

Application reference: 18/2439/ADV
KEW WARD

Date application received	Date made valid	Target report date	8 Week date
05.07.2018	05.07.2018	30.08.2018	30.08.2018

5/1/18

Site:

The National Archives, Ruskin Avenue, Kew, Richmond

Proposal:

Installation of 13 no. non-illuminated, information signs; post mounted, gate mounted and wall mounted located in and adjacent to the National Archives' car park accessed off Bessant Drive.

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

APPLICANT NAME

The National Archives
The National Archives
Ruskin Avenue
Kew
Richmond
TW9 4DU

AGENT NAME

Mr J Livingston
22A Hill Street
Richmond
TW9 1TW

DC Site Notice: printed on and posted on and due to expire on

Consultations:

Internal/External:

Consultee

LBRUT Transport

Expiry Date

03.08.2018

Neighbours:

Flat 56,Chancery House,Levett Square,Richmond,TW9 4FD, - 20.07.2018
Flat 30,Chancery House,Levett Square,Richmond,TW9 4FD, - 20.07.2018
Flat 27,Chancery House,Levett Square,Richmond,TW9 4FD, - 20.07.2018
Flat 17,Chancery House,Levett Square,Richmond,TW9 4FD, - 20.07.2018
Flat 9,Chancery House,Levett Square,Richmond,TW9 4FD, - 20.07.2018
Flat 6,Chancery House,Levett Square,Richmond,TW9 4FD, - 20.07.2018
Flat 43,Advent House,Levett Square,Richmond,TW9 4FA, - 20.07.2018
Flat 41,Advent House,Levett Square,Richmond,TW9 4FA, - 20.07.2018
Flat 40,Advent House,Levett Square,Richmond,TW9 4FA, - 20.07.2018
Flat 39,Advent House,Levett Square,Richmond,TW9 4FA, - 20.07.2018
Flat 38,Advent House,Levett Square,Richmond,TW9 4FA, - 20.07.2018
Flat 35,Advent House,Levett Square,Richmond,TW9 4FA, - 20.07.2018
Flat 34,Advent House,Levett Square,Richmond,TW9 4FA, - 20.07.2018
Flat 33,Advent House,Levett Square,Richmond,TW9 4FA, - 20.07.2018
Flat 32,Advent House,Levett Square,Richmond,TW9 4FA, - 20.07.2018
Flat 31,Advent House,Levett Square,Richmond,TW9 4FA, - 20.07.2018
Flat 30,Advent House,Levett Square,Richmond,TW9 4FA, - 20.07.2018
Flat 29,Advent House,Levett Square,Richmond,TW9 4FA, - 20.07.2018
Flat 28,Advent House,Levett Square,Richmond,TW9 4FA, - 20.07.2018
Flat 27,Advent House,Levett Square,Richmond,TW9 4FA, - 20.07.2018
Flat 26,Advent House,Levett Square,Richmond,TW9 4FA, - 20.07.2018
Flat 24,Advent House,Levett Square,Richmond,TW9 4FA, - 20.07.2018
Flat 23,Advent House,Levett Square,Richmond,TW9 4FA, - 20.07.2018
Flat 22,Advent House,Levett Square,Richmond,TW9 4FA, - 20.07.2018

