



**PLANNING REPORT**

Printed for officer by  
Ellie Cooke on 8 November 2024

**Application reference: 24/2377/ADV**  
**HAMPTON WICK AND SOUTH TEDDINGTON WARD**

Date application received	Date made valid	Target report date	8 Week date
20.09.2024	25.09.2024	20.11.2024	20.11.2024

**Site:**

59 - 61 High Street, Hampton Wick, Kingston Upon Thames, KT1 4DG

**Proposal:**

The installation of 1no. externally illuminated fascia sign, 2no. externally illuminated projecting sign, 1no. welcome sign and 1.no stat sign.

Amended on 24.10.2024:

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

**APPLICANT NAME**

c/o Agent  
WSP House  
70 Chancery Lane  
London  
WC2A 1AF  
United Kingdom

**AGENT NAME**

Mr George Sams  
WSP House  
70 Chancery Lane  
London  
WC2A 1AF  
United Kingdom

**DC Site Notice:** printed on 25.09.2024 and posted on 04.10.2024 and due to expire on 25.10.2024

**Consultations:**

**Internal/External:**

**Consultee**  
14D Urban D

**Expiry Date**  
09.10.2024

**Neighbours:**

- Flat 9, Park Court, Park Road, Hampton Wick, Kingston Upon Thames, KT1 4AU -
- Flat 1, The Grove, 24 Lower Teddington Road, Hampton Wick, Kingston Upon Thames, KT1 4HJ -
- 67 Lower Teddington Road, Hampton Wick, Kingston Upon Thames, KT1 4HQ -
- 97 High Street, Hampton Wick, Kingston Upon Thames, KT1 4DG -
- Ground Floor Flat, 38 Park Road, Hampton Wick, -
- Flat 4, Lindley Court, Glamorgan Road, Hampton Wick, Kingston Upon Thames, KT1 4HU -
- 74 Cedars Road, Hampton Wick, Kingston Upon Thames, KT1 4BE -
- Flat 4 , 59 High Street Hampton Wick Kingston Upon Thames - 17.10.2024
- 2 Baygrove Mews, Hampton Wick, Kingston Upon Thames, KT1 4HD -
- 31 Park Road, Hampton Wick, Kingston Upon Thames, KT1 4AS -
- 84 High Street, Hampton Wick, Kingston Upon Thames, KT1 4DQ -
- 7 Becketts Place, Hampton Wick, Kingston Upon Thames, KT1 4EQ -
- 79 High Street, Hampton Wick, Kingston Upon Thames, KT1 4DG -
- 44 Cedars Road, Hampton Wick, Kingston Upon Thames, KT1 4BE -
- 12 Jubilee Close, Hampton Wick, Kingston Upon Thames, KT1 4DH, - 25.09.2024
- 10 Jubilee Close, Hampton Wick, Kingston Upon Thames, KT1 4DH, - 25.09.2024
- 8 Jubilee Close, Hampton Wick, Kingston Upon Thames, KT1 4DH, - 25.09.2024

