

APPLICATION NO.	P23/S3032/A
APPLICATION TYPE	ADVERTISEMENT
REGISTERED	14.9.2023
PARISH	THAME
WARD MEMBERS	Pieter-Paul Barker Kate Gregory David Bretherton
APPLICANT	Churchill Retirement Living
SITE	Yeats Lodge Greyhound Lane Thame, OX9 3LY
PROPOSAL	5 x flag poles, 1 x monolith, 2 x micro monolith, 4 x hanging signs; and various other signage.
OFFICER	Lilua Ihezor-Ejiofor

1.0 **INTRODUCTION AND PROPOSAL**

1.1 This application has been referred to Planning Committee at the request of Cllr Pieter-Paul Barker. The Town Council’s views conflict with the officer’s recommendation of approval.

1.2 The application site shown at **Appendix A** contains Yeats Lodge, a retirement apartment unit under the ownership of Churchill Retirement Living.



1.3 The site lies within the Thame Conservation Area.

1.4 The application seeks retrospective consent for the following signage to advertise the business.

- 3x Monolith boards
- 5x Flagpoles
- 4x Pole hanging signs
- 8x signs comprising banners and directional signs

A copy of the relevant plans are shown at **Appendix B** and other documentation associated with the application can be viewed on the council's website:

<https://data.southoxon.gov.uk/ccm/support/Main.jsp?MODULE=ApplicationDetails&REF=P23/S3032/A>

2.0 **SUMMARY OF CONSULTATIONS & REPRESENTATIONS**

2.1 Thame Town Council – Objects:

- In proposing development that does not relate well to its site and surroundings the proposal is contrary to Thame Neighbourhood Plan (TNP) Policy ESDQ16.
- In proposing development that would fail to conserve or enhance the Thame Conservation Area the proposal is contrary to Local Plan 2035 Policy ENV6.

Neighbour (1) - Objects:

The additional proposed flags, monoliths and signage structures will further detrimentally impact the character of the conservation area of Thame town centre

3.0 **RELEVANT PLANNING HISTORY**

- ### 3.1 [P16/S3525/FUL](#) - Refused (19/04/2017) - Appeal allowed (28/09/2018) Redevelopment to form 41 sheltered apartments for the elderly, including communal facilities, access, car parking and landscaping.

4.0 **ENVIRONMENTAL IMPACT ASSESSMENT**

- ### 4.1 N/A

5.0 **POLICY & GUIDANCE**

5.1 **Development Plan Policies**

South Oxfordshire Local Plan 2035 (SOLP) Policies:

DES1 - Delivering High Quality Development

DES2 - Enhancing Local Character

ENV6 - Historic Environment

ENV8 - Conservation Areas

TRANS5 – Transport Considerations

5.2 **Thame Neighbourhood Plan 2013**

WS13 - Support improvements to existing employment areas

ESDQ15 - Developers must demonstrate in a Design and Access Statement how their proposed development reinforces Thame's character

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

5.3 **Supplementary Planning Guidance/Documents**

South Oxfordshire and Vale of White Horse Joint Design Guide 2022

5.4 **National Planning Policy Framework and Planning Practice Guidance**

5.5 **Other Relevant Legislation**

Human Rights Act 1998

The provisions of the Human Rights Act 1998 have been taken into account in the processing of the application and the preparation of this report.

Equality Act 2010

In determining this planning application the Council has regard to its equalities obligations including its obligations under Section 149 of the Equality Act 2010.

6.0 **PLANNING CONSIDERATIONS**

6.1 **The relevant planning considerations are the following:**

- **Design, character and impact on the Conservation Area**
- **Highway safety**

6.1 **Design, character and impact on the Conservation Area**

Regulation 3 requires that local planning authorities control the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material and any other relevant factors.

6.2 The proposed signage would be prominent in views from the public vantage point and the conservation area given their positioning along the site frontages. However, officers consider that the sizes and scale of the signage would not be unduly harmful to the character of the area. Furthermore, consideration has been given to the temporary nature of the signs as it is proposed that they will be removed after a 3-year period. Officers consider this time limit to be reasonable and recommend this as a condition of the grant of advertisement consent.

6.3 **Highway safety**

Whilst the building is in proximity to the highway, the signage does not project onto the pavements or include any illuminations. Officers consider they would not cause harm to the safety and convenience of pedestrians or other users of the highway.

7.0 **CONCLUSION**

7.1 Officers consider that advertisement consent should be granted because the signage does not harm the amenity of the area, particularly in light of its temporary nature, and is not detrimental to public safety.

8.0 **RECOMMENDATION**

Grant Advertisement Consent subject to the following conditions:

1 : Consent shall lapse after a period of three years from the date of consent

2 : Signage to be in accordance with the approved plans

Author: Lilua Ihezor-Ejiofor

Email: Planning@southoxon.gov.uk

Tel: 01235 422600