

11 UPPER HIGH STREET

A non-illuminated fascia sign at high level, two non-illuminated signs over the windows and an externally-illuminated hanging sign.

1. Officer Recommendation:

Objects:

- The committee regret the use of non-traditional materials within the Conservation Area.
 - The hanging sign would be placed above a doorway serving a separate use.
-

2. Key Issues:

This application relates to the signage only.

- Impact on the Character and Appearance of the Conservation Area
- Impact on the Special Architectural and Historic Interest of the Listed Building

11 Upper High Street is a Grade II listed building in the Thame Conservation Area. The proposed signage includes:

- A non-illuminated sign at high level and two non-illuminated signs above each window fascia – the materials will be a mix of acrylic and stainless-steel lettering.
- an externally-illuminated hanging sign – the materials will be a hardwood hanging sign, steel frame and vinyl detailing. Illumination will be provided onto the hanging sign – please note the building already has a spotlight for the hanging sign.

It is proposed to move the hanging sign from its position above the primary entrance into the shop to over that serving a private flat. This is to free up wall space for the high-level sign.

It is regrettable that some non-traditional materials have been proposed (acrylic lettering and vinyl detailing). The high level, raised lettering will be difficult to clean and is unnecessary, given the presence of fascia and an existing hanging sign.

3. Planning History:

[P02/N0111/LB](#) – Removal of existing structural columns, installation of replacement steel cribs.
SODC granted Listed Building consent

[P02/N0079](#) and [P02/N0078/LB](#) – Installation of air conditioning units to rear elevation.
SODC granted planning permission and Listed Building consent

4. Risk Appraisal

Dependent on the Town Council's recommendation to SODC is it likely that there would be a contrary decision by SODC? If so then a councillor should be nominated at the meeting to represent the views of the Town Council at the planning committee.

5. Policies Relevant to the Application

The following policies are of particular relevance when considering this application.

Thame Neighbourhood Plan

- H6 Design new development to be of high quality
- WS2 Retain and enhance primary and secondary retail frontages
- WS12 Retain existing employment land in employment use
- WS13 Support improvements to existing employment areas
- ESDQ15 Developers must demonstrate in a Design and Access Statement how their proposed development reinforces Thame's character
- ESDQ16 Development must relate well to its site and its surroundings
- ESDQ17 Development must make a positive contribution towards the distinctive character of the town as a whole
- ESDQ18 New development must contribute to local character by creating a sense of place appropriate to its location
- ESDQ19 The Design and Access Statement and accompanying drawings must provide sufficient detail for proposals to be properly understood
- ESDQ20 Building style must be appropriate to the historic context
- ESDQ26 Design new buildings to reflect the three-dimensional qualities of traditional buildings

SODC Local Plan 2035 Policies

- DES1 Delivering high quality development
- DES2 Enhancing local character
- DES3 Design and access statements
- DES7 Efficient use of resources
- DES8 Promoting sustainable design
- ENV6 Historic environment
- ENV7 Listed buildings
- ENV8 Conservation areas
- TC5 Primary Shopping Areas