

Application reference: 24/1595/ADV SOUTH RICHMOND WARD

Date application received	Date made valid	Target report date	8 Week date
24.06.2024	01.07.2024	26.08.2024	26.08.2024

Site:

80 George Street And 2 4 6 8 And, 12 Paved Court, Richmond,

Proposal:

2 x non illuminated aluminium wall signs

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 03.07.2024 and posted on 12.07.2024 and due to expire on 02.08.2024

Consultations:

Internal/External:

Consultee

14D Urban D

Expiry Date

17.07.2024

Neighbours:

2 George Street, Richmond, TW9 1JY, - 03.07.2024
13 King Street, Richmond, TW9 1ND, - 03.07.2024
Second Floor, 12 - 13 King Street, Richmond, TW9 1ND, - 03.07.2024
6A King Street, Richmond, TW9 1ND, - 03.07.2024
Flat 1, 4 King Street, Richmond, TW9 1ND, - 03.07.2024
First Floor, 12 - 13 King Street, Richmond, TW9 1ND, - 03.07.2024
9 King Street, Richmond, TW9 1ND, - 03.07.2024
Flat Above, 10 King Street, Richmond, TW9 1ND, - 03.07.2024
Flat 2, 4 King Street, Richmond, TW9 1ND, - 03.07.2024
The Old Ship, 3 King Street, Richmond, TW9 1ND, - 03.07.2024
Flat, 11 King Street, Richmond, TW9 1ND, - 03.07.2024
Flat, 9 King Street, Richmond, TW9 1ND, - 03.07.2024
7 King Street, Richmond, TW9 1ND, - 03.07.2024
4 - 5 King Street, Richmond, TW9 1ND, - 03.07.2024
Floor 2, 9 King Street, Richmond, TW9 1ND, - 03.07.2024
10 King Street, Richmond, TW9 1ND, - 03.07.2024
6 King Street, Richmond, TW9 1ND, - 03.07.2024
20 King Street, Richmond, TW9 1ND, - 03.07.2024
14 Paved Court, Richmond, TW9 1LZ, - 03.07.2024
Flat, 12 Paved Court, Richmond, TW9 1LZ, - 03.07.2024
10 Paved Court, Richmond, TW9 1LZ, - 03.07.2024
12 Paved Court, Richmond, TW9 1LZ, - 03.07.2024
2 Paved Court, Richmond, TW9 1LZ, - 03.07.2024

75 - 81 George Street, Richmond, TW9 1HA, - 03.07.2024
 Flat 5, 4 - 6 George Street, Richmond, TW9 1JY, - 03.07.2024
 Flat 4, 4 - 6 George Street, Richmond, TW9 1JY, - 03.07.2024
 Flat 3, 4 - 6 George Street, Richmond, TW9 1JY, - 03.07.2024
 First Floor, 4 - 6 George Street, Richmond, TW9 1JY, - 03.07.2024
 4 George Street, Richmond, TW9 1JY, - 03.07.2024
 Flat 2, 4 - 6 George Street, Richmond, TW9 1JY, - 03.07.2024
 Flat 1, 4 - 6 George Street, Richmond, TW9 1JY, - 03.07.2024
 3C George Street, Richmond, TW9 1JY, - 03.07.2024
 3 George Street, Richmond, TW9 1JY, - 03.07.2024
 5 George Street, Richmond, TW9 1JY, - 03.07.2024
 3A George Street, Richmond, TW9 1JY, - 03.07.2024
 6 George Street, Richmond, TW9 1JY, - 03.07.2024
 Apartment 1, 9 George Street, Richmond, TW9 1JY, - 03.07.2024
 Apartment 5, 9 George Street, Richmond, TW9 1JY, - 03.07.2024
 10 George Street, Richmond, TW9 1JY, - 03.07.2024
 72 - 73 George Street, Richmond, TW9 1HE, - 03.07.2024
 First Floor And Part Second Floor, 1 Golden Court, Richmond, TW9 1EU, - 03.07.2024
 Suite 5 Part Second Floor, 1 Golden Court, Richmond, TW9 1EU, - 03.07.2024
 3 Golden Court, Richmond, TW9 1EU, - 03.07.2024
 4 Golden Court, Richmond, TW9 1EU, - 03.07.2024
 2 Golden Court, Richmond, TW9 1EU, - 03.07.2024
 The Princes Head, The Green, Richmond, TW9 1LX, - 03.07.2024
 The Princes Head, 27 - 28 The Green, Richmond, TW9 1LX, - 03.07.2024

