

PLANNING REPORT

Printed for officer by
Holly Eley on 10 November 2021

Application reference: 21/3162/ADV SOUTH RICHMOND WARD

Date application received	Date made valid	Target report date	8 Week date
07.09.2021	10.09.2021	05.11.2021	05.11.2021

Site:

63 Kew Road, Richmond, TW9 2NQ,

Proposal:

Internally illuminated signage on the eastern side of the building entrance in addition to the tower element of the building to illustrate the building address.

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

APPLICANT NAME

Columbia Threadneedle
Investments
Maxis 1
Western Road
Bracknell
RG12 1RT
United Kingdom

AGENT NAME

Jessica Hird
Planning and Design Group (UK)
Ltd
Pure Offices, Lake View Drive
Sherwood Park
Nottingham
NG15 ODT

DC Site Notice: printed on 14.09.2021 and posted on 24.09.2021 and due to expire on 15.10.2021

Consultations:

Internal/External:

Consultee

14D Urban D

Expiry Date

28.09.2021

Neighbours:

28 Michels Row, Richmond, TW9 2SU, - 14.09.2021
25 Michels Row, Richmond, TW9 2SU, - 14.09.2021
27 Michels Row, Richmond, TW9 2SU, - 14.09.2021
26 Michels Row, Richmond, TW9 2SU, - 14.09.2021
24 Michels Row, Richmond, TW9 2SU, - 14.09.2021
9 St Johns Grove, Richmond, TW9 2SP, - 14.09.2021
10 St Johns Grove, Richmond, TW9 2SP, - 14.09.2021
8 St Johns Grove, Richmond, TW9 2SP, - 14.09.2021
7 St Johns Grove, Richmond, TW9 2SP, - 14.09.2021
7 - 9 Clarence Street, Richmond, TW9 2SA, - 14.09.2021
9 Clarence Street, Richmond, TW9 2SA, - 14.09.2021
6 Tadcaster Court, Twickenham Road, Richmond, TW9 2SD, - 14.09.2021
4 Tadcaster Court, Twickenham Road, Richmond, TW9 2SD, - 14.09.2021
2 Tadcaster Court, Twickenham Road, Richmond, TW9 2SD, - 14.09.2021
8 Tadcaster Court, Twickenham Road, Richmond, TW9 2SD, - 14.09.2021
7 Tadcaster Court, Twickenham Road, Richmond, TW9 2SD, - 14.09.2021
5 Tadcaster Court, Twickenham Road, Richmond, TW9 2SD, - 14.09.2021
3 Tadcaster Court, Twickenham Road, Richmond, TW9 2SD, - 14.09.2021
1 Tadcaster Court, Twickenham Road, Richmond, TW9 2SD, - 14.09.2021
4-7 Twickenham Road, Richmond, TW9 2SE, - 14.09.2021
3 Twickenham Road, Richmond, TW9 2SE, - 14.09.2021
7A Clarence Street, Richmond, TW9 2SA, - 14.09.2021

5 Clarence Street, Richmond, TW9 2SA, - 14.09.2021
 3 Clarence Street, Richmond, TW9 2SA, - 14.09.2021
 Orange Tree Theatre, 1 Clarence Street, Richmond, TW9 2SA, - 14.09.2021
 57A Kew Road, Richmond, TW9 2NQ, - 14.09.2021
 55A Kew Road, Richmond, TW9 2NQ, - 14.09.2021
 59 Kew Road, Richmond, TW9 2NQ, - 14.09.2021
 57 Kew Road, Richmond, TW9 2NQ, - 14.09.2021
 61 Kew Road, Richmond, TW9 2NQ, - 14.09.2021
 Flat, 30 Kew Road, Richmond, TW9 2NA, - 14.09.2021
 Spear, 22 - 24 Kew Road, Richmond, TW9 2NA, - 14.09.2021
 Flat B, 26 Kew Road, Richmond, TW9 2NA, - 14.09.2021
 Flat A, 26 Kew Road, Richmond, TW9 2NA, - 14.09.2021
 Flat B, 28 Kew Road, Richmond, TW9 2NA, - 14.09.2021
 Flat A, 28 Kew Road, Richmond, TW9 2NA, - 14.09.2021
 Second Floor Flat, 26 Kew Road, Richmond, TW9 2NA, - 14.09.2021
 26 Kew Road, Richmond, TW9 2NA, - 14.09.2021
 28 - 30 Kew Road, Richmond, TW9 2NA, - 14.09.2021
 LHS, 1 - 2 Twickenham Road, Richmond, TW9 2SE, - 14.09.2021
 RHS, 1 - 2 Twickenham Road, Richmond, TW9 2SE, - 14.09.2021

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

Development Management

Status: PCO Application: 89/2491/ADV
 Date: 02/02/1990 Erection Of 1 No Non Illuminated & 1 No Externally Illuminated Projecting Sign & 1 No Internally Illuminated Showcase.

