

# PLANNING

ELECTRONIC  
VERSION

## Planning Decision

P24/S2319/A

The Watch Doctor  
c/o Andrews Eades Chartered Surveyor  
20 Cornmarket  
Thame  
OX9 2BL

## CONSENT TO DISPLAY ADVERTISEMENTS

Application No : **P24/S2319/A**

Application proposal, including any amendments :

**Maintain the existing front and right-hand side advertisement fascia boards.  
(Development description amended 17 September 2024. Amended Plans  
received 17 September 2024 showing illumination removed from signage).**

Site Location : **44 Upper High Street Thame OX9 2DW**

South Oxfordshire District Council hereby gives notice that **consent is GRANTED** for the display of the advertisement(s) referred to above strictly in accordance with the description, plans and specifications contained in the application (as varied by any amendments referred to above) subject to compliance with the standard conditions set out overleaf and the following additional condition(s) :

1. That the advertisement consent shall be carried out in accordance with the details shown on the following approved plans, 24.659-04, 24.659-01 and 24.659-02A, except as controlled or modified by conditions of this permission.

Reason: To secure the proper planning of the area in accordance with Development Plan policies.

NB: Thame Neighbourhood Plan

WS13 - Support improvements to existing employment areas

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

NB: The applicant is hereby notified that this consent only permits the development shown on the approved drawings and does not grant consent for any other signage on the application building.

NB: The above permission/consent may contain pre-conditions, which require specific matters to be approved by the Local Planning Authority before a specified stage in the development occurs. This means that a lawful commencement of the approved development/works cannot be made until the particular requirements of the pre-condition(s) have been met.

NB: This approval is specific to the details of the development as shown on the approved plans and other associated documentation. Unless otherwise agreed by the Council any departure from the approved plans will constitute unauthorised development and may be liable to enforcement action. As such the Council must be advised in writing of any proposed variations from the approved plans and other associated documentation at the earliest stage possible. A decision will then be made as to whether the changes can be dealt with as a minor revision to the approved details or whether a revised application is required.

This permission refers only to that required under the Town and Country Planning Acts and does not include any consent or approval under any other enactment, byelaw, order or regulation.

### **Reason for Decision**

Advertisement consent is granted as the proposal complies with the relevant Development Plan Policies and, subject to the attached conditions, would not be harmful to public safety or the visual amenity of the area.

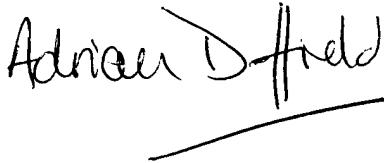
In accordance with paragraph 38 of the National Planning Policy Framework the Council takes a positive and proactive approach to development proposals. The Planning Service works with applicants/agents in a positive and proactive manner by offering a pre-application advice service and by advising applicants/agents of issues that arise during the processing of their application and where possible suggesting solutions to problems.

Note : A more detailed explanation is available in the officer's report, available in the application case file.

## Key Policies

DES1 Delivering High Quality Development  
DES2 Enhancing Local Character  
ENV8 Conservation Areas

Note : The full wording of the above policies are available on our website or in the local plan documents, at our offices.

A handwritten signature in black ink, reading "Adrian D. Field". The signature is written in a cursive style with a long horizontal line underneath.

Head of Planning  
**18th September 2024**

## STATUTORY INFORMATIVE

### T & C P (Control of Advertisements) (England) Regs 2007

#### Standard Conditions

1. no advertisement is to be displayed without the permission of the owner of the site on which they are displayed (this includes the highway authority, if the sign is to be placed on highway land);
2. no advertisement is to be displayed which would obscure, or hinder the interpretation of, official road, rail, waterway or aircraft signs, or otherwise make hazardous the use of these types of transport;
3. any advertisement must be maintained in a condition that does not impair the visual amenity of the site;
4. any advertisement hoarding or structure is to be kept in a condition which does not endanger the public; and
5. if an advertisement is required to be removed, the site must be left in a condition that does not endanger the public or impair visual amenity

#### Notes

1. Regulation 14 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 provides that every grant of express consent shall, except where a shorter or longer period is specified by the local planning authority, operate for a period of five years from the date of the grant of consent. This limitation on the duration of an express consent is deemed to be a condition imposed upon the grant of consent.
2. Where an application is made to a local planning authority for express consent under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and is refused by that authority or granted by them subject to conditions, the applicant, if he is aggrieved by their decision may be given notice in writing within 8 weeks from the date of receipt of notification of the local planning authority's decision, or such longer period as the Secretary of State may at any time allow, appeal to the Secretary of State. The address for such appeals is :

The Planning Inspectorate  
Customer Support Unit  
Temple Quay House  
2 The Square  
Temple Quay  
Bristol  
BS1 6PN  
Telephone : 0303 444 5000  
[www.planningportal.gov.uk](http://www.planningportal.gov.uk)

email: [enquiries@pins.gsi.gov.uk](mailto:enquiries@pins.gsi.gov.uk)

Guidance about appeals to the Secretary of State is given in a 'Guide to taking part in advertisement appeals - England' produced by the Planning Inspectorate.

3. If, before or during the determination of an appeal in respect of an application for express consent under the Regulations, the Secretary of State forms the opinion that, having regard to the Regulations and to any direction given under them, consent could not have been granted by the local planning authority or could not have been granted by them otherwise than subject to the conditions imposed by them, he may decline to determine the appeal or to proceed with determination of it.
4. Regulation 30 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 provides that a person displaying an advertisement in contravention of the Regulations shall be liable, on summary conviction of an offence under Section 224(3) of the Town and Country Planning Act 1990, to a fine.

## **OTHER INFORMATION**

The Planning Portal contains a wide range of helpful planning-related guidance and services. You may wish to view their website ([www.planningportal.gov.uk](http://www.planningportal.gov.uk)).

## **BUILDING OVER GAS MAINS AND SERVICES**

Please note before you plan to dig, or carry out building work within the SGN gas network, you must:

1. Check your proposals against the information held at <https://www.linesearchbeforeudig.co.uk/> to assess any risk associated with your development **and**
2. Contact the SGN Plant Protection team to let them know. Plant location enquiries must be made via email, but you can phone SGN with general plant protection queries. See SGN details below: Phone 0800 912 1722 or email [plantlocation@sgn.co.uk](mailto:plantlocation@sgn.co.uk)

For further information please refer to:

<https://www.sgn.co.uk/damage-prevention>

<https://www.sgn.co.uk/help-and-advice/digging-safely>