

Other Documents

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Part 17

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PLANNING SERVICES APPLICATION

CONSULTATION SHEET

APPLICANT:

In Situ,
26 Crown Road,
Twickenham,
Middlesex
TW1 3EE

APPLICATION NO: CA/01/01418

APPLICATION DATED: 22/06/2001

DATE ACKNOWLEDGED: 28 June 2001

APPLICATION COMPLETE: 27/06/2001

DATE TO BE DECIDED BY: 22/08/2001

SITE: 14 Norland Road, London, W11 4TR

PROPOSAL: Provision and display of static non-illuminated 48-sheet panel advert hoarding (6.1m x 3.05m) affixed to existing position on south side flank wall at upper level.

ADDRESSES TO BE CONSULTED

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.

None necessary

30?
31 }
32 } *Royal Crescent News*

②
~~BB~~
3/7

CONSULT STATUTORILY

- English Heritage Listed Bdgs - CATEGORY:
- English Heritage Setting of Bdgs Grade I or II
- English Heritage Demolition in Cons. Area
- Demolition Bodies
- DoT Trunk Road - Increased traffic
- DoT Westway etc.,
- Neighbouring Local Authority *Hammersmith* ✓
- Strategic view authorities *Fullman* ✓
- Kensington Palace *BB*
- Civil Aviation Authority (over 300') *3/7*
- Theatres Trust
- National Rivers Authority
- Thames Water
- Crossrail
- LRT/Chelsea-Hackney Line
- Victorian Society

ADVERTISE

- Effect on CA
- Setting of Listed Building
- Works to Listed Building
- Departure from UDP
- Demolition in CA
- "Major Development"
- Environmental Assessment
- No Site Notice Required
- Notice Required other reason ...
- Police
- L.P.A.C
- British Waterways
- Environmental Health
- GLA - CATEGORY:
- Govt. Office for London
- Twentieth Century Society

Royal Borough of Kensington and Chelsea
GGP Point in Polygon Search Results
Corporate Land and Property Gazetteer
Buildings and their Units

Building	31	Royal Crescent Mews	W11 4SY
Building	32	Royal Crescent Mews	W11 4SY

Total Number of Buildings and Units Found 2

DEVELOPMENT CONTROL TECHNICAL INFORMATION



ADDRESS 14 NORLAND ROAD

POLLING DISTRICT F

CA011418

- | | | | |
|-----|--|--------|--|
| HB | Buildings of Architectural Interest | LSC | Local Shopping Centre |
| AMI | Areas of Metropolitan Importance | AI | Sites of Archeological Importance |
| MDO | Major Sites with Development Opportunities | SV | Designated View of St. Paul's from Richmond |
| MOL | Metropolitan Open Land | SNCI | Sites of Nature Conservation Importance |
| SBA | Small Business Area | REG 7 | Restricted size and use of Estate Agent Boards |
| PSC | Principal Shopping Centre (Core or Non-core) | ART IV | Restrictions of Permitted Development Rights |

Conservation Area	HB	CPO	TPO	AMI	MDO	MOL	SBA	Unsuitable for Diplomatic Use	PSC		LSC	AI	SV	SNCI	REG 7	ART IV
									C	N						
2																

	Within the line of Safeguarding of the Proposed Chelsea/Hackney underground line
	Within the line of Safeguarding of the Proposed Eastwest/Crossrail underground line

Density	
Site Area	
Habitable Rooms Proposed	
Proposed Density	

Plot Ratio	
Site Area	
Zoned Ratio	
Floor Area Proposed	
Proposed Plot Ratio	

Daylighting	Complies	
	Infringes	

Car Parking	Spaces Required	
	Spaces Proposed	

Notes:

14 NORLAND ROAD

Property Card N° : 0584 009 00

Site name :
Comment :
TP Arch/History :
See Also : 14/16 14/54

CA011418

Xref :
Notes :

TP No TP/78/1500 Brief Description of Proposal 1 of 1

CHANGE OF USE OF THE BASEMENT AND GROUND FLOOR
FROM A SHOP TO A CAFE.

Received Decision & Date
Completed Conditional 05/02/1979
Revised

14-16 NORLAND ROAD

Property Card N° : 0584 010 00

Site name :
Comment :
TP Arch/History : H
See Also : Ind. Nos. 14/54

CA011418

Xref :
Notes :

TP No TP/78/0213 Brief Description of Proposal 1 of 1

REPAIR AND CONVERSION TO PROVIDE TWO SHOPS WITH TWO
S/C FLATS ABOVE.