Flat 21, Advent House, Levett Square, Richmond, TW9 4FA, - 20.07.2018
 Flat 20, Advent House, Levett Square, Richmond, TW9 4FA, - 20.07.2018
 Flat 19, Advent House, Levett Square, Richmond, TW9 4FA, - 20.07.2018
 Flat 18, Advent House, Levett Square, Richmond, TW9 4FA, - 20.07.2018
 Flat 17, Advent House, Levett Square, Richmond, TW9 4FA, - 20.07.2018
 Flat 16, Advent House, Levett Square, Richmond, TW9 4FA, - 20.07.2018
 Flat 15, Advent House, Levett Square, Richmond, TW9 4FA, - 20.07.2018
 Flat 14, Advent House, Levett Square, Richmond, TW9 4FA, - 20.07.2018
 Flat 13, Advent House, Levett Square, Richmond, TW9 4FA, - 20.07.2018
 Flat 12, Advent House, Levett Square, Richmond, TW9 4FA, - 20.07.2018
 Flat 11, Advent House, Levett Square, Richmond, TW9 4FA, - 20.07.2018
 Flat 7, Advent House, Levett Square, Richmond, TW9 4FA, - 20.07.2018
 Flat 6, Advent House, Levett Square, Richmond, TW9 4FA, - 20.07.2018
 Flat 5, Advent House, Levett Square, Richmond, TW9 4FA, - 20.07.2018
 Flat 4, Advent House, Levett Square, Richmond, TW9 4FA, - 20.07.2018
 Flat 3, Advent House, Levett Square, Richmond, TW9 4FA, - 20.07.2018
 21 Ruskin Avenue, Kew, Richmond, TW9 4DR, - 20.07.2018
 19 Ruskin Avenue, Kew, Richmond, TW9 4DR, - 20.07.2018
 17 Ruskin Avenue, Kew, Richmond, TW9 4DR, - 20.07.2018
 15 Ruskin Avenue, Kew, Richmond, TW9 4DR, - 20.07.2018
 13 Ruskin Avenue, Kew, Richmond, TW9 4DR, - 20.07.2018
 11 Ruskin Avenue, Kew, Richmond, TW9 4DR, - 20.07.2018
 68 Defoe Avenue, Kew, Richmond, TW9 4DT, - 20.07.2018
 66 Defoe Avenue, Kew, Richmond, TW9 4DT, - 20.07.2018
 64 Defoe Avenue, Kew, Richmond, TW9 4DT, - 20.07.2018
 62 Defoe Avenue, Kew, Richmond, TW9 4DT, - 20.07.2018
 60 Defoe Avenue, Kew, Richmond, TW9 4DT, - 20.07.2018
 56 Defoe Avenue, Kew, Richmond, TW9 4DT, - 20.07.2018
 54 Defoe Avenue, Kew, Richmond, TW9 4DT, - 20.07.2018
 52 Defoe Avenue, Kew, Richmond, TW9 4DT, - 20.07.2018
 50 Defoe Avenue, Kew, Richmond, TW9 4DT, - 20.07.2018
 48 Defoe Avenue, Kew, Richmond, TW9 4DT, - 20.07.2018
 46 Defoe Avenue, Kew, Richmond, TW9 4DT, - 20.07.2018
 58 Defoe Avenue, Kew, Richmond, TW9 4DT, - 20.07.2018
 First Floor Flat, 24 Defoe Avenue, Kew, Richmond, TW9 4DT, - 20.07.2018
 Ground Floor Flat, 24 Defoe Avenue, Kew, Richmond, TW9 4DT, - 20.07.2018
 44 Defoe Avenue, Kew, Richmond, TW9 4DT, - 20.07.2018
 42 Defoe Avenue, Kew, Richmond, TW9 4DT, - 20.07.2018
 38 Defoe Avenue, Kew, Richmond, TW9 4DT, - 20.07.2018
 36 Defoe Avenue, Kew, Richmond, TW9 4DT, - 20.07.2018
 34 Defoe Avenue, Kew, Richmond, TW9 4DT, - 20.07.2018
 40 Defoe Avenue, Kew, Richmond, TW9 4DT, - 20.07.2018
 32 Defoe Avenue, Kew, Richmond, TW9 4DT, - 20.07.2018
 30 Defoe Avenue, Kew, Richmond, TW9 4DT, - 20.07.2018
 28 Defoe Avenue, Kew, Richmond, TW9 4DT, - 20.07.2018
 26 Defoe Avenue, Kew, Richmond, TW9 4DT, - 20.07.2018
 33 Rosemont Road, Acton, W3 9LU - 20.07.2018

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

Development Management

Status: GTD Application: 04/0201
 Date: 17/03/2004 Proposed New Signage Over Main Entrance.

