

Place Division / Development Management

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Chris Shanley
Chris Shanley Innovations (CSI)
Unit 14
Creamery Industrial Estate
Kenlis Road
Barnacre
PR3 1GD
United Kingdom

Letter Printed 6 November 2024

FOR DECISION DATED
6 November 2024

Dear Sir/Madam

The Town and Country Planning Act 1990, (as amended)
The Town and Country Planning (Control of Advertisements) Regulations 1992
Decision Notice – Split Decision

Application: 24/0801/ADV
Your ref: Black Dog, Twickenham
Our ref: DC/RHE/24/0801/ADV
Applicant: Mr W. Johnson
Agent: Chris Shanley

Blues Smokehouse 11 London Road Twickenham TW1 3SX

for

7no. flood lights at first floor on the front and side elevations. 1no. externally illuminated fascia sign. 1no. externally illuminated signwritten mural. (APPROVED) 1no. internally illuminated projection sign (REFUSED)

NOW THEREFORE WE THE MAYOR AND BURGESSES OF THE LONDON BOROUGH OF RICHMOND UPON THAMES acting by the Council of the said Borough, the Local Planning Authority HEREBY GIVE YOU NOTICE pursuant to the said Act and the Orders made thereunder that the application for consent to display the said advertisements has been determined as a **SPLIT DECISION** as indicated on, and subject to the conditions, reasons and informatives summarised and listed on the attached schedule.

Yours faithfully

A handwritten signature in black ink, appearing to read 'R. Angus', with a long horizontal flourish extending to the right.

Robert Angus
Head of Development Management

SCHEDULE OF SPLIT DECISION CONDITIONS, REASONS AND INFORMATIVES FOR APPLICATION 24/0801/ADV

APPLICANT NAME

Mr W. Johnson
3-4 Broadway Park
South Gyle Broadway
Edinburgh
EH12 9JZ

AGENT NAME

Chris Shanley
Unit 14
Creamery Industrial Estate
Kenlis Road
Barnacre
PR3 1GD
United Kingdom

SITE

Blues Smokehouse 11 London Road Twickenham TW1 3SX

PROPOSAL

7no. flood lights at first floor on the front and side elevations. 1no. externally illuminated fascia sign. 1no. externally illuminated signwritten mural. (APPROVED) 1no. internally illuminated projection sign (REFUSED)

GRANTED

SUMMARY OF CONDITIONS FOR CONSENTED SIGN(S)

AH01-05	STANDARD CONDITIONS
U0192244	fixed lighting
U0192245	Approved drawings
U0192246	Restriction of candelas per m2~

REFUSED

SUMMARY OF REASONS FOR REFUSED SIGN(S)

U0192247	Reason for refusal - Design/heritage
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SUMMARY OF INFORMATIVES:

U0095474	Decision drawing nos
U0095472	NPPF REFUSAL- Para. 38-42

DETAILED CONDITIONS FOR CONSENTED SIGN(S)

TO INCLUDE STANDARD CONDITIONS 1-5

The standard conditions applicable to this application are as follows:-

1. All advertisements displayed, and any land used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.
2. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
3. Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.
4. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
5. No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway (including any coastal waters) or aerodrome (civil or military).

ADDITIONAL CONDITIONS

U0192244 fixed lighting

The illumination of the signage is to be by fixed and constant lights and not by lights which are or appear to be intermittent, moving, flashing or vibrating lights.

REASON: To ensure that the proposed development does not prejudice the appearance of the locality

U0192245 Approved drawings

The development hereby permitted shall be carried out in accordance with the following approved plans and documents, where applicable.

CSI 202 A, CSI 202 B, CSI 202 C, CSI 202 D (excluding item C - internally illuminated projecting sign) received 27th March 2024

REASON: To accord with the terms of the application, for the avoidance of doubt and in the interests of proper planning.

U0192246 Restriction of candelas per m2~

The intensity of illumination shall not exceed 340 candelas per square metre.

REASON: To preserve amenity and prevent danger to road users.

DETAILED REASONS FOR REFUSED SIGN(S)

U0192247 Reason for refusal - Design/heritage

The proposed projecting signage (Item C) by reason of its internally illuminated nature would appear as an incongruous form of development which would detract from the special character of the host Building of Townscape Merit and surrounding conservation area. The development would result in less than substantial harm to heritage assets and there is no public benefit to outweigh this harm. The proposals are thereby contrary to Local Plan Policy LP1, LP3 and LP4 as well as publication Local Plan Policy 28, 29 and 30 and the Shopfronts SPD.

