



PLANNING REPORT

Printed for officer by
Jack Davies on 30 July 2024

Application reference: 24/1209/ADV
SOUTH RICHMOND WARD

Date application received	Date made valid	Target report date	8 Week date
10.05.2024	27.06.2024	22.08.2024	22.08.2024

Site:

4 Paved Court, Richmond, TW9 1LX,

Proposal:

1 x non illuminated fascia sign and 1 x 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

C/O Agent C/O Agent
C/O Agent
C/O Agent
C/O Agent
C/O Agent
C/O Agent
C/O Agent

AGENT NAME

Mr Philip Boyce
3rd - 4th Floors
Greyfriars Studios
25E The Quadrant
Richmond
TW9 1DJ

DC Site Notice: printed on 29.06.2024 and posted on 05.07.2024 and due to expire on 26.07.2024

Consultations:

Internal/External:

Consultee

14D Urban D

Expiry Date

13.07.2024

Neighbours:

- 75 - 81 George Street, Richmond, TW9 1HA, - 29.06.2024
- 4 Golden Court, Richmond, TW9 1EU, - 29.06.2024
- 2 Golden Court, Richmond, TW9 1EU, - 29.06.2024
- 3 Paved Court, Richmond, TW9 1LZ, - 29.06.2024
- 1 Paved Court, Richmond, TW9 1LZ, - 29.06.2024
- 2 Paved Court, Richmond, TW9 1LZ, - 29.06.2024

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

Development Management

Status: GTD Application:66/1145

Date:19/10/1966 Department store on four floors with a tank room on roof providing a total floor area of 83,863 square feet.

Development Management

Status: GTD Application:66/1145/LBC

Date:29/08/1969 Alterations and remedial work to the buildings at 2, 4, 6, 8, 10 and 14 Paved Court, and 20, King Street comprising Phase II of the approved redevelopment proposals for Goslings store.

Development Management

Status: PCO Application:24/1209/ADV

Official

Date: 1 x non illuminated fascia sign and 1 x non illuminated hanging sign

Application Number	24/1209/ADV
Address	4 Paved Court Richmond TW9 1LX
Proposal	1 x non illuminated fascia sign and 1 x non illuminated hanging sign
Contact Officer	Jack Davies
Legal Agreement	NO

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 conducted a desktop review, 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 site is a mid-terraced property on Paved Court in Richmond Town Centre. Paved Court is characterised by two and three storey properties with commercial shop frontages at ground floor level and offices and storage on the upper levels. The adjoining property No. 6 Paved Court is Grade II Listed.

The site is subject to a number of planning designations including:

- Archaeological Priority - English Heritage
- Article 4 Direction – restricting A1 to A2
- Article 4 Direction – restricting basement development
- Conservation Area - Richmond Green (CA3)
- Key Shop Frontage
- Building of Townscape Merit
- Main Centre Boundary – Richmond
- Main Centre Buffer Zone – Richmond
- Area 14 of the Richmond and Richmond Hill Village Planning Guidance

3. DESCRIPTION OF THE PROPOSAL AND ANY RELEVANT PLANNING HISTORY

The proposed scheme includes 1 x non illuminated fascia sign and 1 x non illuminated hanging sign

There is no specific planning history in relation to the shopfront.

4. CONSULTATIONS CARRIED OUT

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

No representations were received.

5. MAIN POLICIES RELEVANT TO THE DECISION

NPPF (2023)

The key chapters applying to the site are:

Section 4: Decision-making
 Section 12: Achieving well-designed places
 Section 15: Conserving and enhancing the natural environment
 Section 16: Conserving and enhancing the historic environment

These policies can be found at: https://assets.publishing.service.gov.uk/media/65a11af7e8f5ec000f1f8c46/NPPF_December_2023.pdf

London Plan (2023)

The main policies applying to the site are:

HC1 Heritage conservation and growth
 D4 Delivering good design

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	Ne
Impact on Heritage Assets	LP3, LP4	Yes	Ne
Impact on Amenity and Living Conditions	LP8	Yes	Ne
Highways/Transport	LP44, LP45	Yes	Ne

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

Supplementary Planning Documents

Conservation Areas
 Shopfronts

These policies can be found at: https://www.richmond.gov.uk/services/planning/planning_policy/local_plan/supplementary_planning_documents_and_guidance

Richmond Publication Local Plan (Regulation 19 version)

The Richmond Publication Version Local Plan (Regulation 19 version) was published on 9 June 2023 for public consultation which ended on 24 July 2023.

The Publication Version Local Plan, together with all the representations received during the representation period, the plan and its supporting documents were submitted to the Secretary of State for examination on 19 January 2024. The submission documents do not form part of the statutory development plan for the Borough, however, by publishing and submitting the Borough Local Plan for independent examination the Council has formally confirmed its intention to adopt the Publication Plan.

