

# Other Documents

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① Aene all.  
② Pass to Gavin S.  
J.R.  
10/8. ✓



ENVIRONMENT DEPARTMENT  
DEVELOPMENT SERVICES

Date: 10th August 2001

ROYAL BOROUGH OF KENSINGTON & CHELSEA  
THE TOWN HALL  
HORTON STREET  
LONDON  
W8 7NX

LONDON BOROUGH OF  
HAMMERSMITH & FULHAM

Town Hall, King Street  
Hammersmith, London W6 9JU

WEB www.lbhf.gov.uk

TEL 020 8576 5013

FAX 020 8600 4972

Enquiries: 020 8576 5012

or: 020 8576 5013

**Applicant:**

ROYAL BOROUGH OF KENSINGTON & CHELSEA  
THE TOWN HALL  
HORTON STREET  
LONDON  
W8 7NX

**Application number:**

2001/1797/P

**Registered on:**

4th July 2001

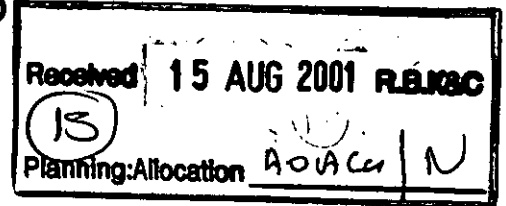
**Property reference:**

Town and Country Planning Act 1990

**OBJECTION RAISED**

Location and Description

14, NORLAND ROAD, LONDON, W11 4TR



Observation to The Royal Borough of Kensington and Chelsea:  
Erection of static non-illuminated poster hoarding  
advertisement to south flank wall.  
Drg. Nos: Letter, Photo

Particulars of Decision

This Council raises objection to the proposed development for the following reason(s):

- 1 The proposed hoarding will be visible from within the London Borough of Hammersmith and Fulham because it is at high level and in a prominent position on the building. As a consequence of the long range visibility it is therefore considered to be harmful to the interests of visual amenity.

*John Fingleton*

On behalf of Director of the Environment Department.  
Duly authorised by the Council to sign this notice.

# Statement of Applicants' Rights

arising from the refusal of planning permission or the grant of permission subject to conditions.

- 
- 1** If the applicant is aggrieved by the accompanying decision he/she may by notice served within six months of the date of this notice, appeal to the Secretary of State for the Environment in accordance with Section 78 of the Town and Country Planning Act 1990.

The Secretary of State has power to allow a longer period for the giving of notice of appeal but he will not normally be prepared to exercise this power unless there are special circumstances which excuse the delay in giving notice of appeal.

The Secretary of State is not required to entertain an appeal if it appears to him that permission for the proposed development could not have been granted by the local planning authority or could not have been so granted otherwise than subject to the conditions imposed by them, having regard to the statutory requirements, to the provisions of the Development Order and any Directions given under the Order.

- 
- 2** If permission to develop land is refused, or granted subject to conditions, whether by the local planning authority or by the Secretary of State for the Environment and the owner of the land claims that the land has become incapable of reasonably beneficial use in its existing state and cannot be rendered capable of reasonably beneficial use by the carrying out of any development which had been or would be permitted, he may serve on the Council of the London Borough of Hammersmith and Fulham a purchase notice requiring that authority to purchase his interests in the land in accordance with the provisions of Part VI of the Town and Country Planning Act 1990.

- 
- 3** In certain circumstances, a claim may be made against the local planning authority for compensation, where permission is refused, or granted subject to conditions by the Secretary of State on appeal or on a reference of the application to him. The circumstances in which such compensation is payable are set out in Section 108 of the Town and Country Planning Act, 1990.

