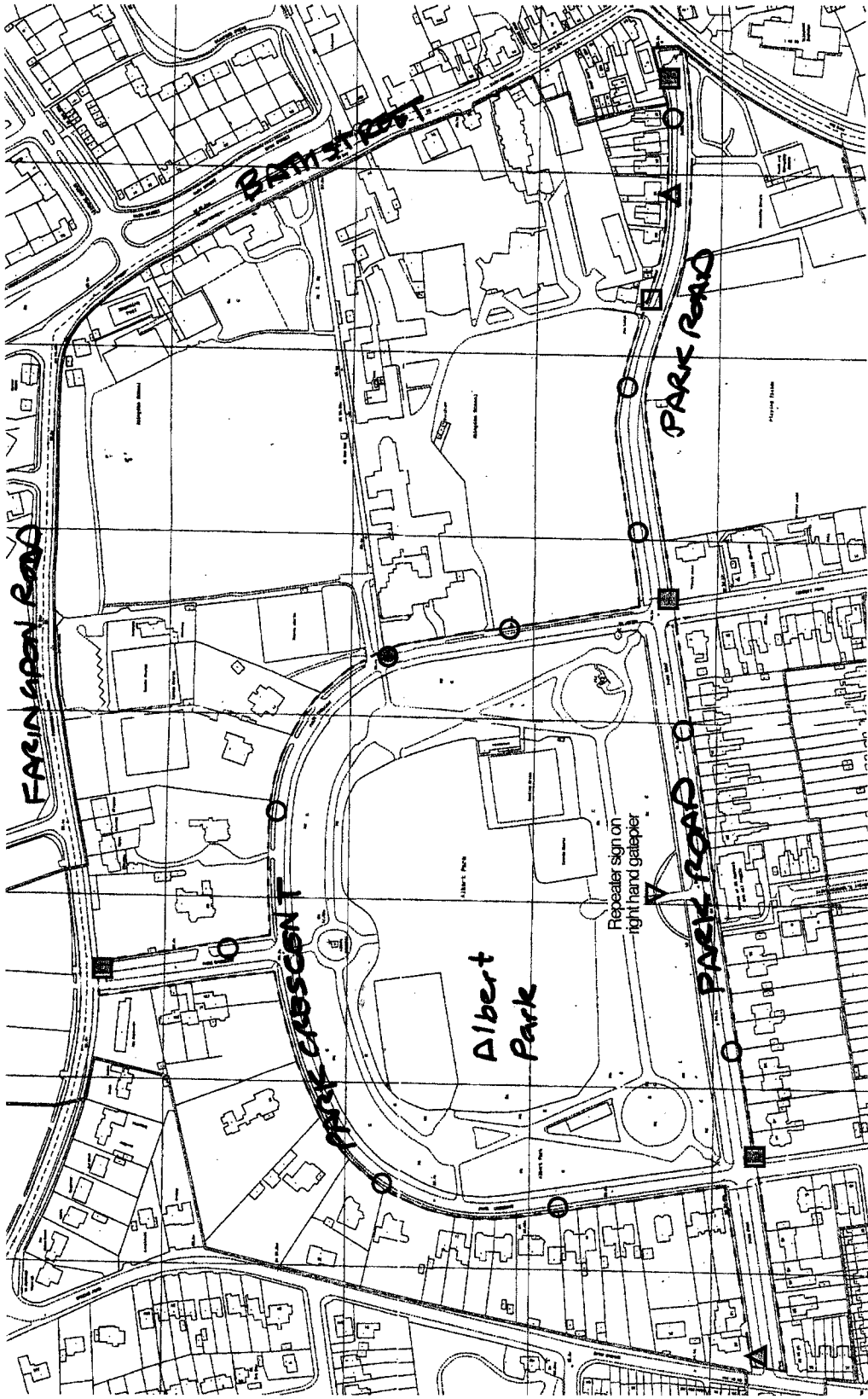


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VALE OF WHITE HORSE DISTRICT COUNCIL
 REC'D 13 MAR 2008
 CORPORATE POSTAL SERVICES - 2



