We need more housing to cater for the growing population of the district.

The trend towards smaller households means we need to build more houses to accommodate the same population. A village with a population of 3,000 would need an additional 110 houses just to accommodate the existing population.

The map below shows the South Plan houses figures and the estimated number of dwellings we need to allocate in different parts of the district. We have already identified some sites through planning permissions and allocations in our existing local plan.

### Our planned housing distribution is:

**Rest of Central Oxfordshire**
- Wallingford: 850 houses
- Sites to be allocated in the Site Allocations: 600

**Development Plan Document in Benson, Berinsfield, Cholsey, Crowmarsh Gifford, Wheatley & Bayswater Farm**

**Remainder of District**
- Thame/Henley: 1100 houses
- Sites to be allocated in the Site Allocations: 600

**Development Plan Document in Chalgrove, Chinnor, Goring, Nettlebed, Sonning Common & Watlington**

**South Oxfordshire Core Strategy Preferred Options Consultation**

**Delivering New Homes**

**IF YOU AGREE WITH THE PREFERRED APPROACH PLEASE PLACE YOUR DOT HERE**

**IF YOU DISAGREE WITH THE PREFERRED APPROACH PLEASE PLACE YOUR DOT HERE**
Thame
Direction of growth
We have identified our preferred directions of growth along with our contingency site.
- We are suggesting that approximately 850 further houses should be built in Thame up to 2026 at site D.

The central area
- Strengthen the town centre through a mixed-use development on the cattle market (site shown on map)
- Support housing and employment uses above shops
- Improve the attraction of Thame for visitors and businesses
- Support schemes which enhance the quality of the town’s environment
- Support schemes which enhance the offer of the town, in particular the offer for eating out and socialising

Economy
- Support schemes which improve the stock of existing commercial buildings and the environment of the employment areas
- Provide for about 2 ha of land for employment growth

Infrastructure
- Improve accessibility, car parking, pedestrian and cycle links
- Provide facilities and services to support the new development.

Henley
Direction of growth
Henley is slightly different from the other towns, as due to its constrained nature we are unable to put forward a preferred option. We have identified a site at Gillotts Field (shown on map). The site is open space owned by Henley Town Council who have not put this site forward. We will be formally seeking the Town Council’s views.

We need your views on this site and/or alternative ideas on how we can address housing need in Henley.
- We are aiming to provide between 300 and 450 new houses

The central area
- Strengthen the town centre through a retail-led, mixed-use development on land at Greys Road/Reading Road
- Support housing and employment uses above shops
- Improve the attraction of Henley for visitors and businesses
- Improve accessibility, car parking, pedestrian and cycle links
- Support schemes which enhance the quality of the town’s environment
- Support schemes which enhance the offer of the town, particularly for eating out and socialising

Economy
- Provide about 2 ha of land for employment growth
- Support schemes which improve the stock of existing commercial buildings and the environment of the employment areas

Infrastructure
- Assist other service providers to improve or replace their existing buildings
- Provide facilities and services to support the new development.
Didcot

Didcot is the focus for major housing growth in the district; we hope to transform Didcot into a lively thriving town.

Direction of growth
- Our preferred approach is an urban extension to the north-east of Didcot (Option A). To deliver 1,430 new homes before 2016.
- Post 2016 we have two options to accommodate an additional 450 houses. One being option A+ (shown on map, a continuation of A) or the Western part of option E.

The central area
- Strengthen the town centre through a retail-led mixed-use extension to the Orchard Centre
- Regenerate the Broadway
- Regenerate the area around the station
- Improvements to Cow Lane tunnel.

Infrastructure
We are considering the following transport improvements.
- A Harwell by-pass from the A417 to the A4130
- A southern perimeter route extending from the Harwell by-pass to either Park Road or New Road depending on the location of new housing (see full report for details)
- Infrastructure improvements are also highlighted in the Vale of White Horse District Council’s Core Strategy Preferred Options

Green Infrastructure
We are seeking to provide new natural green space on the southern perimeter of Didcot (approx 45ha) and to the north east of the town (approx 65ha) between Ladygrove and the Wittenham Clumps.

Wallingford

Direction of growth
We have put forward a choice between two potential preferred sites, B or E (see map), we need you to let us know which one you favour. Full details of the advantages and disadvantages of each site can be found in the full strategy document.
- We are suggesting that approximately 850 further houses should be built in Wallingford up to 2026.

The central area
- Strengthen the town centre through a retail-led, mixed-use development on the former Waitrose site
- Support housing and employment uses above shops to support the role of the market place as a focal hub
- Improve the attraction of Wallingford for visitors with particular emphasis on the River Thames

Economy
- Provide further employment growth of about 2ha.
- Support schemes which improve the stock and environment of existing employment areas.

