

Mr Alex Archer
Berkeley Homes (West London) Ltd
Chelsea Bridge Wharf
380 Queenstown Road
London
SW11 8PE

Letter Printed 18 April 2017

FOR DECISION DATED
18 April 2017

Dear Sir

The Town and Country Planning Act 1990, (as amended)
Decision Notice

Application: 17/0429/ADV
Your ref: Application To Erect a Sign o...
Our ref: DC/SAR/17/0429/ADV
Applicant: Mr Alex Archer
Agent:

WHEREAS in accordance with the provisions of the Town and Country Planning Act 1990 and the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended), you have made an application received on **1 February 2017** and illustrated by plans for the permission of the Local Planning Authority to display advertisements at:

HMP Latchmere House Church Road Ham Richmond

for

Erection of a "V" board, on the junction of Church Road and Latchmere Close.

NOW THEREFORE WE THE MAYOR AND BURGESSES OF THE LONDON BOROUGH OF RICHMOND UPON THAMES acting by the Council of the said Borough, the Local Planning Authority HEREBY GIVE YOU NOTICE pursuant to the Regulations consent to display the said advertisement(s) in accordance with the said application is hereby **REFUSED** for the reason(s) summarised and listed on the attached schedule.

Yours faithfully



Robert Angus

Head of Development Management

SCHEDULE OF REASONS AND INFORMATIVES FOR APPLICATION 17/0429/ADV

APPLICANT NAME

Mr Alex Archer
Chelsea Bridge Wharf
380 Queenstown Road
London
SW11 8PE

AGENT NAME

SITE

HMP Latchmere House Church Road Ham Richmond

PROPOSAL

Erection of a "V" board, on the junction of Church Road and Latchmere Close.

SUMMARY OF REASONS AND INFORMATIVES

REASONS

U21709	Reason for Refusal - Impact on Character
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INFORMATIVES

U13735	Decision drawing numbers
U13734	NPPF REFUSAL- Para. 186 and 187

DETAILED REASONS AND INFORMATIVES

DETAILED REASONS

U21709 Reason for Refusal - Impact on Character

The advertisement, by reason of its siting, design and scale, would represent an unsympathetic, overbearing and incongruous form of development that would be harmful to the character and quality of the Conservation Area and the visual amenity of the streetscene in general. The development is thereby contrary to the aims and objectives of the NPPF and Local Plan, particularly policies CP 7 of the Core Strategy (2009), DM DC 1, DM DC 8, DM HD 1 of the Development Management Plan (2011) and LP 1 and LP 3 of the Local Plan: Publication Version for Consultation.

DETAILED INFORMATIVES

U13735 Decision drawing numbers

For the avoidance of doubt the Drawing(s) No(s) to which this decision refers are as follows: P_001 Rev 00 received 1 February 2017; Location of V Board received 20 February 2017; Site Location Plan of V Board received 20 February 2017; V Board Details received 7 April 2017.

U13734 NPPF REFUSAL- Para. 186 and 187

In accordance with paragraphs 186 and 187 of the National Planning Policy Framework, Richmond upon Thames Borough Council takes a positive and proactive approach to the delivery of sustainable development, by:

- o Providing a formal pre-application service
- o Providing written policies and guidance, all of which is available to view on the Council's website
- o Where appropriate, negotiating amendments to secure a positive decision
- o Determining applications in a timely manner.

In this instance:

- o The applicants did not seek formal pre-application advice, and the scheme was found to be contrary to policy and guidance, and subsequently refused. The Council is ready to enter into discussions to advise the applicants of relevant policy and guidance; and where possible assist in the preparation of a new planning permission.

END OF SCHEDULE OF REASONS AND INFORMATIVES FOR APPLICATION
17/0429/ADV
