



Chipping Norton sub-area

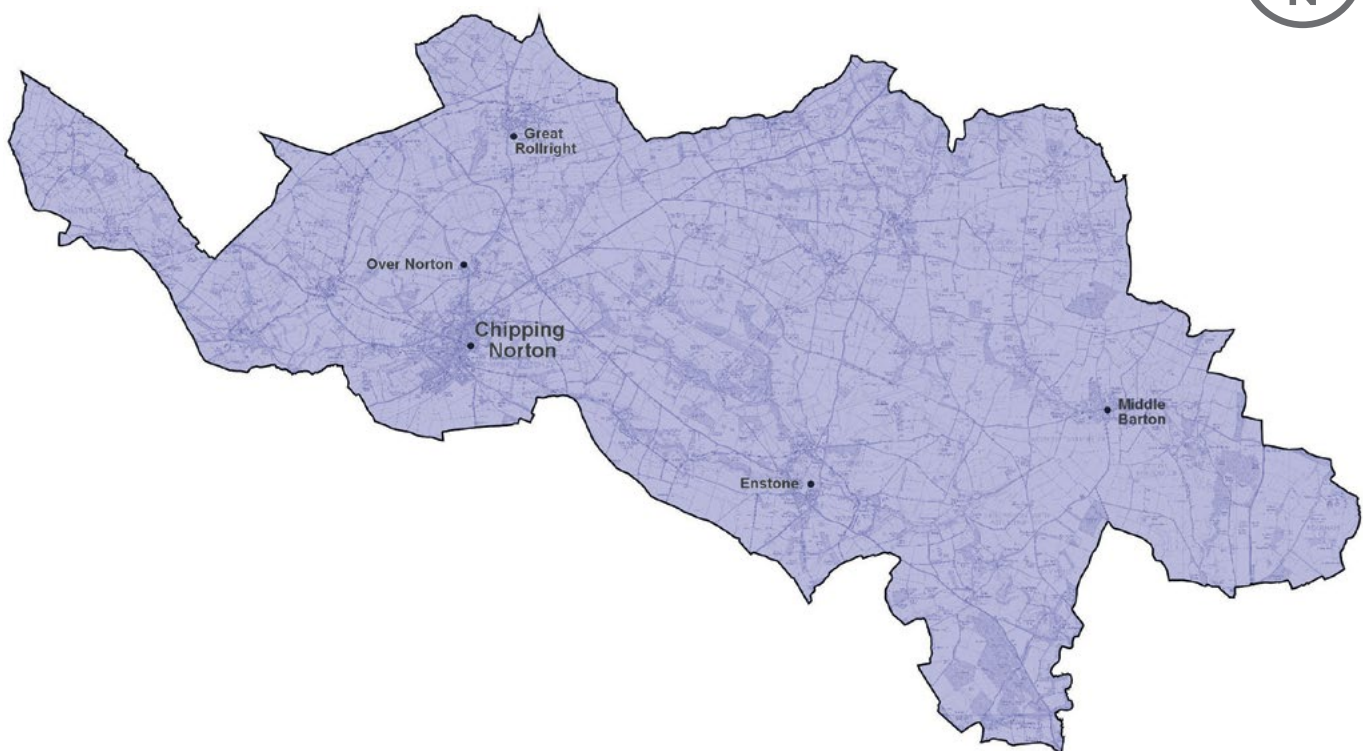
Chipping Norton

9.4.1 This is the second largest of the five sub-areas covering just over 15,000 hectares. The population is however relatively low with just 13,000 residents half of which live in the hilltop town of Chipping Norton (or 'Chippy' as it is locally known). Chipping Norton is the third largest town in West Oxfordshire and occupies a prominent hill-top position on the eastern edge of the Cotswolds Area of Outstanding Natural Beauty (AONB) within which most of the town is situated. Lying astride the 185m contour, Chipping Norton is one of the highest settlements of its size in southern England and offers extensive views to and from the surrounding countryside.

9.4.2 It is an historic market town which gained prosperity and importance as a centre of the wool and tweed industries. Combined with a rich heritage the town continues to possess a strong and vibrant community supporting its own theatre, a leisure centre with indoor pool (alongside retaining the community run outdoor swimming pool), a golf course and numerous sports clubs and societies. A youth centre has also opened.

9.4.3 Outside of Chipping Norton the remaining population within this sub-area live in a scattering of generally small villages and hamlets. Being surrounded by this rural hinterland and being relatively remote from larger towns, Chipping Norton acts as a service centre for residents, workers and visitors although does itself look to Banbury/Cherwell District for some services and facilities.

Figure 9.4a: Chipping Norton sub-area



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Housing

- 9.4.4 Most of the housing within this sub-area is located in Chipping Norton (about 3,000 houses). New areas of Council housing were added in the post-war years on land to the south and west of the centre and private housing estates were built during the 1980s and 1990s. About 1,150 new homes have been added since 1976. Some of this has been through the redevelopment of large previously developed sites such as Parker Knoll and Bliss Mill, the former tweed mill now converted to flats.
- 9.4.5 House prices are relatively low compared with much of the District but housing affordability remains a key issue with around 98 of those on the Council's housing waiting list having identified Chipping Norton as their preferred location.
- 9.4.6 Elsewhere in the sub-area, Enstone (including Church Enstone and Neat Enstone) has seen a significant increase in the amount of housing during the 20th Century, with council house developments in the 1920s and 1950s and further development of market housing over the last 20 to 30 years. Middle Barton also saw considerable expansion in the latter half of the 20th century with the creation of new private and council estates.

