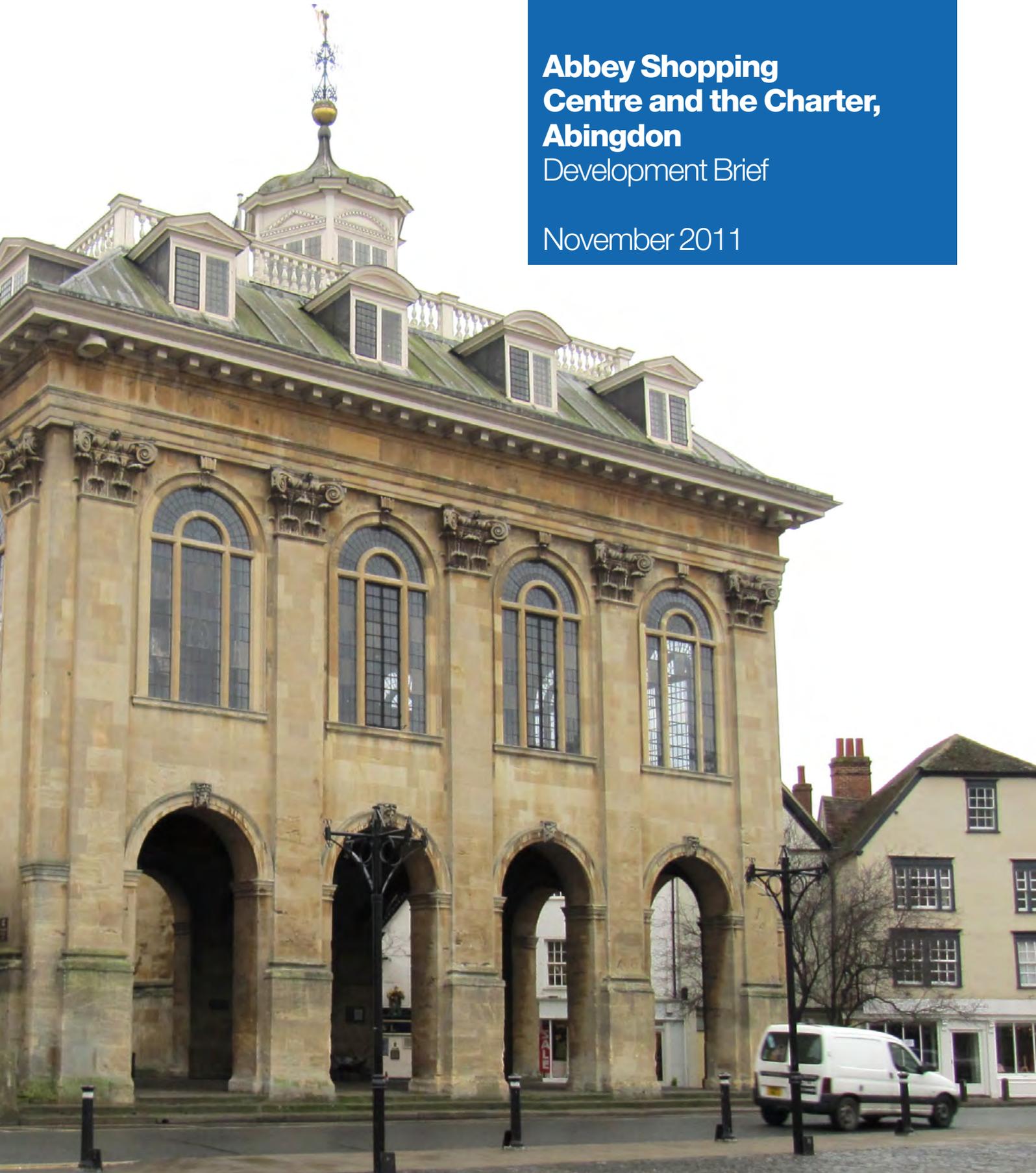


**Abbey Shopping
Centre and the Charter,
Abingdon**

Development Brief

November 2011



Planning Policy

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1.0 Introduction and Background

1.1 Background to the project

1.1.1 The Abbey Centre, formerly known as Bury Street Precinct, and the Charter Area form a key part of Abingdon Town Centre. Together, they provide a range of shops and community services, along with some flats and offices. However, the buildings are rather dated and detract from the overall quality of the Town Centre. Current and emerging local planning policy identifies the redevelopment of the area as key to raising the quality of Abingdon Town Centre, particularly through the provision of new retail facilities.

1.1.2 The Abbey Centre and the Charter Area are located at the heart of the historic Town Centre. Any redevelopment therefore has the potential to significantly improve the quality of the Town Centre as a whole. This Development Brief seeks to make the most of this opportunity by setting out planning and urban design guidance to guide the design of high quality proposals.

1.1.3 This Development Brief will be adopted by the Vale of White Horse District Council (VWHDC) as a Supplementary Planning Document (SPD). It will be used by VWHDC to assess any future planning applications for the area.

1.1.4 To realise this vision the council has agreed with Scottish Widows Investment Partnership (SWIP), through SWIP's management agents, New River Capital (NRC), to extend its lease on the site. SWIP and NRC support this Development Brief, which will not only aid high quality development that contributes positively to the sustainable future of Abingdon Town Centre, but will also ensure that the proposals are realistic and achievable in these difficult economic times.

1.2 Structure of the document

1.2.1 The document is structured as follows:

- **Chapter 1: Introduction and Background:** This chapter provides background to the project, along with the planning policy context for the site and the Development Brief.

- **Chapter 2: Issues and Influences:** This chapter sets out the key opportunities and constraints that will influence the redevelopment of the area.
- **Chapter 3: Design Principles:** This chapter sets out guidance on how the area should be redeveloped.

1.3 Planning Policy Context

1.3.1 The planning policy context for the area is set by:

- National Planning Policy in the form of Planning Policy Statements (PPSs);
- the saved policies of the VWHDC Local Plan 2011; and
- the emerging VWHDC Core Strategy.

In addition, any redevelopment will need to have regard to Oxfordshire County Council's Abingdon Transport Strategy.

National Policy

1.3.2 Sustainable economic development is a priority of current Government policy. PPS 4: Planning for Sustainable Growth (2009) promotes the vitality and viability of town and other centres as important places for communities. Key objectives are to:

- focus new economic growth and development of main town centre uses in existing centres, with the aim of offering a wide range of services to communities in an attractive and safe environment;
- create competition between retailers and enhanced consumer choice through the provision of innovative and efficient shopping, leisure, tourism and local services in town centres, which allow genuine choice to meet the needs of the entire community; and
- conserve the historic, archaeological and architectural heritage of centres and, where appropriate, enhance to provide a sense of place and a focus for the community and for civic activity.

1.3.3 As this document will be adopted as an SPD, it needs to follow the guidance set out in PPS 12: Local Spatial Planning. In particular, it needs to:

- have been prepared in accordance with current local policy and in compliance with the Statement of Community Involvement and the Regulations;
- have been subject to sustainability appraisal if necessary; and
- have regard to national policy.

Local Plan 2011 (saved Policies)

1.3.4 The current planning policy context for the VWHDC is set by the saved policies of the Vale of White Horse Local Plan 2011. This Plan will be replaced in due course by the Core Strategy which is currently being prepared.

1.3.5 The Local Plan includes a site-specific Policy, S7. This policy is supported by a Shopping Study carried out in 1991 that recommended that long-term consideration should be given to the redevelopment or extensive refurbishment of the Bury Street Precinct to provide modern well-serviced retail accommodation. A sensitively designed scheme, it was suggested, would significantly enhance the whole central area of Abingdon. This policy is set out in full opposite.

1.3.6 Policy S1 notes that retail development will be permitted within Abingdon Town Centre provided that it is in keeping with the scale and character of the centre and would not create unacceptable traffic or environmental problems.

Core Strategy Preferred Options

1.3.7 The emerging Core Strategy is at an advanced stage of preparation, with submission anticipated in 2012, having consulted on options in 2009 and 2010.

1.3.8 The emerging Core Strategy is supported by an evidence base, comprising a range of different studies. Of particular importance to this Development Brief are the retail studies undertaken in 2008 and 2010 which identified that the amount of convenience retail floorspace as well as comparison goods floorspace in Abingdon Centre is below the national average. These studies have been updated by a review undertaken by The Retail Group to address issues

Policy S7 The Bury Street Precinct, Abingdon :

Within the Bury Street Precinct and Charter Areas (as defined on the Proposals Map) proposals which lead to environmental enhancement and major refurbishment will be permitted.

The Vale of White Horse Local Plan 2001 included three areas within Abingdon town centre where there were policies to guide new development or redevelopment: the Vineyard policy area (including part of the old cinema site), West Central and the Bury Street Precinct. The future of the Vineyard and West Central areas has now been largely resolved. Schemes have come forward in the Vineyard area, predominantly for housing, and at West Central the Council has resolved to grant detailed planning permission for a mixed-use scheme including residential, a foyer (a residential/training facility for young people) and offices uses. However, no comprehensive proposals have come forward on the Bury Street Precinct and therefore it is appropriate to continue with a policy in the Local Plan seeking environmental enhancement and major refurbishment for this area.

The 1991 Shopping Study recommended that long-term consideration should be given to the redevelopment or extensive refurbishment of the Bury Street precinct to provide modern well-serviced retail accommodation. A sensitively designed scheme, it was suggested, would significantly enhance the whole central area of Abingdon. This recommendation was reiterated in the 1996 Review for implementation as a shorter term priority.

The Bury Street precinct was designed over 30 years ago and, although it is well-positioned on major pedestrian routes and offers the potential for attractive traffic-free shopping, it is now dated in design. Although the Council has designed, funded and implemented a new scheme for re-paving and street furniture, the precinct remains in need of major refurbishment. Such a scheme could include the rationalisation or provision of new and larger shop units and measures to improve pedestrian circulation, weather protection, security and the overall appearance of the area. Particular attention should be paid to the provision of high quality shop fronts. The improvement of the precinct together with proposals in the Abingdon Integrated Transport Strategy (ABITS) described in Chapter 5 are vital elements in any strategy aimed at enhancing the vitality and viability of Abingdon's town centre.

arising from different methodologies to ensure there is a quantitative case for increased development. The Retail Group's Review has reinforced the view that Abingdon is trading well below its potential, and this is principally due to a lack of modern floorspace.

1.3.9 The Core Strategy aims to significantly improve Abingdon's performance as a location for retail. The objectives for Abingdon, as set out in the Core Strategy Preferred Options, are that by 2026:

- its vibrant town centre has a successful range of varied and specialist shops, restaurants, public houses and hotels. It has improved cultural facilities and a buoyant local economy providing a range of jobs enjoyed by local residents. A range of uses, including residential and offices, occupy the first and second floors of many central buildings;
- the Abbey Centre and the Charter area have been comprehensively and attractively developed for new shops and town centre uses that have improved the retail offer and vitality of the town centre;
- environmental improvements elsewhere have enhanced the historic character of the town including High Street, the southern side of Market Place, Ock Street and Bath Street;
- traffic congestion across the town has eased with improvements carried out in the town centre, along Marcham Road and by completing the four-way junction onto the A34 at lodge Hill. A new bypass and river crossing to the south of the town has been built and has relieved congestion; and
- there are good facilities for cycling, walking and car parking.

1.3.10 The Retail Group's review, which is summarised in Chapter 2 of this document, indicates that Abingdon Town Centre needs to change radically if the Core Strategy objectives are to be met.

Abingdon Transport Strategy (2011 to 2030)

1.3.11 This is a strategy to reduce congestion, develop and increase the use of high quality, welcoming public transport and develop and increase cycling and walking for local journeys, recreation and health, including:

- Improve facilities for all pedestrians (including disabled people) across Abingdon through developing good, clear routes from residential areas to the town centre, jobs, services, and facilities around the town.
- Make sure that urban links join up with rights of way in the countryside.
- Ensure that the best cycle routes from residential areas to local services, schools, employment areas and the town centre are publicised.
- Provide good-quality cycle stands at key destinations, and infrastructure where required along key routes from the town centre to employment, education, and National Cycle Network Route no 5.
- Work with local bus companies to improve and develop bus services on new and existing routes in order to increase accessibility between Abingdon and key destinations further afield, and to secure increase accessibility to further and higher education, and employment.
- Work with organisations and businesses to reduce the occurrence of congestion and its impact.
- Support the provision of information, and platforms that reduce the need to travel or reduce inefficient car use (such as car sharing).
- Discourage private car trips in and around Abingdon where alternatives are provided, as well as improving existing and providing new infrastructure to accommodate travel needs.

2.0 Issues and Influences

2.1 The site in its context:

2.1.1 The site is located in the centre of Abingdon to the north of the Market Square. Figure 2.2 overleaf shows the site boundary. It is currently developed and comprises the former Bury Street Precinct (a 1960s retail precinct) and the Charter Area that includes community facilities (a Health Centre, a Library and a Day Care Centre) along with multi-storey car park. Bury Street is the main shopping street in Abingdon Town Centre.

2.1.2 To the north of the site lies Stratton Way, the main road linking Abingdon Town Centre to Didcot and Oxford. To the south lies the Market Square, the very attractive central space of Abingdon on which the distinctive County Hall is located.

2.1.3 The site itself is located on a backland area behind historic frontages. The surrounding historical streets, Stert Street, High Street and Bath Street are lined by town centre uses. The area beyond is predominately residential.

2.1.4 The site is part owned by the Vale of White Horse District Council and Scottish Widows. The majority of the Charter area is owned by VWHDC with small parts, such as the library building owned by Oxfordshire County Council. A Day Care Centre leased by Oxfordshire County Council is also located on the site and will be reprovided either on site or near by. Scottish Widows owns the majority of the precinct and associated service areas. The redevelopment opportunity of the existing precinct is constrained because some of the existing units have long leases remaining which impacts on their potential for redevelopment in the short term.

2.1.5 Existing underground services constrain the redevelopment potential of the existing precinct. A sewer lies underneath Bury Street and a number of other utilities and rights of way restrict the land at the rear of the retail units, currently used as service access and parking area.

2.1.6 The River Stert runs just below Stert Street and any changes to the road and its surfacing will be constrained as a result.

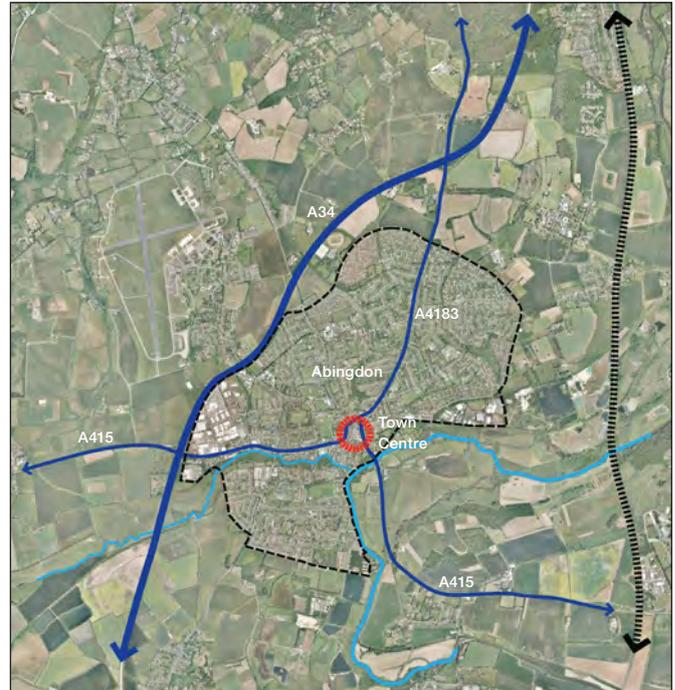


Fig. 2.1 Abingdon in its context

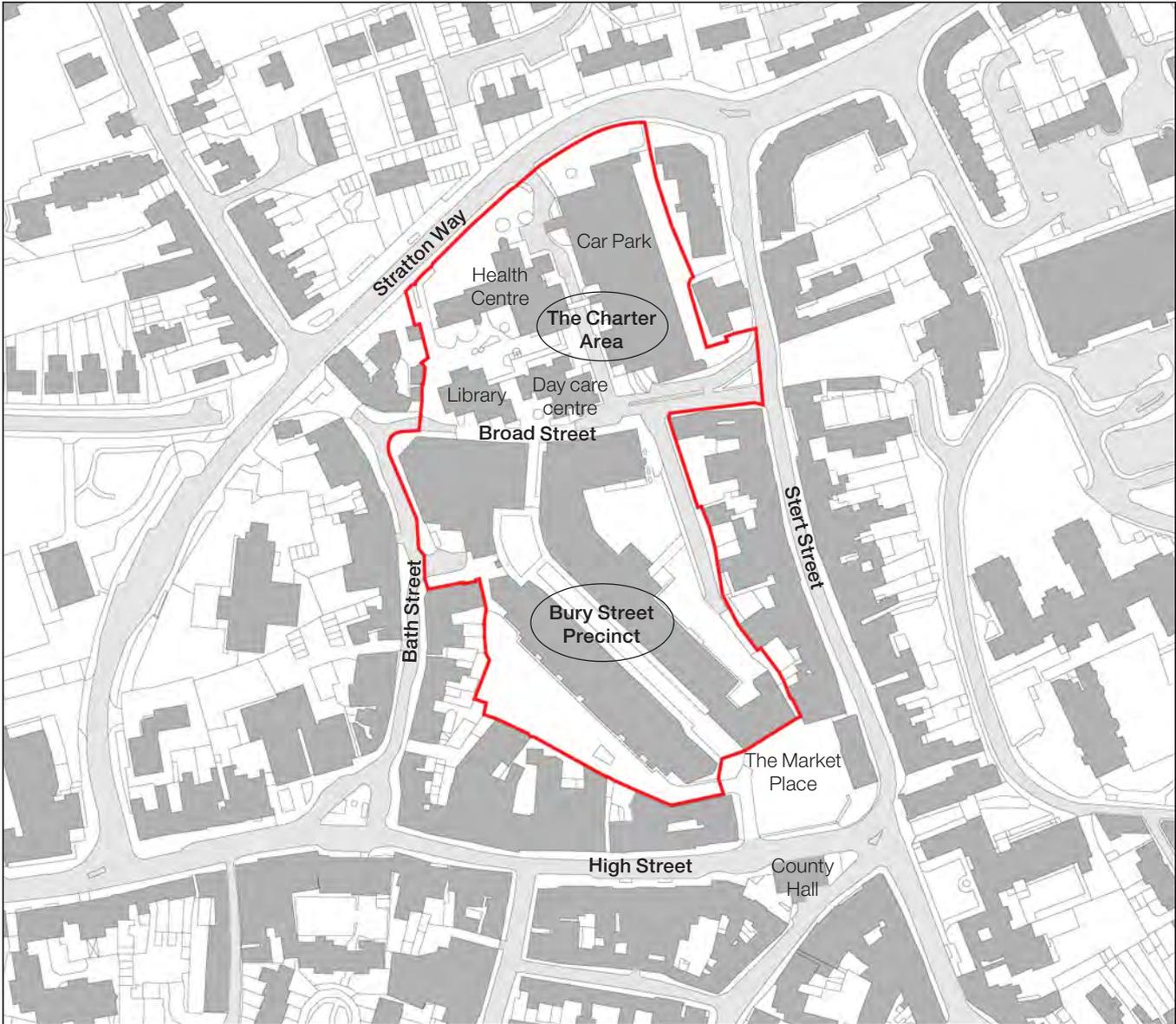
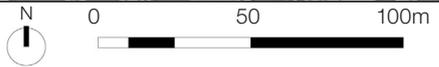


Fig. 2.2 Site location plan



2.2 Movement and Access

2.2.1 The principal vehicular access to the Town Centre is via Stratton Way and the one-way system. The Town Centre has congestion problems that have a particular negative effect on air quality. The County Council's traffic strategy has improved the situation somewhat, but the air quality issue remains. The site lies in the Abingdon Air Quality Management Area and an Air Quality Assessment will need to be carried out to support any planning application. Any redevelopment will need to consider traffic movements in the wider area, and be designed to minimise the amount of time that traffic spends queuing.