6 Jubilee Close,Hampton Wick,Kingston Upon Thames,KT1 4DH, - 25.09.2024  
 4 Jubilee Close,Hampton Wick,Kingston Upon Thames,KT1 4DH, - 25.09.2024  
 2 Jubilee Close,Hampton Wick,Kingston Upon Thames,KT1 4DH, - 25.09.2024  
 11 Jubilee Close,Hampton Wick,Kingston Upon Thames,KT1 4DH, - 25.09.2024  
 9 Jubilee Close,Hampton Wick,Kingston Upon Thames,KT1 4DH, - 25.09.2024  
 7 Jubilee Close,Hampton Wick,Kingston Upon Thames,KT1 4DH, - 25.09.2024  
 5 Jubilee Close,Hampton Wick,Kingston Upon Thames,KT1 4DH, - 25.09.2024  
 3 Jubilee Close,Hampton Wick,Kingston Upon Thames,KT1 4DH, - 25.09.2024  
 1 Jubilee Close,Hampton Wick,Kingston Upon Thames,KT1 4DH, - 25.09.2024  
 8 School Lane,Kingston Upon Thames,KT1 4DF, - 25.09.2024  
 78A High Street,Hampton Wick,Kingston Upon Thames,KT1 4DQ, - 25.09.2024  
 82 High Street,Hampton Wick,Kingston Upon Thames,KT1 4DQ, - 25.09.2024  
 80 High Street,Hampton Wick,Kingston Upon Thames,KT1 4DQ, - 25.09.2024  
 78 High Street,Hampton Wick,Kingston Upon Thames,KT1 4DQ, - 25.09.2024  
 76 High Street,Hampton Wick,Kingston Upon Thames,KT1 4DQ, - 25.09.2024  
 Flat 3,59 High Street,Hampton Wick,Kingston Upon Thames,KT1 4DG, - 25.09.2024  
 Flat 2,59 High Street,Hampton Wick,Kingston Upon Thames,KT1 4DG, - 25.09.2024  
 Flat 1,59 High Street,Hampton Wick,Kingston Upon Thames,KT1 4DG, - 25.09.2024  
 First Floor,Jubilee Court,63A High Street,Hampton Wick,Kingston Upon Thames,KT1 4DG, - 25.09.2024  
 Basement,Jubilee Court,63A High Street,Hampton Wick,Kingston Upon Thames,KT1 4DG, - 25.09.2024  
 Flat 4,63 High Street,Hampton Wick,Kingston Upon Thames,KT1 4DG, - 25.09.2024  
 Flat 3,63 High Street,Hampton Wick,Kingston Upon Thames,KT1 4DG, - 25.09.2024  
 Flat 2,63 High Street,Hampton Wick,Kingston Upon Thames,KT1 4DG, - 25.09.2024  
 Flat 1,63 High Street,Hampton Wick,Kingston Upon Thames,KT1 4DG, - 25.09.2024  
 63 High Street,Hampton Wick,Kingston Upon Thames,KT1 4DG, - 25.09.2024  
 Jubilee Court,63A High Street,Hampton Wick,Kingston Upon Thames,KT1 4DG, - 25.09.2024  
 57 High Street,Hampton Wick,Kingston Upon Thames,KT1 4DG, - 25.09.2024  
 54 Cedars Road,Hampton Wick,Kingston Upon Thames,KT1 4BE -  
 34 Cedars Road,Hampton Wick,Kingston Upon Thames,KT1 4BE -  
 55 Park Road,Hampton Wick,Kingston Upon Thames,KT1 4AS -  
 88 High Street,Hampton Wick,Kingston Upon Thames,KT1 4DQ -  
 Flat 9 Park Court Park Road Hampton Wick Kingston Upon Thames KT1 4A - 24.10.2024  
 Flat 1 The Grove 24 Lower Teddington Road Hampton Wick KT1 4HJ - 24.10.2024  
 67 Lower Teddington Road ,Hampton Wick ,KT1 4HQ - 24.10.2024  
 97 High Street Hampton Wick ,KT1 4DG - 24.10.2024  
 Flat 4 Lindley Court Glamorgan Road Hampton Wick , KT1 4HU - 24.10.2024  
 74 Cedars Road Hampton Wick ,KT1 4BE - 24.10.2024  
 Flat 4 , 59 High Street Hampton Wick ,KT1 4DG - 24.10.2024  
 2 Baygrove Mews Hampton Wick ,KT1 4HD - 24.10.2024  
 31 Park Road Hampton Wick , KT1 4AS - 24.10.2024  
 84 High Street Hampton Wick ,KT1 4DQ - 24.10.2024  
 7 Becketts Place Hampton Wick ,KT1 4EQ - 24.10.2024  
 44 Cedars Road Hampton Wick ,KT1 4BE - 24.10.2024  
 54 Cedars Road Hampton Wick ,KT1 4BE - 24.10.2024  
 34 Cedars Road Hampton Wick , KT1 4BE - 24.10.2024  
 55 Park Road Hampton Wick ,KT1 4AS - 24.10.2024  
 88 High Street Hampton Wick , KT1 4DQ - 24.10.2024  
 74 High Street Hampton Wick ,KT1 4DQ - 24.10.2024  
 74 High Street,Hampton Wick,Kingston Upon Thames,KT1 4DQ -

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

#### Development Management

Status: GTD

Date:19/05/1958

Application:58/0215

Alterations to No. 59 High Street to form addition to Public House and provision of ladies lavatory and to provide living accommodation for Licenses.

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#### Development Management

Status: REF

Date:20/05/2015

Application:14/3244/FUL

Alteration of existing ground floor, rationalisation of outbuildings and

rear extension to provide new A1 (retail) use. 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.