Employment

- 9.4.7 Chipping Norton prides itself upon being a 'working town', although the number of people living and working in the town has decreased since the 2001 Census from over 50% to just 36%. Levels of home working in this sub-area remain high with around 35% of workers working at or mainly from home.
- 9.4.8 There are three well-used older employment estates on the western edge (including on part of the former railway line) and a modern business park to the east. The loss at the beginning of this century of the Parker Knoll furniture factory (over 400 jobs) was a significant blow. Employment opportunities have increased in recent years with the expansion of manufacturing firm Owen Mumford on the western side of the town.

- 9.4.9 There is very limited land available for new business development in Chipping Norton – an issue highlighted in the District Council's latest economic evidence⁵⁴. There is currently only around 0.5 ha available which is split between two sites (former highway depot and Cromwell Park). There remains demand for additional business units, including good quality small industrial units and office space.
- 9.4.10 Elsewhere in the sub area there is a large mainly industrial area at Enstone Airfield and Lotus FI has a significant facility just outside Middle Barton. In addition there are small industrial and business parks, many in converted farm buildings such as at Kiddington and Radford.

Transport

- 9.4.11 Transport is a key issue for this sub-area. Chipping Norton sits astride the crossing of the A44 and A361, with the heavily used lorry route to and from the Evesham area passing through the town centre and detracting from the quality of the centre. This has led to an Air Quality Management Area (AQMA) being designated along the town centre roads and extending along Banbury Road.
- 9.4.12 An Air Quality Action Plan was approved in October 2008 and contains a range of measures aimed at improving air quality, primarily through reduction of HGV movements through promoting alternative routes. The requirement for a bypass for the town to ease the impact of lorries on the town centre has been previously assessed but not taken forward.
- 9.4.13 In terms of public transport, Chipping Norton is not served by rail but there is a railbus to nearby Kingham Station. Chipping Norton has a good range of bus services for a rural market town but there are some deficiencies in the service network.

⁵⁴ West Oxfordshire Economic Snapshot and Outlook (2015) - CAG

9.4.14 In terms of pedestrian access, the close proximity between key locations have the potential to make positive contributions towards accessibility across Chipping Norton, though, this is hindered due to the topography and relatively poor connections within the residential areas. Legibility, way-finding and permeability are key issues, particularly within residential areas for pedestrians to access local services, schools, employment areas and the town centre.

9.4.15 There are no cycle links to Chipping Norton from the surrounding settlements and within the town some roads are too narrow for cycle paths. Although cyclists can use bridleways, restricted byways and byways (along with horse riders) these often do not connect up safely with roads that are safe to use. Some of the country lanes around Chipping Norton are quiet and attractive for cycling, but the main A and B roads are busier and less attractive.

9.4.16 The availability of public car parking in Chipping Norton has been identified as a key constraint affecting the vitality and viability of the town centre.

Retail and leisure

9.4.17 Chipping Norton Town Centre contains a variety of shops and services, pubs and restaurants as well as a weekly market. These facilities primarily serve the day to day needs of residents of the town and surrounding villages but also attract passing tourist trade. The centre however has a good range of shops for a town of its size including national multiple and independent retailers.

9.4.18 Evidence⁵⁵ suggests that the town centre food shopping role is important and helps to support the range of other shops and services as people undertake linked trips to other shops in addition to their food shopping. The town's convenience goods offer has been enhanced through an extension of the existing Co-op and the provision of an Aldi supermarket on the Banbury Road. Evidence suggests there is little capacity for further convenience goods floorspace at Chipping Norton in the period to 2029.

9.4.19 In terms of non-food (comparison goods) shopping, Chipping Norton's offer is strong for a town of its size and evidence suggests that there is capacity to support additional comparison goods retail floorspace in the period to 2029.

9.4.20 At Enstone, facilities include a primary school, post office, general store, petrol filling station and two public houses. Facilities at Middle Barton include a primary school, a post office/general store, public house, three places of worship and a sports ground including a social club and tennis courts.

Environment and heritage

9.4.21 This is an area of high limestone plateau (ironstone in the north-east) with several river valleys designated for their biodiversity value (Conservation Target Areas). The western part of this sub-area including most of Chipping Norton itself falls within the Cotswolds Area of Outstanding Natural Beauty (AONB). There are a number of historic parks and gardens including the Great Tew Estate which comprises parkland of late-16th-century origin and Heythrop Park. A small proportion of the sub-area also falls within the designated Wychwood Project Area which aims to revive the landscape character and mix of habitats found in the area during the middle-ages.

55 West Oxfordshire Retail Assessment (2012)

9.4.22 Chipping Norton includes a number of locally listed and listed buildings including perhaps most notably the landmark Bliss Mill, a former tweed mill (Grade 2* listed building) now converted to flats. A Conservation Area covers much of the central area of the town.

Infrastructure

9.4.23 Other than the transport issues outlined above, one of the main infrastructure considerations in this sub-area is education. There are currently two primary schools in Chipping Norton, both faith schools and both nearing capacity. Whilst there are other primary schools in surrounding villages that take children from Chipping Norton, notably Kingham, these schools are also nearing capacity. There is adequate capacity at secondary school level.

9.4.24 Additional affordable homes are also needed but this has proved difficult to deliver in Chipping Norton. The size of the town has precluded the rural exception site approach used in villages and the former national site size threshold used in the adopted Local Plan has made most new residential schemes that come forward ineligible to contribute to affordable housing.

9.4.25 Library provision in the town is relatively poor and the emerging Chipping Norton Neighbourhood Plan identifies a local aspiration to address this through a civic space which also hosts IT services, public education, local history and well-being centre. Further infrastructure priorities that have been identified include increased car parking capacity, bus terminal, household recycling centre, improved pedestrian links and play areas for children including a skate park, outdoor gym, green spaces/pocket parks.

Scope for further expansion

9.4.26 The scope for further significant expansion at Chipping Norton is relatively limited. Much of the town and surrounding land to the north and west falls within the Cotswolds Area of Outstanding Natural Beauty (AONB) which whilst not precluding the possibility of development, clearly influences the ability of the town to grow.