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

<u>Development Management</u> Status: GTD Date: 23/12/2022	Application: 22/2333/FUL 80 George Street - Erection of additional storey at fourth floor (with associated roof terrace) and plant room above; 2nd floor rear extension; replacement of roof to the adjacent existing single storey extension at rear; terraces to rear; infill of light well adjacent to Golden Court; extension at basement level, including installation of swimming pool; and associated plant. External alteration works to include: removal of canopy to 80 George Street; alterations to shopfronts at ground floor level of Golden Court, King Street, and George Street frontages; alterations to fenestration throughout; together with other works incidental to the development.
<u>Development Management</u> Status: GTD Date: 23/12/2022	Application: 22/2334/LBC Installation of internal partitions to rear of No. 4, 6-8 Paved Court and extension to basement under No. 12 Paved Court.
<u>Development Management</u> Status: GTD Date: 01/02/2023	Application: 22/2333/DD02 Details pursuant to condition U0146405 CMS / Logistics Plan of planning permission 22/2333/FUL
<u>Development Management</u> Status: GTD Date: 01/02/2023	Application: 22/2333/DD03 Details pursuant to condition U0146406 - Noise and Vibration Construction Method of planning permission 22/2333/FUL
<u>Development Management</u> Status: GTD Date: 08/02/2023	Application: 22/2333/DD04 Details pursuant to condition U0146407 Dust management plan of planning permission 22/2333/FUL
<u>Development Management</u> Status: GTD Date: 15/02/2023	Application: 22/2333/DD06 Details pursuant to condition U0146408 - Sustainable Drainage Strategy of planning permission 22/2333/FUL
<u>Development Management</u> Status: GTD Date: 02/02/2023	Application: 22/2333/DD05 Details pursuant to condition U0146409 - Green Roof of planning permission 22/2333/FUL
<u>Development Management</u> Status: GTD	Application: 22/2333/DD07

Date:06/02/2023	Details pursuant to condition U0146410 (Part A only) - Noise Protection from internal transmission of planning permission 22/2333/FUL
<u>Development Management</u> Status: GTD Date:01/02/2023	Application:22/2333/DD08 Details pursuant to condition U0146411 (part 1) - Contaminated Land of planning permission 22/2333/FUL
<u>Development Management</u> Status: GTD Date:01/02/2023	Application:22/2333/DD01 Details in pursuant of condition U0146404 (Details of foundations - piling etc) of Planning Permission 22/2333/FUL
<u>Development Management</u> Status: GTD Date:03/04/2023	Application:22/2333/DD09 Details pursuant to condition U0146415 - Specified Details Required (parts A, B and K), of planning permission 22/2333/FUL.
<u>Development Management</u> Status: GTD Date:31/03/2023	Application:22/2333/SDD01 Written notification of commencement of works in accordance with Part 2 (Notifications) of Schedule 1 of Legal Agreement dated 22nd December 2022.
<u>Development Management</u> Status: GTD Date:31/03/2023	Application:22/2333/DD10 Details pursuant to condition U0146415 - Specified Details Required (Parts D, E, F, G & H), of planning permission 22/2333/FUL.
<u>Development Management</u> Status: GTD Date:16/05/2023	Application:22/2333/DD11 Details pursuant to condition U0146423: : Delivery and Service Plan - 80 George Street
<u>Development Management</u> Status: GTD Date:14/07/2023	Application:22/2333/DD12 Details pursuant to condition U0146421 - Ecological Enhancements, and U0146422 - Cycle Parking / Cycle access to basement, of planning permission 22/2333/FUL
<u>Development Management</u> Status: GTD Date:28/09/2023	Application:22/2333/DD13 Details pursuant to condition U0146417 - PV Panels & ASHP, U0146418 - Mechanical Services Noise Control (parts 1 & 2), of planning permission 22/2333/FUL.
<u>Development Management</u> Status: WDN Date:19/07/2023	Application:23/1723/VRC Variation of planning approval 22/2333/FUL - Condition Number(s): to allow for proposed design amendments (relating to Fifth Floor and Elevations)
<u>Development Management</u> Status: GTD Date:10/08/2023	Application:22/2333/NMA Non-material amendment to planning permission 22/2333/FUL (80 George Street - Erection of additional storey at fourth floor (with associated roof terrace) and plant room above; 2nd floor rear extension; replacement of roof to the adjacent existing single storey extension at rear; terraces to rear; infill of light well adjacent to Golden Court; extension at basement level, including installation of swimming pool; and associated plant. External alteration works to include: removal of canopy to 80 George Street; alterations to shopfronts at ground floor level of Golden Court, King Street, and George Street frontages; alterations to fenestration throughout; together with other works incidental to the development) to allow for the removal of the word 'plant' and 'rear' from the description of development, revising the description to read: 80 George Street - Erection of additional storey at fourth floor (with associated roof terrace) and room above; 2nd floor rear extension; replacement of roof to the adjacent existing single storey extension at rear; terraces to building; infill of light well adjacent to Golden Court; extension at basement level, including installation of swimming pool; and associated plant. External alteration works to include: removal of canopy to 80 George Street; alterations to shopfronts at ground floor level of Golden Court, King Street, and George Street frontages; alterations to fenestration throughout; together with other works incidental to the development.
<u>Development Management</u>	