2.2.2 In the Charter Area a multi-storey car park provides 474 car parking spaces that serve the Town Centre and surrounding businesses and residents. The car park is accessed from Stert Street via Broad Street and exits onto Stratton Way. In total there are six Town Centre car parks with the Charter multi-storey being the closest to the Town Centre. The Council is introducing free short-term car parking from Christmas 2011.

2.2.3 Service access to the site is provided via the eastern end of Broad Street leading to a service yard on Queens Street, serving retail units on Stert Street and the eastern side of Bury Street. Access to the western side of Bury Street is provided from High Street, past the Market Place.

2.2.4 The Town Centre is well positioned in relation to pedestrian access and there are a number of key desire lines linking into the centre. The pedestrian routes from the east and south are more successful. To the North Stratton Way forms a barrier to pedestrian movement, although the recently improved at-grade signalised crossing at the junction with Bath Street has improved the situation. The underpass, on the contrary, does not provide a high quality pedestrian link.

2.2.5 Bus stops are located on Stratton Way and Stert Street enabling convenient access into the town centre via Bath Street and Broad Street.

2.2.6 Broad Street provides the key east west pedestrian / cycle route through the Town Centre and is an important link to the surrounding areas. Currently the environment is of poor quality with many blank frontages giving the route an unsafe feel.

2.2.7 Bury Street is the main shopping street and north south link. Due to the concentration of retail along Bury Street this is the focal point of pedestrian activity within the Town Centre.



Fig 2.3 Stratton Way is a large, busy main road.



Fig 2.4 The Charter Area Car Park currently provides 474 parking spaces within the town centre



Fig 2.5 Service areas are situated behind the Bury Street Precinct



Fig 2.6 The surrounding historic streets are of a more historic tight grain.

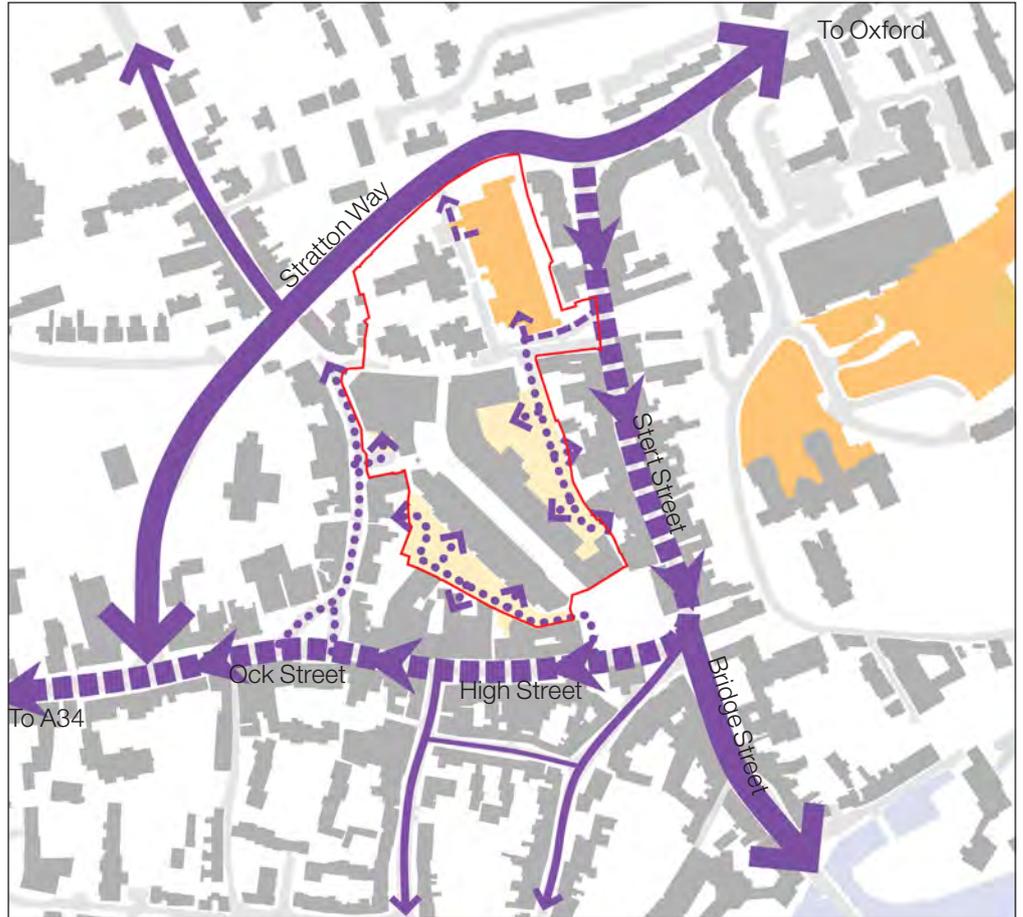


Fig 2.7 Vehicular movement

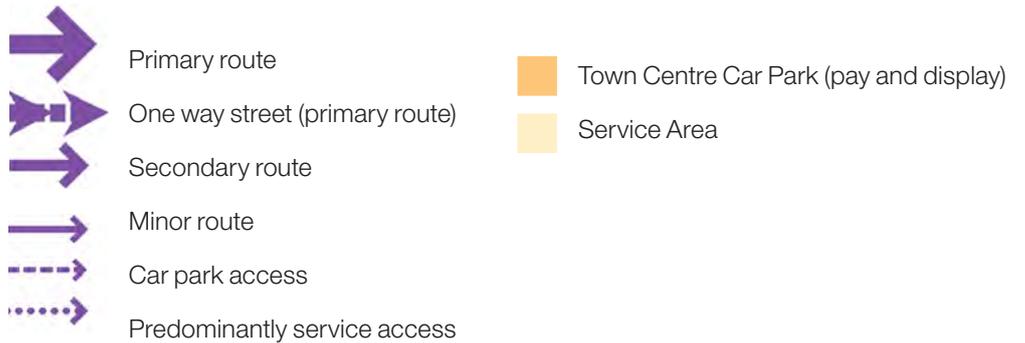




Fig 2.8 Pedestrian movement

- | | | | |
|--|--|--|--|
| | Major pedestrian route | | Subway |
| | Secondary pedestrian route | | Unpleasant pedestrian environment |
| | Tertiary pedestrian linkages | | Pedestrianised area |
| | Other pedestrian links into wider area | | Bus stop |
| | Alleyway | | Area of pedestrian/ vehicular conflict |



Fig 2.9 The Bury Street Precinct is major pedestrian route but currently looks tired and outdated

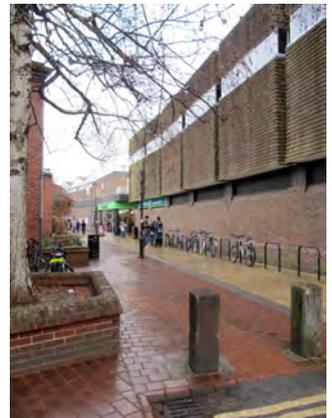


Fig 2.10 Broad Street pedestrian / cycle connection presents blank frontages onto the main route



Fig 2.11 The surrounding narrow streets can sometimes cause pedestrian / vehicular conflict

2.3 The role of the Abbey Centre and the Charter Area

2.3.1 The site is designated as Town Centre. The Abbey Centre and the Charter Area site includes the retail heart of the defined Abingdon Town Centre policy area. The emerging core strategy, its supporting and subsequent retail assessment all justify future development that supports Town Centre activities and an improved retail offer that enhances its role as such.

2.3.2 The existing precinct provides the focus for shopping in Abingdon. At the time of its construction it was innovative and forward looking. Today, however, its environmental quality has declined and it seems dated. Also the retail units no longer meet the requirements of modern retailers.

2.3.3 As part of a number of background studies for this Development Brief, The Retail Group has undertaken a Retail Review of Abingdon Town Centre (see The Retail Capacity Assessment of Abingdon Town Centre, April 2011). In summary, the report concluded that although Abingdon is an attractive and interesting place to visit its town centre offer is uninspiring and of basic quality.

The retail study indicates that there is a quantitative need to plan for approximately 4,900 sqm of convenience goods and approximately 9,800 sqm of comparison goods within the Abingdon catchment area by 2027 (ie over the plan period).

Key issues that have been identified are:

- the existing comparison offer is very weak as a result of the limited number of national multiples, the very small average size of units and the fact that they are not clustered in particular locations around the Town Centre;
- the convenience goods offer in the Town Centre is limited in terms of quantity and quality, Waitrose being the largest store; and
- the Abbey Shopping Centre is underperforming as a key retail asset for the town given its underwhelming retail mix, poor anchor stores, limited unit size, poor sightlines and connectivity to the rest of the town centre and very dated physical appearance.

2.3.4 To address these issues, the key recommendations of the retail study propose that Abingdon needs:

- a bigger, well integrated food anchor that will complement the town centre retail offer;
- more and bigger units for recognisable multiple operators (300-700 sq m), either all at ground or ground and first floor trading;
- more of an integrated and connected shopping circuit, including better connections within the Town Centre retail offer, especially between the Abbey Shopping Centre and Bath Street, Stert Street and High Street;
- better entrances to the Abbey Shopping Centre, especially from Market Place. This includes a stronger retail presence, improved sightlines and visibility; and
- stronger and improved retail around the Town Centre; and the continuous success and viability of the leading independent operators through better integration and improved visibility.

To deliver the vision for Abingdon as a vibrant and economically viable town centre, it is necessary to reduce 'expenditure leakage' to other towns and out-of-town centre shopping parks. A large anchor store will help achieve this, and should encourage linked trips to help maintain the viability of independent shops and the town centre as a whole. Initial interest so far in taking on an anchor store role has only been from Supermarkets. The Retail Study carried out alongside this SPD has shown that Abingdon town centre has the capacity for more convenience and comparison good floorspace.



Fig 2.12 The canopy on Bury Street whilst providing protection from the elements can make the space appear dark and uninviting



Fig 2.13 The Co-Op supermarket within the Bury Street precinct

2.4 Urban design and heritage assessment

2.4.1 This section provides an assessment of the urban design and conservation qualities of the study area and the wider Town Centre, and includes:

- an overview of the Town Centre, focusing on the spaces, streets and the pedestrian experience;
- an assessment of the key characteristics of the Town Centre Conservation Area; and
- a description of key listed buildings in the context of their setting within the Conservation Area, based on the listing descriptions which were mainly written in 1972.

Town Centre Overview

2.4.2 Abingdon is a historic market town, with a street pattern that reflects its medieval origins. This street pattern is largely intact (compare Figure 2.14 with Figure 2.15), although Stratton Way cuts through the loose grid formed by the historic streets. The study area lies within an area defined by four streets:

- the High Street to the south;
- Stert Street to the east;
- Bath Street to the west; and
- Stratton Way to the north.

2.4.3 The High Street, Stert Street and Bath Street all have a historic character, with building fronts tightly defining and enclosing the streets. In contrast, Stratton Way is designed primarily for vehicular movement and has blank building edges onto it. Stratton Way is not a welcoming place for pedestrians – crossing the road involves either using an underpass or signalised crossing. It clearly divides the Town Centre from the predominantly residential area to the north. In terms of vehicular access Stratton Way is one of the main access routes into the town centre and the junction of Stratton Way and Stert Street acts as the principal vehicular entrance to the historic town centre.

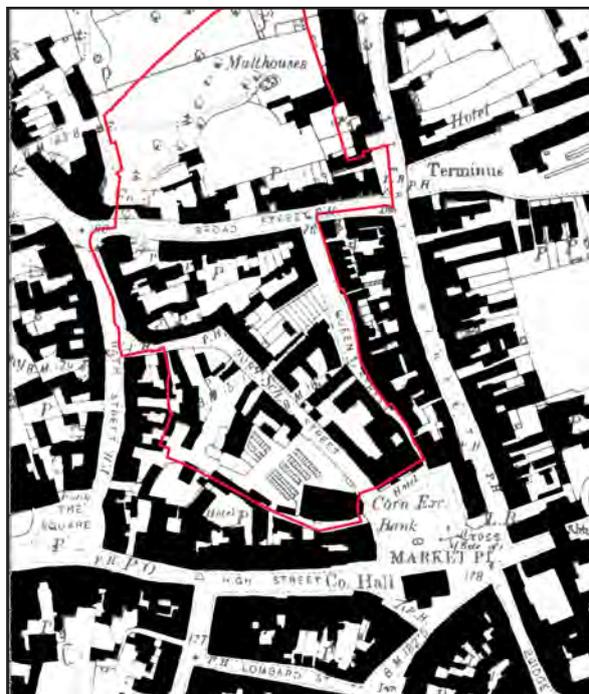


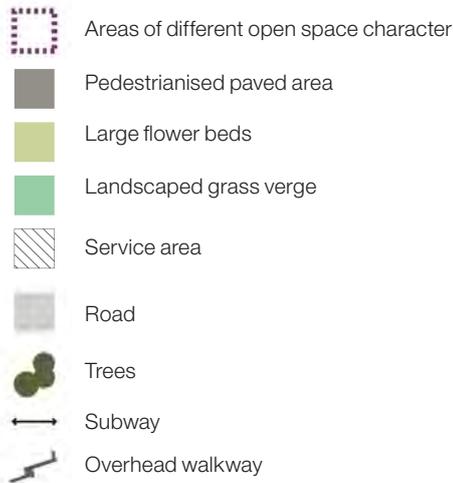
Fig 2.14: Abingdon Town Centre 1899



Fig 2.15: Abingdon Town Centre Present Day



Fig 2.16 Open space and public realm



2.4.4 Stert Street has narrow pavements, the town centre scheme undertaken in 2007 narrowed the carriageway and widened the footways where possible which significantly improved facilities for pedestrians. The footways are still narrow in places and coupled with the high volume of vehicular traffic, can make the pedestrian environment somewhat cramped at times. The lack of through traffic on Bath Street makes it a better environment for pedestrians. The High Street has rather more generous pavements than Stert Street so, despite the traffic, it is a better place to be a pedestrian.

2.4.5 The heart of the Town Centre is the attractive Market Place, located at the intersection of the High Street, Stert Street and Bridge Street. With the magnificent County Hall to the south of this space, there is no doubt that this is the most important space within the Town Centre. It has historically formed the centre for activity and commerce within the Town. The poor quality of Bury Street, leading north-westwards from the Market Place, is a disappointing contrast to this historic heart.

2.4.6 Old Station Yard, another historic space, is located to the east of the site, off Stert Street. This is a pleasant, good quality space that includes some tree planting and car parking spaces but gives pedestrians priority. It forms a key pedestrian route between the Town Centre, residential areas to the east and the Waitrose store.

2.4.7 The junction of the High Street and Bath Street forms a small triangular space in which a war memorial is located. Surrounded by roads on all three sides, this low-key space has the potential to form a better 'gateway' to the Town Centre.

2.4.8 Broad Street runs east-west through the study area. The eastern end provides service access and access to the multi-storey car park. The western 'half' of the street provides a pedestrian/cycle link. The street is currently of poor quality, due to blank walls lining its sides. It has the potential to form a strong east-west link, connecting Stert Street and Bath Street together.



Fig 2.17 Old Station Yard is a high quality urban space providing a positive pedestrian link into the centre

2.4.9 As set out in the assessment of the Conservation Area below, the majority of the Town Centre is of fine urban grain with the historic buildings creates a varied street scene with a vertical rhythm. The 1960s Abbey Shopping Centre sits in stark contrast to this environment. The precinct is homogenous in appearance and it has a horizontal rhythm contrasting the wider town character. This horizontality is further reinforced by the canopies which, although providing a certain amount of protection from rain, hide the shop fronts from view and limit the sun penetration into the space.

2.4.10 To the north of Broad Street, the Charter Area is formed by large footprint buildings that are oriented on a grid that bears no relationship to the rest of the Town Centre. The area is at odds with the fine grain of the Town Centre. Spaces in the Charter Area are fragmented, underused and often lined by blank walls. The overhead walkways prevent sun penetration and make the area appear gloomy. In terms of pedestrian legibility the overhead walkways further add to the confused pedestrian routes in this area.