Development Management

Status: GTD Application: 74/0878/ADV
 Date: 16/09/1974 For Advertisements.

Development Management

Status: GTD Application: 76/0219/ADV
 Date: 10/05/1976 For Advertisements.

Development Management

Status: REF Application: 10/0771/FUL
 Date: 12/05/2010 Provision of DDA ramp for means of escape from Q1.

Development Management

Status: REF Application: 10/0772/FUL
 Date: 12/05/2010 Replacement of two sets of external steps with DDA compliant ramps for

means of escape.

<u>Development Management</u> Status: GTD Date:01/10/2010	Application:10/1448/FUL Provision of glazed lobbies to main front entrance and rear entrance
<u>Development Management</u> Status: GTD Date:05/10/2010	Application:10/1525/FUL Reprovision and extension including secure fencing of existing staff cycle storage.
<u>Development Management</u> Status: GTD Date:26/08/2010	Application:10/1911/FUL Provision of a smoking shelter including level access.
<u>Development Management</u> Status: GTD Date:26/08/2010	Application:10/2004/FUL Proposed 4x emergency egress ramps.
<u>Development Management</u> Status: GTD Date:27/09/2010	Application:10/2252/FUL Increased provision from 8 to 36 visitor cycle racks with covered canopies.
<u>Development Management</u> Status: GTD Date:21/01/2011	Application:10/2764/FUL Replacement of 4 existing air conditioning units on Q1 building northwest elevation (ground floor). Two additional air conditioning units adjacent.
<u>Development Management</u> Status: GTD Date:02/12/2010	Application:10/2997/FUL Replacement of 5 no. window units on northwest elevation of first floor Q1 building with 5 no. louvre panels for cooling in I.T suite.
<u>Development Management</u> Status: GTD Date:21/01/2011	Application:10/3257/FUL Replacement of 4no existing air conditioning units with 4no new units on ground floor podium of northwest elevation, Q1 building.
<u>Development Management</u> Status: GTD Date:28/02/2011	Application:10/2252/DD01 Details pursuant to condition U49239 (Drawings) of planning permission 10/2252/FUL
<u>Development Management</u> Status: GTD Date:03/03/2011	Application:11/0694/FUL Alternative "Broxap" cycle shelters for the planning approval 10/2252/FUL
<u>Development Management</u> Status: GTD Date:04/08/2011	Application:11/1929/FUL Replacement and re-roofing of inclined glazing to the Atria and glazed link roofs of Q2 building (option 2).
<u>Development Management</u> Status: GTD Date:05/08/2011	Application:11/1930/FUL Replacement and re-roofing of inclined glazing to the Atria and glazed link roofs of Q2 building (option 3).
<u>Development Management</u> Status: GTD Date:15/09/2011	Application:11/2107/PS192 Renewing the existing inclined glazing to the atria and glazed links to Q2 with replacement double glazed insulated glass units with increased thermal properties in existing framework (option 1).
<u>Development Management</u> Status: GTD Date:06/08/2012	Application:12/1895/PS192 Renewing existing vertical glazing to atria and links to Q2 (areas 1, 2 & 5) with replacement double glazed glass units with increased thermal properties in existing framework, including removal of 'art glass' in area 1 entrance area.
<u>Development Management</u> Status: GTD Date:29/07/2013	Application:13/1981/ADV Installation of eight flag poles and associated banners on the bridge on the main pedestrian approach to the building.
<u>Development Management</u> Status: GTD Date:29/07/2013	Application:13/1982/ADV High level large format external signage to north and west elevations of the Q1 building.

