

**Application reference: 15/1174/ADV**  
**TEDDINGTON WARD**

Date application received	Date made valid	Target report date	8 Week date
20.03.2015	25.03.2015	20.05.2015	20.05.2015

**Site:**

196 High Street, Teddington, TW11 8HU,

**Proposal:**

Advertisement consent for external signage comprising two externally illuminated Sainsburys Local fascia signs one externally illuminated Open every day 7am 11pm fascia sign two non-illuminated offer panels one externally illuminated projecting sign one double-sided non illuminated totem pole one pole-mounted disabled sign and three wall mounted non illuminated signs

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

**APPLICANT NAME**

C/O Agent  
United Kingdom

**AGENT NAME**

Mr Ross Brereton  
Swan Court  
11 Worples Road  
London  
SW19 4JS

**DC Site Notice:** printed on 30.03.2015 and posted on 10.04.2015 and due to expire on 01.05.2015

**Consultations:**

**Internal/External:**

**Consultee**

14D Urban D  
LBRUT Transport

**Expiry Date**

13.04.2015  
13.04.2015

**Neighbours:**

Margaret Cottage, 165 High Street, Teddington, TW11 8HH, - 30.03.2015  
Part Ground Floor, Thames House, 180 - 194 High Street, Teddington, TW11 8HU, - 30.03.2015  
161B High Street, Teddington, TW11 8HH, - 30.03.2015  
Thames House, 180 - 194 High Street, Teddington, TW11 8HU, - 30.03.2015  
18 Cloister Close, Teddington, TW11 9ND, - 30.03.2015  
16 Cloister Close, Teddington, TW11 9ND, - 30.03.2015  
17 Cloister Close, Teddington, TW11 9ND, - 30.03.2015  
14 Cloister Close, Teddington, TW11 9ND, - 30.03.2015  
15 Cloister Close, Teddington, TW11 9ND, - 30.03.2015  
13 Cloister Close, Teddington, TW11 9ND, - 30.03.2015  
8 Langham Road, Teddington, TW11 9HQ, - 30.03.2015  
161 High Street, Teddington, TW11 8HH, - 30.03.2015  
St Marys Parish Hall, Langham Road, Teddington, TW11 9HF, - 30.03.2015  
161A High Street, Teddington, TW11 8HH, - 30.03.2015  
169 High Street, Teddington, TW11 8HH, - 30.03.2015  
167 High Street, Teddington, TW11 8HH, - 30.03.2015  
163 High Street, Teddington, TW11 8HH, - 30.03.2015

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

Development Management

Status: GTD

Date: 18/09/2000

Application: 00/2128

Erection Of Illuminated Fascia, Wall Mounted And Projecting Signs.



<u>Development Management</u> Status: PRQ Date: 10/04/1992	Application: 92/0624/S64 Demolition And Rebuilding Of 1.35 Metre Length Of Boundary Wall.
<u>Development Management</u> Status: GTD Date: 28/04/1994	Application: 93/1967/FUL Erection Of A New Car Workshop Building With Parts Store, Staffroom And Office In Roof Space Over; Replanning Of Showroom Areas.
<u>Development Management</u> Status: GTD Date: 28/04/1994	Application: 93/1968/CAC Demoliton Of Garage Workshops/stores.
<u>Development Management</u> Status: GTD Date: 26/07/1994	Application: 94/1477/FUL Variation Of Condition Vr04 Of Consent 93/1967/ful To Permit Retention Of Use Of Forecourt Area Coloured Blue On Drawing Jat3c For Sale And Display Of Motor Vehicles
<u>Development Management</u> Status: GTD Date: 18/07/1997	Application: 96/1719/FUL Demolition Of Existing Buildings And Erection Of A Motorist Centre For The Sale And Fitting Of Tyres, Exhausts, Brakes And Other Fast Fit Motorist Repairs
<u>Development Management</u> Status: GTD Date: 09/02/1999	Application: 98/2614 Alterations To Approved Design (ref: 93/1967/ful) To Accommodate Extension Of Mot Bay And Minor Adjustments To Roof Profile Of Existing Workshop To Accommodate Stair.
<u>Development Management</u> Status: GTD Date: 12/03/1981	Application: 80/1621/ADV For Advertisements.
<u>Development Management</u> Status: GTD Date: 27/09/2004	Application: 04/0273/TCA T1 - Horse Chestnut (Aesculus hippocastanum) - Crown reduce by 25%
<u>Development Management</u> Status: PDE Date:	Application: 07/T0210/TCA T1 - Horse Chestnut (Aesculus hippocastanum) - Fell to ground level.
<u>Development Management</u> Status: GTD Date: 28/12/2007	Application: 07/3498/COU Change of use of premises currently trading as a motor vehicle showroom and after sales facility (Sui Generis) to a retail tile showroom and shop (use class A1)
<u>Development Management</u> Status: REF Date: 27/08/2009	Application: 09/1493/ADV Fascia signage to front and side of premises constructed from polymeric matt vinyl, cad cut and applied to an alloy dibond material trimmed to the existing face of the building.