Received	Decision & Date	
Completed	Conditional	24/05/1978
Revised		

14-54 NORLAND ROAD

Property Card N° : 0584 011 00

Site name :

Comment : Part Norland Rd South Redev with land in LB Hammersmith
TP Arch/History : H
See Also : Ind. Nos. 14/16

CA011418

Xref :
Notes :

TP No TP/75/0207 Brief Description of Proposal 1 of 1

DEVELOPMENT FOR RESIDENTIAL AND ANCILLARY USES AND
EXISTING PUBLIC HOUSE.

Received	Decision & Date	
Completed	Conditional	26/01/1978
Revised		

14 & 21 NORLAND ROAD

Property Card N° : 0584 010 50

Site name : (PREVIOUSLY HAMMERSMITH & FULHAM NOW RBKC FROM 1/4/96)

CA011418

Comment :
TP Arch/History :
See Also :

Xref :
Notes :

***** No cases attached to this Property Card *****

DEVELOPMENT CONTROL TECHNICAL INFORMATION

THE ROYAL
BOROUGH OF



KENSINGTON
AND CHELSEA

ADDRESS 14 NORLAND ROAD

POLLING DISTRICT F

CA011418

- | | | | |
|-----|--|--------|--|
| HB | Buildings of Architectural Interest | LSC | Local Shopping Centre |
| AMI | Areas of Metropolitan Importance | AI | Sites of Archeological Importance |
| MDO | Major Sites with Development Opportunities | SV | Designated View of St. Paul's from Richmond |
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Conservation Area	HB	CPO	TPO	AMI	MDO	MOL	SBA	Unsuitable for Diplomatic Use	PSC		LSC	AI	SV	SNCI	REG 7	ART IV
									C	N						
2																

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Density	
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Habitable Rooms Proposed	
Proposed Density	

Plot Ratio	
Site Area	
Zoned Ratio	
Floor Area Proposed	
Proposed Plot Ratio	

Daylighting	Complies	
	Infringes	

Car Parking	Spaces Required	
	Spaces Proposed	

Notes:

14 NORLAND ROAD

Sitename : Property Card N° : 0584 009 00
Comment :
TP Arch/History : CA011418
See Also : 14/16 14/54
Xref :
Notes :

TP No TP/78/1500 Brief Description of Proposal 1 of 1

CHANGE OF USE OF THE BASEMENT AND GROUND FLOOR
FROM A SHOP TO A CAFE.

Received	Decision & Date	
Completed	Conditional	05/02/1979
Revised		

> Any Queries Please Phone 0171 361 2199/2206/2015 <
> Fax Requests (FOA Records Section) 0171 361 3463 <

14-16 NORLAND ROAD

Sitename :
Property Card N° : 0584 010 00
Comment : CA011418
TP Arch/History : H
See Also : Ind. Nos: 14/54
Xref :
Notes :

TP No TP/78/0213 Brief Description of Proposal 1 of 1

REPAIR AND CONVERSION TO PROVIDE TWO SHOPS WITH TWO
S/C FLATS ABOVE.

Received	Decision & Date	
Completed	Conditional	24/05/1978
Revised		

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14-54 NORLAND ROAD

Sitename :

Property Card N° : 0584 011 00

Comment : Part Norland Rd South Redev with land in LB Hammersmith
TP Arch/History : H
See Also : Ind. Nos: 14/16

CA011418

Xref :

Notes :

TP No TP/75/0207 Brief Description of Proposal 1 of 1

**DEVELOPMENT FOR RESIDENTIAL AND ANCILLARY USES AND
EXISTING PUBLIC HOUSE.**

Received
Completd
Revised

Decision & Date
Conditional

26/01/1978

> Any Queries Please Phone 0171 361 2199/2206/2015 <
> Fax Requests (FOA Records Section) 0171 361 3463 <

14 & 21 NORLAND ROAD

Sitename : (PREVIOUSLY HAMMERSMITH & FULHAM NOW RBKC FROM 1/4/96) Property Card N° : 0584 010 50
Comment : CAU11418
TP Arch/History :
See Also :
Xref :
Notes :

***** No cases attached to this Property Card *****

> Any Queries Please Phone 0171 361 2199/2206/2015 <
> Fax Requests (FOA Records Section) 0171 361 3463 <

Number
CAL01/1418/AS
NORTH

Date
Opened
29/6/01

THE ROYAL BOROUGH OF
**KENSINGTON
AND CHELSEA**

INTERNAL

TOWN PLANNING
DEVELOPMENT CONTROL

Att: Bill Mawt.

To: TRANSPORTATION

PROPERTY 14 NORLAND ROAD, W11

APPEAL NOTIFICATIONS

Re: 14 NORLAND ROAD

Please complete the list of those to notify of the appeal and return with the file(s) to the Appeal Section within 24 hours. Thank You.

WARD COUNCILLORS:

- 1.
- 2.
- 3.

