sales Building would be two and a half storey and would have the same floor area as House Type SP7B, with the primary difference being the incorporation of glazing at the side elevation alongside corporate branding and illumination at the gable end. The remainder of the adaptations are internal, with the Sales Building accommodating a marketing suite, offices for sales representatives and general staff welfare facilities.

Please refer to drawing reference SK003\_02 for the proposed floorplans and elevations of the Sales Building.

## **Show Home 1**

Show Home 1 would be located on Plot 534 and would be of directly comparable scale, built form and appearance as House Type SP7A, which was approved as part of planning permission reference 16/02446/F.

The application proposes that Plot 534 will be used as a Show Home on a temporary basis in conjunction with the Sales Area before reverting to conventional housing stock, in line with the development granted planning permission under reference 16/02446/F.

Please refer to drawings reference 0521PH9-224 and 0521PH9-230 for details of the building proposed to occupy Plot 534.

#### Show Home 2

Show Home 2 would be located on Plot 535 and would be of directly comparable scale, built form and appearance as House Type SP1-V2, which was approved as part of planning permission reference 16/02446/F.

The application proposes that Plot 535 will be used as a Show Home on a temporary basis in conjunction with the Sales Area before reverting to conventional housing stock, in line with the development granted planning permission under reference 16/02446/F.

Please refer to drawings reference 0521-PH9-234 and 0521-PH9-236 for details of the building proposed to occupy Plot 535.

#### Visitors Parking Area

The application proposes that Plot 532 will be used as a Visitors Parking Area on a temporary basis, in conjunction with the proposed Sales Area.

8 no. car parking spaces are proposed, as shown on drawing reference P21\_1972\_03, with the parking area surfaced with asphalt save for the junction which would be block paving which is in line with the arrangement approved under reference 16/02446/F.

### **Impact of the Proposals**

#### Design

Given the context, function and inherently limited lifespan of the proposed sales area and marketing suite, it will be visually acceptable when viewed in the context of the wider development at Heyford Park and would not result in harm to visual amenity or the amenity of occupants residing in the locality.

Furthermore, the buildings proposed closely resemble those granted planning permission in 2020 under reference 16/02446/F, save for a number of minor external adaptations to the Sales Building (Plot 533) which reflect its intended temporary use for sales and marketing. On this basis, it is considered that the scale, built form and appearance for the majority of the built development proposed is established and previously agreed.

#### Highways

No new access roads are required as part of the proposal. The required visibility splays will be maintained during the lifetime of the temporary development and that any planting, landscaping or associated fencing or structures would not impede within these visibility

splays to allow safe access and egress for vehicles from the temporary parking spaces for both staff and visitors. The proposal would not have an impact on the safe operation of the highway network.

#### Heritage

A Heritage Statement is submitted in support of the application. Without seeking to repeat the contents of the Heritage Statement, it is considered that overall, the proposals do not constitute a marked departure from the scale or quantum of development granted planning permission in 2020 under reference 16/02446/F and are acceptable in heritage terms.

In conclusion, it is considered that the proposals are acceptable in planning terms and would play an integral (albeit temporary) role in the delivery and occupation of Phase 9 and Phase 16 of the Heyford park Development, through providing a dedicated Sales Area where sales and marketing activity can take place on site.

I trust that the above and enclosed are sufficient to validate this application and progress it towards favourable determination. Should you require any further information please do not hesitate to contact me.

Yours Sincerely,



**Adam Jones**  
**Planner**

E-mail: adam.jones@pegasusgroup .co.uk

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