Development Management

Status: GTD Application: 90/0676/ADV
 Date: 24/05/1990 Erection Of Internally Illuminated Show Case And One Non Illuminated And One Externally Illuminated Projecting Sign.

Development Management

Status: GTD Application: 91/0345/FUL
 Date: 23/04/1991 Relocation Of Air Cooled Condensers Associated With Chiller Air Conditioning Condensers Mounted Horizontally On Flat Roof

Development Management

Status: GTD Application: 93/1445/S192
 Date: 07/10/1993 Replacement Of Existing Plywood Chevron Design Cladding Panels With Exterior Medite (mdf) Chevron Design Panels To Match Existing.
 Replacement Of Existing Clay Monoridge With New Lead Monoridge Detail.

Development Management

Status: GTD Application: 94/2386/FUL
 Date: 26/10/1994 Remove Existing Full Height Automated Sectional Up And Over Garage Door And Replace With Automated Steel Gates

Development Management

Status: GTD Application: 94/2651/CAC
 Date: 14/11/1994 Removal Of Existing Up And Over Electric Gate

Development Management

Status: GTD Application: 98/1138
 Date: 06/05/1999 Erection Of Free Standing Sign. (illuminated Wall Mounted Sign Refused).

Development Management

Status: GTD Application: 99/2937
 Date: 19/01/2000 Erect Two Metal Signs

Development Management

Status: GTD Application: 13/2874/FUL
 Date: 18/12/2013 Refurbishment of 63 Kew Road including elevational alterations, creation of 93 square metres (GIA) of office (Class B1) floorspace, secure cycle storage facility, access, plant, and associated works.

Development Management

Status: GTD Application: 13/2874/DD01
 Date: 11/02/2014 Details pursuant to condition DV49 - construction method statement of planning permission 13/2874/FUL.

Development Management

Status: GTD Application: 14/0968/VRC
 Date: 23/05/2014 Variation of approved drawing no's to 13/3874/FUL to allow for changes to the elevational design (removal of proposed porticos and new curtain walling)

to arches)

<u>Development Management</u> Status: GTD Date:19/03/2014	Application:13/2874/NMA Non material amendments for planning permission 13/2874/FUL, including removal of extended tower to escape stair; amendments to the dormer construction; and tower panels.
<u>Development Management</u> Status: GTD Date:01/05/2014	Application:13/2874/DD02 Details pursuant to conditions U66120 (plant and extract equipment) and U63976 (lighting plan), of planning permission 13/2874/FUL
<u>Development Management</u> Status: GTD Date:31/07/2014	Application:13/2874/DD03 Details pursuant to conditions U66141 (hard & soft landscaping) & U66110 (details to be approved) of planning permission 13/2874/FUL.
<u>Development Management</u> Status: GTD Date:18/09/2014	Application:13/2874/DD04 Details pursuant to conditions U66118 (cycle parking) of planning permission 13/2874/FUL
<u>Development Management</u> Status: GTD Date:01/12/2014	Application:14/3872/FUL Installation of 2 new external comms room condensers at roof level
<u>Development Management</u> Status: GTD Date:06/01/2015	Application:14/4664/FUL Erection of non-illuminated sign post on private land outside main entrance and manifestation film to inside of ground floor level windows.
<u>Development Management</u> Status: GTD Date:06/01/2015	Application:14/4665/ADV Erection of non-illuminated sign post on private land outside main entrance and manifestation film to inside of ground floor level windows.
<u>Development Management</u> Status: RNO Date:26/04/2017	Application:17/T0175/TCA T1 - Maple - Reduce by 2.5m and prune away from structure to give 2m clearance.
<u>Development Management</u> Status: PCO Date:	Application:21/3161/FUL Alterations to the eastern facade, alteration to main entrance to the building, including replacement of windows, a new ramp and planter wall. Demolition of shower block to the rear to be replaced by cycle storage. Removal of cycle stands.
<u>Development Management</u> Status: PDE Date:	Application:21/3162/ADV Internally illuminated signage on the eastern side of the building entrance in addition to the tower element of the building to illustrate the building address.
<u>Building Control</u> Deposit Date: 08.08.2014 Reference: 13/2432/IN	Low carbon workplace office refurbishment and new shower pod
<u>Building Control</u> Deposit Date: 27.06.2014 Reference: 14/1459/IN	CAT B fit out including partitioning, mechanical and electrical services, carpet and tea point installation and decorating
<u>Building Control</u> Deposit Date: 13.10.2021 Reference: 21/1723/IN	Refurbishment of ground floor reception with new shower block facility and Part office space. New ramped access. Refurbishments of 1st floor toilets and stairwells. Cat-A fit-out to 2nd & 3rd floors

Application Number	21/3162/ADV
Address	63 Kew Road, Richmond, TW9 2NQ
Proposal	Internally illuminated signage on the eastern side of the building entrance in addition to the tower element of the building to illustrate the building address
Contact Officer	Holly Eley
Target Determination Date	05/11/2021 EOT-12/11/21

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 four storey office building on the junction of Kew Road and Twickenham Road. The site falls within the Central Richmond Conservation Area. It does not constitute a Building of Townscape Merit. However, it does fall within a Key Office Area.