9.4.27 Land to the east of the town is located outside of the AONB and offers the only opportunity for significant urban expansion.

9.4.28 Within the town there are a number of further development opportunities utilising previously developed (brownfield) land. A key site lies to the north of the town centre off Spring Street where the old hospital, ambulance station and care home will be redeveloped.

9.4.29 Outside Chipping Norton, opportunities for further development in the rest of the sub-area are relatively limited due to the nature and size of the settlements and lack of suitable and deliverable land for development.

9.4.30 Drawing on the brief profile outlined above we can identify a number of key issues and challenges to be addressed in relation to the Chipping Norton sub-area. These include:

- A relatively large but sparsely populated sub-area with most people living in Chipping Norton, the District's third largest town.
- Chipping Norton has an important heritage as a centre of the wool and tweed industries with an extensive Conservation Area and numerous listed buildings plus a scheduled monument. The conservation and enhancement of the historic environment is therefore an important issue in this area.
- The area has a strong and vibrant community spirit.
- Surrounding villages look to Chipping Norton which acts as a service centre although Chipping Norton itself looks to Banbury for higher order services and facilities.
- Provision of new housing in the town has been relatively modest in the past.
- Housing in Chipping Norton is relatively inexpensive compared to other parts of the District but there is still a high level of affordable housing need.
- Chipping Norton is generally known as a 'working town' but the number of people living and working in the town has fallen from 50% to 36% since 2001.
- Levels of home working in the area remain high with around 35% working at or mainly from home.
- There is very limited business land available to meet future needs.
- There is a potential opportunity for the modernisation of older employment land stock on the western side of the town.
- HGV movements through the town are a significant issue in terms of amenity and air quality.
- The town has no direct rail service although there is a rail bus to Kingham.
- Bus services are reasonable for a rural market town but there is scope for enhancement.
- There are no cycle routes into the town and routes within the town itself are poor.
- The town offers good scope for walking given close the proximity of key locations but this is hindered by the topography of the town and poor connections.
- Chipping Norton has a strong convenience goods (food) retail offer which supports the comparison goods (non-food) retail within the town through linked trips. There is limited capacity for further food retail floorspace but scope for additional non-food retail floorspace within the town.
- The availability of adequate public parking capacity is a key constraint in Chipping Norton.
- Chipping Norton as a main service centre offers a good range of services and facilities but a number of infrastructure requirements have been identified including additional primary school capacity, affordable housing, library provision and additional public car parking.
- There is some potential for the utilisation of previously developed land within the town but not enough to meet future housing requirements and as such an urban extension will be needed.

Strategy

9.4.31 Having regard to the profile and key issues outlined above, the strategy for the Chipping Norton sub-area is set out below. Regard will also be given to any adopted (made) Neighbourhood Plans in the sub-area.

- 9.4.32 In accordance with the overall strategy, the majority of future housing development within this sub-area will be located at Chipping Norton which is the District's third largest town and offers a good range of services and facilities. New housing in the rest of the sub-area will be limited to meeting local community and business needs and will be steered towards the larger villages.
- 9.4.33 It is anticipated that the overall housing delivery for this sub-area (2,047 homes) will be met through a combination of homes already completed, existing commitments, windfall development and an allocated Strategic Development Area (SDA). This is summarised in the table below. Further sites will also be identified through any subsequent review of this Local Plan.

Table 9.4b: Anticipated housing delivery in the Chipping Norton sub-area

Homes already completed (2011 – 2017)	240
Existing large planning commitments at 1 April 2017 (10 or more units): <ul style="list-style-type: none"> • Walterbush Road, Chipping Norton (201)* • Land at Rockhill Farm, Chipping Norton (96) • Land west of Quarhill Close, Over Norton (18) 	315
Existing small planning commitments at 1 April 2017 (less than 10 units)	104
Local plan allocations	
CNI East Chipping Norton Strategic Development Area (SDA)	1,200
Anticipated windfall (2017 – 2031)	188
Total anticipated housing delivery	2,047

* Remaining units forming part of a larger scheme

- 9.4.34 In the first six years of the plan period (2011 – 2017) a total of 240 homes have already been completed in the Chipping Norton sub-area. As of 1 April 2017, a further 419 homes already benefit from planning permission or resolution to grant permission subject to Section 106. This comprises 315 units on larger sites of 10 or more dwellings and 104 on smaller sites of less than 10. The largest of these sites at Walterbush Road, Chipping Norton (201 units remaining) is currently under construction.
- 9.4.35 It is also considered appropriate to include a 'windfall' allowance to cater for unidentified sites that are likely to come forward for housing over the period of the Local Plan. Based on past evidence of historic rates of windfall delivery by sub-area, it is reasonable to expect delivery of at least 188 units from unidentified windfall sites in the period 2017 – 2031.

