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**TOWN AND COUNTRY PLANNING ACT 1990: DECISION NOTICE ADV**

Terry Elrick  
Eshe Signs Ltd  
Bookham Industrial Est  
Church Road  
Surrey  
KT23 3EU  
UK

Please contact: Planning Support

Please telephone: 020 8891 7300

Your ref: VE Richmond

Our ref: DC/CHB/09/1485/ADV

Letter Printed: 8 September 2009

**FOR DECISION DATED**  
08.09.2009

Dear Sir/Madam

**Applicant:** Mr Terry Elrick

**Agent:** Terry Elrick

**WHEREAS** in accordance with the provisions of the Town and Country Planning Act 1990 and the orders made thereunder, you have made an application received on **17 June 2009** and illustrated by plans for the permission of the Local Planning Authority to develop land situated at:

Greyhound House, 23-24 George Street, Richmond, TW9 1HY

for

Erection of a new fascia sign and projecting sign.

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 permission to develop the said land in accordance with the said application is hereby **GRANTED** subject to the conditions and informatives summarised below and listed on the attached schedule:-

**CONDITIONS:**


AH07 Fixed lights  
U28154 Restriction of candelas per m2~

**INFORMATIVES:**

U42251 Decision drawing numbers ~  
U42252 Relevant policies/proposals ADV  
U42270 Composite Informative

U42269 Applicants advice  
U42253 Summary Reasons for Granting

Yours faithfully

  
Robert Angus  
Development Control Manager

## SCHEDULE OF REASONS FOR APPLICATION

<b>APPLICANT NAME</b> Mr Terry Elrick 23 George StreetRichmond	<b>AGENT NAME</b> Terry Elrick Bookham Industrial Est Church RoadSurreyKT23 3EUUK
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### SITE:

Greyhound House, 23-24 George Street, Richmond, TW9 1HY.

### PROPOSAL:

Erection of a new fascia sign and projecting sign.

### DETAILED CONDITIONS

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#### 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.

#### U28154 Restriction of candelas per m2~

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).

## SCHEDULE OF REASONS FOR APPLICATION

### DETAILED INFORMATIVES

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#### **U42251 Decision drawing numbers ~~**

For the avoidance of doubt the Drawing(s) No(s) to which this decision refers are as follows:- Location Plan and RICH-01 B received on 17th June 2009 and Section received 20th July 2009

#### **U42252 Relevant policies/proposals ADV**

This decision has taken into account the relevant policies of the Unitary Development Plans and all other material considerations where appropriate. Full reasons are given for the imposition of any conditions attached to this notice. For a full understanding of the reasons for reaching this decision reference should be made to the application report and any accompanying minutes. Minutes are only relevant if the application was considered by the Planning Committee. The following have been taken into account in the consideration of this proposal:- Unitary Development Plan - First Review 2005 policies BLT 2, 3, 11, 16 and 22 and the Councils Supplementary Planning Guidance 'Design Guidelines for shop fronts and shop signs'

#### **U42270 Composite Informative**

**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. You are recommended to prepare a survey, including photographs, of the condition of the adjacent public highway, including pavement, which should be sent to the Local Highway Authority prior to the commencement of work to ensure that damage to the highway is prevented or repaired. Otherwise you and/or your contractor, may be held responsible for any damage found on completion of the works. If the pavement is already broken or damaged you should contact Traffic and Transport, London Borough of Richmond upon Thames, 44 York Street, Twickenham TW1 3BZ (Telephone 0845 612 2660) to arrange a joint inspection of the footway before work commences.**Noise control - Building sites:**Attention is drawn to the noise control provisions of the Environmental Protection Act 1990. Any enquiries for further information should be made to the Commercial Environmental Health Team, 7B Parkshot, Richmond TW9 2RT (Tel: 020 8891 7994).