

Application reference: 17/0096/ADV SOUTH RICHMOND WARD

Date application received	Date made valid	Target report date	8 Week date
09.01.2017	03.02.2017	31.03.2017	31.03.2017

Site:

Richmond Arms, The Square, Richmond, TW9 1DZ

Proposal:

Existing fascia on North facing and West facing Facades are to be painted with signage 'Richmond Town Tavern' on both sides with existing sign lights replaced with new to light signage after dusk. Existing protruding hanging sign to be replaced with new sign in line with branding and existing menu display to be replaced with a new menu display.

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

APPLICANT NAME

Mr Ghuman
Richmond Arms
The Square
Richmond
TW9 1DZ

AGENT NAME

Mr Lorenzo Buscaroli
Studio 1
47 Mount Pleasant
London
WC1X 0AE

DC Site Notice: printed on 06.02.2017 and posted on 17.02.2017 and due to expire on 10.03.2017

Consultations:

Internal/External:

Consultee
14D Urban D

Expiry Date
20.02.2017

Neighbours:

2 Waterloo Place, Richmond, TW9 1EB, - 06.02.2017
13 - 19 The Square, Richmond, TW9 1EA, - 06.02.2017
Clockhouse Chambers, 4A The Square, Richmond, TW9 1DZ, - 06.02.2017
Clock Tower Place, The Square, Richmond, TW9 1DZ - 06.02.2017
4 The Square, Richmond, TW9 1DZ, - 06.02.2017
Flat 6, 1 Princes Street, Richmond, TW9 1ED, - 06.02.2017
Flat 5, 1 Princes Street, Richmond, TW9 1ED, - 06.02.2017
Flat 4, 1 Princes Street, Richmond, TW9 1ED, - 06.02.2017
Flat 3, 1 Princes Street, Richmond, TW9 1ED, - 06.02.2017
Flat 2, 1 Princes Street, Richmond, TW9 1ED, - 06.02.2017
Flat 1, 1 Princes Street, Richmond, TW9 1ED, - 06.02.2017
10 The Square, Richmond, TW9 1DZ, - 06.02.2017
8 The Square, Richmond, TW9 1DZ, - 06.02.2017
Adjacent, 7 The Square, Richmond, TW9 1DZ, - 06.02.2017
7 The Square, Richmond, TW9 1DZ, - 06.02.2017
1A Waterloo Place, Richmond, TW9 1EB - 06.02.2017
1 Waterloo Place, Richmond, TW9 1EB, - 06.02.2017
1C Waterloo Place, Richmond, TW9 1EB, - 06.02.2017
1B Waterloo Place, Richmond, TW9 1EB, - 06.02.2017
Unit G9, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
Unit G8, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
Unit G7, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
Unit G5, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
Unit G4, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017

Unit G3, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
 Unit G2, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
 Unit G17, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
 Unit G16, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
 Unit G15, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
 Unit G14, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
 Unit G13, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
 Unit G12, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
 Unit G11, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
 Unit G10, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
 Unit G1, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
 Unit 3.9, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
 Unit 3.8, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
 Unit 3.7, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
 Unit 3.6, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
 Unit 3.5, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
 Unit 3.4, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
 Unit 3.3, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
 Unit 3.2, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
 Unit 3.12, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
 Unit 3.11, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
 Unit 3.10, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
 Unit 3.1, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
 Unit 2.9, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
 Unit 2.8, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
 Unit 2.7, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
 Unit 2.6, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
 Unit 2.5, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
 Unit 2.4, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
 Unit 2.3, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
 Unit 2.2, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
 Unit 2.1A, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
 Unit 2.10, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
 Unit 2.1, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
 Unit 1.9, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
 Unit 1.8, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
 Unit 1.7, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
 Unit 16, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
 Unit 1.5, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
 Unit 1.4, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
 Unit 1.3, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
 Unit 1.2, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
 Unit 1.12, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
 Unit 1.11, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
 Unit 1.10, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
 Unit 1.1, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
 Basement, Gainsborough House, 2 Sheen Road, Richmond, TW9 1AE, - 06.02.2017
 Flat, Richmond Arms, The Square, Richmond, TW9 1DZ, - 06.02.2017

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

Development Management

Status: GTD Application: 88/2037/FUL
 Date: 26/10/1988 Extensions And Alterations In Connection With Refurbishment Of Public House

Development Management

Status: GTD Application: 91/1593/FUL
 Date: 24/10/1991 Demolition Of Existing Lavatories At Rear And Erection Of Single Storey Rear Extension. Formation Of New Beer Drop At Front Of Property And Installation Of Extract Fan In Housing On Roof At First Floor Level.

Development Management

Status: GTD Application: 91/1973/ADV
 Date: 15/01/1992 Externally Illuminated Wall Mounted Sign & Non Illuminated Projecting Sign.