- 
- 4** Any appeal must be made on the appropriate forms which can be obtained from the Secretary of State for the Environment, Tollgate House, Houlton Street, Bristol, BS2 9DJ.
- 

## General Information

The granting of planning permission does not relieve developers of the necessity for complying with any local Acts, the Building Regulations and general statutory provisions in force in the area or modify or affect any personal or restrictive covenants, easements, etc. applying to or affecting either the land to which the permission relates or any other land or the rights of any persons or authorities (including the Council of the London Borough of Hammersmith and Fulham) entitled to the benefit thereof or holding in the property concerned in the development permitted or in any adjoining property.

In this connection applicants are advised to consult the Director of Engineering as to any works proposed to, above or under the carriageway, footway or forecourt.

Applicants are also advised to consult the Council's Building Control Officer at the earliest possible moment, before commencing the development, with regard to the provisions of the Building Regulations and/or other statutes.

Applicants are advised that the granting of planning permission does not authorise any development which may encroach upon a public highway and, in the event of such an encroachment, the Council may take such action as is appropriate to secure the removal of that part of the development which encroaches upon the public highway.

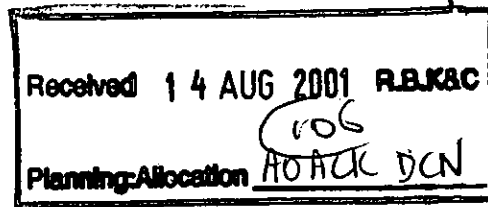
objection  
AO Act ⇒ GS

42 Royal Crescent,  
London W11 4SN

✓ J.M.  
16/8

11th August 2001

Attn of Gary Shiers  
borough Planning Office  
Town Hall  
Hampton Street  
London W8 7NX



Dear Sir,

Planning ref = DPS/DCN/CA.01/01418/GS

I write as owner of the property which looks out onto the side of the proposed development from the rear.

I strongly object to the proposal which is for retention of an illegally sited advertising display for the following reasons:-

1. It has an adverse impact on our view from the back of our house.
2. It has a detrimental aesthetic impact on the edge of the conservation area. The advertising in Hammersmith on the other side of the roundabout has degraded the entire neighbourhood.
3. Operators of the hoarding have lopped and removed trees which protect our neighbourhood from the sight, noise and pollution of a major roundabout - despite the protection of the trees by Conservation legislation.

Yours faithfully,

Peter L. Hall (P. L. HALL)

COPY TO TREES FOR INFO/ACTION VJH.

32 Royal Crescent Mews, W11 4SY

*objection*  
*AO Acth*  
*→ GS*  
*✓ Jn*  
*13/8*

Attn of Mr Garry Shivers  
Borough Planning Officer  
Town Hall  
Hornton Street  
W8 7NX

5<sup>th</sup> August 2001

Dear Sir

**Re Proposed development at 14 Norland Road W11 4TR  
(Planning ref: DPS/DCN/CA.01/01418/GS)**

I write as owner and occupier of property immediately adjacent to the site of proposed development.

**I object strongly to the proposal**

which is for retention of an illegally sited advertising display; source of complaint by local residents for several years. My reasons are as follows:

Harmful to local amenity

Noise and disturbance in a quiet residential street.

Whilst the slats are changed, clattering and banging of ladders occurs during unsociable hours.

Badly sited at the end of a residential cul-de-sac where the increased traffic of hoarding operator's vans causes considerable nuisance.

On aesthetic grounds

The hoarding is prominently positioned on the gable of a Victorian terrace, otherwise attractively set by trees and modest architectural features.

The site is a cornerstone of the Borough, placed at the edge of a conservation area – part of the Ladbroke Estate; justly famed for its conjunction of treescape and mid Victorian architecture.

Incidentally, this contrast sharply with Hammersmith Borough just across the road, where unfettered advertising has degraded the entire neighbourhood.

