

Application reference: 23/0903/ADV TEDDINGTON WARD

Date application received	Date made valid	Target report date	8 Week date
05.04.2023	15.05.2023	10.07.2023	10.07.2023

Site:

Waldegrave Arms, 209 Waldegrave Road, Teddington, TW11 8LX

Proposal:

Proposed 2 nos externally illuminated metal fascia sign, 1 no internally illuminated project sign, paint finish to entire shopfront.

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

APPLICANT NAME

Mr Daxesh Patel
209 Waldegrave Arms Waldegrave
Road
Teddington
Richmond Upon Thames
TW11 8LX

AGENT NAME

Mr Ravi Kotak
10
Pelican Drive
Harrow
HA2 0FF

DC Site Notice: printed on and posted on and due to expire on

Consultations:

Internal/External:

Consultee

14D Urban D
LBRUT Transport
LBRuT Non-Commercial Environmental Health Noise Issues

Expiry Date

30.05.2023
30.05.2023
30.05.2023

Neighbours:

Maisonette Ground Floor Rear, 158 Waldegrave Road, Teddington, TW11 8NA, - 16.05.2023
148 Waldegrave Road, Teddington, TW11 8NA, - 16.05.2023
146 Waldegrave Road, Teddington, TW11 8NA, - 16.05.2023
158 Waldegrave Road, Teddington, TW11 8NA, - 16.05.2023
8 Bridge Close, Teddington, TW11 8SE, - 16.05.2023
5 Bridge Close, Teddington, TW11 8SE, - 16.05.2023
7 Bridge Close, Teddington, TW11 8SE, - 16.05.2023
6 Bridge Close, Teddington, TW11 8SE, - 16.05.2023
Flat 3, 203 Waldegrave Road, Teddington, TW11 8LX, - 16.05.2023
Flat 2, 203 Waldegrave Road, Teddington, TW11 8LX, - 16.05.2023
Flat 1, 203 Waldegrave Road, Teddington, TW11 8LX, - 16.05.2023
Flat E, 205 Waldegrave Road, Teddington, TW11 8LX, - 16.05.2023
Flat B, 205 Waldegrave Road, Teddington, TW11 8LX, - 16.05.2023
Flat C, 205 Waldegrave Road, Teddington, TW11 8LX, - 16.05.2023
Flat 4, 207 Waldegrave Road, Teddington, TW11 8LX, - 16.05.2023
Flat D, 205 Waldegrave Road, Teddington, TW11 8LX, - 16.05.2023
Flat 1, 207 Waldegrave Road, Teddington, TW11 8LX, - 16.05.2023
207 Waldegrave Road, Teddington, TW11 8LX, - 16.05.2023
205 Waldegrave Road, Teddington, TW11 8LX, - 16.05.2023
Flat 3, 207 Waldegrave Road, Teddington, TW11 8LX, - 16.05.2023
Flat 2, 207 Waldegrave Road, Teddington, TW11 8LX, - 16.05.2023
154 - 156 Waldegrave Road, Teddington, TW11 8NA, - 16.05.2023

