

Application reference: 24/0801/ADV
TWICKENHAM RIVERSIDE WARD

Date application received	Date made valid	Target report date	8 Week date
27.03.2024	16.09.2024	11.11.2024	11.11.2024

Site:

Blues Smokehouse, 11 London Road, Twickenham, TW1 3SX

Proposal:

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

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

DC Site Notice: printed on 16.09.2024 and posted on 27.09.2024 and due to expire on 18.10.2024

Consultations:

Internal/External:

Consultee
14D Urban D

Expiry Date
30.09.2024

Neighbours:

Flat 9,Fraser House,13 - 15 London Road,Twickenham,TW1 3SX, - 16.09.2024
Flat 8,Fraser House,13 - 15 London Road,Twickenham,TW1 3SX, - 16.09.2024
Flat 7,Fraser House,13 - 15 London Road,Twickenham,TW1 3SX, - 16.09.2024
Flat 6,Fraser House,13 - 15 London Road,Twickenham,TW1 3SX, - 16.09.2024
Flat 5,Fraser House,13 - 15 London Road,Twickenham,TW1 3SX, - 16.09.2024
Flat 4,Fraser House,13 - 15 London Road,Twickenham,TW1 3SX, - 16.09.2024
Flat 3,Fraser House,13 - 15 London Road,Twickenham,TW1 3SX, - 16.09.2024
Flat 2,Fraser House,13 - 15 London Road,Twickenham,TW1 3SX, - 16.09.2024
Flat 1,Fraser House,13 - 15 London Road,Twickenham,TW1 3SX, - 16.09.2024
15 London Road,Twickenham,TW1 3SX, - 16.09.2024
Flat,Blues Smokehouse,11 London Road,Twickenham,TW1 3SX, - 16.09.2024
Flat,9A London Road,Twickenham,TW1 3SX, - 16.09.2024
9A London Road,Twickenham,TW1 3SX, - 16.09.2024
7 London Road,Twickenham,TW1 3SX, - 16.09.2024

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

Development Management

Status: PDE Application:91/2180/FUL
Date:25/03/1992 Retention Of 1.5 Metre Diameter Satellite Dish To Rear Flat Roof Extension.

Development Management

Status: GTD Application:82/1354
Date:10/12/1982 Erection of single storey extensions to toilets at ground floor level at the side and rear, and alterations to the rear elevation.

Development Management

Status: REF Application:83/0070/ADV
Date:23/05/1983 For Advertisements.

<u>Development Management</u> Status: GTD Date:20/09/1983	Application:83/0369 Formation of roof terrace at rear. (Amended plans 82/31/02/B received 10th August, 1983).
<u>Development Management</u> Status: GTD Date:21/06/1985	Application:85/0696 Erection of glazed roof structure at rear.
<u>Development Management</u> Status: GTD Date:05/08/1985	Application:85/0914 Erection of an emergency staircase at side.
<u>Development Management</u> Status: GTD Date:29/07/1949	Application:47/0852 The installation of new dormer windows.
<u>Development Management</u> Status: GTD Date:12/08/1968	Application:68/1496/ADV For Advertisements.
<u>Development Management</u> Status: GTD Date:10/07/1969	Application:69/1267/ADV For Advertisements.
<u>Development Management</u> Status: SPL Date:05/12/2006	Application:06/3372/ADV (Split decision) New lettering to front elevation illuminated by new trough light. New amenity board to front elevation and new projecting sign like for like to existing.
<u>Development Management</u> Status: GTD Date:04/09/2007	Application:07/2440/ADV New lettering to shop front fascia to replace refused consent existing lettering.
<u>Development Management</u> Status: REF Date:27/06/2008	Application:08/0935/FUL Creation of a first floor roof terrace at rear to provide external drinking area. Creation of new staircase and erection of new railings and jumbrellas.
<u>Development Management</u> Status: REF Date:26/03/2009	Application:09/0214/FUL Creation of a first floor roof terrace at rear to provide external drinking area. Creation of new staircase and erection of new railings and boundary treatment. Leveling of roof area and alterations to rear fenestration.
<u>Development Management</u> Status: GTD Date:30/06/2015	Application:14/3148/FUL Ground floor rear extension to house cold store and smokery
<u>Development Management</u> Status: WON Date:13/08/2018	Application:15/0123/ADV 2 no. externally illuminated fascia signs, 1 no. externally illuminated hanging sign and vinyl
<u>Development Management</u> Status: WDN Date:03/04/2018	Application:15/3336/FUL New extraction system for restaurant and kitchens.
<u>Development Management</u> Status: PCO Date:	Application:24/0801/ADV 1no. externally illuminated fascia sign. 1no. externally illuminated signwritten mural. 1no. internally illuminated projection sign. 7no. flood lights at first floor on the front and side elevations.
<u>Development Management</u> Status: GTD Date:17/06/2024	Application:24/1026/FUL External Redecoration and Painting.

