

Application reference: 24/1769/ADV
SOUTH RICHMOND WARD

Date application received	Date made valid	Target report date	8 Week date
11.07.2024	11.07.2024	05.09.2024	05.09.2024

Site:

The Slug And Lettuce, Water Lane, Richmond, TW9 1TJ

Proposal:

Two externally illuminated fascia signs.

APPLICANT NAME

Stonegate Group
The Slug And Lettuce Water Lane
Richmond
Richmond Upon Thames
TW9 1TJ

AGENT NAME

Bidwells
Seacourt Tower
West Way
Oxford
OX2 2JJ
United Kingdom

DC Site Notice: printed on 26.07.2024 and posted on 02.08.2024 and due to expire on 23.08.2024

Consultations:

Internal/External:

Consultee

21D Urban D

Expiry Date

16.08.2024

Neighbours:

4 Whittaker Avenue, Richmond, TW9 1EH, - 26.07.2024
26 Retreat Road, Richmond, TW9 1NN, - 26.07.2024
White Cross Hotel, Riverside, Richmond, TW9 1TH, - 26.07.2024
Ground Floor, 20 Water Lane, Richmond, TW9 1TJ, - 26.07.2024
First Floor, 20 Water Lane, Richmond, TW9 1TJ, - 26.07.2024
Castle House, 7 Water Lane, Richmond, TW9 1TJ, - 26.07.2024
1A Riverside House, Water Lane, Richmond, TW9 1TJ, - 26.07.2024
Flat J, Riverside House, Water Lane, Richmond, TW9 1TJ, - 26.07.2024
Flat G, Riverside House, Water Lane, Richmond, TW9 1TJ, - 26.07.2024
Flat K, Riverside House, Water Lane, Richmond, TW9 1TJ, - 26.07.2024
Flat H, Riverside House, Water Lane, Richmond, TW9 1TJ, - 26.07.2024
Flat F, Riverside House, Water Lane, Richmond, TW9 1TJ, - 26.07.2024
Flat E, Riverside House, Water Lane, Richmond, TW9 1TJ, - 26.07.2024
Flat D, Riverside House, Water Lane, Richmond, TW9 1TJ, - 26.07.2024
Flat C, Riverside House, Water Lane, Richmond, TW9 1TJ, - 26.07.2024
Flat B, Riverside House, Water Lane, Richmond, TW9 1TJ, - 26.07.2024
Flat A, Riverside House, Water Lane, Richmond, TW9 1TJ, - 26.07.2024

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

Development Management

Status: GTD

Date: 26/06/2000

Application: 00/0633

Internal And External Alterations Including Provision Of Extract Ducting.

Development Management

Status: GTD

Date: 15/08/2000

Application: 00/1856

Provision Of Grille In Rear Elevation

Development Management

Status: GTD

Date: 17/01/2001

Application: 00/2754

Proposed Refurbishment Of Customer Area.

