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The Wolvercote Neighbourhood Forum (WNF) seeks to represent the views, in relation to planning matters, of residents in the Wolvercote Neighbourhood Plan area, which stretches from the River Thames to Cutteslowe Park. The Wolvercote Neighbourhood Plan (WNP) was approved overwhelmingly by our residents in a referendum in May 2021 and was subsequently 'made' by Oxford City Council.

Response to Planning Application 25/02082/ADV

The WNF Steering Committee is concerned that the hoardings which are the subject of this application will have a deleterious effect on the area, because of their height, immense length, and their colour.

The two proposed hoardings, which could remain in place for 10 years, will be along the North side of the A40 and the West side of the A44 between the Wolvercote and Pear Tree roundabouts. They are each 250m long and 2.44 m high, and red in colour, providing publicity advertising the development. They will contain bold illustrations and text. This will vary in size, some very large and some having capitals only 90mm high.

We consider that the text and images will be so prominent as to form a distraction to drivers and cyclists on the two main roads, and as such will be a safety hazard. The hoardings will form much more of a distraction than the building work they are supposed to be hiding from view.

In our opinion, more appropriate for surrounding those parts of the site still under development would be a plain, dark coloured, wooden fence, that does not distract drivers and cyclists on the main roads. If possible, we would like this to have some openings, so local people can see the progress being made in developing the site.

For these reasons, we believe the hoardings will be a blight on the streetscape in this part of our Neighbourhood Forum area, and **we object to this planning application being approved** in its current form.

From the Steering Committee of Wolvercote Neighbourhood Forum:

Paul Buckley (Chair), Melat Ayele, Mary Brown, Elaine Chaston, Tony Dale, Christopher Dawkins, Louise Franklin, Judith Haverty, Katherine Kaye, Richard Lawrence-Wilson, David Stone.

03/10/2025