Status: GTD
Date:17/04/2024

Application:23/2308/VRC
Variation of condition U0146403 (Approved Drawings), U0146424 (Terrace Screening), U0146426 (Roof Terrace Furniture) and U0146421 (Ecology Enhancements) of planning permission ref 22/2333/FUL and removal of condition U0162732 (Plant room) of non-material amendment ref 22/2333/NMA in order to provide Class E floorspace at fifth floor, add an external terrace at fifth floor, make elevational changes and associated amendments including increasing the roof parapet height, alterations to the Lift overrun, PV, cycle spaces and green roof, and amend details of ecological enhancements.

Development Management

Status: GTD
Date:13/12/2023

Application:22/2333/DD14
Details pursuant to conditions U0146412 [Sample Panels of Brickwork], U0146413 [Materials to be approved] of planning permission 22/2333/FUL.

Development Management

Status: GTD
Date:10/01/2024

Application:22/2334/DD01
Details pursuant to condition U0146448 - Matching (parts A and B), of listed building consent 22/2334/LBC.

Development Management

Status: WDN
Date:09/07/2024

Application:22/2333/DD15
Details pursuant to condition U0146414 - Cross-Section Detail New Roof Extension, and U0146433 - External Illumination, of planning permission 22/2333/FUL.

Development Management

Status: GTD
Date:29/01/2024

Application:22/2334/DD02
Details pursuant to condition U0146449 - Specified Details Required, of listed building consent 22/2334/LBC.

Development Management

Status: GTD
Date:04/03/2024

Application:22/2333/DD16
Details pursuant to condition U0146415 - Specified Details Required (Part C Only) of planning permission 22/2333/FUL.

Development Management

Status: GTD
Date:01/03/2024

Application:22/2333/DD17
Details pursuant to condition U0146424 - Terrace screening, of planning permission 22/2333/FUL.

Development Management

Status: GTD
Date:12/03/2024

Application:22/2333/DD18
Details pursuant to condition U0146428 - Refuse Arrangements, of planning permission 22/2333/FUL.

Development Management

Status: GTD
Date:12/04/2024

Application:22/2333/DD19
Details pursuant to condition U0146419 - Odour control, of planning permission 22/2333/FUL.

Development Management

Status: GTD
Date:24/06/2024

Application:23/2308/DD01
Details pursuant to conditions (U0178858) Green Roof and (U0178862) Cross Section detail new roof extension from application 23/2308/VRC.

Development Management

Status: GTD
Date:10/07/2024

Application:23/2308/DD02
(APPROVED) Details pursuant to conditions U0178870 - Cycle Parking / Cycle access to basement and U0178877 - Refuse Arrangements, of planning permission 23/2308/VRC. (REFUSED) Details pursuant to condition U0178872 - Terrace screening of planning permission 23/2308/VRC.

Development Management

Status: PCO
Date:

Application:23/2308/DD04
Details pursuant to condition U0178863 - Specified Details Required, of planning permission 23/2308/VRC.

Development Management

Status: PDE
Date:

Application:23/2308/DD03
Details Pursuant to Condition U0178865: PV Panels & ASHP of application 23/2308/VRC.

