

**Application reference: 24/0632/ADV**  
**SOUTH RICHMOND WARD**

Date application received	Date made valid	Target report date	8 Week date
08.03.2024	08.03.2024	03.05.2024	03.05.2024

**Site:**

56 - 58 Hill Street, Richmond, TW9 1TW,

**Proposal:**

Externally illuminated fascia sign and non-illuminated projecting sign.

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

**APPLICANT NAME**

.  
Quadrant House  
Floor 6  
4 Thomas More Square  
London  
E1W 1YW

**AGENT NAME**

Mr Andy Ward  
Willows 4  
Mill Farm Courtyard  
Beachampton  
Milton Keynes  
MK19 6DS

**DC Site Notice:** printed on 12.03.2024 and posted on 22.03.2024 and due to expire on 12.04.2024

**Consultations:**

**Internal/External:**

**Consultee**  
14D Urban D

**Expiry Date**  
26.03.2024

**Neighbours:**

23 Hill Street, Richmond, TW9 1SX, - 12.03.2024  
First Floor, 62 Hill Street, Richmond, TW9 1TW, - 12.03.2024  
Second Floor, 66 Hill Street, Richmond, TW9 1TW, - 12.03.2024  
54 Hill Street, Richmond, TW9 1TW, - 12.03.2024  
60 Hill Street, Richmond, TW9 1TW, - 12.03.2024  
68 Hill Street, Richmond, TW9 1TW, - 12.03.2024  
64 Hill Street, Richmond, TW9 1TW, - 12.03.2024

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

Development Management

Status: GTD Application: 70/2277/ADV  
Date: 07/12/1970 For Advertisements.

Development Management

Status: GTD Application: 75/0685/ADV  
Date: 04/11/1975 For Advertisements.

Development Management

Status: PCO Application: 24/0632/ADV  
Date: Externally illuminated fascia sign and non-illuminated projecting sign.

Building Control

Deposit Date: 18.03.2024

Fit-out of ground floor and basement of existing retail unit to form new restaurant

Reference: 24/0334/IN

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<b>Application Number</b>	<b>24/0632/ADV</b>
<b>Address</b>	56-58 Hill Street Richmond TW9 1TW
<b>Proposal</b>	Externally illuminated fascia sign and non-illuminated projecting sign.
<b>Contact Officer</b>	Roberta Henriques
<b>Target Determination Date</b>	3 <sup>rd</sup> May 2024

## 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, 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 the 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

This application relates to the ground floor premises at No. 56-58 Hill Street. The application site sits at the end of a group of five-storey, terraced buildings that are designated as Buildings of Townscape Merit, located on the eastern side of Hill Street. The site is located within a designated main centre and is located within the Central Richmond Conservation Area (CA17). The site is also designated as a key shop frontage and the surrounding area is commercial in nature.

The application site is situated within Richmond town centre and is subject to the following relevant constraints:

- Village (Richmond and Richmond Hill Village)
- Ward (South Richmond)
- Village Character Area- Central Richmond - Area 15 & Conservation Area 17  
Richmond & Richmond Hill Village Planning Guidance Page 56 CHARAREA06/15/01

## 3. DESCRIPTION OF THE PROPOSAL AND ANY RELEVANT PLANNING HISTORY

The proposal is for a externally illuminated fascia sign and non-illuminated projecting sign at 56-58 Hill Street.

The comprehensive list of planning history can be found above.

The most relevant planning history is as follows:

70/2277/ADV For Advertisements. Granted.

75/0685/ADV For Advertisements. Granted.

## 4. CONSULTATIONS CARRIED OUT

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

No letters of representation have been received.

## 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 Officer Planning Report – Application 24/0632/ADV Page 3 Of 9

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 (2023)**

Central Government guidance is contained in the National Planning Policy Framework (NPPF), which was updated in July 2021. The NPPF reinforces the Development Plan led system and does not change the statutory status of the development plan as the starting point for decision-making of significance, it sets out that in assessing and determining development proposals, Local Planning Authorities should apply the presumption in favour of sustainable development.

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://www.gov.uk/guidance/national-planning-policy-framework>

### **London Plan (2021)**

The main policies applying to the site are:

- D4 Delivering good design
- 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)**

<b>Issue</b>	<b>Local Plan Policy</b>	<b>Compliance</b>	
Local Character and Design Quality	LP1	Yes	No
Impact on Designated Heritage Assets	LP3	Yes	No
Impact on Non- Designated Heritage Assets	LP4	Yes	No
Impact on Amenity and Living Conditions	LP8	Yes	No
Retail Frontages	LP26	Yes	No

These policies can be found at:

[https://www.richmond.gov.uk/media/15935/adopted\\_local\\_plan\\_interim.pdf](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 representations received, was considered at Full Council on 27 April. Approval was given to consult at Regulation 19 and, further, to submit the Local Plan to the Secretary of State for Examination in due course.

The Publication Version Local Plan is a material planning consideration for the purposes of decision-making on planning applications once published for consultation (expected to commence in June 2023).