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Development Management  
Status: REF  
Date: 15/03/2010

Application: 09/3402/FUL

Demolition of part of existing building and erection of replacement building to form Motorist Centre.

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Development Management  
Status: REF  
Date: 29/07/2013

Application: 12/3584/FUL

External alterations to retail unit comprising replacement of rear extension incorporating a means of escape, external bin store, shopfront alterations including a sliding customer entrance door and ATM, use of the unit for food retail purposes as a convenience store and widening of existing vehicular crossover

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Development Management  
Status: GTD  
Date: 29/07/2013

Application: 12/3585/FUL

External plant adjacent to rear of retail unit comprising a two-fan condenser unit and three air conditioning units all within a part timber hit-and-miss fenced and acoustic-lined fenced enclosure.

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Development Management  
Status: REF  
Date: 29/07/2013

Application: 12/3586/ADV

Advertisement consent for external signage comprising four internally-illuminated fascia signs, five wall mounted non-illuminated directional signs, four poster panel signs, two pole-mounted disabled signs and one double-sided internally-illuminated project sign

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Development Management  
Status: WDN  
Date: 09/01/2013

Application: 12/3587/ADV

Advertisement consent for external signage comprising two-sided totem sign

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Development Management  
Status: PCO  
Date:

Application: 15/1174/ADV

Advertisement consent for external signage comprising two externally illuminated Sainsburys Local fascia signs one externally illuminated Open every day 7am 11pm fascia sign two non-illuminated offer panels one externally illuminated projecting sign one double-sided non illuminated totem pole one pole-mounted disabled sign and three wall mounted non illuminated signs

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Appeal  
Validation Date:  
30.09.2013  
Reference:  
13/0146/AP/REF

External alterations to retail unit comprising replacement of rear extension incorporating a means of escape, external bin store, shopfront alterations including a sliding customer entrance door and ATM, use of the unit for food retail purposes as a convenience store and widening of existing vehicular crossover

**Appeal Allowed**

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Building Control  
Deposit Date:  
26.02.1999  
Reference:  
99/0316/FP

Extension and alterations to car workshops store and show room.

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Enforcement  
Opened Date:  
23.12.2008  
Reference:  
08/0751/EN/UBW