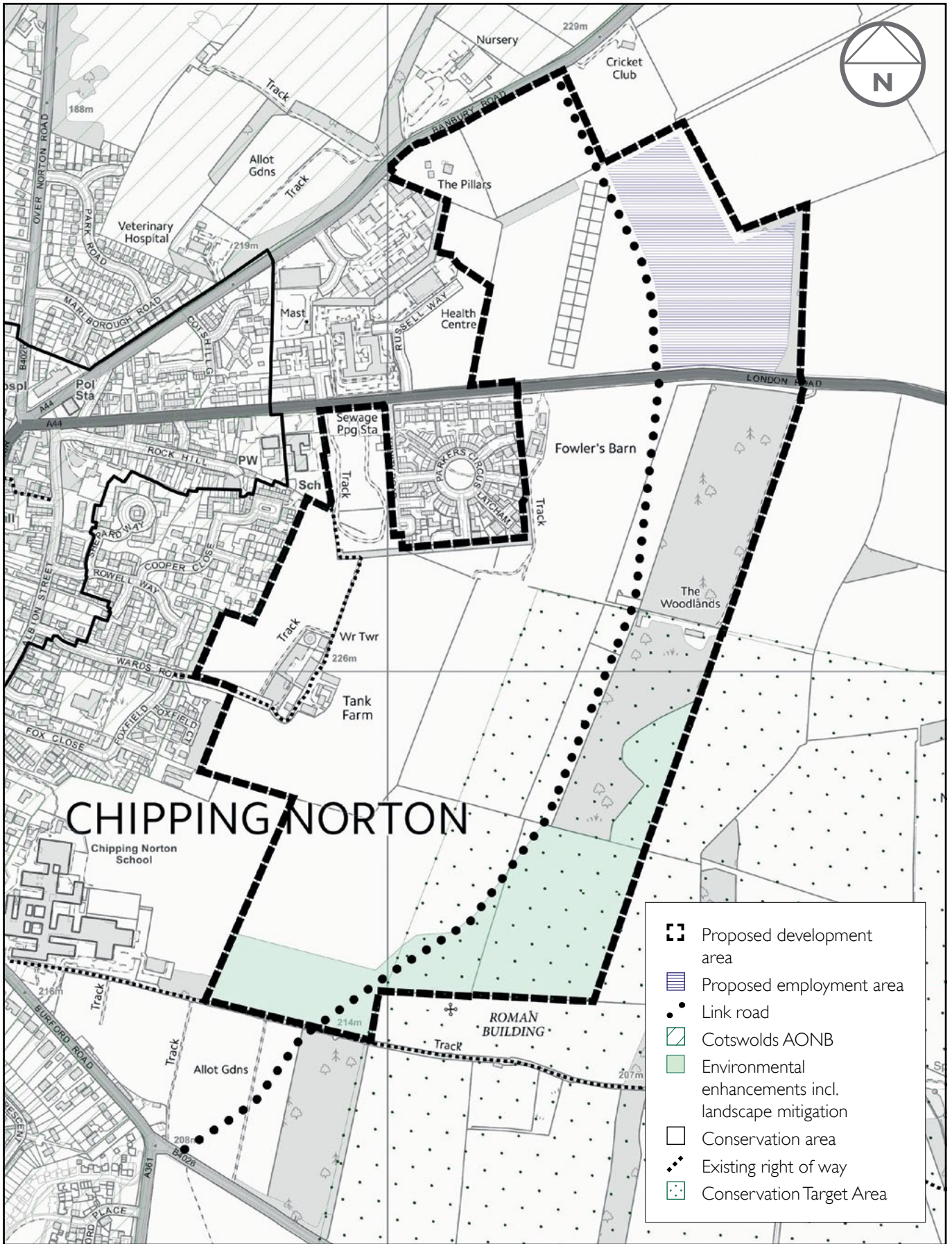
Strategic Development Areas (SDAs)

- 9.4.36 Although there are some opportunities to redevelop brownfield land within Chipping Norton to provide new housing, this will not be sufficient to meet the indicative housing requirement for this sub-area. As such there is a need to consider potential options on the edge of the town. In this regard, the land to the east of the town is generally accepted as the only potential direction in which strategic growth can occur because the other sides of the town fall within the Cotswolds Area of Outstanding Natural Beauty (AONB).
- 9.4.37 The site has been subjected to rigorous assessment including Sustainability Appraisal (SA) and is considered to represent a sustainable development opportunity. Further explanation is provided overleaf. Regard should also be had to relevant supporting background evidence.

Land east of Chipping Norton strategic development area (SDA) - 1,200 homes (Chipping Norton parish)

- 9.4.38 Land to the east of Chipping Norton which falls within Chipping Norton Parish has been identified as a potential option for growth throughout the preparation of this Local Plan. In response to the increased housing requirement suggested by the Oxfordshire SHMA (2014) the Council consulted on the inclusion of the site in a local plan consultation paper published in August 2014.
- 9.4.39 The original draft allocation (500 homes) attracted a number of comments which were carefully considered. The Council's assessment of the site was updated and the site was subsequently allocated in the pre-submission draft Local Plan for 600 homes.
- 9.4.40 The site represents a sustainable development opportunity to help meet the future housing needs of West Oxfordshire. It is located within comfortable walking and cycling distance of Chipping Norton Town Centre, it lies outside the AONB, is not affected by flooding or heritage assets and there are no significant constraints to the site coming forward. It is also owned primarily by Oxfordshire County Council who are actively promoting the site.
- 9.4.41 Given the locational advantages of the site and relative lack of policy and physical constraints, thorough consideration has been given to the advantages of significantly increasing the size of the allocation. Transport evidence commissioned on behalf of the District Council by Oxfordshire County Council has tested the implications of a much larger scheme of up to 1,500 dwellings and concludes that if supported by an eastern link road not only would the traffic impact of the additional growth be able to be mitigated but there could also be a diversion of HGV movements from Chipping Norton Town Centre, thereby possibly having a beneficial effect in terms of improving air quality - a key issue for the town. The provision of this eastern link road will therefore be provided as an integral part of the development.
- 9.4.42 Increasing the size of the allocation also provides the opportunity to bring in and incorporate the land to the north of the London Road much of which is already being actively promoted for development by various parties, thereby ensuring a comprehensive approach to development is achieved and providing the opportunity to deliver a significant quantum of new business floorspace (approximately 5 hectares) in a single, highly sustainable location with potential for further expansion in the longer term.
- 9.4.43 The physical extent and indicative capacity of the East Chipping Norton SDA has therefore been increased to 1,200 new homes in order to realise these advantages and to help meet the overall housing target which has increased significantly since the original draft Local Plan was submitted. Whilst it is a significant increase in housing numbers and employment land provision for this site it is considered that this can be successfully accommodated on the site without undue harm in terms of landscape impact subject to appropriate mitigation, albeit with an extension of the site boundary. It will also help to deliver an alternative strategic transport link for the town and help ensure the viability of a new primary school both of which will be delivered as integral parts of the allocation.
- 9.4.44 The proposed SDA allocation is shown right (note: the extent of the developable area and the route of the eastern link road shown is indicative only). The allocation envisages 280 new homes and 5 ha of business land on the land to the north of the London Road with the remaining 920 homes to be provided on the largest part of the site to the south of the London Road.

