

NOTS HISTORY MOSTLY INCOMPLETE

PLANNING REPORT

Printed for officer by
Mr George Turner on 19 March 2012

Application reference: 12/0497/ADV
SOUTH RICHMOND WARD

Date application received	Date made valid	Target report date	8 Week date
20.02.2012	09.03.2012	04.05.2012	04.05.2012

Site:

1 Paradise Road, Richmond, TW9 1RX,

Proposal:

A black fascia sign, to go on the front of the building with the business name on it (in white), 2300mm long x 600mm high.

Status: Pending Consideration (If status = HOLD please check that all is OK before you proceed any further with this application)

APPLICANT NAME

Mr Felipe Jose Izquierdo
27F The Quadrant
Richmond
TW9 1DN

AGENT NAME

DC Site Notice: printed on 19.03.2012 and posted on 30.03.2012 and due to expire on 20.04.2012

Consultations:

Internal/External:
Consultee

Expiry Date

not
1, Paradise Rd.

Neighbours:

History: Development Management, Appeals, Building Control, Enforcements:

Development Management
Status: PCO
Date: 16/04/1990

Application: 90/0367/LBC X 1 SPRING TERRACE
Internal And External Alteration In Connection With Change Of Use Of 2nd Floor From Residential To Office Use & Part Ground & 1st Floor From Office To Residential

Development Management
Status: PCO
Date: 16/04/1990

Application: 90/0370/FUL X 1 SPRING TERRACE
Change Of Use Of 2nd Floor From Residential To Office Use & Part Ground & 1st Floor From Office To Residential. Provision Of Off Street Parking.

Development Management
Status: GTD
Date: 14/01/1991

Application: 90/1817/FUL X 1 SPRING TERRACE
Change Of Use Of 2nd Floor From Residential And Relocation Of Residential Use To The Grd & 1st Flr To Rear Of Property, Erection Of New Section Of Brick Boundary Wall

Development Management
Status: GTD
Date: 07/02/1991

Application: 90/1818/LBC X 1 SPRING TERRACE
Alterations In Connection With Change Of Use Of 2nd Floor From Residential To Office, re Location Of Residential Use To Ground & 1st Floor, rear Of Premises

<u>Development Management</u> Status: WDN Date: 04/08/1993	Application: 90/1817/DD01 X 1 SPRING TERRACE Details Pursuant To Condition (c) (wall) Of Planning Consent 90/1817/ful Dated 14/1/91.
<u>Development Management</u> Status: WNA Date: 10/08/1993	Application: 90/1818/DD01 X 1 SPRING TERRACE Details Pursuant To Condition (b) (protection Of Interior Elements) & (f) (wall) Of Listed Building Consent 90/1818 Dated 7/2/91.
<u>Development Management</u> Status: GTD Date: 02/12/1992	Application: 92/0045/DD01 X 1 SPRING TERRACE Details Pursuant To Condition Lb08 (specified Details) And Ns01 (basement Windows) Of Listed Building Consent 92/0045/lbc Dated 14 May 1992.
<u>Development Management</u> Status: GTD Date: 14/05/1992	Application: 92/0045/LBC X 1 SPRING TERRACE Provision Of Windows And Lightwells To Front And Rear Elevations To Serve Basement Accomodation And Internal Alterations To Basement.
<u>Development Management</u> Status: GTD Date: 02/12/1992	Application: 92/0099/DD01 X 1 SPRING TERRACE Details Pursuant To Conditions Lb08 (specified Details) And Ns01 (basement Windows) Of Planning Consent 92/0099/ful Dated 29 April 1992
<u>Development Management</u> Status: GTD Date: 29/04/1992	Application: 92/0099/FUL X 1 SPRING TERRACE Use Of Existing Basement Storage Area For Office Use By Provision Of Windows To Front And Rear Elevations.
<u>Development Management</u> Status: GTD Date: 09/02/1995	Application: 94/2481/DD01 X 1 SPRING TERRACE Details Partially Pursuant To Condition Lb08 (detailed Drawings) Of Listed Building Consent 94/2481/lbc Dated 15/11/94
<u>Development Management</u> Status: GTD Date: 15/11/1994	Application: 94/2481/LBC X 1 SPRING TERRACE Demolition Of Existing Front Extension And Removal Of Porch Canopy Internal And External Alterations To Offices And Second Floor Residential Accommodation. Erection Of New Section Of Boundary Wall And Pergola. Installation Of New Railings.
<u>Development Management</u> Status: GTD Date: 24/03/1995	Application: 95/0108/LBC X 1 SPRING TERRACE Internal Alterations To Second Floor Flat
<u>Development Management</u> Status: GTD Date: 02/02/1998	Application: 97/T7940 X 1 SPRING TERRACE London Plane (platanus X Hispanica) - Amended Specification As Agreed On 20 January 1998. 1) Remove Deadwood, Broken Hanging Branches And Stumps. 2) Lightly Back Lower Branches Overhanging Roof Giving 2m Clearance Between Tree And Building

Development Management
Status: WDN
Date: 01/09/2009

Application: 09/1326/FUL ✓

Refurbishment and extension of existing Bar/Restaurant. Including:
Ground/first floor side/rear extension. New Toilets. New Disabled access.
New A/C unit.

