

**Application reference: 12/0756/ADV**  
**FULWELL, HAMPTON HILL WARD**

Date application received	Date made valid	Target report date	8 Week date
12.03.2012	12.03.2012	07.05.2012	07.05.2012

**Site:**

80 High Street, Hampton Hill, TW12 1NY,

**Proposal:**

1 no. Fascia Sign, 1 no. Projecting Sign, 1 no. Individual Letters

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

**APPLICANT NAME**

Mr Jeffery Poonawala  
Charwood House  
The Runway  
South Ruislip  
London  
Middlesex  
HA4 6SA  
UK

**AGENT NAME**

Ash Rajput  
Unit 5 Harriott Drive  
Heathcote Industrial Estate  
Warwick  
Warwickshire  
CV34 6TJ  
United Kingdom

**DC Site Notice:** printed on 20.03.2012 and posted on 30.03.2012 and due to expire on 20.04.2012

**Consultations:**

**Internal/External:**

**Consultee**

14D Urban D

**Expiry Date**

03.04.2012

**Neighbours:**

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

Development Management

Status: REF

Date:20/08/2003

Application:03/2508/ADV

Erection Of Illuminated Projecting Sign

Development Management

Status: REF

Date:18/04/2011

Application:10/3735/FUL

Change of use from A4 (public house) to A5 (take away), to include ground floor extension to rear. Reposition of associated plant at roof level. New means of access created to upper flat.

Development Management

Status: REF

Date:04/08/2011

Application:11/1581/FUL

Change of use from A4 (public house) to A5 (take away), to include ground floor extension to rear. Reposition of associated plant at roof level. New means of access created to upper flat. (Resubmission with additional justification to address reasons for refusal re planning ref. 10/3735/FUL)

Development Management

Status: PCO

Application:11/1581/DD01

Date: Details pursuant to condition nos. 5 and 6 of appeal decision (litter management plan, noise assessment)

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Development Management Application: 12/0756/ADV  
Status: PCO  
Date: 1 no. Fascia Sign, 1 no. Projecting Sign, 1 no. Individual Letters

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Appeal Development Appeal  
Validation Date:  
27.08.2003  
Reference:  
03/2508

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Appeal Change of use from A4 (public house) to A5 (take away), to include ground floor extension to rear. Reposition of associated plant at roof level. New means of access created to upper flat. (Resubmission with additional justification to address reasons for refusal re planning ref. 10/3735/FUL)  
Validation Date:  
05.08.2011  
Reference:  
11/0149/AP/REF

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Enforcement Enforcement Enquiry  
Opened Date:  
10.06.2003  
Reference:  
03/00213/EN

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Enforcement Enforcement Enquiry  
Opened Date:  
16.08.2005  
Reference:  
05/0398/EN/UBW

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Enforcement Enforcement Enquiry  
Opened Date:  
30.07.2009  
Reference:  
09/0378/EN/UBW

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**Constraints:**



12/0756/ADV  
80 HIGH STREET  
HAMPTON HILL

FULWELL AND HAMPTON  
HILL WARD  
Contact Officer:  
S Graham-Smith

**Proposal:** Externally illuminated fascia and projecting signs. Externally illuminated sign on side elevation.

**Applicant:** Avon Signs for SME Group PLC

**Application received:** 12<sup>th</sup> March 2012

**Main development plan policies:**

DPD: DM DC7, HD1, HD3

Supplementary Planning Guidance: Shopfronts

**Present use:** Former Public House (The Jenny Lind)

**Summary of Application:**

The proposal is for replacement signage which will have no more impact than that previously existing in terms of size, position and illumination. It is not considered the signage would have an unreasonable impact on amenity or public safety

**Recommendation:** Approve

**Site, history and proposal:**

The property is a vacant two storey building fronting the High Street and was formerly the Jenny Lind public house. Bushy Park is to the rear. The adjoining property to the north is a fairly recent development containing flats, Park View House, above a shop (Budgens). Immediately to the south is an access road leading to a public car park to the rear and on the other side of it is another recent development containing Sainsburys, Costa Coffee and the new Hampton Hill library. The property is a Building of Townscape Merit and is located in a Conservation Area and a Mixed Use Area.

Planning permission has been granted (Ref 11/1581/COU), following an appeal, for a change of use to the A5 use class (hot food takeaway). This application seeks advertisement consent for the proposed signage for the prospective user, KFC. This consists of a fascia with name and logo externally lit by a downlighting trough unit, an externally lit projecting sign showing the logo and the name of the company on the side wall, also externally illuminated.

**Public and other representations:**

15 letters of objection have been received from local residents, although two of these do not relate specifically to the signage. The objectors state that the signage will be inappropriate and out of keeping with the building and the surrounding area.

**Amendment:**

The proposed sign on the side elevation of the building has been reduced in size.

**Professional comments:**

The Advertisement Regulations require that the Council consider this type of application in relation to amenity and public safety. There is not considered to be a public safety issue in this



case and therefore it is necessary to assess the impact on amenity and its acceptability.

