

Application reference: 21/0185/ADV MORTLAKE, BARNES COMMON WARD

Date application received	Date made valid	Target report date	8 Week date
20.01.2021	28.01.2021	25.03.2021	25.03.2021 EOT 18.05.2021

Site:

The TreeHouse, 73 White Hart Lane, Barnes, London

Proposal:

1 no. externally illuminated painted sign to gable end brickwork; 1 no. internally illuminated projecting sign; 4 no. externally illuminated fascia signs; 1. no non illuminated vinyl sign above entrance; 1 no. non-illuminated vinyl sign.

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

APPLICANT NAME

Star Bars
2-4 Broadway Park
South Gyle Broadway
Edinburgh
EH12 9JZ

AGENT NAME

Mr Andy Beetham
12 Wortley Moor Lane
Upper Wortley
Leeds
LS12 4HX

DC Site Notice: printed on 01.04.2021 and posted on and due to expire on

Consultations:

Internal/External:

Consultee

LBRUT Highways Lighting Engineer

Expiry Date

22.04.2021

Neighbours:

58A White Hart Lane, Barnes, London, SW13 0PZ, - 01.04.2021
58 White Hart Lane, Barnes, London, SW13 0PZ, - 01.04.2021
56 White Hart Lane, Barnes, London, SW13 0PZ, - 01.04.2021
54 White Hart Lane, Barnes, London, SW13 0PZ, - 01.04.2021
56A White Hart Lane, Barnes, London, SW13 0PZ, - 01.04.2021
54A White Hart Lane, Barnes, London, SW13 0PZ, - 01.04.2021
75 - 77 White Hart Lane, Barnes, London, SW13 0PW, - 01.04.2021
First Floor Flat, 75 - 77 White Hart Lane, Barnes, London, SW13 0PW - 01.04.2021
Second Floor Flat, 75 - 77 White Hart Lane, Barnes, London, SW13 0PW - 01.04.2021
2 Archway Street, Barnes, London, SW13 0AR, - 01.04.2021
Flat, 71 White Hart Lane, Barnes, London, SW13 0PP, - 01.04.2021
71 White Hart Lane, Barnes, London, SW13 0PP, - 01.04.2021

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

Development Management

Status: GTD Application: 95/3841/FUL
Date: 15/02/1996 Alterations To Ground Floor Windows And Doors

Development Management

Status: GTD Application: 95/3842/ADV
Date: 05/03/1996 Externally Illuminated Retractable Blinds, Sign Board And Projecting Corner Sign

Development Management

Status: GTD Application:76/0737/ADV
Date:06/09/1976 For Advertisements.

Development Management
Status: WDN Application:19/1529/FUL
Date:02/07/2019 New timber pergola to rear and replacement decking

Development Management
Status: GTD Application:19/2518/FUL
Date:24/09/2019 Construct new timber pergola to rear and replace decking.

Development Management
Status: GTD Application:19/3123/ADV
Date:02/01/2020 Item A: 1x set painted letters/logo to gable brickwork, 2x LED flood lights to illuminate, Item B: 1x set double sided internally illuminated projection sign, Item C: 4x tray signs with amenity text, 7x black cowl lights to illuminate, Item D: 1x set vinyl welcom/Logo to transome, Item E: 2x LED floodlights, Item F: external sign writing.

Development Management
Status: PDE Application:21/0185/ADV
Date: 1 no. externally illuminated painted sign to gable end brickwork; 1 no. internally illuminated projecting sign; 4 no. externally illuminated fascia signs; 1. no non illuminated vinyl sign above entrance; 1 no. non-illuminated vinyl sign.

Building Control
Deposit Date: 15.04.1996 Alterations to ground and first floor.
Reference: 96/0467/FP

Building Control
Deposit Date: 08.11.2019 Alteration to public house including new bar servery at 1st floor and alterations to WC provisions
Reference: 19/1792/IN

Application Number	21/0185/ADV
Address	The TreeHouse, 73 White Hart Lane, Barnes, London, SW13 0PW
Proposal	1 no. externally illuminated painted sign to gable end brickwork; 1 no. internally illuminated projecting sign; 4 no. externally illuminated fascia signs; 1. no non illuminated vinyl sign above entrance; 1 no. non-illuminated vinyl sign.
Contact Officer	Kerry McLaughlin
Target Determination Date	EOT Agreed - 07/05/2021

1. INTRODUCTION

This application is of a nature where the Council's Constitution delegates the authority to make the decision to Officers rather than it being determined by the Planning Committee.