Status: GTD Date:12/08/2013	Application:13/2186/ADV Two flag poles & flags
<u>Development Management</u> Status: GTD Date:06/11/2013	Application:13/2662/FUL Reprovision and extension to existing staff cycle storage, including secure fencing.
<u>Development Management</u> Status: GTD Date:18/10/2013	Application:10/1911/EXT Application for an extension of time to planning permission 10/1911/FUL.
<u>Development Management</u> Status: GTD Date:21/10/2013	Application:10/2004/EXT Application for an extension of time to planning permission 10/2004/FUL.
<u>Development Management</u> Status: GTD Date:27/11/2013	Application:13/3374/FUL Renewal of existing cooling towers (in external enclosure). Existing enclosure is retained, new cooling towers to same dimensions and in same locations as the existing towers.
<u>Development Management</u> Status: REF Date:18/02/2014	Application:13/4793/ADV Large scale 'wrap' banners on n.w. and s.w. elevations.
<u>Development Management</u> Status: GTD Date:04/04/2014	Application:13/3374/DD01 Details pursuant to items 1a and 1b in condition U66327 (Replacement Cooling Towers Noise Control), of planning permission 13/3374/FUL
<u>Development Management</u> Status: GTD Date:02/05/2014	Application:14/0913/ADV Banners on n.w. and s.w. elevations.
<u>Development Management</u> Status: GTD Date:30/04/2014	Application:14/0983/PS192 Application of window film to the inside face of existing windows in Q2.
<u>Development Management</u> Status: GTD Date:07/10/2014	Application:13/3374/DD02 Details pursuant to item 1C of condition U66327 (Replacement Cooling Towers Noise Control) of planning permission 13/3374/FUL for renewal of existing cooling towers (in external enclosure), existing enclosure is retained, new cooling towers to same dimensions and in same locations as the existing towers.
<u>Development Management</u> Status: GTD Date:21/05/2015	Application:15/1475/ADV New banners to North West and South West elevations of Q1 Building.
<u>Development Management</u> Status: GTD Date:01/10/2015	Application:15/3432/FUL Localised ground floor glazing amendments and ancillary works to the South East elevation of the cafe, Q.1 building.
<u>Development Management</u> Status: GTD Date:07/10/2015	Application:15/3554/FUL Relocation of TNA entrance gates and pedestrian side gate, and installation of sliding metal security gate to the TNA car park entrance; changes needed due to vehicle access location into adjacent Taylor Wimpey residential site. Repositioning of existing services and signage in connection with above. Realignment of kerbs associated with above, also increasing width of part of TNA service road to improve turning and safety on entrance to site. Construction of TNA 'welcome wall' feature, amendments to pavements, walkways and associated landscaping to improve pedestrian access. Enlarged coach parking bay to improve manoeuvring space.
<u>Development Management</u> Status: GTD Date:20/01/2016	Application:15/3554/DD01 Details pursuant to condition DV49 - Construction Method Statement of planning permission 15/3554/FUL.
<u>Development Management</u> Status: GTD Date:31/08/2017	Application:17/2606/ADV Erection of banners on North West and South West elevations of the 'Q1' building to promote awareness of the family programme and the National Archives 40th anniversary on its Kew site.

Development Management

Status: WDN
Date: 22/05/2018

Application: 18/1090/ADV
Retrospective application for the installation of 11 no. small scale non-illuminated information signs located in and adjacent to the National Archives' car park accessed off Bessant Drive.

Development Management

Status: PCO
Date:

Application: 18/2439/ADV
Installation of 13 no. non-illuminated, information signs; post mounted, gate mounted and wall mounted located in and adjacent to the National Archives' car park accessed off Bessant Drive.

