

Application reference: 17/0429/ADV
HAM, PETERSHAM, RICHMOND RIVERSIDE WARD

Date application received	Date made valid	Target report date	8 Week date
01.02.2017	22.02.2017	19.04.2017	19.04.2017

Site:

HMP Latchmere House, Church Road, Ham, Richmond

Proposal:

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

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

APPLICANT NAME

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

AGENT NAME

DC Site Notice: printed on 01.03.2017 and posted on 10.03.2017 and due to expire on 31.03.2017

Consultations:

Internal/External:

Consultee

14D Urban D
LBRUT Transport

Expiry Date

15.03.2017
15.03.2017

Neighbours:

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

Development Management

Status: RNO Application:03/1864/C84
Date:03/07/2003 Proposed New Library.

Development Management

Status: WDN Application:91/0951/FUL
Date:18/07/1991 Erection Of 3no. 32' X 12' Portacabins For Use As Doctors Surgery For A Period Of 9 Months, (building Work At Existing Surgery 192 Tudor Drive)

Development Management

Status: WNA Application:91/1183/FUL
Date:26/08/1991 Erection Of Portacabin Buildings For Use As Temporary Doctors Surgery For Period Of 9 Months.

Development Management

Status: WNA Application:94/3495/C84
Date:06/12/1994 Renovation Of Existing Kitchen Building And Erection Of New Single Storey Workshop Building.

Development Management

Status: WNA Application:94/3589/FUL
Date:19/01/1996 Extension Of Car Parking Area And Change Of Use Of Portacabin From Visitors Seating Area To Office Premises

Development Management

Status: REF Application:97/2335

Date:02/02/1998	Construction Of New Prison Access Road, In Place Of The Existing Access To Be Closed Off.
<u>Development Management</u> Status: ROB Date:22/01/1998	Application:97/2506 Erection Of External Staircase From Governors Building Second Floor Level To Ground Level.
<u>Development Management</u> Status: RNO Date:23/01/1998	Application:97/2652 Erection Of A Single Storey Extension To Front Of Existing Gate Lodge.
<u>Development Management</u> Status: RNO Date:05/05/1999	Application:98/2693 Proposed Additional Car Parking Facilities.
<u>Development Management</u> Status: GTD Date:25/08/2006	Application:06/2069/FUL Proposed erection of a two storey building and accompanying basement comprising seven flats with associated parking.
<u>Development Management</u> Status: GTD Date:30/11/2006	Application:06/3457/FUL Repair main administration building roof, remove redundant rooflights, install new sunpipes and new high performance roof coverings to existing flat roof areas, replace slate roof covering over part of (admim/finance) roof with new artificial slate and replace fascia to front/side elevation.
<u>Development Management</u> Status: GTD Date:23/08/2007	Application:07/2477/FUL Installation of satellite dish affixed on to the roof of the boiler room.
<u>Development Management</u> Status: WNA Date:16/10/2009	Application:09/2036/FUL Installation of a diesel electrical generator and associated acoustic housing.
<u>Development Management</u> Status: GTD Date:06/04/2010	Application:10/T0038/TPO T1 - Oak - Fell.
<u>Development Management</u> Status: RNO Date:30/07/2012	Application:12/T0315/TCA See schedule of works
<u>Development Management</u> Status: WTD Date:08/06/2015	Application:14/0450/FUL Demolition of existing buildings, excluding Latchmere House. Provision of 58 residential units (Use Class C3) comprising 51 new build units and the conversion and ground floor extension of Latchmere House to provide 7 apartments. Formation of a new highways access from Latchmere Lane. Associated highways works, landscaping, tree works and car parking. Cross-boundary application also comprising land within the Royal Borough of Kingston upon Thames and providing in total 89 residential units including 82 new build units and 7 apartments in the converted and extended Latchmere House.
<u>Development Management</u> Status: REF Date:05/01/2015	Application:14/0451/FUL Demolition of existing buildings, excluding Latchmere House. Provision of 42 residential units (Use Class C3) comprising 35 new build units and the conversion and ground floor extension of Latchmere House to provide 7 apartments. Associated highways works, landscaping, tree works and car parking. Cross-boundary application also comprising land within the Royal Borough of Kingston upon Thames and providing in total 73 residential units including 66 new build units and 7 apartments within the converted and extended Latchmere House.
<u>Development Management</u> Status: WNA Date:12/06/2015	Application:14/0935/CON Erection of 31 dwellings 2/3 storeys high with access from Church Lane, Ham as part of the creation of 73 dwellings through the conversion and extension of Latchmere House to create 7 flats and the demolition of existing buildings and erection of 66 new 2/3 storey houses in conjunction with application 14/0451/FUL in the London Borough of Richmond.
<u>Development Management</u> Status: WNA	Application:14/0936/CON

Date:12/06/2015

Erection of 31 dwellings 2/3 storeys high with access from Church Lane and Latchmere Lane, Ham as part of the creation of 89 dwellings through the conversion and extension of Latchmere House to create 7 flats and the demolition of existing buildings and erection of 82 new dwellings in conjunction with application 14/0450/FUL in the London Borough of Richmond.

