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TOWN AND COUNTRY PLANNING ACT 1990: DECISION NOTICE ADV

Mr Felipe Jose Izquierdo
Izquierdi Ltd
27F The Quadrant
Richmond
TW9 1DN

Please contact: Planning Support

Please telephone: 020 8891 7300

Your ref: Business sign

Our ref: DC/MAD/12/0497/ADV

Letter Printed: 18 May 2012

FOR DECISION DATED
18.05.2012

Applicant: Mr Felipe Jose Izquierdo

Agent:

WHEREAS in accordance with the provisions of the Town and Country Planning Act 1990 and the orders made thereunder and the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended), you have made an application received on **20 February 2012** and illustrated by plans for the permission of the Local Planning Authority to develop land situated at:

1 Paradise Road, Richmond, TW9 1RX

for

A black fascia sign, to go on the front of the building with the business name on it (in white), 2300mm long x 600mm high.

NOW THEREFORE WE THE MAYOR AND BURGESSES OF THE LONDON BOROUGH OF RICHMOND UPON THAMES acting by the Council of the said Borough, the Local Planning Authority HEREBY GIVE YOU NOTICE pursuant to the said Act and any Orders or Regulations made thereunder that the advertisement(s) described above and referred to in the said application is/are hereby **GRANTED** for a period of five years from the date of the decision and subject to the conditions and informatives summarised below and listed on the attached schedule.

CONDITIONS:

U50113 Lighting to be static
U50621 Approved drawings
U50620 Details of illumination

U50619 Restriction of candelas per m2

INFORMATIVES:

U60310 Lighting
U60305 Sign location

U60708 Composite Informative

Yours faithfully



Robert Angus
Development Control Manager

SCHEDULE OF REASONS FOR APPLICATION 12/0497/ADV

APPLICANT NAME Mr Felipe Jose Izquierdo 27F The QuadrantRichmondTW9 1DN	AGENT NAME
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SITE:

1 Paradise Road, Richmond, TW9 1RX, .

PROPOSAL:

A black fascia sign, to go on the front of the building with the business name on it (in white), 2300mm long x 600mm high.

DETAILED CONDITIONS

U50113 Lighting to,be static

The illumination of the sign(s) is to be by fixed and constant lights and not by lights which are or appear to be intermittent, moving, flashing or vibrating lights. REASON: To ensure that the proposed development does not prejudice the appearance of the locality.

U50621 Approved drawings

The development hereby permitted shall be carried out in accordance with the following approved plans and documents, where applicable. OS plan and PAR464/005 received on 20th February 2012 and Front sign cross section received on 9th March 2012. REASON: To accord with the terms of the application, for the avoidance of doubt and in the interests of proper planning.

U50620 Details of illumination

Within 28 days of the date of this decision, a scheme shall be submitted to and approved in writing, which outlines the number and position of the external lights on the front elevation of the property. The scheme shall only be implemented in accordance with the approved details. REASON: To ensure a satisfactory form of development.

U50619 Restriction of candelas per m2

Notwithstanding what is outlined in the application details, the intensity of illumination shall not exceed 340 candelas per square metre. REASON: To preserve amenity and prevent danger to road users.

ADDITIONAL STANDARD CONDITIONS (DETAILED)

The standard conditions applicable to this application are as follows:

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

DETAILED INFORMATIVES

U60310 Lighting

You should ensure that no more than four 'downlighters', as illustrated on the submitted 'section' but not elevational drawing are installed.

U60305 Sign location

This consent relates to the sign as shown to be positioned on drawing PAR464/005 only. The position that the sign has actually been affixed to prior to the determination of this application is unsatisfactory in terms of its impact on this Building of Townscape Merit within the Central Richmond Conservation Area and it should be relocated to the approved position without delay.

U60708 Composite Informative

Reason for granting: The proposal has been considered in the light of the Development Plan, comments from statutory consultees and third parties (where relevant) and compliance with Supplementary Planning Guidance as appropriate. It has been concluded that there is not a demonstrable harm to interests of acknowledged importance caused by the development that justifies withholding advertisement consent. The scheme by reason of its acceptable design, siting, and form of illumination will preserve the character, appearance and setting of the site, nearby buildings and the conservation area in general, nor will the scheme raise undue public safety concerns. The scheme will thereby not prejudice the aims of policy and SPD.

Principal Policies: Where relevant, the following have been taken into account in the consideration of this proposal:- Core Strategy Policies: CP7 Development Management Plan Policies: DM DC1, DC7, HD1, HD2, HD3 Supplementary Planning Guidance: Shopfronts

Building Regulations: The applicant is advised that the erection of new buildings or 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. For application forms and advice please contact the Building Control Section of the Street Scene department, 2nd floor, Civic Centre, 44 York Street, Twickenham, TW1 3BZ. (Tel: 0845 612 2660). If you alter your proposals in any way, including to comply with the Building Regulations, a further planning application may be required. If you wish to deviate in any way from the proposals shown on the approved drawings you should contact the Development Control Department, 2nd floor, Civic Centre, 44 York Street, Twickenham, TW1 3BZ. (Tel: 0845 612 2660).

Damage to the public highway: Care should be taken to ensure that no damage is caused to the public highway adjacent to the site during demolition and (or) construction. The Council will seek to recover any expenses incurred in repairing or making good such damage from the owner of the land in question or the person causing or responsible for the damage.

BEFORE ANY WORK COMMENCES you MUST contact Highways and Transport, London Borough of Richmond upon Thames, 44 York Street, Twickenham TW1 3BZ (Telephone 0845 612 2660 ask for the Streetscene inspector for your area or email highwaysandtransport@richmond.gov.uk) to arrange a pre commencement photographic survey of the public highways adjacent to and within the vicinity of the site. You will be required to pay a refundable deposit based on the risk of damage to the public highway. The precondition survey will ensure you are not charged for any damage which existed prior to commencement of your works. If you fail to contact us to arrange a pre commencement survey then it will be assumed that any damage to the highway was caused by your activities and you will be charged the full cost of repair. Once the site works are completed you need to contact us again to arrange for a post construction inspection to be carried out. If there is no further damage then the full deposit will be refunded. If damage is found to have occurred then the deposit will be used to arrange for repairs to be carried out and any unspent deposit will be returned.

Noise control - Building sites: The attention of the applicant is drawn to the requirements of section 60 of the Control of Pollution Act 1974 in respect of the minimisation of noise and vibration on construction and demolition sites. Application, under section 61 of the Act for prior consent to the works, can be made to the Environmental Health Department. Under the Act the Council has certain powers to control noise from construction sites. Typically the council will limit the times during which sites are permitted to make noise that their neighbours can hear. For general construction works the Council usually imposes (when necessary) the following limits on noisy works:- Monday to Friday 8am to 6pm Saturdays 8am to 1pm Sundays and Public Holidays- No noisy activities allowed Applicants should also be aware of the guidance contained in British Standard 5228:2009- Noise and vibration control on construction and open sites. Any enquiries for further information should be made to the Commercial Environmental Health Team, 2nd Floor Civic Centre, 44 York Street, Twickenham TW1 3AB.

END OF SCHEDULE OF CONDITIONS AND INFORMATIVES FOR APPLICATION 12/0497/ADV