Building Control

Deposit Date: 02.07.2010
Reference: 10/1231/IN

Internal alterations to map room

Building Control

Deposit Date: 07.07.2010
Reference: 10/1263/IN

Construction of emergency egress ramp

Building Control

Deposit Date: 23.09.2010
Reference: 10/1867/IN

Internal alterations to open reading room

Building Control

Deposit Date: 27.09.2010
Reference: 10/1887/IN

Construction of new main entrances and porches

Building Control

Deposit Date: 15.02.2011
Reference: 11/0273/IN

Installation of CHP and associated works

Building Control

Deposit Date: 08.04.2011
Reference: 11/0638/IN

Construction of camera room

Building Control

Deposit Date: 20.06.2011
Reference: 11/1137/IN

Alterations to security office

Building Control

Deposit Date: 27.06.2011
Reference: 11/1183/IN

Refurbishment, replacement and alterations to roof

Building Control

Deposit Date: 15.07.2011
Reference: 11/1351/IN

Alterations to existing surface water drainage

Building Control

Deposit Date: 14.11.2011
Reference: 11/2192/IN

Document store and office

Building Control

Deposit Date: 12.01.2012
Reference: 12/0062/IN

Humidification plan upgrade works.

Building Control

Deposit Date: 07.06.2012
Reference: 12/1043/IN

Replacement vertical glazing to the Q2 link and associated ancillary areas

Building Control

Deposit Date: 27.06.2012
Reference: 12/1185/IN

Humidification plan upgrade

Building Control

Deposit Date: 17.10.2012
Reference: 12/1952/IN

Alterations to museum

Building Control

Deposit Date: 16.11.2011
Reference: 13/1215/IN

Construction of office accommodation and associated works

Building Control

Deposit Date: 20.09.2013
Reference: 13/1968/IN

Fire stopping and fire door upgrade

Building Control

Deposit Date: 06.01.2014

Refurbishment of ARK ground floor kitchen

Reference: 14/0013/IN

Building Control

Deposit Date: 06.01.2014 Refurbishment of bar

Reference: 14/0014/IN

Building Control

Deposit Date: 06.01.2014 Building work associated with cooling tower replacement

Reference: 14/0015/IN

Building Control

Deposit Date: 06.01.2014 Alterations and refurbishment to kitchen/dining room

Reference: 14/0016/IN

Building Control

Deposit Date: 17.02.2016 Fit out of existing restaurant and runway area; to include removal of existing suspended ceiling over to expose the underside of structural ceiling, alterations to form a small area of fabric canopy at ceiling level over part of the restaurant, small areas of MP plaster finish dropped ceilings and alteration of cosmetic finishes. Removal of non-load bearing partitions. Reinstatement of mechanical services, AC, fire alarm and emergency lighting. (Excluded are building works not described that can be self-certified under a current competent person scheme).

Reference: 16/0365/IN

Building Control

Deposit Date: 19.07.2016 Fit out and construction of new meeting/conference/events room, learning room and storage area within the existing first floor public access space. Talks space to hold 150 people and 250 people when opened into L shape

Reference: 16/1588/IN

Building Control

Deposit Date: 19.07.2016 Alterations and fit out to the existing bookshop and alterations to the entrance

Reference: 16/1589/IN

Enforcement

Opened Date: 11.12.2015 Enforcement Enquiry

Reference: 15/0828/EN/BCN

Enforcement

Opened Date: 27.03.2018 Enforcement Enquiry

Reference: 18/0144/EN/UBW

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): LB

Dated: 24/10/18



I agree the recommendation:

Team Leader/Head of Development Management/Principal Planner

Dated: 19/10/18

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:

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

18/2439/ADV
The National Archives,
Ruskin Avenue, Kew
Project officer report

Proposal

The proposed scheme is for the installation of 3 non-illuminated, information signs located at the entrance to the National Archives' car park, accessed off Bessant Drive.

Site Description

The subject site is expansive and currently contains a multi storey building which is occupied by 'The National Archives' and ancillary uses. The proposed signage would be located within the existing car park on the south-western extremity of the site nearest Bessant Drive. The subject site is located within the 'Kew Village Area 14 Character Area' and identified as 'Other Open Land of Townscape Importance'. The site is located within Flood Zones 2, 3 and 3a.

