

**Application reference: 24/2474/ADV**  
**SOUTH RICHMOND WARD**

Date application received	Date made valid	Target report date	8 Week date
02.10.2024	02.10.2024	27.11.2024	27.11.2024

**Site:**

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

**Proposal:**

Replacement of 2 existing fascia sign.

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

**APPLICANT NAME**

MR Paul McDavitt  
3 Monkspath Hall Road  
Hall Road  
Solihull  
B90 4SJ  
United Kingdom

**AGENT NAME**

Mr Scott Little  
10 Quarry Court  
Quarry Road  
Pitstone  
LU7 9GW

**DC Site Notice:** printed on 10.10.2024 and posted on 18.10.2024 and due to expire on 08.11.2024

**Consultations:**

**Internal/External:**

**Consultee**

21D Urban D

**Expiry Date**

31.10.2024

**Neighbours:**

White Cross Hotel,Riverside,Richmond,TW9 1TH, - 10.10.2024  
Ground Floor,20 Water Lane,Richmond,TW9 1TJ, - 10.10.2024  
First Floor,20 Water Lane,Richmond,TW9 1TJ, - 10.10.2024  
1A Riverside House,Water Lane,Richmond,TW9 1TJ, - 10.10.2024  
Flat J,Riverside House,Water Lane,Richmond,TW9 1TJ, - 10.10.2024  
Flat G,Riverside House,Water Lane,Richmond,TW9 1TJ, - 10.10.2024  
Flat K,Riverside House,Water Lane,Richmond,TW9 1TJ, - 10.10.2024  
Flat H,Riverside House,Water Lane,Richmond,TW9 1TJ, - 10.10.2024  
Flat F,Riverside House,Water Lane,Richmond,TW9 1TJ, - 10.10.2024  
Flat E,Riverside House,Water Lane,Richmond,TW9 1TJ, - 10.10.2024  
Flat D,Riverside House,Water Lane,Richmond,TW9 1TJ, - 10.10.2024  
Flat C,Riverside House,Water Lane,Richmond,TW9 1TJ, - 10.10.2024  
Flat B,Riverside House,Water Lane,Richmond,TW9 1TJ, - 10.10.2024  
Flat A,Riverside House,Water Lane,Richmond,TW9 1TJ, - 10.10.2024  
4 Whittaker Avenue,Richmond,TW9 1EH, - 10.10.2024  
Castle House,7 Water Lane,Richmond,TW9 1TJ, - 10.10.2024

**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

<u>Development Management</u> Status: GTD Date:17/01/2001	Application:00/2754 Proposed Refurbishment Of Customer Area.
<u>Development Management</u> 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	Application:15/3005/LBC

Date:29/12/2015	Internal and external alterations.
<u>Development Management</u>	
Status: GTD	Application:16/3307/ADV
Date:12/10/2016	2 sets of externally illuminated fascia text
<u>Development Management</u>	
Status: GTD	Application:16/3314/LBC
Date:12/10/2016	Installation of 2 x externally illuminated fascia signs to replace existing
<u>Development Management</u>	
Status: GTD	Application:24/1767/LBC
Date:14/11/2024	PROPOSED INTERNAL ALTERATIONS AND REFURBISHMENT/REDECORATION WORKS, TOGETHER WITH REPAINTING
<u>Development Management</u>	
Status: GTD	Application:24/1769/ADV
Date:27/08/2024	Two externally illuminated fascia signs.
<u>Development Management</u>	
Status: VOID	Application:24/2173/VOID
Date:02/09/2024	Two externally illuminated over entrance signs
<u>Development Management</u>	
Status: PCO	Application:24/2471/LBC
Date:	Replacement of existing signs - 2x fascia signs to be replaced.
<u>Development Management</u>	
Status: PCO	Application:24/2474/ADV
Date:	Replacement of 2 existing fascia sign.

<u>Enforcement</u>	
Opened Date: 24.01.1995	Enforcement Enquiry
Reference: 95/00027/EN	
<u>Enforcement</u>	
Opened Date: 23.07.2009	Enforcement Enquiry
Reference: 09/0365/EN/UCU	

<b>Application Number</b>	<b>24/2474/ADV</b>
<b>Address</b>	The Slug And Lettuce, Water Lane, Richmond, TW9 1TJ
<b>Proposal</b>	Replacement of 2 existing fascia sign.
<b>Contact Officer</b>	Izabela Moorhouse
<b>Target Determination Date</b>	27/11/2024

## 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 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 a "*Replacement of 2 existing fascia sign*".

The full planning history can be viewed above. No relevant planning history.

## 4. CONSULTATIONS CARRIED OUT

The list of neighbours notified of this application are listed above. No representations 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](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 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](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
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](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	No
Designated Heritage Assets	29	Yes	No
Amenity and Living Conditions	46	Yes	No
Sustainable Travel Choices	47	Yes	No

### 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](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 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 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.*

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.

The site comprises an 18<sup>th</sup> century building, 3-storeys high in stock brick with pantile roof. The site is five windows wide located on the Water Lane frontage and is 3 windows wide on river frontage where there is also a central entrance door. There are two small extant modern signs related to current pub use, one illuminated with a trough light.

The proposals are to replace the existing pub signage with similar modern signs, reusing the existing lighting scheme. Signs are of a darker palette but of a similar scale and design, and as such, the relationship and impact with the host Listed Building, as well as contribution to character and appearance of the CA, is viewed as being maintained, reflecting a neutral change. The signage also remains easily removable.

As such, there would be no objection to the modest change in appearance to the external signage, which would satisfy policies LP1 and LP3 of Local Plan, policies 28 and 29 of the Publication Local Plan as well as Statutory Duty Section 66 (1) & 72 (1) of Planning (Listed Buildings and Conservation Areas) Act 1990; as supported by the Richmond Riverside Conservation Area Statement and Study.

### **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 Reasonable Exemption Statement has been submitted to the Council- received 26/11/2024 which considers that the requirement of London Plan Policy D12 (a) to provide Fire Statement does not apply as the development is of a minor scale. The submission of this document is considered to satisfy the requirements of policy D12.

The applicant is advised that additions and alterations to existing buildings should comply with the Building Regulations. This permission is not a consent under the Building Regulations for which a separate application should be made.

**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 advert consent subject to the following conditions**

**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: .....19/11/2024.....

**I agree the recommendation:**

Team Leader/Head of Development Management/Senior Planner



Dated: .....GE.....27/11/2024.....