KENSINGTON SOCIETY (Ms Susie Symes, 19 Denbigh Terrace,
London W11 2QJ)

CHELSEA SOCIETY (Mr Hugh Krall, 51 Milman's Street,
London SW10 0DA)

RESIDENT ASSOCIATIONS AND AMENITY SOCIETIES:

- 1.
- 2.
- 3.

ALL 3RD PARTIES ORIGINALLY NOTIFIED

ALL OBJECTORS/SUPPORTERS

STATUTORY BODIES ORIGINALLY NOTIFIED

ENGLISH HERITAGE

OTHERS:.....



The Planning Inspectorate

3/17 Eagle Wing
Temple Quay House
2 The Square
Temple Quay
Bristol BS1 6PN

<http://www.planning-inspectorate.gov.uk>

Direct Line 0117-3728613
Switchboard 0117-3728000
Fax No 0117-3728181
GTN 1371-8613

Ms H Divett (Dept Of Planning & Conservation)
Kensington And Chelsea R B C
3rd Floor
The Town Hall
Hornton Street
London
W8 7NX

Your Ref: CA/01/01418
Our Ref: APP/K5600/H/01/1075648
Date: 13 November 2001

Dear Madam

**TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992
APPEAL BY NOTTING HILL HOUSING TRUST
SITE AT 14 NORLAND RD, LONDON, W11 4TR**

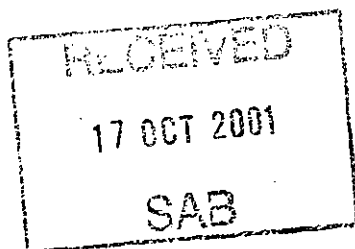
I refer to the above mentioned advertisement appeal and enclose a copy of appeal forms as requested.

Yours faithfully

Miss Tammy McClean

A25

EX DIR	HDC	TP	CAC	AD	CLU	AO AK
RB KJC	15 NOV 2001			PLANNING		
N	G	SW	SE	APP	IO	REC
			ARB	FPLN	DES	FEES



DVE/TR/JTA1615

16 October 2001

HARBOURSIDE HOUSE,
3-4 THE GROVE
BRISTOL
BS1 3QZ
TEL: 0117 917 7250
FAX: 0117 917 7251
email: rpsbr@rpsplc.co.uk
http://www.rpsplc.co.uk

**TOWN PLANNING AND
ENVIRONMENTAL
CONSULTANTS**

The Planning Inspectorate
(PINSAA SAC(A))
3/17 Eagle Wing
Temple Quay House
2 The Square
Temple Quay
Bristol
BS1 6PN

Dear Sir/Madam

Town and Country Planning Act 1990
Town and Country Planning (Control of Advertisements)
Regulations 1992
Advert Appeal, 14 Norland Road, London, W11 4TR

I refer to the above and enclose an appeal against the decision of the Royal Borough of Kensington and Chelsea to refuse advert consent. The appeal comprises:-

- One copy of the appeal forms (Sheets 1 and 2)
- One copy of the B3 documents

Background

The application dated 22 June 2001, read in conjunction with the covering letter from Notting Hill Commercial Properties dated 22 June 2001, sought advert consent to replace the existing externally illuminated rotating 48 sheet sign with a non-illuminated static 48 sheet sign. This was partly in response to a local resident's noise complaints. However, the refusal notice description reads, 'Retention of one externally illuminated 48 sheet panel advert hoarding affixed to flank wall at upper level'. The Local Planning Authority have confirmed over the telephone that they did indeed consider the application as a request for retrospective advert consent.

ALTON
BRISTOL
BIRMINGHAM
CAMBRIDGE
CHESTER
DERBY
DURHAM
EXETER
HUDDERSFIELD
LEEDS
LONDON
MANCHESTER
MILTON KEYNES
OXFORD
PORTSMOUTH
SOUTHAMPTON
SWINDON
WARRINGTON

ABERDEEN
EDINBURGH
GLASGOW

CARDIFF
CHEPSTOW

BELFAST
CORK
DUBLIN
WATERFORD

DELFT
FRANKFURT
PARIS
ROTTERDAM

**A MEMBER OF THE
RPS GROUP PLC**

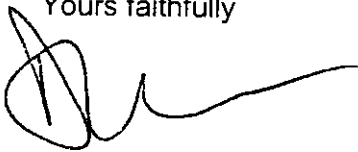
RPS CHAPMAN WARREN LTD
REGD. IN ENGLAND
No. 03014565
CENTURION COURT
85 MILTON PARK
ABINGDON
OXFORDSHIRE OX14 4BY

This appeal is submitted on the basis of the application for the erection of a non-illuminated static 48 sheet panel advert. If acceptable to the Planning Inspectorate and the Local Planning Authority, I hope that the appeal can proceed on this basis.

If you have any queries in relation to the above or wish to discuss the matter, please feel free to telephone me.