Destruction of local treescape

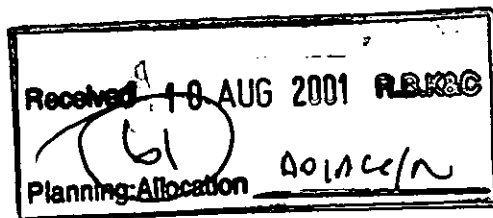
Operators of this hoarding have taken it upon themselves to clear sightlines by brutal lopping of the trees which protect our residential premises from the noise and pollution of a major roundabout – despite the fact that these trees are protected by Conservation Area legislation.

**I urge you to reject this proposal in its entirety.**

Yours sincerely

*F. W. Kinmonth*

Fergus Kinmonth



*Refer to trees for info/Action*

*objection* AO App → GS  
 ✓ NB  
 7/8

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**I urge you to reject this proposal in its entirety.**

Yours sincerely

*Fergus Kinmonth*

Fergus Kinmonth

Ian  
David  
Baker  
16B  
Norland  
Road  
London  
W114TR.  
0207  
603  
5998  
07713  
253  
209

Dear Sirs. <sup>00060237</sup> <sup>1/2</sup> Dark @ GS P.1.

I write to object to the proposed development at 14 Norland Rd W11 4TR.  
REF DPS/DCN/CA/01/01418/GS

I am incensed that I have not even been notified of the said development. I had to find out by accident, when I have been instrumental in complaining about the existing board. REF DPS/DC/ER/01/00093 as it affects me more than anyone.

It has been a continuous nightmare since the current board was installed, backing on to the residential property that I have rented from NHTT since 1978, when there was no board.

The crashing of installing the strips 2 or 3 times a week for approx 20 mins at a time of constant thumping & smashing as if it were coming through the wall, to which it is bracketed. This can only have aggravated the large cracks on the front of the building, resulting in damp walls inside.

Added to which, it was constantly broken down when it cracks & smashes through the evening, when I have to ring Maiden advertising. (Only recently have I been given Insitu's phone number) Then sometimes it's gone on for days before it is repaired, which brings yet more banging.

20/7/01.

Copies to  
INSITU.  
& NHTT.

[Already sent  
by fax]

continued  
on 244 pp.

Received 24 JUL 2001 R.B.K&C
(27)
Planning Allocation AOACIC/N

In order to have this display made more visible to the street & road, the company have on occasion chopped down foliage & trees, which as a wild garden area is a life blood to this concrete & carbon monoxide stretch of land.

Ad boards on roundabouts are also a dangerous distraction to motorists.

The Notting Hill Housing trust state in their proposal, that the hoarding is a valuable source of income, which I don't doubt. They also claim to be very big on consulting tenants. I have never had any notice about the erection of an billboard that has gone up on my wall.

The K&C council, after my persistent enquiries into all depts. admit there has never been any permission granted for any boards. They gave the company 21 days to remove it, from 17/4/01. It is still there, still making noise and no company or trust has been prosecuted for illegal bill boards

I object to the proposal.

Sincerely,  
Leonard Baker



ENVIRONMENT DEPARTMENT  
DEVELOPMENT SERVICES

24th July 2001

ROYAL BOROUGH OF KENSINGTON & CHELSEA  
THE TOWN HALL  
HORTON STREET  
LONDON  
W8 7NX

**LONDON BOROUGH OF  
HAMMERSMITH & FULHAM**

Town Hall, King Street  
Hammersmith, London W6 9JU

WEB [www.lbhf.gov.uk](http://www.lbhf.gov.uk)

TEL 020 8576 5013

FAX 020 8600 4972  
Extension: 3313

Enquiries: 020 8576 5012  
or: 020 8576 5013

FAX: 020 8576 5018

Application Number:

2001/1797/P *68*

The planning officer dealing  
with your application is:  
Fraser Graafhuis

Dear Sir/Madam,

Town and Country Planning Act 1990  
Town and Country Planning (General Development Procedure) Order 1995  
National Development Control Forum - Code of Practice 1980

Address: 14, NORLAND ROAD, LONDON, W11 4TR

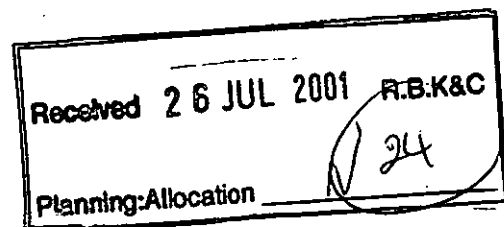
Proposal: Observation to The Royal Borough of Kensington and Chelsea:  
Erection of static non-illuminated poster hoarding  
advertisement to south flank wall.