- 610 x 460mm Entry Sign A**
- Repeater sign on existing post
 - Entry sign on existing lamp post
 - △ Entry sign on new post
- 287 x 210mm Internal Sign B**
- Repeater sign on existing post
 - Repeater sign on existing lamp post
 - △ Repeater sign on new post
 - ▽ Other location
- Area designations**
- - - Registered park or garden of historic interest
 - ▬ Albert Park Conservation Area

APPENDIX 1

Ref Date	Revisions	Initials	Checked
D Mar 08	Removal of Internal Sign B locations as requested by LPA	GH	
C Jan 08	Reduction in sign size for vehicle entrances as requested by LPA	GH	
B Dec 07	Minor adjustments for back and white ratio as requested by LPA	GH	
A Nov 07	Conservation area and Registered Site boundaries added	GH	

Christ's Hospital of Abingdon

Proposed parking management scheme, Park Road and Park Crescent, Abingdon

The Vale of White Horse
 20 The Market Street
 Abingdon, Oxfordshire, OX14 5EB
 Tel: 01235 521482
 Fax: 01235 521483
 Email: info@westwaddyadp.co.uk
 www.westwaddyadp.co.uk

westwaddyADP ARCHITECTS AND TOWN PLANNERS

Date: August 2007
 Scale: 1: 2500 @ A3
 Drawn: GH
 Checked:

Job	CHF	P01	Rev	D

PRIVATE PROPERTY
RESIDENT PERMIT PARKING ONLY

VEHICLES WILL BE IMMOBILISED IF:

- YOU FAIL TO DISPLAY A VALID RESIDENT PARKING PERMIT

CLAMPING IN OPERATION 24HRS

(EXCEPT SUNDAYS AND PUBLIC HOLIDAYS
BETWEEN 7.00AM AND 11.00PM)



RELEASE FEE £120.00 to £180.00

PARKING CONTROL MANAGEMENT (UK) LTD
PO BOX 1161, SLOUGH, BERKSHIRE SL2 5PJ

01753 512 603

Entry Sign A
610 x 460mm

APPENDIX 1

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Internal Sign B
297 x 210mm

Rev	Date	Revisions
C	10.3.08	Sign C (car park exit and repeater) removed at request of LPA
B	06.3.08	Border added around the edge of sign A at request of LPA
A	19.2.08	Colour of background altered to match BS ref 14C39 (Pantone ref 5545)

Christ's Hospital of /

Proposed parking manage
Park Road and Park Cresc

APPENDIX 1

The Malthouse
60 East St, Helen Street
Abingdon, Oxfordshire, OX14 5EB
Tel (01235) 523139
Fax (01235) 521662
e-mail: enquiries@westwaddy-adp.co.uk
ARCHITECTS AND TOWN PLANNERS