Policy DM DC 7 of the Development Management Plan refers to shop signs and shopfronts. With regard to signage the following statement is made: *Signage and illumination to shop fronts must demonstrate a high quality of design, which complements the character and materials of the shop front and surrounding streetscene, and does not compromise public safety. Large illuminated fascias will not normally be permitted, even if these are in the "house style" of a particular store.*

In addition to this policy the Council also has a supplementary planning document: Shopfronts.

The proposed fascia sign is in the same position as the previous one and is no larger. Downlit external illumination is generally acceptable and existed when the property was the Jenny Lind. The projecting sign is in the same position, is the same size, and is to be lit in the same manner as the Jenny Lind sign.

Advertisements on the side elevations of buildings are not generally welcomed. However the Jenny Lind had an externally illuminated board at first floor level. Externally illuminated lettering is now proposed. This was initially 0.6m high and has been reduced to 0.45m high. It will cover a similar area to the previous signage.

On the basis of the above it is concluded that the proposed signs will be no <sup>more</sup> harmful to the Conservation Area and Building of Townscape Merit than those previously existing in terms of size, position and illumination.

Several of the objection letters refer specifically to the colour (predominantly red) and logo. In my opinion the main reason for the objections relates to the nature of the company rather than the nature of the signage. The current 'Bloated Mallard' public house opposite previously had an externally lit red fascia sign when it was the 'Duke of Clarence' and this did not elicit any objections. As it is the signage which is under consideration rather than the company involved it is not considered that there is any substantial ground for refusal.

#### **Conclusion:**

The proposal is for replacement signage which will have no more impact than that previously existing in terms of size, position and illumination. It is not considered the signage would have an unreasonable impact on amenity or public safety

I therefore recommend **Approval** subject to the following conditions:

#### **Standard Conditions:**

- AH01 - ADV reg cond - Site maintenance
- AH02 - ADV reg cond- Safety of hoarding
- AH03 - ADV reg cond- Satisfactory removal
- AH04 - ADV reg cond- Permission of owner
- AH05 - ADV reg cond- Siting
- AH06 - Restriction of candelas per m2~ Insert '340'
- AH07 - Fixed lights
- DV48 - Approved Drawing - 1001/1/A received on 28<sup>th</sup> May 2012.

#### **Standard informative:**

- IL19 - Reason for granting permission: see summary.
- IL16B - Relevant policies/proposals: DPD: DM DC7, HD1, HD3

SPD: Shopfronts.

IM10 – Street Numbers - Shops

**Background papers:**

Application forms and drawings

Letters from interested parties

Previous application (Ref 11/1581/COU)



**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): SES.....

Dated: 19/6/17.....

**I agree the recommendation:**



Team Leader/Development Control Manager

Dated: .....

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: .....

