LONDON BOROUGH OF
RICHMOND UPON THAMES

Development Control
Development and Street Scene
London Borough of Richmond upon Thames
Civic Centre, 44 York Street, Twickenham TW1 3BZ

Tel: 0845 612 2660
Email: envprotection@richmond.gov.uk

Application for consent to display an advertisement(s).
Town and Country Planning (Control of Advertisement) Regulations 2007

Publication of applications on planning authority websites.
Please note that the information provided on this application form and in supporting documents may be published on the Authority's website.
If you require any further clarification, please contact the Authority's planning department.

1. Applicant Name, Address and Contact Details

Title:	Mr	First Name:	Surname: Ghuman

Company name: The Richmond Town Tavern Ltd

Street address: Richmond Arms, The Square

Telephone number:

Mobile number:

Town/City: RICHMOND

Fax number:

Country:

Email address:

Postcode: TW9 1DZ

Are you an agent acting on behalf of the applicant? ⦿ Yes ◯ No

2. Agent Name, Address and Contact Details

Title:	Mr	First Name: Lorenzo	Surname: Buscaroli

Company name: Rosendale Design

Street address: Studio 1

47 Mount Pleasant   Telephone number: 07398263482

Mobile number:

Town/City: London   Fax number:

Country: United Kingdom

Email address:

Postcode: WC1X 0AE   lorenzo@rosendaledesign.com

3. Site Address Details

Full postal address of the site (including full postcode where available)

House: 20   Suffix:

House name: Richmond Arms

Street address: The Square

Town/City: RICHMOND

Postcode: TW9 1DZ

Description of location or a grid reference
(must be completed if postcode is not known):

Easting: 518029

Northing: 174983

Description:

An existing Pub on Princess St that as fallen into disrepair is being refurbished throughout with new signage required to tie in with new branding ethos.

4. Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?   ◯ Yes   ⦿ No

5. Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?   ⦿ Yes   ◯ No

If Yes, please provide details:

An A4 paper as been placed in the windows on both the North and West facades to advise neighbors that we are planning to redecorate the pub and reuse the exisiting signage. A contact email has also been provided should anyone have any queries.

6. Authority Employee/Member

With respect to the Authority, I am:
  (a) a member of staff
  (b) an elected member
  (c) related to a member of staff
  (d) related to an elected member

Do any of these statements apply to you?   ◯ Yes   ⦿ No

7. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s):

Existing fascia on North facing and West facing Facades are to be painted with signage saying 'Richmond Town Tavern' on both sides with existing sign lights replaced with new to light signage after dusk.
Existing protruding hanging sign to be replaced with new sign in line with branding. The existing bracket is to be retained and reused.
Existing menu display is to be replaced with new menu display.

How many of the following type of advertisements are you applying for?

Fascia sign(s): 1   Projecting or hanging sign(s): 1   Hoarding(s): 0   Other: 1

Please describe:

Wall Mounted Menu Display

8. Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?   ⦿ Yes   ◯ No

If Yes, please provide details:

> We are replacing exiting signage that has fallen into disrepair with the new signage to fall in line with new branding.

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?   ⦿ Yes   ◯ No   ◯ Not Applicable

If Yes to either or both above, please show the existing sign(s) on an elevation drawing or photograph and state the references for the drawing(s) or photograph(s).

> 137-EL-EX-01.pdf (Elevation Drawing with proposed rendered elevations)
> ExistingCondition.jpg (Photo of existing condition)

Will the proposed advertisement(s) project over a footpath or other public highway?   ⦿ Yes   ◯ No

9. Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From: 16/01/2017   To: 16/01/2022

10. Interest in the Land

Does the applicant own the land or buildings where the adverts are to be placed?   ◯ Yes   ⦿ No

If No, has the permission of the owner or any other person entitled to give permission for the display of an advertisement been obtained?   ⦿ Yes   ◯ No

11 (a). Details of Proposed Advertisement(s) - Fascia Sign

What is the height from the ground to the base of the advertisement (in metres)?   3.20 m

What is the maximum projection of the advertisement from face of building (in metres)?   0.00 m

What are the dimensions of the proposed advertisement?   Height: 0.25 x   Width: 5.00 x   Depth: 0.00 metres

What materials will the sign be made of?

> Existing painted timber fascia

What is the maximum height of any of the individual letters and symbols (in centimetres)?   25 cm

The colour of text and background:

> Copper distressed hand painted letters on to fascia with Farrow and Ball, Hague Blue, No.30

Will the sign be illuminated?   ⦿ Yes   ◯ No

Will the sign be illuminated internally or externally?   ◯ Internally   ⦿ Externally

Illuminance Levels: 750.00 cd/m

Will the illumination be static or intermittent?   ⦿ Static   ◯ Intermittent

11 (b). Details of Proposed Advertisement(s) - Hanging Sign

What is the height from the ground to the base of the advertisement (in metres)?   5.00 m

What is the maximum projection of the advertisement from face of building (in metres)?   1.30 m

What are the dimensions of the proposed advertisement?   Height: 1.50 x   Width: 0.90 x   Depth: 0.05 metres

11 (b). Details of Proposed Advertisement(s) - Hanging Sign

What materials will the sign be made of?

Timber sign with copper edging with hand painted lettering

What is the maximum height of any of the individual letters and symbols (in centimetres)?　　12　cm

The colour of text and background:

Hague Blue, No.30 letters painted on timber sign

Will the sign be illuminated?　　◉ Yes　◯ No

Will the sign be illuminated internally or externally?　　◯ Internally　◉ Externally

Illuminance Levels:　　750.00　cd/m

Will the illumination be static or intermittent?　　◉ Static　◯ Intermittent

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?　　1.30　m

What is the maximum projection of the advertisement from face of building (in metres)?　　0.05　m

What are the dimensions of the proposed advertisement?　　Height: 0.50　x　Width: 0.33　x　Depth: 0.05　metres

What materials will the sign be made of?

Copper edge with Clear glass center for menu display

What is the maximum height of any of the individual letters and symbols (in centimetres)?　　2　cm

The colour of text and background:

N/A

Will the sign be illuminated?　　◉ Yes　◯ No

Will the sign be illuminated internally or externally?　　◯ Internally　◉ Externally

Illuminance Levels:　　750.00　cd/m

Will the illumination be static or intermittent?　　◉ Static　◯ Intermittent

12. Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?　　◉ Yes　◯ No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact? (Please select only one)

◯ The agent　　◉ The applicant　　◯ Other person

13. Declaration

I/we hereby apply for planning permission/consent as described in this form and the accompanying plans/ drawings and additional information. I/we confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the person(s) giving them.　　☑　Date　06/01/2017