I confirm that I have sent the 'yellow pages' and a single copy of the B3 documents including a copy of this letter to the Local Planning Authority.

Yours faithfully



Dale Evans
Principal Planner

Enc

cc. T Eustace, In Situ
A Cedar, Daws Investments
Royal Borough of Kensington & Chelsea

THE PLANNING INSPECTORATE

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992

ADVERTISEMENT APPEAL TO THE SECRETARY OF STATE FOR THE ENVIRONMENT,
TRANSPORT AND THE REGIONSTHE PLANNING INSPECTORATE, [PINSAA SAC(A)], 3/17 EAGLE WING, TEMPLE QUAY HOUSE,
2 THE SQUARE, TEMPLE QUAY, BRISTOL BS1 6PN

- PLEASE READ THE ATTACHED NOTES FOR GUIDANCE BEFORE COMPLETING YOUR APPEAL
- PUT X IN THE APPROPRIATE BOX THROUGHOUT.

A - Appellant's details (please use capital letters)

Name and address of any agent or professional representative to whom letters should be sent

1. Full name Notting Hill Housing TrustRPS Chapman WarrenAddress c/o In Situ, 26 Crown RoadHarbourside House, 4-5 The GroveTwickenham, MiddlesexBristolPost code TW1 3EEPost code BS1 4QZTelephone No: 02087440005 Your ref: EHE/gtTelephone No: 0117 9177250 Your ref: JTA1615**B - Appeal and grounds**

2. I appeal against:-

Kensington & Chelsea Council's decision on (date) 21 August 2001 (ref) CA/01/01418

- to refuse consent for the display of advertisement(s);
- condition(s) imposed by the Council on the grant of consent to display advertisement(s);
- the Council's failure to give notice within the specified period of their decision on an application, or that it has been referred to the Secretary of State
- the Council's service of a discontinuance notice on (date).....(ref).....

To accompany copy of the appeal sent to the Planning Inspectorate

3. I enclose a copy of:-

- the advertisement application made to the Council;
- all relevant plans and particulars submitted to the Council;
- the notice of the Council's decision;
- any relevant correspondence with the Council; letters dated 17/4/01 and 22/6/01
- the discontinuance served by the Council.

4. Description, measurements and colours, including details of illumination if applicable, of the advertisement(s) involved in this appeal.

Static non-illuminated 48 sheet panel

5a. Address or location of the site to which the appeal relates.

14 Norland Road, London W11 4TR

5b. Has the land/site owners consent been obtained?

NO YES

5c. Is the site on highway land?

NO YES

6. Is the advertisement in position?

NO YES

7. Is there any other current appeal to the Secretary of State involving this site in any way?

NO YES

If yes, what is it?

Reference Nos.

- An appeal under Town and Country Planning (Control of Advertisements) Regulations 1992
- A planning appeal under section 78 of the Town and Country Planning Act 1990
- An enforcement appeal under section 174 of the 1990 Act
- An appeal involving any listed building on the site

8. Please state the precise grounds or reasons for your appeal (use additional paper if necessary)

There are no public safety concerns.
 The application, the subject of this appeal was for the removal of an existing/illuminated advert and its replacement.
 The site has been used as an advert site since at least 1981 and as such the appearance and character of the area generally and, the Conservation Area in particular, is preserved.

C - Late appeals

9. If your appeal is late (see Notes for Guidance), please give reasons for the delay. (use additional paper if necessary)

D - Procedures for deciding your appeal

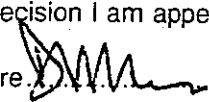
10. Which procedure do you wish to be used in deciding your appeal?

- consideration of written statements, photographs and an unaccompanied site inspection by an officer of the Inspectorate
- a hearing at which I or my representatives and a representative of the Council will make oral representations to an officer of the Inspectorate

If the last box is indicated, it would be helpful if you could state fully your reasons why the written representations method would be inadequate in this case. (use additional paper if necessary).

I certify I have sent a copy of this appeal to the Council against whose decision I am appealing.

Date 15 October 2001

Signature  RPS Chapman Warren

(on behalf of) Notting Hill Housing Trust
c/o In Situ

THE PLANNING INSPECTORATE IS REGISTERED UNDER THE DATA PROTECTION ACT TO HOLD PERSONAL DATA SUPPLIED BY YOU.