Relevant Planning History

Application number	Description	Determination
04/0201	Proposed New Signage Over Main Entrance	Granted 17/03/2004
13/1982/ADV	High level large format external signage to north and west elevations of the Q1 building	Granted 29/07/2013
15/1475/ADV	New banners to North West and South West elevations of Q1 Building	Granted 21/05/2015
15/3554/FUL	Relocation of TNA entrance gates and pedestrian side gate, and installation of sliding metal security gate to the TNA car park entrance; changes needed due to vehicle access location into adjacent Taylor Wimpey residential site. Repositioning of existing services and signage in connection with above. Realignment of kerbs associated with above, also increasing width of part of TNA service road to improve turning and safety on entrance to site. Construction of TNA 'welcome wall' feature, amendments to pavements, walkways and associated landscaping to improve pedestrian access. Enlarged coach parking bay to improve manoeuvring space.	Granted 07/10/2015

17/2606/ADV	Erection of banners on North West and South West elevations of the 'Q1' building to promote awareness of the family programme and the National Archives 40th anniversary on its Kew site.	Granted 31/08/2017
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Planning Policies

Local Plan (LP) 2018

- LP1 – Local Character and Design Quality
- LP8 – Amenity and Living Conditions
- LP14 – Other Open Land of Townscape Importance

Public Representation

The occupants of 71 neighbouring properties were consulted as part of the application. Three objections and two observations were submitted to Council. The relevant planning matters are summarised below:

- Too many signs resulting in visual clutter

Concerns were raised regarding the application form that was submitted which do not warrant discussion in the report. Additionally, concerns related to payment for parking at the site were raised however, this is not a planning matter.

Amendments

In response to the comments raised during the notification period Council requested the applicant reduce the number of signs proposed. The original application sought 13 signs spread within and at the entrance to the car park. The revised application seeks permission for three signs at the entrance to the car park. The concerns raised by the public have been met.

Assessment

Policy LP1 states that the Council will exercise strict control over the design and siting of advertisements and hoardings to ensure the character of individual buildings and streets are not materially harmed, having regard to the interests of amenity and public safety (including highway safety).

Policy LP1 further states advertising can enhance the appearance and vitality of a street. However, it can also cause considerable damage to visual amenity by cluttering the built environment and detracting from the quality of the area.

The proposal seeks to erect 3 non-illuminated, informative signs located at the entrance to the car park. The design and scale are detailed in the table below:

Sign	Dimensions
	300mm by 200mm 1.6m from ground level

	<p>600mm by 800mm</p> <p>0.9m from ground level</p>
	<p>450mm by 600mm</p> <p>2.1m from ground level</p>

The scale and siting of the signs are appropriate to their intent which is to inform users of the car park. Given the signs would not be illuminated and relatively small in scale there would be no adverse impact on road traffic conditions; public or highway safety; nearby dwellings; or views to the site which is identified as 'Other Open Land of Townscape Importance'. Whilst the site is not located within a conservation area it is noted that the car park adjoins the Ruskin Avenue and Defoe Avenue Conservation Area. The number of signs would not result in visual clutter. Given the scale and type of signs proposed they would barely be visible from the conservation area. The proposal is compliant with LP1 and LP8 of the Local Plan.

The subject site is identified as 'Other Open Land of Townscape Importance'. The proposed signage would be restricted to the entrance of the car park of The National Archives and barely visible from the main area of the site. The proposal would not harm the character or openness of the subject site. The purpose of the signage is to inform clientele how to use the car park facility and is therefore linked to the function of the subject site. The proposal is acceptable under policy LP14 of the Local Plan.

Conclusion

Overall, by reason of the nature, scale and context of the proposal it would not do harm to the character of the site or the surrounding area. The proposal has acceptable design and amenity impacts satisfying policies LP1, LP8 and LP14 of the Local Plan.

Recommendation:

It is recommended that application 18/2439/ADV be granted approval subject to conditions.