

Application reference: 21/1810/ADV KEW WARD

Date application received	Date made valid	Target report date	8 Week date
19.05.2021	19.05.2021	14.07.2021	14.07.2021 EOT 21.01.2022

Site:

11 - 13 Station Parade, Kew, Richmond, TW9 3PT

Proposal:

1 no. non-illuminated fascia sign and 1 no. non-illuminated hanging sign.

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

APPLICANT NAME

Gail's Ltd.
C/o Agent
C/o Agent
C/o Agent
C/o Agent

AGENT NAME

Mr James Baker
Magdalen House
148 Tooley Street
London
SE1 2TU
United Kingdom

DC Site Notice: printed on 25.05.2021 and posted on 04.06.2021 and due to expire on 25.06.2021

Consultations:

Internal/External:

Consultee

14D Urban D

Expiry Date

08.06.2021

Neighbours:

3A North Avenue, Richmond, TW9 3LZ -
Albion House, 2B Alexandra Road, Kew, Richmond, TW9 2BS -
7 Station Approach, Kew, Richmond, TW9 3QB, - 25.05.2021
6A Station Approach, Kew, Richmond, TW9 3QB, - 25.05.2021
8 Station Approach, Kew, Richmond, TW9 3QB, - 25.05.2021
6 Station Approach, Kew, Richmond, TW9 3QB, - 25.05.2021
Basement, 2 - 4 Station Parade, Kew, Richmond, TW9 3PZ, - 25.05.2021
4A Station Parade, Kew, Richmond, TW9 3PZ, - 25.05.2021
Flat, 2 Station Parade, Kew, Richmond, TW9 3PZ, - 25.05.2021
2 Station Parade, Kew, Richmond, TW9 3PZ, - 25.05.2021
2 - 8 Station Parade, Kew, Richmond, TW9 3PZ, - 25.05.2021
13A Station Parade, Kew, Richmond, TW9 3PS, - 25.05.2021
13B Station Parade, Kew, Richmond, TW9 3PS, - 25.05.2021
Flat 3, 9 Station Parade, Kew, Richmond, TW9 3PS, - 25.05.2021
Flat 2, 9 Station Parade, Kew, Richmond, TW9 3PS, - 25.05.2021
First Floor Flat, 23 Station Parade, Kew, Richmond, TW9 3PS, - 25.05.2021
19 - 21 Station Parade, Kew, Richmond, TW9 3PS, - 25.05.2021
Flat 1, 9 Station Parade, Kew, Richmond, TW9 3PS, - 25.05.2021
11 - 13 Station Parade, Kew, Richmond, TW9 3PT, - 25.05.2021
9 Station Parade, Kew, Richmond, TW9 3PS, - 25.05.2021
23 Station Parade, Kew, Richmond, TW9 3PS, - 25.05.2021
11A Station Parade, Kew, Richmond, TW9 3PS, -
9 Station Approach, Kew, Richmond, TW9 3QB, - 25.05.2021
5 Station Approach, Kew, Richmond, TW9 3QB, - 25.05.2021

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

Status: GTD Application:00/0013
Date:24/02/2000 Level Access Ramp And Balustrade To Front.

Development Management

Status: REF Application:01/0248
Date:29/03/2001 Proposed Internally Illuminated Fascia And Projecting Signage.

Development Management

Status: GTD Application:03/0892
Date:27/05/2003 Projecting Sign And Atm Box Panel Sign

Development Management

Status: GTD Application:03/2888
Date:14/11/2003 Proposed Construction Of External Disabled Access Ramp And Railings.

Development Management

Status: GTD Application:87/1464
Date:16/10/1987 Alterations to front elevation for installation of cash dispenser.

Development Management

Status: GTD Application:87/1471/ADV
Date:16/10/1987 Cash dispenser sign.

Development Management

Status: GTD Application:74/1345
Date:06/02/1975 Use of the ground floor shop to provide accommodation for the adjacent bank.

Development Management

Status: GTD Application:05/3061/FUL
Date:24/01/2006 Change of redundant offices to self contained flat and alterations to entrance.