Development Management

Status: GTD Application: 98/0863

Date:31/07/1998	Reposition Entrance.
<u>Development Management</u> Status: GTD Date:24/01/1989	Application:88/2037 Extensions and alterations in connection with refurbishment of Public House. Amended Plan No. (s) 322.A3.6 REV A + 322.A 3.7 REV A received on 23.1.89.
<u>Development Management</u> Status: GTD Date:16/03/2009	Application:08/0270/FUL Use of paved area adjacent to the public house as an enclosed area for tables and chairs in association with the A4 use in the adjoining premises.
<u>Development Management</u> Status: PCO Date:	Application:17/0096/ADV Existing fascia on North facing and West facing Facades are to be painted with signage 'Richmond Town Tavern' on both sides with existing sign lights replaced with new to light signage after dusk. Existing protruding hanging sign to be replaced with new sign in line with branding and existing menu display to be replaced with a new menu display.

Building Control
Deposit Date: 16.04.1998 Refurbish ground floor bar -relocate bar entrance
Reference: 98/0639/FP

Building Control
Deposit Date: 29.05.1998 Refurbish ground floor bar-relocate bar entrance
Reference: 98/0639/1/FP

Enforcement
Opened Date: 27.07.1995 Enforcement Enquiry
Reference: 95/00356/EN

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): *KFE*

Dated: *24/03/17*

I agree the recommendation:

Team Leader/Head of Development Management/Principal Planner

Dated:

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

Head of Development Management:

Dated:

[Signature]
28/3/17

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 in Uniform

SUMMARY OF CONDITIONS AND INFORMATIVES

CONDITIONS

INFORMATIVES

17/0096/ADV

Richmond Arms, The Square, Richmond TW9 1DZ

Site Description:

The application site is a three-storey commercial property flanked on all sides by higher and larger commercial buildings. It is located to the southern side of Princess Street and to the north-east of The Square within the Richmond Town centre in a mainly commercialised area with isolated residential dwellings in between. Access to the site which is set in a discreet location is gained from both The Square and Sheen Road, the street itself is a narrow and cobbled leading to a supermarket's multi-storey car park. The building which is finished mainly in red brick is locally listed as a Building of Townscape Merit (BTM) and falls within the Central Richmond Conservation Area. Additional policy constraints to the site include:

- Article 4 Directive: B1 to C3 – Richmond / Restricting A1 To A2 in Town Centre
- Archaeological Priority Site
- Character Area Village Planning SPD
- Town Centre Boundary DMP

Site History (most recent/relevant):

08/0270/FUL: Use of paved area adjacent to the public house as an enclosed area for tables and chairs in association with the A4 use in the adjoining premises. **Granted permission 16/03/2009**

98/0863: Reposition Entrance. **Granted permission 30/07/1998**

91/1973/ADV: Externally Illuminated Wall Mounted Sign & Non Illuminated Projecting Sign. **Granted permission 14/01/1992**

91/1593/FUL: Demolition Of Existing Lavatories At Rear And Erection Of Single Storey Rear Extension. Formation Of New Beer Drop At Front Of Property And Installation Of Extract Fan In Housing On Roof At First Floor Level. **Granted permission 24/10/1991**

88/2037/FUL: Extensions And Alterations In Connection With Refurbishment Of Public House. **Granted permission 26/10/1988**

88/2037: Extensions and alterations in connection with refurbishment of Public House. Amended Plan No. (s) 322.A3.6 REV A + 322.A 3.7 REV A received on 23.1.89. **Granted permission 24/01/1989**

Proposal:

This application seeks advertising consent for:

- The existing fascia on North facing and West facing Facades to be painted with signage 'Richmond Town Tavern' on both sides
- Existing sign lights replaced with new to light signage after dusk
- Existing protruding hanging sign to be replaced with new sign in line with branding
- Existing menu display to be replaced with a new menu display.

Revision:

A revised copy of Plan No. 137-EL-EX Revision B was received 28th February 2017 to show that the windows are retained.

Main Development Plan Policies:

National Planning Policy Framework (NPPF, 2012)

Section 2 – Ensuring the vitality of town centres

Section 7 – Requiring Good Design

Development Management Plan (2011)

DM DC1 – Design Quality

DM DC5 – Neighbourliness, Sunlighting and Daylighting

DM DC7 – Shop fronts and shop signs

DM DC8 – Advertisements and Hoardings

DM TC1 – Larger Town Centres

DM TC4 – Local Shops, Services and Public Houses

DM TC5 – The Evening Economy

DM TP6 – Walking and the Pedestrian Environment

Publication Local Plan (2016)

LP 1 – Local Character and Design Quality

LP 8 – Amenity and Living Conditions

LP 25 – Development in centres

LP 27 – Local Shops, Services and Public Houses

Core Strategy (2009)

CP7 – Maintaining and Improving the Local Environment

CP8 – Town and Local Centres

Supplementary Planning Documents (SPDs)

'Shopfronts' (2010)

'Building of Townscape Merit' (2015)

Material Representations:

A site notice was placed on the street, a newspaper advert in the local paper and 73 neighbouring properties were consulted as part of this application. One representation to object to the proposed scheme has been received based on the consultations.