The site has the following relevant designations:

- Archaeological Priority Site
- Article 4 Direction restricting B1 to C3
- Article 4 Direction restricting E to C3
- Highway Maintained at Public/Private Expense- Twickenham Road, Clarence Street to Nos.47-61 Kew Road
- Land Use Past Industrial
- Main Centre Boundary- Richmond
- Main Centre Buffer Zone- Richmond Town Centre Boundary Buffer Zone
- Area Less Susceptible to Surface Water Flooding
- Throughflow Catchment Area
- World Heritage Site and its Buffer Zone- Royal Botanic Gardens, Kew

3. DESCRIPTION OF THE PROPOSAL AND ANY RELEVANT PLANNING HISTORY

14/4665/FUL Erection of non-illuminated sign post on private land outside main entrance and manifestation film to inside of ground floor level windows. Granted 06/01/15.

14/4664/FUL Erection of non-illuminated sign post on private land outside main entrance and manifestation film to inside of ground floor level windows. Granted 06/01/15.

13/2874/FUL Refurbishment of 63 Kew Road including elevational alterations, creation of 93 square metres (GIA) of office (Class B1) floorspace, secure cycle storage facility, access, plant, and associated works. Granted 13/12/13.

4. CONSULTATIONS CARRIED OUT

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

None received.

5. MAIN POLICIES RELEVANT TO THE DECISION

NPPF (2021)

The key chapters applying to the site are:

- 4. Decision-making
- 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/1005759/NPPF_July_2021.pdf

London Plan (2021)

- Policy D4 – Delivery good design
- Policy D12 – Fire Safety
- Policy HC1 – Heritage Conservation and Growth

These policies can be found at: https://www.london.gov.uk/sites/default/files/the_london_plan_2021.pdf

Richmond Local Plan (2018)

The main planning considerations applying to the site and the associated Local Plan policies are:

Issue	Local Plan Policy	Compliance	
Local Character and Design Quality	LP1	Yes	No
Impact on Designated Heritage Assets	LP3	Yes	No
Impact on Amenity and Living Conditions	LP8	Yes	No
Public/Highway Safety	LP44	Yes	No

These policies can be found at

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

Supplementary Planning Documents

- House Extension and External Alterations
- Shopfronts
- Conservations Areas
- Central Richmond Village Planning Guidance

These policies can be found at:

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

Other Local Strategies or Publications

- Other strategies or publications material to the proposal are:
- Central Richmond Conservation Area Statement

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, Section 72 of 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. In this context, "preserving", means doing no harm.

To give effect to that duty, decisions of the court have confirmed that for development proposed to be carried out in a conservation area, a decision-maker should accord "considerable importance and weight" to the desirability of preserving or enhancing the character or appearance of the conservation area, when weighing this factor in the balance with other material considerations which have not been given this special statutory status. This creates a strong presumption against granting planning permission where harm to the character or appearance of a conservation area is identified. The presumption can be rebutted by material considerations powerful enough to do so.

In applications where the decision-maker is satisfied that there will be no harm to the character or appearance of a conservation area, the statutory presumption against granting planning permission described above falls away. In such cases the development should be permitted or refused in accordance with the policies of the development plan and other material considerations.

6. EXPLANATION OF OFFICER RECOMMENDATION

The key issues for consideration are:

- i Design and Impact on Heritage Assets
- ii Impact on Neighbour Amenity
- iii Public Safety

Issue i - Design and Impact on heritage assets

Paragraph 199 of the NPPF states 'When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.

Paragraph 202 of the NPPF states 'Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal'.

Policy LP1 of the Local Plan seeks to maintain and, where possible, enhance the high architectural and urban design quality which contributes to the character and heritage of the area.

Policy LP3 of the Local Plan 2018 covers Designated Heritage Asset and states that proposals should conserve and take opportunity to make positive contribution to the historic environment such as retaining and preserving the original structure, layout, architectural features and materials or reinstatement of heritage assets. Appropriate materials and techniques should be used. There is a requirement to seek to avoid harm or justify for loss and demolition will be resisted. The significance of the asset is taken into consideration when assessing works proposed to a designated heritage asset.

The proposal seeks permission to erect signage on the south eastern facing elevation; the northern elevation; and the recessed northern elevation (tower element).