Other relevant planning policy guidance includes:

- Shopfront SPD
- Richmond and Richmond Hill Village Plan

## 6. EXPLANATION OF 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

*Policy LP1 of the Local Plan states the Council will require all development to be of high architectural and urban design quality. The high-quality character and heritage of the borough and its villages will need to be maintained and enhanced where opportunities arise. Development proposals will have to demonstrate a thorough understanding of the site and how it relates to its existing context, including character and appearance, and take opportunities to improve the quality and character of buildings, spaces and the local area.*

*Policy LP3 of the Local Plan states that the Council will require development to conserve and, where possible, take opportunities to make a positive contribution to, the historic environment of the borough. Development proposals likely to adversely affect the significance of heritage assets will be assessed against the requirement to seek to avoid harm and the justification for the proposal.*

*Policy LP4 states that the development shall preserve and enhance the significance, character and setting of the non-designated heritage asset.*

*Policy LP26 (Retail frontages) is particularly relevant given the site is within a key shop frontage (27-74 Hill Street). In summary LP26A resists the loss of retail floorspace within key and secondary shop frontages and that the proposed use should retain a 'shop-like' appearance; it should not have a detrimental visual impact on the shopfront and should respect the heritage and character of the centre, taking into account the Village Planning Guidance SPDs.*

*The Shopfronts SPD states that applications to alter shopfronts should "Look for and retain any surviving features which give the building visual interest and individual distinctiveness and can often help attract custom." The SPD also states that that "the new shopfront should not be designed in isolation. Care should be taken to respect the design of the building into which the shopfront is fitted and its neighbours."*

Paragraph 205 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.

The application site is located within an established main centre and many ground floor premises in the surrounding area of the site located along Hill Street contain commercial tenants with signage for advertising purposes. The proposed signage including a fascia and projecting sign will contain tenant branding that is generally expected and considered reasonable for commercial tenants located in a commercial area.

The fascia sign will be approximately 8780mm in width, 100mm in depth and 750mm in height, and is proportionately sized to the existing building, and existing buildings and signage in the surrounding environment. The proposed fascia sign will be externally illuminated containing an illuminance level of 250 cd/m<sup>2</sup> stated on the application form which is considered appropriate in this setting. The proposed projecting sign will project 845mm from the external wall of the building and will contain a height of 750mm. Overall, the proposed scale and sitting of the projecting sign is considered appropriate and the sign is not expected to be overbearing in the wider environment.

In relation to materiality, the proposed fascia sign will be made of painted timber materials and the proposed projecting sign will be made of copper and aluminium materials. The use of copper and aluminium materiality is considered acceptable in this context as the projecting sign would not be illuminated, so the materiality would be inkeeping with the character and appearance of the Conservation Area, therefore in accordance with Section 72 (1) of the Planning Act as well as relevant local policies.

The application site sits within the Central Richmond Conservation Area (CA17). Paragraph 208 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'. It is considered that

there will be no negative impact on the conservation area as part of the proposed works and therefore the scheme is compliant with NPPF policy.

Paragraph 209 of the NPPF 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'. It is considered that the proposed works will have no negative effect on the BTM. The character of and appearance of the BTM will therefore be protected.

It is considered that the addition of the proposed advertisements would not negatively affect the character of the existing shopfront and there will be no significant impact on the streetscape. Furthermore, the proposal will not result in the loss of retail floorspace and therefore the proposal is in line with Policy LP26 of the Local Plan.

In view of the above, the proposal would preserve the character and appearance of the conservation area and would comply with the paragraphs 205-209 of the NPPF aims and objectives of policies LP1, LP3 and LP4 of the Local Plan.

### **Issue ii- Impact on Neighbour Amenity**

*Policy LP8 of the Local Plan 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.*

The proposed fascia sign would replace the existing signage in broadly the same location as existing shop signage. The proposed fascia signage sits within the confines of the building, with appropriately sized lettering and will not be visually intrusive to adjoining, or adjacent neighbouring properties.

The projecting sign, by virtue of its projection, height, size and siting would not dominate the application site or neighbouring buildings and is considered acceptable in terms of design and scale.

The external lights are expected to be of an illuminance level which will not adversely impact neighbouring properties.

Overall, it is considered that amenity of neighbouring properties would not be compromised as a result of the proposed advert signage. Therefore, the proposal is considered consistent with Policy 8 of the Local Plan.

### **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.*

Given the fixed nature and height of the proposed signage and commercial location, the proposal will not negatively impact on public safety. The projecting sign would have a ground clearance of approximately 2.6m and would not impede the use of the footpath to the front of the application site.

The proposed lighting will be restricted to ensure that the level of light spill associated with the site is no more than would be generally expected in a commercial area. Therefore, it is considered the proposal would not cause harm to public safety.

## **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.

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.

**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): .....RHE.....

Dated: .....01/05/2024.....

**I agree the recommendation:**

Senior Planner

VAA

Dated: 02.05.24

<b>REASONS:</b>
<b>CONDITIONS:</b>
<b>INFORMATIVES:</b>
<b>UDP POLICIES:</b>
<b>OTHER POLICIES:</b>



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**

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### **CONDITIONS**

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### **INFORMATIVES**

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U0091402	NPPF APPROVAL - Para. 38-42
U0091401	Composite Informative