Appeal

Validation Date: 27.12.2006 (Split decision) New lettering to front elevation illuminated by new trough light. New amenity board to front elevation and new projecting sign like for like to existing.

Reference: 07/0001/AP/REF

Appeal

Validation Date: 18.12.2008 Creation of a first floor roof terrace at rear to provide external drinking area.

Creation of new staircase and erection of new railings and jumbrellas.

Reference: 08/0149/AP/REF

Building Control

Deposit Date: 06.06.1996 Removal of internal walls
Reference: 96/0723/FP

Building Control

Deposit Date: 25.09.2006 Structural alterations and general refurbishment to ground floor and formation of disabled toilet, formation of toilets, office and store to first floor, refurbishment of second floor flat and installation of enw emergency alarm and lighting system

Reference: 06/2044/IN

Building Control

Deposit Date: 22.11.2006 Building sharing supply with dwelling Cooker Ring/ radial power circuit Shower (electrically heated or pumped)

Reference: 07/73862/NICEIC

Building Control

Deposit Date: 02.05.2014 Installed a Gas Boiler
Reference: 14/FEN01551/GASAFE

Enforcement

Opened Date: 03.10.2013 Enforcement Enquiry
Reference: 13/0522/EN/ADV

Enforcement

Opened Date: 11.02.2015 Enforcement Enquiry
Reference: 15/0071/EN/UBW

Application Number	24/0801/ADV
Address	Blues Smokehouse 11 London Road Twickenham TW1 3SX
Proposal	1no. externally illuminated fascia sign. 1no. externally illuminated signwritten mural. 1no. internally illuminated projection sign. 7no. flood lights at first floor on the front and side elevations.
Contact Officer	Roberta Henriques
Target Determination Date	11/11/2024

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 application site is a two storey building, located on the west side of London Road, and is designated as a Building of Townscape Merit (BTM). The site is located within a designated main centre and is located within the Twickenham Riverside Conservation Area (CA8). The site is also designated as a secondary shop frontage and the surrounding area is commercial in nature.

Item Found	More Information
Article 4 Direction A1 to A2	Restricting A1 To A2 - Parts Of Twickenham TC 01/04/17 / Ref: ART4/A1TOA2/002 / Effective from: 01/04/2017
Article 4 Direction B1 to C3	Restricting B1 To C3 - Twickenham TC 01/10/16 / Ref: ART4/CJ/035 / Effective from: 10/08/2016
Article 4 Direction Basements	Article 4 Direction - Basements / Ref: ART4/BASEMENTS / Effective from: 18/04/2018
Article 4 Direction Class E (Town Centre) to Class C3 (Residential)	Modified Article 4 Direction Class E (Town Centre) to Class C3 (Residential). Came into effect 29 July 2022.
Community Infrastructure Levy Band	Higher
Frontage / Area Subject To Specific Restriction	1-65 and 2-50 London Road, Twickenham - Restrict A4 and A5
Key Office Area	Twickenham / Twickenham town centre / Status: Key Office Area / Area: 62148.5
Main Centre Buffer Zone	Twickenham Town Centre Boundary Buffer Zone - A residential development or a mixed use scheme within this 400 metre buffer area identified within the Plan does not have to apply the Sequential Test (for Flood Risk) as set out in Local Plan policy LP21.
Risk of Flooding from Surface Water 1 in 1000 chance - Environment Agency	RoFSW Extent 1 In 1000 year chance - SSA Pool ID: 34488
Risk of Flooding from Surface Water 1 in 1000 chance - Environment Agency	RoFSW Extent 1 In 1000 year chance - SSA Pool ID: 47146
Surface Water Flooding (Area Less Susceptible to) - Environment Agency	
Take Away Management Zone	Take Away Management Zone
Throughflow Catchment Area (Throughflow and Groundwater Policy Zone)	Adopted: October 2020 , Contact: Local Plan Team

Twickenham Area Action Plan	AAP: Twickenham
Village	Twickenham Village
Ward	Twickenham Riverside Ward

3. DESCRIPTION OF THE PROPOSAL AND ANY RELEVANT PLANNING HISTORY

The application comprises of 1no. externally illuminated fascia sign. 1no. externally illuminated signwritten mural. 1no. internally illuminated projection sign. 7no. flood lights at first floor on the front and side elevations.

