

NCA | ARCHITECTURE

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Covering Statement in support of
Proposed Advertising Consent Application

At

34 High Street, Woodstock, OX20 1TG.

January 2024

This statement has been prepared by Neil Clarke Architecture Ltd for the advertising consent application submitted for the Breckon and Breckon estate agents office at 34 High Street, Woodstock, which is grade II listed.

This application seeks to replace a free standing display which is set behind the shop frontage, and is illuminated with artificial lighting within the shop, with a free standing advertisement video screen. The screen is to be mounted on a bracket and stand which is self supporting and does not require any fixings into the existing building fabric.

The proposed screen is illustrated in the enclosed drawing package, with separate dimensioned details for the display stand and screen also provided.

It is considered that proposal can be supported, as it represents a replacement of an existing advertising display, and is typical of a display which could be expected in a retail unit, albeit being homed within a 16th century building. The freestanding addition does not require any intervention or loss to historic fabric – the display stand can be picked up and moved around. The proposal fully conforms with policy OS4, as the minimalist screen design will not clutter the historic shop-front, will not prejudice public safety and will not require any alteration to the historic shop front.

On the basis of the above and enclosed drawings, it is offered that the consent sought in this application can be granted.