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## Enforcement Enquiry

Enforcement  
Opened Date:  
02.02.2012  
Reference:  
12/0059/EN/UBW

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## Enforcement Enquiry

### Constraints:

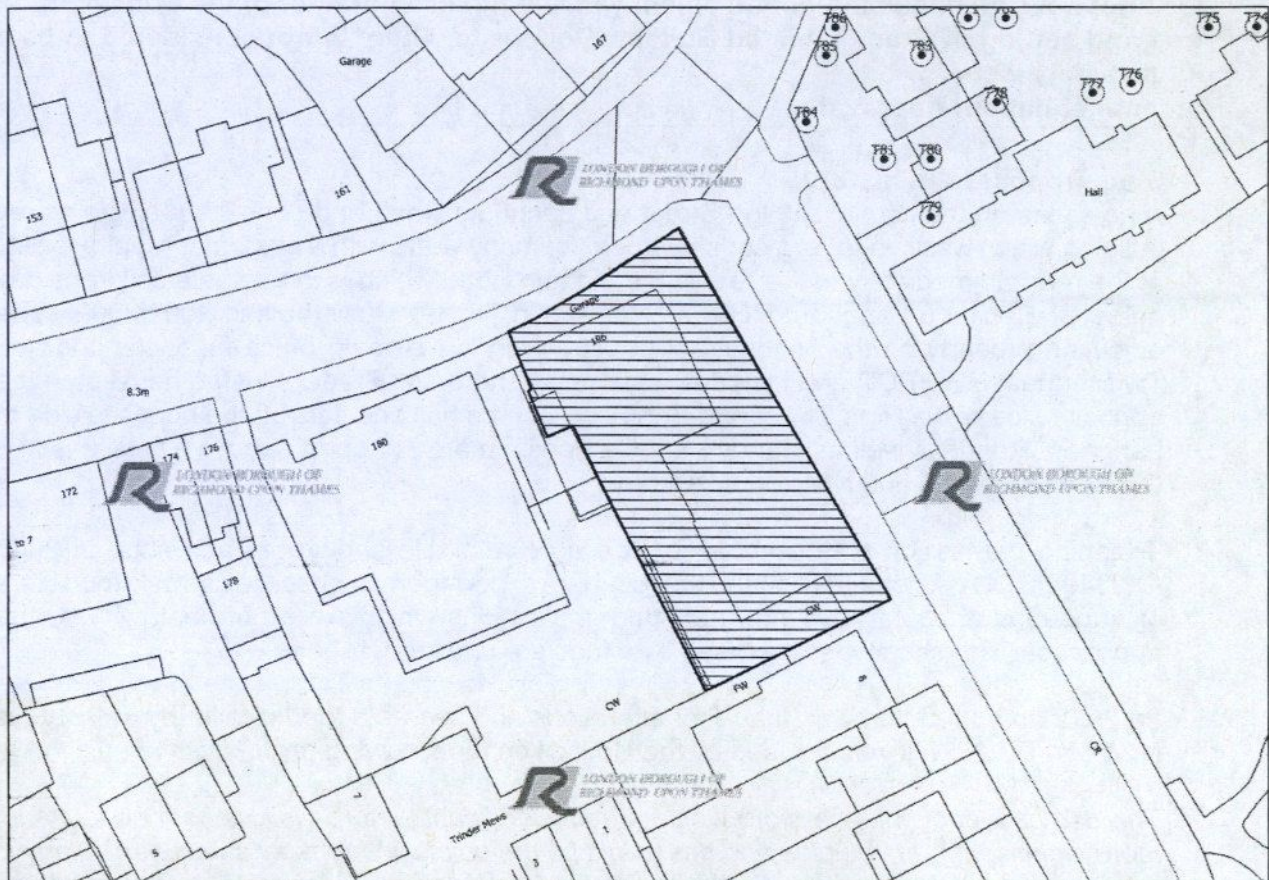


**Professional Comments:**



15/1174/ADV  
196 HIGH STREET  
TEDDINGTON

TEDDINGTON WARD  
Contact Officer:  
S Graham-Smith



© Crown copyright. All rights reserved. London Borough of Richmond Upon Thames LA 100019441[2015].'- Do not scale '

**Proposal:**

Advertisement consent for external signage comprising two externally illuminated Sainsbury's Local fascia signs one externally illuminated Open every day 7am 11pm fascia sign, One totem sign, two non-illuminated offer panels one externally illuminated projecting sign, one pole-mounted disabled sign and three wall mounted non illuminated signs

