

Mr Ross Brereton
Indigo Planning
Swan Court
11 Worples Road
London
SW19 4JS

Letter Printed 29 June 2015

FOR DECISION DATED
29 June 2015

Dear Sir/Madam

The Town and Country Planning Act 1990, (as amended)
Decision Notice ADV

Application: 15/1174/ADV
Your ref: Sainsbury's Local, 196 High S...
Our ref: DC/SGS/15/1174/ADV/ADV
Applicant:
Agent: Mr Ross Brereton

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 March 2015** and illustrated by plans for the permission of the Local Planning Authority to develop land situated at:

196 High Street Teddington TW11 8HU

for

Advertisement consent for external signage comprising one externally illuminated Sainsburys Local fascia sign, one non illuminated Sainsburys fascia, one externally illuminated Open every day 7am 11pm fascia sign two non-illuminated offer panels one externally illuminated projecting sign, one pole-mounted disabled sign and three wall mounted non illuminated signs

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 and listed on the attached schedule.

Yours faithfully

A handwritten signature in black ink, appearing to read 'R. Angus', with a long horizontal flourish extending to the right.

Robert Angus
Development Control Manager

SHEDULE OF REASONS FOR APPLICATION 15/1174/ADV

APPLICANT NAME

C/O Agent
United Kingdom

AGENT NAME

Mr Ross Brereton
Swan Court
11 Worple Road
London
SW19 4JS

SITE

196 High Street Teddington TW11 8HU

PROPOSAL

Advertisement consent for external signage comprising one externally illuminated Sainsburys Local fascia sign, one non illuminated Sainsburys fascia, one externally illuminated Open every day 7am 11pm fascia sign two non-illuminated offer panels one externally illuminated projecting sign, one pole-mounted disabled sign and three wall mounted non illuminated signs

SUMMARY OF CONDITIONS AND INFORMATIVES

CONDITIONS

U85458	Illumination hours
U85121	Restrict Candelas
AH07	Fixed lights
U85120	Approved Drawings

INFORMATIVES

U92710	Informatives
U93003	Community engagement
U93002	Advertisement colouring
U92711	NPPF Approval

DETAILED CONDITIONS AND INFORMATIVES

DETAILED CONDITIONS

U85458 Illumination hours

The externally illuminated signage hereby approved shall not be illuminated outside the hours of 07:00 to 23:00 on any day.

REASON: To protect amenity and ensure that the proposed advertisements do not prejudice the appearance of the locality.

U85121 Restrict Candelas

The intensity of illumination shall not exceed 340 candelas per square metre.

REASON: To preserve amenity and prevent danger to road users.

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.

U85120 Approved Drawings

The development hereby permitted shall be carried out in accordance with the following approved plans and documents, where applicable. P2452-100 and 215B received on 25th March 2015, P2452-212L received on 8th May 2015 and P2452-213F received on 9th June 2015.

REASON: To accord with the terms of the application, for the avoidance of doubt and in the interests of proper planning.

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

U92710 Informatives

Principal Policies:

Where relevant, the following have been taken into account in the consideration of this proposal:-

Policies: Core Strategy Policies: CP 7

Development Management Plan Policies: DM HD 1, HD 2; DC 1, DC 7

Supplementary Planning Document 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: 020 8891 1411).

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: 020 8891 1411).

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 020 8891 7090 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. 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 case will be closed. If damage or further damage is found to have occurred then you will be asked to pay for repairs to be carried out.

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.

The applicant is encouraged to actively engage and form a dialogue with local residents and the business community with a view to discussing whether further amelioration of the design of the signage can be achieved. This may include matters such as the illumination of the signage, design of any window vinyls, colouring and any other matters of concern to the local community with respect to the general operation of Sainsbury's on this site.

U93002 Advertisement colouring

Within this sensitive location, the Council would advise that further consideration is given to minimising the visual impact of the corporate orange colouring within any advertising. In this particular case, this could be achieved by swapping the orange and white colouring on the two Sainsbury's Local fascia signs hereby approved.

U92711 NPPF Approval

In accordance with paragraphs 186 and 187 of the National Planning Policy Framework, Richmond upon Thames Borough Council takes a positive and proactive approach to the delivery of sustainable development, by:

- o Providing a pre-application and duty officer service
- o Providing written policies and guidance, all of which is available to view on the Council's website
- o Where appropriate, negotiating amendments to secure a positive decision
- o Determining applications in a timely manner

In this instance:

- o The application was recommended for approval and referred to the first available Planning Committee, where the agents / applicants had an opportunity to present the case

END OF SCHEDULE OF CONDITIONS AND INFORMATIVES FOR APPLICATION
15/1174/ADV