Development Management

Status: GTD Date:25/09/2001	Application:01/0131 Provision Of Ventilation Grille To Plant Room.
<u>Development Management</u> Status: GTD Date:12/09/2001	Application:01/0132 New Air Conditioning Units And Smoke Filters To Customer Area; Ceiling Fan Unit To Lobby; Minor Internal Alterations.
<u>Development Management</u> Status: GTD Date:06/02/2002	Application:01/0132/DD01 Details Pursuant To Condition Bd11u Of Planning Permission 01/0132/lbc.
<u>Development Management</u> Status: GTD Date:06/04/1989	Application:89/0336/LBC Installation Of Lantern And Wrought Ironwork Signs To Entrances
<u>Development Management</u> Status: GTD Date:06/04/1989	Application:89/0397/ADV Erection Of Externally Illuminated Wrought Iron Signs And Copper Lamp Over Entrance.
<u>Development Management</u> Status: WDN Date:19/08/1994	Application:94/0356/LBC New External Signage
<u>Development Management</u> Status: WDN Date:19/08/1994	Application:94/0374/ADV Erection Of Internally Illuminated Projecting Swing Sign 1200 X 900mm, 3 Internally Illuminated Fascia Signs And Two Internally Illuminated Amenity Boards
<u>Development Management</u> Status: WDN Date:09/11/1994	Application:94/2226/ADV Erection Of 3 Externally Illuminated Fascia Signs, 1 Externally Illuminated Swing Sign And 3 Externally Illuminated Amenity Board Signs
<u>Development Management</u> Status: WDN Date:09/11/1994	Application:94/2227/LBC New External Signage
<u>Development Management</u> Status: GTD Date:27/04/1995	Application:94/3517/LBC New External Signage
<u>Development Management</u> Status: GTD Date:27/04/1995	Application:94/3737/ADV Erection Of 3 Externally Illuminated Fascia Signs And One Externally Illuminated Metal Caged Globe Sign
<u>Development Management</u> Status: WDN Date:21/05/1998	Application:98/0107 Installation Of Ventilation Grille In Side Elevation.
<u>Development Management</u> Status: GTD Date:24/11/2009	Application:09/2598/COU Use of highway forecourt for tables and chairs in association with adjacent cafe/bar.
<u>Development Management</u> Status: SPL Date:15/06/2015	Application:15/1574/ADV 2 sets of externally illuminated fascia text - to replace existing; 1 externally illuminated projection sign, 6 x non-illuminated text on planters, internally illuminated menu sign
<u>Development Management</u> Status: GTD Date:17/07/2015	Application:15/1576/LBC Installation of signage comprising of:- 2 sets of externally illuminated fascia text - to replace existing;
<u>Development Management</u> Status: REF Date:23/06/2015	Application:15/1828/LBC Internal and external alterations including new doors and flooring
<u>Development Management</u> Status: GTD Date:29/12/2015	Application:15/3005/LBC Internal and external alterations.
<u>Development Management</u> Status: GTD Date:12/10/2016	Application:16/3307/ADV 2 sets of externally illuminated fascia text

Status: GTD Application:16/3314/LBC
Date:12/10/2016 Installation of 2 x externally illuminated fascia signs to replace existing

Development Management

Status: INV Application:24/1767/LBC
Date: PROPOSED INTERNAL ALTERATIONS AND
REFURBISHMENT/REDECORATION WORKS, TOGETHER WITH
REPLACEMENT EXTERNAL SIGNAGE AND REPAINTING

Development Management

Status: PCO Application:24/1769/ADV
Date: Two externally illuminated fascia signs.

Enforcement

Opened Date: 24.01.1995 Enforcement Enquiry
Reference: 95/00027/EN

Enforcement

Opened Date: 23.07.2009 Enforcement Enquiry
Reference: 09/0365/EN/UCU

Application Number	24/1769/ADV
Address	The Slug and Lettuce, Water Lane, Richmond, TW9 1TJ
Proposal	Two externally illuminated fascia signs.
Contact Officer	Izabela Moorhouse
Target Determination Date	05/09/2024

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 site consists of a three-storey building at the river end of Water Lane. The ground floor is in use as a pub/restaurant, currently occupied by the bar chain 'Slug and Lettuce', and there are residential flats above. The property is Grade II listed and a locally listed building of Townscape Merit located in the Richmond Riverside Conservation Area (CA4). It is also subject to the following constraints:

- Archaeological Priority Area – Richmond Town
- Article 4 Direction - restricting basement development
- Area Susceptible to Groundwater Flooding - >=50%
- Floodzones 2 and 3 (Fluvial / Tidal Models)
- Grade II Listed Building – Riverside House, Water Lane, TW9 1TJ
- Grade II Listed Building – Warehouse on corner of Water Lane and Riverside
- Richmond Main Centre Boundary
- Richmond Town Centre Boundary Buffer Zone
- Protected View – View from Richmond to Asgill House
- Thames Policy Area
- Richmond and Richmond Hill Twickenham Village
- Richmond Riverside Character Area

3. DESCRIPTION OF THE PROPOSAL AND ANY RELEVANT PLANNING HISTORY

The application seeks permission for two externally illuminated fascia signs.

The full planning history can be viewed above. Of relevance:

16/3307/ADV & 16/3314/LBC – Installation of 2 x externally illuminated fascia signs to replace existing – Granted.