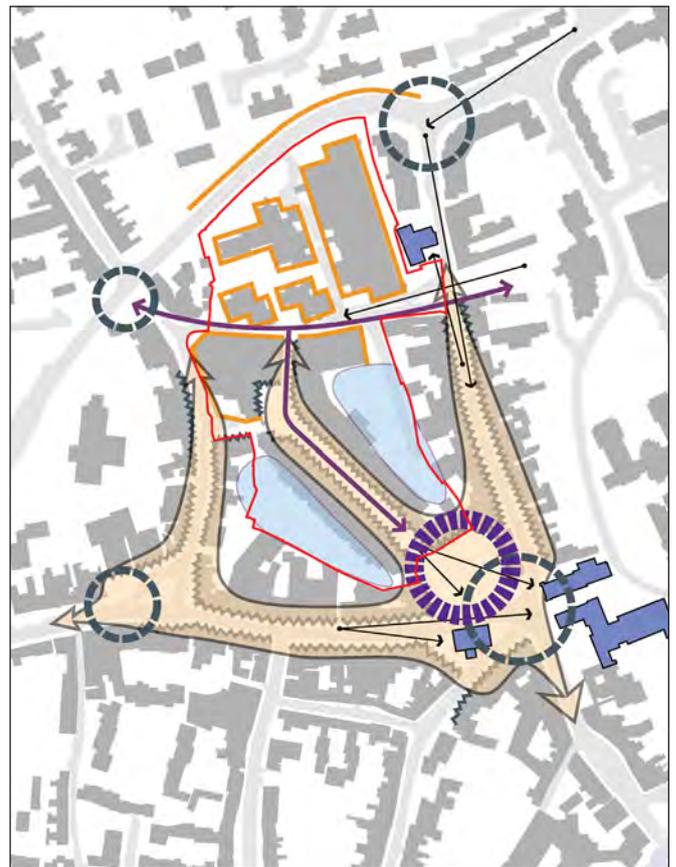


Fig 2.20 Urban design issues



Fig 2.18 The Market Square is a high quality urban space that is well used by pedestrians



Fig 2.19 The surrounding historic streets are of a high quality with attractive buildings and many positive features



Fig 2.21 Broad Street pedestrian / cycle connection is currently uninviting and underused.



Fig 2.22 The Charter Area can be confusing and hard to navigate for pedestrians

Key Characteristics of the Town Centre Conservation Area

2.4.11 This section of the Brief provides an analysis of the Conservation Area around the Abbey and Charter Site. This provides part of the basis for the design principles for new development set out in Chapter 3.

2.4.12 Abingdon Town Centre contains a large number of listed buildings. These reflect the historic quality of the centre. A Conservation Area covers the majority of the Town Centre.

2.4.13 Whilst the Abbey Shopping Centre and Charter Area are outside the boundary of the Town Centre Conservation Area, any redevelopment will affect the setting of the Conservation Area and the listed buildings within it. Planning policy states that the significance of a heritage asset such as a conservation area or listed building can be affected by development proposals within their settings.

2.4.14 Abingdon Town Centre's medieval street pattern is tightly defined and enclosed by building frontages. These buildings are varied in character but, nevertheless, they share some common themes that give the Town Centre a strong identity. This section provides an assessment of five different building elements, drawing out the issues that give the Town Centre both variety and coherence:

- plot widths;
- building height;
- building form;
- window openings; and
- materials.

2.4.15 **Plot Widths:** Like most historic market towns, Abingdon has a 'fine grain' character. By this we mean that many small buildings come together to define the streets and spaces, providing an intricate array of different building types



Fig 2.23 The medieval street pattern is key to the Town Centre's character



Fig 2.24 Streets are tightly defined and enclosed by building frontages



Fig 2.25 The Abbey and County Hall are key focal buildings in Abingdon.

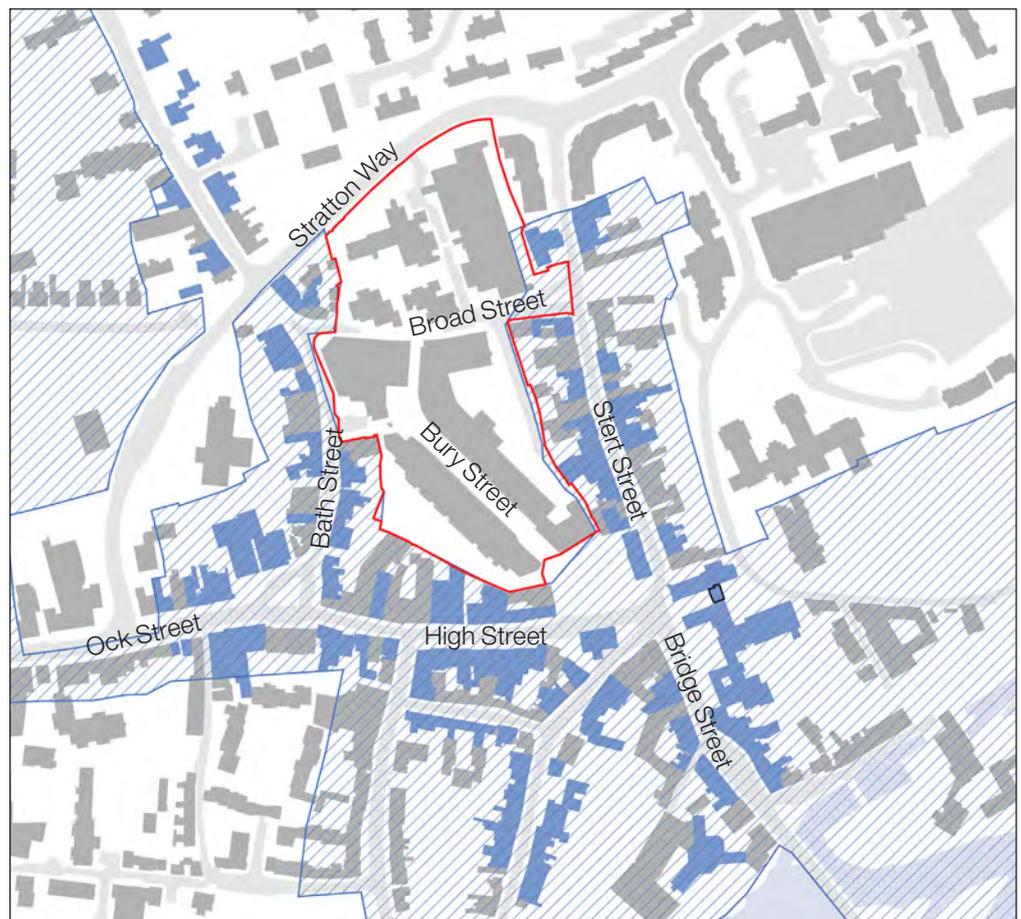
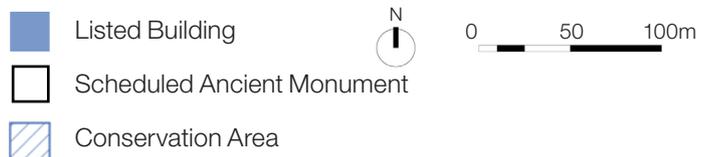


Fig 2.26 Heritage



and lanes and 'cut throughs' that connect the Town Centre together. A key part of this 'fine grain' character is the width of the building plots that front onto the streets. These plot widths vary, but only by a small amount, for example:

- The majority of the plots on Stert Street are between 4.5 and 6.5 metres wide. However, there are some wide plots such as the bank adjacent to the church which has a plot width of some 8.6 metres, and the low 'cottage' character building on the corner of Stert Street and Broad Street which has a frontage of 10 metres.
- The buildings on the south side of the High Street have a very even plot width band of around 7 to 8 metres (Fig 2.25). In contrast, the northern side of the same street has a more diverse plot width range of 5 to 10 metres. However, the historic wider buildings tend to have a building form that breaks down the apparent plot width (e.g. the pair of prominent gables above the coffee shop give an impression of two 5 metre plots).
- The buildings on Bath Street have a variety of plot widths, but they remain within the parameters set elsewhere within the Town Centre - i.e. the range if generally from 5 to 10 metres.

2.4.16 Significant variations from the general parameters of around 5 to 10 metre plot widths tend to only occur where relatively recent development has straddled plot boundaries to create single buildings. Despite attempts to break down the long elevations with some vertical rhythm, such buildings are often at odds with the 'fine grain' character, and include:

- the job centre on Stert Street;
- New Abbey Court on Stert Street (Fig 2.32);
- the former Post Office building on the High Street; and
- no. 12 Bath Street.

2.4.17 **Building Height:** Building heights vary quite considerably within the Conservation Area. The majority of buildings are two and three storeys in height, although there are some substantial four storey buildings and some very low scale two storey buildings along with a small number of single storey buildings.

2.4.18 The scale changes between buildings is sometimes significant and rather abrupt - for example, the low two-storey Added Ingredients shop on Stert Street and the three storey building immediately to the south. However, this is not the norm and building heights are more usually



Fig 2.27: Plot widths on Bath Street vary along the length of the street, but remain within the parameters set elsewhere within the Town Centre.



Fig 2.28: Abbey Court is a wider building than the others on Stert Street



Fig 2.29: Although building height varies along the South side of the High Street the plot width is consistent.



Fig 2.30: Dramatic scale changes are the exception rather than the rule (Added Ingredients Stert Street).



Fig 2.31: Brick and render might be used next to each other but rarely do they appear together on the same building.

fairly consistent along street frontages (albeit that dramatic changes in roof form can mask this consistency), with small changes in scale. Shop fronts tend to be at a similar height, and so act as a strong unifying feature along the Conservation Area's streets.

2.4.19 The highest traditional buildings are clustered around the intersection of Stert Street, the High Street and Bridge Street. The height in this area reinforces its historic role as the 'heart' of Abingdon.

2.4.20 The scale changes help to reinforce the 'fine grain' character of the Town Centre, by reinforcing the individuality of building plots.

2.4.21 **Building Form:** Buildings within the Town Centre Conservation Area are very varied. However, this variety is set within some common themes:

- The vast majority of buildings are located at the back edge of pavement, so that they tightly define and enclose the street. Buildings tend not to step backwards and forwards along the street, but have a consistent building line.
- Where eaves are parallel to the street, they tend to form an unbroken run for the entire width of the plot so giving a horizontal emphasis. Dormer windows are set back within the roof and do not break through the eaves line.
- There are many examples of strong gable ends facing onto the street. They tend to be symmetrical within each plot.
- The combination of ridgelines parallel to the street and perpendicular to the street (so creating gable ends) creates a rich, varied townscape. However, the roof forms are limited in their range - for example, whether they are perpendicular or parallel to the street, roofs are generally steeply pitched; or - where the intention is to conceal the roof for a building of 'formal' character, a parapet concealing a more gently sloping roof might be used.

2.4.22 **Window Openings:** Most windows are flat within facades and there are few examples of projecting bays. The scale, proportion and detailed design of window openings varies throughout the Town Centre. However, windows relate to the scale and character of the building, for example:

- 'Georgian' sash windows with a vertical emphasis tend to appear on the larger scale buildings such as the HSBC

Bank on the High Street or in the regular terraces that punctuate the variety, such as the group on Bath Street just south of the Black Swan.

- Squarer or more horizontally proportioned windows tend to appear on smaller scale buildings, or those with a less urban character such as The Blue Boar pub at the southern end of Bath Street.
- Whatever the style and proportions of the windows, most facades have a very ordered, symmetrical arrangement of window openings. Asymmetry is very rare.
- The combination of distinctive window types within different buildings and an ordered arrangement within each facade helps to further reinforce the individuality of the plots.

2.4.23 **Materials:** Elevational materials vary but are drawn from a limited palette. This gives a coherence across the Town Centre as a whole. Materials are predominantly:

- light coloured render;
- orange /red brick, sometimes with stone detailing;
- dark multi brick with red brick detailing;
- orange clay tiles for roofs, although slate is also used.

2.4.24 Materials are used consistently within each individual building so that, although a brick building may be next to a rendered building, brick and render are not normally used on the same building.

Key Listed Buildings

2.4.25 The Conservation Area contains a high proportion of Listed Buildings. Given the low townscape quality of many of the buildings within the study area that will be replaced, there is an opportunity for the redevelopment to significantly improve the setting of Listed Buildings, especially those in close proximity to the site.

2.4.26 The Town Centre setting of the various listed buildings described in this section is key to their character. That is, they form part of a coherent yet varied townscape that relates to the geometry of Abingdon's medieval street pattern by tightly defining and enclosing the streets. It is each building's contribution to this overall sense of enclosure that is vitally important to the collective setting of the numerous listed buildings. When this sense of enclosure breaks down – as in the Charter Area north of Broad Street – the setting of the listed buildings is badly compromised.

2.4.27 Stert Street: There are some 26 listed buildings in Stert Street close to the site area. The nearest buildings to the site are on the corner of Stert Street and Broad Street and are:

- The Knowl, at number 52 Stert Street which is a two storey 16th century house with a 17th century or early 18th century front elevation. Grade II*; and
- a group of four listed buildings forming the former Bee Public House, Grade II. The buildings are timber framed and are 17th or 18th century in origin.

2.4.28 As set out in the overall analysis of the Conservation Area, the area is characterised by a variety of building types and this is reflected in the diversity of the listed buildings, which include:

- buildings dating back as far as the 16th century. For some of these buildings, such as number 3 Stert Street, it is difficult to discern their history as they have undergone many alterations over the years – in this case, render to the upper floors and refenestration;
- buildings originating from the 17th century, often with later additions and alterations, such as number 34 Stert Street where the front elevation was replaced in the 18th century; and
- early to mid 19th century buildings, such as number 65 Stert Street opposite The Knowl.



Fig 2.33: The group of buildings forming the former Bee Public House (left) opposite the multi storey car park (right)



Fig 2.34: Another view of the former Bee Public House and the multi-storey car park



Fig 2.35: The Knowl on the junction of Stert Street and Broad Street



Fig 2.36: The Grade 1 Listed County Hall south of the Market Place



Fig 2.37: The group of listed buildings that front onto both the Market Place and Stert Street



Fig 2.38: Contrasting building types on the north side of the High Street



Fig 2.39: Stratton House and Stratton Lodge form part of a cluster of attractive buildings at the intersection of Bath Street and Broad Street.



Fig 2.40: Buildings with a more consistent character on the southern side of the High Street.

2.4.29 Market Place: The Market Place forms a very attractive focal point to Abingdon Town Centre, and is surrounded by eight Listed Buildings. These include:

- the magnificent and very prominent County Hall, which is Grade I Listed. Constructed in 1678-1683, it was designed by Christopher Kempster, one of Wren's masons;
- the Queen's Hotel, which has ancient origins of which nothing remains. The front elevation, which has been extensively altered, dates from around the 18th century. Grade II listed; and
- the group of three Grade II listed buildings, which front onto both the Market Place and Stert Street. All have timber frames at their core dating from the 17th or 18th centuries with later additions or alterations to their elevations.

2.4.30 High Street: As set out in the overall analysis of the character of the Conservation Area, the southern side of the High Street has a much more consistent architectural character than other parts of the Conservation Area. Almost all of the buildings on the southern side of the High Street are listed. The consistency is reflected in the listing description of the buildings, which considers that nos. 2 to 18 form a group. As in the rest of the Conservation Area, this group is formed of buildings that date from a variety of times – however, they are given consistency by alterations to older buildings taking place at a similar time as the construction of more recent buildings (i.e. late 18th or early 19th century). For example, no. 10 High Street has a 16th century front elevation with late 18th century bay windows on the ground floor, and no. 14 is probably early 17th century in origin with a later rendered front elevation. No. 12 High Street, in contrast, was constructed in the early 19th century.

2.4.31 The northern side of the High Street is more varied in character, with a lower proportion (around half) of buildings being listed. This variety is reflected in the listing descriptions:

- nos. 7 and 9, Grade II, late 18th or early 19th century. Rendered timber frame. Steep pitched tile roof;
- no. 11, Grade II, late C18 or early C19 stucco front on C17 or C18 timber framed house. Brick quoins. Parapet and cornice;
- no. 13 19th century front elevation to a 17th or 18th century house, with a gable to the High Street; and
- no. 23, a late 19th century red brick building.

2.4.32 Bath Street: Bath Street has some 18 listed buildings within it. The eastern side has a high proportion of Listed Buildings to the south of The Black Swan Public House. The listing description identifies numbers 1 to 15 as a group, and they have a consistent character partly because of the consistent use of rough render or render. These principally date from the 17th century and many were refronted in the 18th century, and are listed Grade II. The western side of Bath Street is more varied, with fewer listed buildings. These include:

- no. 14. Early 19th century, with a chequered brick front elevation. Grade II;
- nos. 16 and 18, Grade II. Early 19th century stucco front elevation;
- no. 20, which is highly visible on the view westwards from the pedestrian access to the Abbey Shopping Centre. Early 19th century brick rendered front elevation, Grade II; and
- Stratton House (Grade II*) is a two-storey red brick building dating from 1722, and adjacent to it is Stratton Lodge, also Grade II* listed. These form part of a cluster of attractive buildings, together with the listed nos. 31 and 33 Bath Street to the north, at the intersection of Bath Street and Broad Street. This cluster has a close visual relationship with the study area.

2.4.33 As would be expected of such an historic town, Abingdon Town Centre is highly sensitive in terms of archaeology. An archaeological desk-based assessment will be required to support any planning applications within the study area. Subsurface intrusion is likely to be minimal during refurbishments of Bury Street. However, it is recommended that trial trenching is carried out and recording is undertaken. Any Planning Application must comply with Planning Policy Statement 5, the National Planning Policy Framework, and policies contained within the Council's Local Plan 2011.