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

Ref	Proposal	Decision
24/1026/FUL	External Redecoration and Painting.	Granted Permission
14/3148/FUL	Ground floor rear extension to house cold store and smokery	Granted Permission
09/0214/FUL	Creation of a first floor roof terrace at rear to provide external drinking area. Creation of new staircase and erection of new railings and boundary treatment. Leveling of roof area and alterations to rear fenstration.	Refused Permission
08/0935/FUL	Creation of a first floor roof terrace at rear to provide external drinking area. Creation of new staircase and erection of new railings and jumbrellas.	Refused Permission
07/2440/ADV	New lettering to shop front fascia to replace refused consent existing lettering.	Granted Permission
06/3372/ADV	(Split decision) New lettering to front elevation illuminated by new trough light. New amenity board to front elevation and new projecting sign like for like to existing.	Decided as a Split Decision
85/0914	Erection of an emergency staircase at side.	Granted Permission
85/0696	Erection of glazed roof structure at rear.	Granted Permission
83/0369	Formation of roof terrace at rear. (Amended plans 82/31/02/B received 10th August, 1983).	Granted Permission
83/0070/ADV	For Advertisements.	Refused Permission
82/1354	Erection of single storey extensions to toilets at ground floor level at the side and rear, and alterations to the rear elevation.	Granted Permission
69/1267/ADV	For Advertisements.	Granted Permission
68/1496/ADV	For Advertisements.	Granted Permission
47/0852	The installation of new dormer windows.	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

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) require that local authorities to exercise their powers under the Regulations and determine advertisement consent applications in the interests of amenity and public safety, taking into account any material provisions of the development plan and any other relevant factors. Amenity and Public Safety are defined as follows:

- i. Amenity - The effect of advertisement(s) on the appearance of buildings or the immediate vicinity of where they are displayed; and

- ii. Public safety – matters having a bearing on the safe use and operation of any form of traffic or transport, including the safety of pedestrians, or distraction of drivers or confusion with traffic signs.

NPPF (2023)

Central Government guidance is contained in the National Planning Policy Framework (NPPF). The NPPF reinforces the Development Plan led system and does not change the statutory status of the development plan as the starting point for decision-making of significance, it sets out that in assessing and determining development proposals, Local Planning Authorities should apply the presumption in favour of sustainable development.

The key chapters applying to the site are:

- 4. Decision-making
- 7. Ensuring the vitality of town centres
- 12. Achieving well-designed places
- 16. Conserving and enhancing the historic environment

These policies can be found at:

<https://www.gov.uk/guidance/national-planning-policy-framework>

London Plan (2021)

The main policies applying to the site are:

- D4 Delivering good design
- HC1 Heritage conservation and growth

These policies can be found at: <https://www.london.gov.uk/what-we-do/planning/london-plan>

Richmond Local Plan (2018)

Issue	Local Plan Policy	Compliance	
Local Character and Design Quality	LP1	Yes	No
Impact on Designated Heritage Assets	LP3	Yes	No
Impact on Non-Designated Heritage Assets	LP4	Yes	No
Impact on Amenity and Living Conditions	LP8	Yes	No
Retail Frontages	LP26	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

Richmond Publication Local Plan (Regulation 19 version)

The Richmond Publication Version Local Plan (Regulation 19 version) and its supporting documents, including all representations received, was considered at Full Council on 27 April. Approval was given to consult at Regulation 19 and, further, to submit the Local Plan to the Secretary of State for Examination in due course.

The Publication Version Local Plan is a material planning consideration for the purposes of decision-making on planning applications once published for consultation (expected to commence in June 2023).

Other relevant planning policy guidance includes:

- Shopfront SPD
- Twickenham Village Plan

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

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.

Other relevant guidance includes the Twickenham Village Conservation Area Study and Twickenham Village Conservation Area Statement.

6. EXPLANATION OF 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 and impact on heritage assets

Policy Context

Local Plan Policy LP1 states: *'The Council will require all development to be of high architectural and urban design quality. The high-quality character and heritage of the borough and its villages will need to be maintained and enhanced where opportunities arise. Development proposals will have to demonstrate a thorough understanding of the site and how it relates to its existing context, including character and appearance, and take opportunities to improve the quality and character of buildings, spaces and the local area'*.

Policy LP3 of the Local Plan 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.

Policy LP4 states that the development shall preserve and enhance the significance, character and setting of the non-designated heritage asset.