Before preparing this summary report the planning officer has considered any relevant previous planning applications in relation to the development and considered any comments made by those interested in the application such as consultees with specialist knowledge and nearby residents.

By indicating that the development proposal complies with relevant Local Plan Policies, the planning officer is taking into account the information submitted with the application, any previous relevant applications, any comments received in connection with the application and any other case specific considerations which are material to the decision.

2. DESCRIPTION OF THE SITE AND ITS SURROUNDINGS

The application site comprises a public house located on the eastern side of White Hart Lane, adjacent to the junction with Archway Street.

The building is two-storeys high with residential dwellings to the second floor. On the ground floor to the front of the building the façade is finished in grey render, the remainder of the building is finished in stock brick, with grey painted sash windows.

The application site is subject to the following planning constraints:

Area Benefiting Flood Defence - Environment Agency.	Areas Benefiting from Defences
Area of Mixed Use	White Hart lane
Article 4 Direction Basements	Article 4 Direction - Basements / Ref: ART4/BASEMENTS / Effective from: 18/04/2018
Bank Top Planning App Tool - Environment Agency	
Building of Townscape Merit	Site: 73 White Hart Lane Barnes London SW13 0PW
Conservation Area	CA16 Thorne Passage Mortlake
Floodzone 2	Tidal Models
Protected View (Indicative Zone)	View 7 RICHMOND PARK TOWARDS ST PAULS CATHEDRAL

Strategic Flood Risk Assessment Zone 2 Medium Probability	
Take Away Management Zone	Take Away Management Zone
Village	Barnes Village
Village Character Area	Westfield (Little Chelsea) - Character Area 11 Barnes Village Planning Guidance Page 47 CHARAREA04/11/01
Ward	Mortlake and Barnes Common Ward

3. RELEVANT PLANNING HISTORY

The comprehensive list of planning history can be found above however the most relevant planning history is as follows:

Ref	Proposal	Decision
19/3123/ADV	Item A: 1x set painted letters/logo to gable brickwork, 2x LED flood lights to illuminate, Item B: 1x set double sided internally illuminated projection sign, Item C: 4x tray signs with amenity text, 7x black cowl lights to illuminate, Item D: 1x set vinyl welcom/Logo to transome, Item E: 2x LED floodlights, Item F: external sign writing.	Granted Permission

The principle of the works proposed under this application have been previously approved under 19/3123/ADV on 02.01.2020. This current application seeks to make some minor amendments to some signage dimensions and the company name.

4. CONSULTATIONS CARRIED OUT

The list of neighbours notified of this application are listed above.

1 letter of observation has been received. This comment is summarised as follows:

- Bins should not be placed on the street outside the pub - *Officer Note: This application is for advisement consent only. The proposal does not include any alterations to the existing bin store arrangements and therefore these concerns cannot form part of the assessment of this case.*

5. AMENDMENTS

- Revisions to design of signage and some minor alterations to the proposed dimensions of the signage. Neighbours were not reconsulted given no material change to original scheme.

6. MAIN POLICIES RELEVANT TO THE DECISION

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) require that local authorities to exercise their powers under the Regulations and determine advertisement consent applications in the interests of amenity and public safety, taking into account any material provisions of the development plan and any other relevant factors. Amenity and Public Safety are defined as follows:

- i. Amenity - The effect of advertisement(s) on the appearance of buildings or the immediate vicinity of where they are displayed; and
- ii. Public safety - matters having a bearing on the safe use and operation of any form of traffic or transport, including the safety of pedestrians, or distraction of drivers or confusion with traffic signs.

NPPF (2019)

Central Government guidance is contained in the National Planning Policy Framework (NPPF), which was updated in February 2019. The NPPF reinforces the Development Plan led system and does not change the statutory status of the development plan as the starting point for decision-making of significance, it sets out that in assessing and determining development proposals, Local Planning Authorities should apply the presumption in favour of sustainable development.