Development Management

Status: GTD

Date:05/02/2016

Application:14/0451/DD01

Details pursuant to condition 3 (ancillary site buildings/parking of vehicles), 6 (investigation/protection of bats) and 7 (protection of trees) of planning permission 14/0451/FUL allowed on appeal, and its associated Demolition and Construction Management Plan.

Development Management

Status: VOID

Date:14/10/2015

Application:15/4108/VOID

Erection of 31 dwellings 2/3 storeys high with access from Church Road, Ham. (In connection with the wider development of a total of 73 dwellings through the conversion and extension of Latchmere House to create 7 flats and the demolition of existing buildings and erection of 66 new dwellings in conjunction with application 14/0451/FUL in the London Borough of Richmond).

Development Management

Status: GTD

Date:20/05/2016

Application:16/0523/VRC

Variation of condition 2 (approved drawings) of planning permission 14/0451/FUL (Demolition of existing buildings, excluding Latchmere House. Provision of 42 residential units (Use Class C3) comprising 35 new build units and the conversion and ground floor extension of Latchmere House to provide 7 apartments. Associated highways works, landscaping, tree works and car parking. Cross-boundary application also comprising land within the Royal Borough of Kingston upon Thames and providing in total 73 residential units including 66 new build units and 7 apartments within the converted and extended Latchmere House), to allow changes to design of individual houses and improvements to the landscape.

Development Management

Status: GTD

Date:24/05/2016

Application:16/1023/FUL

Construction of a temporary sales and marketing suite (sui generis) with associated landscaping and car parking, for a temporary period of three years.

Development Management

Status: PCO

Date:

Application:16/0523/DD04

Details pursuant to condition NS04 (detailed design) of planning permission 16/0523/VRC.

Development Management

Status: GTD

Date:16/08/2016

Application:16/0523/DD02

Details pursuant to condition NS05 (cycle parking) of planning permission 16/0523/VRC.

Development Management

Status: GTD

Date:05/12/2016

Application:16/0523/DD01

Details pursuant to condition U05664 - NS08 (childrens play) of planning permission 16/0523/VRC.

Development Management

Status: GTD

Date:16/08/2016

Application:16/0523/DD03

Details pursuant to PART of condition NS10 (sustainability) of planning permission 16/0523/VRC. (Part A discharged; Part B only discharged for new build).

Development Management

Status: GTD

Date:29/09/2016

Application:16/0523/DD05

Details pursuant to condition U05668 - NS12 - Formally condition 12 of planning permission 16/0523/VRC.

Development Management

Status: WDN

Date:

Application:16/3522/FUL

Planning consent to advertise on hoarding

Development Management

Status: GTD

Date:08/11/2016

Application:16/3523/ADV

Please refer to the Hoarding presentation

Development Management

Status: PCO

Date:

Application: 16/0523/DD06

Details pursuant to formally condition -NS13 - (Soft Landscaping) of planning permission 16/0523/VRC.

Development Management

Status: PCO

Date:

Application: 16/0523/DD07

Details pursuant to condition NS14 (details of Landscape Management Plan) of planning permission 14/0451/FUL.

Development Management

Status: INV

Date:

Application: 17/0241/ADV

Erection of 6 flag posts.

Development Management

Status: PCO

Date:

Application: 17/0429/ADV

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

Development Management

Status: REC

Date:

Application: 17/0687/NMA

Variation of condition 2 (approved drawings) of planning permission 14/0451/FUL (Demolition of existing buildings, excluding Latchmere House. Provision of 42 residential units (Use Class C3) comprising 35 new build units and the conversion and ground floor extension of Latchmere House to provide 7 apartments. Associated highways works, landscaping, tree works and car parking. Cross-boundary application also comprising land within the Royal Borough of Kingston upon Thames and providing in total 73 residential units including 66 new build units and 7 apartments within the converted and extended Latchmere House), to allow changes to design of individual houses and improvements to the landscape [Non-Material Amendment application to planning application 16/0523/VRC regarding the deletion of the wording all hard surfaces shall be made of porous materials from Condition NS04]

Appeal

Validation Date: 22.10.2014

Demolition of existing buildings, excluding Latchmere House. Provision of 58 residential units (Use Class C3) comprising 51 new build units and the conversion and ground floor extension of Latchmere House to provide 7 apartments. Formation of a new highways access from Latchmere Lane. Associated highways works, landscaping, tree works and car parking. Cross-boundary application also comprising land within the Royal Borough of Kingston upon Thames and providing in total 89 residential units including 82 new build units and 7 apartments in the converted and extended Latchmere House.