Policy LP26 (Retail frontages) is particularly relevant given the site is within a secondary shop frontage (11-27 London Road). In summary LP26A resists the loss of retail floorspace within key and secondary shop frontages and that the proposed use should retain a 'shop-like' appearance; it should not have a detrimental visual impact on the shopfront and should respect the heritage and character of the centre, taking into account the Village Planning Guidance SPDs.

The Shopfronts 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.

The Shopfronts SPD also states that Externally illuminated fascia signs are generally preferred throughout the Borough. Normally, only the fascia should be spot lit by down-lighters. Light levels should be strictly controlled as should the number and design of light fittings. Strip lighting should be limited to the shop name lettering only. Individual and fret-cut lettering applied to solid backgrounds, with halo lighting or lighting of individual letters from behind or internally, may be acceptable in individual circumstances. Carefully designed exposed neon may also be considered acceptable.

Background

The site comprises a two storey building in painted brick with mansard roof extension behind a parapet. To the ground floor is a surviving historic frontage, with stallriser, distinctive arched mullions and pediments above the doors.

The site is a BTM, located within the Twickenham Riverside Conservation Area. The pub has gone through various name changes, but a pub by the names of The Black Dog on London Road is first recorded in 1722.

Assessment

This application proposes 1no. externally illuminated fascia sign, 1no. externally illuminated signwritten mural, 1no. internally illuminated projection sign, 7no. flood lights at first floor on the front and side elevations.

Fascia sign

Proposals seek to install an aluminium fascia sign fixed to the existing timber cladded fascia, complete with vinyl applied lettering with shadow line. The proposed fascia sign will be externally illuminated containing an illuminance level of 250 cd/m² stated on the application form which is considered appropriate in this setting. An aluminium fascia would be out of keeping with the traditional materials of the host building as a BTM, and run contrary to advice in the Shopfronts SPD about avoiding materials like aluminium (or plastic). However, it is noted that the existing aluminium letters sit above the described timber fascia so this would be like for like replacement (assuming no larger, which would be objected to). Vinyl lettering could be overly reflective alongside traditional materials of the building so considerations should be given to an alternative material. Proposals for the fascia are not supported due to use of aluminium, but it is not possible to object due to the existing aluminium lettering, so on balance the fascia sign is acceptable.

Mural

There is no objection to the externally illuminated mural which is not an unusual feature to the side of historic public houses. The external lighting is acceptable, however if this application had been granted, a condition would have been placed on the application restricting the level of illuminance of 350 cd/m² as stated on the application form, to 340 cd/m²- which is the acceptable level of illuminance in a Conservation Area.

Projecting sign

There is no objection in principle to a projecting sign to the front elevation but internal illumination is not in line with guidance in the Shopfronts SPD. The sign should only be externally illuminated, to avoid detracting from appearance of the BTM. The shape of the sign is also out of keeping with the character of the building, but there is an opportunity to provide a more traditional sign (and there are online photographs showing previous versions which could be restored). The sign is not supported as proposed.

Floodlights

The seven floodlights is considered to be an excessive amount but seeing as they fit with the bay rhythm of the elevation, on balance they are considered to be acceptable.

The site's sensitive setting is noted, being within a Conservation Area, and being a BTM. Therefore, the internal illumination proposed for the projecting sign would therefore be considered to result in less than substantial harm to the host BTM and surrounding Conservation Area. There are no public benefits to outweigh this harm.

This application is in contrary to the shopfronts SPD as well as policies LP1, LP3 and LP4 of the adopted Local Plan as well as policies LP 28, 29 and 30 of the Publication Local Plan.

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'*.

The signage will not appear overbearing nor result in loss of light to neighbouring properties.

Had the application been granted, the council would have conditioned the illumination of the proposals to be of an intensity so as not to have harmful impact to neighbouring properties.

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 illuminated, although had this application been acceptable a condition could have been applied, restricting the lighting so it was not distracting to drivers.

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.

For the reasons set out above, it is considered that the adverse impacts of allowing consent for Sign C would significantly outweigh the benefits, when assessed against the policies in NPPF (2021) and Development Plan, when taken as a whole.

Issue Split Decision. Refuse Sign C for the following reasons

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.

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): ...RHE.....

Dated:04/11/2024.....

I agree the recommendation:



~~Team Leader/Head of Development Management/Principal Planner~~

Dated: ...06/11/2024.....

This application has been subject to representations that are contrary to the officer recommendation. The Head of Development Management has considered those representations and concluded that the application can be determined without reference to the Planning Committee in conjunction with existing delegated authority.

Head of Development Management:

Dated: