

Application reference: 24/0861/FUL
WHITTON WARD

Date application received	Date made valid	Target report date	8 Week date
03.04.2024	10.04.2024	05.06.2024	05.06.2024

Site:

31 High Street, Whitton, TW2 7LB,

Proposal:

Retention of New Shop front, Roller Shutter, Retractable Awning.

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

APPLICANT NAME

Mr P Grover
31 High Street
Whitton
Richmond Upon Thames
TW2 7LB

AGENT NAME

Mr Kishan Ganatra
4 Herald Way
Bricket Wood
St Albans
AL2 3FJ
United Kingdom

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

Consultations:

Internal/External:
Consultee

Expiry Date

Neighbours:

75 Hounslow Road, Twickenham, TW2 7HA - 22.05.2024
 Flat 6, Argyll Court, 38 - 48 High Street, Whitton, Twickenham, TW2 7LT, - 22.05.2024
 Flat 5, Argyll Court, 38 - 48 High Street, Whitton, Twickenham, TW2 7LT, - 22.05.2024
 Flat 4, Argyll Court, 38 - 48 High Street, Whitton, Twickenham, TW2 7LT, - 22.05.2024
 Flat 3, Argyll Court, 38 - 48 High Street, Whitton, Twickenham, TW2 7LT, - 22.05.2024
 Flat 2, Argyll Court, 38 - 48 High Street, Whitton, Twickenham, TW2 7LT, - 22.05.2024
 Flat 1, Argyll Court, 38 - 48 High Street, Whitton, Twickenham, TW2 7LT, - 22.05.2024
 38 - 48 High Street, Whitton, Twickenham, TW2 7LT, - 22.05.2024
 50A High Street, Whitton, Twickenham, TW2 7LT, - 22.05.2024
 35B High Street, Whitton, Twickenham, TW2 7LB, - 22.05.2024
 29A High Street, Whitton, Twickenham, TW2 7LB, - 22.05.2024
 33A High Street, Whitton, Twickenham, TW2 7LB, - 22.05.2024
 29 High Street, Whitton, Twickenham, TW2 7LB, - 22.05.2024
 35A High Street, Whitton, Twickenham, TW2 7LB, - 22.05.2024
 31A High Street, Whitton, Twickenham, TW2 7LB, - 22.05.2024
 33 - 35 High Street, Whitton, Twickenham, TW2 7LB, - 22.05.2024
 157 Kneller Road, Twickenham, TW2 7DY, - 22.05.2024
 ,, TW2 7LB -

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

Development Management

Status: GTD Application: 47/5078
 Date: 27/07/1954 Erection of five shops with five flats over.

Development Management

Status: PCO Application: 24/0861/FUL

Date: Retention of New Shop front, Roller Shutter, Retractable Awning and internally illuminated fascia and projecting sign

Enforcement

Opened Date: 12.07.2017 Enforcement Enquiry
Reference: 17/0349/EN/VOID

Enforcement

Opened Date: 27.02.2024 Enforcement Enquiry
Reference: 24/0105/EN/UBW

Enforcement

Opened Date: 08.03.2024 Enforcement Enquiry
Reference: 24/0135/EN/EOP

Application Number	24/0861/FUL
Address	31 High Street, Whitton, TW2 7LB,
Proposal	Retention of New Shop front, Roller Shutter, Retractable Awning.
Contact Officer	Jody Solomons
Target Determination Date	05/06/2024

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 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 property is a two-storey, brick semi-detached building located on the western side of Nelson Road.

The subject property forms part of a terrace row along the High Street, with commercial units at the ground floor level and flats above.

The application site is situated within Whitton and Heathfield and is designated as:

- Area Poorly Provided With Public Open Space (Area poorly provided with Public Open Space)
- Area Proposed For Tree Planting (Site: 16/1/97)
- Area Susceptible To Groundwater Flood - Environment Agency (Superficial Deposits Flooding - >= 75% - SSA Pool ID: 214)
- 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 (Twickenham [Richmond] / Ref: Group8_001 /)
- Increased Potential Elevated Groundwater (GLA Drain London)
- Main Centre Boundary (Whitton)
- Main Centre Buffer Zone (Whitton Town Centre Boundary Buffer Zone - A residential development or a mixed use scheme within this 400 metre buffer area identified within the Plan does not have to apply the Sequential Test (for Flood Risk) as set out in Local Plan policy LP21.)
- Secondary Shop Frontage (19-35a High Street Whitton)
- Take Away Management Zone (Take Away Management Zone)
- Village (Whitton and Heathfield Village)
- Village Character Area (High Street Whitton - Area 1 Whitton & Heathfield Village Planning Guidance Page 17 CHARAREA01/01/01)

- Ward (Whitton Ward)

3. DESCRIPTION OF THE PROPOSAL AND ANY RELEVANT PLANNING HISTORY

This application seeks approval for the Retention of New Shop front, Roller Shutter, Retractable Awning.

A comprehensive list of planning history for the site is included above.

Council Officers wrote to the applicant on two occasions, the 19th June 2024, advising that the application could be supported subject to minor amendments. These included the following:

1. Amendments to the drawings to clearly show:
 - The new shop front (ground floor layout and elevations)
 - The projecting sign (included on the cross section/elevation drawing with dimensions)
 - Confirmation of the sign's illumination or non-illumination and details thereof.
 - Update the labelling to read pre-existing front elevation, side elevation ect.
 - A comparison between the previous shop front and the pre-existing shop front (cross section and floor plan)
2. Amendment to the description of development to read - Retention of New Shop front, Roller Shutter, Retractable Awning and non-illuminated facia and projecting sign

The applicant provided the requested amendments, the description of development was updated, and the application was re-advertised to the surrounding neighbours.

