

ABINGDON TOWN COUNCIL

Report to	Environment, Infrastructure and Amenities
Meeting date	09 February 2026
Report author	Lizzie Martin
Agenda item	12

Welcome Signs on Abingdon Boundaries

1. Purpose of the Report

- 1.1 The purpose of this report is to minute permissions from the Committee to apply for this funding to be used for new welcome signs to the Town.

2. Summary

- 2.1 The District Council has over £300,000 available in S106 funds which have been reserved for public art in Abingdon. The Public Art working group chair suggested focusing on new signs for Abingdon's boundaries, these signs could include nods to Abingdon's culture and heritage.

3. Action required

- 3.1 To agree the officer for business and community engagement can apply for funds from the district to supply new signs to the boundaries of Abingdon.

4. Link to strategic plan and objectives

- 4.1 KO2 - To develop a resilient, sustainable town which will provide a home for residents now and in the future.
KO3 - To manage the Council's assets efficiently and effectively to meet for the needs of the community now and in the future.

5. Background

- 5.1 In February 2025, the Public Art Working Group applied for funding to improve the Stratton Way Underpass; however, this application was rejected by the district council. The Vale Art Officer subsequently recommended developing a larger project incorporating wayfinding markers linking the surrounding developments to Stratton Way.

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More recently, Oxfordshire County Council Highways has proposed applying an anti-graffiti coating to the existing mural, which would prevent any future restoration work. Following discussion with the Chair of the Public Art Working Group, it was agreed that the focus should instead shift to town signage, as this represents a more manageable project with a higher likelihood of approval.

6. **Key information and options**

6.1 A sign is proposed on Drayton Road, just beyond King Street as vehicles exit the new development. This would be positioned close to the site boundary to help ensure residents of the new development feel connected to and included within Abingdon.

A further sign is proposed on Marcham Road at the point where traffic exits the roundabout.

A third sign is proposed on Wootton Road.

A final sign is proposed on the approach to the roundabout when travelling from the A34 towards Oxford Road.

While the signs would vary in design, each would reference the culture and heritage of Abingdon. The officer is currently consulting with a representative from Abingdon Civic Society on the proposed approach.

7. **Climate change/green implications**

7.1 Discussion would need to be had about the recycling of existing signage.

8. **Financial/budget implications**

8.1 All funds would be sought from S106 application.

Application Ref	S106 Ref	Site	Towards	Balance
P06/V1890	07V17	Abingdon Service Station Drayton Road Abingdon Oxon OX14 5HT	No spend by date in agreement Work of Art Contribution INDEX: 1 January 2007 RPI	£5,400.00

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P11/V2239	11V28	The Precinct Bury Street Abingdon Oxfordshire	Work of Art on the site - the Precinct, Bury St Index linked. No spend by date mentioned	£9,050.71
P14/V1196/F UL	15V41	Land East of Drayton Road Abingdon	Work of Art Contribution - towards the cost of selection provision and associated costs of the work of art to be erected and installed on the Site and agreed with the Council Index Linked to pay date No spend by date	£41,520.00
P14/V1196/F UL	15V41	Land East of Drayton Road Abingdon	Work of Art - towards the cost of maintaining the Work of Art Index Linked to pay date No spend by date	£2,906.40
P17/V1336/O	18V08	Land northwest of Abingdon-on-Thames Land bound by Wootton Road, Dunmore Road and the A34 Abingdon-onThames	Art: £300 per dwelling 50th occupation Index linked to date payment due 10 year spend. To be installed on or in the vicinity (not defined) of the site by the District Council	£77,620.81
P17/V0050/O	17V61	Land North of Dunmore Road and Twelve Acre Drive	Public Art contribution - provision on site or within the vicinity of the development. £285,000 Paid in 2 instalments	£206,806.84
			Totals	£343,304.76

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Estimation of costs for application

Task/Item	Estimated cost	Total
Design and Application	£500 per design to include community consultation	£2,000
Fabrication	Dependant on design material, once this is decided an accurate estimation can be made, this will be decided prior to the application being completed. Estimation is taking into account a high end material at £4000 per sign.	£16,000
Installation	Approximately £1,000-£3000 per sign.	£12,000
Total for project		£30,000

9. **HR implications**

9.1 Project manager for business and community engagement would lead on the project advised by the Public Art working group.

10. **Supporting papers and appendices**

10.1 [Appendix A](#) - Public Art Strategy