First Floor Flat,152 Waldegrave Road,Teddington,TW11 8NA, - 16.05.2023
 152 Waldegrave Road,Teddington,TW11 8NA, - 16.05.2023
 150 Waldegrave Road,Teddington,TW11 8NA, - 16.05.2023
 3 Bridge Close,Teddington,TW11 8SE, - 16.05.2023
 213 Waldegrave Road,Twickenham,TW1 4TA, - 16.05.2023
 4 Bridge Close,Teddington,TW11 8SE, - 16.05.2023
 2 Bridge Close,Teddington,TW11 8SE, - 16.05.2023
 1 Bridge Close,Teddington,TW11 8SE, - 16.05.2023
 Flat 22,209 Waldegrave Road,Teddington,TW11 8LX, - 16.05.2023
 Flat 21,209 Waldegrave Road,Teddington,TW11 8LX, - 16.05.2023
 Flat 20,209 Waldegrave Road,Teddington,TW11 8LX, - 16.05.2023
 Flat 19,209 Waldegrave Road,Teddington,TW11 8LX, - 16.05.2023
 Flat 18,209 Waldegrave Road,Teddington,TW11 8LX, - 16.05.2023
 Flat 17,209 Waldegrave Road,Teddington,TW11 8LX, - 16.05.2023
 Flat 16,209 Waldegrave Road,Teddington,TW11 8LX, - 16.05.2023
 Flat 15,209 Waldegrave Road,Teddington,TW11 8LX, - 16.05.2023
 Flat 14,209 Waldegrave Road,Teddington,TW11 8LX, - 16.05.2023
 Flat 13,209 Waldegrave Road,Teddington,TW11 8LX, - 16.05.2023
 Flat 12,209 Waldegrave Road,Teddington,TW11 8LX, - 16.05.2023
 Flat 11,209 Waldegrave Road,Teddington,TW11 8LX, - 16.05.2023
 Flat 10,209 Waldegrave Road,Teddington,TW11 8LX, - 16.05.2023
 Flat 9,209 Waldegrave Road,Teddington,TW11 8LX, - 16.05.2023
 Flat 8,209 Waldegrave Road,Teddington,TW11 8LX, - 16.05.2023
 Flat 7,209 Waldegrave Road,Teddington,TW11 8LX, - 16.05.2023
 Flat 6,209 Waldegrave Road,Teddington,TW11 8LX, - 16.05.2023
 Flat 5,209 Waldegrave Road,Teddington,TW11 8LX, - 16.05.2023
 Flat 4,209 Waldegrave Road,Teddington,TW11 8LX, - 16.05.2023
 Flat 3,209 Waldegrave Road,Teddington,TW11 8LX, - 16.05.2023
 Flat 2,209 Waldegrave Road,Teddington,TW11 8LX, - 16.05.2023
 Flat 1,209 Waldegrave Road,Teddington,TW11 8LX, - 16.05.2023
 154B Waldegrave Road,Teddington,TW11 8NA, - 16.05.2023
 154A Waldegrave Road,Teddington,TW11 8NA, - 16.05.2023
 156A Waldegrave Road,Teddington,TW11 8NA, - 16.05.2023
 156B Waldegrave Road,Teddington,TW11 8NA, - 16.05.2023
 150A Waldegrave Road,Teddington,TW11 8NA, - 16.05.2023

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

Development Management

Status: GTD Application:62/0222/DD01
 Date:24/04/1963 Car park, garage, bottle store (alteration of site for bottle store). Planning permission 0222/62 dated 13th April, 1962.

Development Management

Status: GTD Application:62/0222
 Date:13/04/1962 Provision of new car park, garage and bottled beer store.

Development Management

Status: GTD Application:69/0898/ADV
 Date:24/06/1969 For Advertisements.

Development Management

Status: PCO Application:23/0903/ADV
 Date: Proposed 2 nos externally illuminated metal fascia sign, 1 no internally illuminated project sign, paint finish to entire shopfront.

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 if required to assess the application, 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 any 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 property is three-storeys and occupies the corner plot of Waldegrave Road and Shacklegate Lane in Teddington.

The Waldegrave Arms is a Building of Townscape Merit (Site: 211 Waldegrave Road Teddington)

The site is also designated as:

- Area of Mixed Use (Waldegrave Road)
- Area Poorly Provided With Public Open Space (Area poorly provided with Public Open Space)
- Area Susceptible To Groundwater Flood - Environment Agency (Superficial Deposits Flooding - >= 75% - SSA Pool ID: 337)
- Article 4 Direction Basements (Article 4 Direction - Basements / Ref: ART4/BASEMENTS / Effective from: 18/04/2018)
- Community Infrastructure Levy Band (Low)
- Critical Drainage Area - Environment Agency (Teddington [Richmond] / Ref: Group8_006 /)
- Highway Maintained At Public/Private Expense (WALDEGRAVE ROAD Highways Publicly Maintained)
- Take Away Management Zone (Take Away Management Zone)
- Village Character Area (Cambridge Road and surrounds - Area 2 Hampton Wick & Teddington Village Planning Guidance Page 21 CHARAREA11/02/01)
- Ward (Teddington Ward)

3. DESCRIPTION OF THE PROPOSAL AND ANY RELEVANT PLANNING HISTORY

The proposal is for alterations to the frontage of the Waldegrave Arms and installation of two externally illuminated metal fascia signs and one projecting sign.

The most relevant planning history is as follows:

- 69/0898/ADV – Permission was granted for illuminated signage, fixed and constant, not flashing and not exceeding 100 foot lamberts intensity.

4. AMENDMENTS

The original submission was received on 5th April 2023 showing the projecting sign at first floor level. A revised scheme was received on 16th May omitting a condenser unit on the side elevation. Revised drawings were received on the 25th May showing the projecting sign lowered to fascia level. Further revisions were received on the 21st June showing the projecting sign as non-illuminated. A revised set of elevations were received on the 11th July showing the brickwork at ground floor level painted light grey rather than black.

5. CONSULTATIONS CARRIED OUT

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

A letter of support was received from Flat 4, 207 Waldegrave Road, stating they support the premises reopening.

A letter was received from the Teddington Society commenting that the reopening of the premises is supported, but that the alterations to the frontage should respect the character of the building.