Figure 9.4c: Land east of Chipping Norton Strategic Development Area (SDA)



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- 9.4.45 In connecting the London Road to the B4026/A361 the proposed eastern link road is likely to need to be routed across land in the ownership of the Town Council much of which is in use as allotments as well as an area of community woodland. The proposed SDA itself would provide an opportunity for any necessary relocation of the allotments. Comprehensive development of this area also provides the opportunity to link the London Road with the Banbury Road, thereby further increasing journey choice for vehicles and also ensuring good connections for the proposed business land (5 ha) north of the London Road.
- 9.4.46 Key considerations for this site include landscape impact, access arrangements (including the potential need to relocate the existing allotments if displaced), school and healthcare capacity and the need to create a sustainable, mixed community that integrates effectively with the existing town. Given the extent of the proposed SDA, the Council wishes to achieve a comprehensive development and will require the preparation of an overall masterplan for the area incorporating both land to the south and north of the London Road. This will allow for individual applications to potentially come forward for parts of the site in the shorter-term without prejudicing delivery of a more advantageous, comprehensive scheme.
- 9.4.47 In terms of landscape impact, it will be necessary to demonstrate through a landscape led approach to the siting, layout and mass and scale of the development that the proposed quantum of development can be accommodated without undue landscape and visual impact.
- 9.4.48 With regard to access, it is unlikely that a vehicular access can be achieved through the existing residential area to the west or via the track to the south running adjacent to the secondary school. In light of the increased size of the allocation, the initial proposal which was to provide vehicular access effectively through a cul de sac arrangement from two points, via Trinity Road onto London Road and via Fowlers Barn onto London Road will no longer be appropriate. Whilst these two points of access will still be needed, the size of the development is such that a 'through route' from north to south will be needed to distribute traffic arising from the allocation onto the network. The onus will be on the developer to demonstrate to the satisfaction of the County Council as highway authority that satisfactory vehicular access can be achieved.
- 9.4.49 In terms of school capacity, because primary school capacity in Chipping Norton and the surrounding areas is relatively limited, it is a requirement of any proposed development on this site that a new primary school will be provided. The site is close to the existing secondary school where there is adequate capacity to absorb additional pupil numbers despite the increased size of the allocation.
- 9.4.50 In terms of healthcare provision, the SDA adjoins the Chipping Norton Health Centre on London Road, which provides primary health care services to around 15,000 patients in Chipping Norton and the surrounding villages. An important consideration for the development of the East Chipping Norton SDA is the ability of the health centre to absorb additional patient numbers that will be generated by the development as people move in. Policy CN1 therefore requires this issue to be taken into account through the masterplanning process.
- 9.4.51 With regard to the mix of uses on the site, given the scale of development proposed it is anticipated that this development will provide a balanced, mixed community with a new school, local centre and other supporting facilities. The scale and mix of uses in the local centre would be intended to meet the needs of the development and not compete with the Town Centre. There is also good potential for the development to include additional business space and it is envisaged that this will be provided in a single 5ha location to the north of London Road in order to provide a good level of 'critical mass' and to allow for potential occupation by large format employers.
- 9.4.52 Other facilities will be sought as part of the overall mix of development including open space, play facilities and any other requirements identified as being necessary to make the development acceptable in planning terms.

POLICY CNI:

East Chipping Norton strategic development area (1,200 homes)

Land to the east of Chipping Norton to accommodate a sustainable, integrated community that forms a positive addition to the town, including:

- a) about 1,200 homes with a balanced and appropriate mix of residential accommodation to meet identified needs, including affordable housing;
- b) comprehensive development for the whole site including land north and south of London Road to be led by an agreed masterplan;
- c) provision for additional business floorspace of around 5ha on land to the north of London Road;
- d) the provision of appropriate landscaping measures to mitigate the potential impact of development;
- e) the provision of supporting transport infrastructure, including mitigating the impact of traffic associated with the development; the provision of appropriate financial contributions towards LTP4 transport schemes; provision of appropriate public transport (services and infrastructure) serving the site; and provision of a comprehensive network for pedestrians and cyclists with good connectivity provided to adjoining areas and other key destinations. In particular, satisfactory vehicular access arrangements should be agreed in principle with the highway authority and demonstrated through a robust Transport Assessment (TA) to include the provision of an eastern link road connecting the Banbury Road to the B4026/A361 via London Road. This will be provided as an integral part of the proposed SDA;
- f) the provision of a new primary school on-site (2FE (including nursery) on a 2.22ha site;
- g) provision of local convenience shopping, community and leisure facilities through the creation of a local centre, with due consideration given to any potential impact on the vitality and viability of the town centre;
- h) green space and biodiversity enhancements including arrangements for future maintenance recognising that part of the sites falls within the Glyme and Dorn Conservation Target Area (CTA);
- i) the investigation, recording and safeguarding of the known and potential archaeological significance of the Area prior to the commencement of development. The results of the investigation and recording should inform the development and be deposited in a public archive;
- j) appropriate measures to mitigate flood risk including the use of sustainable drainage methods to ensure that post-development surface water run-off rates are attenuated to achieve a reduction in greenfield run-off rates. The sustainable drainage systems should be designed to provide a biodiversity enhancement.
- k) connection to the mains sewerage network which includes infrastructure upgrades where required including any necessary phasing arrangements.
- l) mitigation measures to ensure there is no detrimental impact on groundwater quality
- m) supporting transport infrastructure, including proposals to mitigate the impact of traffic associated with the development including on the air quality management area (AQMA) and incorporating a comprehensive network for pedestrians, cyclists and public transport with links to adjoining areas;
- n) demonstrate the use of renewable energy, sustainable design and construction methods, with a high level of energy efficiency in new buildings; and
- o) the developer will be required to set aside 5% of the developable plots for those wishing to undertake custom/self-build.
- p) Lighting proposals relating to the site will need to have due regard to the potential impact on the AONB, in particular the Rollright Stones Dark Skies Discovery Site.
- q) The issue of health care provision and capacity of the Chipping Norton Health Centre to absorb additional patient numbers to be taken into account as part of any masterplan for the site.
- r) Where necessary, replacement/re-provision of any allotments that are lost as a result of the proposed development, in an appropriate, accessible location.