The Planning Inspectorate

3/17 Eagle Wing
Temple Quay House
2 The Square
Temple Quay
Bristol BS1 6PN

<http://www.planning-inspectorate.gov.uk>

Direct Line 0117-3728613
Switchboard 0117-3728000
Fax No 0117-3728181
GTN 1371-8613

Ms H Divett (Dept Of Planning & Conservation)
Kensington And Chelsea R B C
3rd Floor
The Town Hall
Hornton Street
London
W8 7NX

Your Ref: CA/01/01418
Our Ref: APP/K5600/H/01/1075648
Date: 7 November 2001

Dear Madam

**TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992
APPEAL BY NOTTING HILL HOUSING TRUST
SITE AT 14 NORLAND RD, LONDON, W11 4TR**

You should have received a copy of an advertisement appeal [on form DOE 14075B], from for this site/premises. If you have not received an appeal, please inform us immediately on the enclosed reply slip.

The appeal will be dealt with by the procedure described in paragraph 42 of DOE Circular 5/92; and an officer of the Inspectorate will be appointed by the Secretary of State to decide the appeal. The Council's statement, photographs, scaled plan and any other relevant document, should be sent to the appellant(s) and us within 3 weeks of you receiving the appeal. This is in accordance with the Town and Country Planning (Control of Advertisements) Direction 1992. **When preparing your statement, the advice in paragraph 43 and Appendix D to DOE Circular 5/92 is very relevant.**

Yours faithfully

Miss Tammy McClean

A6A

*Phoned
& returned
slip 8/11
AM*

25

① PC

② ER

JR.
17/10

HARBOURSIDE HOUSE.
3-4 THE GROVE
BRISTOL
BS1 3QZ
TEL: 0117 917 7250
FAX: 0117 917 7251
email: rpsbr@rpsplc.co.uk
http://www.rpsplc.co.uk

TOWN PLANNING AND ENVIRONMENTAL CONSULTANTS

DVE/TR/JTA1615

16 October 2001

Ms E Richards
Planning and Conservation
The Royal Borough of Kensington & Chelsea
The Town Hall
Hornton Street
LONDON
W8 7NX

EX	HDC	TP	CAG	AD	CLU	AO
RB					17 OCT 2001	
					KC	
N	C	SW	SE	APP	IO	REC
				ARB	FPLN	DES FEES

46

Dear Ms Richards

Town and Country Planning Act 1990
Town and Country Planning (Control of Advertisements)
Regulations 1992
Advert Appeal, 14 Norland Road, Kensington, London, W11 4TR
(Ref. CA./01/01418)

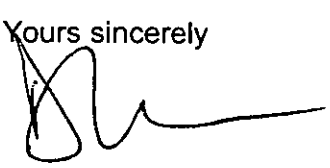
I refer to the above and enclose a copy of an appeal I have submitted against your Council's decision to refuse advert consent at this site. I also enclose a copy of the covering letter I have sent to the Planning Inspectorate which deals with the Council's error in processing the application.

It would be helpful in the first instance, if you could confirm to me that you are content for the appeal to proceed on the basis of the erection of a non-illuminated static advert.

Secondly, could you please advise me in writing what the current position is with regard to the existing rotating illuminated advert at the site.

If you have any queries in relation to any of the above or if you wish to discuss the advert situation on the telephone or at a face to face meeting, please feel free to telephone me.

I look forward to hearing from you in due course.

Yours sincerely


Dale Evans
Principal Planner

Encs

cc. T Eustace, In Situ
A Cedar, Daws Investments

- ALTON
- BRISTOL
- BIRMINGHAM
- CAMBRIDGE
- CHESTER
- DERBY
- DURHAM
- EXETER
- HUDDERSFIELD
- LEEDS
- LONDON
- MANCHESTER
- MILTON KEYNES
- OXFORD
- PORTSMOUTH
- SOUTHAMPTON
- SWINDON
- WARRINGTON

- ABERDEEN
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- CARDIFF
- CHEPSTOW

- BELFAST
- CORK
- DUBLIN
- WATERFORD

- DELFT
- FRANKFURT
- PARIS
- ROTTERDAM

A MEMBER OF THE RPS GROUP PLC

RPS CHAPMAN WARREN LTD
REGD. IN ENGLAND
No. 03014365
CENTURION COURT
85 MILTON PARK
ABINGDON
OXFORDSHIRE OX14 4RY

DVE/TR/JTA1615

16 October 2001

HARBOURSIDE HOUSE,
 3-4 THE GROVE
 BRISTOL
 BS1 3QZ
 TEL: 0117 917 7250
 FAX: 0117 917 7251
 email: rpsbr@rpsplc.co.uk
 http://www.rpsplc.co.uk

**TOWN PLANNING AND
 ENVIRONMENTAL
 CONSULTANTS**

The Planning Inspectorate
 (PINSAA SAC(A))
 3/17 Eagle Wing
 Temple Quay House
 2 The Square
 Temple Quay
 Bristol
 BS1 6PN

EX	HDC	TP	CAC	AD	CLU	AO
RB		17 OCT 2001			KC	
N	C	SW	SE	APP	IO	REC
			ARB	FPLN	DES	FEES

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Background

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ABERDEEN
 EDINBURGH
 GLASGOW