6. MAIN POLICIES RELEVANT TO THE DECISION

NPPF (2021)

The key chapters applying to the site are:

- 4. Decision-making
- 7. Ensuring the vitality of town centres
- 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:

D4 Delivering good design
GG1 Building strong and inclusive communities
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)

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
Impact on Non-Designated Heritage Assets	LP4	Yes
Impact on Amenity and Living Conditions	LP8	Yes
Development in Centres	LP25	Yes

These policies can be found at
https://www.richmond.gov.uk/media/15935/adopted_local_plan_interim.pdf

Richmond Publication Local Plan (Regulation 19 version)

The Richmond Publication Version Local Plan (Regulation 19 version) and its supporting documents, including all the Regulation 18 representations received, was considered at Full Council on 27 April. Approval was given to consult on the Regulation 19 Plan and, further, to submit the Local Plan to the Secretary of State for Examination in due course. The Publication Version Local Plan, including its accompanying documents, have been published for consultation on 9 June 2023. Together with the evidence, the Plan is a material consideration for the purposes of decision-making on planning applications. The weight to be given to each of the emerging policies and allocations will depend on an assessment against the criteria set out in paragraph 48 of the NPPF. As the Council considers the emerging Local Plan to be sound and legally compliant, officers and Councillors should accord relevant policies and allocations weight in the determination of applications taking account of the extent to which there are unresolved objections to relevant policies. Note that it was agreed by Full Council that no weight will be given to Policy 4 in relation to the increased carbon offset rate, and therefore the existing rate of £95/t will continue to be applied; in addition, no weight will be given to Policy 39 in relation to the 20% biodiversity net gain requirement at this stage; all other aspects and requirements of these policies will apply.

Issue	Draft Local Plan Policy
Local character and design quality/ Design process	Policy 28/ Policy 42
Non-Designated Heritage Asset	Policy 30
Amenity and Living Conditions	Policy 46
Development in Centres	Policy 18

Supplementary Planning Documents

Buildings of Townscape Merit
Development Control for Noise Generating and Noise Sensitive Development
Shopfronts
Teddington Village Plan

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

n/a

7. EXPLANATION OF OFFICER RECOMMENDATION

The key issues for consideration are:

Officer Planning Report – Application 23/0903/ADV Page 4 Of 9

- i. Design, local character and impact on heritage assets
- ii. Impact on neighbour amenity

i. Design, local character and impact on heritage assets

Policy Context

In Chapter 12 of the NPPF, Paragraph 134 advises that poorly designed developments should be refused, especially where designs do not reflect local design policies, guidance and supplementary planning documents. It also says that significant weight should be given to designs which reflect local character, or to ones which are innovative designs in achieving high levels of sustainability, or which help improve the general standard of design in an area and fit in with the 'overall form and layout of their surroundings'.

In Chapter 16 of the NPPF, Paragraph 203 states 'The effect of an application on the significance of a non-designated heritage asset should be taken into account in determining the application. In weighing applications that directly or indirectly affect non-designated heritage assets, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset'.

Policy D4 of the London Plan states that the 'design of development proposals should be thoroughly scrutinised' and that 'design quality development should be retained through to completion'.

Policy HC1 of the London Plan states that development proposals affecting heritage assets, and their settings, should conserve their significance, by being sympathetic to the assets' significance and appreciation within their surroundings'

Policy LP1 of the Local Plan 2018 seeks to maintain and, where possible, enhance the high architectural and urban design quality which contributes to the character and heritage of the area. Proposals should demonstrate an understanding of the site and its context when considering the design including layout, siting and access and the compatibility of the works to the neighbouring uses.

Policy LP4 seeks to preserve, and where possible enhance, the significance, character and setting of non-designated heritage assets, including Buildings of Townscape Merit.

The Council's SPD on Buildings of Townscape Merit states that the Council 'will endeavour to protect the character and setting of all Buildings of Townscape Merit through negotiation of a sympathetic scheme, as far as possible treating proposals for works to or close to them as if they were listed buildings'.

The Council's SPD on Shopfronts states that 'Preference should be for the retention of any well designed and proportioned shopfronts' and that alterations should consider the impact on the street scene.

Analysis

The Waldegrave Arms is a Public House located at 209 Waldegrave Road and is designated as a Building of Townscape Merit. The building has three stories with pub at ground floor and residential accommodation above on the first floor and in the mansard roof with dormers. The ground floor is brick with rendered projecting timber bays and timber fascia retained. The first storey is plain in appearance and rendered, with uPVC casement windows. The Waldegrave Arms forms part of a Parade of Local Importance.

