

- 8.8 In the right locations, public art can play an important part in the design and place making of new developments and can make a contribution to the creation of a high quality public realm. It can make places more interesting, exciting and aesthetically pleasing. The Council will support the provision of public art within new development schemes in accordance with the Arts Development Strategy. The Council will encourage and promote quality art within new developments by encouraging partnership working between professional artists and craftspeople and encouraging local participation to help establish an identity for an area. The Council will particularly support proposals that use public art to make a positive contribution to the character of an area and that is of benefit to the local community by establishing civic or corporate pride and identity, encouraging public enjoyment and engagement and/or promoting the renewal of social skills.
- 8.9 Past developments in the district have not always taken account of future development coming forward on adjacent sites, this has undermined the integration of new development with existing communities.

Policy DES2: Enhancing Local Character

- 1. All new development must be designed to reflect the positive features that make up the character of the local area and should both physically and visually enhance and complement the surroundings.**
- 2. All proposals for new development should be informed by a contextual analysis that demonstrates how the design:**
 - i) has been informed by and responds positively to the site and its surroundings; and**
 - ii) reinforces place-identity by enhancing local character.**
- 3. Where a Character Assessment has been prepared as part of a made Neighbourhood Development Plan, a proposal must demonstrate that the positive features identified in the Assessment have been incorporated into the design of the development.**
- 4. Where there is no local Character Assessment a comprehensive contextual analysis of the local character should be prepared as part of an application. This should identify the positive features that make up the character of the area. The proposal must demonstrate that these positive features have been incorporated into the design of the development.**

5. Proposals that have the potential to impact upon a Conservation Area or the setting of a Conservation Area should also take account of the relevant Conservation Character Appraisal.

This policy contributes towards achieving objectives 5 & 7.

- 8.10 All proposals should take account of the local context, including the local character and existing features. Important local features, both within the landscape and built environment, in particular should be retained as part of the proposal. This should be set out on an opportunities and constraints plan.
- 8.11 National planning guidance emphasises the importance of promoting and reinforcing local distinctiveness as well as being positive about good contemporary design. Proposals for new development should demonstrate how they reflect the special character of South Oxfordshire as well as the distinct character of the local area. This should be set out in the Design and Access Statement that supports the application.
- 8.12 The Council encourages communities preparing Neighbourhood Development Plans to consider what the positive features are in their local area and identify them as part of a made Plan. Where these local features have been identified as part of a made Neighbourhood Development Plan, proposals should demonstrate that they have been incorporated into the design. Where these local features have not been identified, proposals should include a comprehensive contextual analysis that identifies them.
- 8.13 In some cases developers have been selective in the features that they have identified as forming part of the local character and have not always considered whether the features form a positive part of the local character. To avoid developments reflecting previous poor quality design the Council may undertake its own contextual analysis if it is considered that the positive features of the local character have not been identified correctly.

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