The proposed signage on the tower element would comprise of bronze painted numerals and white painted lettering. Whilst large, given the signage would not be illuminated and would be painted, it is considered acceptable

The internally illuminated lettering signage on the south-eastern elevation would comprise of white acrylic faces. The numbering would be formed in stainless steel. The freestanding signage on the northern elevation would also be internally illuminated and formed in white acrylic. The design would also include an 'up and over canopy' with an illuminated edge.

The 'Shopfronts' SPD states that acrylic or other highly reflective sheet material should be avoided. It also states that internally illuminated signs would be resisted. In view of the above, it is considered that the proposed signage, given the combined effect of scale, prominence and internal illumination would be directly contrary to the guidance.

Having regard to the signage on the south-eastern (C-C) elevation, the combined impact of the scale of the advertisement at three storeys, coupled with the internal illumination, would create an uncharacteristic and over dominant feature within the Conservation Area and having regard to the close proximity to Buildings of Townscape Merit and the Listed church. Similarly, the use of internally illuminated freestanding signage on the northern elevation is not supported given it would be considered an inappropriate and uncharacteristic addition to the Conservation Area.

The signage, by reason of the use of unsympathetic materials and inappropriate lighting, would appear as an overly dominant and unsympathetic development, failing to preserve and enhance the character of the host property, the BTMs and Listed Building in close proximity, the Key Office Area and the conservation area as a whole and is therefore contrary to the NPPF and Local Plan policy LP1, LP3 and the SPD on Shopfronts. The harm is less than substantial but is afforded great weight, and there are no public benefits to outweigh the harm.

Issue ii- Impact on 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.

The signage, which has been implemented is not harmful in regard to loss of light, sense of enclosure, visual intrusion or overbearing due to its form and siting.

Had the scheme been considered acceptable, the brightness of the external illumination would be controlled by way of condition so not to affect neighbour amenity.

Issue iii – Public/Highway Safety

Local Plan Policy LP44 states:

The Council will work in partnership to promote safe, sustainable and accessible transport solutions, which minimise the impacts of development including in relation to congestion, air pollution and carbon dioxide emissions, and maximise opportunities including for health benefits and providing access to services, facilities and employment.

The Council will:

D. The road network:

Ensure that new development does not have a severe impact on the operation, safety or accessibility to the local or strategic highway networks.

The Town & Country Planning (Control of Advertisements) (England) Regulations 2007 notes that factors relevant to public safety include the safety of persons using any highway and whether the display of the advertisement is likely to obscure or hinder the ready interpretation of traffic signs. The CLG guide for advertisers further notes that all advertisements are intended to attract people's attention, so that the advertisement would not automatically be regarded as a distraction to passers-by in vehicles or on foot. What matters is whether the advertisement, or the spot where it is to be sited, will be so distracting or so confusing that it creates a hazard for, or endangers, people who are taking reasonable care for their own and others' safety.

Both elevations face directly on to the western arm of the A307 Kew Road/A316 Twickenham Road signalised junction, which is a junction that is maintained by Transport for London as part of the strategic road network.

In the absence of a Road Safety Audit, TfL are unable to ascertain whether operational road safety would be maintained. As such, on the basis of insufficient information to evidence otherwise, the proposed signage may impact on the operation and safety to the local or strategic highway networks, which would be contrary to LP44.

7. LOCAL FINANCE CONSIDERATIONS AND OTHER MATTERS

Section 70(2) of the Town and Country Planning Act 1990 (as amended) provides that a local planning authority must have regard to a local finance consideration as far as it is material. The weight to be attached to a local finance consideration remains a matter for the decision maker. The Mayor of London's CIL and Richmond CIL are therefore material considerations.

On initial assessment this development is not considered liable for the Mayoral or Richmond CIL however this is subject to confirmation by the CIL Administration Team.

8. RECOMMENDATION

This recommendation is made following careful consideration of all the issues raised through the application process.

In making this recommendation consideration has been had to the statutory duties imposed by the Planning (Listed Buildings and Conservation Areas) Act 1990 and the requirements set out in Chapter 16 of the NPPF.

For the reasons set out above, it is considered that the adverse impacts of allowing this planning application would significantly outweigh the benefits, when assessed against the policies in NPPF (2021) and Development Plan, when taken as a whole.

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
Uniform)

YES* NO
(*If yes, complete Development Condition Monitoring in

This application has representations online

YES NO

Case Officer (Initials):HEL.....

Dated:10/11/2021.....

I agree the recommendation:

This application has been subject to representations that are contrary to the officer recommendation. The Head of Development Management / South Area Team Manager has considered those representations and concluded that the application can be determined without reference to the Planning Committee in conjunction with existing delegated authority.

South Area Team Manager: 

Dated:11.11.2021.....