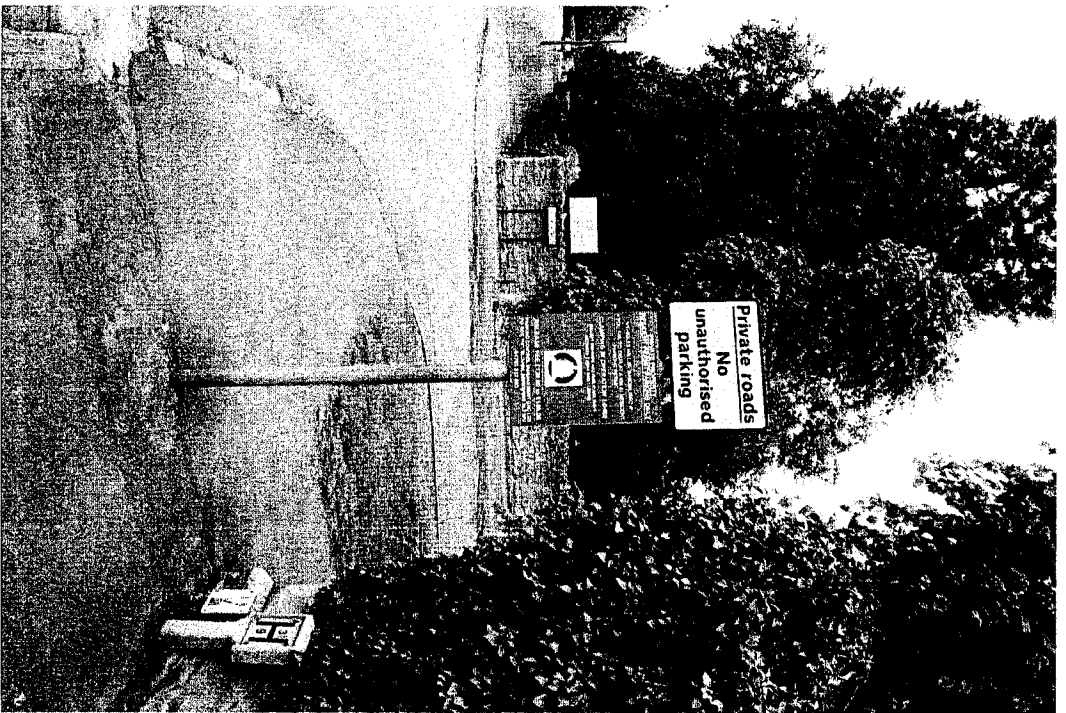
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Date AL

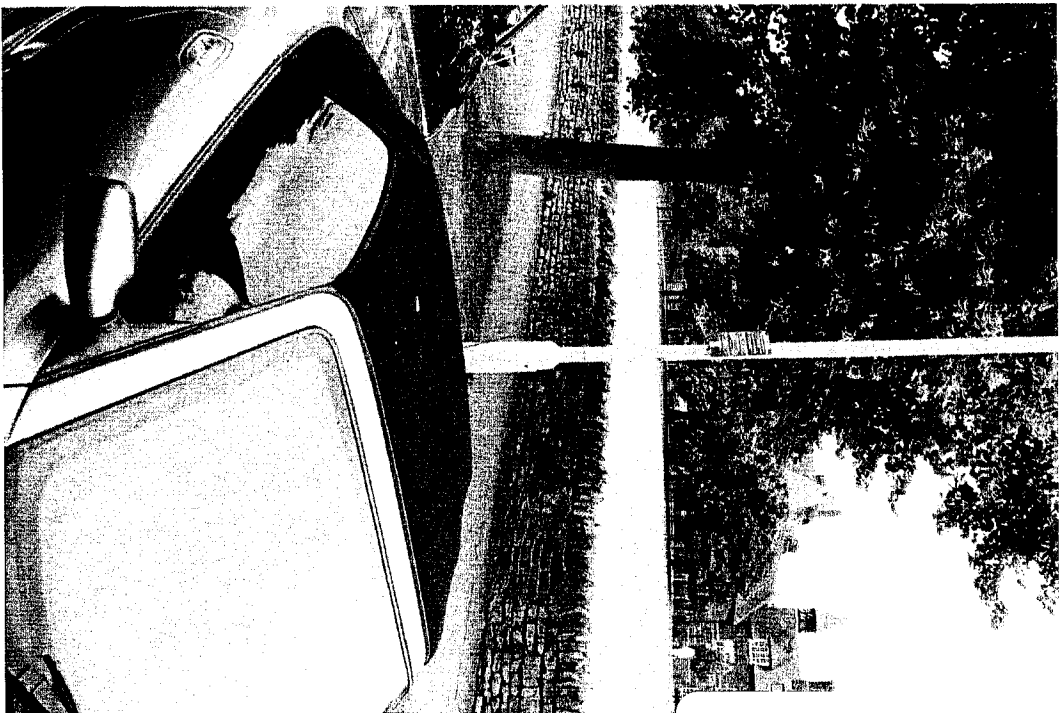
Scale GH

Drawn GH

Job	CHF	Dwg No.	P02
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CHF/04A Proposed entry sign on existing pole at north end of Conduit Road. The existing sign is obviously being ignored and is apparently ineffective in enforcement proceedings