CARDIFF
 CHEPSTOW

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 WATERFORD

DELFT
 FRANKFURT
 PARIS
 ROTTERDAM

**A MEMBER OF THE
 RPS GROUP PLC**

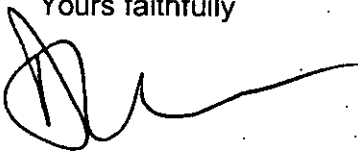
RPS CHAPMAN WARREN LTD
 REGD. IN ENGLAND
 No. 03014565
 CENTURION COURT
 85 MILTON PARK
 ABBINGDON
 OXFORDSHIRE OX14 4BY

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Yours faithfully



Dale Evans
Principal Planner

Enc

cc. T Eustace, In Situ
A Cedar, Daws Investments
Royal Borough of Kensington & Chelsea

THE PLANNING INSPECTORATE

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992

ADVERTISEMENT APPEAL TO THE SECRETARY OF STATE FOR THE ENVIRONMENT,
TRANSPORT AND THE REGIONS

THE PLANNING INSPECTORATE, [PINSAA SAC(A)], 3/17 EAGLE WING, TEMPLE QUAY HOUSE,
2 THE SQUARE, TEMPLE QUAY, BRISTOL BS1 6PN

- PLEASE READ THE ATTACHED NOTES FOR GUIDANCE BEFORE COMPLETING YOUR APPEAL
- PUT X IN THE APPROPRIATE BOX THROUGHOUT.

A - Appellant's details (please use capital letters)

1. Full name Notting Hill Housing Trust
 Address c/o In Situ, 26 Crown Road
Twickenham, Middlesex
 Post code TW1 3EE
 Telephone No: 02087440005 Your ref: EHE/gc

Name and address of any agent or professional representative to whom letters should be sent
RPS Chapman Warren
Harbourside House, 4-5 The Grove
Bristol
 Post code BS1 4QZ
 Telephone No: 0117 9177250 Your ref: JTA1615

B - Appeal and grounds

2. I appeal against:-
Kensington & Chelsea Council's decision on (date) 21 August 2001 (ref) CA/01/01418
- to refuse consent for the display of advertisement(s);
- condition(s) imposed by the Council on the grant of consent to display advertisement(s);
- the Council's failure to give notice within the specified period of their decision on an application, or that it has been referred to the Secretary of State
- the Council's service of a discontinuance notice on (date).....(ref).....

To accompany copy of the appeal sent to the Planning Inspectorate

3. I enclose a copy of:-
- the advertisement application made to the Council;
- all relevant plans and particulars submitted to the Council;
- the notice of the Council's decision;
- any relevant correspondence with the Council; letters dated 17/4/01 and 22/6/01
- the discontinuance served by the Council.

4. Description, measurements and colours, including details of illumination if applicable, of the advertisement(s) involved in this appeal.

Static non-illuminated 48 sheet panel ..

5a. Address or location of the site to which the appeal relates.

14 Norland Road, London W11 4TR

5b. Has the land/site owners consent been obtained? NO YES

5c. Is the site on highway land? NO YES

6. Is the advertisement in position? NO YES

7. Is there any other current appeal to the Secretary of State involving this site in any way?

NO YES

If yes, what is it?

Reference Nos.

- An appeal under Town and Country Planning (Control of Advertisements) Regulations 1992
- A planning appeal under section 78 of the Town and Country Planning Act 1990
- An enforcement appeal under section 174 of the 1990 Act
- An appeal involving any listed building on the site

8. Please state the precise grounds or reasons for your appeal (use additional paper if necessary)

There are no public safety concerns.
 The application, the subject of this appeal was for the removal of an existing/illuminated advert and its replacement.
 The site has been used as an advert site since at least 1981 and as such the appearance and character of the area generally and, the Conservation Area in particular, is preserved.

C - Late appeals

9. If your appeal is late (see Notes for Guidance), please give reasons for the delay. (use additional paper if necessary)

D - Procedures for deciding your appeal


10. Which procedure do you wish to be used in deciding your appeal?

- consideration of written statements, photographs and an unaccompanied site inspection by an officer of the Inspectorate
- a hearing at which I or my representatives and a representative of the Council will make oral representations to an officer of the Inspectorate

If the last box is indicated, it would be helpful if you could state fully your reasons why the written representations method would be inadequate in this case. (use additional paper if necessary).

I certify I have sent a copy of this appeal to the Council against whose decision I am appealing.

Date 15 October 2001

Signature  RPS Chapman Warren
 (on behalf of) Notting Hill Housing Trust
 c/o in Situ

THE PLANNING INSPECTORATE IS REGISTERED UNDER THE DATA PROTECTION ACT TO HOLD PERSONAL DATA SUPPLIED BY YOU.

