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By Planning Portal only:

Dear Sirs,

**Application for advertisement consent, Saïd Business School, Park End Street, Oxford OX1 1HP
PP-12964508**

Savills has been instructed by Saïd Business School, hereafter "the applicant", to submit an application for advertisement consent for fascia signage at the entrance to the School.

This application is accompanied by the following plans:

- Drawing No: 24-20-001 - Site Plan;
- Drawing No: 24-20-002 Revision A - Block Plan;
- Drawing No: 24-20-003 – Existing South Elevation;
- Drawing No: 24-20-004 – Proposed South Elevation
- Drawing No: 24-20-005 – Proposed Typical Signage

Site Context

The Business School comprise the three-storey Saïd Business School, which opened in 2001, the Thatcher Business Education Centre developed in 2013 to the West, landscaped gardens over the remains of Rewley Abbey and a vacant site to the North along Castle Mill stream.

A large, raised entrance portico faces Frideswide Square, world and leading to a large 'Hypostyle' hall. The façades in buff-coloured brick with unadorned Bath stone giving a contemporary feel. The main pedestrian entrance is set well back from Frideswide Square with a metal safety balustrade installed at the front of the portico.

The site is located in the City Centre and the City Centre Archaeological Area. Whilst also within the High Buildings Area this is not of relevance to the consideration of this application given the single storey nature of the proposal. The site is also located within the Scheduled Ancient Monument of the former Rewley Abbey.

There is significant planning history associated with the wider Saïd Business School site however, there are no planning applications which are of particular relevance to the determination of this application. The most recent planning application dates from 2016 where a single storey extension was permitted under 16/00813/FUL.

Proposal

The Applicant wishes to increase the street presence of the front elevation and to advertise the work of the School in a more public facing manner. The proposal to achieve this is a new "impact from within" advertising campaign that will highlight the post-graduation achievements of Business School alumni.

Commented [PB1]: SBS is add in more details as necessary

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This campaign will include a poster campaign throughout the School but will include vinyl posters applied to the inside of the large double height glazing panels that make combine to form the entrance to the School. The vinyls will combine to form a single image featuring the "impact from within" slogan and quotes and photos from School alumni.

The posters will also be applied to the safety balustrade with posters containing the logos of The University of Oxford and the School and photos and profiles of alumni. The purpose of this messaging on the balustrade is to communicate to visitors to Oxford, commuters and the local community exactly what the Saïd Business School does, together with a few examples of alumni achievements. This messaging forms part of an overall school strategy of making the School better understood and more accessible to all these groups

The Applicant intends to regularly refresh the posters to feature different alumni so the submitted plans so one example of the full campaign for the front elevation of the school. The rotation of the posters can be controlled by condition if deemed necessary.

No illumination of the vinyls is proposed as part of this application.

Planning Assessment

The main policy of the Development Plan relevant to this application is policy DH6 of the Local Plan 2036. This is concerned with both shopfronts and signage. The sections relevant to this application read:

"... [A]dvertisement consent will only be granted for signage and other forms of advertisement where the design, positioning, materials, colour, proportion and illumination are not detrimental to assets with heritage significance or visual or residential amenity, as demonstrated through the following criteria, all of which should be met:

- a) the design responds to and positively contributes to the character and design of existing buildings and surroundings; and*
- b) public safety would not be prejudiced; and*
- c) visual pollution and clutter are avoided..."*

In assessing this application, it is important to note that the School lies outside any of Oxford's Conservation Areas and cannot be considered to be in the setting of any designated or non-designated heritage assets. Furthermore, the proposed signs can only be seen when walking past the site and there are no residential properties nearby that have a direct view of the front of the School.

As such, the Applicant contends heritage significance and residential amenity considerations are not relevant to this application.

Furthermore, the proposed posters will not overhang the public highway as they are to be applied to the existing windows and balustrade, so public safety is also not a relevant issue.

Therefore, Policy DH6 directs that visual amenity is the key issue to assess with this proposal, seeking to avoid a cluttered street scene.

The Business School is a substantial building with a wide front elevation that is a dominant feature of the experience of Frideswide Square. It is quite normal for such buildings, particularly those with high proportions of glazing to use these vinyl posters to activate a front elevation and add visual interest.

Currently the front elevation gives little clue as to what the building is used for. These posters will give the building additional street presence in a very busy part of the city centre next to the train station.

Whilst the posters will combine into a substantial two-storey display, they will still appear subservient to the building as a whole, which will continue to be dominated by the buff brick facades either side of the recessed



entrance. The entrance setback is substantial so clear views of the display will only be possible when nearly directly opposite the entrance.

The balustrade is located at the very front of the site raised up at the back of the public highway. The proposed signage will again active the appearance of the balustrade, providing visual interest and helping with wayfinding and legibility as pedestrians walk to and from the city centre and the train station.

More widely, Frideswide Square is a busy part of town consistent with a key public transport terminal. There is already a fair degree of clutter in the street scene from functional features such as bus stops, lampposts, directional signage, traffic lights, safety bollards and waste bins. There are also existing signs serving the row of shops opposite the site that are illuminated given the evening opening hours of some of the businesses.

As such, the street scene of the Square is already quite busy. The proposed signs are not illuminated, proportionate to the building they serve and will not add materially to the visual clutter of the area.

Overall, the proposals cause no conflict with the policies of the Development Plan, in particular Policy DH6.

I trust you have everything you need to validate and consider this proposal and I look forward to discussing the application in due course.

Yours sincerely



Peter Brampton
Senior Planner