The material planning matters raised include:

- The change of windows should be resisted
- The impact of any fenestration alterations would affect the quality of the Conservation Area.

This application relates to advertisements only

Professional Comments:

The main planning issues to be considered under this application are whether the proposals would have any adverse impact on the character of the BTM and Conservation Area, and also the impact to neighbouring amenity, and pedestrian and highway safety.

Design, Character and Appearance

Policy DM TC4 (A) states the Council will support isolated shops, small groups of shops and public houses which serve local needs, and will seek to ensure that there is provision of essential daily goods within reasonable walking distance around the borough.

Policy LP 27 at para. 7.3.4 mentions that public houses play an important role and social function in the local community and they add to the local character of an area.

The Buildings of Townscape Merit SPD highlights that particular attention will be paid to buildings which:

- *represent an exceptionally good example of a specific and distinctive architectural style*

- demonstrate excellence in building craftsmanship, use of materials, technical innovation, architectural features and detailing
- form part of a distinctive and cohesive group of buildings
- retain its original architectural interest and integrity, and not subject to insensitive alterations.

The proposed scheme would include the following works:

- Updating the existing projecting sign (non-illuminated)
- Cleaning the existing brickwork and windows
- Replacing the existing planters with new ones
- Signage fascia to be re-painted in Farrow & Ball Hague Blue with gold letterings
- Installation of wall-mounted hanging lights for all external illumination (including signage lights)
- Painting all pilasters in Farrow & Ball Hague Blue
- Paint finish of brickwork under windows to match fascia colour
- All window frames to be retained except damage ones to match existing.
- A new single leaf door to replace existing double leaf doors
- Install wall mounted heater
- Repaint all timber in Farrow & Ball Hague Blue.

Most of the proposed features would be at least 2.21m from the ground level with the projecting sign being the highest at 6.62m with a width of 0.9m. The colour scheme and features are considered to be in keeping with similar properties in the area and therefore blend in adequately to the urban setting and the colours are observed as being appropriate to the site context due to the neutral urban colours proposed and the composition of the area.

The proposed signage would not over-obscure the traditional feature or detract from the quality of the host BTM and the proposed materials along with the low intensity external illumination would preserve the appearance and aesthetic quality of the Conservation Area, through the retention and renewal of the traditional frontage.

Additionally, the public house is sited in a discreet location which would give it a subtle character and the projecting sign is not considered as overly prominent so as to affect the elevational treatment of the host BTM. Whilst it would project over an area of the public highway, it does not affect the relationship between the building and the pedestrian area due to the relatively small scale dimension and height above ground level. The luminance level is controlled by condition to restrict light pollution within the Conservation Area and the architectural features of the host BTM is kept intact through mainly non-structural alterations.

Overall the proposals by reason of their modest design, scale, siting and finish are not considered to have any detrimental impact on the character, appearance and quality of the host BTM and Conservation Area.

Residential amenity

Policy DM TP6 states that to protect, maintain and improve the pedestrian environment, the Council will ensure that new development and schemes improve the safety and security of the pedestrian environment where appropriate.

Policies DM DC5 and LP 8 state the Council will seek to protect adjoining properties from unreasonable loss of privacy, pollution, visual intrusion, noise and disturbance. Any views given below are made without the basis of a site visit to the adjacent properties which will be done as part of any formal planning application.

By reason of the scale and extent of the proposals which are of small magnitudes as well as the control on illumination which this application is subject to, it is not considered that there would be any loss of amenity to the neighbouring properties.

Due to the location of the site, it is observed that there are some residential dwellings immediate to the north of the application site; however they are observed to be surrounded by other commercial

units with similar elements as proposed in the scheme so there would be no alien features from the proposed scheme which could change relationship between the residential and commercial uses.

As such, there would be no real change from the previous situation at the application property which had similar features to the proposed and would have been subject to the same condition regarding illumination.

In terms of public safety, given the height above ground level, the modest scale of the proposed projecting sign and the existing precedents in the area, it is not expected that the scheme would impede on public/highway safety.

The proposals would therefore comply with policies DM DC5, DM TP6 and LP 8

Summary:

The proposed scheme is acceptable by reason of scale, proportion, location and existing site context. It would therefore comply with the following policies:

Section 2 and Section 7 of the NPPF

DM DC1; DM DC5; DM DC7; DM DC8; DM TC1; DM TC4; DM TC5; DM TP6 of the Development Management Plan (2011)

LP 1; LP 8; LP 25; LP 27 of the Publication Local Plan (2016)

CP7; CP8 of the Core Strategy (2009)

'Shopfronts' (2010) and 'Building of Townscape Merit' (2015)

Recommendation:

This application is recommended for **APPROVAL** subject to conditions and informatives.