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TOWN AND COUNTRY PLANNING ACT 1990: DECISION NOTICE ADV

Ash Rajput
Avon Signs
Unit 5 Harriott Drive
Heathcote Industrial Estate
Warwick
Warwickshire
CV34 6TJ
United Kingdom

Please contact: Planning Support

Please telephone: 020 8891 7300

Your ref:

Our ref: DC/SGS/12/0756/ADV

Letter Printed: 27 July 2012

FOR DECISION DATED
27.07.2012

Dear Sir/Madam

Applicant: Mr Jeffery Poonawala

Agent: Ash Rajput

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 **12 March 2012** and illustrated by plans for the permission of the Local Planning Authority to develop land situated at:

80 High Street, Hampton Hill, TW12 1NY

for

1 no. Fascia Sign, 1 no. Projecting Sign, 1 no. Individual Letters

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:

U51343 Restrict intensity of illumination
U51344 Approved Drawing
U52004 Details - Materials to be approved

U51998 Miscellaneous details - lighting
AH07 Fixed lights

INFORMATIVES:

U61262 Informatives
U61711 Details of materials

IM10 Street numbers- shops

Yours faithfully



Robert Angus
Development Control Manager

SCHEDULE OF REASONS FOR APPLICATION 12/0756/ADV

APPLICANT NAME	AGENT NAME
Mr Jeffery Poonawala Charlwood HouseThe RunwaySouth RuislipLondonMiddlesexHA4 6SAUK	Ash Rajput Unit 5 Harriott DriveHeathcote Industrial EstateWarwickWarwickshireCV34 6TJUnited Kingdom

SITE:

80 High Street, Hampton Hill, TW12 1NY, .

PROPOSAL:

1 no. Fascia Sign, 1 no. Projecting Sign, 1 no. Individual Letters

DETAILED CONDITIONS

U51343 Restrict intensity of illumination

The intensity of illumination shall not exceed 340 candelas per square metre. REASON: To preserve amenity and prevent danger to road users.

U51344 Approved Drawing

The development hereby permitted shall be carried out in accordance with the following approved plans and documents, where applicable. 1001/1/A received on 28th May 2012. REASON: To accord with the terms of the application, for the avoidance of doubt and in the interests of proper planning.

U52004 Details - Materials to be approved

The external surfaces of the signs hereby approved shall not be implemented other than in materials details/samples of which shall be submitted to and approved in writing by the Local Planning Authority. REASON: To ensure that the proposed development does not prejudice the appearance of the locality and building of townscape merit.

U51998 Miscellaneous details - lighting

The proposed hood/cowl to the trough lighting shall not be implemented otherwise than in accordance with details to be submitted to and approved in writing by the Local Planning Authority, such details to specify the design and external finishes thereof. REASON: To ensure that the proposed development is in keeping with the existing building, does not prejudice the appearance of the locality and safeguards the amenities of adjacent occupants of residential properties.

AH07 Fixed lights

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.

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).

SCHEDULE OF REASONS FOR APPLICATION 12/0756/ADV

DETAILED INFORMATIVES

U61262 Informatives

Reason for granting:The proposal has been considered in the light of the Development Plan, comments from third parties (where relevant) and compliance with Supplementary Planning Guidance as appropriate. The proposal is for replacement signage which will have no more impact than that previously existing in terms of size, position and illumination. It is not considered the signage would have an unreasonable impact on amenity or public safety. It has been concluded that there is not a demonstrable harm to interests of acknowledged importance caused by the development that justifies withholding planning permission.

Principal Policies:Where relevant, the following have been taken into account in the consideration of this proposal:- Development Management Plan Policies: DPD: DM DC7, HD1, HD3SPD: Shopfronts.

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.

U61711 Details of materials

The applicant/agent is advised that with respect to condition U52004, the materials of the signs shall be of a matt finish and designed in such a way to minimise the reflectance from the trough lighting and provide a mute appearance, to conform with the important character and appearance of the facade of the BTM.

IM10 Street numbers- shops

Your attention is drawn to the provisions contained within the London Building Acts (Amendment) Act 1939, which requires the display of the street number of the premises on its frontage. The correct street number uniquely identifies the property and, properly displayed, allows it to be speedily located in an emergency. Failure to comply with this requirement may lead to enforcement action being taken by the Council which could result in a maximum fine of £500. Full details of street numbering provisions may be obtained from the Council's Building Control Section: (Tel: 020 8891 7348).

END OF SCHEDULE OF CONDITIONS AND INFORMATIVES FOR APPLICATION 12/0756/ADV