Employment

- 9.4.53 There is an identified shortage of business land in Chipping Norton. As such, a key element of the local strategy for the sub-area is to increase the supply of business land in suitable, accessible locations.
- 9.4.54 As part of the East Chipping Norton SDA provision will be made for around 5 hectares of business land (B-class uses) on land to the north of London Road. The provision of a small business park in this location would be attractive to potential developers and occupants and would be adequate in size to meet currently identified needs. Further land exists to the east of the SDA boundary which could provide potential for further expansion for business use in the longer-term.
- 9.4.55 We will also support the retention of the existing older business sites on the western side of the town and other key employment sites within the rural areas. The principle of modernisation and improvement to ensure premises remain fit for purpose is supported.
- 9.4.56 New employment provision in the rest of the sub-area will generally be limited to meeting local community and business needs. Rural diversification projects will be supported in principle.

Transport

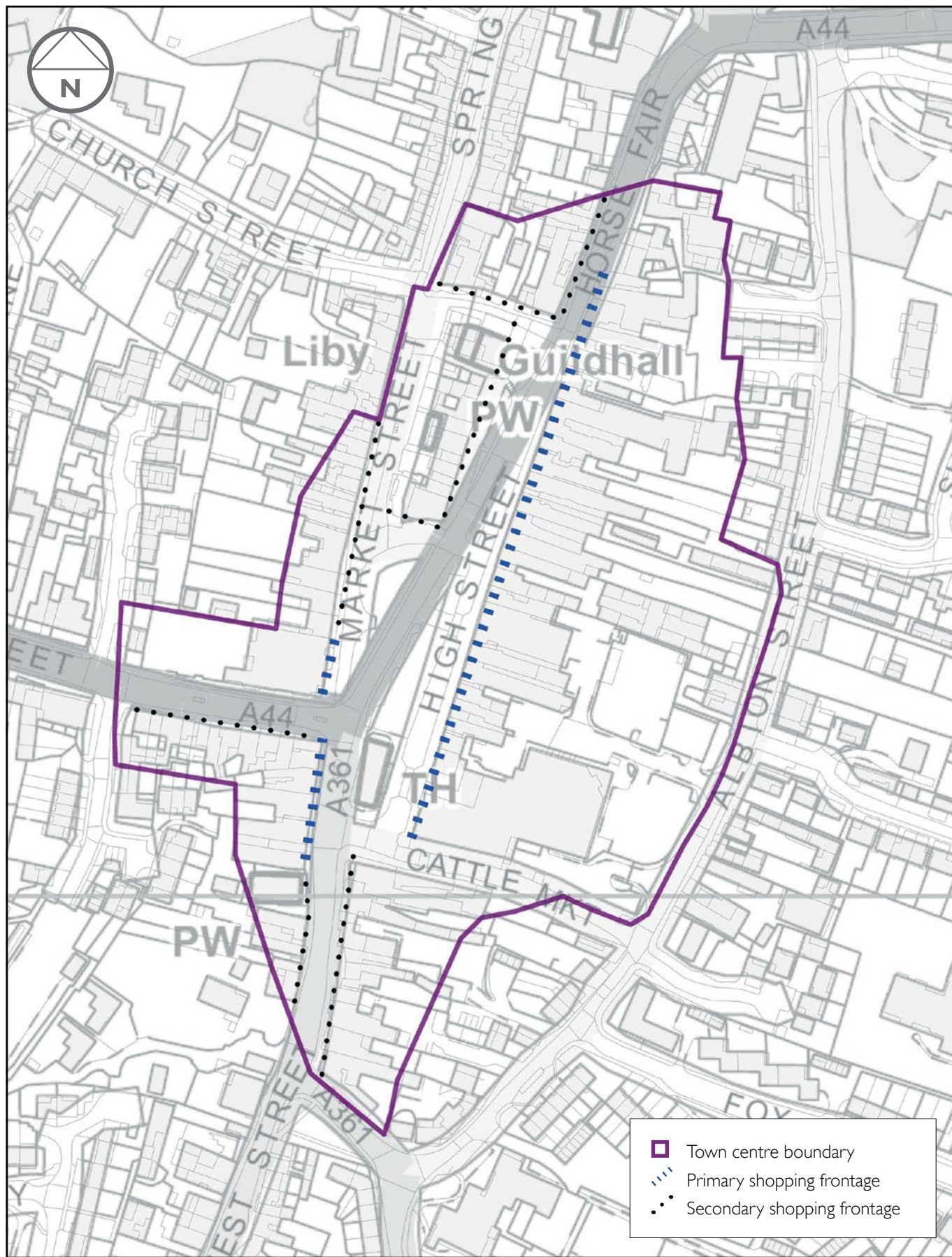
- 9.4.57 Transport is an important issue for the Chipping Norton sub-area. Key issues to address include the impact of HGV movements through the town centre on air quality and amenity, the existence of deficiencies in existing bus services, relatively poor pedestrian and cycling opportunities within the town and the surrounding area and car parking capacity.
- 9.4.58 In terms of HGV movements, Oxfordshire County Council have commissioned a feasibility study for the implementation of the lorry management measures identified in the Chipping Norton Air Quality Action Plan. They also propose to conduct a review of the environmental weight restrictions across the County paying particular attention to those areas which are subject to high and significant levels of HGV traffic. This will focus on places which currently do not have any restrictions in force including Chipping Norton. More recently on behalf of the District Council, Oxfordshire County Council have commissioned additional transport evidence for Chipping Norton to help inform the Local Plan. The report concludes that the provision of an eastern link road for Chipping Norton could have a beneficial impact on HGV movements through the town centre, potentially diverting a percentage of HGV movements and thereby possibly having a beneficial impact on air quality. The provision of this link road is therefore an integral element of the proposed East Chipping Norton Strategic Development Area (SDA).
- 9.4.59 We will therefore work in partnership with the County Council, Chipping Norton Town Council and other relevant parties to bring forward the East Chipping Norton SDA including the provision of the eastern link road and also to implement other necessary improvements to alleviate the impact of HGVs on the Town Centre.