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Development Management

Status: GTD  
Date:01/06/2016

Application:16/0823/FUL  
Single Storey Rear Extension To Bar Area including demolition of delapidated outbuilding

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Development Management

Status: REF  
Date:04/10/2016

Application:16/2381/FUL  
Rear extension to first and second floors and internal reconfiguration of existing ancillary accommodation to create six self-contained flats. Provision of separate street access to flats at front of property.

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Development Management

Status: GTD  
Date:22/11/2016

Application:16/0823/DD01  
Details pursuant to conditions U06143 - Dustbin enclosure required, U06140 - Cycle parking, U06141 - Flood Risk Detail & U06142 - Construction Method Statement of planning permission 16/0823/FUL.

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Development Management

Status: NONDET  
Date:11/05/2018

Application:16/4058/FUL  
Internal configuration of existing ancillary accommodation to create 4 self-contained flats; removal of external first floor fire escape, removal, repositioning and replacement of rear windows at first and second floor level including (including the installation one new window at each level totalling 5); replacement rooftiles to the front and rear roofslope; removal of defective chimney to the rear and raising and pitching of the front roofslope (retrospective).

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Development Management

Status: WON  
Date:23/07/2019

Application:18/1330/FUL  
Internal reconfiguration of existing ancillary accommodation to create 4 self-contained flats on first and second floors. Removal of external first floor fire escape, renewal of double hung sash windows and provision of a single door to give street access to upper floors. Works to rear elevation consisting of removal of asbestos cement sheet roofing and replacement with natural slates, removal of defective chimney stack, removal of incorrect facing brickwork and rebuilding and repointing elevation. Replacement of plastic windows with double hung sash windows, including adjustment of window and door openings, new fascia and rainwater goods. Associated cycle and refuse stores.

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Development Management

Status: WDN  
Date:29/08/2018

Application:16/4058/DD01  
Details pursuant to conditions Refuse and Waste & Reduction in Carbon Dioxide Emissions of planning permission 16/4058/FUL (Allowed on Appeal).

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Development Management

Status: GTD  
Date:05/09/2024

Application:24/1586/FUL  
Plant and shopfront alterations.

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Appeal

Validation Date: 24.09.2015

Alteration of existing ground floor, rationalisation of outbuildings and rear extension to provide new A1 (retail) use. 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.

Reference: 15/0157/AP/REF

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Appeal

Validation Date: 07.10.2016

Rear extension to first and second floors and internal reconfiguration of existing ancillary accommodation to create six self-contained flats. Provision of separate street access to flats at the front of the property.

Reference: 16/0144/AP/REF

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Appeal

Validation Date: 09.05.2018	Internal reconfiguration of existing ancillary accommodation to create 4 self-contained flats. Removal of external first floor fire escape, renewal of double hung sash windows and provision of a single door to give street access to upper floors. Works to rear elevation consisting of removal of asbestos cement sheet roofing and replacement with natural slates, removal of defective chimney stack, removal of incorrect facing brickwork and rebuilding and repointing elevation. Replacement of plastic windows with double hung sash windows, including adjustment of window and door openings, new fascia and rainwater goods.
Reference: 18/0062/AP/NON	<b>Appeal Allowed</b>
<u>Building Control</u>	
Deposit Date: 13.06.2016	Single storey rear extension and alterations to the ground floor (shell only).
Reference: 16/1266/FP	
<u>Building Control</u>	
Deposit Date: 06.07.2016	Single storey rear extension and alterations to the ground floor (shell only).
Reference: 16/1266/FP/1	
<u>Building Control</u>	
Deposit Date: 21.04.2017	Alterations to existing flats on first and second floors
Reference: 17/0842/FP	
<u>Building Control</u>	
Deposit Date: 04.05.2017	Alterations to existing flats on first and second floors
Reference: 17/0842/FP/1	
<u>Building Control</u>	
Deposit Date: 01.10.2024	Fit out to form Sainsburys convenience store
Reference: 24/1264/IN	
<u>Enforcement</u>	
Opened Date: 22.05.2017	Enforcement Enquiry
Reference: 17/0255/EN/UBW	

<b>Application Number</b>	<b>24/2377/ADV</b>
<b>Address</b>	<b>59 - 61 High Street Hampton Wick Kingston Upon Thames KT1 4DG</b>
<b>Proposal</b>	<b>The installation of 1no. externally illuminated fascia sign, 2no. externally illuminated projecting sign, 1no. welcome sign and 1.no stat sign.</b>
<b>Contact Officer</b>	<b>ECO</b>
<b>Target Determination Date</b>	<b>20.11.2024</b>

## 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 contains a three-storey building with ground floor retail and residential flats above. At the rear of the property is a communal amenity space.

