

COMMITTEE REPORT

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ROYAL BOROUGH OF KENSINGTON & CHELSEA

REPORT BY THE EXECUTIVE DIRECTOR, PLANNING & CONSERVATION

PLANNING & CONSERVATION COMMITTEE
PLANNING SERVICES COMMITTEE
DELEGATED

APP NO. CA/03/01483
AGENDA ITEM NO.

ADDRESS/SUBJECT OF REPORT:

Newcombe House,
45 Notting Hill
Gate, London, W11
3JB

APPLICATION DATED 07/07/2003

APPLICATION REVISED

APPLICATION COMPLETE 17/07/2003

APPLICANT/AGENT ADDRESS:

JCL Planning,
38 Brunswick Place,
Hove,
East Sussex,
BN3 1NA

CONS. AREA N/A CAPS No

ARTICLE '4' No WARD CAA

LISTED BUILDING No

HBMC DIRECTION

CONSULTED OBJ.

SUPPORT PET.

RECOMMENDED PROPOSAL:

RBK& C DRAWING NO(S):

RECOMMENDED DECISION:

CONDITIONS/REASONS FOR THE IMPOSITION OF CONDITIONS:

D12

ROYAL BOROUGH OF KENSINGTON & CHELSEA
REPORT BY EXECUTIVE DIRECTOR, PLANNING & CONSERVATION

DELEGATED

APP NO. CA/03/01483/CADV

This application is for a class of development to be determined under powers delegated to me by the Council on 18th July, 2001 and is not a major, controversial or sensitive application nor one which a Ward Councillor has asked to be considered by Planning Services Committee.

Consent under T&CP Control of Advertisement Regulations 1984-90; incl. refusal of consent for Reg. 15 applications.

RECOMMENDED DECISION: Refuse Control of Advertisement Consent

I hereby determine and refuse this application under the powers delegated to me by the Council, subject to the condition(s) indicated below imposed for the reason(s) appearing thereunder, or for the reasons stated.

Exec. Director, Planning and Conservation Head of Development Control Area Planning Officer

JTE 11/8/03

ADDRESS OF SITE:

Newcombe House, 45 Notting Hill Gate, London, W11 3JB

APPLICATION DATED 07/07/03

APPLICATION COMPLETE 17/07/03

APPLICANT/AGENT ADDRESS:

JCL Planning,
38 Brunswick Place,
Hove,
East Sussex,
BN3 1NA

~~APPLICATION REVISED~~

APPLICANT: Ravenseft Properties Ltd.,

CONS AREA N/A CAPS NO ART '4' No **DELEGATED** WARD Campden

12 AUG 2003
REFUSAL

LISTED BUILDING NO ENG. HERITAGE

CONSULTED 12 OBJ. 4 SUP. 0 PET. 0

PROPOSAL: Display of an illuminated pvc banner 20m. by 14m affixed to the west facing elevation of Newcombe House for a period of 12 months.

RBK&C Drawing No(s): CA/03/01483

Applicant's Drawing No(s) Un-numbered perspective sketch received on 09/07/03.

REASONS FOR REFUSAL

1. **The upvc illuminated banner sign, in terms of its size, design and siting is insensitive and detrimental to the amenity of the immediate area and street, adding clutter and visual confusion to the appearance of the buildings and street scene, detracting from the quality of the townscape, in particular the surrounding listed buildings and as a result of its siting, size and illumination is injurious to amenity and constitutes a danger to public safety. It is therefore contrary to the Council's Policies as stated in the Council's Unitary Development Plan, in particular, Policy CD76.**

1.0 THE SITE

- 1.1 The property is located on the south side of Notting Hill Gate, close to its junction with Kensington Church Street. The property is a twelve storey office building set back by 41.0m from the main road, overlooking the Principal Core frontage (nos. 47-85, Notting Hill Gate) with the upper parts of this building exposed to long views down Holland Park Avenue.
- 1.2 The property is currently in use as an office with use of part of the car park for a farmers market every Saturday.
- 1.3 The property is not a listed building and is not within a Conservation Area. Its location is closely bordered by the Pembridge, Ladbroke, Kensington and the Kensington Palace Conservation Areas.

2.0 RELEVANT PLANNING HISTORY

- 2.1 There is no relevant planning history on this site, or relevant planning history relating to the redevelopment of this site.

3.0 THE PROPOSAL

- 3.1 Advertisement Consent is required for a one year period for the provision and display of a 20m by 14m pvc mesh banner sign, to be illuminated and affixed to the west side elevation at an upper level of Newcombe House.

4.0 RELEVANT PLANNING HISTORY

- 4.1 The main considerations in the determination of this application is the effect of this proposal on the level of amenity and public safety within this part of Notting Hill Gate.
- 4.2 The relevant policies are contained within the Unitary Development Plan 2002. Policies CD76 and CD79 are of particular relevance to this application.
- 4.3 In addition to the above mentioned site description it must be noted that the proposal site is visible from long views westwards down Holland Park Avenue (375.0m from Newcombe House) and from the surrounding streets in Notting Hill Gate, in particular Hillgate Street, Hillgate Place, Campden Hill Road, Farmer Street, Callcott Street, Uxbridge Street, Pembridge Gardens and many of the other surrounding residential streets. The majority of the buildings within

the Notting Hill Gate Principal Shopping Centre are low level properties of three storeys, however, there are examples, such as the residential building 'Campden Hill Towers' (19 storeys - 155m from Newcombe House) and nos.124-144 (6 storeys - 200m) which are noticeably higher; both these sites look onto Newcombe House.

- 4.4 Insensitive advertisements in terms of their size, design and sitting can detrimentally affect amenity by causing harm to the character and appearance of buildings and streets and add clutter and visual confusion to the area. The majority of advertisements within the vicinity are low level fascia, box and projecting signs, with the council securing the removal of the longstanding advertisement hoarding on the flank elevation of no.66, Notting Hill Gate. In this instance, the pvc banner would detract from the character of the street scene, from the quality of the townscape and as a result of its size and illumination would be injurious to amenity and would constitute a danger to public safety. In light of this, the proposal conflicts with Policy CD76.
- 4.5 In terms of policy CD79, the Council seeks to resist the erection of permanent hoardings. It is accepted that the upvc mesh banner sign is temporary for 12 months, however, in this instance the banner is considered to be injurious to the amenity of nearby residents, in particular those within nearby Campden Hill Towers and as such, constitutes a danger to public safety along this section of Notting Hill Gate. The size of the banner will detract from the overall townscape quality, in particular the Grade II listed 'Coronet Cinema'.

5.0 CONSULTATION

- 5.1 Seven letters of notification were sent out to properties within Jameson Street. In this instance there was no requirement for a site notice.
- 5.2 To date, there have been four letters of objection received in response to this application. The objections are on the basis that the proposal will be out of keeping with the character of the area, detrimental to the amenity of surrounding residents and will set an unwelcome precedent.

It is considered that these objections have been considered in the body of this report.


6.0 RECOMMENDATION

6.1 Refuse Advertisement Consent.

**M.J. FRENCH
EXECUTIVE DIRECTOR, PLANNING AND CONSERVATION**

Background Papers

The contents of file CA/03/01483 save for exempt or confidential information in accordance with the Local Government (Access to Information) Act 1985.

**Report Prepared By: IW
Report Approved By:  JDT/LAWJ
Date Report Approved:**