CHF/03B A closer view of this proposed repeater sign

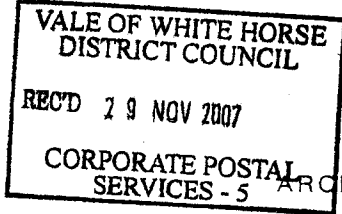
VALE OF WHITE HORSE
DISTRICT COUNCIL
REC'D 29 NOV 2007
CORPORATE POSTAL
SERVICES . 5

CHF: Parking scheme for Christ's Hospital, Abingdon: November 2007
Photo page CHF/03

ARCHITECTS AND TOWN PLANNERS
westwaddy ADP



ABG/20379



CHF/06/GH
28 November 2007

ARCHITECTS AND TOWN PLANNERS
westwaddy ADP

Martin Deans
Area Planning Officer (North)
Vale of White Horse DC
Abbey House
ABINGDON
OX14 3JN

ARCHITECTURE
TOWN PLANNING
DEVELOPMENT CONSULTANCY
PROJECT MANAGEMENT
INTERIOR DESIGN
URBAN DESIGN

Dear Martin

Parking Management Scheme, Park Road and Park Crescent, Abingdon: Christ's Hospital of Abingdon

Following our exchange of correspondence, the Governors of Christ's Hospital have asked us to submit an application for advertisement consent for the signs relating to their traffic management scheme for Park Road and Park Crescent.

Please therefore find the following documents enclosed:

- 4 copies of advertisement application form
- 4 copies of plan CHF/P01 showing location and type of proposals
- 4 copies of drawing CHF/P02 showing details of proposed advertisements
- 4 copies of photo pages CHF/01 - 05
- 1 copy of letter dated 19 October 2007 from Christ's Hospital to residents of Park Road and Park Crescent
- Fee cheque for £265.00 payable to VWHDC

The background

Albert Park and its residential surroundings are the responsibility of Christ's Hospital of Abingdon. This is a charitable body created in 1553 by Royal Charter under Edward VI, some five years after the suppression of the Fraternity of the Holy Cross which was responsible for building Abingdon Bridge in 1416, and of the Guild of Our Lady, in existence by 1247. Christ's Hospital took over the running of the Long Alley Almshouse of 1446 next to St Helen's Parish Church, built the Brick Alley Almshouses nearby in 1718, and has since taken responsibility for three other picturesque and historic almshouses in Abingdon.

Albert Park was laid out in 1861-2 by the Charity on Conduit Field. The attractive Victorian suburb surrounding it was developed over the succeeding years. Its historic importance and undoubted charm have led to its place on the Register of Historic Parks or Gardens maintained by English Heritage. The Park and its suburb were designated as a Conservation Area in 1975. While the Conservation Area is more extensive, the area proposed to be covered by the signs is precisely the outline of the Register entry. The boundaries of the two areas are indicated on drawing CHF/P01.

The issues

As you will know from previous correspondence, there are considerable problems in the Albert Park area arising from motorists using the Charity's private roads and also parking their cars. This creates pressures on the maintenance of the special character of the Albert Park area and harms its visual appearance.

TEL: 01235 - 523139
FAX: 01235 - 521662

E-MAIL



THE MALTHEUSE 60 EAST ST. HELEN STREET A
PARTNERS:
PHILIP D WADDY BA(HONS) DIPL ARCH(OXFORD) RIBA FRSA RO
JOHN ASHTON DIPL TP(OXFORD) MRTPI MII
STEPHEN SIMKINS BA(HONS) DIPL ARCH(OXFORD) RIBA FRSA

Appendix 2

Appendix 2

The roads around Albert Park were laid out in the mid 19th century to a limited specification, and the road surfaces and particularly the kerbs and verges cannot cope with the demands currently being placed on them. Surveys conducted by the Charity have found that between 70 and 100 cars have been parked on any one weekday and on some evenings when special events are taking place in the town. The Charity has the power to control access and parking, but it has been advised that the controls cannot currently be enforced unless it is made absolutely clear to all users that the controls are in place and will be enforced in a particular way. This requires explicit and detailed signs at the vehicular entrances to the schemes and also sufficient repeater signs so that it cannot be argued that signs were not ready to hand and clearly visible.

