

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

Letter Printed 15 November 2021

FOR DECISION DATED
15 November 2021

Dear Sir/Madam

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

Application: 21/3162/ADV
Your ref: 63 Kew Road ADV
Our ref: DC/HEL/21/3162/ADV
Applicant: Columbia Threadneedle Investments
Agent: Jessica Hird

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 **7 September 2021** and illustrated by plans for the permission of the Local Planning Authority to display advertisements at:

63 Kew Road Richmond TW9 2NQ

for

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.

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 21/3162/ADV

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

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.

SUMMARY OF REASONS AND INFORMATIVES

REASONS

U0113652	Reason for refusal- Visual Amenity
U0113651	Reason for refusal- Highway Safety

INFORMATIVES

U0056054	NPPF REFUSAL- Para. 38-42
U0056062	TFL advice
U0056055	Decision Drawing Nos.

DETAILED REASONS AND INFORMATIVES

DETAILED REASONS

U0113652 Reason for refusal- Visual Amenity

The illuminated signage, by reason of its combined siting, scale, the use of unsympathetic materials and inappropriate internal illumination would appear over-dominant, visually intrusive and incongruous in the streetscene failing to preserve or enhance the character and appearance of the Conservation Area or the setting of the adjacent locally listed buildings and Grade II Listed Church opposite. No public benefits have been provided to justify the proposal. The scheme would be contrary to, in particular, policies LP1, LP3 and LP4 of the Local Plan (2018) and the NPPF 2021, and the SPD on Shopfronts

U0113651 Reason for refusal- Highway Safety

In the absence of any evidence to allow for a proper appraisal of the potential impact on the highway, the illuminated signage, by reason of its siting, scale, height and illumination, has failed to demonstrate that it would not adversely impact on the operation and safety of the local or strategic highway networks, contrary to in particular, policy LP44 of the Local Plan (2018).

DETAILED INFORMATIVES

U0056054 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.

U0056062 TFL advice

TfL requires the developer to provide a Road Safety Audit for the proposal to their standards. Operational road safety must be assessed. TfL advise that they can undertake this but it would be at the developers expense. Alternatively the developer can procure an RSA for TfL to review.

U0056055 Decision Drawing Nos.

For the avoidance of doubt, the drawings to which this decision refers to are as follows;

MA4101-0-P001 - REV A; MA4101-0-P004-REV A; MA4101-0-P005-REV A received on 07/09/21.

END OF SCHEDULE OF REASONS AND INFORMATIVES FOR APPLICATION
21/3162/ADV

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, 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, 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

Email 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

Email 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