



**LONDON BOROUGH OF
RICHMOND UPON THAMES**

TOWN AND COUNTRY PLANNING ACT 1990 : DECISION NOTICE

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Reference No. 03/2508/ADV

Date: 20 August, 2003

MRS K CRISFORD
THE JENNY LIND
80 HIGH STREET
HAMPTON HILL
TW12 1NY

**TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS)
REGULATIONS 1992**

WHEREAS in accordance with the provisions of the Town and Country Planning Act, 1990, and the Town and Country Planning (Control of Advertisements) Regulations, 1992, you have made an application received on 1 July, 2003 and illustrated by the plans for the consent of the Local Planning Authority display advertisement(s) at:

80 HIGH STREET, HAMPTON HILL
for
ERECTION OF ILLUMINATED 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 Regulations that consent to display the said advertisement(s) in accordance with the said application is hereby **REFUSED** for the following reason(s):

REASONS:

NS01U NON-STANDARD

INFORMATIVES:

IL05U DECISION DRAWING NUMBERS

NI01U NON-STANDARD

The full text of the reason(s) and/or informative(s) is shown on the attached sheet(s).

Environmental Protection and Customer Services
Civic Centre, 44 York Street
Twickenham, TW1 3BZ
Tel: 020 8891 7300

ADVR

Signature
ON BEHALF OF THE COUNCIL
(SEE ATTACHED NOTES)

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The reasons(s) and/or informative(s) applicable to this application are as follows:

REASONS:

NS01U NON-STANDARD

The projecting sign, by reason of its siting, means of illumination and the materials used, constitutes an alien feature which is out of character, fails to preserve or enhance the character of the Conservation Area and seriously detracts from the setting of the Building of Townscape Merit. Its retention would therefore be contrary to policies ENV 10, 13 and 29 of the Richmond upon Thames Unitary Development Plan 1996 and policies BLT 2, 4 and 22 of the emerging UDP First Review.

INFORMATIVES:

IL05U DECISION DRAWING NUMBERS

For the avoidance of doubt the Drawing(s) No(s) to which this decision refers are as follows:-
Indicative drawing received on 1st July 2003.

NI01U NON-STANDARD

The applicant is advised that the sign has been erected unlawfully and should be removed within 30 days of the date of this notice in order to avoid the need for the Council to instigate court proceedings.