As well as traffic movements, the number of illegally parked cars, particularly in Park Road, affects the management and the operation of the area, and harms its visual character and appearance. Park Road is the focus of fly-parking because it is closest to the town centre and to bus stops connecting Abingdon with other centres. It is therefore most attractive to those wishing to avoid the parking controls imposed by the local authorities and enforced in their turn by the use of signage in Abingdon's historic streets.

The alternative to dealing with the pressure of unauthorised vehicles in Albert Park would require the relaying the roads and the insertion of kerbs and bollards. This cannot be countenanced because of the visual effect on the Conservation Area and the Registered Park or Garden. Furthermore, the financial cost is prohibitive.

County Highways have agreed that the signs proposed may be positioned on lamp columns. It is intended to use existing lamp columns and posts wherever possible, and one repeater sign is proposed to be placed on a gate pier in the centre of the southern boundary of the Park.

The local planning authority has already been approached for informal comments on the proposals. The original submission included details of traffic circulation proposals and of details relating to car parking in Albert Park. You were able informally to accept the installation of single larger signs at four of the entrances/exits to the Park Road/Park Crescent system but could not support additional entrance warnings or any of the repeater signs proposed in these streets. However, and as previously submitted, any scheme has to provide sufficient warning to be fair and equitable and also to prevent enforcement failing on a technicality because warning signs might not have been sufficiently obvious. The scheme as a whole cannot work without the necessary repeater signs, and without obvious signs for those parking their cars and exiting anywhere from the Albert Park area. A warning sign is particularly critical at the east end of Park Road, to remind the majority of those that the scheme would be set up to address. As the system would be unworkable with only the signs to which you have given your informal officer approval, the application is therefore made on the basis of the entrance-exit signs and the repeaters as recently notified to you.

The signs to be used, and the potential operation of the system

The attached plan CHF/P01 and sheet CHF/P02 indicates the locations proposed and the signs to be employed. It draws on the considerable experience of Parking Control Management UK Ltd (PCM) in the design and operation of parking management schemes. PCM have confirmed that the effect of the parking arrangements is virtually immediate and effective, and that it is often possible within a relatively short period to reduce the level of repeater signage once the message has "got across".

The Charity has commissioned full-scale replicas on foamboard of the proposed 610 x 460mm entrance/exit sign and the 297 x 210mm repeater sign from PCM. These were brought to site and photographed to demonstrate the limited visual impact of the signs. These mock-ups remain in our offices and can be produced for committee consideration *in camera* or on site. I would like to point out that Photo CHF/02B confirms that the repeater signs are less intrusive than the existing Neighbourhood Watch signs which, as you are aware, benefit from deemed consent under current Advertisement Regulations.

A small area within the Park, previously used for this purpose, is to be set aside for legitimate parking within the Traffic Management area, subject to a two-hour limit. Two special signs are proposed here, a larger sign visible along the entrance from Park Crescent and a repeater inside the Park. They are also shown on the enclosed plan CHF/P01 and sign details sheet CHF/P02.

The operation of the system is encapsulated in the letter dated 19 October and sent by the Charity to all residents of Park Road and Park Crescent. A copy of this letter is enclosed with this application.

Conservation issues

PPG15 'Planning and the Historic Environment' states at paragraph 4.10 that "the character and appearance of many conservation areas is heavily dependent on the treatment of roads, pavements and other public spaces" and that "it is important that conservation policies are fully integrated with other policies for the area, eg for shopping and traffic management" (my emphasis). Statutory integration is not appropriate here because of the private ownership of the road network, but the message is the same. The measures to control parking proposed here will demonstrably enhance the character and appearance of the Conservation Area by reducing damage to the road surfaces and the verges that form an essential element of the Area. The Charity accepts that "All outdoor advertisements affect the appearance of the buildings or the neighbourhood where they are displayed" (PPG15, paragraph 4.31) but, as the guidance continues:

"The main purpose of the advertisement control system is to help everyone involved in the display of outdoor advertising to contribute positively to the appearance of an attractive and cared-for environment".