AC

**THE ROYAL BOROUGH OF KENSINGTON AND CHELSEA
MEMORANDUM - SECTION 101 - LOCAL GOVERNMENT ACT, 1972**

To: Chief Administrative Officer (Planning) Date: 20 August 2001
From: The Executive Director, Planning & Conservation Our Ref: CA/01/01418

Application Date: 22/06/2001 Complete Date: 27/06/2001
Agent: In Situ, 26 Crown Road, Twickenham, Middlesex TW1 3EE
Address: 14 Norland Road, London, W11 4TR

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.

- Class - 8th Schedule development
- Class - shop fronts
- Class - conversion from non s/c dwellings etc
- Class - amendments as required by T.P. Committee
- Class - Listed building consent for above Classes.
- Class - Conservation area consent
- Class - approval of facing materials
- Class - grant of planning permission for a change from one kind of non-residential use to another non-residential use except where this would involve the loss of a shop in a

Principal

- Class - grant or refuse certificates of Lawful development under
- Class - Crossover under S.108 of the Highways Act 1980
- Class - grant permission licenses for electric
- Sections 73, 74, 138, 143, 152, 153, 177 & 180 of the Highways Act 1980

DELEGATED
21 AUG 2001
REFUSAL OF

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

DESCRIPTION OF PROPOSED DEVELOPMENT

Retention of one externally illuminated 48-sheet panel advert hoarding affixed to flank wall at upper level.

RECOMMENDED DECISION Refuse Control of Advertisement Consent

RBK&C drawing(s) No. CA/01/01418
Applicant's drawing(s) No. Unnumbered Site Plan (received 25/06/01) and unnumbered coloured photograph (received 25/06/01)

Number of Objections - 4

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

CA/01/01418

[Handwritten signature]

haws
21/8/01

[Handwritten signature] 21/8/01

CONDITIONS AND REASONS FOR THEIR IMPOSITION

1. **The advertisement hoarding is an uncharacteristic and overdominant feature which adversely affects the visual amenity of the streetscene and the character and appearance of the Norland Conservation Area. Therefore, the advertisement hoarding is considered to conflict with Council policy as outlined in the existing and emergent Unitary Development Plan, notably policies CD48, CD52, CD53, CD68 and CD71.**

1.0 SITE

1.1 14 Norland Road is a three-storey end of terrace property with basement located on the eastern side of Norland Road, close to Holland Park Avenue. The ground floor and basement are presently in use as a café, while the upper two floors are in residential use.

1.2 The property is not Listed, but is within the Norland Conservation Area.

2.0 DESCRIPTION OF PROPOSAL

2.1 The proposal seeks retrospective Control of Advertisement Consent for the retention of a static non-illuminated 48-sheet panel advertisement hoarding. The advertisement hoarding is affixed to the south side flank wall of 14 Norland Road at high level, and faces the Shepherds Bush roundabout.

3.0 RELEVANT PLANNING HISTORY

3.1 Planning permission was refused on 11 April 1978 for the display of an advertisement hoarding on the flank wall of No. 14 Norland Road (Ref. CA/77/200).

3.2 As a result of a complaint received from a local resident, a planning enforcement case was opened in April 2001 in relation to the display of an advertisement hoarding at 14 Norland Road. During the enforcement investigation it was established that an illuminated 48-sheet revolving advertisement hoarding was displayed on the flank wall of 14 Norland Road. A referral to the Council's planning records revealed that Control of Advertisement Consent had neither be sought nor granted for the display of the subject hoarding.

4.0 PLANNING CONSIDERATIONS

4.1 The main issues for consideration relate to the impact the advertisement hoarding has on the visual amenity of the area, the external appearance of the building and the character and appearance of the Norland Conservation Area as a whole. Also for consideration is the impact on public safety.

4.2 The relevant Policies of the current and emergent Unitary Development Plan are as follows:

- CD48 (Conservation Areas)
- CD52 (Development in Conservation Areas)
- CD53 (Development in Conservation Areas)
- CD68 (Advertisements)
- CD71 (Hoardings)