<b>REASONS:</b>
<b>CONDITIONS:</b>
<b>INFORMATIVES:</b>
<b>UDP POLICIES:</b>
<b>OTHER POLICIES:</b>

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**

<b>CONDITIONS:</b>	
<b>INFORMATIVES:</b>	

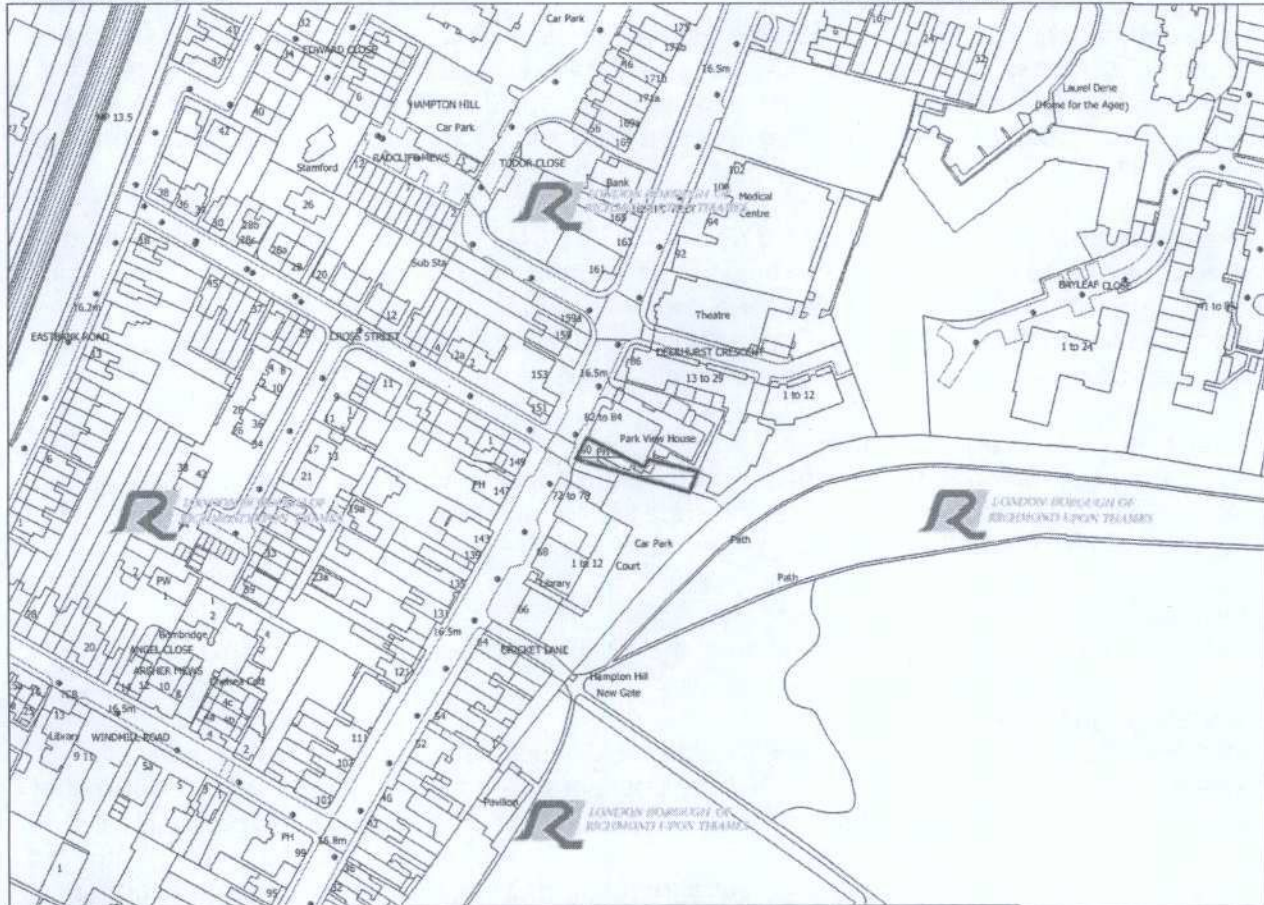
**ADDITIONAL NOTES CONTINUED FROM ABOVE:**

**Professional Comments:**



12/0756/ADV  
80 HIGH STREET  
HAMPTON HILL

FULWELL AND HAMPTON HILL  
Contact Officer:  
S Graham-Smith



© Crown copyright. All rights reserved. London Borough of Richmond Upon Thames LA 100019441[2011].'- Do not scale '

**Proposal:** Externally illuminated fascia and projecting signs. Externally illuminated sign on side elevation.

**Applicant:** Avon Signs for SME Group PLC

**Application received:** 12<sup>th</sup> March 2012

**Main development plan policies:**

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**SUMMARY OF APPLICATION:**

The proposal is for replacement signage which will have no more impact than that previously existing in terms of size, position and illumination. It is not considered the signage would have an unreasonable impact on amenity or public safety

**RECOMMENDATION: APPROVE**



**Site, history and proposal:**

1. The property is a vacant two storey building fronting the High Street and was formerly the Jenny Lind public house. Bushy Park is to the rear. The adjoining property to the north is a fairly recent development containing flats, Park View House, above a shop (Budgens). Immediately to the south is an access road leading to a public car park to the rear and on the other side of it is another recent development containing Sainsburys, Costa Coffee and the new Hampton Hill library. The property is a Building of Townscape Merit and is located in a Conservation Area and a Mixed Use Area.
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**Public and other representations:**

3. 15 letters of objection have been received from local residents, although two of these do not relate specifically to the signage. The objectors state that the signage will be inappropriate and out of keeping with the building and the surrounding area.

**Amendment:**

4. The proposed sign on the side elevation of the building has been reduced in size.

**Professional comments:**

5. The Advertisement Regulations require that the Council consider this type of application in relation to amenity and public safety. There is not considered to be a public safety issue in this case and therefore it is necessary to assess the impact on amenity and its acceptability.
6. Policy DM DC 7 of the Development Management Plan refers to shop signs and shopfronts. With regard to signage the following statement is made: *Signage and illumination to shop fronts must demonstrate a high quality of design, which complements the character and materials of the shop front and surrounding streetscene, and does not compromise public safety. Large illuminated fascias will not normally be permitted, even if these are in the "house style" of a particular store.*
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10. On the basis of the above it is concluded that the proposed signs will be no more harmful to the Conservation Area and Building of Townscape Merit than those previously existing in terms of size, position and illumination.
11. Several of the objection letters refer specifically to the colour (predominantly red) and logo. In my opinion the main reason for the objections relates to the nature of the company rather than the nature of the signage. The current 'Bloated Mallard' public house opposite previously had an externally lit red fascia sign when it was the 'Duke of Clarence' and this did not elicit any



objections. As it is the signage which is under consideration rather than the company involved it is not considered that there is any substantial ground for refusal.

**Conclusion:**

12. The proposal is for replacement signage which will have no more impact than that previously existing in terms of size, position and *illumination*. It is not considered the signage would have an unreasonable impact on amenity or public safety

I therefore recommend **Approval** subject to the following conditions:

**Standard Conditions:**

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