

Decision Notice

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File Number

PLANNING AND CONSERVATION

**THE ROYAL
BOROUGH OF**

THE TOWN HALL HORNTON STREET LONDON W8 7NX

Executive Director M J FRENCH FRICS Dip TP MRTPI Cert TS

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**KENSINGTON
AND CHELSEA**

12 AUG 2003

My Ref: CA/03/01483/CADV/
Your Ref:

Please ask for: North Area Team

Dear Sir/Madam,

TOWN AND COUNTRY PLANNING ACT, 1990

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

REFUSAL OF CONSENT TO DISPLAY ADVERTISEMENT(S) (DA2)

The Borough Council in pursuance of their powers under the above-mentioned Act and Regulations, hereby REFUSE consent to the advertisement (s) referred to in the under-mentioned schedule as shown in the plans submitted. Your attention is drawn to the enclosed Advertisement Information sheet.

SCHEDULE

<u>DEVELOPMENT:</u>	Display of an illuminated pvc banner 20m. by 14m affixed to the west facing elevation of Newcombe House for a period of 12 months.
<u>SITE ADDRESS:</u>	Newcombe House, 45 Notting Hill Gate, London, W11 3JB
<u>RBK&C Drawing Nos:</u>	CA/03/01483
<u>Applicant's Drawing Nos:</u>	Un-numbered perspective sketch received on 09/07/03.
<u>Application Dated:</u>	07/07/03
<u>Application Completed:</u>	17/07/03

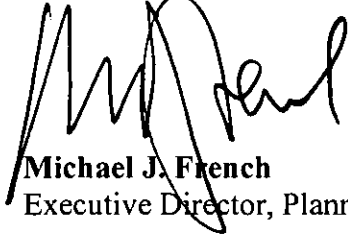
REASON(S) FOR REFUSAL OF PERMISSION ATTACHED OVERLEAF



REASON(S) 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.**

Yours faithfully,



Michael J. French
Executive Director, Planning and Conservation