2.5 Opportunities

2.5.1 Opportunities for the redevelopment of the Abbey Shopping Centre and the Charter Area can be summarised as follows:

- creating a place that provides an attractive range of shops and services for existing and new residents and additional visitors;
- providing an anchor store in the northern area of the site. Although, there was some objection to a supermarket, market interest for the anchor store is so far only from food retailers;
- providing a greater variety and larger number of units that meet modern retail demands;
- re-providing community uses that contribute to the vitality of the town centre;
- creating a high quality Town Centre environment that responds positively to the qualities of the historic market town environment and includes green infrastructure such as street trees and green roofs;
- creating an integrated network of routes and space that encourages circular shopping trips, including the existing streets, such as Stert Street, High Street and Bath Street; and
- improving the pedestrian /cycle links to the wider town in particular to the north and to east/west route along Broad Street.

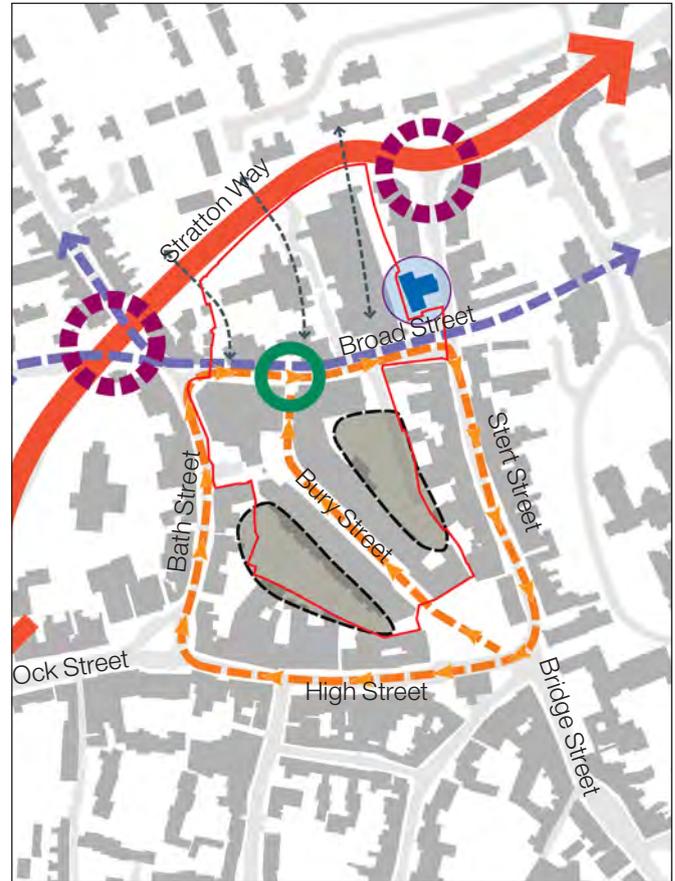
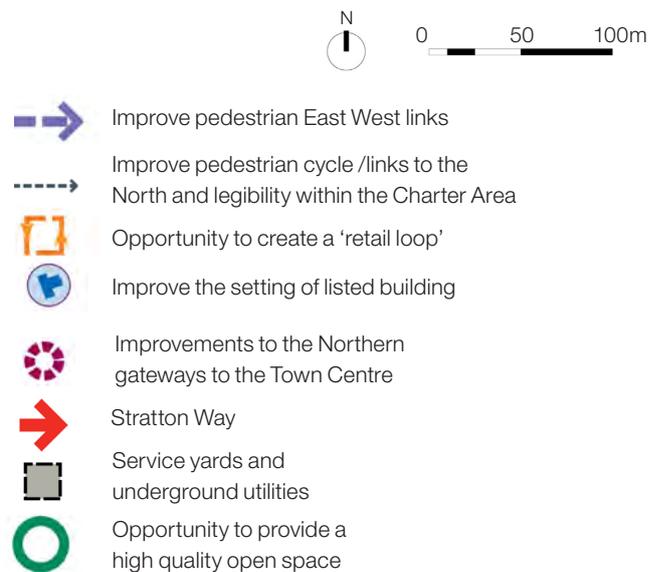


Fig 2.30 Opportunities diagram



3.0 Development principles

3.1 Introduction

3.1.1 This chapter sets out development principles to guide the design of the proposed redevelopment, and to act as a framework for assessing detailed planning applications submitted to the Local Planning Authority. The chapter is structured as follows:

- the Development Concept sets out the ‘high level’ themes that underpin the Development Principles;
- the Development Framework provides layout principles for the area as whole, focusing on routes and linkages, location of active edges and response to key views;
- building type guidance provides principles for designing the two key building types: the large floorplate building type (i.e. the foodstore) and the smaller retail units (both refurbishing existing and new build);
- guidance on the design of streets and spaces (the ‘public realm’); and
- sustainability requirements.

3.1.2 Whilst the Development Principles aim to encourage development that is sympathetic to the character of Abingdon Town Centre, they do not seek to impose a particular architectural style. Instead, they aim to set out key design principles that relate to the Town Centre’s character so that developers and their designers can use them to influence the scale, mass, proportion and detailed design of their proposals.

3.2 The Development Concept

3.2.1 The Development Concept above sets out the key principles that should inform the redevelopment of the area. The principles are:

- The foodstore is best located in the north as this site is the most appropriate area for a large footprint use. It will also create an anchor at the northern end of Bury Street, encouraging pedestrian movement past other retail frontages.
- The foodstore service yard is likely to be located off Stratton Way where it has the least impact on the Town

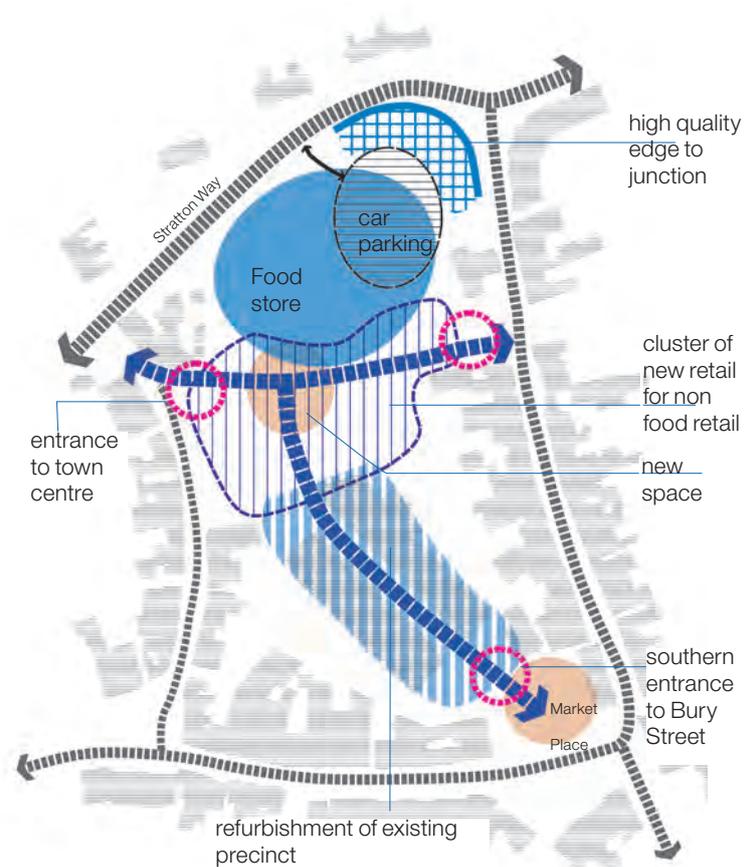


Fig 3.1 The development concept

Centre and its historic fabric, and provides direct access for vehicles.

- The junction of Stert Street and Stratton Way should be designed as a positive edge as it is visually very prominent, and provides a ‘gateway’ to the Town Centre.
- The intersection of Bury Street and Broad Street is a good location for new comparison retail, where it can link to the wider Town Centre shopping area.
- This intersection is a good location for creating a new public space as focus for new retail and other Town Centre activities such as cafes and community uses.
- The majority of Bury Street will involve the phased improvement of the existing retail units, to accommodate the existing occupiers and the leases on the units. However, there is an opportunity to signal the major changes to the area through redevelopment / improvements to the units at the southern end of Bury Street where it connects to the Market Square.

3.3 The Development Framework

3.3.1 The development framework in Figure 3.2. sets out the principles that should inform any potential development of the Abbey Shopping Centre and Charter Area. The key principles are:

Land Uses North of Broad Street

3.3.2 Uses must be predominantly retail (A1) at ground floor. Not more than 70,000 sq ft (gross internal area - GIA) of food retail may be provided. At least two comparison retail units must be provided fronting onto Broad Street. In addition:

- No more than two levels of car parking may be provided about the retail uses.
- At the junction of Stert Street and Stratton Way there is an opportunity for an additional use to animate this key junction. If the Health Centre is not provided south of Broad Street, it could be provided in this location. Other uses could include residential or offices.
- A restaurant and/or cafes (A3) may be included, but these should be subservient to the retail use.
- The development should provide accessible public toilets to replace those that will be lost.
- The redevelopment must provide an equivalent number of new car parking spaces above the food store, including designated disabled and parent with child spaces. Any application must also comply with the district council's parking standards.

Land Uses South of Broad Street

3.3.3 Land uses must be predominately retail (A1) at ground floor. Restaurants and Cafes (A3) may also be included, but these should be subservient to the retail use. In addition:

- The library must be re-provided in a facility which is larger than the existing footprint. This may be provided on an upper level. If so, it must have a generous, welcoming entrance at ground floor that offers safe and convenient access for all members of the community.
- The Health Centre must be re-provided in a facility which is larger than the existing footprint. Consultation feedback indicates a strong community preference that the Health Centre should remain in a ground floor location. Whilst there is no basis to make this compulsory, the Equality Act 2010 places legal duty on those who provide services to the public to ensure that their premises can be accessed by disabled people. This is put into effect at building design stage through Building

Regulations (PartM). Alternatively, the Health Centre may be reprovided in an accessible location north of Broad Street.

- The Day Centre should be re-provided on a like for like basis within the site.
- Buildings must include upper floor uses. In addition to the library and healthcare uses, upper floor uses may include further retail floorspace, uses ancillary to the ground floor retail, offices or residential uses.

Active and Positive Edges

3.3.4 'Active' building edges onto key streets and spaces are important in creating an attractive, welcoming place for pedestrians and designing out opportunities for crime. By 'active' we mean:

- entrances that can be used by the public, and provide views into the building; and
- windows providing views into (and out of) well-used areas.

3.3.5 Further, more detailed guidance on active edges is provided in the building type section. However, the Development Framework identifies the key locations for active edges and these are:

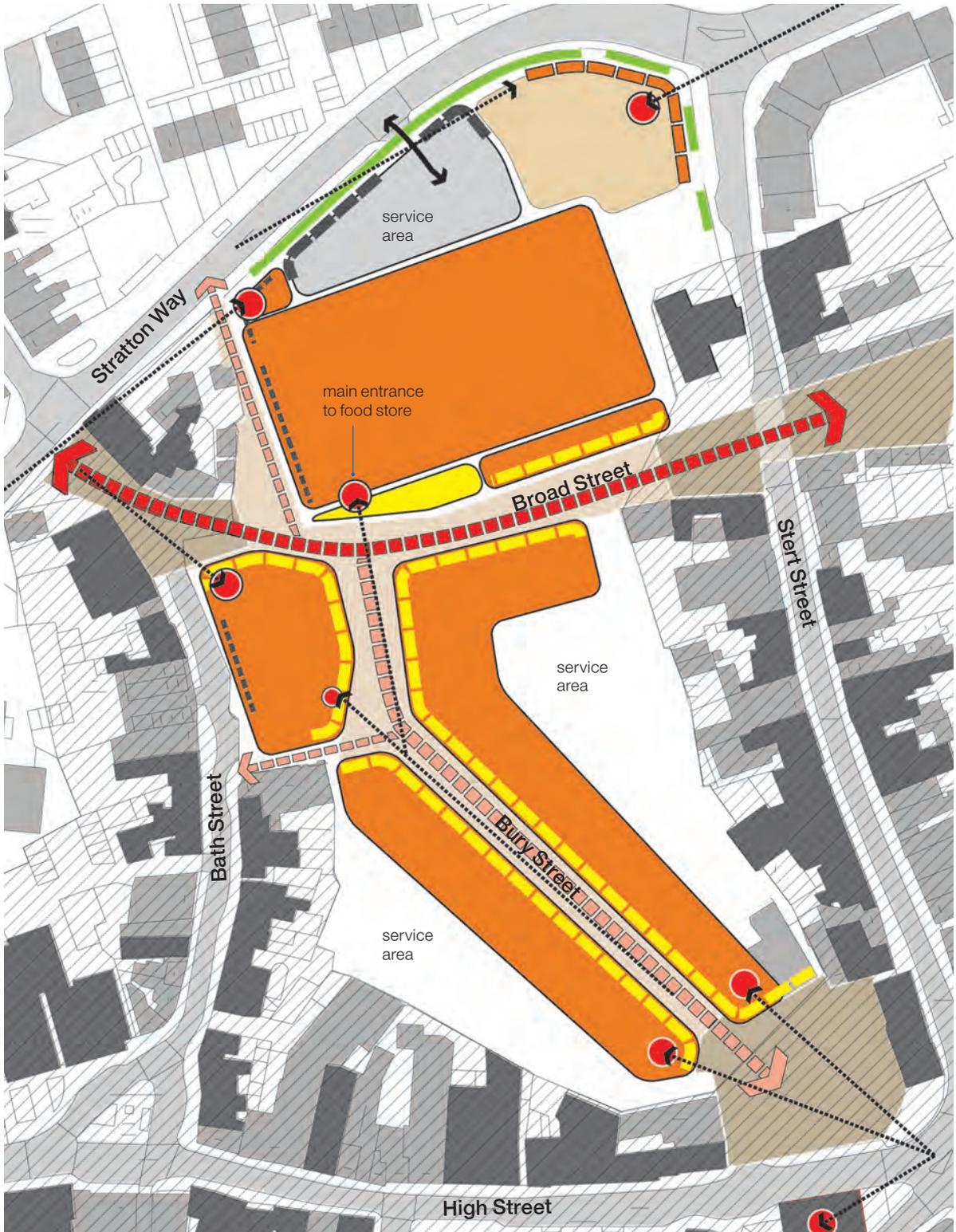
- the east and west sides of Bury Street; and
- the north and south sides of Broad Street.

3.3.6 There are other important edges which require a positive design response and these are:

- the edge at the junction of Stratton Way and Stert Street, which is visually very prominent and a key 'gateway' to the Town Centre; and
- the edge next to the pedestrian connection between Bury Street and Stratton Way.

Designing out Crime

3.3.11 Designs should reduce opportunity for crime and disorder, particularly at night time. Any application should refer to the Public Realm Community Safety Checklist (attached as Appendix 4 to the SPD). Similarly CCTV should be properly planned for early in the process and funds made available to adapt and alter the existing scheme. It is desirable that the development should be built to the principles of 'Secured by Design' (www.securedbydesign.com)



Key

-  Zones for new and refurbished retail units and the occasional cafe
-  Atrium - main entrance to food store and upper level car park
-  Service area
-  Potential development area for additional uses such as Health centre / offices
-  Primary active retail frontage

-  Public realm shared surface / pedestrian priority
-  Key pedestrian / cycle route
-  Pedestrian links
-  Potential vehicular access to service yard and car park
-  Active frontage where possible
-  Landscape edge

-  Edge of service yard screened and designed to minimise visual prominence
-  Positive edge at gateway junction
-  Conservation Area
-  Listed building
-  Other existing buildings
-  Landmark / focal point
-  Key view

Pedestrian and Cycle Routes and Linkages

3.3.7 Connecting the development into the wider Town Centre so that pedestrian can move easily between different shopping areas is important, and the development must:

- provide an east-west pedestrian priority zone along Broad Street, connecting Stert Street and Bath Street, providing clear views into the development to encourage circulation;
- broadly align new buildings to the north of Broad Street with those on Old Station Yard on the eastern side of Stert Street so that the open space can be designed to be continuous across Stert Street;
- improve the north-south pedestrian link between Broad Street and Stratton Way, and investigate opportunities to improve the subway;
- provide an east-west pedestrian link between Bury Street and Bath Street;
- Cycle routes and areas where cycling is not permitted must be clearly sign posted; and
- provide opportunities for safe and convenient cycle parking within the Town Centre.

3.3.8 Equality of access for disabled and elderly people is an important consideration for the Vale of White Horse District Council. Development proposals should promote equality access for older people and people with disabilities or reduced mobility. We recommend inclusion of shop mobility initiatives to ensure the shopping centre as a whole is more accessible to older or less mobile shoppers.

Vehicular Access and Servicing

3.3.9 Due to existing traffic management challenges access and servicing of the Charter Area is difficult. Access points in this document are indicative only and the parking assessment is a generalised assessment only.

A detailed traffic assessment will be required at planning application stage and the applicant will need to satisfy Oxfordshire County Council as the highway authority regarding traffic circulation, parking levels and site access for customer parking and HGV deliveries. If there are adverse effects that cannot be designed out or adequately mitigated by other means this may impact on the scale and siting of development. Any applicant should seek to engage with Oxfordshire County Council at the earliest opportunity.

Access and servicing requirements are as follows:

- service access to the units on Bury Street will remain as existing;

- a routeing agreement for HGV will be required to ensure impact on the town centre is minimal;
- vehicular traffic on Broad Street should be minimised as far as possible. There may be the need for access from Stert Street but the central section (at the junction with Bury Street) should be pedestrianised and not accessible for cars. On-street servicing via Broad Street will be provided where required to units fronting onto Broad Street. This must be controlled (e.g. limited to mornings and evenings) to minimise conflicts with pedestrians;
- access to the upper level parking presents challenges if queuing onto the existing road network is to be avoided. An acceptable solution will involve a range of detailed design considerations (such as the management of ticketing) as well as the location and nature of the access; and
- access to and egress from the upper level parking must be carefully designed. Access ramps should not dominate views of the site.

