

TOWN AND COUNTRY PLANNING ACT 1990
TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS)
(ENGLAND) REGULATIONS 2007
REGULATION 7: DIRECTION RESTRICTING DEEMED CONSENT

The Secretary of State for Housing, Communities and Local Government ('the Secretary of State') is satisfied, upon a proposal made to him by Royal Borough of Kensington and Chelsea, as the local planning authority, that the display of advertisements relating to estate agents' sale or letting boards, within certain Conservation Areas and some island sites outside of Conservation Areas, as specified in Class 3A of Schedule 3, Part 1, of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the 'Regulations'), should not be undertaken without express consent in parts of the Royal Borough of Kensington and Chelsea.

The Direction would cover the following areas in the Royal Borough of Kensington and Chelsea, as shown on the attached map namely:

Conservation Area 1 – Oxford Gardens

Conservation Area 2 – Norland

Conservation Area 3 – Ladbroke

Conservation Area 4 – Pembridge

Conservation Area 6 – Kensington

Conservation Area 8 – Edwardes Square/Scarsdale & Abingdon

The "island" area to the east of Conservation Areas 8 and 27 up to the western boundary of Conservation Areas 9A, 9C, 9D and the southern boundary of Conservation Area 6

Conservation Area 9D – Cornwall

Conservation Area 10 – Queens Gate

Conservation Area 11A-D – Earl's Court Village, Courtfield, Earl's Court Square, Neverne Square, and the two associated island areas: the area delineated by and including Courtfield Road, the south side of Cromwell Road (between and including the eastern side of Ashburn Gardens and western side of Gloucester Road) and including that part of Ashburn Place and Harrington Gardens between conservation areas 11B and 10. Also the island area enclosed by conservation areas 10, 11B, 12 and 13A that includes Rosary Gardens, Brechin Place and the Old Brompton Road.

Conservation Area 12 - The Boltons

Conservation Area 13A – Thurloe/Smiths Charity part (western part, bounded by and including Onslow Gardens (running north-south) and

including Selwood Terrace between Old Brompton Road and Fulham Road)

Conservation Area 16 – Sloane/Stanley

Conservation Area 17 – Chelsea Park/Carlyle

Conservation Area 18 – Chelsea (two southern parts only)
Sydney Street on both sides (entire length)

Conservation Area 19 Cheyne – only Oakley Street on both sides

Conservation Area 20 – Royal Hospital

Conservation Area 26 – Philbeach

Conservation Area 27 – Lexham

Conservation Area 28 – Colville; and Holland Road on both sides

The proposal has been the subject of a site visit, having been publicly advertised.

The areas to be included in the Direction are specified in the Schedule to this Direction.

This Direction shall have effect for a period of Ten years from the date on which it comes into force in accordance with the provisions of the Regulations.

Schedule

This Direction relates to the display of advertisements relating to the estate agents' boards, selling or letting premises, as specified under Class 3A of Part 1 of Schedule 3 to the Regulations] in the following areas in the by the Royal Borough of Kensington & Chelsea, namely:

Conservation Area 1 – Oxford Gardens

Conservation Area 2 – Norland

Conservation Area 3 – Ladbroke

Conservation Area 4 – Pembridge

Conservation Area 6 – Kensington

Conservation Area 8 – Edwardes Square/Scarsdale & Abingdon
The "island" area to the east of Conservation Areas 8 and 27 up to the western boundary of Conservation Areas 9A, 9C, 9D and the southern boundary of Conservation Area 6

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The reasons for the Secretary of State's decision are set out in his letter of 6 July 2021 to the Council, a copy of which is attached.

Tom Mills

Tom Mills
Senior Planning Casework Manager

This decision was made by officials on behalf of the Secretary of State and signed on his behalf.