Reference: 14/0159/AP/NON

Appeal

Validation Date: 06.02.2015

Demolition of existing buildings, excluding Latchmere House. Provision of 42 residential units (Use Class C3) comprising 35 new build units and the conversion and ground floor extension of Latchmere House to provide 7 apartments. Associated highways works, landscaping, tree works and car parking. Cross-boundary application also comprising land within the Royal Borough of Kingston upon Thames and providing in total 73 residential units including 66 new build units and 7 apartments within the converted and extended Latchmere House.

Reference: 15/0032/AP/REF

Appeal Allowed

Building Control

Deposit Date: 06.06.2016

Construction of 35 new build dwellings and conversion of existing building to create 7 new apartments

Reference: 16/1219/IN

Enforcement

Opened Date: 25.06.2002

Enforcement Enquiry

Reference: 02/00215/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): SAR

Dated: 18.4.2017

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:

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

SAR

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

Application Reference: 17/0429/ADV

Address: HMP Latchmere House, Church Road, Ham, Richmond TW10 5HH

Delegated Report:

Site description:

This application relates to the Latchmere House site which was previously used as a resettlement prison during the World War II era. The application site is significantly large, located across the Richmond and Royal Kingston upon Thames Borough Council boundaries. The property is located within the Ham Common Conservation Area (CA7), it is also designated by English Heritage as an Archaeological Priority area and the the MH Latchmere House Prison building is designated as a locally listed Building of Townscape Merit (BTM). There are a number of trees protected by Tree Protection Orders (TPOs) and TPO wood group areas.

Planning history:

Application 14/0451/FUL was for demolition of existing buildings, excluding Latchmere House, provision of 42 residential units (Use Class C3) comprising 35 new build units and the conversion and ground floor extension of Latchmere House to provide 7 apartments; associated highways works, landscaping, tree works and car parking; cross-boundary application also comprising land within the Royal Borough of Kingston upon Thames and providing in total 73 residential units including 66 new build units and 7 apartments within the converted and extended Latchmere House. The application was refused by Richmond's Planning Committee on 31.12.2014. The application was allowed on appeal on 3 July 2015.

On 18.04.2016 the Council granted a section 73 application to vary condition 2 (approved drawings) of planning permission 14/0451/FUL (Demolition of existing buildings, excluding Latchmere House, provision of 42 residential units (Use Class C3) comprising 35 new build units and the conversion and ground floor extension of Latchmere House to provide 7 apartments. Associated highways works, landscaping, tree works and car parking. Cross-boundary application also comprising land within the Royal Borough of Kingston upon Thames and providing in total 73 residential units including 66 new build units and 7 apartments within the converted and extended Latchmere House), to allow changes to design of individual houses and improvements to the landscape.

There are a number of applications on file granted and pending the discharge details of conditions.

Application 16/3523/ADV for advertising on the hoarding was approved by the Council on 08.11.2016. The hoarding is sited on the site boundaries.

Proposal:

This application proposes the erection of a "V" board, on the junction of Church Road and Latchmere Close.

Main Development plan policies:

National Planning Policy Framework (NPPF)

Core Strategy (2009)

- CP 7 (Maintaining and Improving the Local Environment)

Development Management Plan (2011)

- DM DC 1 (Design Quality)

- DM DC 4 (Trees and Landscapes)
- DM DC 5 (Residential Amenity)
- DM DC 8 (Advertisements and Hoardings)
- DM HD 1 (Conservation Areas – Designation, Preservation and Enhancement)
- DM HD 3 (Buildings of Townscape Merit)
- DM TP 6 (Walking and Pedestrian Environment)

Local Plan: Publication Version for Consultation

- LP 1 (Local Character and Design Quality)
- LP 3 (Designated Heritage Assets)
- LP 4 (Non-Designated Heritage Assets)
- LP 8 (Amenity and Living Conditions)
- LP 16 (Trees, Woodlands and Landscape)
- LP 44 (Sustainable Travel Choices)

Public and other representations:

No representations have been received and no requests were made for the application to be heard by the Planning Committee.