4. CONSULTATIONS CARRIED OUT

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

Five letters of objection were received from the adjoining neighbours at no.'s 157 Kneller Road, 29a High Street, Whitton and 75 Hounslow Road. Reasons for the objections are summarised as follows:

- The planning application is incomplete and should include the roller shutter.
- The new shopfront has omitted the stallriser, which is not in keeping with the surrounding area.
- The previous shopfront included a stallriser which provides low level protection against natural impacts
- The new modern shopfront does not preserve the 1930's heritage and character of the high street.
- The new facia sign is out of keeping with the character of the streetscene
- The proposal is contrary to the shopfront SPD.
- The backlit facia sign and roller shutter should be removed.
- The roller shutter should be installed on the inside of the shop and not the outside, like the adjoining shops along the high street.
- The roller shutters are bleak and unattractive and create a hostile environment at night-time.
- It inhibits passive surveillance and encourages graffiti.
- A lattice brick-block grille should be considered.

Analysis of objection

The objectors assert that the alterations to the shopfront and the inclusion of the solid grille shutter has an impact on the character and appearance of the existing streetscene. These assertions have been noted and addressed in the officer recommendation below.

The trailing images shows the previous shopfront and the existing shopfront:



5. MAIN POLICIES RELEVANT TO THE DECISION

NPPF (2023)

The key chapters applying to the site are:

- 4. Decision-making
- 12. Achieving well-designed places

These policies can be found at:

https://assets.publishing.service.gov.uk/media/65a11af7e8f5ec000f1f8c46/NPPF_December_2023.pdf

London Plan (2021)

The main policies applying to the site are:

- 4. Decision-making
- 12. Achieving well-designed places

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 Amenity and Living Conditions	LP8	Yes	No
Impact on Transport/Highway Safety	LP45	Yes	No

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

Supplementary Planning Documents

Heathfield Village Planning Guidance
Shopfronts SPD

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:
None

6. EXPLANATION OF RECOMMENDATION

The key issues for considerations are:

- i Local Character and Design Quality
- ii Impact on Neighbour Amenity

Issue i – Visual Amenity/Design

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. 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.

The Council's 'Shopfronts' SPD acts as a guiding document for applications of this nature. The shopfront The general guidance and planning constraints of the shopfront SPD does not permit the:

- *remove a high-quality shopfront of architectural or historic interest,*
- *fix external roller shutters and shutter boxes,*

- use aluminium and plastic materials,
- propose internally illuminated box signage,
- large fascias or projecting signs

The Council's Shopfronts SPD explains that there are alternative security solutions, for example, lattice brick-bond grilles behind the windows, with the box inserted into the ceiling - this prevents an external projecting box and the internal box from being visible through the shop window. This would allow for an appropriate level of security, while minimising the visual impact of shutters on the external appearance of the shopfront, and therefore of the conservation area. It also allows for passive observation by keeping the inside of the shop visible.

It further states that "Shopfront security should not be allowed to compromise the visual appearance of buildings or the character of the wider street scene. In all cases, security measures should be integrated successfully within an overall design, irrespective of whether proposals relate to a new or existing shopfront. Projecting shutter boxes have a negative impact on the appearance of shopfronts, while solid shutters generally create a bleak, unattractive and hostile environment in the evenings. Their significant detrimental impact in this regard also inhibits passive surveillance and encourages graffiti. Therefore, in most cases permission is unlikely to be granted for the installation of any form of roller shuttering on the outside of a building. If a shutter box is unavoidable, it should normally be located internally behind the shop window..."

No 31 High Street is located along a street with both commercial and residential uses, the subject property is a two-storey building, historically used as a flower shop at the ground floor level and a flat at the first-floor level.

This retrospective application seeks consent for the retention of a new shop front, new awning and a roller shutter.(as shown in the image below)



The Council's Transport Officer has reviewed the application and has objected to the illuminated sign as no illumination levels were provided. It was also noted that the awning needs to be a height of 2.4m from the surface of the footway. It should be noted however that the fascia sign and projecting sign does not form part of this application and needs to be assessed via an advert consent application.

The solid shutter creates a bleak, unattractive and hostile environment in the evenings and inhibits passive surveillance and encourages graffiti and has a detrimental impact on the character and appearance of the high street.

This application fails to comply with the aim and objectives of policy LP1 of the Local Plan and the Shopfront SPD (2010).

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.

The proposed shopfront, awning and solid roller shutter will not result in overlooking or loss of privacy or neighbouring occupiers as all alterations are at the front of the site.

However, the solid shutter creates a bleak, unattractive and hostile environment in the evenings and inhibits passive surveillance and encourages graffiti which has a detrimental impact on amenities of the surrounding neighbours.

The scheme is not considered to be consistent with policy LP8 of the local plan and the shopfront SPD (2010).

7. RECOMMENDATION

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

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 (2023) and Development Plan, when taken as a whole.

Refuse planning permission for the following reason:

Reason – Design

The external roller shutter, by reason of its unsympathetic and unacceptable form, appearance, materials, siting and prominence, results in an unacceptable harm to the character and appearance of the host building and the streetscene. Therefore, the proposal fails to be in accordance with policy LP1 of the Local Plan and the Shopfront SPD (2010).

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):JSO.....

Dated:09/07/2024.....

I agree the recommendation: CTA

Team Leader/Head of Development Management/Principal Planner

Dated:09/07/2024.....

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
