
APPLICATION NOS.	P10/E1956/RET P10/E1957/RAD P11/E0025/RLB
APPLICATION TYPES REGISTERED	Minor Development/Advertisement /Listed Building 22 December 2010, 22 December 2010 and 10 January 2011
PARISH	Thame
WARD MEMBER(S)	Mr David Dodds Mrs Ann Midwinter
APPLICANT	Complete Technical Services Ltd on behalf of Bankmachine Ltd
SITE	3 High Street, Thame
PROPOSAL	Retention of ATM
AMENDMENTS	None
GRID REFERENCE	470598/205896
OFFICER	Susannah Mangion

1.0 INTRODUCTION

- 1.1 These applications have been referred to Planning Committee because there is a conflict between the officer's recommendation and the views of Thame Town Council. These applications have not been submitted as a result of any planning enforcement investigation.
- 1.2 The ATM (incorporating illuminated sign) was installed on 7 December 2010 and planning permission, advertisement consent and listed building consent are now being sought.
- 1.3 3 High Street, Thame is a grade II listed building located centrally within Thame Town Centre opposite the Town Hall. The building is situated within the Thame Conservation Area. The premise is currently occupied by a 'Martin's' at ground floor level. 'Martin's' is a newsagent/variety retail business which includes a Post Office facility. The building immediately to the northwest (4 High Street) is also a listed building, currently occupied by Boots.
- 1.4 The application building dates from the mid C18 with a mid C20 shop front and alterations. The C20 shop front has a glazed frontage with 6-panel doors to left and right with round-arched recessed surrounds. At first floor level, the building has 12-pane unhorned sashes. The building is lined render on brick and has an old plain tile roof with brick end stacks.
- 1.5 A site location plan can be found **attached** at Appendix A. The plans can be found **attached** at Appendix B, the Design and Access statement is **attached** at Appendix C, and the Heritage statement is **attached** at Appendix D. Access to all information provided as part of these applications is available to view on the Council's web site.

2.0 PROPOSAL

- 2.1 The works to install the ATM involved the removal of the existing glazed panel and the installation of a new mullion. An external security wall has been installed with a laminate finish into which an aperture was formed for the ATM face. The laminate has been chosen as it is stronger and more secure than glass. The ATM measures 1.68 m

in height and 0.92 m in width. It is positioned at a height which is accessible for wheelchair users.

- 2.2 The purpose of installing the ATM is to provide a 24 hour banking facility for the local community and visitors to the local area.

3.0 **CONSULTATIONS & REPRESENTATIONS**

- 3.1 **Conservation Officer** - No strong views – whilst the cash machine is a modern design and illuminated, in the context of the existing shop front, the addition of the ATM is no more harmful than the previous situation, whereby the cash machine has replaced a large glass panel. The illumination is low key and not intrusive on the façade of the building. The visual amenity of the listed building and Conservation Area is not harmed.

- 3.2 **Thame Town Council** – Object – Illuminated sign on ATM goes against SODC policy within a Conservation Area.

- 3.3 **Thame Conservation Area Advisory Committee** – Object - Endorse the Town Council's recommendation to refuse the application and consider the illumination unnecessary and inappropriate.

4.0 **RELEVANT PLANNING HISTORY**

- 4.1 24 April 1957 – 3 High Street, Thame was included on the statutory list as a grade II listed building.

- 4.2 EE06/265: Planning enforcement investigation was commenced alleging unauthorised fascia signage to 3 High Street, Thame. During the course of the investigation, the plastic fascia was replaced with a timber fascia with vinyl decoration. Retrospective applications P07/E0011/RLB & P07/E0118/RAD were submitted in respect of the sign/works. Listed building and advertisement consent were refused in September 2007 due to the excessive numbers of adverts, their size and incongruous placement on the building, and the use of inappropriate materials which detracted from the character and appearance of the listed building. However, following the refusal of listed building consent and advertisement consent, it was not considered a matter which was expedient to pursue with formal enforcement action.

5.0 **POLICY & GUIDANCE**

- 5.1 South Oxfordshire Local Plan 2011:

CON3 - Alterations and extensions to listed buildings;
CON5 - The setting of listed buildings;
CON7 - Proposals affecting a conservation area;
CON8 - Advertisements in conservation areas and on listed buildings;
EP3 - Light pollution; and
AD1 – Advertisements policy.

- 5.2 Government Guidance:

PPG18 – Enforcing planning control;
PPG19 – Outdoor Advertisement Control; and
PPS5 – Planning for the Historic Environment.