Amendments:

The applicant provided an amended drawing on 7 April 2017 showing the proposed V board setback from the highways intersection. However, the drawing was still considered to be inconsistent and unclear as to the proposed advertisements proposed siting.

Professional comments:

The main planning issues to be considered are the proposal's impact on the character of area, amenity and public safety.

Design, Character, Visual Amenities and Advertisements and Hoardings Considerations

CP7 'Maintaining and Improving the Local Environment' states all new development should recognise distinctive local character and contribute to creating places of a high architectural and urban design quality that are well used and valued.

Policies DM HD 1 and DM HD 3 seek to preserve, conserve and enhance the setting, character and appearance of Conservation Areas and Buildings of Townscape Merit (BTM). The principles of these policies are reiterated in policies LP 3 and LP 4.

DM DC 8 and LP 1 states the Council will exercise strict control over the design and siting of advertisement hoardings and other advertisements to ensure that the character of individual buildings and streets is not demonstrably harmed, having regard to the interests of amenity and public safety, including for disabled people, and highway safety.

LP 1 states 'Advertising can enhance the appearance and vitality of a street. However, it can also cause considerable damage to visual amenity by cluttering the building environment and detracting from the quality of the area'.

The character of the street scene and Conservation Area has a unique 'semi-rural' feel. It is lined by substantial mature trees, with grass verges and any other development is substantially setback from the highway. The greenery contributes to the tranquil quality of the Conservation Area. Other than some street name signs,

road signs and what appears to be an unlawful sign advertising the parent development (on the corner of Church Road and Latchmere Close), there are limited advertisements in the area. This appearance contributes to the character and quality of the area. Therefore, any proposed advertisement would be required to be sympathetic to the unique character of the immediate area.

Each side of the proposed V board would be approximately 3m high and 1.5m wide. It would be constructed in timber, painted blue with silver writing/ images. The advertisement would be temporary whilst the parent planning permission for the residential development (application ref. 14/0451/FUL) is implemented. In terms of design and appearance, the advertisements bevelled edge and proposed colours would be acceptable from a design perspective and sympathetic to the unique character of the area.

Notwithstanding the advertisement's appropriate design, the proposed advertisement's scale is considered to be excessive and overbearing. The advertisement would be significantly larger than any other signage in the immediate area and contain a significant amount of unnecessary detail to identify the site to identify the site to highway users. The advertisement, which would have an urban appearance, would be an incongruous form of development that would be harmful to and detract from the 'semi-rural' character of the area. The advertisement would be juxtaposed in the area as its over-scaled appearance would fail to assimilate with the unique character of the Conservation Area.

Because of the inconsistencies between the drawings it is unclear of the proposed siting of the advertisement. It is unclear whether it would be sited in front of or behind the existing white wall which appears to form the boundary between the application property and the highway. The advertisement would be sited a significant distance from the BTM and therefore would not be harmful to its character and appearance.

As the Council has strict control over advertisements, the applicant was offered the opportunity to provide a revised scheme; however, has declined the opportunity.

Given the above it is considered that the advertisement's excessive scale and inappropriate design would be an incongruous form of development that would be harmful to the visual amenities and character of the Conservation Area and detract from its quality. The proposal would be inconsistent with the NPPF and Local Plan, particularly policies CP 7 of the Core Strategy (2009), DM DC 1, DM DC 8 and DM HD 1 of the Development Management Plan (2011) and LP 1 and LP 3 of the Local Plan: Publication Version for Consultation.

Road Traffic Conditions and Public Safety Policies and Considerations

DM DC 8 'Advertisements and Hoardings' states the Council will exercise strict control over the design and siting of advertisement hoardings and other advertisements to ensure that the character of individual buildings and streets is not demonstrably harmed, having regard to the interests of amenity and public safety, including for disabled people, and highway safety. The principles of the policy are reiterated in policy LP 1.

DM TP 6 states new development should not adversely impact the pedestrian environment and should improve the safety and security of the pedestrian environment where appropriate.

The Council's Transport Planner has been consulted on the application. The Officer's comments are based on the proposed advertisement being sited outside of the

confines of the site and has raised no objection. The advertisement would not be illuminated. It is therefore considered that the proposed advertisement would not cause demonstrable harm to public safety and highway conditions.

Other Matters

Whilst the applicant provided a revised proposed site plan, inconsistencies remain between the proposed advertisements siting. The applicant has failed to provide an accurate, to scale location plan showing the siting of the proposed advertisement. It is unclear if the advertisement would be located within the highway boundary or behind the white wall (which appears to form the boundary with the highway).

Recommendation:

Refuse