

Land North of the Moors, Kidlington

CDC Urban Design Officer Comments Response

22nd October 2025

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“Based upon the illustrative masterplan, please provide a clear indication of the densities proposed across the site and vignettes at key locations to demonstrate the approach to density/parking/ street scene to demonstrate the scheme can be delivered in accordance with policy, guidance and best practice. ”

Response

This is an outline planning application, with detailed design matters (including layout, house types, and parking arrangements) reserved for later consideration. The submitted Illustrative Masterplan and Density Plan demonstrate that the site can comfortably accommodate the proposed development quantum in accordance with local and national design policy, while allowing flexibility for refinement at the Reserved Matters stage.

1. Density Overview

The accompanying plan, “The Moors Gross Density Revised” [41], prepared by Harper Crewe, identifies indicative densities across the site. This plan demonstrates that approximately 340 dwellings can be delivered on 9.23 hectares, equating to 36.8 net dwellings per hectare (DPH). Please note that the area used to generate the DPH is based on the RICS definition for Net Density “Net density is a measure that includes everything that is developed but excludes major roads, open and public realm, schools and their grounds, and commercial and community buildings.”

Comparable high-quality developments delivered by the applicant’s partner Harper Crewe at The Steadings, Cirencester, 68 plots were delivered on 2.06 hectares (net density of 33 DPH), achieving a successful balance between density, parking provision, and a strong street scene. See attached case study showing consent plans prepared at the Reserved Matters Application stage and photographs of the recently completed development.

For reference, the submitted parameters plan’s average gross density across residential character areas is approximately 25–35 DPH, which aligns with prevailing best practice and represents a moderate, well-designed suburban form of development.

2. Design Approach and Parking Strategy

The submitted Design and Access Statement (DAS) identifies a series of Character Areas and illustrative block layouts that guide how density, building typology, and parking will work together. Parking will be integrated into the street design in line with Oxfordshire County Council’s parking standards, which are expected to be a key design driver given the site’s sustainable location. In accordance with the National Design Guide (Part 2, p.12), the scheme will employ a range of parking solutions—including on-plot, courtyard, and on-street approaches—to ensure variety and a positive public realm. The exact mix and design treatments will be secured through the Design Code and subsequent Reserved Matters submissions.

3. Design Code Commitment

The applicant agrees to the imposition of a Design Code condition, which will secure detailed guidance on matters including density, building form, materials, and parking typologies. This will ensure delivery of a coherent and high-quality development that accords with Cherwell Local Plan policy, the National Design Guide, and Building for a Healthy Life principles. The applicant will develop the design code in consultation with the Council and would like to begin discussions on this at the earliest opportunity.

To assist officers, and to provide comfort about the level of detail the applicant intends to include in the Design Code, a condition is suggested below.

“Prior to submission of Reserved Matters a Design Code for development shall be submitted to and approved in writing by the Local Planning Authority. The Design Code shall include illustrations, sections and block testing to demonstrate the development principles. The Design Code shall include development principles and guidelines in accordance with the illustrative design principles in the Design and Access Statement and shall cover the following matters:

- a) Landscape, open space, public realm, SUDs and levels strategy and principles
- b) Street types and design principles including services, drainage, tree planting for various road and street types
- c) Building typologies
- d) Block principles (including density and development and parcel division / size)
- e) Built form and massing including scale and height
- f) Car and cycle parking strategy
- g) Secure by Design principles
- h) Boundary treatments, street furniture and material palette for buildings and surfaces for each Phase
- i) Means of enclosure and boundary treatments in relation to all existing adjoining properties
- j) Sustainable construction
- k) Waste disposal and utilities

Each reserved matters application shall demonstrate in an accompanying Design and Access Statement how it accords with the approved Design Code.

Reason: To ensure that the design of the development accords with the NPPF, National Design Code and policies "

4. Visual Illustrations and Vignettes

The Illustrative Aerial View in the DAS (section 7.0, page 55) demonstrates the overall design intent but, as noted, is not intended to provide a plot-by-plot density assessment. The applicant will prepare detailed vignettes and street scene visuals at the Reserved Matters stage, focusing on key locations such as:

- Primary streets and entrance sequence;
- Lower-density edge and transition areas;
- Central green or core neighbourhood blocks.

These will demonstrate in detail how density, parking, and streetscape design can be successfully delivered in accordance with the agreed Design Code, policy expectations and further consultation.

5. Clarification on Level of Detail at Outline Stage

The Planning Practice Guidance states that under the heading "What details need to be submitted with an outline planning application?" that [information] about the proposed use or uses, and the amount of development proposed for each use, is necessary to allow consideration of an application for outline planning permission.

It is the applicant's view that given the outline nature of the application, the level of information already submitted on density and character is considered proportionate and appropriate. Further detailed work will naturally follow at the Reserved Matters stage, once the Design Code is agreed.

6. Land Use Parameter Update

The Land Use and Access Parameter Plan has been amended (see Rev P7) to omit the word 'circa', providing greater clarity and precision regarding the extent of residential land use.