- 9.4.60 In terms of bus service provision, Chipping Norton is reasonably well-served for a rural market town but there is scope for further enhancement. In the emerging Neighbourhood Plan the Town Council has identified the potential provision of a new bus terminal under their identified infrastructure requirements. We will therefore work with the Town Council, County Council and bus operators to improve the range, frequency and speed of bus services to key destinations as well as seeking to improve the quality and availability of waiting facilities and considering the potential provision of a new bus terminal. Where appropriate, we will seek the provision of improvements to bus services through new development either directly as part of the development or through an appropriate financial contribution.
- 9.4.61 In terms of walking and cycling, the relatively compact nature of the town means there is good scope for encouraging more active forms of travel which will also have a number of health benefits. We will work with the County Council to identify necessary improvements to facilitate the movement of pedestrians and cyclists in and around the town and surrounding areas including new and enhanced routes as well as the provision of cycle parking at key destinations.
- 9.4.62 Public car parking capacity in Chipping Norton was further assessed in 2015 as part of the Council's emerging Parking Strategy. Improvements to the efficiency and availability of public car parking in Chipping Norton will be sought as appropriate.

Retail and leisure

- 9.4.63 Chipping Norton is the main focus for retail and leisure activities within this sub-area. The town has a strong and diverse retail offer but remains vulnerable to out of centre development. We will through the Local Plan therefore seek to safeguard and reinforce the role of Chipping Norton Town Centre.
- 9.4.64 The High Street and Market Place are designated as a primary shopping frontage where the loss of shops will be resisted to help preserve this rural market town's character and vibrancy. Elsewhere secondary shopping frontages are defined as areas appropriate for a wider range shops, leisure uses and services which complement the shopping offer of the centre.
- 9.4.65 There may be potential for further proposals in the town centre although they must respect the historic burgage plots and maintain good pedestrian access to the High Street. Other shopping and leisure proposals will be supported where they further enhance the viability of the town centre as a whole.
- 9.4.66 Parking availability will be further assessed with any necessary improvements identified as appropriate.

Figure 9.4d: Chipping Norton Town Centre



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Environment and heritage

- 9.4.67 The sub-area is environmentally sensitive containing a large proportion of AONB, areas of ancient woodland, historic parks and gardens and part of the Wychwood Project Area. In accordance with national policy and relevant policies of this Local Plan we will ensure that these areas are safeguarded from the harmful impact of inappropriate forms of development.
- 9.4.68 In accordance with Policy EHI and national policy, any proposed development within the AONB will be expected to conserve landscape and scenic beauty and major developments will only be permitted in exceptional circumstances and where it can be demonstrated that they are in the public interest.
- 9.4.69 The historic environment is also a key consideration in this sub-area with several Conservation Areas, scheduled monuments, historic parks and gardens and numerous listed buildings. In accordance with national policy and Policy EH9 all new development will be expected to conserve or enhance the special character and distinctiveness of West Oxfordshire's historic environment and conserve or enhance the District's heritage assets and their significance and settings.

Infrastructure

- 9.4.70 There are a number of identified infrastructure needs for Chipping Norton including additional public car parking, primary education, leisure facilities, library provision, play facilities, public transport improvements and pedestrian and cycle links.
- 9.4.71 Some of these will be provided directly as part of new developments (e.g. a new primary school as part of the proposed Strategic Development Area to the east of the town) whilst others will be provided indirectly through developer contributions and other potential sources of funding.
- 9.4.72 The IDP seeks to quantify the infrastructure improvements that will be needed to support the planned level and distribution of growth set out in the Local Plan. This will form the basis upon which future decisions regarding the provision of new or improved infrastructure will be made along with the Council's CIL regulation 123 list once introduced. CIL revenues passed to local communities including the Town Council will be able to be spent on locally identified infrastructure priorities including those identified in the Chipping Norton Neighbourhood Plan.
- 9.4.73 In accordance with Policy OS5, we will seek to ensure that all new development within the Chipping Norton sub-area is supported by appropriate and timely provision of essential supporting infrastructure.