Response to Key Views

3.3.10 The proposed development must respect the existing character of the town, enhance the characteristics of the Conservation Area and respect the setting of listed buildings. An important part of responding to this wider context is the way in which the development responds to key views. The following principles must be followed:

- when available for redevelopment, the units at the southern end of Bury Street must be designed to make a positive contribution to the Market Square and 'signal' the new, high quality shopping to the north;
- the main entrance to the foodstore must be located on a viewline northwards from Bury Street, so that it can act as a 'draw' to shoppers;
- the corner of Broad Street and Bath Street is visually very prominent, and has the potential to 'draw' people into the new area through a building that combines high quality design with an active frontage; and
- there are few opportunities to create positive frontages on Stratton Way, yet this is a visually very prominent part of the site. The development must provide a positive corner on the junction of Stratton Way and the north-south pedestrian link. Similarly, the corner of Stratton Way and Stert Street must be designed to respond positively to its key position in the Town Centre.

3.4 Large Floorplate Building Type

Built form and height

3.4.1 Inserting a large floorplate use such as a foodstore into a fine-grained Town Centre is a design challenge if the building is to site comfortably with and relate positively to the buildings around it. The key challenge is reducing the apparent bulk of such a large building when viewed from street level. To achieve this, the building should be designed to:

- create a strong vertical rhythm, where ground and upper floors are 'tied' together reflecting Abingdon's typical plot widths of 5 to 8 metres;
- ensure that the vertical rhythm is reinforced by three-dimensional changes in the building elevations, so avoiding long, smooth facades. Such three-dimensional changes need not be significant - the aim should be to provide interest through creating shadow, and may include:
 - stepping shopfronts / external walls back at ground floor level between strong vertical columns;
 - incorporating a defined area for signage that projects forward of the main elevation by a small amount; and
 - integrating screening to the parking on the upper floors that brings texture to the elevation.
- avoid an overly horizontal emphasis at the 'eaves' line;
- respond to the key viewlines along Stratton Way, Bury Street and from Stert Street with building elements that are higher than the majority of the building; and
- use materials to support the articulation of the elevations, so that changes in materials relate to a change in three-dimensional form and are not simply 'stuck on' to the elevation.

3.4.2 The foodstore building must not exceed three storeys in height, of which one is the store and up to two are parking on the upper levels. As set out in 3.4.1 above, the foodstore should incorporate variety in height - e.g. on corners and/or terminating key viewlines. Its overall height must be well below that of the County Hall building.

3.4.3 The design of the upper floors must be carefully considered and should:

- largely screen cars from view through the use of grilles, green walls or other means;
- be integrated with the overall architectural approach to the building as a whole; and
- avoid 'pretend' elevations - e.g. brick walls with windows.



Fig 3.4: This development in Boston, Lincs creates a strong vertical rhythm that deflects attention from the parking on the upper levels



Figure 3.5: Upper floors and ground floor are designed independently of one another, so the building does not read as a coherent whole.

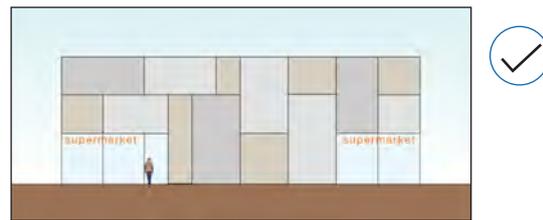


Figure 3.6: Diagram indicating principles of designing upper and lower floors as an integrated whole.



Fig 3.7: Successful integration of ground and upper floors can be achieved through a number of different architectural approaches. Corners are particularly important

Maximising active and positive frontages

3.4.4 The foodstore must be well designed if it is to avoid the appearance of a 'blank box' sitting within the Town Centre. The most important principle is to maximise the amount of 'active' frontage to the streets and spaces around the store.

3.4.5 Active frontage should be achieved by:

- locating glazing in areas of activity;
- incorporating uses such as a cafe in a prominent location;
- locating the main entrance to the store on the key viewline north from Bury Street;
- 'wrapping' the foodstore with other uses to provide an active frontage - e.g. comparison retail units onto Broad Street; and
- locating 'back of house' staff facilities at ground level on the corner of Stratton Way and the pedestrian link from Bury Street, where the store must respond to its prominent position.

3.4.6 There must be continuous active frontage along Broad Street, and as much active frontage as possible along Bury Street.

3.4.7 There will, inevitably, be some edges that are not possible to make 'active' - the service area, for example, must have an attractive, secure, high quality boundary. This should be designed to fit with the design of the building as a whole in terms of design and materials. This northern part of the development should be designed to create an attractive public realm to Stratton Way, integrating - for example - tree planting and soft landscape with the design of the building / boundary edge.

3.4.8 The corner of Stratton Way and Stert Street is a very prominent part of the site, and must be designed to be a positive, welcoming 'gateway' to the Town Centre as a whole. Ideally, a town centre use (such as the replacement health centre) should be located on this corner, 'wrapping' around the foodstore and parking. Irrespective of use, the elevation must be designed to create a high quality facade, avoiding a blank, monotonous appearance on this highly sensitive and very visible part of Abingdon Town Centre.



Fig.3.8: Sainsbury's, Wantage: cafe onto street



Fig 3.9: Additional shops create cafe onto street activity around the edges



Fig 3.10: This store in Wallingford is designed to have windows and entrances to the street



Fig 3.11: A strong glazed elevation to the street provides views into (and out of) this store in Ludlow

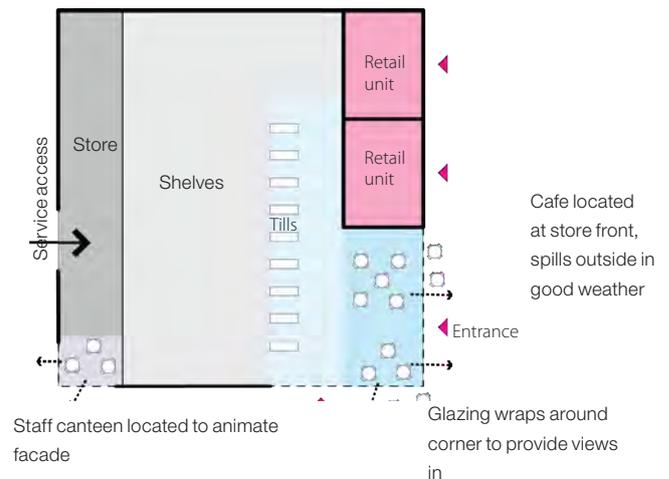


Fig 3.12: Supermarket layout designed to maximise 'active' frontage to street'



- 1 Strong vertical rhythm reflecting traditional plot widths
- 2 Roofs designed to relate to and reinforce rhythm of plot widths
- 3 Main foodstore entrance on key viewline

Fig 3.13: Illustrative view along Broad Street



- 1 Glazing to staff accommodation provides interest on this key corner
- 2 Screening to upper level parking incorporates 'green walls' to soften elevation. Grid relates to vertical rhythm on the ground floor, helping to tie the building together.
- 3 Planting onto Stratton Way helps to soften this otherwise 'hard' environment. Issues around access and sight lines must be considered.

Fig 3.14: Illustrative view along Stratton Way

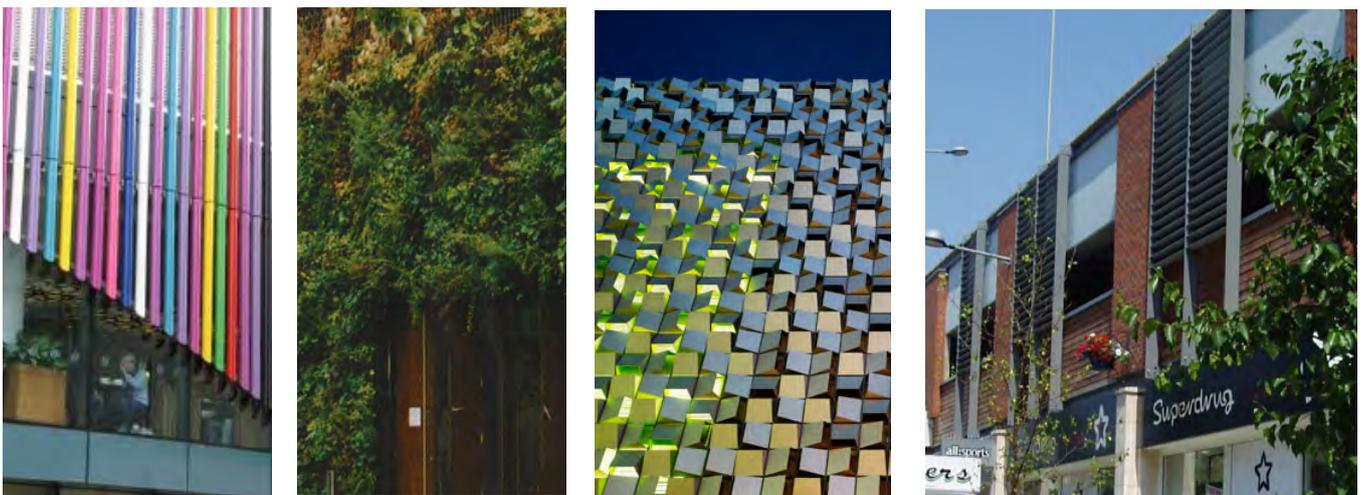


Fig 3.15: The upper level car parking is a design challenge: it needs to be a positive part of the wider townscape, be designed as an integral part of the foodstore building, reinforce the required vertical rhythm of the ground floor and be sensitive to the character of the Conservation Area. There will be many ways of achieving this - some examples are shown above.

3.5 Smaller Retail Units

3.5.1 This section provides guidance for both the refurbishment of existing retail units on Bury Street as well as new units at the northern end of Bury Street and fronting onto Broad Street. In contrast to the foodstore, these uses are made up of individual retailers operating from units that may typically be around 100-700 sq m GIA.

Built Form and Height

3.5.2 In refurbishing and/or redeveloping the existing units on Bury Street, there is an opportunity to relate the buildings more sympathetically to Abingdon's character.

- The key opportunity is to change the emphasis from horizontal proportions to a vertical rhythm that reflects typical plot widths of 5 -8 metres.
- The existing buildings are two storeys in height, with flat roofs. Building heights may be increased to a maximum of three storeys.
- Avoid continuous horizontal eaves lines for more than four 'plot widths'. Changes in roof form should relate to the vertical rhythm.
- Use three dimensional modelling of the facade to reinforce the vertical rhythm - e.g. stepping shopfronts / external walls back at ground floor level between strong vertical columns.
- Create consistency within variety by locating shop signage at a uniform height.

3.5.3 The same principles should apply to new build retail onto Broad Street. In addition:

- Single storey retail units must be avoided. Buildings should be at least two storeys high (and a maximum of three) to create an enclosed, urban environment.



Fig 3.16: . The horizontal rhythm of the existing precinct sits at odds with the market town character of Abingdon.



Fig 3.17: Above and below: A vertical rhythm and individual definition of each retail unit can be achieved in a range of architectural styles (image:© corstorphine+wright architects)



(image:© corstorphine+wright architects)



Fig 3.18: The buildings on Broad Street / Bath Street must be designed to 'turn the corner'.

- Upper storeys must include one (or more) of the uses set out on page 18. Upper storeys must be designed to provide an attractive frontage to the street, ideally incorporating glazing or windows.
- Use materials to support the articulation of the elevations, so that changes in materials relate to a change in three-dimensional form and are not simply ‘stuck on’ to the elevation.

Active Edges

- The small unit retail onto Broad Street and Bury Street must have active edges along the entire frontage.
- The active frontage of the unit(s) on Broad Street / Bath Street must be designed to ‘turn the corner’ towards Bath Street.
- The rear of the units on Bath Street should be designed to have a positive frontage - e.g. window displays for the retail units.

3.6 Public Realm

3.6.1 The redevelopment of the area has the potential to significantly improve Abingdon’s public realm and the pedestrian experience of the Town Centre. Key requirements are to:

- create a new public open space for the Town Centre at the northern end of Bury Street where it intersects with Bath Street. This should contrast with the large, formal Market Square to the south by providing a more intimate and enclosed environment;
- this public open space should be designed to allow sunlight to penetrate, provide clear sightlines to it from the connecting routes and provide places for people to sit;
- consider how Broad Street could be designed to link visually with Old Station Yard, so providing a strong impression of ‘entering’ the Town centre at the Broad Street / Stert Street / Old Station Yard intersection.

3.6.2 The character of the redeveloped area will be predominately hard and urban. However there is opportunity to soften this hard environment by:

- retaining the existing tree on Bury Street if possible;
- introduce trees to the new public open space to provide shade in summer; and
- soften the edge of the development where it meets Stratton Way.



Fig 3.19: Provide places for people to sit within the new public open space.

3.6.3 The redeveloped area has the potential to be a distinctive ‘character area’ within Abingdon. Whilst the design of public realm should be sympathetic to the wider area, a distinct palette of materials and street furniture could therefore be used to give it its own identity. The detail will be decided at a later date, but the principles should be:

- natural paving materials are preferable to man made;
- a limited range of paving material should be used and designs should be simple and unfussy so that the buildings rather than the paving dominate;
- street furniture should be from a coordinated range, and should be simple and unfussy in appearance; and
- places to sit should be designed into the public realm from the outset, avoiding isolated benches.

3.6.4 It is important for development to consider the Night Time Economy and designs should reduce opportunity for crime and disorder. Any application should refer to the Public Realm Community Safety Checklist (attached as Appendix 4 to the SPD).



Fig 3.20: Above and below: Use a limited palette of high quality materials simply to create calm spaces that allow the buildings to dominate

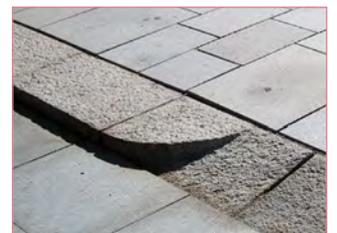


Fig 21: Careful detailing is needed to create a high quality environment

3.7 Sustainability Requirements

3.7.1 Securing sustainable development is a key national planning objective. Planning Policy Statement 1 (PPS1) sets out overall principles for sustainable development. These relate to four key areas:

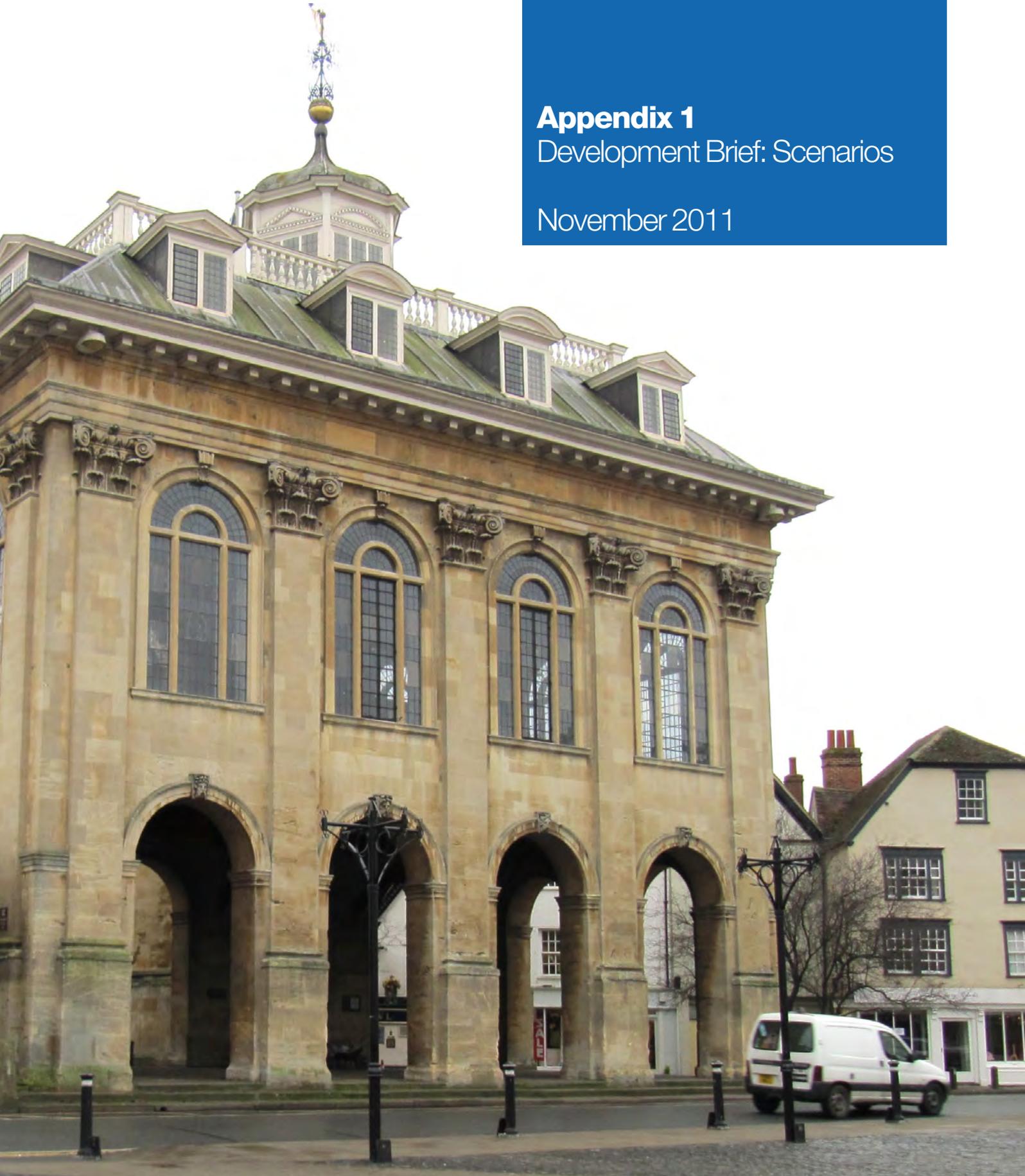
- social cohesion and inclusion;
- protection and enhancement of the environment;
- prudent use of natural resources; and
- sustainable economic development

3.7.2 PPS1 is supported by the Planning and Climate Change Supplement, which sets out how planning should contribute to reducing emissions, stabilising climate change and take into account the unavoidable consequences. The Supplement encourages Local Planning Authorities to develop planning policies that support innovation and investment in sustainable buildings.

