

Application reference: 21/1938/ADV

Date application received	Date made valid	Target report date	8 Week date
27.05.2021	27.05.2021	22.07.2021	22.07.2021

Site:

Manor Circus Roundabout At Junction Of Manor Road A316 And, Sandycombe Road, Richmond,

Proposal:

Non-illuminated signs x4.

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

APPLICANT NAME

Mrs Joanne Woodward
Unit 11, Summit Business Park
Langer Road
Felixstowe
IP11 2JB

AGENT NAME

DC Site Notice: printed on 28.05.2021 and posted on 04.06.2021 and due to expire on 25.06.2021

Consultations:

Internal/External:

Consultee

Transport For London
LBRUT Transport

Expiry Date

18.06.2021
11.06.2021

Neighbours:

73 Raleigh Road, Richmond, TW9 2DU -

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

Development Management

Status: PDE

Application: 21/1938/ADV

Date:

Non-illuminated signs x4.

Application Number	21/1938/ADV
Address	Manor Circus Roundabout at Junction of Manor Road, A316 and Sandycombe Road, Richmond
Proposal	Non-illuminated signs x4.
Contact Officer	Kerry McLaughlin
Target Determination Date	22.07.2021

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 visited the application site, 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, observations during the site visit, 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 is a roundabout on the junctions of Manor Road, A316 and Sandycombe Road.

The application site is subject to the following planning constraints:

Area Proposed for Tree Planting	Site: Orchard Road Richmond 1999
Article 4 Direction Basements	Article 4 Direction - Basements / Ref: ART4/BASEMENTS / Effective from: 18/04/2018
Critical Drainage Area - Environment Agency	Richmond Town Centre and Mortlake [Richmond] / Ref: Group8_004 /
Village	Kew Village
Village	Richmond and Richmond Hill Village
Ward	Kew Ward
Ward	North Richmond Ward

3. RELEVANT PLANNING HISTORY

There is no relevant planning history associated with the site.

4. CONSULTATIONS CARRIED OUT

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

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

- The roundabout is situated on the highest point of this junction, with all the roads leading to it being an uphill approach, this means that the view of the approaching traffic is not so clear, four large advertising

boards would further impede drivers' views of the approaching traffic and pedestrians on the zebra crossings.

- The proposal is harmful to highway and pedestrian safety

Highway and pedestrian safety is discussed below under 'Public Safety'

5. 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:

- Amenity - The effect of advertisement(s) on the appearance of buildings or the immediate vicinity of where they are displayed; and
- 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
12. Achieving well-designed places

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

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	Yes	No
ii.	No detrimental impact on public safety	LP44	Yes	No

These policies can be found at:

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

6. EXPLANATION OF RECOMMENDATION

The key planning considerations are visual amenity and public safety.

Issue I - 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.

The application is for the erection of 4x non-illuminated, non-reflective sponsorship signs on the roundabout. These will be sited no more than 1m above the raised bed level. The signs will be mounted on 1250mm x 50mm diameter black posts, the advertisement boards themselves will be a 3mm di-bond aluminium board; 1499mm in width and 607mm in height. The signs are proposed to be finished in full colour with a digital vinal print. The details of the signage have not been submitted. However, plans advise this will display a company name, logo, short message, and contact details.

The roundabout at present is a raised bed, with brick retaining walls, with soft landscaping in the centre. It is proposed to erect four signs a minimum of 1000mm away from the roundabout edge; one facing North (towards Sandycombe Road), one facing South (towards Manor Road) and two to the East and West (facing the approaches from the A316).

The proposed location of the signs on this roundabout is unacceptable. Whilst the roundabout is considered somewhat large in diameter, by reason of the number of signs proposed (four), excessive dimensions of the aluminium boards and elevated position, the scheme will represent an excessive and extraneous form of advertising, which will appear cluttered, alien and incongruous to the green nature of the roundabout to the detriment of the visual appearance and character of the roundabout and street scene in general. It is also considered there is an insufficient level of information provided with the application with respect to the contents of the advertisements. The prominence of such may be worsened if these incorporate large/bright garish logos for example.

In view of the above the scheme fails to comply with the aims and objectives of, in particular, policy LP1 of the Local Plan (2018).

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.'

The submitted documentation is insufficient for the purposes of assessing the impact of public safety and does not provide any corresponding data, evidence or detail that can be independently verified by the LPA as part of the application process.

Consequently, no information is before the LPA to allow a proper appraisal of the potential impact on the highway which could be adversely affected as a result of the proposal.

Concerns are raised that signs a metre in height (above existing raised level), placed in the positions shown will detrimentally impact driver visibility, be a distraction to motorists and could potentially block views of the zebra crossings at the surrounding junctions. The council raise objection on the grounds of highway safety in regard to the visibility.

Marked up photographs, accurately detailing the position and height of the proposed signs, in order for the application to be properly considered are a requirement in this case.

There is insufficient evidence to demonstrate that the development would not harm the visibility of the junctions, to the detriment of public safety. As such it is in contravention of Local Plan Policy LP44 (Highways).

7. RECOMMENDATION

Refuse advertisement consent

On the basis of the above, the scheme will represent an unacceptable form of advertising, and therefore it is recommended advertisement consent is REFUSED on the following grounds:

Reason for Refusal - Visual Amenity

The proposed signage by reason of their siting, elevated position, size and lack of design information, would represent an unacceptable form of advertising that would appear incongruous, excessive and visually intrusive in the street scene to the detriment of the appearance and visual amenity of the locality. The scheme would thereby be contrary to, in particular, policy LP1 of the Local Plan (2018).

Reason for Refusal - Public Safety

In the absence of any corresponding detail or evidence to allow for a proper appraisal of the potential impact on the highway, the proposal by reason of its siting, width and height, is considered likely to impact on driver visibility to the detriment of public safety. Thus, the proposal is contrary to, in particular, policy LP44 of the Local Plan (2018).

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: 15.07.2021

I agree the recommendation:

Principal Planner

Dated:WWC.....19/7/21.....

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

U0052816	Decision Drawing Numbers
U0052815	NPPF REFUSAL- Para. 38-42