

A/23/95257 – 30 High Street, Botley, SO302EA.

Context.

Set on the northern side of Botley High Street, No 30 is at the centre of the conservation area in The Square. It is also next but one to a listed building (No.34) to its west and opposite a virtual continuous row of listed buildings on the southern side of the High Street, so affecting the setting of these heritage assets.

When occupied by the estate agents the building was more dominant than the signage by virtue of it being individual letters fixed to the building, this proposal is more dominant and brash tending to subsume the character of the building.

The Proposal.

The application title refers only to 1 no. non-illuminated fascia sign and 6 no. non-illuminated window graphics, whereas the drawing shows these plus an illuminated Barbers Pole, images either side of the doorway and removal of 'An old photo frame' on the left hand side. The application form is also woolly and totally inaccurate with dimensions and projection.

While the fascia sign is just acceptable (sadly not as elegant as the previous signage), the graphics in the windows obscuring the window are not – these can be fixed on the inside as did the estate agent before to enable the window construction to take precedence over the graphics.

Turning to the other items that may or may not be envisaged by the applicant, the images either side of the doorway are not acceptable and if an illuminated barbers Pole is to be fixed it should be at the same level as the fascia and closer to the corner than shown with the electrical feed straight through the wall from inside, so no extra wiring on the front of the building. If the 'photo frame' is to be retained, it would look better around the corner on the end of the building, leaving more of the frontage uncluttered.

Conclusion.

Both the application form and drawing need to be revised to accurately represent exactly what permission is being sought for to ensure there is no misunderstanding by either party. Holding objection until revised and updated accurately.

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