3.7.3 Vale of White Horse planning policy is evolving, with saved policies of the adopted Local Plan 2011 forming the current planning policy framework. The LDF includes a Sustainable Construction Supplementary Planning Document, which sets targets for the proportion of energy to be met from on-site renewable or low carbon sources on developments over a certain size. The main context for sustainable development is therefore currently set by national rather than local policies.

3.7.4 The redevelopment of the Abbey Shopping Centre and the Charter Area in line with the principles set out in this Development Brief has the potential to bring significant economic and social benefits to Abingdon, supporting the sustainable future of the Town Centre. To ensure that the development is also environmentally sustainable, this Brief requires that:

- any development complies with the standards set in the Council's Sustainable Design and Construction SPD including BREEAM standards; and
- a Travel Plan is developed and implemented that encourages travel by modes other than private vehicles.



Appendix 1

Development Brief: Scenarios

November 2011

Planning Policy

Vale of White Horse District Council

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2.0 Scenario 1

3.0 Scenario 2

1.0 Introduction

1.1 Based on the development concept that is set out in the main Development Brief document two scenarios were tested. The purpose of the scenarios was to explore the planning and urban design implications of different scenarios, where the key variable is the size of the food store. This report sets out the results of this testing.

1.2 Each scenario has been appraised in terms of:

- urban design and planning issues, particularly likely impact on the Conservation Area and adjacent listed building, and ability to improve the Town Centre environment;
- sustainability, in relation to the key objectives set out in the VWHDC Core Strategy Sustainability Appraisal;
- retail, in terms of the wider issues of what will benefit the overall retail offer of Abingdon Town Centre; and
- transport, in terms of traffic impact and car parking demand.

2.0 Scenario 1

2.1 This scenario aims to maximise the benefits to the wider Town Centre by creating a strong east-west retail frontage on Broad Street that can link with the rest of the Town Centre to create a retail 'circuit'. There is potential for this retail frontage to respond to the character of the wider Town Centre through the rhythm of a series of smaller units. In addition Scenario 1 explores locating the health centre at the junction of Stert Street and Stratton Way with the aim of providing a positive entrance to the town centre.

2.2 This scheme contains a medium to large superstore of circa 4,800 sqm gross (approximately 3,100 sqm sales) all on the ground floor. The new Health Centre is located in the north east corner at the junction of Stert Street and Stratton Way and the library at first floor at the corner of Bath Street and Broad Street. A row of smaller retail units are provided on Broad Street. Car parking is provided above the food store.

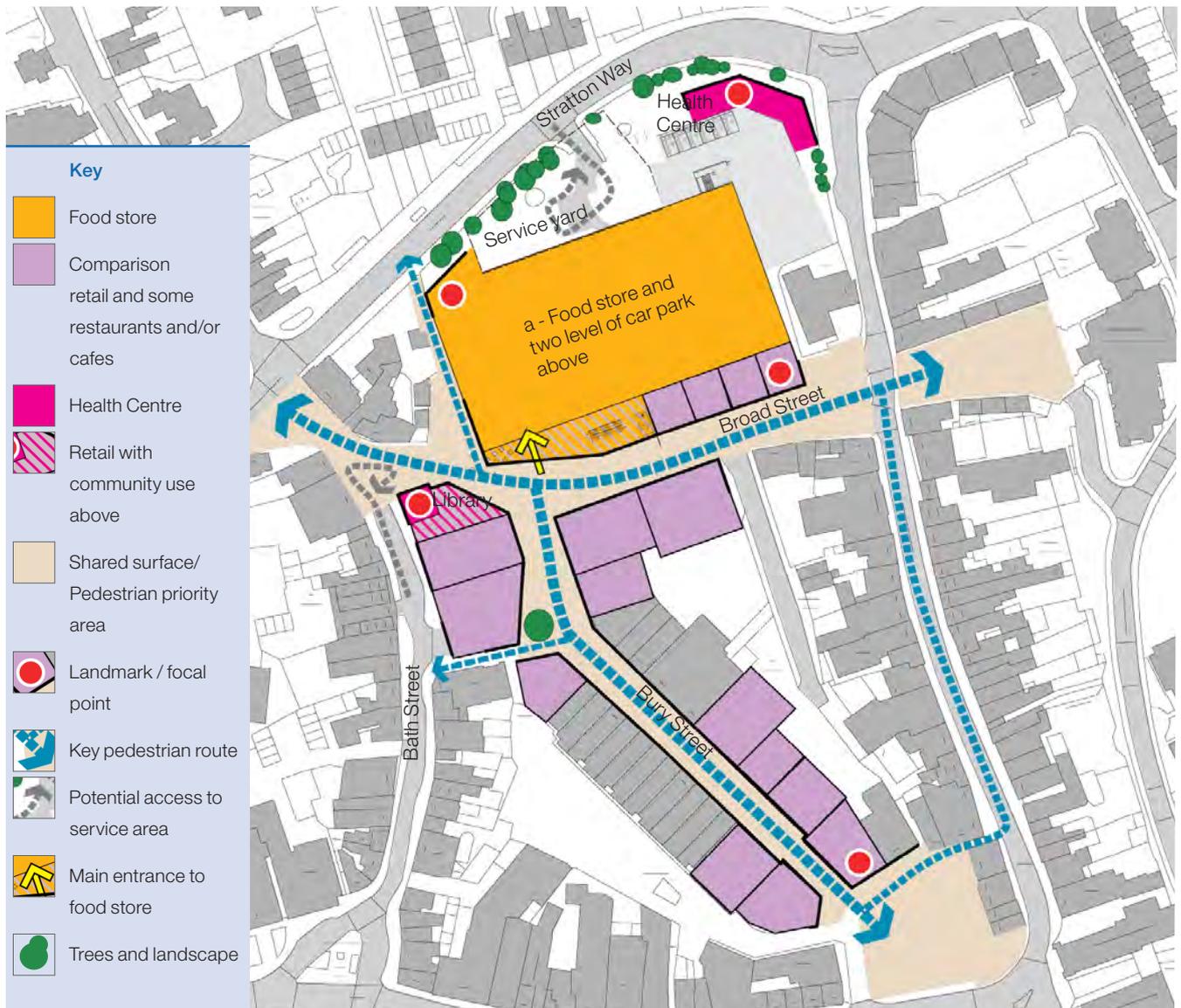


Fig 1.1 Indicative Scenario 1

Urban Design & Planning	Sustainability	
<ul style="list-style-type: none"> ■ Active and animated Broad Street, with new retail units that build on the character of the town centre. The new row of retail units links to the Old Station Yard and Stert Street. ■ Health Centre provides a landmark building on the corner of Stert Street and Stratton Street. ■ The Health Centre is located adjacent to the car park:- ■ The existing tree is retained. ■ The additional smaller retail units on Broad Street create a connections to the wider town and in particular Stert Street. ■ Health Centre is located in Flood Zone 2 and may need mitigation proposals. ■ The library is located at first floor in a landmark location on the junction of Bath Street and Broad Street. ■ Height of main food store building and car park creates a difficult relationship with listed building and wider Conservation Area. 	<p>Objective 1: Affordable Housing No housing is provided.</p> <p>Objective 2: Access to Services Existing community services are re-provided. Health Centre further away from Town Centre, but has convenient access to parking.</p> <p>Objective 3: Community Safety 'Active' edges proposed to most building frontages, so providing improved overlooking of routes.</p> <p>Objective 4: Quality of Life The provision of a high quality environment which will also provide new employment opportunities, and community uses will have a positive effect on the quality of life for residents in Abingdon.</p> <p>Objective 6: Strong and sustainable economy The provision of new high quality retail facilities will attract retailers and ensure the ongoing viability of the Town Centre as a whole. Larger amount of comparison retail beneficial to Town Centre.</p> <p>Objective 9: Road Congestion and Associated Pollution Generates substantial amounts of traffic. Provision for pedestrians and cyclists improved.</p> <p>Objective 11: Vibrant Communities The new development will improve the environment of the Town Centre which will have a positive influence on recreational / community activities.</p>	<p>Objective 15: Improve and Protect the Built Environment The large footprint use and car parking above will make relationship to Conservation Area / listed building less comfortable. However, potential to create a much improved Broad Street with smaller grain retail frontage.</p> <p>Objective 16: Sustainable Use of Land, Buildings and Resources The development area is previously developed land, and is therefore a sustainable use of land.</p>

Retail	Transport
<ul style="list-style-type: none"> ■ Food store is a large superstore, with extensive grocery, ambient goods, frozen and in-store facilities. ■ A store of this size would be less than 50% bigger than the existing Waitrose in terms of floorspace. ■ At this size, the store will have potentially around 10-15% of its sales area as non-food. ■ 16 extra new comparison units have been created for new retailers, of which 13 are additional. ■ The additional 4 smaller units on Broad Street will help to animate this street in terms of footfall, thus potentially helping the independent retailers on Stert Street. ■ The store has been designed with an entrance / exit on Broad Street. ■ Cluster of additional comparison goods units have been created at the Market Place entrance to the centre. These provide an attractive 'gateway' to the redeveloped area and counterbalance the 'centre of gravity' at the northern end of the scheme 	<ul style="list-style-type: none"> ■ The redevelopment would replace the Charter car park with an equivalent number of new car park spaces above the food store. ■ On weekdays car parking demand remains under 100%. ■ The car parking demand is likely to exceed the proposed provision by 14 spaces at noon on weekends. ■ Taking into account the car parking provision of the whole town centre at no point does the car parking demand exceed the town centre car park provision following redevelopment.

3.0 Scenario 2

3.1 This scenario maximises the size of the food store. A large superstore of circa 6,500 sqm gross (4,200 sqm sales) area is located in the Charter area. Its entrance is located on a realigned Broad Street. The library and health centre are located at first floor level above new retail shops. Car parking is reprovided above the store with access from Start Street.

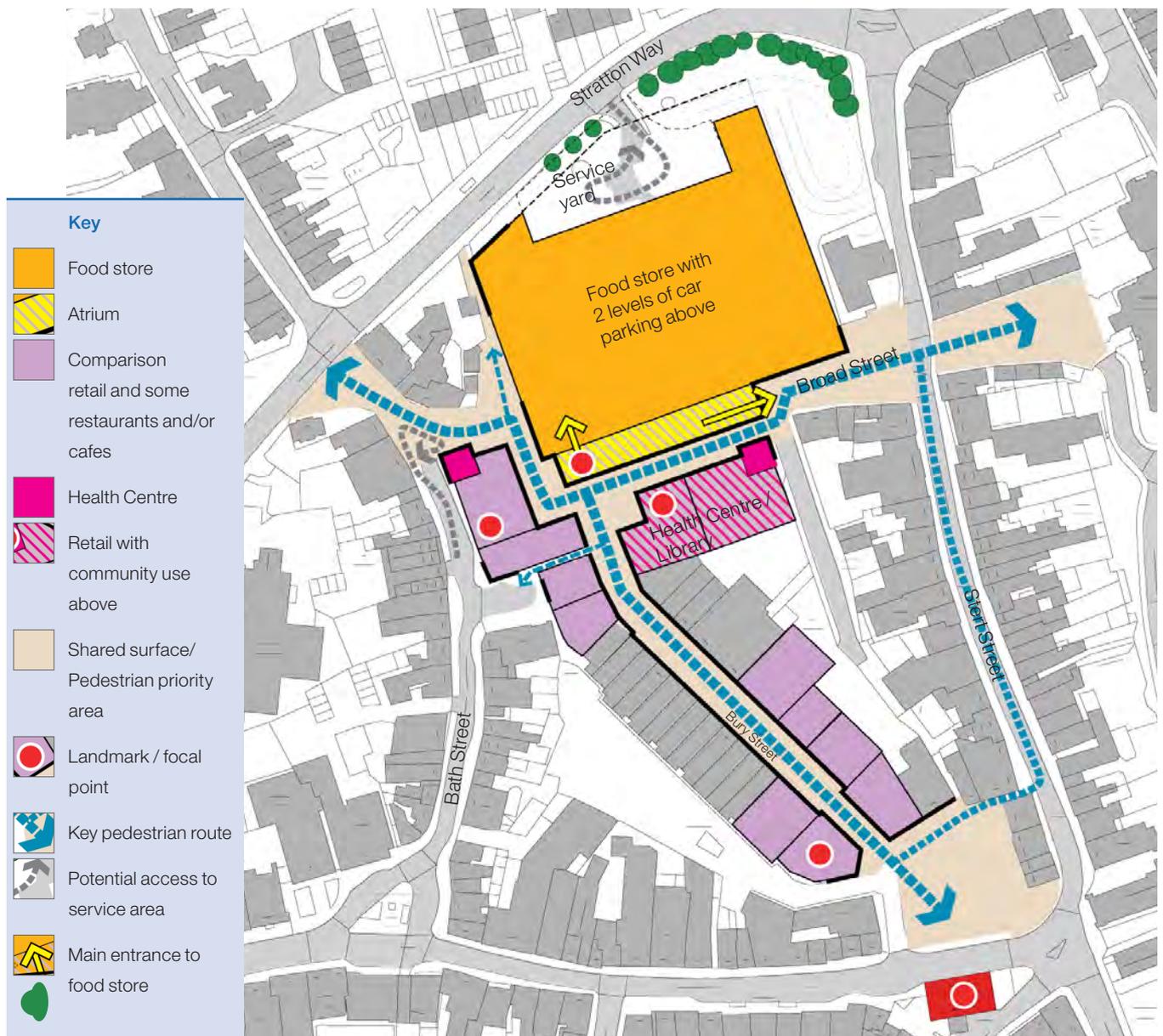


Figure 1.2 Indicative Scenario 2

3.1 Appraisal Scenario 2

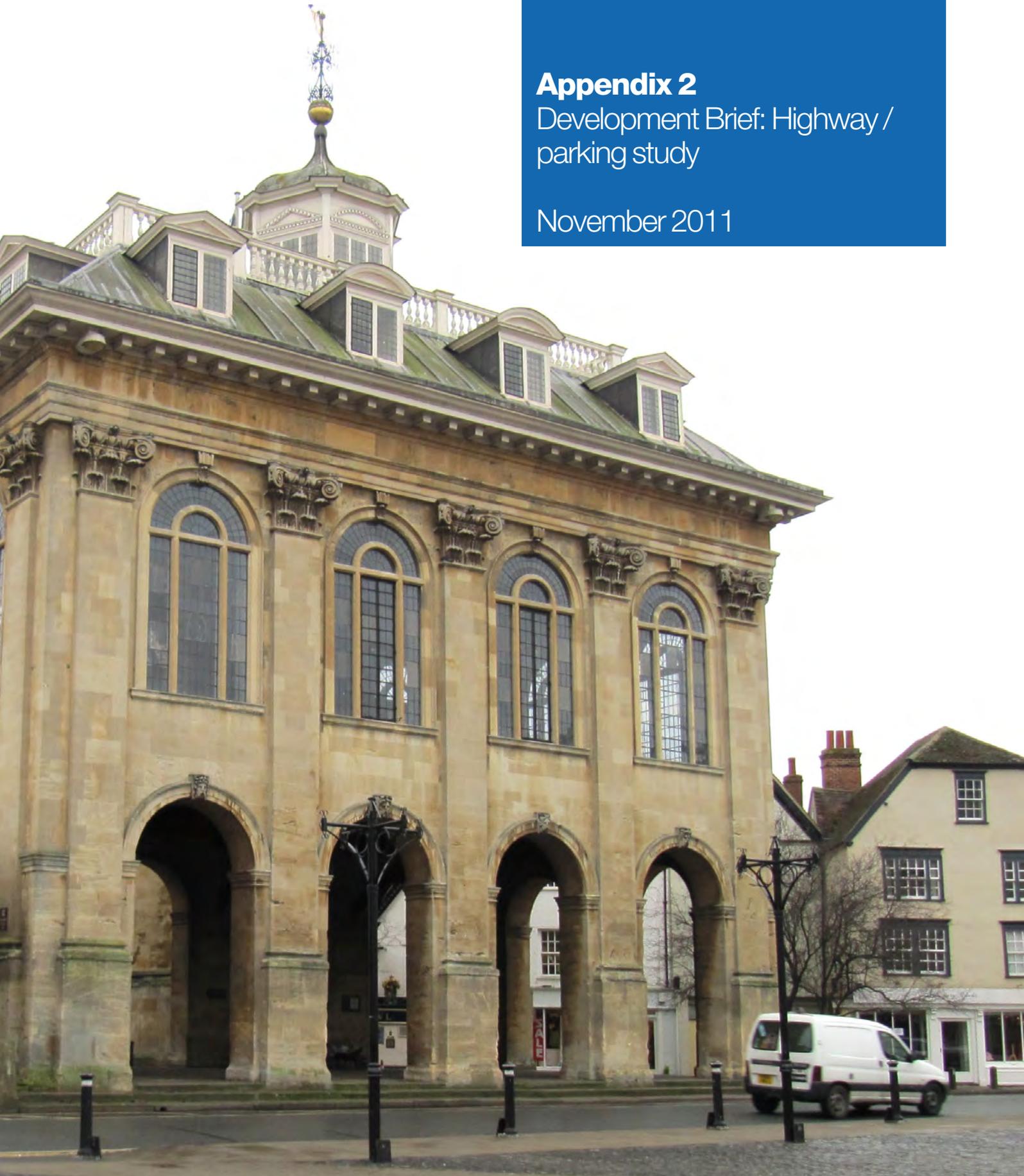
Urban Design & Planning	Sustainability	
<ul style="list-style-type: none"> ■ Broad Street alignment is ‘kinked’ and other routes and public realm is tight with restricted sightlines. ■ Limited opportunity to animate Broad Street and maximise active edges due to length of food store frontage. ■ Community uses, library and health centre located on upper level, creating enclosure and animation on upper levels and creating additional activity and footfall within the centre. ■ Highly visible food store and library and health centre entrances provide a cluster at the key location of the intersection of Broad Street/ Bury Street. ■ Height of main food store building and car park creates a difficult relationship with listed building and wider Conservation Area. 	<p>Objective 1: Affordable Housing No housing is provided.</p> <p>Objective 2: Access to Services Existing community services are re-provided on upper floors.</p> <p>Objective 3: Community Safety ‘Active’ edges at the intersection of Broad Street / Bury Street.</p> <p>Objective 4: Quality of Life The provision of a high quality environment which will also provide new employment opportunities, and community uses will have a positive effect on the quality of life for residents in Abingdon.</p> <p>Objective 6: Strong and sustainable economy The provision of new high quality retail will help the town centre to compete more effectively with out-of-town stores and other towns. However, the larger foodstore means less improvement to the range and number of comparison shops.</p> <p>Objective 9: Road Congestion and Associated Pollution Generates substantial amounts of traffic. Provision for pedestrians and cyclists improved.</p> <p>Objective 11: Vibrant Communities The new development will improve the environment of the Town Centre which will have a positive influence on recreational / community activities.</p>	<p>Objective 15: Improve and Protect the Built Environment The large floorplate use and car parking above will make it more difficult to achieve a positive relationship to Conservation Area / listed buildings.</p> <p>Objective 16: Sustainable Use of Land, Buildings and Resources The development area is previously developed land, and is therefore a sustainable use of land.</p>

Retail	Transport
<ul style="list-style-type: none"> ■ A bigger store might be able to recapture leakage out of town / increase Abingdon's market share. ■ A full range store of this size will offer all of the services and facilities typically found, for example pharmacy and cafe. ■ A store of this size will have circa 25-35% of sales as non-food, i.e. comparison goods. ■ The main space leading away from the store is tight. ■ Footfall routes onto Bath Street are tight with restricted sightlines. ■ A large store is attracting more market interest. ■ A large food store means less improvement to the range and number of comparison shops, although a large store would include non-food sales line. 	<ul style="list-style-type: none"> ■ On weekdays car parking demand remains under 100%. ■ The redevelopment would replace the Charter car park with an equivalent number of new car park spaces above the food store. ■ The redevelopment will result in greater parking demand than currently exists, but at no point does the car parking demand exceed the town centre car park provision following redevelopment.