Development Management
Status: GTD
Date: 07/06/2010

Application: 10/0685/FUL ✓

Refurbishment and extension of existing Bar/Restaurant. Including: Rear
extension. New Toilets New Dissabled access. Ground and first floor side
and rear extension. Relocation of air conditioning equipment.

Development Management
Status: PCO
Date:

Application: 12/0497/ADV ✓

A black fascia sign, to go on the front of the building with the business name
on it (in white), 2300mm long x 600mm high.

1 Paradise Road

Building Control
Deposit Date:
31.07.2000
Reference:
00/1473/FP ✓

Internal refurbishment of wine bar & structural alterations

Building Control
Deposit Date:
14.09.1992
Reference:
92/1089/BN ✓

New bathroom on first floor

Building Control
Deposit Date:
04.08.1992
Reference:
92/0916/FP ✓

Internal alterations

Building Control
Deposit Date:
26.08.1992
Reference:
92/1025/FP

Self containment of flat, installation of fittings and refurbishment

X 1 SPRING TERRACE

Building Control
Deposit Date:
31.01.1995
Reference:
94/1688/1/FP

Internal alterations & upgrading of building

X 1 SPRING TERRACE

Constraints:

Professional Comments:

Recommendation:

The determination of this application falls within the scope of Officer delegated powers - YES / NO

I therefore recommend the following:

- 1. REFUSAL
- 2. PERMISSION
- 3. FORWARD TO COMMITTEE

Case Officer (Initials) man

Dated:

I agree the recommendation:

Team Leader/Development Control Manager

Dated: [Signature]

18/05/12

This application has been subject to representations that are contrary to the officer recommendation. The Development Control Manager has considered those representations and concluded that the application can be determined without reference to the Planning Committee in conjunction with existing delegated authority.

Development Control Manager:

Dated:

REASONS:
CONDITIONS:
INFORMATIVES:
UDP POLICIES:
OTHER POLICIES:

The following table will populate as a quick check by running the template once items have been entered into Uniform

SUMMARY OF CONDITIONS AND INFORMATIVES

CONDITIONS:	
INFORMATIVES:	

ADDITIONAL NOTES CONTINUED FROM ABOVE:

Application Ref. 12/0497/ADV

Address: 1, Paradise Road, TW9 1RX

Site & Proposal

The application premises is a two storey building at the junction of Paradise Road and Church Terrace (SE quadrant) with approximately equal frontages to each. The ground floor is in use as a bar/restaurant- this appears to be of long-standing as it is referred to in a 1963 permission. The 1st floor appears to be in commercial use. The building is of a rather unusual design and assumed to be 19th c. although probably with alterations. The corner of the road frontages is curved and the low roof is hidden behind a parapet and a faux gable on the Paradise Road frontage.

The application is for the display of an externally illuminated timber fascia board on the Paradise Road frontage; 2.45m.long and 0.6m. long and painted in black with slightly elevated lettering with the name of the bar and the text 'Bar Espanol'. The elevational drawing does not illustrate the light fittings. The submitted section annotates but does not show the locations of 'New downlights x4'. Illuminance is given on the application form as 1140 cd/m.

It should be noted that the actual location of the fascia board in practice is not as proposed on submitted drawing PAR464/005. In the application it sits within the fascia. In practice it has been located so that it overlaps the window frame of the shopfront.

Consultation Responses

None.

Planning History

10//0685/FUL- works of refurbishment plus ground and first floor side extension. Granted.

Planning Policy

Building of Townscape Merit
Central Richmond CA
Within Town Centre Boundary
Archaeological Priority Area

Development Management Plan policy DC 7, TC 1, HD 1 & HD 3.
Shop Fronts SPD

Professional Comments

The following addresses the application rather than the in situ sign.

The policy context includes that the premises is within the defined town centre for Richmond, although not in a defined shopping frontage. It is also within the Central Richmond Conservation Area and BTM. It is also relevant that the adjoining building to the south-1 Church Terrace- is listed grade II*. Photographs taken at the time of the last planning application in 2010 show there to have been no signs on the fascia.

The commercial parade of which the application premises forms part is architecturally heterogenous but includes fascia advertising. The principle of fascia advertising on this busy, commercial, road here is considered acceptable. DMP policy DC 7 seeks signage which is '*..high quality design which complements the character and materials of the shop front and surrounding streetscene and does not comprise public safety.*' Detailed advice on signage and its lighting is set out in para. 5.3.1 of the 'Shopfronts' SPD. It is considered that the sign as proposed accords with the advice including that which commends the use of external illumination by downlighters.

Whilst the fascia and lighting as shown in the submission is considered satisfactory the actual positioning of the sign in situ is considered less so. The glazed shopfront to these premises is considered one of its most attractive features, however unlike the application position, in practice the fascia board has been placed where it oversails the window surround instead of being wholly within the fascia (this would appear to be in order to accommodate the window boxes on the upper part of the fascia). This actual position is considered detrimental to the character of this Building of Townscape Merit and it is proposed that an informative be appended to any consent advising the applicants that the sign be relocated to the position shown in the submitted drawing.

Recommendation

I recommend that the advertisement be granted consent as sought with, inter alia, an informative seeking the re-positioning of the existing sign and limiting the number of downlighters.

Current acceptable design, & commercial benefits to scene is not deemed to raise undue public safety concerns.