
APPLICATION NO.	P08/E1069/RAD & P08/E1070/RLB
APPLICATION TYPE	Advertisement consent & listed building consent
REGISTERED	6 October 2008
PARISH	Henley-on-Thames
WARD MEMBER(S)	Lorraine Hillier Joan Bland
APPLICANT	Miss Lorraine Hillier
SITE	7 Friday Street, Henley-on-Thames
PROPOSAL	An illuminated hanging sign
AMENDMENTS	None
GRID REFERENCE	476154/182516
OFFICER	Susan P Spencer

1.0 INTRODUCTION

- 1.1 These applications have been referred to Planning Committee for determination because the applicant is a District Councillor for the Henley North Ward.
- 1.2 The application property is in use as a coffeehouse. 7 Friday is an attractive Grade 2 listed building. Most of the buildings in this terrace are listed and they are situated within the Henley-on-Thames Main Conservation Area. The property lies outside the Henley's Primary Shopping Frontage as identified on the Proposals Map of the Local Plan.
- 1.3 A site location plan is **attached** as Appendix A.

2.0 PROPOSAL

- 2.1 The applications seek advertisement consent (P08/E1069/RAD) and listed building (P08/E1070/RLB) for an illuminated hanging sign. The hanging sign, which is currently in situ, is constructed of hand painted wood and suspended from a wrought iron bracket. It is proposed that the sign will have static illumination provided by two low energy florescent tubes within a slim trough fitting. The fitting would be finished in black to match the hanging bracket. The submitted documentation makes it clear that the proposed illumination is to replace the existing brass swan necks lamps over the fascia sign.
- 2.2 Plans and photographs are **attached** as Appendix B.

3.0 CONSULTATIONS & REPRESENTATIONS ON BOTH APPLICATIONS

- 3.1 **Henley-on-Thames Town Council** – no objection. Commented that the applications are considered to be appropriate development.
- 3.2 **The Henley Society** – no objection subject to removal of existing exterior lighting
- 3.3 **Conservation and Design Officer** – some concerns are expressed about the height of the sign above the fascia level and its impact on the established visual amenities of the Conversation Area.

4.0 RELEVANT PLANNING HISTORY

- 4.1 P07/E1218/RLB : An application for the erection of a hanging sign and two swan neck lights over the existing fascia sign was withdrawn prior to its determination.

5.0 **POLICY & GUIDANCE**

5.1 Adopted South Oxfordshire Local Plan policies -

- CON3 : Alterations to listed buildings
- CON7 : Development in Conservation Areas
- CON8 : Advertisements to listed building and in Conservation Areas
- AD1 : Advertisements policy

5.2 The Council's Traditional Shopfront Design Guide

- 5.3 PPG15 : Planning and the Historic Environment
- PPG18 : Enforcing Planning Control

6.0 **PLANNING CONSIDERATIONS**

- 6.1 In respect of the application for listed building consent the only consideration is the impact of the illuminated hanging sign on the character and historic fabric of the listed building.
 - 6.2 Policy CON3 of adopted South Oxfordshire Local Plan advises that any alteration to a listed building must respect its established character and not diminish the special historical or architectural qualities which make it worthy of inclusion on the statutory list. CON 8 states that where it is accepted that a sign is needed they should generally be non illuminated, made of natural materials and of a scale and design to reflect best practice. The policy recognises that advertisements are essential to the prosperity of businesses but their character and amenities should not be adversely affected. In this case it is acknowledged that a sign, with limited illumination, is necessary in order to advertise the existence of the business.
 - 6.3 7 Friday Street is an attractive modest terrace property that contributes positively to the character of the Conservation Area. The hanging sign is traditional in its design and is constructed in materials of an appropriate quality. It is relatively small in size and in your officer's opinion it does not detract from the appearance of the building. The illumination, which would be provided by a slim trough fitting, would be appropriately low key and much more suitable than the current large brass swan neck lights. The Conservation Officer has expressed some concern at the height of the sign, however, as can be seen from the photographs, it is not located above the first floor window cill height and there are other examples of similar signs within the immediately locality, such as those outside The Queen's Head Public House and Huddledays kitchen shop.
 - 6.4 In respect of the application for advertisement consent the key policy is AD1 which states that proposals for advertisements will be permitted provided they do not have an adverse effect on visual amenities or public safety. As referred to above the sign is considered to be of an appropriate size and design for the both the building and area. The illumination would be sufficiently discreet and low level so as not to cause a distraction to drivers.
- ## 7.0 **ENFORCEMENT CONSIDERATIONS**
- 7.1 Government advice in PPG18 indicates that enforcement action should only be taken where planning harm is identified and where action is necessary in the public interest. Any action should be proportionate to the breach of planning or, in this case advertisement control, balancing business interests with the general public interest to prevent development that is harmful to other legitimate interests.

7.2 In this case officers are of the view that the signage and its illumination do not cause harm to the appearance of the building or the character of the area or result in adversely effect public safety. As the recommendation is for approval enforcement action is not recommended. This is subject to the brass swan neck lights being removed within two months of the date of the decision. In the event of Members being minded to refuse the applications and/ or the brass swan neck lights not being removed within the specified timescale, the decision as to whether it would be expedient to take further action would be taken by the Head of Planning in accordance with his delegated powers.

8.0 **CONCLUSION**

8.1 The existing signage and proposed illumination are considered to accord with the relevant policies of the Development Plan. The hanging sign does not detract from the character of the listed building or appearance of the Conservation Area. The trough lighting would not detract from the visual amenities of the area or cause any harm to public safety.

9.0 **RECOMMENDATION**

9.1 **That listed building consent be granted subject to the following condition:**

- 1) Listed building 3 year consent

That advertisement consent be granted subject to the following conditions:

- 1) Standard 5 year advertisement consent
- 2) Lighting elements not to be visible from the public highway

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