Appendix 2

Development Brief: Highway /
parking study

November 2011



1 Abingdon Options

Overview

- 1.1 This note presents the initial findings of the masterplanning options testing for the Abingdon town centre in terms of the expected trip generation and the resulting car parking demand.
- 1.2 Two masterplanning options have been tested details of which are summarised in Table 1.

Table 1 Masterplanning Options

Land Use	Option 1	Option 2
A1 Food Store	4812m ²	6503m ²
A1 Non-Food Retail	8700m ²	5151m ²
D1 Library	391m ²	223m ²
Health Centre	1095m ²	892m ²

Approach

- 1.3 In formulating the trip generation for the proposed land uses, TRICS database has been interrogated to find comparable sites in terms of size, location characteristics and the public transport provision. The vehicular trips have been calculated from the trip rates derived from the surveys of the comparable TRICS sites.

Site Selection

- 1.4 Given the nature of the proposed development, both weekday and weekend assessments have been undertaken.

A1 Food Store

Weekday Assessment

- 1.5 An interrogation of the food superstores sites in the TRICS database has shown that no town centre foodstores of a comparable size are available. Subsequently two Sainsburys supermarkets located at the edge of town centres have been chosen as the best available match. This is considered to be appropriate for the purpose of the initial assessment. The details of the two sites are summarised below:

- Sainsburys, Leicester, GFA: 4850m² RFA: 2900m² Parking Provision: 398 spaces.
- Sainsburys, Nottingham, GFA: 6594m² RFA: 4050m² Parking Provision: 456 spaces.

Weekend Assessment

Similar to the weekday assessment, no weekend surveys of town centre food stores are available within the TRICS database. This assessment has been therefore based on Sainsburys foodstore in Norwich, details of which are provided below:

- Sainsburys, Norwich, GFA: 5810m² RFA: 3205m² Parking Provision: 354 spaces.

A1 Non-Food Retail

Weekday Assessment

- 1.6 The trip generation of this element of the development has been based on the trip rates calculated from the survey of the collection of mixed non-food retail units located at the edge of Dublin town centre. The total GFA of the selected site comprises 5100m².

Weekend Assessment

- 1.7 For the weekend assessment, trip rates from a survey of a town centre mixed non-food retail units have been used. The selected development is located in the centre of Coatbridge, North Lanarkshire, Scotland and comprises a total of 3960m² GFA.

D1 Library

- 1.8 Due to the nature of this element of the site, only a weekday assessment has been undertaken. This has been based on a TRICS survey of a library located in Cardiff comprising a total of 402m² GFA.

Health Centre

- 1.9 Similar to the library, the proposed health centre has only been assessed for a typical weekday. Two edge of town centre health clinics have been selected within the TRICS database, details of which are included below:

- Clinic, Grantham, Lincolnshire, GFA: 1400m²
- Clinic, Bromsgrove, Worcestershire, GFA: 500m²

Adjustment for Linked Trips

- 1.10 Mixed use sites will generate an element of linked trips, where people visit more than one land use in a single journey. Given the mixed use nature of the proposals and the town centre location of the site, it is realistic to assume that an element of linked trips would occur at this site. Research indicates that this is likely to translate to a 20% reduction in total trips entering and exiting the site. This has therefore been applied to the generated trip rates.

Initial Trip Generation Findings

- 1.11 The predicted trip generation associated with each of the options is shown in Tables 2 and 3 for the weekday and weekend assessment respectively. The peak trip generation is shown in grey with the highest parking accumulation presented in blue.
- 1.12 The initial tests have found that on a weekday option 2 would result in the greater amount of traffic across the whole day with 10,926 two-way trips while option 1 would generate a higher number of trips at weekends (8,689 two-way trips).
- 1.13 Similarly, the level of parking accumulation on a weekday has been identified to be higher in option 2 with a demand for 398 spaces between 14:00 – 15:00. At weekends, option 1 would result in the greater pressure on parking with a predicted demand for approximately 439 spaces. This is estimated to occur between 12:00 – 13:00.

- 1.14 Table 4 provides a summary of the peak hour trip generation and the parking accumulation. The comparison between the predicted parking demand and the proposed provision for both options is also provided.
- 1.15 It is demonstrated that the parking demand could be comfortably accommodated for all of the options with the exception of the option 1 weekend assessment in which scenario the demand is likely to exceed the proposed provision by 14 spaces between 12:00 – 13:00 hours.
- 1.16 Finally, the proposed parking provision has been checked against the Vale of White Horse District Council standards.
- 1.17 The site is located within the Town Centre Policy Area as identified by the Local Plan and therefore type 1 parking standards should apply. The standards indicate that for retail and leisure land uses only operational car park would be permitted. The proposed parking provision has been therefore compared to standards normally applicable to areas outside of town centre. Table 4 shows that if these standards were used to determine the maximum permissible provision, the proposed provision would be in accordance with them.

Table 2 Weekday Results (20% Reduction to Account for Linked Trips)

Time	Option 1				Option 2			
	In	Out	Total	Acc	In	Out	Total	Acc
07:00 - 08:00	98	73	171	33	132	98	230	44
08:00-09:00	274	159	434	149	334	203	536	175
09:00-10:00	406	286	692	268	470	330	800	316
10:00-11:00	426	363	789	331	469	408	876	377
11:00-12:00	373	394	767	310	422	438	860	361
12:00-13:00	391	356	747	345	424	406	829	378
13:00-14:00	357	364	721	337	403	391	795	390
14:00-15:00	379	365	744	351	417	410	827	398
15:00-16:00	346	396	743	301	391	447	838	343
16:00-17:00	408	385	793	324	454	429	883	368
17:00-18:00	442	480	922	286	485	533	1018	320
18:00-19:00	344	417	761	213	412	482	894	251
19:00-20:00	271	349	620	135	306	399	705	157
20:00-21:00	190	256	446	69	204	284	488	77
21:00-22:00	91	145	236	15	107	164	271	21
22:00-23:00	20	36	56	0	28	48	76	0
23:00-24:00	0	0	0	0	0	0	0	0
Daily Trips	4816	4824	9640	-	5458	5468	10926	-

Table 3 Weekend Results (20% Reduction to Account for Linked Trips)

Time	Option 1				Option 2			
	In	Out	Total	Acc	In	Out	Total	Acc
07:00 - 08:00	27	8	35	19	37	11	47	26
08:00-09:00	106	50	155	75	140	67	207	99
09:00-10:00	596	386	982	286	479	290	769	287
10:00-11:00	654	552	1206	388	517	443	960	362
11:00-12:00	522	512	1034	398	448	436	884	373
12:00-13:00	461	420	881	439	399	392	790	380
13:00-14:00	439	520	959	358	375	450	825	305
14:00-15:00	387	463	849	282	340	397	737	247
15:00-16:00	357	457	813	182	340	392	732	196
16:00-17:00	291	359	650	113	303	352	656	147
17:00-18:00	172	197	369	87	232	261	493	118
18:00-19:00	165	211	376	42	223	285	508	56
19:00-20:00	83	95	178	29	112	129	241	39
20:00-21:00	54	63	117	20	73	85	158	27
21:00-22:00	33	50	83	3	45	68	113	4
22:00-23:00	0	0	0	3	0	0	0	4
23:00-24:00	0	0	0	3	0	0	0	4
Daily Trips	4346	4343	8689	-	4062	4058	8120	-

Table 4 Summary Results

Scenario		Peak Hour Two – Way Trip Generation	Peak Hour Parking Demand	Proposed Parking	Town Centre Policy	Outside Parking Policy
Option 1	Weekday	922 (17:00 – 18:00)	351 (14:00 – 15:00)	425	0	796
	Weekend	1206 (10:00 – 11:00)	439 (12:00 – 13:00)			
Option 2	Weekday	1018 (17:00 – 18:00)	398 (14:00 – 15:00)	430	0	732
	Weekend	960 (10:00 – 11:00)	380 (12:00 – 13:00)			

Assessment of Parking Demand

1.18 This section provides an assessment of the future parking demand in the context of the changes in the parking capacity associated with each of the options.

Parking Beat Survey

1.19 Savell Bird and Axon (SBA) has provided JMP with a parking beat survey of existing car parks within the town centre. The survey was undertaken on Thursday 12 November 2009 and Saturday 14 November 2009 and recorded the number of cars entering and exiting the town centre car parks between 09:00 – 18:00 hours. A total of nine car parks were surveyed, the locations of these are shown in Figure 1.

1.20 The review of the survey results showed an unexpectedly high parking demand for the Charter car park on weekday evenings. As a check an additional survey was undertaken to verify this data. The additional survey provided a more realistic representation of the parking demand expected to occur at this car park given the nature and the location of the development it serves. The revised results have been therefore used in this assessment.

1.21 The proposed redevelopment would result in the loss of the Charter car park and subsequently its 474 parking spaces. However the removal of these spaces would be replaced by the proposed parking provision.

1.22 Tables 5 - 8 overleaf provide an assessment of the future parking demand following the redevelopment taking into account the changes in the car parking supply associated with the scheme.

1.23 The summary results are provided in Tables 9 and 10. The assessment shows that the existing parking demand peaks at 17:00 on a weekday and at 12:00 on a weekend with the car parks being 72% and 45% occupied respectively.

1.24 The proposed redevelopment is also predicted to result in the greatest parking demand at these times. The results indicate that at no point does the parking demand exceed the proposed provision following the redevelopment.

1.25 For both options, parking demand exceeds 90% on a weekday, but remains below 100%.

1.26 The results also demonstrate that the weekend parking demand is likely to be relatively low with the maximum occupation not exceeding 60%. The proposed demand could therefore be comfortably accommodated for both options.

Figure 1 Car Parks Location

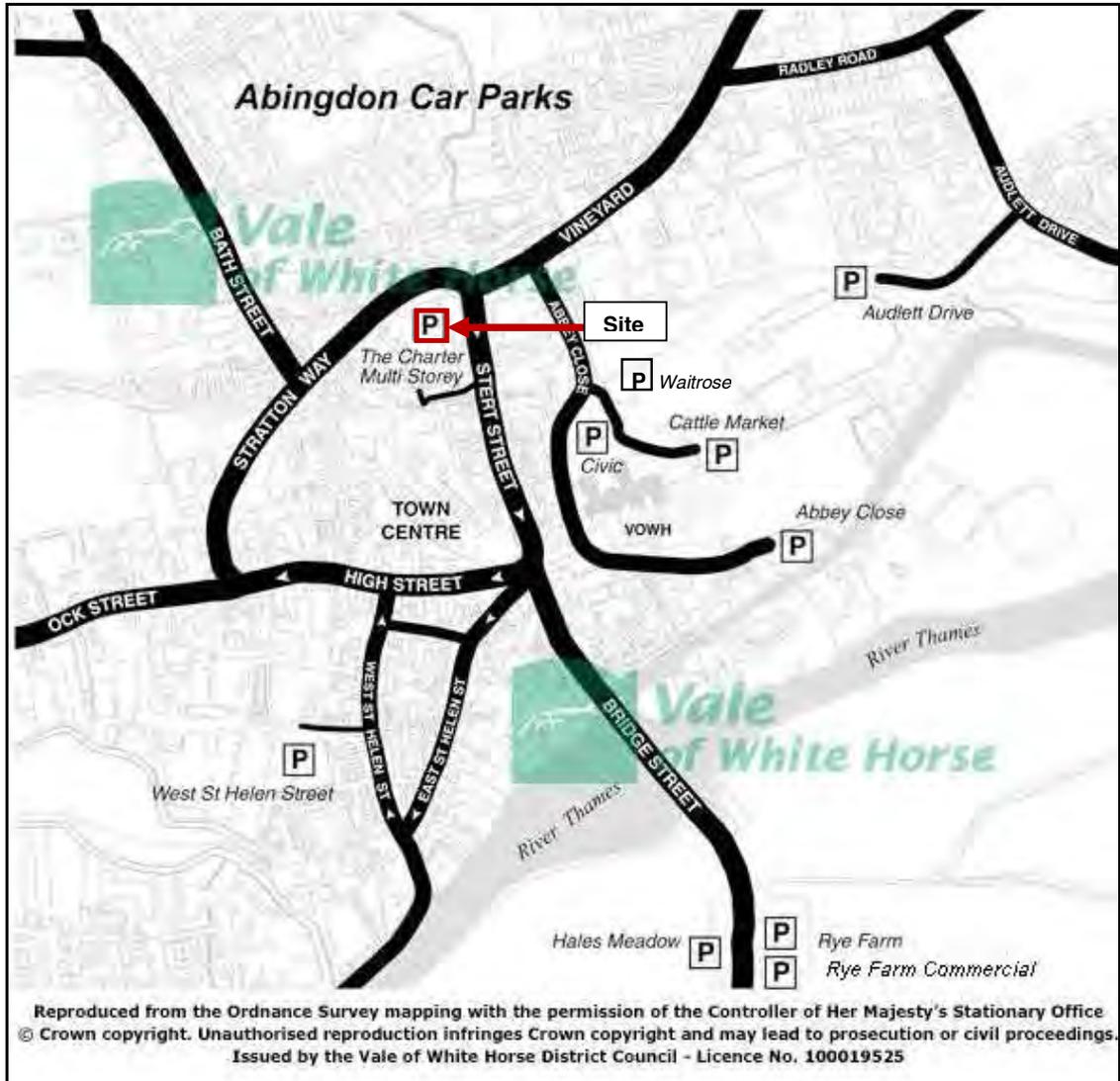


Table 5 Future Demand Assessment – Weekday Option 1

Time	Existing Demand	Option 1 Demand	Total Future Demand	Proposed Future Spaces (Existing – Charter + Proposed Option 1)	% Spaces Occupied	Existing Spaces	Spaces Change
09:00	897	268	1165	1294	90.1%	1343	-49
10:00	650	331	981	1294	75.8%	1343	-49
11:00	623	310	933	1294	72.1%	1343	-49
12:00	582	345	927	1294	71.6%	1343	-49
13:00	582	337	919	1294	71.0%	1343	-49
14:00	618	351	969	1294	74.9%	1343	-49
15:00	489	301	790	1294	61.1%	1343	-49
16:00	746	324	1070	1294	82.7%	1343	-49
17:00	968	286	1254	1294	96.9%	1343	-49
18:00	688	213	901	1294	69.6%	1343	-49

Table 6 Future Demand Assessment – Weekend Option 1

Time	Existing Demand	Option 1 Demand	Total Future Demand	Proposed Future Spaces (Existing – Charter + Proposed Option 1)	% Spaces Occupied	Existing Spaces	Spaces Change
09:00	190	286	476	1294	36.8%	1343	-49
10:00	248	388	636	1294	49.2%	1343	-49
11:00	254	398	652	1294	50.4%	1343	-49
12:00	269	439	708	1294	54.7%	1343	-49
13:00	216	358	574	1294	44.4%	1343	-49
14:00	172	282	454	1294	35.1%	1343	-49
15:00	123	182	305	1294	23.5%	1343	-49
16:00	84	113	197	1294	15.2%	1343	-49
17:00	69	87	156	1294	12.1%	1343	-49
18:00	31	42	73	1294	5.6%	1343	-49

Table 7 Future Demand Assessment – Weekday Option 2

Time	Existing Demand	Option 2 Demand	Total Future Demand	Proposed Future Spaces (Existing – Charter + Proposed Option 2)	% Spaces Occupied	Existing Spaces	Spaces Change
09:00	897	316	1213	1299	93.3%	1343	-44
10:00	650	377	1027	1299	79.0%	1343	-44
11:00	623	361	984	1299	75.7%	1343	-44
12:00	582	378	960	1299	73.9%	1343	-44
13:00	582	390	972	1299	74.9%	1343	-44
14:00	618	398	1016	1299	78.2%	1343	-44
15:00	489	343	832	1299	64.0%	1343	-44
16:00	746	368	1114	1299	85.8%	1343	-44
17:00	968	320	1288	1299	99.2%	1343	-44
18:00	688	251	939	1299	72.3%	1343	-44

