

Application reference: 24/2259/ADV
HAM, PETERSHAM, RICHMOND RIVERSIDE WARD

Date application received	Date made valid	Target report date	8 Week date
09.09.2024	16.09.2024	11.11.2024	11.11.2024

Site:

Unit A, Richmond Brewery Stores, 18 Petersham Road, Richmond

Proposal:

Fascia sign and hanging sign

Status: Pending Consideration (If status = HOLD please check that all is OK before you proceed any further with this application)

APPLICANT NAME

Mr Matias Puga
18 Richmond Brewery Stores,
Petersham Road
Richmond
Richmond Upon Thames
TW10 6UW

AGENT NAME

Mr Elie Osborne
86-90 Paul Street
3rd Floor
London
EC2A 4NE
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:

Unit A, Richmond Brewery Stores, 18 Petersham Road, Richmond, TW10 6UW -
55 Petersham Road, Richmond, TW10 6UT, - 16.09.2024
Towpath Cafe Next To 55, Petersham Road, Richmond, TW10 6UT, - 16.09.2024
49B Petersham Road, Richmond, TW10 6UH, - 16.09.2024
49A Petersham Road, Richmond, TW10 6UH, - 16.09.2024
Hobart Hall Hotel, 43 - 47 Petersham Road, Richmond, TW10 6UL, - 16.09.2024
First Floor, 20 Petersham Road, Richmond, TW10 6UW, - 16.09.2024
Part Ground First And Second Floor, 16 Petersham Road, Richmond, TW10 6UW, - 16.09.2024
Vacant Part Of, 20 Petersham Road, Richmond, TW10 6UW, - 16.09.2024
Flat 7, Richmond Brewery Stores, 18 Petersham Road, Richmond, TW10 6UW, -
Flat 6, Richmond Brewery Stores, 18 Petersham Road, Richmond, TW10 6UW, - 16.09.2024
Flat 5, Richmond Brewery Stores, 18 Petersham Road, Richmond, TW10 6UW, -
Flat 4, Richmond Brewery Stores, 18 Petersham Road, Richmond, TW10 6UW, -
Flat 3, Richmond Brewery Stores, 18 Petersham Road, Richmond, TW10 6UW, -
Flat 2, Richmond Brewery Stores, 18 Petersham Road, Richmond, TW10 6UW, -
Flat 1, Richmond Brewery Stores, 18 Petersham Road, Richmond, TW10 6UW, -
Second Floor, 20 Petersham Road, Richmond, TW10 6UW, - 16.09.2024
Maisonette First And Second Floor, 24 Petersham Road, Richmond, TW10 6UW, - 16.09.2024
Ground Floor Flat, 24 Petersham Road, Richmond, TW10 6UW, - 16.09.2024
22B Petersham Road, Richmond, TW10 6UW, - 16.09.2024
22A Petersham Road, Richmond, TW10 6UW, - 16.09.2024
26 Petersham Road, Richmond, TW10 6UW, - 16.09.2024
Synergy House, 16 Petersham Road, Richmond, TW10 6UW, - 16.09.2024
Richmond Brewery Stores, 18 Petersham Road, Richmond, TW10 6UW, - 16.09.2024

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

Development Management

Status: PDE

Application:24/2258/FUL

Date:

Change of use of ground and first floor office space to music / performance educational premises (class F1-a).

Development Management

Status: PCO

Application:24/2259/ADV

Date:

Fascia sign and hanging sign

Application Number	24/2259/ADV
Address	Unit A Richmond Brewery Stores, 18 Petersham Road, Richmond TW10 6UW
Proposal	Fascia sign and hanging sign
Contact Officer	Izabela Moorhouse
Target Determination Date	11/11/2024 (EOT: 22/11/2024)

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 comprises the ground and first floor office premises of a three-storey building, located to the northern end of Petersham Road. The site has been identified as a Building of Townscape Merit (BTM) and is located within the Richmond Hill Conservation Area (CA5). The site is also subject to the following site designations:

- Archaeological Priority Area – Richmond Town
- Area Susceptible to Groundwater Flooding (>=50%)
- Article 4 Direction restricting basement development
- Land Use Past Industrial
- Richmond Town Centre Boundary Buffer Zone
- Protected View – View from Richmond Hill to Asgill House
- Protected View - View from Richmond Hill to Asgill House – Indicative 20 metre buffer zone
- Thames Policy Area
- Richmond and Richmond Hill Village
- Richmond Hill Village Character Area.

3. DESCRIPTION OF THE PROPOSAL AND ANY RELEVANT PLANNING HISTORY

The application seeks permission for a new fascia sign and hanging sign.

