

**ROYAL BOROUGH OF KENSINGTON AND CHELSEA  
REPORT BY EXECUTIVE DIRECTOR,  
PLANNING AND BOROUGH DEVELOPMENT**

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**APP NO. CA/11/03539/Q22  
PLANNING APPLICATIONS COMMITTEE 06/03/2012  
AGENDA ITEM NO. N23**

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**SITE ADDRESS**

<b>108-110 Notting Hill Gate LONDON W11 3QA</b>	<b><u>APPLICATION DATED</u></b>	<b>21/10/2011</b>
	<b><u>APPLICATION COMPLETE</u></b>	<b>11/11/2011</b>

**APPLICANT/AGENT ADDRESS**

**Mrs S Carpenter  
Planware Ltd  
The Granary  
First Floor 37 Walnut Tree  
Lane SUDBURY  
Suffolk  
CO10 1BD**

<b><u>LISTED BUILDING</u></b>	<b>N/A</b>	<b><u>CONS. AREA</u></b>	<b>N/A</b>	<b>WARD</b>	<b>Pembridge</b>
<b><u>CAPS</u></b>	<b>No</b>	<b><u>ENGLISH HERITAGE</u></b>	<b>N/A</b>	<b>ART '4'</b>	<b>No</b>

<b><u>CONSULTED</u></b>	<b><u>OBJECTIONS</u></b>	<b><u>SUPPORT</u></b>	<b><u>PETITION</u></b>	<b><u>COMMENTS</u></b>
<b>0</b>				

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**Applicant**                      **McDonald's Restaurant Ltd**

**PROPOSAL:**    **Display of fascia sign to the front elevation of building  
at ground floor level.**

**RBK&C Drawing No(s):CA/11/03539**

**Applicant's Drawing No(s): existing shop front and part plan and  
proposed shop front and part plan**

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**RECOMMENDED DECISION:**    **Grant Control of Advertisement  
consent**

## **CONDITIONS/REASONS FOR THE IMPOSITION OF CONDITIONS:**

- 1. Any advertisements displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the local planning authority.**  
*Reason - As required by the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.*
- 2. Any structure of hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.**  
*Reason - As required by the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.*
- 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.**  
*Reason - As required by the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.*
- 4. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest entitled to grant permission.**  
*Reason - As required by the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.*
- 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 otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).**  
*Reason - As required by the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.*
- 6. The maximum steady brightness of the illumination of the advertisement(s) hereby approved shall not exceed 685 candelas per square metre. (C402)**  
*Reason - An advertisement of greater brightness would be unduly obtrusive and would be detrimental to the amenity of the area. (R402)*
- 7. The illumination of the sign(s) hereby approved shall not at any time be intermittent. (C404)**  
*Reason - To safeguard local visual and residential amenity. (R404)*

8. **Notwithstanding drawing 4691\_0500\_0002 rev A, advertisement consent is granted only for the advertisements described on drawing 4691\_0500\_0004 rev A and for no other advertisements.**

*Reason - For the avoidance of doubt and as no details of any advertisements other than those shown on drawing 4691\_0500\_0004 rev A have been provided.*

## **INFORMATIVES**

1                    I68        TFL - Olympic Route Network

For details see report for PP/11/03538.

**1.0 CONCLUSION**

- 1.1 The proposed advertisement by reason of its level of illumination and location would not impinge on highway safety and would not harm the appearance of the streetscene or the surrounding area.

**2.0 RECOMMENDATION**

- 2.1 **Grant Control of Advertisement consent**

**JONATHAN BORE  
EXECUTIVE DIRECTOR, PLANNING AND BOROUGH DEVELOPMENT**

**List of Background Papers:**

**The contents of file CA/11/03539 save for exempt or confidential information in accordance with the Local Government (Access to Information) Act 1985.**

**Report Prepared By: HES  
Report Approved By: LP/DT  
Date Report Approved: 23/02/2012**

**PSC03/12/HES.REP**

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