**Applicant:** Indigo Planning for Sainsbury's Supermarkets Ltd

**Applications received:** 20<sup>th</sup> March 2015

**Main development plan policies:**

Local Development Framework

Core Strategy Policies: CP 7

Development Management Plan Policies: DM HD 1, HD 2; DC 1, DC 7

Supplementary Planning Document Shopfronts

**Present use:** Furniture shop



**Summary:**

The application seeks to gain advertisement consent to erect external signage comprising two externally illuminated fascia signs, one non-illuminated fascia sign and one double-sided externally illuminated projecting sign as well as smaller non-illuminated signs to be used in association with the proposed retail unit. The proposed external signage is considered to be a suitable scale, design and method of illumination which does not have an undue impact on amenity including the character of the Conservation Area and setting of Grade II Listed Buildings opposite. There is not considered to be a public safety issue.

**Recommendation: Approval**

**Site, proposal and history:**

1. The site is on the corner of High Street and Langham Road and contains a single storey building which was in use as a car showroom for many years with a customer repairs facility at the rear. Immediately to the rear is 8 Langham Road which is in use as a childrens day nursery. Behind 8 Langham Road are houses in Trinder Mews built in 2001/2002. The adjoining property on the High Street is 180 which is the main office for Richmond and Twickenham NHS PCT and includes a surgery. There are Grade II Listed houses on the opposite side of the High Street and St Albans Church hall and flats on the opposite side of Langham Road, as well as Udney Park Gardens, an area of open space. The site is in a Conservation Area and a Mixed Use Area.
2. Planning permission was granted for use as a retail tile showroom and shop in 2007 (07/3498/COU). A condition limited the retail use to non-food as possible use as a food store or supermarket could have had transport implications which were not dealt with by the application. The shop was later used by a furniture retailer, Caligaris.
3. In 2012 an application was made for alterations and use as a food retailer by Sainsburys (12/3584/FUL). This was refused by the Council on the following grounds:

*The use as a convenience store would attract significantly more visitors both on foot and, more significantly, in vehicles and this would be prejudicial to highway safety particularly in relation to the otherwise residential Langham Road and a nuisance to local amenity by reason of increased noise and general nuisance. This would be exacerbated by increased demand for on street parking as the parking provided off street will not be able to cater for the anticipated number of visitors in cars. The proposal would therefore be contrary to policies DM TP 1, TP 2 and TP 8 of the Richmond upon Thames Development Management Plan 2011 and policy CP 5 of the Richmond upon Thames Local Development Framework Core Strategy.*

4. However an appeal against the refusal was allowed in June 2014.
5. At the time of the above application two separate applications were made for advertisement consent. The first (12/3586/ADV) proposed signage for the shop and car park. This was refused permission on the following grounds:

*By reason of the proposed amount of illumination and the use of vinyl photographs of produce covering shop windows, the proposal is considered to be detrimental to visual amenity and would neither preserve nor enhance the character of the Conservation Area and the setting of nearby Grade II\* Listed Buildings. The proposal would therefore be contrary to policies DM HD 1, HD 2 and DM DC 7 of the Richmond upon Thames Development Management Plan 2011 and policy CP 7 of the Richmond upon Thames Local Development Framework Core Strategy.*

6. A second application for advertisement consent involved a totem sign and this was



withdrawn by the applicant (12/3587/ADV).

7. This new application for advertisement consent involves externally illuminated fascia signs, an externally illuminated projecting sign, non-illuminated signs attached to the building and for the parking area and a non illuminated totem sign.



**Public and other representations:**

8. Nearly fifty objections were received including letters from The Teddington Society and Teddington Business Community. Grounds for objection were:
- Adverse impact on the character of the Conservation Area and setting of nearby Listed Buildings
  - Garish colours
  - Excessive illumination and light pollution
  - Totem sign completely out of character



- Danger to drivers, particularly totem sign which would block sightlines
- Inappropriate covering of windows with vinyl

#### **Amendments:**

9. The totem sign has been removed from the proposal. Illumination has been removed from the Langham Road fascia. The projecting sign is now predominantly brown rather than orange.