Development Management

Status: GTD Application:07/0737/FUL
Date:30/04/2007 Conversion of 1st and 2nd floor maisonette to 2 x 2 bedroom flats with extension at 2nd floor. Constuction of roof terrace at first floor and alterations to rear elevation.

Development Management

Status: VOID Application:07/0847/VOID
Date:11/02/2015

Development Management

Status: GTD Application:20/2741/FUL
Date:27/11/2020 Removal of 1no night safe. The existing night safe cut out hole to be infilled by stonework and to match existing stonework. Removal of 1no external ATM. The existing external ATM cut out hole to be infilled by stonework and to match existing stonework.

Development Management

Status: PCO Application:21/1810/ADV
Date: 1 no. non-illuminated fascia sign and 1 no. non-illuminated hanging sign.

Building Control

Deposit Date: 14.07.2003 Strutural alterations to form ground floor interview room entrance
Reference: 03/1365/AI

Building Control

Deposit Date: 02.03.2005 Separation of vacant space at the first and second floor levels from the bank's demise at the ground floor level

Reference: 05/0411/IN

Building Control

Deposit Date: 02.11.2005 Conversion of existing offices above shop into a maisonette unit
Reference: 05/2250/BN

Building Control

Deposit Date: 25.05.2007 Second floor extension and conversion of first and second floor to 2, 2 bed flats (now known as 13A Station Parade, Richmond)

Reference: 07/1110/FP

Building Control

Deposit Date: 27.11.2007 Second floor extension and conversion of first and second floor to 2, 2 bed flats

Reference: 07/1110/FP/1

Building Control

Deposit Date: 25.01.2008 Second floor extension and conversion of first and second floor to 2, 2 bed flats

Reference: 07/1110/FP/2

Building Control

Deposit Date: 23.04.2021 Fit out to form Cafe. Excluding any works carried out in accordance with the self-certified scheme. As defined in schedule 3 (competent person scheme) Building Regulation 2010 as amended. Excluding any works carried out under the Gas Safety (installation and use) Regulations 1998

Reference: 21/0682/IN

Enforcement

Opened Date: 12.01.2022 Enforcement Enquiry

Reference: 22/0012/EN/EOP

Application Number	21/1810/ADV
Address	11 - 13 Station Parade, Kew, Richmond TW9 3PT
Proposal	1 no. non-illuminated fascia sign and 1 no. non-illuminated hanging sign.
Contact Officer	Wendy Wong Chang
Target Determination Date	21.01.2022

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 subject site consists of the ground floor commercial units sited within a three-storey mid-terrace building on the northern side of Station Parade, Kew.

Relevant site designations:

- Area of Mixed Use
- Article 4 Direction A1 to A2
- Article 4 Direction Basements
- Building of Townscape Merit
- Conservation Area – Kew Gardens (CA15)
- Key Shop Frontage
- World Heritage Site and Buffer zone – Kew Gardens
- Character Area 4 of the Kew Village Planning Guidance.

3. DESCRIPTION OF THE PROPOSAL AND ANY RELEVANT PLANNING HISTORY

The proposal consists of the 1 no. non-illuminated fascia sign and 1 no. non-illuminated hanging sign on the front elevation of the property.

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

- **00/0013** - Level Access Ramp And Balustrade To Front. **Granted.**
- **01/0248** - Proposed Internally Illuminated Fascia And Projecting Signage. **Refused.**
- **03/0892** - Projecting Sign and AMT Box Panel Sign. **Granted.**
- **03/2888** - Proposed Construction Of External Disabled Access Ramp And Railings. **Granted**
- **87/1464** - Alterations to front elevation for installation of cash dispenser. **Granted**
- **87/1471/ADV** - Cash dispenser sign. **Granted**
- **74/1345** - Use of the ground floor shop to provide accommodation for the adjacent bank. **Granted.**
- **05/3061/FUL** - Change of redundant offices to self-contained flat and alterations to entrance. **Granted**
- **07/0737/FUL** - Conversion of 1st and 2nd floor maisonette to 2 x2 bedroom flats with extension at 2nd floor. Construction of roof terrace at first floor and alterations to rear elevation. **Granted**
- **20/2741/FUL** - Removal of 1no night safe. The existing night safe cut out hole to be infilled by stonework and to match existing stonework. Removal of 1no external ATM. The existing external ATM cut out hole to be infilled by stonework and to match existing stonework. **Granted.**