Infrastructure
- Improve accessibility, car parking, pedestrian links and air quality support schemes which enhance the quality of the town’s environment.
- Provide facilities and services to support the new development.
- Provide and improve services and facilities for the young and old.
Wallingford

Here are some of the issues we believe Wallingford is facing:

- The retail function of the town centre is declining
- The former Waitrose store remains vacant
- The potential of the town to attract visitors is not fully exploited
- Some facilities, for example the secondary school, are at capacity
- In spite of recent new building the need for affordable housing remains high
- In the Employment Land Review (August 2007) the overall rating of the Hithercroft Industrial Estate, the town's main employment area, was average
- The Open Space and Recreation Facility Assessment showed there were areas for improvements
- There are air quality problems caused by queuing traffic
- A higher percentage of over 65s than the average for the district, county and South east.
South of Oxford SDA

The government requires in the draft South East Plan that we review the Green Belt on the southern edge of Oxford to provide an urban extension to the City of 4,000 houses. The Council has opposed the review of the Green Belt in this location but if the final South East Plan retains this government requirement we have no choice but to make provision for it. If this is the case, we will aim to:

- Revise the green belt boundary to that shown on the map
- Relocate the sewage treatment works on site and provide the infrastructure and services required by the development
- Create a significant area of landscaping on the edge of the development
- Retain the park homes site and the gypsy and traveller site
- Seek further advice on transport impacts and mitigation measures needed to ensure the development can be accommodated without unacceptable impacts to the network
- Work with Oxford city to ensure the development is integrated with the City.

Rural communities

We aim to support the rural economy through different initiatives including allocation of employment land totalling 4 ha. We will be looking at ways in which we can keep our community facilities. This will be picked up further through our Development Management Policies document. We will also support rural housing and exception sites as well as rural transport initiatives. Rural exception sites are small sites for affordable housing only within or adjacent to villages where market housing would not normally be permitted.
Next steps

This exhibition only provides a snapshot of what we are proposing for the district. We also have policies concerned with:

- Our environment
- Quality design
- Green infrastructure.

To find out more we ask that you read the full Core Strategy Preferred Options document.

We will use your comments to help prepare the Core Strategy for submission to the Secretary of State, so it is important that you give us your views.

The full strategy

You can view a copy of the full strategy online, along with the exhibition boards via www.southoxon.gov.uk/corestrategy or order a hard copy (at a cost of £9/document) by telephoning 01491 823725.

The consultation closes on 1 May, so please submit your comments to us by then, we encourage people respond using the standard response form.

Email: yourplaceyourfuture@southoxon.gov.uk

Post: Planning Policy,
South Oxfordshire District Council,
Benson Lane,
Crowmarsh Gifford,
Wallingford,
OX10 8NJ.

Or simply hand it in at one of the exhibitions or workshops.
Here are some of the issues we believe Didcot is facing:

- The retail function of the town centre is declining
- The growth gives the impetus to further improve the town centre by a retail-led mixed use scheme;
- The regeneration of areas of the town particularly around the station and Broadway is needed;
- Improved movement networks are required around the town particularly to access the town centre and to mitigate the barrier effect of the railway
- The linkages between Didcot and the key employment sites in the area need enhancing to encourage people to live and work locally, by providing the type of housing needed with good facilities and services in the town as well as by providing improved access;
- Further land for housing is needed with policies which promote the building of high quality urban extensions which integrate well with the town
- Improvements are needed to the transport network and particularly those which assist in east west movements;
- New facilities will be needed for education including tertiary education, health and recreation;
- Other initiatives which contribute to improving the environment and image of Didcot such as gateway features are needed.
Here are some of the issues we believe Thame is facing:

- Whilst the retail function of Thame is currently performing quite well, our Retail and Leisure Needs Survey highlights the real risk that the continued expansion of competing centres such as High Wycombe, Aylesbury and Oxford will put pressure on Thame to maintain its market share. Thame needs to ensure it continues to perform well;
- Residents often raise the lack of leisure and community facilities as an issue;
- Some of the employment areas need upgrading. The Employment Land Review noted that there was some deterioration and poor upkeep at Thame Industrial Estate, the depot and works on Rycote Lane, Station Yard and at the industrial site on Aylesbury Road;
- Some of the services such as the secondary school are at capacity;
- The Open Space and Recreation facility assessment showed there were areas for improvement and a striking deficiency of 13.4 ha for parks and gardens;
- Parking is a problem in the town centre particularly on market days; and
- There is a need for more affordable housing. In the next three years, The Housing Needs Assessment indicates that 317 households who need affordable housing would like accommodation in Thame. The main reasons for choosing Thame were the quality of the neighbourhood, to be nearer family and for employment purposes.