



London Borough of Richmond upon Thames  
Planning Enquiries (Development Control)  
2nd Floor Civic Centre  
Twickenham  
TW1 3BZ

Our Ref: 70118403  
20 September 2024

Dear Sir/Madam,

## **59-61 HIGH STREET, HAMPTON WICK, LONDON, KT1 4DG – ADVERTISEMENT CONSENT APPLICATION**

### **PLANNING PORTAL REF. PP-13416517**

On behalf of Sainsbury's Supermarkets Limited, please find enclosed an application for the display of advertisements at the above site.

In addition to this cover letter, which includes a Heritage Assessment, the following documents have been submitted in support of the application:

- Planning Pack, prepared by Cube Limited, including:
  - Site Location and Block Plan (drawing ref. P-118165-100);
  - Existing and Approved North East Elevations (drawing ref. P-118165-220);
  - Existing and Proposed North East Elevations (drawing ref. P-118165-211);
  - Proposed Signage Details (drawing ref. P-118165-215);
  - Proposed Signage Plan (drawing ref. P-118165-213); and
- Signed and completed application, CIL forms and certificates, prepared by WSP.

The application fee of £165.00 (plus £70.00 service charge) for this has been paid to the London Borough of Richmond upon Thames via the Planning Portal.

### **SITE CONTEXT**

The application site is located at 59-61 High Street in Hampton Wick, within the London Borough of Richmond upon Thames (LBRuT). The site comprises a retail unit on the ground floor with residential apartments located on the first and second floors. The site is on the west side of Hampton Wick High Street, with the surrounding area comprising a mixed commercial and residential area, including a neighbouring barbers, art studio.

The site has a PTAL rating of 3 and benefits from local bus services, and the nearest station is Hampton Wick mainline station, located approximately 100 metres away from the site.

The site is not statutory listed but is locally listed as a Building of Townscape Merit since 1983 under reference 83/02373/BTM as 59-61 High Street. The site is also located within the Hampton Wick Conservation Area.

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wsp.com

The site is located within flood zone 2 and has a 'low risk' of surface water flooding and 'very low risk' of flooding from rivers or the sea. Although the site is located within flood zone 2, this planning application is for advertisement consent and, therefore, does not have any flood risk impacts.

The site has the following designations, according to the adopted policies map:

- Within an 'Area of Mixed Use' within Hampton Wick;
- Within the Hampton Wick 'Village Character Area';
- Within a 'Take Away Management Area';
- Within an 'Archaeological Priority Zone (Tier 2)';
- Locally Listed as a Building of Townscape Merit; and
- Within the 'Hampton Wick Conservation Area';



**Map 1: Site Location**

## **PLANNING HISTORY**

The most relevant planning history in relation to the ground floor retail unit is set out below.

On 5 September 2024, planning permission was granted for plant and shopfront alterations (LPA ref. 24/1586/FUL). The application included a timber single sliding automatic door to provide level access to retail unit, painted to match existing façade.

On 20 May 2015, planning permission was refused for alteration of existing ground floor, rationalisation of outbuildings and rear extension to provide new A1 (retail) use and provision of separate street access to residential upper floors with extensions at side and rear and addition of a third floor to provide a total of 9 self contained residential units (LPA ref. 14/3244/FUL). The application was subsequently dismissed on appeal on 10 February 2016 due to the effects of the proposals on the character and appearance of the conservation area, parking and highway safety, flood risk and affordable housing.

On 16 April 2004, planning permission was granted for alteration to fenestration to high street frontage at ground floor (LPA ref. 04/0640/FUL). The application included window and door frames and doors of painted softwood and clear brown tinted glass panes.

On 19 May 1958, planning permission was granted for the alterations to number 59 High Street to form addition to the Public House and provision of ladies' lavatory and to provide living accommodation for licences (LPA ref. 58/0215).