4. CONSULTATIONS CARRIED OUT

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

1 objection received and the comments can be summarised as follows:

- Use of fire escape
- Windows to be frosted
- Adequate ventilation
- Noise
- Impact on value of property

1 support received and the comments can be summarised as follows:

- Enhance the Parade

1 observation received and the comments can be summarised as follows:

- Front elevation of no. 13 will be a dead frontage
- Look odd if such a prominent doorway is not in use
- Not the best design response

It is noted that only material planning considerations can be considered. The application relates to the adverts display only, not the change of use or replacement shopfront. Therefore comments which are not related to the proposed signs cannot be considered. The value of surrounding properties is not a material planning consideration.

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:

- 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 (2021)

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/1005759/NPPF_July_2021.pdf

London Plan (2021)

The main policies applying to the site are:

- Policy D4 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>

Richmond Local Plan (2018)

Issue	Local Plan Policy	Compliance	
Design character and appearance	LP1	Yes	No
Impact on Designated Heritage Assets	LP3	Yes	No
Impact on Non-Designated Heritage Assets	LP4	Yes	No
Impact on Neighbour Amenity	LP8	Yes	No
Impact on public safety	LP44, LP45	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

Kew Village Plan 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, 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 RECOMMENDATION

The key planning considerations for consideration are:

- I. Design
- II. Neighbour amenity
- III. Public safety

Issue i – Design

Policy LP1 of the Local Plan prescribes that the Council will exercise strict control over the design and siting of advertisements to ensure the character of individual buildings and streets are not materially harmed, having regard to the interests of amenity and public safety, including highway safety.

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 application site forms part of the Kew Gardens (CA15) Conservation Area. As such, great weight shall be given to the conservation of heritage assets and their settings in accordance with policies LP3 and the NPPF.

The proposal seeks permission for 1 no. non-illuminated fascia sign and 1 no. non-illuminated hanging sign.

The fascia sign will be constructed in non illuminated lettering to be low gloss powder coated 3mm thick aluminium individual letters in a dark red (RAL 3031) fixed to facade with concealed pin mount fixings.

The projecting sign comprises a steel projecting arm and hanging panel in powder coat finish to dark red (RAL 3031).

The signage are considered modest and proportionate in scale and sympathetic to the overall appearance of the property.

No objections to the proposed works as they are compliant with Local Plan Policies LP1, LP3 and LP4 and guidance on shopfront design as set out in the Shopfronts and Kew Village Planning Guidance SPDs and therefore will positively contribute to the historic streetscape by reintroducing traditional features to the shopfronts.

Overall, the signage is considered to preserve the setting, character and appearance of the host BTM and the conservation area.

Issue ii- Impact on Neighbour Amenity

Policy LP8 sets out that all development is required to protect the amenity and living conditions for occupants of new, existing, adjoining and neighbouring properties with particular regard to light provision, overlooking, noise or disturbance, sense of enclosure, visual intrusion or overbearing impacts.

Given siting and nature of the signage, it will not materially impact on the residential amenity of nearby occupants.

While all adverts seek to be visible to passers-by by their nature, the signage is not considered to be excessively visually intrusive.

The application site is already in commercial use and this application does not seek a change of use. No illumination has been proposed for two signs proposed therefore these will not result in disturbance to neighbouring occupiers via light pollution.

Therefore, the signage are considered to preserve the reasonable enjoyment of the use of neighbouring buildings and external areas without harm to neighbour amenity.

Issue iii – Public Safety

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.

There are no concerns to the fascia sign. With regards to the projecting sign, the lowest part of the sign is sited approx. 3.1m above the public highway as such will not interfere with the pedestrian flow and use of the footpath or highway.

No lighting is proposed and as such no distraction to highways users would occur.

Overall, the scheme is not considered to result in harm to public safety and no objection is raised on these grounds. The use of the building remains as existing.

7. RECOMMENDATION

Approve

Recommendation:

The determination of this application falls within the scope of Officer delegated powers - YES

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):WWC.....

Dated:21/01/22

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:21.01.2022.....