#### **Reconsultation:**

10. Those who wrote in were advised of the amendments. Two further comments have been received as a result. One states that any illumination of signs and provisions of hanging signs are inappropriate in a Conservation Area. The other still objects to the vinyl signs and illumination of large orange signage.

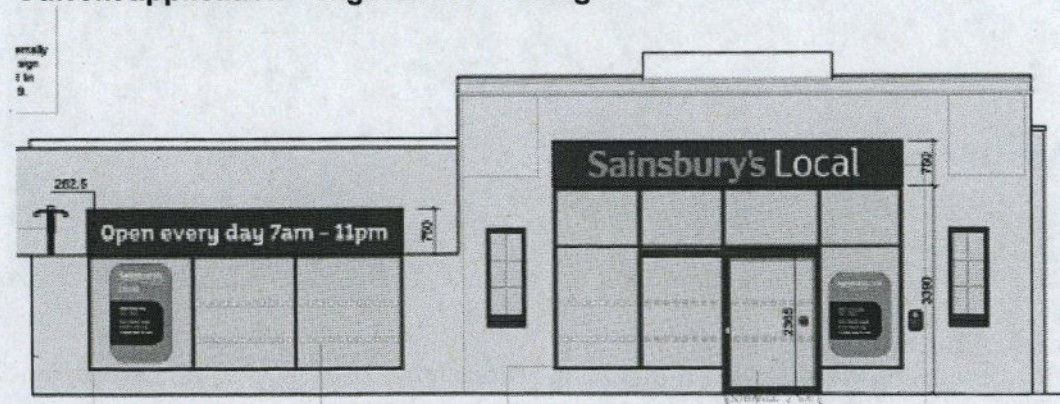
#### **Professional comments:**

11. Applications for advertisement consent can be considered in the light of the impact on amenity and any impact on public safety. In considering amenity, factors of relevance here are the design, illumination and impact on the character of the Conservation Area and setting nearby Listed Buildings. Public safety issues would normally relate to the likelihood of distracting passing motorists.

Policy DM DC 7 states "*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.*"

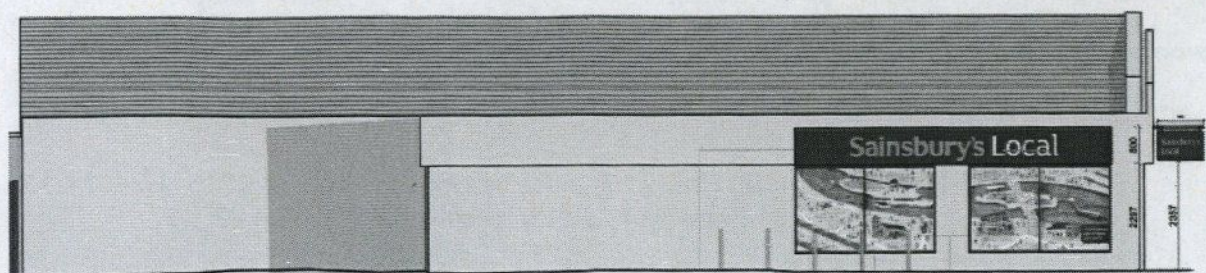
12. Council Supplementary Planning Document 'Shopfronts' states that signage and lighting should be well designed. Signage contributes to the character of retail premises, and brings visual interest to shopping streets. Poorly sited, over-sized or inappropriately designed and illuminated fascia signs can have a significant detrimental impact on the appearance of an area. External illuminated fascia signs are generally preferred throughout the borough to internally illuminated. Strip lighting should be limited to the shop name lettering only. Usually one projecting/hanging sign per shop is adequate, to a size, style and method of support which complements the fascia and the architectural character of the building as a whole.

