

**Environment Directorate / Development Management**

Web: [www.richmond.gov.uk/planning](http://www.richmond.gov.uk/planning)  
Email: [envprotection@richmond.gov.uk](mailto:envprotection@richmond.gov.uk)  
Tel: 020 8891 1411  
Textphone: 020 8891 7120



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

Letter Printed 19 July 2021

**FOR DECISION DATED**  
19 July 2021

Dear Madam

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

**Application:** 21/1938/ADV  
**Your ref:** Manor Road/A316/Sandycombe Ro...  
**Our ref:** DC/KEM/21/1938/ADV  
**Applicant:** Mrs Joanne Woodward  
**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 **27 May 2021** and illustrated by plans for the permission of the Local Planning Authority to display advertisements at:

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

for

**Non-illuminated signs x4.**

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

A handwritten signature in black ink, appearing to read 'R. Angus', with a long horizontal flourish extending to the right.

Robert Angus  
Head of Development Management

# SCHEDULE OF REASONS AND INFORMATIVES FOR APPLICATION 21/1938/ADV

## APPLICANT NAME

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

## AGENT NAME

## SITE

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

## PROPOSAL

Non-illuminated signs x4.

## SUMMARY OF REASONS AND INFORMATIVES

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### REASONS

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U0105346	Reason for Refusal - Visual Amenity
U0105345	Reason for Refusal - Public Safety

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### INFORMATIVES

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

# DETAILED REASONS AND INFORMATIVES

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## DETAILED REASONS

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### **U0105346 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 areas visual amenity. The scheme would thereby be contrary to, in particular, policy LP1 of the Local Plan (2018).

### **U0105345 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 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).

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## DETAILED INFORMATIVES

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### **U0052816 Decision Drawing Numbers**

For the avoidance of doubt the Drawing(s) No(s) to which this decision refers are as follows:- Location Plan & TFL Sign Spec 1499 x 609(1) received on 27.05.2021.

### **U0052815 NPPF REFUSAL- Para. 38-42**

In accordance with paragraphs 38-42 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, through the Council's formal pre-application service, to advise the applicants of relevant policy and guidance; and where possible assist in the preparation of a new planning permission. More information on the pre-application service and relevant fees can be found online at [www.richmond.gov.uk/pre-application\\_for\\_developers](http://www.richmond.gov.uk/pre-application_for_developers).

END OF SCHEDULE OF REASONS AND INFORMATIVES FOR APPLICATION  
21/1938/ADV

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# **ADV Applications**

## **Making an Appeal – Summary Guidance**

### **Whether to appeal**

If the Local Planning Authority (LPA) turn down your application, you should look carefully at the reasons why they turned it down before you make an appeal. You should speak to the LPA to see if you can sort out the problem - perhaps by changing your proposal. An appeal should only ever be a last resort.

### **Type of appeal:**

Advertisement Consent Application

### **Appeal time:**

Within 8 weeks of the date of the council's decision letter.

### **Who can appeal?**

The applicant or their agent may lodge an appeal.

### **The right of appeal:**

You can appeal against the council's decision when:

- you have applied to the council for consent to display an advertisement, which they have refused;
- the council have granted consent for an advertisement but have given you conditions which you think are not acceptable;
- the council have failed to give a decision within the time laid down, (this is usually eight weeks but it can be extended if you agreed to this in writing);
- you have received a discontinuance notice ordering you to remove an advertisement display. If a council issues a discontinuance notice, only those receiving a copy may appeal.

You will make your appeal to the Department for Communities and Local Government of which the Planning Inspectorate is a part. Most are decided by specialist officers in the Planning Inspectorate. Only the person or business applying for consent to display an advertisement may appeal. If the council issues a discontinuance notice, only those on whom the notice is served may appeal.

### **The appeal process:**

Appeals must be made

- Online at [www.planninginspectorate.gov.uk](http://www.planninginspectorate.gov.uk), or
- Using a form which you can get from Initial Appeals, The Planning Inspectorate, Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 6PN.

It will be expected that all appeal documentation will be submitted electronically.

The process is fully documented on the website of the Planning Inspectorate [www.planninginspectorate.gov.uk](http://www.planninginspectorate.gov.uk), however in summary there are three main types of appeal:

#### **Written procedure:**

Written evidence is considered from the applicant/agent/business and the council. The council will send copies of any letters of objection or support they received when considering your application. Within six weeks of the Inspectorate receiving your appeal forms the council will send a copy of their statement to the Inspectorate. You must make any comment on these within three weeks.

#### **Hearing procedure:**

Hearings allow you and the council to exchange views and discuss your appeal. Before the hearing the council will send a copy of their statement to you and the Inspectorate. You can comment on their statement in writing otherwise the Inspectorate will treat the reasons given in your appeal form as the basis of your case for discussion.

Hearings are usually held in council offices. The Inspector leads the discussion and invites the people involved to put their points across. The Inspector will visit the site unaccompanied before the hearing and will make a further accompanied visit as part of the hearing.

**Inquiry procedure:**

Inquiries are normally for large-scale applications. A public inquiry is a formal procedure in which both parties have legal representation.

**Making your views known on someone else's appeal:**

The LPA will notify anyone who took part in the consultations when you first applied for permission that you are appealing. For appeals decided by hearing or inquiry the LPA will tell interested people when and where this will be and let them know that they can attend. The Inspectorate will also take account of the views of certain groups who have a right to comment, for example, owners of a site, local amenity groups and so on.

**Costs:**

Normally you and the council will pay for your own expenses in an appeal. You can only claim costs when you can show that the council have behaved in an unreasonable way causing unnecessary expense.

**Who to contact?**

The Planning Inspectorate

Website [www.planninginspectorate.gov.uk](http://www.planninginspectorate.gov.uk)

Email [enquiries@pins.gsi.gov.uk](mailto:enquiries@pins.gsi.gov.uk)

Telephone 0303 444 5000

Write to Initial Appeals, The Planning Inspectorate, Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 6PN

London Borough of Richmond upon Thames

Website [www.richmond.gov.uk/planning](http://www.richmond.gov.uk/planning)

Email [planningappeals@richmond.gov.uk](mailto:planningappeals@richmond.gov.uk)

Telephone 020 8891 1411 for advice

Write to The Appeals Officer, Development Control, Civic Centre, 44 York Street, Twickenham TW1 3BZ