



Bampton West Oxfordshire

Case Study: Residential Sector

The Project

West Oxfordshire District Council published a Site Allocations Issues and Options document for consultation in March 2008 and the application site on New Road in Bampton was considered as a potential development site. Richborough Estates entered into a promotion agreement with the landowner in 2013 to demonstrate to the local authority that the site was deliverable in accordance with the National Planning Policy Framework (NPPF).

The Approach

- A team of consultants were hand-picked by Richborough Estates to prepare a suite of reports and surveys, which would be required to support an outline planning application. The team considered many facets, including:
 - Landscape** – Located on the urban edge of Bampton and visible from surrounding countryside, development needed to be sensitively designed with regard to how it will be viewed from the north and east in particular
 - Drainage** – Given the site's history of surface water flooding, the provision for Sustainable Urban Drainage Systems (SuDS) not only met the needs of the development but helped mitigate existing issues of flooding in the surrounding area
 - Access** – Development proposals needed to include a new vehicular access point off New Road along the southern edge of the site
 - Hedgerows** – The site is contained by a number of mature hedgerows which needed to be preserved and enhanced wherever possible
- The final master plan involved a number of character areas entitled Main Street, Green Street, Green Edge and Urban Village, each with their own defined styles, densities and layout
- The local authority, local stakeholders including the Parish Council were consulted throughout the project

The Result

- The planning committee resolved to grant planning permission for up to 160 dwellings and associated access and landscape works
- The site was sold to CALA Homes in 2015



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Key Benefits

- An integrated development of much needed family homes
- A substantial financial contribution to education as part of a wide ranging S106 agreement
- New footway for pedestrian safety and local road widening to enhance two-way traffic flow
- A new direct pedestrian connection to the adjacent primary school
- Hedgerows on the edges of the site retained and enhanced
- A high proportion of affordable housing
- Green public open spaces to include a community orchard for approximately 150 apple trees