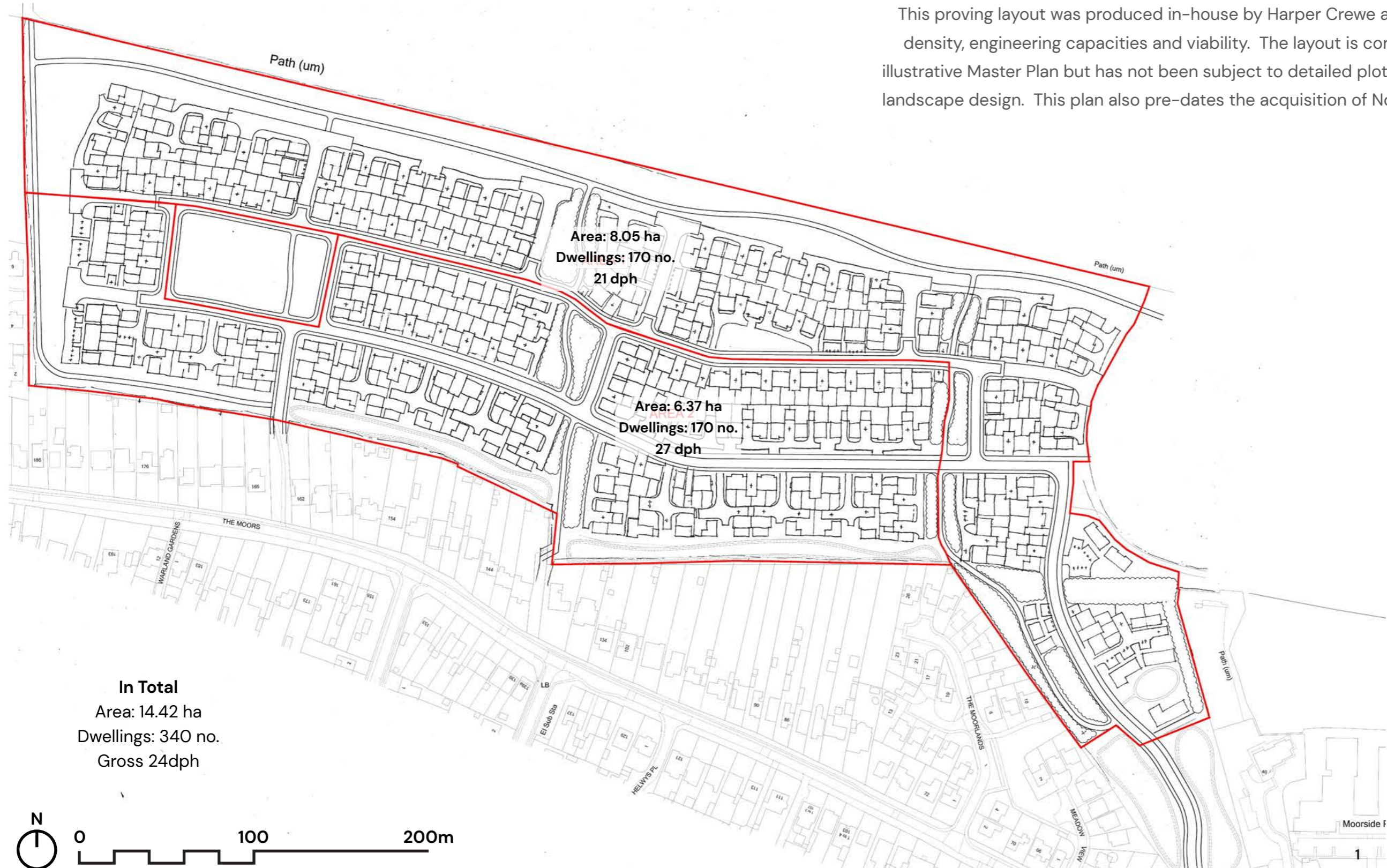
Conclusion

The submitted material, together with the agreed commitments, demonstrates that:

- The proposed development can deliver approximately 340 dwellings within the parameters tested.
- Detailed resolution of density, parking, and street character will be secured through the Design Code and Reserved Matters process, ensuring delivery in accordance with local and national design guidance.
- The applicant commits to developing a Design Code in partnership with the Council prior to submission of reserved matters. Harper Crewe is an SME housebuilder that openly commits to a high standards of design and bespoke design solutions.

The Moors, Kidlington – Illustrative Proving Plan – Gross Density

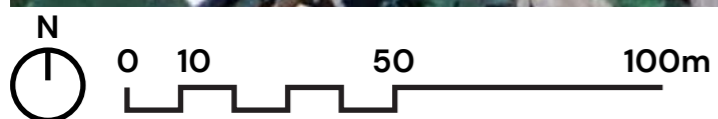
This proving layout was produced in-house by Harper Crewe as a basic test of density, engineering capacities and viability. The layout is consistent with the illustrative Master Plan but has not been subject to detailed plot, public realm or landscape design. This plan also pre-dates the acquisition of No 162 The Moors.



The Moors, Kidlington – Illustrative Proving Plan – Net Density



Case Study – The Steadings, Cirencester – Net Density



Case Study – The Steadings, Cirencester



The Steadings, Cirencester – Ben Pentreath & HarperCrewe

Credits

1. The Moors, Proofing Plan. Credit: HarperCrewe
2. The Moors, Proofing Plan. Credit: HarperCrewe
3. The Steadings, Cirencester. Credit: Google Earth
4. The Steadings, Cirencester. Credit: Architectural design by Ben Pentreath, images by HarperCrewe
5. The Steadings, Cirencester. Credit: Architectural design by Ben Pentreath, images by HarperCrewe
6. The Steadings, Cirencester. Credit: Architectural design by Ben Pentreath, images by HarperCrewe
7. The Steadings, Cirencester. Credit: Architectural design by Ben Pentreath, images by HarperCrewe



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