Development Management

Status: GTD

Application:23/2308/DD06

Date:11/07/2024 Details in pursuant of condition U0178864 - (part B energy reduction) of planning permission 23/2308/VRC

Development Management

Status: PDE Application:23/2308/DD05
Date: Details in pursuant of Condition U0178869 (Ecological Enhancements) of planning permission 23/2308/VRC

Development Management

Status: PCO Application:24/1595/ADV
Date: 2 x non illuminated aluminium wall signs

Development Management

Status: GTD Application:23/2308/DD07
Date:18/07/2024 Details pursuant to Condition U0178868 Thames Water Condition of planning permission 23/2308/VRC.

Development Management

Status: GTD Application:23/2308/DD08
Date:29/07/2024 Details pursuant to Condition U0178860 - Contaminated Land of application 23/2308/VRC

Development Management

Status: PCO Application:24/1595/ADV
Date: 2 x non illuminated aluminium wall signs

Application Number	24/1595/ADV
Address	80 George Street And 2 4 6 8 And 12 Paved Court Richmond
Proposal	2 x non illuminated aluminium wall signs
Contact Officer	Jack Davies
Target Determination Date	26/08/2024

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, 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

This advertising application concerns no.80 George Street, the former House of Fraser Building, which is currently undergoing redevelopment. It is within the Central Richmond Conservation Area.

The application site is designated as:

- Article 4 Direction – Basements
- Article 4 Direction Class E (Town Centre) to Class C3 (Residential)
- Conservation Area CA17 Central Richmond
- Village Character Area Central Richmond – Area 15 & Conservation Area 17
- Area Susceptible to Groundwater Flood
- Increased Potential for Elevated Groundwater
- Susceptibility to Groundwater Flooding
- Throughflow Catchment Area

3. DESCRIPTION OF THE PROPOSAL AND ANY RELEVANT PLANNING HISTORY

The proposed scheme entails 2 x non illuminated aluminium wall signs

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

24/0179/ADV - Illuminated fascia lettering – **Granted Permission**

20/2862/ADV - Non illuminated vinyl window coverings along the King Street, George Street, and Golden Court elevations of the House of Fraser building (AMENDED DESCRIPTION) – **Granted Permission**

4. CONSULTATIONS CARRIED OUT

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

No letters of representation 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	No
Impact on Heritage Assets	LP3, LP4	Yes	No
Impact on Amenity and Living Conditions	LP8	Yes	No
Highways/Transport	LP44, LP45	Yes	No

These policies can be found at

https://www.richmond.gov.uk/media/15935/adopted_local_plan_interim.pdf

Supplementary Planning Documents

Listed Buildings
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 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 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.

This advertising application concerns no.80 George Street, the former House of Fraser Building, which is currently undergoing redevelopment. It is within the Central Richmond Conservation Area. The application is for signage including 2 x non illuminated aluminium wall signs. The signage would have a modern aesthetic and, whilst large, is in scale with the host building. The signage is sited high on the building, however will not be illuminated. It is understood that each letter of the signage will be individually fixed to the building with threaded rods. This will be inconspicuous. Given the above, It is not considered the proposals would have a harmful impact on the character or appearance of the Central Richmond Conservation Area nor the nearby BTMs and Listed Buildings.

This application is in accordance with the aims and objectives of policies LP1, LP3 and LP4 of the Local Plan (2018), policies 28, 29 and 30 of the Publication Local Plan (Regulation 19 Version) and the Shopfront SPD.

Issue ii- Impact on neighbouring amenity

Policy LP8 requires all development to protect the amenity and living conditions for occupants of new, existing, adjoining and neighbouring properties. This includes ensuring adequate light is achieved, preserving privacy and ensuring proposals are not visually intrusive.

The proposed signage is limited in scale and size and would not be visually intrusive to any neighbouring property. The proposals will not be illuminated and as such will not be a nuisance to nearby neighbouring properties.

In consideration of the above, the proposal is considered compliant with Policy LP8 of the Local Plan 2018 and policy 46 of the Publication Local Plan (Regulation 19 Version).

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 are proportionate to the host building. 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 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. In making this recommendation consideration has been had to the statutory duties imposed by the Planning (Listed Buildings and Conservation Areas) Act 1990 and the requirements set out in Chapter 16 of the NPPF.

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 planning permission 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 | <input type="checkbox"/> |
| 2. | PERMISSION | <input checked="" type="checkbox"/> |
| 3. | FORWARD TO COMMITTEE | <input type="checkbox"/> |

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:

I agree the recommendation:

Senior Planner: GE

Dated:13/08/2024.....