DETAILED INFORMATIVES

U0095474 Decision drawing nos

For the avoidance of doubt the Drawing(s) No(s) to which this decision refers are as follows:-

CSI 202 A, CSI 202 B, CSI 202 C, CSI 202 D received 27th March 2024

U0095472 NPPF REFUSAL- Para. 38-42

In accordance with paragraphs 38-42 of the National Planning Policy Framework, Richmond upon Thames Borough Council takes a positive and proactive approach to the delivery of sustainable development, by:

- o Providing a formal pre-application service
- o Providing written policies and guidance, all of which is available to view on the Council's website
- o Where appropriate, negotiating amendments to secure a positive decision
- o Determining applications in a timely manner.

In this instance:

- o The applicants did not seek formal pre-application advice, and the scheme was found to be contrary to policy and guidance, and subsequently refused. The Council is ready to enter into discussions, through the Council's formal pre-application service, to advise the applicants of relevant policy and guidance; and where possible assist in the preparation of a new planning permission. More information on the pre-application service and relevant fees can be found online at www.richmond.gov.uk/pre-application_for_developers.

END OF SCHEDULE OF CONDITIONS, REASONS AND INFORMATIVES FOR
APPLICATION 24/0801/ADV

ADV Applications

Making an Appeal – Summary Guidance

Whether to appeal

If the Local Planning Authority (LPA) turn down your application, you should look carefully at the reasons why they turned it down before you make an appeal. You should speak to the LPA to see if you can sort out the problem - perhaps by changing your proposal. An appeal should only ever be a last resort.

Type of appeal:

Advertisement Consent Application

Appeal time:

Within 8 weeks of the date of the council's decision letter.

Who can appeal?

The applicant or their agent may lodge an appeal.

The right of appeal:

You can appeal against the council's decision when:

- you have applied to the council for consent to display an advertisement, which they have refused;
- the council have granted consent for an advertisement but have given you conditions which you think are not acceptable;
- the council have failed to give a decision within the time laid down, (this is usually eight weeks but it can be extended if you agreed to this in writing);
- you have received a discontinuance notice ordering you to remove an advertisement display. If a council issues a discontinuance notice, only those receiving a copy may appeal.

You will make your appeal to the Department for Communities and Local Government of which the Planning Inspectorate is a part. Most are decided by specialist officers in the Planning Inspectorate. Only the person or business applying for consent to display an advertisement may appeal. If the council issues a discontinuance notice, only those on whom the notice is served may appeal.

The appeal process:

Appeals must be made

- Online at www.planninginspectorate.gov.uk, or
- Using a form which you can get from Initial Appeals, The Planning Inspectorate, Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 6PN.

It will be expected that all appeal documentation will be submitted electronically.

The process is fully documented on the website of the Planning Inspectorate www.planninginspectorate.gov.uk, however in summary there are three main types of appeal:

Written procedure:

Written evidence is considered from the applicant/agent/business and the council. The council will send copies of any letters of objection or support they received when considering your application. Within six weeks of the Inspectorate receiving your appeal forms the council will send a copy of their statement to the Inspectorate. You must make any comment on these within three weeks.

Hearing procedure:

Hearings allow you and the council to exchange views and discuss your appeal. Before the hearing the council will send a copy of their statement to you and the Inspectorate. You can comment on their statement in writing otherwise the

Inspectorate will treat the reasons given in your appeal form as the basis of your case for discussion.

Hearings are usually held in council offices. The Inspector leads the discussion and invites the people involved to put their points across. The Inspector will visit the site unaccompanied before the hearing and will make a further accompanied visit as part of the hearing.

Inquiry procedure:

Inquiries are normally for large-scale applications. A public inquiry is a formal procedure in which both parties have legal representation.

Making your views known on someone else's appeal:

The LPA will notify anyone who took part in the consultations when you first applied for permission that you are appealing. For appeals decided by hearing or inquiry the LPA will tell interested people when and where this will be and let them know that they can attend. The Inspectorate will also take account of the views of certain groups who have a right to comment, for example, owners of a site, local amenity groups and so on.

Costs:

Normally you and the council will pay for your own expenses in an appeal. You can only claim costs when you can show that the council have behaved in an unreasonable way causing unnecessary expense.

Who to contact?

The Planning Inspectorate

Website www.planninginspectorate.gov.uk

Email enquiries@pins.gsi.gov.uk

Telephone 0303 444 5000

Write to Initial Appeals, The Planning Inspectorate, Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 6PN

London Borough of Richmond upon Thames

Website www.richmond.gov.uk/planning

Email planningappeals@richmond.gov.uk

Telephone 020 8891 1411 for advice

Write to The Appeals Officer, Development Control, Civic Centre, 44 York Street, Twickenham TW1 3BZ