- 5.3 Supplementary Planning Guidance: Traditional Shopfront Design Guide

6.0 **PLANNING CONSIDERATIONS**

- 6.1 The main considerations are the following:

- The impact of the ATM on the established character and setting of the grade II listed building
- The impact of the ATM on the character and visual amenity of the Conservation Area
- Any other material considerations.

6.2 **Impact on the grade II listed building and Conservation Area**

Policy CON8 refers to advertisements in conservation areas and on listed buildings. It states: 'Consent will not be granted for the display of signs on a listed building or in a conservation area which are in any way harmful to the character and appearance of the building or area. Where it is accepted that a sign is needed, it should generally be non-illuminated, made of natural materials and to a design and scale reflecting the best traditional practice.'

Policy CON 7 states, 'Planning permission will not be granted for development which would harm the character or appearance of a conservation area. The following will be required when considering proposals for development in conservation areas: i) the design and scale of new work to be in sympathy with the established character of the area; and ii) the use of traditional materials, whenever this is appropriate to the character of the area.'

Policy CON3 states, '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'.

- 6.3 Paragraphs C10.1 and 10.2 of Traditional Shopfront Design Guide state, 'Excessive and indiscriminate illumination in town centres has a brash, discordant effect which detracts from the character or town centre streets and historic buildings', and, 'Where lighting is absolutely necessary, the source of illumination should be low-key and discreetly positioned'.
- 6.4 Thame Town Centre has a pleasing appearance and layout, which is attractive to shoppers. 3 High Street is centrally located within the town. At the time of listing, the building had a C20 glazed shop front of no particular merit. Some illumination to the ATM is considered necessary for the 24 hour usage of the facility. The illumination is relatively discreet and low key and is in-keeping with the existing shopfront of the premises. Whilst the installation of the ATM does not strictly accord with the wording of policy CON8, the retention of the ATM preserves the character of the Thame Conservation Area and the street scene and does not detract from the historic interest of the grade II listed building.
- 6.5 **Any other considerations**
Outdoor advertising is essential to commercial activity in a free and diverse economy and can be important to the success of local businesses. It is important that the shopping facilities in Thame remain competitive so that primary shopping frontages are retained and so that the town centre retains its vitality. The provision of convenient facilities such as ATMs is useful to shoppers, tourists, and those visiting the town for its restaurant or bar facilities.
- 6.6 The importance of economic considerations is made clear in government advice: paragraph 89 of PPS5 states, 'It is important that any use (of a heritage asset) is viable, not just for the owner, but also for the future conservation of the asset...It is desirable to avoid successive harmful changes carried out in the interests of successive speculative and failed uses.' Furthermore, criterion 4 of paragraph 79 of PPS5 states that a potential heritage benefit that could weigh in favour of a proposed scheme is, if it

‘makes a positive contribution to economic vitality and sustainable communities.’

6.7 The Thame Conservation Areas is a thriving commercial centre where a normal range of advertisements on commercial premises is to be expected. The retention of the illuminated ATM does not detract from the visual amenity of the local area and in this case, controls should be applied flexibly.

7.0 **ENFORCEMENT CONSIDERATIONS**

7.1 As the applications are retrospective, the refusal of planning permission, listed building consent and advertisement consent would give rise to consideration being given to pursuing formal enforcement action to ensure any harm caused is remedied.

8.0 **CONCLUSION**

8.1 **P10/E1956/RET**

The installation of the ATM does not detract from the appearance or the historic interest of the grade II listed building and preserves the character of the Thame Conservation Area and street scene. The provision of the ATM facility contributes to the vitality of the town centre. The development accords with the aims of policies CON3, CON5, CON7, CON8, EP3 and AD1 of the South Oxfordshire Local Plan 2011.

8.2 **P10/E1957/RAD**

The illuminated signage, which is relatively discreet and low key, preserves the visual amenity of the local area, which is situated within the Thame Conservation Area, and accords with the aims of policies CON3, CON7, CON8 and AD1 of the South Oxfordshire Local Plan 2011.

8.3 **P11/E0025/RLB**

The installation of the ATM and illuminated signage does not detract from the appearance or the historic interest of the grade II listed building and accords with the aims of policies CON3 and CON8 of the South Oxfordshire Local Plan 2011.

9.0 **RECOMMENDATIONS**

9.1 **Planning permission be granted – subject to condition:**

- i) list of approved plans**
- ii) works to match existing**

9.2 **Listed building consent – subject to condition:**

- i) list of approved plans**
- ii) works to match existing**

9.3 **Advertisement consent – subject to condition:**

- i) standard time limit (5 years)**

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