It is thought that the principle of replacing the signage as part of reopening and rebranding of the premises is acceptable. The reopening of the premises would help to maintain the vitality of the parade and local area. The existing frontage, which is an important part of the buildings character and contribution to the streetscape would be retained, including doors, bay windows, and fascia.

The existing fascia signage would be replaced with signs in metal which project slightly from the fascia. The existing illumination would be replaced by new linear lights above. The sign would give the name and number of the property. It is thought the proposed fascia signage would respect the character of the building, being a fairly low-level intervention which complies with the guidance in the Shopfront SPD. As such this aspect of the application is thought to be acceptable.

It is also proposed to have a projecting sign. This would be a circular sign in metal with black finish. The sign would advertise the name of the premises. Initially, the sign would have been illuminated and located at first floor level. After negotiations with the applicant, the sign is no longer illuminated and located at fascia level, hung from a post, rather than directly fixed to the wall. The revised proposal is thought to be less visually intrusive in the streetscape and more in-keeping with the character of the building as a public house.

There is no objection to the internally illuminated menu board given its scale and location which means it

would not be very prominent.

The Urban Design Officer consulted on the application has not raised any objections to the proposed changes to the signage.

The other key change would be that the brickwork below the fascia would be painted. The Urban Design raised this as a concern as the brickwork forms part of the character of the BTM and considered that black paint would be especially noticeable and difficult to maintain in good appearance. On being advised of these concerns and that no painting of the brickwork would be preferable, the applicant has now proposed light grey paint colour. While this would alter the appearance of the building significantly, it would be less visually prominent than black paint and help the frontage blend better with the rest of the building above. Additionally, the use of grey rather than white like the storey above would help to retain a certain separation between the public house and the flats above. While painting the brickwork is less appropriate than leaving it unpainted, it is not thought to irreparably harm the character and appearance of the building as a BTM and it would still be legible as a public house in the street scene. It is also noted that painting the brickwork could be carried out under Permitted Development rights. As such, it is not thought the application could be refused on the basis of painting the brickwork.

In view of the above, the proposal is thought to comply with the aims and objections of Chapter 12 and Chapter 16 of the NPPF, policy D4 and policy HC1 of the London Plan and policies LP1 and LP4 of the Local Plan, as well as the SPD on Shopfronts and the SPD on Buildings of Townscape Merit.

ii. Impact on neighbour amenity

Policy LP8 states that development must protect the amenity and living conditions of existing, adjoining and neighbouring occupants. Design must allow for good daylight standards, avoid overlooking or noise disturbance, avoid visual intrusion, overbearing impacts or harm to the reasonable enjoyment of the uses of buildings and gardens. Harm may arise from various impacts such as noise, air pollution, odours or vibration.

In the proposals initially submitted a new air-conditioning condenser unit was to be installed on the side elevations. This was omitted from later revised drawings. The existing condenser unit is to be retained in situ. As such it is not thought that there would be additional issues in terms of noise compared to the existing.

In the initial submission the projecting sign was to be at first floor level. The Environmental Health Officer consulted on the application raised concerns that an illuminated sign in this location may detract from the living conditions of the flats whose windows were immediately adjacent. Subsequently, the projecting sign was lowered to fascia level and no illumination was proposed. As such it is not thought the projecting sign would detract from the living conditions of neighbours. The illumination of the fascia signage may cause some additional glare for first floor residents. However, it should be noted that illumination exists here already. As such, the location and principle of illumination here is thought to be acceptable. It is thought the level of illumination and hours of use can be controlled by condition.

On balance, therefore, the proposed extension would not detract from the amenity and living conditions of neighbours and would comply with policy LP8 of the Local Plan and the SPD on House Extensions and External Alterations.

iii. Transport and Highways

The Transport Officer consulted on the application has not raised any objections to the proposal in terms of impacts on pedestrian movement or vehicle traffic provided the level of illuminance would not exceed 300cd/m² in accordance with guidance from the Institute of Lighting Professionals. It is thought this can be secured by condition.

Additionally, they have noted that Scaffolding and Hoarding License to place scaffolding and hoarding on the footway may be required for the work or a minimum usable footway width on the highway of 1.2 meters will need to be left on the pavement. It is thought an informative should be added to any consent to remind the applicant of these requirements.

8. 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.

9. RECOMMENDATION

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

Paragraph 11 of the Framework explains how the presumption in favour of sustainable development applies. For the reasons set out above, this application falls to be determined in accordance with the test under section 38(6) of the 2004 Act, the proposal is in general conformity with the Development Plan overall and there are no material considerations of sufficient weight to justify refusal.

Grant permission subject to condition

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): JPH

Dated: 11/07/2023

I agree the recommendation:

~~Team Leader/~~Head of Development Management/Principal Planner - EL

Dated: 11/07/2023.....

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