59-61 High Street is a mid-19th century building within the Hampton Wick Conservation Area and is designated as a Building of Townscape Merit (BTM).

The application site is situated within Hampton Wick Village and is designated as:

- Archaeological Priority (Site: Richmond APA 2.20: Hampton Wick - Archaeological Priority Area - Tier II)
- Area of Mixed Use (Hampton Wick)
- Area Susceptible To Groundwater Flood - Environment Agency (Superficial Deposits Flooding - >= 50%)
- Article 4 Direction Basements (Article 4 Direction - Basements / Ref: ART4/BASEMENTS / Effective from: 18/04/2018)
- Building of Townscape Merit (Site: 57 High Street Hampton Wick Middlesex KT1 4DG)
- Building of Townscape Merit (Site: 59 - 61 High Street Hampton Wick Middlesex KT1)
- Community Infrastructure Levy Band (Low)
- Conservation Area (CA18 Hampton Wick)
- Risk of Flooding from Surface Water 1 in 1000 chance - Environment Agency (RoFSW Extent 1 In 1000 year chance - SSA Pool ID: 875)
- Surface Water Flooding (Area Less Susceptible to) - Environment Agency ( )
- Surface Water Flooding (Area Susceptible to) - Environment Agency ( )
- Take Away Management Zone (Take Away Management Zone)
- Village (Hampton Wick Village)
- Village Character Area (Hampton Wick - Area 11 & Conservation Area 18 Hampton Wick & Teddington Village Planning Guidance Page 43 CHARAREA11/11/01)
- Ward (Hampton Wick Ward)

## 3. DESCRIPTION OF THE PROPOSAL AND ANY RELEVANT PLANNING HISTORY

The application seeks permission for the installation of 1 x externally illuminated fascia sign, 2 x externally illuminated projecting signs, 1 x welcome sign and 1 x stat sign.

The relevant planning history is noted below:

Development Management

Status: GTD

Date:05/09/2024

Application:24/1586/FUL

Plant and shopfront alterations.

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#### 4. AMENDMENTS

Since its original submission, the application has been amended in the following ways:

- Halo lighting removed from the design and replaced with trough lighting
- The fascia sign made of individual letters
- The projecting signs revised to be a grey colour, instead of orange.
- Illumination of the fascia sign reduced from 375 candelas to 300 candelas
- Updated proposal description

#### 5. CONSULTATIONS CARRIED OUT

The list of neighbours notified of this application are listed above.

25 letters of objections have been received, and the comments can be summarised as follows:

- Proposed lighting intrusive to neighbours
- Not sympathetic to the Building of Townscape Merit
- Not appropriate within a Conservation Area
- Negative impact on the character and appearance of the local area
- Highway safety
- Pedestrian safety
- Projecting signs should be limited to one
- Hours of illumination

It is noted that several objections noted concerns with the land use. These comments are not relevant to the proposed signage and are therefore not included within the assessment.

Neighbourhood amenity concerns are discussed in Section 6 below.

#### Internal consultee

**Urban design:** Did not support internally illuminated lighting. In light of this comment, the application was amended to incorporate externally illuminated lighting, which was considered acceptable to Urban Design. No concerns regarding the scale, design or extent of the signage. **No objection.**

#### 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
- D12 Fire Safety
- 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
Transport	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) 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

[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)

### 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.

## **6. EXPLANATION OF RECOMMENDATION**

The key issues for consideration are:

- i. Design and impact on heritage assets
- ii. Impact on neighbour amenity
- iii. Public safety
- iv. Fire safety

### **I Design and impact on heritage assets**

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'.*

Paragraph 199 of the NPPF states *'When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.*

Paragraph 202 of the NPPF states *'Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal'.*

Paragraph 203 of the NPPF states *'The effect of an application on the significance of a non-designated heritage asset should be taken into account in determining the application. In weighing applications that directly or indirectly affect non-designated heritage assets, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset'.*

#### Assessment

59-61 High Street is a mid-19th century building within the Hampton Wick Conservation Area and is designated as a Building of Townscape Merit (BTM). The site is surrounded by a mix of retail uses as well as residential properties. It is noted that opposite the site are mid-19<sup>th</sup> century residential properties.