## **PROPOSED DEVELOPMENT**

As outlined above, this planning application is for the proposed signage to advertise the proposed Sainsbury's store at the ground floor retail unit at 59-61 High Street, Hampton Wick. Therefore, the proposal seeks advertisement consent for signage to advertise the Sainsbury's. The advertisement consent proposes the signage outlined below:

- 1x fascia sign – internally illuminated (375 cd/m<sup>2</sup>), 250mm x 2575mm;
- 1x projecting sign – externally illuminated (204 cd/m<sup>2</sup>), 950mm x 625mm;
- 1x Welcome sign, 675mm x 375mm; and
- 1x Stat sign, 675mm x 225mm.

Full details of the advertisements can be found in the submitted drawings in support of this application. The drawings, however, do show signs that do not require advertisement consent from the Council but have been shown for information purposes only.

## **PLANNING POLICY**

In accordance with Section 38(6) of the Planning and Compulsory Purchase Act 2004, the determination of the planning application must be made in accordance with the development plan, unless material considerations indicate otherwise.

This means that development proposals that accord with the development plan should be approved without delay.

The Development Plan for the London Borough of Richmond upon Thames (LBRuT) comprises the Local Plan, adopted in 2018 and revised in 2020; and the London Plan, adopted in 2021.

### **LOCAL PLAN**

The LBRuT Local Plan was adopted on 3 July 2018, with a revised version adopted 3 March 2020, and is the key document used to determine planning applications in Richmond. The policies of relevance are summarised below:

- Policy LP 1 'Local Character and Design Quality'
- Policy LP 3 'Designated Heritage Assets'
- Policy LP 4 'Non-Designated Heritage Assets'

The following Supplementary Planning Documents (SPD) and Supplementary Planning Guidance (SPG) are of relevance and have been used as a material consideration in respect of this proposal.

- Buildings of Townscape Merit SPD (2015);
- Design Quality SPD (2006);
- Conservation Areas SPG (2002);
- Shopfronts SPD (2010);
- Shopfront Security SPG (2005); and

- Village Plan SPD – Hampton Wick and Teddington (2017).

## EMERGING LOCAL PLAN

The Council are also currently preparing a new Local Plan for the borough which will replace the adopted Local Plan (2018). The draft Local Plan is currently at stage Regulation 19 and is anticipated to be adopted in 2024/25. However, the draft Local Plan is currently behind schedule according to the Council's new Local Plan timetable. Therefore, no weight has been given to the emerging local plan in respect of this proposal.

## NATIONAL POLICY

The National Planning Policy Framework (NPPF, 2023) is also a material consideration which supports the presumption in favour of sustainable development as set out in paragraph 11.

Paragraph 11 states that plans and decisions should apply a presumption in favour of sustainable development.

Paragraph 130 of the NPPF states plans and decisions should ensure that developments function well and add to the overall quality.

Paragraph 136 of the NPPF states that advertisements should be subject to control only in the interests of amenity and public safety, taking into account cumulative impacts. It emphasises that the quality and character of places can suffer when advertisements are poorly sited and designed. It also states that the adverts should not compromise safety and security or obscure highway sightlines and allow free movement along the public highway by all users.

## PLANNING ASSESSMENT

The key planning considerations in relation to the application have been identified below and the proposal has been assessed in the context of relevant national and local planning policy.

## DESIGN

As previously highlighted, this application seeks advertisement consent for signage to advertise the occupation by Sainsbury's at the ground floor commercial unit. Full detail of the design and location of the signage are shown on the drawings submitted in support of this application.

The proposal includes a fascia sign which is proposed to be fixed to the timber fascia board, with LED light units fitted within the fascia signage to provide halo illumination. The proposal also includes a projecting sign with LED lights fitted to the top of the signage to match the existing façade, a welcome sign and a stat sign. The proposed signage has been sensitively designed to be incorporated into the design of the building and, therefore, not have an adverse impact on visual amenity.