Table 8 Future Demand Assessment – Weekend Option 2

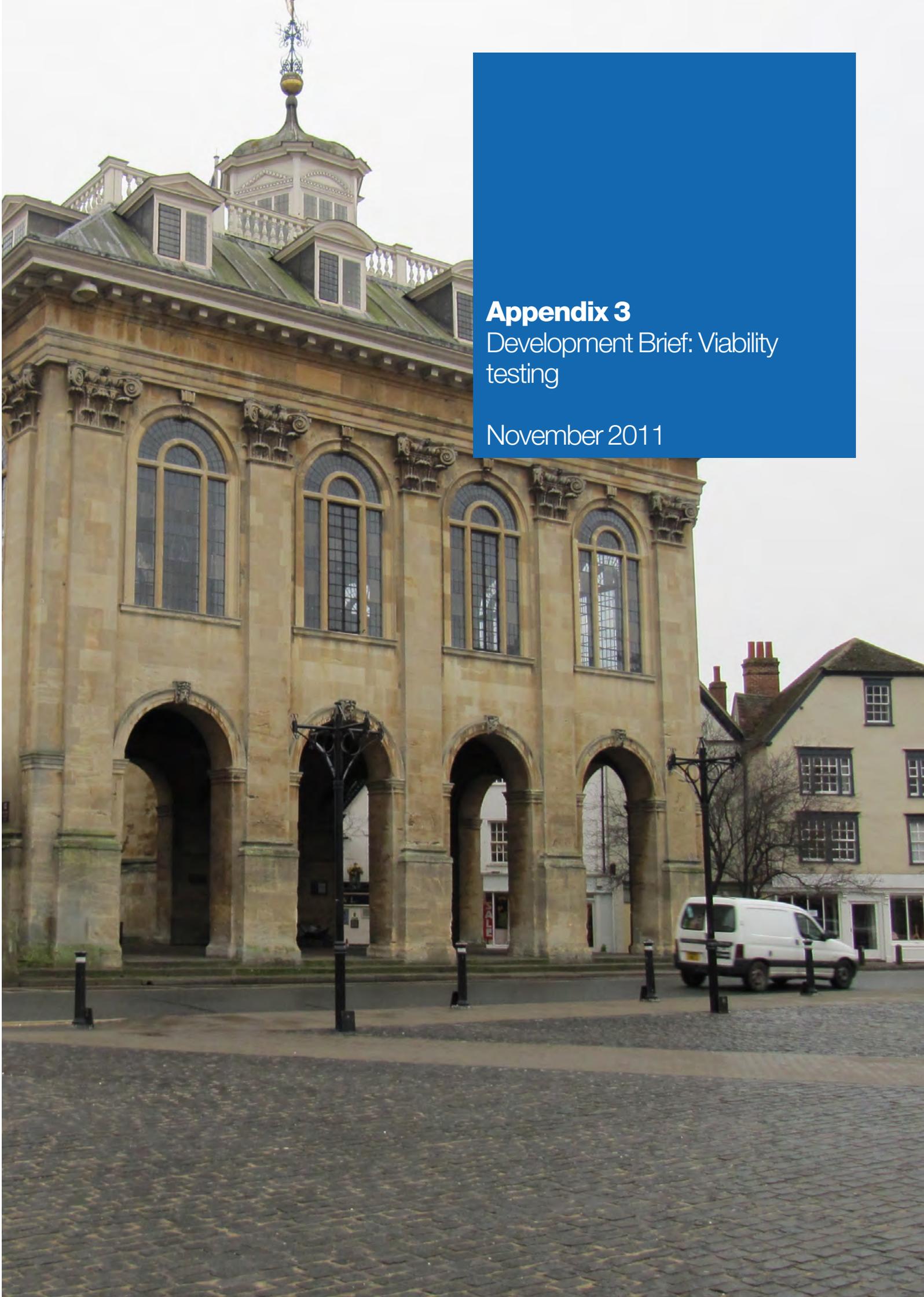
Time	Existing Demand	Option 2 Demand	Total Future Demand	Proposed Future Spaces (Existing – Charter + Proposed Option 2)	% Spaces Occupied	Existing Spaces	Spaces Change
09:00	190	287	477	1299	36.8%	1343	-44
10:00	248	362	610	1299	46.9%	1343	-44
11:00	254	373	627	1299	48.3%	1343	-44
12:00	269	380	649	1299	50.0%	1343	-44
13:00	216	305	521	1299	40.1%	1343	-44
14:00	172	247	419	1299	32.3%	1343	-44
15:00	123	196	319	1299	24.6%	1343	-44
16:00	84	147	231	1299	17.8%	1343	-44
17:00	69	118	187	1299	14.4%	1343	-44
18:00	31	56	87	1299	6.7%	1343	-44

Table 9 Summary Results Weekday

Time	Existing		Option 1		Option 2	
	Demand	% Occupied	Demand	% Occupied	Demand	% Occupied
09:00	897	66.8%	1165	90.1%	1213	93.3%
10:00	650	48.4%	981	75.8%	1027	79.0%
11:00	623	46.4%	933	72.1%	984	75.7%
12:00	582	43.3%	927	71.6%	960	73.9%
13:00	582	43.3%	919	71.0%	972	74.9%
14:00	618	46.0%	969	74.9%	1016	78.2%
15:00	489	36.4%	790	61.1%	832	64.0%
16:00	746	55.5%	1070	82.7%	1114	85.8%
17:00	968	72.1%	1254	96.9%	1288	99.2%
18:00	688	51.2%	901	69.6%	939	72.3%

Table 10 Summary Results Weekend

Time	Existing		Option 1		Option 2	
	Demand	% Occupied	Demand	% Occupied	Demand	% Occupied
09:00	255	19.0%	476	36.8%	477	36.8%
10:00	438	32.6%	636	49.2%	610	46.9%
11:00	603	44.9%	652	50.4%	627	48.3%
12:00	601	44.8%	708	54.7%	649	50.0%
13:00	534	39.8%	574	44.4%	521	40.1%
14:00	481	35.8%	454	35.1%	419	32.3%
15:00	524	39.0%	305	23.5%	319	24.6%
16:00	387	28.8%	197	15.2%	231	17.8%
17:00	252	18.8%	156	12.1%	187	14.4%
18:00	193	14.4%	73	5.6%	87	6.7%



Appendix 3

Development Brief: Viability testing

November 2011

PROJECT Abingdon Town centre Summary



	Option 1	Option 2
Costs		
Build Costs	£19,356,648	£17,610,828
Infrastructure and Abnormal costs	£4,799,050	£5,004,600
Fees and on costs	£5,220,800	£5,220,800
	£29,376,498	£27,836,228
income		
Values or value equivalent	£51,234,967	£49,328,065
less		
Developers Margin @ 20%	£10,246,993	£9,865,613
	£40,987,974	£39,462,452
less		
Build Costs from above	£29,376,498	£27,836,228
Financing	£587,530	£556,725
	£11,023,946	£11,069,500

PROJECT Abingdon Town centre

Construction Costs



BCIS Category	£/m2 mean	Location factor 1.03	Option 1		Option 2	
			Area m2	Cost	Area m2	Cost
125 Car parks (multi-storey)	£344	£354	16266	£5,763,369	15394	£5,454,402
344 Hypermarkets, supermarkets-generally	£1,048	£1,079	4812	£5,194,265	6503	£7,019,598
345 Shops-generally	£756	£779	6275	£4,886,217	2726	£2,122,682
345 Shops-rehabilitation	£597	£615	2425	£1,491,157	2425	£1,491,157
421 Health Centres, clinics, group practice surgeries.	£1,249	£1,286	1095	£1,408,685	800	£1,029,176
512 Restaurants	£1,582	£1,629	0	£0	0	£0
760 Libraries-generally	£1,522	£1,568	391	£612,955	315	£493,813
816 Flats (apartments)-generally	£972	£1,001	0	£0	0	£0
Total				£19,356,648		£17,610,828

PROJECT Abingdon Town centre

Values



Category	Rental rate	Yield	Value per m2	Option 1		Option 2	
				Area m2	Value/income	Area m2	Value/Income
125 Car parks (multi-storey)	£0.00	0.00%	£0	11536	£0	15394	£0
344 Hypermarkets, supermarkets-generally	£22.50	4.75%	£5,099	4812	£24,535,122	6503	£33,157,086
345 Shops-generally	£18.00	7.00%	£2,768	6275	£17,368,483	2726	£7,545,256
345 Shops-rehabilitation	£18.00	7.00%	£2,768	2425	£6,712,123	2425	£6,712,123
421 Health Centres, clinics, group practice surgeries.	£20.00	9.00%	£2,392	1095	£2,619,240	800	£1,913,600
512 Restaurants	£40.00	7.00%	£6,151	0	£0	0	£0
760 Libraries-generally	£0.00	0.00%	£0	391	£0	315	£0
816 Flats (apartments)-generally	private Affordabel rent intermediate	60.00% 30.00% 10.00%	£3,000 per m2 £850.00 rent per month £2,000 per m2	0	£0	0	£0
				£51,234,967		£49,328,065	

PROJECT Abingdon Town Centre



Fees and On Costs

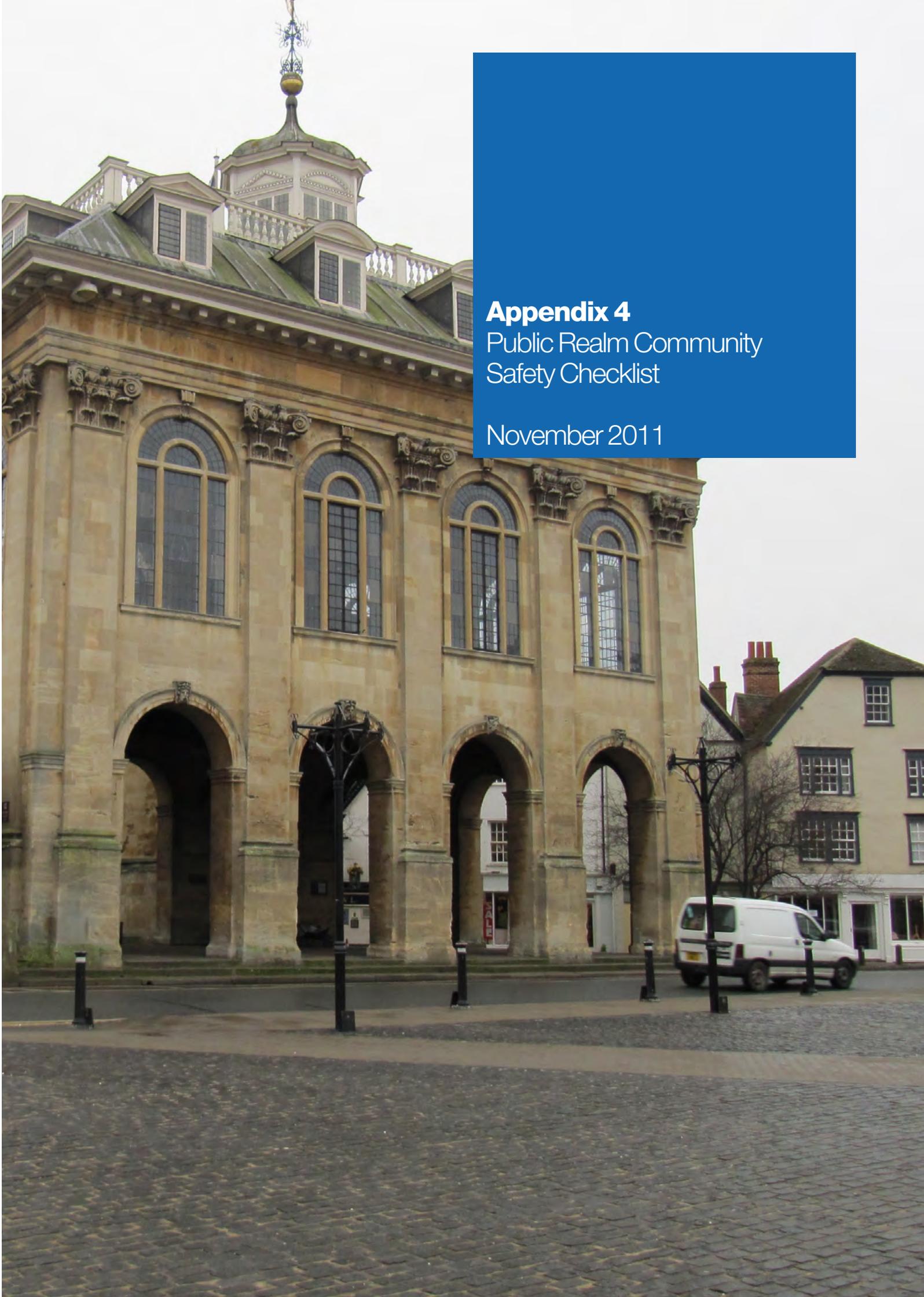
Description	Measure	Unit	Rate	Total
Design Fees				
Architect Pre-Contract	£ 25,000,000	Build	1.50%	£ 375,000
Engineer Pre-Contract	£ 25,000,000	Build	0.25%	£ 62,500
Other Pre-Contract	£ 25,000,000	Build	2.50%	£ 625,000
Architect Post-Contract	£ 25,000,000	Build	4.50%	£ 1,125,000
Engineer Post-Contract	£ 25,000,000	Build	1.50%	£ 375,000
M&E Post-Contract	£ 25,000,000	Build	1.50%	£ 375,000
Landscape Post-Contract	£ 25,000,000	Build	0.25%	£ 62,500
Other	£ 25,000,000	Build	1.00%	£ 250,000
PM/EA	£ 25,000,000	Build	3.00%	£ 750,000
Land Acquisition	£ 0	Land	0.50%	£ 0
Private Sales	£ 50,000,000	Sales	0.25%	£ 125,000
SO Sales	£ 0	Sales	1.00%	£ 0
Other	£ 0	Prov	2.00%	£ 0
Private Sales	£ 50,000,000	Sales	2.00%	£ 1,000,000
Shared Ownership	£ 0	Sales	2.00%	£ 0
NHBC/Zurich		59 units	£ 500	£ 29,500
Stamp Duty		£ 0 Land	4.00%	£ 0
Planning		59 units	£ 500	£ 29,500
Building Regulations		59 units	£ 200	£ 11,800
Site Investigation		1 Prov	£ 25,000	£ 25,000
Acquisitions		0 Prov	£ 0	£ 0
Leaseholder Buy Outs		0 Prov	£ 95,000	£ 0
Home Loss		0 Prov	£ 4,750	£ 0
Compulsory Purchase		£ 0 Prov	2.00%	£ 0
				£ 5,220,800

PROJECT Abingdon Town centre



Site Infrastructure and Abnormals

Description	Option 1		Option 2	
	measure	unit rate	measure	unit rate
Demolition	18774 m2	£75.00	18774 m2	£75.00
Services	1 item	say £	1 item	say £
General External and environmental works	2.86 ha	£250,000	2.86 ha	£250,000
Drainage	2.86 ha	£100,000	2.86 ha	£100,000
High quality twonscaped area	4015 m2	£175	3755 m2	£175
Service Yard	1155 m2	£125	1385 m2	£125
Open parking	620 m2	£150	2102 m2	£150
Removal of Obstructions	provision	say £	provision	say £
Works to Boundaries	provision	say £	provision	say £
Disturbed Ground	provision	say £	provision	say £
Abnormal Foundations	provision	say £	provision	say £
Section 106 contributions				
Contamination	provision	say £	provision	say £
Levels and Ground adjustments	provision	say £	provision	say £
Highway Works	provision	say £	provision	say £
Substation	provision	say £	provision	say £
Archeology	provision	say £	provision	say £
Code for Sustainable Homes Level 4	0 No.	£8,000	0 No.	£8,000
		£ 4,799,050		£ 5,004,600



Appendix 4
Public Realm Community
Safety Checklist

November 2011

Public Realm Community Safety Checklist

- Lighting
- CCTV (Public realm and private provision – integrated / compatible).
- Help points (information and emergency links to control room).
- Active edges (of surrounding building to create natural surveillance)
- Design of corners on buildings overlooking public space to facilitate good surveillance.
- Anticipated footfalls (in respect of self policing / crowding out the criminal / eyes on the street)
- Surfaces (anti-graffiti on vertical, anti-skateboarding on horizontals)
- Safe entrances from public space into private dwellings (i.e. not up alleys, behind bins stores etc.)
- Public toilet provision
- Glazing – ALL glass adjacent to public movement / access to be safe and secure. (Not the same thing under the glazing Regs.)
- Safe routes into car parks.
- Safe car parking.
- Safe places to wait for public transport / taxis etc.
- Adequate provision for bus stops, taxi ranks – integrated with movement areas but not conflicting.
- Safety / robustness of public art (not to become objects of derision, climbing frames etc.)
- Safety / design / advisability of water features !
- Status of public realm. (public right of way? private but open to public, subject to private security patrols, covered by street drinking byelaws etc.).
- Design of doorways, entrances & fire escapes onto public realm – avoidance of recesses, litter traps, public nuisance.
- Areas where street café furniture may be located. (Safety, obstruction of surveillance, CCTV etc.)
- Design of street furniture, seating, shelters. (Safe, robust, fire retardant, not obstructing camera vision etc.)
- Location of street furniture / seating. (not located at pinch points or where gathered groups may intimidate movement)
- Design of landscaping. Appropriate trees / plants, avoid loose cobbles / missiles / weapons.
- Safe non/return bins for cans / bottle disposal.
- Litter collection, graffiti removal.
- Signage.
- Traffic regulation – pedestrianisation – emergency vehicle access.
- Good integration with surrounding access / egress routes.
- Not encouraging / allowing movement / permeability into proximate private areas, service yards etc..
- Counter terrorist resilience.
- Retail security.
- Communication (town centre radio links / pagers etc. for messaging, emergency alerts).
- Provision of public telephones.
- Location of ATMs. (on frontages – not up side streets / alleys).
- Density / proximity of licensed premises.
- Location, capacity, opening times of takeaway premises.
- Location, opening times / siting of temporary / mobile food outlets.
- Location of major leisure / cultural venues, (cinemas, theatres, etc.).

