

NATIONWIDE BUILDING SOCIETY 99 HIGH STREET

Replacement of signage as follows; a projecting sign with a new 500mm fascia and a logo with a new blue fascia & a new 290mm logo height, an ATM surround and decals with new statutory signage with new safety manifestation with new decoration to shopfront in grey to match existing. Post box number to be sprayed in grey. Removal of receipt bin.

1. Officer Recommendation:

OBJECTS and has a RESPONSE:

- The use of an aluminium fascia is not supported.

2. Key Issues:

- **Impact on Neighbouring Amenity**
The proposed change to the signage are minor in scale and would not impact on neighbouring amenity.
- **Design**
It is proposed to replace the existing fascia with a featureless, full-width aluminium fascia, some 30mm deep. It would be painted, presumably sprayed, in a matt colour. Lettering would be acrylic and 35mm deep and the new Nationwide logo would also be added in relief.
- **Impact on the Character and Appearance of the Conservation Area**
The proposed full-width, uniform fascia would not sit well within the Thame Conservation Area and the use of non-traditional materials is actively discouraged. It is notable that recent Enforcement action has removed non-compliant features in this vicinity and it would be regrettable to permit new non-compliant development.
- **Impact on the Special Architectural and Historic Interest of the Listed Building**
The adjacent building, number 98 High Street, is Listed. The Nationwide’s existing wooden fascia has subtle edge mouldings that, in addition to a traditional stall riser and pilaster helps integrate the building’s modern frontage with number 98. The new fascia would not only be incongruous against the backdrop of the Nationwide’s shopfront but would also fail to acknowledge or respect the significance of the adjacent Listed Building.

3. Planning History:

SODC Ref	Description	TTC Decision	SODC Decision
P03/N0271/A	Erection of 1 no. internally illuminated fascia panel sign and 1 no. externally illuminated projection sign with lighting canopy.	-	Refused
P05/E1278	External refurbishment/replacement windows, including removal of	No strong views	Granted

	threshold step. Introducing new disabled persons ramp. (As amended by fax dated 6 January 2006 from the Agent).		
P13/S2531/FUL	Removal of two existing ATM machines, and replace with one new ATM machine.	Approved	Granted
P15/S0192/FUL	Removal of existing front step, entrance door & side panel & installation of new external threshold & internal ramps with sliding door, side screen & relocated post box	Approved	Granted
P18/S0287/A	Replacement of current signage with 2 fascia, 1 projecting and 3 other non-illuminated signs.	Approved	Granted
P20/S2751/FUL	New door access to first floor flat from High Street, new shop frontage and new windows to front façade	Supports + response	Granted

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

- WS2 Retain and enhance primary and secondary retail frontages
- 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

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