

C Policies for Cherwell's Places

C.1 Introduction

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C.1 Development in and around the towns of Bicester and Banbury will ensure that the housing growth the district needs is focused on the locations that are most sustainable and most capable of absorbing this new growth.

C.2 This plan has set clear priorities for the places at which we are looking to support growth. We need to meet the needs of the population for housing and jobs.

C.3 We are taking a 'place-based' approach that seeks to align growth and investment by showing where business, employment and residential growth will occur.

C.4 We are taking a conscious decision to ~~concentrate increase the~~ growth level ~~at planned for~~ Bicester and to a lesser degree at Banbury, to secure ~~positive economic benefits~~ gains, ~~for them as towns,~~ especially ~~in~~ their retail, commercial and manufacturing roles. The two towns are the most sustainable locations for growth in the district and are the right places to meet the economic and social needs of the district whilst minimising ~~the~~ environmental ~~impacts~~ pressure generated. We are also seeking to enhance Kidlington's economic role to build on the recent development of modern business parks and its proximity to both London-Oxford Airport and Begbroke Science Park. Major growth in the villages is not appropriate as a growth approach, putting additional pressure on small communities, roads, schools and the environment.

C.5 We want towns that are places for working and visiting, not dormitory towns that are just for sleeping. We want dynamic, successful towns that provide a full range of services to their rural hinterland.

C.6 We are looking to secure full integration of new business and residential areas with the existing towns. We wish to secure mixed use development, not segregated functions and therefore are seeking a mix of commercial, retail and residential investment in our town centres. At the same time, new infrastructure investment will strengthen the vitality of the town centres by progressively redirecting through traffic, promoting sustainable modes and strengthening the links between the town centres and their surrounding neighbourhoods. The ~~proposed delivery~~ of strategic sites ~~will be expected to contribute~~ provides the opportunity for a coordinated approach to the planning of infrastructure and services, ~~that meets town-wide needs where appropriate.~~

C.6a Although major growth in the villages is not appropriate as a growth approach, putting additional pressure on small communities, roads, schools and the environment, we are seeking to support the long-term sustainability of our rural areas through a measured approach to development. Our villages and rural areas are central in making Cherwell an attractive place to live, work and visit.

C.6b The following sections on Bicester, Banbury, Kidlington and our Villages and Rural Areas provide specific place shaping policies which are supported by those for Cherwell as a whole in Section B.

~~(Please note – For all sites in this section the policies set out in Section Policies for Development in Cherwell apply (unless specifically stated otherwise).~~

~~Also, a number of strategic sites have received planning approval since the start of the plan period. They do not require specific policies as approval has already been granted, but are shown on the maps (Appendix 5: ‘Maps’ and in the Housing Trajectory and Employment Trajectory (Section Monitoring Delivery of the Local Plan), including South West Bicester Phase 1, and Bankside Phase 1.)~~