The proposed signage is in keeping with the local environment and character and the design and siting of the advertisements are appropriate in terms of scale. The proposed signage has been designed to be sympathetic in size, proportion, materials and detailing to the building, does not detract from the character of the area and is incorporated as an integral part of the design, in line with Policies LP 1, LP 3 and LP 4 of the Local Plan (2020), the Design Quality SPD, Shopfronts SPD and national policy.

The signage is appropriate in terms of scale and in keeping with the character of the building. The illumination levels for all the signage proposed is not detrimental to the building and surrounding area and has been sensitively incorporated into the shopfront. Therefore, the proposed signage is in accordance with local and national policy.

#### AMENITY AND HIGHWAYS SAFETY

The proposed signage is modest and of an appropriate scale to the proportions of the building. The materials, detailing and colours have been carefully selected to appropriately balance the branding needs of Sainsbury's with respect to the character of the area, having no adverse impact on visual amenity in the immediate neighbourhood and is therefore, in accordance with Policies LP 1, LP 3 and LP 4 of the Local Plan (2020), the Design Quality SPD (2006), Shopfronts SPD (2010) and national policy.

In accordance with Paragraph 136 of the NPPF, advertisements should be subject to control only in the interest of amenity and public safety, taking account of cumulative impacts. The proposed signage is necessary to advertise the presence of Sainsbury's Local.

For the above reasons, the proposed signage will not adversely impact on highways safety. The advertisements do not detract from the character and appearance of the surrounding area and do not have an adverse effect on public safety.

The illumination of the proposed advertisement has been carefully selected to respect the character and appearance of the local area, as well as protect the public's safety. Illumination will be minimal and tasteful, as described above, and when considered as a whole, would not be excessively bright and so would not have an impact on the safe movement of vehicles and pedestrians, as required by local policy.

As a result, the proposals meet the requirements of local and national policy.

#### HERITAGE ASSESSMENT

As mentioned above, the site is located with the Hampton Wick Conservation Area, within the Hampton Wick Village Character Area and it is a Building of Townscape Merit (see Figure 2 below).



Figure 2 - Building of Townscape Merit (Policies Map, 2018)

The Hampton Wick Conservation Area (HWCA) was first designated in 1969 and extended in 1982, 1988 and 2014. The conservation area is defined by the river to the east, Bushy Pack to the



south and west and Teddington to the north. The HWCA can be divided into a number of distinct character areas including 'The Village Core', 'Riverside', 'Bushy Park Edge' and 'Seymour Road, Glamorgan Road and Lower Teddington'.

Buildings of Townscape Merit (BoTM) were introduced by the Council in 1982 and includes the local list compiled to recognise the value of those buildings which make a positive contribution to the streetscape. The Hampton Wick Conservation Area Study states that an important objective of the study is to retain and improve the quality of shopfronts in the conservation area.

The proposal includes advertisement signage for Sainsbury's that will match the approved retail façade and have minimal lighting impact. These alterations will be a positive addition to the existing exterior for preserving the retail character and enhancing the frontage of the site.

In summary, the proposal has been sensitively designed to positively contribute to the character of the conservation area and preserve the BoTM. Therefore, the proposal is in line with the Hampton Wick Conservation Area Study, the Hampton Wick and Teddington SPD (2017), Buildings of Townscape Merit SPD (2015) and Local Plan Policy LP 3 and LP 4.

#### FLOOD RISK ASSESSMENT

The proposal includes advertisement signage for the frontage of the store. Given the proposal merely relates to advertising the proposal would not result in any additional areas of hardstanding. There is no increase in footprint, nor is there an increase in roofscape. Therefore, there is no increase in flood risk as a result of the proposal.

#### CONCLUSIONS

The proposals are entirely appropriate to the commercial context of the site, and will have no amenity impact, and as such are in accordance with local and national policy and should be approved without delay.

We look forward to receiving confirmation that the application has been validated. In the meantime, should you require any further information or wish to discuss any aspect of the application, please do not hesitate to contact me or my colleagues Andy Astin.

Yours faithfully



Tarleen Kaur  
Assistant Planner