The Publication Version Local Plan, including its evidence base, are material considerations for decision-making. 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 Borough Local Plan to be sound and legally compliant, officers and Councillors should accord relevant policies and allocations significant weight in the determination of applications taking account of the extent to which there are unresolved objections to relevant policies. Therefore, the weight afforded to each policy at this stage will differ depending on the level and type of representation to that policy. This is addressed in more detail in the assessment below where it is relevant to the application.

Note that it was agreed by Full Council on 27 April, when the Publication Plan was approved, that no weight will be given to Policy 4 in relation to the increased carbon offset rate, and therefore the existing rate of £95 will continue to be used; in addition, no weight will be given to Policy 39 in relation to the 20% biodiversity net gain requirement; all other aspects and requirements of these policies will apply.

Issue	Draft Local Plan Policy	Compliance	
Local Character and Design Quality	LP28	Yes	
Impact on Heritage Assets	LP29, LP30	Yes	
Impact on Amenity and Living Conditions	LP46	Yes	
Pedestrian/Highway Safety	LP47	Yes	

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 OFFICER RECOMMENDATION

The key issues for consideration are:

- i Design and impact on heritage assets
- ii Impact on Neighbour Amenity
- iii Pedestrian/Highway Safety

Issue i – Design/Heritage

Policy LP1 states that development must be of a high architectural and urban design quality. Development must be inclusive, respect local character including the nature of a particular road, and connect with, and contribute positively, to its surroundings based on a thorough understanding of the site and its context. Particular regard should be had to the compatibility with local character, detailing and materials.

Local Plan Policy LP3 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.*

The Shop front SPD states that It is important to consider how shopfronts relate to the character of the street as a whole. The effect of proportions, materials and detailing should relate to and compliment surrounding shops and buildings. For instance, stallrisers and fascias may vary to suit different buildings, but they should always respect group value.

4 Paved Court is a late 17th century shop unit with 19th and 20th century alterations and is

designated as a Building of Townscape Merit (BTM). It has been subject to substantial alteration and has been incorporated into the former House of Fraser building. The shopfront is 19th century and comprises a bow window flanked by pilasters and a pair of glazed entrance doors (currently boarded over) with a fanlight above.

No.4 is situated between nos.2 and 6, both of which are Grade II listed, as are all the other properties along Paved Court. This reflects the high architectural and historic significance of the lane, with the Richmond Green Conservation Area Appraisal noting that it "is one of the most picturesque alleys in the town centre, containing many good quality shopfronts." This includes no.4, with the shopfront making a strong positive contribution to the streetscape of the lane.

The significance of no.4 as a BTM is defined by its architectural style and surviving original features, group value with neighbouring properties, and contribution to the character and streetscape of Paved Court.

This advertising application is for a new hanging sign and new fascia sign.

No objections are raised regarding the proposed signage. The new fascia sign would match the size and shape of the existing. It would comprise a timber panel with simple lettering that would not appear overly busy or bright.

The hanging sign would utilise the existing bracket and is considered to be an acceptable design and size compared to other existing signs.

It is considered the proposals would ensure that the character and significance of no.4 would be preserved, as would the character and appearance of the Richmond Green Conservation Area. Also, no harm would be caused to the setting of the surrounding listed buildings.

This application is in accordance with policies LP1, LP3 and LP4. It also conforms to paragraphs 205 and 209 of the NPPF (2023).

Issue ii - Impact on Neighbour Amenity

Local Plan Policy LP8 states that: *'All development will be required to protect the amenity and living conditions for occupants of new, existing, adjoining and neighbouring properties'*.

There is no increase in scale to the shopfront as the proposed signage will be located on the existing fascia board and hanging sign. The proposals will not result in any loss of sunlight nor an overbearing impact.

The scheme is non-illuminated and as such would not cause any light nuisance to neighbouring residents.

In consideration of this, the proposed development accords with the aims and objectives of Local Plan Policy LP8.

Issue iii – Pedestrian/Highway safety

Local Plan Policy LP44 states The Council will work in partnership to promote safe, sustainable and accessible transport solutions, which minimise the impacts of development including in relation to congestion, air pollution and carbon dioxide emissions, and maximise opportunities including for health benefits and providing access to services, facilities and employment. The Council will:

D. The road network:

Ensure that new development does not have a severe impact on the operation, safety or accessibility to the local or strategic highway networks.

The proposed signs are proposed within the parameters of existing features. The signs are not illuminated and it is not considered they would pose risk of distraction to pedestrians and motorists.

Local Plan Policy LP44 is considered to be satisfied.

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 and 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.

Grant advert consent with conditions

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): DAV Dated: 30.07.2024

I agree the recommendation:

Senior Planner:GE.....

Dated:31/07/2024.....