



Application for Consent to Display an Advertisement(s)

Town and Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended)

Publication of applications on planning authority websites

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website. If you require any further clarification, please contact the Authority's planning department.

Site Location

Disclaimer: We can only make recommendations based on the answers given in the questions.

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number

Suffix

Property Name

Address Line 1

Address Line 2

Address Line 3

Town/city

Postcode

Description of site location must be completed if postcode is not known:

Easting (x) Northing (y)

Description

Applicant Details

Name/Company

Title

Mr

First name

Richard

Surname

Willoughby

Company Name

Oxford Playhouse Trust

Address

Address line 1

11-12 Beaumont Street

Address line 2

Address line 3

Town/City

Oxford

County

Oxfordshire

Country

United Kingdom

Postcode

OX1 2LW

Are you an agent acting on behalf of the applicant?

Yes

No

Contact Details

Primary number

***** REDACTED *****

Secondary number

***** REDACTED *****

Fax number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Currently we have several non-matching advertising poster/light boxes on our façade, situated each side of the doors. The overall effect is untidy. The main advertisement lightbox is situated on the right-hand side (as you face the Playhouse). The box is c2.9 x 1.1 m, internally illuminated, with a static display comprising a large printed poster (wastefully reprinted and replaced every few weeks). It is quite deep and protrudes significantly from the wall. It is tatty, unattractive, leaking and approaching the end of its useful life. (Photos included as additional docs).

Our proposal, in the first instance, is to replace the large static lightbox (on the RHS) as part of a longer-term plan to improve and tidy the prospect of the whole façade. The new lightbox will be smaller, neater, and less intrusive fitting more flush to the wall. It would sit within the footprint of the current light box. It would be more energy-efficient than the current lightbox (with lower energy lighting and an ambient light sensor to adjust illumination), easily readable, tough and damage resistant. It could be switched off at night.

In this application, as a later part of the phased improvement works, we are also applying for permission to replace the three smaller poster boxes situated on the left-hand side of the doors with an identical single lightbox. Again the current poster boxes are ageing, unattractive, and wasteful. The difference between the style of advertising on each side of the doors also runs counter to the symmetry of the facade as a whole, and detracts from the architectural integrity of the building.

A modern lightbox gives us flexibility and allows advertising to be more up-to-date, with the ability to revise information without creating paper waste each time. Advertising could reflect accurate, timely information on current and upcoming shows (something we cannot do currently). We would gain the capacity to include the latest reviews, to advertise special community ticket offers, last minute availability, or information on our frequent performances for the less-well abled (audio-described shows, autism-friendly performances and so on).

More timely information would help us to attract customers in what is still a very difficult time for the recovering arts sector. Importantly, more modern and accessible messaging will also attract a more diverse or younger audience – getting those who wouldn't previously have seen the Playhouse as a place for them to come through our doors for the first time. Generating a more diverse customer base, and making theatre more accessible to everyone is a key strategic goal for us.

The lightbox would also allow us to champion to a wider audience our extensive outreach within the less privileged communities of Oxfordshire – whether working with Primary schools to improve literacy, or with the elderly to improve isolation, all the time breaking down barriers to arts participation and developing new audiences.

Advertisement Type:

Other type

Height:

0.99 metres

Width:

1.91 metres

Depth:

0.14 metres

What is the height from the ground to the base of the advertisement?:

1.25 metres

What is the maximum projection of the advertisement from the face of the building?:

0.15 metres

What is the maximum height of any of the individual letters and symbols?:

30 centimetres

What materials will the advertisement be made of?:

Mild aluminium outer frame and glass fascia

The colour of text and background:

Colour text and background

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

2500 cd/m²

Will the illumination be static or intermittent?:

Intermittent

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Please describe each of the 'Other type(s)' of advertising proposed

- 1) LED wall mounted, flat screen display screen, fitted flush to the wall (as current lightbox, but less obtrusive)
- 2) As above, fitted flush to the wall (in place of 3 poster boxes)

Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

- Yes
 No

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?

- Yes
 No
 Not Applicable

If Yes to either or both above, please show the existing sign(s) on an elevation drawing or photograph and state the references for the drawing(s) or photograph(s)

Drawings and photos included in the additional documents section:

- Current lightbox.jpg - shows existing lightbox, illuminated at night (RHS of doors)
- current advertising posters.jpg - shows existing poster boxes (LHS of doors)
- IMG_2411.jpg - shows existing lightbox and projection from wall
- OPexterior 1.1 - shows facade of the whole building
- lightbox.png - technical drawing of proposed new lightbox
- Oxford Playhouse Location and Block Plan.pdf - location and block plan
- Oxford Playhouse - Existing Street Elevation.pdf
- Oxford Playhouse - Proposed Street Elevation.pdf
- Oxford Playhouse - Digital Screen Detail on Elevation.pdf

Will the proposed advertisement(s) project over a footpath or other public highway?

- Yes
 No

Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From Date

23/10/2023

To Date

01/10/2043

Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

- Yes
 No

Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?

- Yes
 No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact?

- The agent
 The applicant
 Other person

Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

- Yes
 No

If Yes, please complete the following information about the advice you were given (this will help the authority to deal with this application more efficiently):

Officer name:

Title

**** REDACTED ****

First Name

**** REDACTED ****

Surname

**** REDACTED ****

Reference

N/A

Date (must be pre-application submission)

08/02/2023

Details of the pre-application advice received

Gill came to the Playhouse to examine the current lightbox and site, and to consider details of the proposed new lightbox. She concluded that: "In terms of listed building consent, my considered view is that provided that the replacement screens/boards were no larger than the present poster boards and of a similar or lesser number and in similar locations then I do not think that they would constitute an alteration that would impact on the architectural significance of the building and therefore they would not require consent under sections 16(2) and 66(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990." However she suggested that we might want to consider advertisement consent, and that we should therefore submit this application.

Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

- Yes
 No

If No, has the permission of the owner or any other person entitled to give permission for the display of an advertisement been obtained?

- Yes
 No

Authority Employee/Member

With respect to the Authority, is the applicant and/or agent one of the following:

- (a) a member of staff
(b) an elected member
(c) related to a member of staff
(d) related to an elected member

It is an important principle of decision-making that the process is open and transparent.

For the purposes of this question, "related to" means related, by birth or otherwise, closely enough that a fair-minded and informed observer, having considered the facts, would conclude that there was bias on the part of the decision-maker in the Local Planning Authority.

Do any of the above statements apply?

- Yes
 No

Declaration

I/We hereby apply for Consent to display an advertisement as described in the questions answered, details provided, and the accompanying plans/drawings and additional information.

I/We confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the person(s) giving them.

I/We also accept that, in accordance with the Planning Portal's terms and conditions:

- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be published as part of a public register and on the authority's website;
- Our system will automatically generate and send you emails in regard to the submission of this application.

I / We agree to the outlined declaration

Signed

Sue Sternberg

Date

23/10/2023

Amendments Summary

Have included a detailed drawing showing detail of the advert with scale bar on the elevation. Showing advertisement size, siting, materials, and colours to be used, height above ground, extent of projection and details of the method and colour(s) of illumination.

Have adjusted maximum size of lettering on advert to allow for all possible types of material.