The key chapters applying to the site are:

- 4. Decision-making
- 7. Ensuring the vitality of town centres
- 12. Achieving well-designed places
- 16. Conserving and enhancing the historic environment

These policies can be found at:

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/810197/NPPF_Feb_2019_revised.pdf

London Plan (2021)

The main policies applying to the site are:

- Policy D4 - Delivering Good Design
- Policy HC1 - Heritage Conservation and Growth

These policies can be found at: <https://www.london.gov.uk/what-we-do/planning/london-plan/new-london-plan/london-plan-2021>

Richmond Local Plan (2018)

Issue		Local Plan Policy	Compliance	
i.	Acceptable impact on the character and appearance of the buildings or the immediate vicinity	LP1, LP3, LP4	Yes	No
ii.	No detrimental impact on public safety		Yes	No
iii.	Neighbour Amenity	LP8	Yes	No

These policies can be found at:

https://www.richmond.gov.uk/media/15935/adopted_local_plan_interim.pdf

Other relevant planning policy guidance includes:

Shopfront SPD

https://www.richmond.gov.uk/services/planning/planning_policy/local_plan/supplementary_planning_documents_and_guidance

Determining applications in a Conservation Area

In considering whether to grant planning permission with respect to any buildings or other land in a conservation area, the Planning (Listed buildings and Conservation Areas) Act 1990 requires that special attention shall be paid to the desirability of preserving or enhancing the character or appearance of the Conservation Area.

Other relevant guidance includes the CA16 Thorne Passage Mortlake Conservation Area Study and CA16 Thorne Passage Mortlake Conservation Area Statement.

7. EXPLANATION OF RECOMMENDATION

The key planning considerations are visual amenity and public safety.

Issue I - Design/Visual Amenity

Paragraph 3 (2) (a) of the Regulations states that 'factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest'

Paragraph 3 (3) of the Regulation states 'In taking account of factors relevant to amenity, the local planning authority may, if it thinks fit, disregard any advertisement that is being displayed.'

Policy LP1 of the Local Plan requires all development to be of high urban design quality to maintain the character and heritage of the Borough.

LP3 seeks to preserve and enhance the setting, character and appearance of conservation areas.

Policy LP4 states that development shall preserve the significance, character and setting of non-designated heritage assets.

The shopfronts SPD states a preference for externally illuminated fascia signs. However, the SPD also states that Individual and fret-cut lettering applied to solid backgrounds, with halo lighting or lighting of individual letters from behind or internally, may be acceptable in individual circumstances.

The SPD also states that usually one projecting/hanging sign is adequate, to a size style, and method of support which complements the fascia and the architectural character of the building as a whole. It should generally be hung at fascia level.

The works subject to this application comprise the replacement of the existing fascia advertisements and down lighters, with new fascia advertisements and down lighters to the front (facing White Hart Lane) and side (facing Archway Street) of the host dwelling. The proposal also includes a projecting double sided internally illuminated sign, sited on the front, southern side of the building. It is proposed to remove 2x existing projecting lantern style lights from the front and side elevation.

The proposed style of signage is generally that of which is expected of a public house. The signs are of a similar design to the existing.

The proposed advertisements are not excessive in comparison to the existing situation. The size and positioning of the adverts are considered proportionate and the resulting fascia is not considered to appear cluttered.

Overall, the proposed works are considered to be appropriate additions to the premises and would be in keeping with the character and appearance of the host Building of Townscape Merit and existing locality/ wider conservation area.

Issue ii - Public Safety

Paragraph 3 (2) (b) of the Regulations states the following: 'factors relevant to public safety include:

- (i) the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- (ii) whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;
- (iii) whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.'

In terms of public safety, the signage proposed is mostly replacement for existing. Due to the location and positioning of the modest illuminated elements of the proposal it is not considered that the signage would be hazardous to the safety of motorists and pedestrians.

Issue iii - Neighbour Amenity

Policy LP8 requires all development to protect the amenity and living conditions for occupants of new, existing, adjoining and neighbouring properties. This includes ensuring adequate light is achieved, preserving privacy and ensuring proposals are not visually intrusive.

It is acknowledged that there are some residential properties within the vicinity of the site, however given that the public house currently benefits from similarly located illumination and signage, the proposal is not considered to introduce any features which would appear obtrusive to neighbouring properties.

The illumination proposed is downward facing, thus will not cause any adverse light pollution to the residential units above.

By virtue of its scale, location and illuminated nature the proposed works are not considered to have a detrimental impact on the amenity of the neighbouring properties and no objections are raised in this regard.

The scheme is found to accord with the aims and objectives of policy LP8 of the Local Plan (2018) and relevant Supplementary Planning Documents.

8. RECOMMENDATION

Approve advertisement consent with conditions

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): KM

Dated: 11.05.2021

I agree the recommendation:

Team Leader/Head of Development Management/Principal Planner

Dated: VAA 11.05.21

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

U0050949	NPPF APPROVAL - Para. 38-42
U0050948	Composite Informative