Planning Committee

Meeting Date:	**6 May 2025**
Contact Officer:	**Graeme Markland, Neighbourhood Plan Continuity Officer**

Trafalgar House, 1 Nelson Street

P25/S1092/A

Erection of four illuminated and non-illuminated signs to the exterior of the building. Including double sided pictorial with vinyl detailing and new linolites, panel sign with vinyl detailing, fascia panel with vinyl detailing and panel sign with vinyl detailing.

Reason for report:

☒ The officer recommendation is to object due to non-conformance with TNP/TNP2 policies, Local Plan, or national standards

☒ There has been (or may be) local objection

1. Officer Recommendation:

OBJECTS:

- The size of the proposed signs would neither conserve nor enhance the Thame Conservation Area. The proposed illumination of the hanging sign is not justified or appropriate on this property in the Conservation Area.
- The proposal is, therefore, contrary to Thame Neighbourhood Plan (TNP2) Policies CPQ1 and CPQ3 and guidance from the Joint Design Guide, Thame Design Code and Thame Conservation Area Character Appraisal and Local Plan Policies ENV6 and ENV8.

Call-In

If the recommendation is to object, or likely to be contrary to SODC's recommendation, the Town Council must agree whether to request that SODC Councillors call the application into SODC's committee. Thame's District Councillors are not bound to this request.

2. Key Issues:

- Impact on the Character and Appearance of the Conservation Area

  The proposal seeks to replace one signage on the front elevation, add two new signs on the front elevation (a hanging sign and large fascia board), and add a new sign on the side elevation.

  The proposed signage would overwhelm the building and appear incongruous within the conservation area and in comparison with similar properties in the historic Town Centre. The proposed choice of materials would be similarly out of character.

  The proposed illumination will be on the hanging sign. There are examples of this in the conservation area, such as the Black Horse and Birdcage pubs, however these were only deemed acceptable due to the late evening operating hours of these food / drink

businesses. The business at 1 Nelson Street (Thame Dental Care) will not be open later than 5pm. Furthermore, 1 Nelson Street is located on the edge of the 'secondary retail frontage' area (as defined by TNP2) in a mix of residential and mixed-use buildings.

Overall, it is considered that the illumination is not justified on this site.

3. Planning History:

None.

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 2 (TNP2) Policies

GDR2	Town Centre uses
CPQ1	Design in response to local character
CPQ2	Design principles for employment development
CPQ3	Town Centre design principles

SODC Local Plan 2035 Policies

DES1	Delivering high quality development
DES2	Enhancing local character
DES6	Residential amenity
DES7	Efficient use of resources
DES8	Promoting sustainable design
ENV6	Historic environment
ENV8	Conservation areas
TC5	Primary Shopping Areas