

Planning Committee

Meeting Date: 8 April 2025

Contact Officer: Graeme Markland, Neighbourhood Plan Continuity Officer

27 Upper High Street

[P24/S3077/A](#)

Replacement fascia and projecting signage.

Reason for report:

☒ There has been (or may be) local objection

1. Officer Recommendation:

SUPPORTS with comments:

- The use of non-traditional materials on the hanging sign is regrettable.
- The placement of seating on the highway should conform with SODC's Pavement Licencing Policy and be removed during the annual September Street Fair and other town centre events as required by the Town Council.

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:

27 Upper High Street is located in the Thame Conservation Area. It is not a listed building. This is a retrospective application for the hanging sign (the fascia board has not yet been installed – see image – March 2025).

- Impact on the Character and Appearance of the Conservation Area



Hanging Sign

The hanging sign will use the existing metal bracket and be of the same dimensions. The sign itself will be vinyl. Under the previous application ([P18/S2958/A](#)) for a similar hanging sign (for The W/Woodworks Trading) the District Council deemed that the positioning, scale and use of materials was acceptable. TTC objected on the grounds that the materials were contrary to the Conservation Area Management Plan.

Therefore whilst the use of non-traditional materials is regrettable, overall it is considered that the hanging sign would have an acceptable impact on the conservation area.

Fascia Sign

The proposed fascia sign will be relatively large in comparison to the previous raised aluminium lettering (Woodworks) which was considered to have less prominence than the previous fascia board (Delphine Art). The proposed fascia board will be timber with painted lettering. Whilst the scale of the fascia board will have an impact on the conservation area, overall and considering the use of traditional materials, it is considered that the proposed fascia board is acceptable.

- Highways

The placement of seating on the highway should conform with SODC's Pavement Licencing Policy and be removed during the annual September Street Fair and other town centre events as required by the Town Council.

3. Planning History:

Application Number	Description	TTC Decision	TTC Comments	SODC Decision
P18/S2564/FUL	Change of use from A1 to mixed use A1 and A3.	No objections	Comments re signage, use of external yard	Granted
P18/S2958/A	Letter signage above main window and swing sign.	Objects	Materials do not conform to Conservation Area Policy	Granted
P19/S2664/FUL	Variation of condition to hours of operation of planning application P18/S2564/FUL to extend trading hours to Sunday 10am - 4pm. Change of use from A1 to mixed use A1 and A3.	Objects	Unneighbourly	Granted
P24/S3078/S73	Variation of condition 2 on P18/S2564/FUL (Change of use from A1 to mixed used A1 and A3) - for the extension of opening hours from 8:30am - 6pm Monday to Saturday to new proposed hours of 7:30am - 6pm Monday - Saturday.	Supports + comments		Granted 22/11/2024

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
GDV1	Visitor economy
CPQ1	Design in response to local character
CPQ3	Town Centre design principles
CPQ5	Sustainable design and construction

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
ENV8	Conservation areas
TC5	Primary Shopping Areas