The proposal seeks the approval for the following signs:

- 1x Fascia sign – externally illuminated (300 cd/m<sup>2</sup>), 250mm x 2575mm;
- 2x Projecting signs – externally illuminated (204 cd/m<sup>2</sup>), 950mm x 625mm;
- 1x Welcome sign, 675mm x 375mm; and
- 1x Stat sign, 675mm x 225mm.



Each sign is discussed in further detail below.

### 1 x Fascia sign

The proposed fascia sign would include text to identify the shopfront 'Sainsbury Local'. The sign would be erected at a height from finished floor levels to underside of 3.275 metres. The proposed colour of the signage would reflect the typical signage used in Sainsbury branding, with 'Sainsburys' applied with orange vinyl and 'Local' applied with translucent white vinyl.

The proposed fascia sign is supported given the design is minimalist and restricted to the name of the shop. It allows for appropriate business identification whilst ensuring the design respects the existing conservation area. The minimalist design and modest scale would ensure that it does not dominate the shopfront or appear unduly prominent.

The lighting scheme would include externally illuminated trough rimless letters individually attached to the façade. Additionally, a condition will be included which restricts the illumination levels to 300 candelas as the site is located within a conservation area. Noting this, it is considered that the proposed illumination would be managed at an appropriate level so that it does not have a harmful impact the appearance and character of the building of townscape merit, conservation area and street scene.

### 2 x Projecting signs

It is proposed to erect two double sided projection signs at fascia level. They would consist of the shopfront name with the letters to be fret cut with white behind. The proposed colour of the sign would be grey, as opposed to the typical Sainsbury orange. This helps ensure that the signage does not detract from the conservation area.

Similar to the fascia signs, the projection signs are small in nature with a minimalist design and the text limited to the name of the shop. Given the small-scale nature and the neutral tone of the signs, it is considered that the proposed projection signs would not be dominant or overbearing when viewed from the streetscape and do not have a harmful impact on the appearance and character of the building of townscape merit and conservation area.

The projection signs would be externally illuminated, with the levels of illuminations restricted by condition, as per the fascia sign.

### 1 x Welcome sign & Stat sign

The proposed 'welcome sign', 'stat sign' and 'automatic door' signs would be located within the window sill of the property. All signs would be internally applied vinyls. Given the small scale nature of the signs, and noting they are to be applied internally, there are no objections from a planning perspective - no harmful impact on the appearance and character of the building of townscape merit, conservation area and street scene.

### Summary

In view of the above, the proposal complies with the aims and objections of policies LP1, LP3 and LP4 of the Local Plan. It is noted that Council's Urban Design Officer has no objections to the proposed design.

## **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.*

The host building is located in a mixed-use area, with commercial uses abutting it to the north and south, and residential properties located east of the site (opposite).

The proposed signage is small-scale in nature and would not appear overbearing nor result in loss of

light to neighbouring properties. The proposed illumination would be external and therefore considered an appropriate outcome. Additionally, a condition will be included to limit the illumination levels to 300 candelas, ensuring that the signs would not disrupt neighbouring properties.

This application seeks permission only for advertisements which will not result in noise disturbance to neighbouring occupiers.

In consideration of this, the proposed development accords with the aims and objectives of Local Plan Policy LP8.

### **iii Public safety**

*The Town & Country Planning (Control of Advertisements) (England) Regulations 2007 notes that factors relevant to public safety include the safety of persons using any highway and whether the display of the advertisement is likely to obscure or hinder the ready interpretation of traffic signs. The CLG guide for advertisers further notes that all advertisements are intended to attract people's attention, so that the advertisement would not automatically be regarded as a distraction to passers-by in vehicles or on foot. What matters is whether the advertisement, or the spot where it is to be sited, will be so distracting or so confusing that it creates a hazard for, or endangers, people who are taking reasonable care for their own and others' 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 signs would 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).

### **iv Fire Safety**

A Fire Safety Statement (Reasonable Exception Statement) was submitted which outlines that the proposal does not comprise of internal changes or external alterations to the building, including changes to any doors or windows. The proposal would not bring rise to any Fire Safety implications.

Overall, the scheme can therefore be considered consistent with this Policy D12 of the London Plan.

## **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.

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 with 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): ECO Dated: 02/12/2024

**I agree the recommendation: CTA**

Team Leader/Head of Development Management/Principal Planner

Dated: .....05/12/2024.....

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: .....