POLICY CN2:

Chipping Norton Sub-Area Strategy

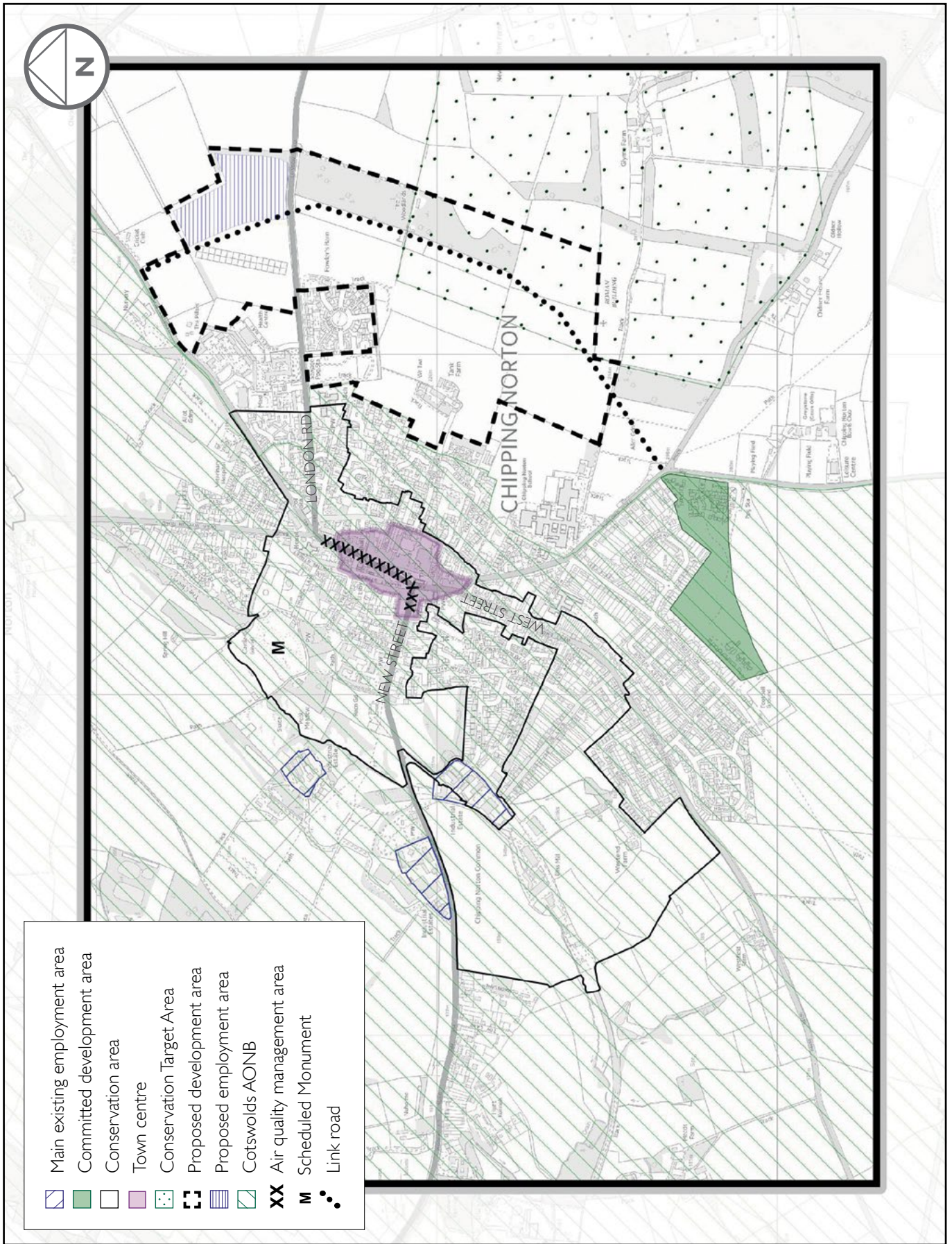
The focus of new housing, supporting facilities and additional employment opportunities will be Chipping Norton. New development in the rest of the sub-area will be limited to meeting local community and business needs and will be steered towards the larger villages.

Proposals for development in the sub-area should be consistent with the strategy which includes:

- Delivery of around 2,047 new homes* to be focused on Chipping Norton to include affordable housing and homes designed to meet a range of different needs including older people.
- A strategic mixed-use development area of around 1,200 dwellings on the eastern side of Chipping Norton (see Policy CN1)
- Retention and where appropriate modernisation of existing business premises together with the provision of additional business land of 5 hectares to be provided as part of the East Chipping Norton SDA on land to the north of London Road.
- conservation and enhancement of the town's landscape setting and heritage assets.
- conservation and enhancement of the Cotswolds Area of Outstanding Natural Beauty (AONB).
- working with the highway authority, the town council and other partners to reduce the impact of through traffic, especially lorries, upon the town centre and its air quality. This will include the provision of a new eastern link road to be delivered as an integral part of the East Chipping Norton Strategic Development Area (SDA).
- improving the range, frequency and speed of bus services to key destinations.
- improving conditions throughout the town and surrounding areas for pedestrians and cyclists, including accessibility to bus and rail services.
- a stronger town centre with new opportunities for retail and community facilities on land between High Street and Albion Street. A primary shopping frontage is defined at the High Street and Market Place.
- management of public car parking areas and the provision of adequate public car parking capacity to help support the town centre.
- ensuring that new development makes appropriate and timely provision for essential supporting infrastructure including new transport, education, health, green infrastructure and other community facilities in accordance with the IDP.
- maximising opportunities for enhancements within the Conservation Target Areas (CTAs).
- masterplanning of strategic development areas that takes adequate account of open space and green infrastructure networks and needs, and maximises opportunities to create and strengthen green infrastructure in accordance with the Council's Green Infrastructure Plan (to be prepared).
- provision of new education and community facilities.
- redevelopment of suitable previously developed sites within the town provided they are not of high environmental value and the loss any existing use would not conflict with other relevant plan policies.

* Note: In accordance with Policy H1, the figure of 2,047 homes is not an absolute target or a maximum ceiling to development.

Figure 9.4e: Chipping Norton Sub-Area Strategy (inset map)



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