- 4.3 Policy CD71 of the Unitary Development Plan resists the erection of permanent advertisement hoardings within the Borough, either freestanding or attached to buildings, as they detract from the quality of the townscape. While Policy CD71 permits temporary hoardings under certain circumstances, for example where hoardings may be advantageously used to screen building sites or unsightly land, this is not the case in this instance.
- 4.4 The existing advertisement hoarding measures 6.1m in length and 3.05m in height, and is affixed to the flank wall of the property approximately 5.0m above ground level. A wooden access platform measuring approximately 1.5m in depth runs the full width of the base of the hoarding. Due to its high level position on an exposed flank wall, the hoarding is clearly visible to traffic on the Shepherds Bush roundabout. It is also noted that considerable lopping of trees and foliage in the area immediately fronting the hoarding has occurred in order to create clear sightlines when viewed from the Shepherds Bush roundabout. The large gap in the foliage is clearly evident when viewed from the roundabout and has been carried for the sole purpose of exposing the hoarding. While the applicant has indicated that the proposal is not illuminated, it is noted that the hoarding benefits from a projecting florescent trough light, which runs full width.
- 4.5 The property to which the hoarding is attached falls within the Norland Conservation Area, which was first designated in 1969. Historically, the shops and houses on the east side of Norland Road have been systematically rehabilitated in an attempt to promote the provision of local amenities. The open area fronting the flank wall of 14 Norland Road, which runs through to the open ground adjoining 186 Holland Park Avenue, has been the subject of a landscaping scheme proposed by the Royal Borough, and carried out by Hammersmith and Fulham with the intention of relieving the barren and open views across it. As a result of numerous unauthorised advertising hoardings in this locality, selected mature trees and saplings have been severely cut back or removed completely in order to create clear sightlines to passing traffic.
- 4.6 Due to the size and high-level nature of the proposal, it is considered that the advertisement hoarding is contrary to part (a) of Policy CD68, which expresses Council policy with specific reference to advertisements:

CD68 To resist advertisements if:

- (a) **By reason of size, siting, design, materials or illumination they would harm the appearance of a building or the street scene; or**
 - (b) **They would adversely affect public safety.**
- 4.7 The Council's Director of Transportation and Highways has considered the proposal and has found no sustainable grounds in which to raise a transportation objection.
- 4.8 It is considered that the existing advertisement hoarding does not respect the scale of the surrounding location and produces an over-dominant feature, which results in significant visual harm to the streetscene. Furthermore, as the hoarding is affixed to the external wall of a residential property at high level, it is considered that the

hoarding is an uncharacteristic feature, which undermines the character of the Conservation Area at an important entry point to the Borough.

- 4.9 By virtue of its size and its prominent and incongruous siting, the existing advertisement hoarding is considered to cause harm to visual amenity and to the character and appearance of the Conservation Area. The proposal is considered detrimental to the aesthetic character of the area, contrary to Policies CD48, CD52, CD53, CD68 and CD71 of the existing and emergent Unitary Development Plan.

5.0 CONSULTATION

- 5.1 To date, a letter of objection has been received from the London Borough of Hammersmith & Fulham and three letters of objection have been received from residents in Norland Road and Royal Crescent.

- 5.2 The London Borough of Hammersmith & Fulham has objected on the grounds that the hoarding will be visible from within the Borough due to its high level and prominent position on the building, which is considered harmful to the interests of visual amenity. The letters received from neighbouring residents, can be summarised as follows:

- Three residents have voiced concerns on the chopping down of foliage and trees from the open area fronting the gable end of 14 Norland Road.
- Two letters of objection refer to the crashing noise caused by the installation of the revolving advertising strips, which occurs at unsociable hours 2/3 times per week, and has aggravated the large cracks on the front of the building.
- Two neighbouring residents object to the proposal on the grounds that the hoarding is located in a prominent position on the gable end of a Victorian terrace on the edge of a Conservation Area.
- One letter refers to the hoarding as a dangerous distraction to motorists.
- The occupier of 42 Royal Crescent, which is located due east of the application site, has objected due to the adverse impact the hoarding has on the view from the rear of their property.

The Council's Arboricultural Officer is aware of the works to the existing trees and foliage in this vicinity, and have recently intervened in the removal of mature trees from the neighbouring open land (adjacent to 186 Holland Park Avenue). Officers concur with concerns that the hoarding will cause harm to visual amenity and the character and appearance of the Conservation Area, and these are reflected in the reasons for refusal. Likewise, it is considered that the hoarding does have a detrimental impact on residential amenity, particularly when viewed directly from properties in Royal Crescent Mews and from the rear of properties in Royal Crescent. However, with respect to the effect of the hoarding on passing motorists, the Transportation Officer has found no sustainable grounds in which to raise a transportation objection.

6.0 RECOMMENDATION

- 6.1 (1) Refuse Control of Advertisement Consent.

- (2) Instruct the Director of Legal Services to prosecute under s.224 of the Town and Country Planning Act 1990 for the display of an advertisement contrary to the regulations, and to pursue any legal action necessary to secure its removal.

M.J. FRENCH
EXECUTIVE DIRECTOR, PLANNING AND CONSERVATION

Background Papers

The contents of file CA/01/01418 save for exempt or confidential information in accordance with the Local Government (Access to Information) Act 1985.

Report Prepared By: GS
Report Approved By: DT/LAWJ
Date Report Approved: 21/08/2001