4. CONSULTATIONS CARRIED OUT

The list of neighbours notified of this application are listed above. No comments have been received.

5. AMENDMENTS

None.

6. MAIN POLICIES RELEVANT TO THE DECISION

NPPF (2021)

The key chapters applying to the site are:

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

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)

Policy D1 – London's form, character and capacity for growth

Policy D4 – Delivering good design

Policy HC1 – Heritage conservation and growth

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
Designated Heritage Assets	LP3	Yes	No
Non-Designated Heritage Assets	LP4	Yes	No
Impact on Amenity and Living Conditions	LP8	Yes	No
Sustainable Travel Choices	LP44	Yes	No

These policies can be found at

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

Supplementary Planning Documents

Shopfronts

Conservation Areas

Buildings of Townscape Merit

Listed Buildings

Richmond and Richmond Hill Village Planning Guidance

These policies can be found at:

https://www.richmond.gov.uk/services/planning/planning_policy/local_plan/supplementary_planning_documents_and_guidance

Other

Richmond Riverside Conservation Area Statement and Study

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.

Determining applications affecting a Listed Building

Sections 16(1) and 66(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 require that, when considering whether to grant listed building consent for any works, or whether to grant planning permission for development which affects a listed building or its setting, the local planning authority shall have special regard to the desirability of preserving the building or its setting, or any features of special architectural or historic interest which it possesses. In this context, "preserving", means doing no harm.

To give effect to this duty decisions of the court have confirmed that a decision-maker should accord "considerable importance and weight" to the desirability of preserving the listed building or its setting when weighing this factor in the balance with other material considerations which have not been given this special statutory status. However, this does not mean that the weight that the decision-maker must give to the desirability of preserving the building or its setting is uniform. It will depend on, among other things, the extent of the assessed harm and the heritage value of the asset in question. This creates a strong presumption against granting planning permission where harm to a listed building or its setting is identified. The presumption can be rebutted by material considerations powerful enough to do so.

7. EXPLANATION OF OFFICER 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 seeks to maintain and, where possible, enhance the high architectural and urban design quality which contributes to the character and heritage of the area.

Policy LP3 requires development to conserve the historic environment of the borough, and where possible make a positive contribution. 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 of the proposal.

The application seeks permission for replacement signage to the Grade II Listed building which is set within the Richmond Riverside Conservation Area. The proposal seeks to replace the existing signage with a similar modern sign, reusing the existing lighting scheme. The signs are of a darker palette but of a similar scale and design, and as such, the relationship impact with the host Listed Building, as well as contribution to the character and appearance of the Conservation Area is being maintained, reflecting a neutral change which is easily removable if necessary.

As such, no objection is raised to the modest change in appearance to the external signage, which would satisfy Policies LP1, LP3 and LP4 of Local Plan, Policies 28, 29 and 30 of the Publication Local Plan as well as Statutory Duty Section 66 (1) & 72 (1) of Planning (Listed Buildings and Conservation Areas) Act 1990, all supported by the relevant Supplementary Planning Documents, most notably, Shopfronts SPD.

Issue ii- Impact on Neighbour 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.

It is acknowledged that the new signage will be viewed by neighbouring residents on upper floors, however, given the nature of the design and the similarity to the existing in terms of illumination and scale, they are not considered to be intrusive.

The proposal complies with Local Plan Policy LP8.

Issue iii - Public Safety

Policy LP44 states that the local 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 ensure that new development does not have severe impact on the operation, safety or accessibility to the local or strategic highway networks.

The proposed advertising, does not incorporate any elements that would flash, move and would be limited to static illumination. The level of illumination is able to be limited to a safe degree via conditions of approval, thereby limiting potential impact.

The proposed sign will not impede the use of footpaths within or outside of the site. The proposed advertising, does not incorporate any elements that would flash, move and would be limited to static illumination. The level of illumination is able to be limited to a safe degree via conditions of approval, thereby limiting potential impact. As such, the lighting will not be a hazard to passing motorists.

In respect of the above, the proposed development complies with Policy LP44 of the Local Plan (2018).

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.

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 | <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):I.ZM.....

Dated:14/08/2024.....

I agree the recommendation:



Principal Planner
Dated: 27/08/2024