While this is the basis for the application of more exacting standards by local planning authorities, it is again submitted that a prerequisite for "an attractive and cared-for environment" in Albert Park is the protection of roads and verges and the removal of unauthorised parking. The necessary signage is insignificant in comparison. The size and character of the signs proposed is far below that which might be subject to additional control by the adoption of an 'area of special control'. As one of the submitted photographs demonstrates, a proposed repeater sign is smaller and less obtrusive than a Neighbourhood Watch sign that has been installed with deemed consent.

The damage to roads and verges, and the visual impact of parked cars, are likely to be classed as a negative factor in the Conservation Area, "a consequence of harmful pressure" as set out in paragraph 4.21 of English Heritage's "Guidance on conservation area appraisals". The proposals seek to limit this damage and this visual impact, to preserve and enhance the character and appearance of the Conservation Area and to retain the special interest of the Registered site.

Conclusion

I trust that the above enables the Council to conclude the signs proposed are as attractive as possible, are proportionate to their task, will be reviewed over time, and are considerably less intrusive than the unauthorised parked cars that they are seeking to control. The existence of these vehicles and the damage they are causing to road surfaces and roadside verges impacts on the character and appearance of the Conservation Area and the quality of the Registered Park or Garden. The Governors of Christ's Hospital are mindful of their responsibilities in Albert Park and are seeking to exercise their legitimate controls to benefit the area in a way that is demonstrably less obtrusive than standard traffic signage which is commonly employed in historically sensitive locations.

Yours sincerely



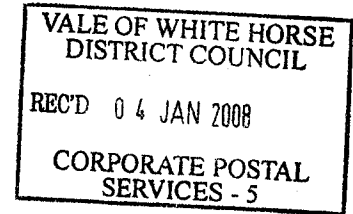
Geoffrey Huntingford BSc(Hons) MA MRTPI IHBC
on behalf of West Waddy : ADP
g.huntingford@westwaddy-adp.co.uk

Encs.

cc Mr C Nutman, Clerk to the Governors of Christ's Hospital
Andrew Oliver, PCM



ENGLISH HERITAGE
SOUTH EAST REGION



Mrs S Dawson
Vale of White Horse District Council
Environmental Services Directorate
PO Box 127
ABINGDON
Oxfordshire
OX14 3JN

Direct Dial: 01483 252026
Direct Fax: 01483 252001

Our ref: P00055238
2 January 2008

Dear Mrs Dawson

Notifications under Circular 01/2001 & GDPO 1995
CAR PARK ALBERT PARK, PARK CRESCENT AND PARK ROAD, ABINGDON,
VALE OF WHITE HORSE, OXFORDSHIRE, OX14 1DF
Application No ABG/20379

Thank you for your letter of 18 December 2007 notifying us of the application for planning permission relating to the above site. We do not wish to comment in detail, but offer the following general observations.

English Heritage Advice

The main issue appears to be striking an appropriate balance between the potential adverse impact of signage which is required to control the demonstrably adverse impact of car parking on the special character of the designed landscape in this conservation area. English Heritage notes that the potential for adverse impacts arising from additional signage has been reduced by using existing lamp posts wherever possible and in the design of the signage itself. We advise that if your council is minded to permit the application a condition should be attached which would review the affect of the controls and therefore the potential for a subsequent reduction in the number of signs.

Recommendation

We would urge you to address the above issues, and recommend that the application should be determined in accordance with national and local policy guidance, and on the basis of your specialist conservation advice. It is not necessary for us to be consulted again. However, if you would like further advice, please contact us to explain your request.



EASTGATE COURT 195-205 HIGH STREET GUILDFORD SURREY GU1 3EH

Telephone 01483 252000 Facsimile 01483 252001
www.english-heritage.org.uk

*English Heritage is subject to the Freedom of Information Act. All information held by the org
response to a Freedom of Information request, unless one of the exemptions in*

APPENDIX 3