#### **Current application – High Street Frontage**





## Langham Road frontage



13. There was a concern about the appearance and possible impact on sightlines of the proposed totem sign and this is no longer proposed.
14. There are two fascia signs proposed for the High Street frontage, there being two elements at different heights. The main fascia is brown with the words 'Sainsburys' in orange and 'Local' in white. This is similar to the Sainsburys fascia approved in 2013 at 9-11 White Hart Lane, Barnes (which is also in a Conservation Area). There are a number of externally illuminated fascia signs in Teddington High Street, the nearest being at Holmes and Daughters Funeral Directors which is diagonally opposite. The second fascia is on the lower part of the building and states the opening hours.
15. The other signs on the High Street frontage are two internally applied vinyl signs in orange and brown stating the hours and details of offers. These do not cover the whole window and are not illuminated. The hanging sign is brown with orange and white lettering. Similar externally illuminated signs have been approved and exist at White Hart Land and 32-38 Twickenham Green (also in a Conservation Area and approved in 2013). Teddington High Street has various signs which are similar in nature.
16. The fascia on the Langham Road frontage was originally intended to be illuminated but this is no longer the case. The previous business, Caligaris, also had non-illuminated signage on this part of the building. Internally applied vinyl signs cover the side facing windows and depict scenes around Teddington Lock rather than produce. This is similar to Twickenham Green where local landmarks are depicted.
17. There are small non illuminated signs in the car park showing a disabled space and conditions of parking for customers.
18. This corner site has been in commercial use for many years. In comparison with the refused application the reduction in illumination and removal of vinyl signs showing produce means that it is not considered that the signage proposed would be unusual in a Conservation Area or would affect the setting of the Grade II Listed buildings opposite. Similar signage has been approved in other Conservation Areas in the borough and externally illuminated fascia signs and hanging signs are not unusual in Teddington High Street. Subject to a restriction on the intensity of illumination and a condition forbidding flashing lights it is not considered that there would be a public safety concern.

### Conclusion:

19. The application seeks to gain advertisement consent to erect external signage comprising two externally illuminated fascia signs, one non-illuminated fascia sign and one double-sided externally illuminated projecting sign as well as smaller non-illuminated signs to be used in association with the proposed retail unit. The proposed external signage is considered to be a suitable scale, design and method of illumination which does not have an undue impact on



amenity including the character of the Conservation Area and setting of Grade II Listed Buildings opposite. There is not considered to be a public safety issue.

**Recommendation: Approve subject to the following conditions:**

**Standard Conditions:**

- DV48 - Approved drawings;  
Drawing Nos. P2452-100 and 215B received on 25<sup>th</sup> March 2015, P2452-212L received on 8<sup>th</sup> May 2015 and P2452-213F received on 9<sup>th</sup> June 2015
- AH06 - Restriction of candelas per m2 – '340'
- AH07 - Fixed lights

**Additional Standard Conditions**

The standard conditions applicable to this application are as follows:

1. All advertisements displayed, and any land used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.
2. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
3. Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.
4. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
5. No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as to otherwise to render hazardous the use of any highway, railway, waterway (including any coastal waters) or aerodrome (civil or military).

**Standard informatives:**

- IE05A - Noise control
- IH06B - Damage to highway
- IL10A - Building Regulations
- IL16HA - Policies: Core Strategy Policies: CP 7; Development Management Plan Policies: DM HD 1, HD 2; DC 1, DC 7; Supplementary Planning Document Shopfronts
- IL25 - NPPF APPROVAL - Para. 186 and 187

**Background papers:**

- Application forms and drawings
- Letters of representation
- Application forms, drawings for previous applications (07/3498/COU, 12/3584/FUL 12/3586/ADV, 12/3587/ADV).



**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

☐  
☒  
☐

This application is CIL liable

☐ YES\* ☒ NO  
(\*If yes, complete CIL tab in Uniform)

This application requires a Legal Agreement

☐ YES\* ☒ NO  
(\*If yes, complete Development Condition Monitoring in Uniform)

This application has representations online  
(which are not on the file)

☒ YES ☐ NO

This application has representations on file

☒ YES ☐ NO

Case Officer (Initials): SG5

Dated: 10/6/15

**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**

**CONDITIONS:**

**INFORMATIVES:**