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

24/2258/FUL - Change of use of ground and first floor office space to music / performance educational premises (class F1-a) – **Under consideration.**

4. CONSULTATIONS CARRIED OUT

The list of neighbours notified of this application are listed above. 7 objections from 6 households have been submitted, raising the following concerns:

- Inappropriate design
- Out of place with existing building
- Design, appearance and materials not in keeping with historic building
- Incongruous
- Out of place with building, area and surrounding context
- Detract from the BTM

5. AMENDMENTS

None.

6. MAIN POLICIES RELEVANT TO THE DECISION

NPPF (2023)

The key chapters applying to the site are:

- 4. Decision-making
- 12. Achieving well-designed places
- 16. Conserving and enhancing the historic environment

London Plan (2021)

Policy D1 – London’s form, character and capacity for growth
Policy D4 – Delivering good design
Policy D12 – Fire safety
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	Ne
Designated Heritage Assets	LP3	Yes	Ne
Non-Designated Heritage Assets	LP4	Yes	Ne
Impact on Amenity and Living Conditions	LP8	Yes	Ne
Sustainable Travel Choices	LP44	Yes	Ne

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) 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	Publication Plan Policy	Local	Compliance	
Local Character and Design Quality	28	Yes	Ne	
Designated Heritage Assets	29	Yes	Ne	
Non-Designated Heritage Assets	30	Yes	Ne	
Amenity and Living Conditions	46	Yes	Ne	
Sustainable Travel Choices	47	Yes	Ne	

Supplementary Planning Documents

Shopfronts
Transport
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 Hill 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.

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
- iv Biodiversity

Issue i - Design and Impact on Heritage Assets

Policy LP1 of the Local Plan requires all development to be of high architectural and urban design quality and compatible with local character in terms of development patterns, scale, height and design.

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 significance of the borough's designated heritage assets should be conserved and enhanced. All proposals in Conservation Areas are required to preserve and, where possible, enhance the character or appearance of the Conservation Area.

Policy LP4 will seek to preserve, and where possible enhance, the significance, character and setting of non-designated heritage assets, including Buildings of Townscape Merit.

Policy 28 of the Publication Local Plan requires all development to be of high architectural and urban design quality. 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. Developments must respect, contribute to and enhance the local environment and character.

Policy 29 of the Publication Local Plan requires 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 significance (including the settings) of the borough's designated heritage assets, encompassing Conservation Areas, listed buildings, will be conserved and enhanced.

Policy 30 of the Publication Local Plan seeks to preserve, and where possible enhance, the significance, character and setting of non-designated heritage assets, including Buildings of Townscape Merit.

The existing building is two storey red brick with contemporary second storey addition. 10 bays wide with large arches to flanking bays and central original tile sign. Metal frames windows. Red brick with black plinths to pilasters, stone caps and keystones. The age and quality of the architecture within this Conservation Area provide tangible links to its layers of history, adding greatly to its significance. From cottages, almshouses, shop units to hotels, grand terraces and substantial residences this varied architectural landscape contributes to and enriches the character of the Conservation Area.

There is a high proportion of green space in this Conservation Area, with various parks and gardens interspersed between the built form. This green setting adds to the character and significance of the Conservation Area.

The proposed signage associated with the change of use has been amended following officer comment. The revised design has been reduced in scale and has moved further away from the historic brewery sign. The proposed materials to the main sign have been changed from acrylic to enamel with a matte finish; the hanging sign is now proposed to be metal with a black matte finish. The lighting has been changed from 3 swan neck lights to three modest strip lights which would minimise clutter to the front elevation. The guitars decals to the windows have been removed further minimising the clutter to the front elevation. The signage is now of an appropriate scale and materiality. The illumination is acceptable.

This application is in accordance with policies LP1, LP3 and LP4, Publication Local Plan policies 28, 29 and 30 as supported by Richmond and Richmond Hill Village Planning Guidance and Richmond Hill Conservation Area Statement and Study. It also conforms to paragraph 205 of the NPPF (2023) and fulfil the statutory duty of Section 72 (1) of the Planning Act (Listed Buildings and Conservation Areas) 1990, or relevant paras of NPPF.

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, however, given the nature of the design and the location of the sign above the ground floor, the illumination and scale of the sign are not considered intrusive to the surrounding residents, especially those above.

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).

Issue vi – Fire Safety

London Plan policy D12 requires the submission of a Fire Safety Statement on all planning applications.

A Fire Safety Strategy has been submitted to the Council - received 12/09/2024.

A condition has been included to ensure this is adhered to on an ongoing basis. The applicant is advised that alterations to existing buildings should comply with the Building Regulations. Overall, the scheme can therefore be considered consistent with this Policy D12 of the London Plan.

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.

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 subject to condition

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):I.ZM.....

Dated:18/11/2024.....

I agree the recommendation:

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

South Area Team Manager:ND.....

Dated:18.11.2024.....