Thank you for your notification of proposed development at the above address,  
dated 2nd July 2001.

The Council will endeavour to forward any observations on this proposal by 1st  
August 2001.

Yours faithfully,

**NIGEL PALLACE.**  
Assistant Director, Development Services.



## REASON FOR DELAY

CASE NO. CA/01/1418

This case has been identified as a "Target" application, which has the target for being passed through to the Head of Development Control within 6 weeks of the date of completion.

In the case of this application, there has been a delay of.....

I have been unable to pass through the case within the target period for the following reason(s) [*highlight as necessary*]

- 1) Delays due to internal Consultation (i) Design  
[*highlight one or all*] (ii) Transportation  
(iii) Policy  
(iv) Environmental Health  
(v) Trees  
(vi) Other
- 2) Further neighbour notification/external consultation necessary (spread or time period)
- 3) Awaiting Direction from English Heritage/other EH delays...
- 4) Revisions requested, but not received in time
- 5) Revisions received but inadequate
- 6) Revisions received but reconsultation necessary
- 7) Of the Committee cycle
- 8) Applicant's instruction
- 9) OTHER REASON.....

Signed..... (Case Officer)

---

# PLANNING AND CONSERVATION

THE TOWN HALL HORNTON STREET LONDON W8 7NX

---

Executive Director M J FRENCH FRICS Dip TP MRTPI Cert TS

---

THE ROYAL  
BOROUGH OF



KENSINGTON  
AND CHELSEA

---

## File Copy

1 2079/2080

020-7361-2079/2080

Switchboard: 020-7937-5464

Extension:

Direct Line:

Facsimile:

020-7361-3463

My reference:

Your reference:

Please ask for: **Date: 03 July 2001**

My Ref: DPS/DCN/CA/01/01418/GS

Planning Information Office

Dear Sir/Madam,

## TOWN AND COUNTRY PLANNING ACT 1990

### **Proposed development at: 14 Norland Road, London, W11 4TR**

Brief details of the proposed development are set out below. Members of the public may inspect copies of the application, the plans and any other documents submitted with it. The Council's Planning Services Committee, in considering the proposal, welcomes comments either for or against the scheme. Anyone who wishes to make representations about the application should write to the Council at the above address **within 21 days** of the date of this letter. Unfortunately, the Council does not have the resources to advise objectors of the Committee date, and you should telephone for further information.

### **Proposal for which permission is sought**

**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.**

**Applicant Notting Hill Housing Trust, Grove House, 27 Hammersmith Grove,  
London W6 0JL**

Yours faithfully

**M. J. FRENCH**

Executive Director, Planning and Conservation

### WHAT MATTERS CAN BE TAKEN INTO ACCOUNT

When dealing with a planning application the Council has to consider the policies of the Borough Plan, known as the Unitary Development Plan, and any other material considerations. The most common of these include (not necessarily in order of importance):

- The scale and appearance of the proposal and impact upon the surrounding area or adjoining neighbours;
- Effect upon the character or appearance of a Conservation Area;
- Effect upon the special historic interest of a Listed Building, or its setting;
- Effect upon traffic, access, and parking;
- Amenity issues such as loss of Sunlight or daylight, Overlooking and loss of privacy, Noise and disturbance resulting from a use, Hours of operation.

### WHAT MATTERS CANNOT BE TAKEN INTO ACCOUNT

Often people may wish to object on grounds that, unfortunately, **cannot** be taken into account because they are not controlled by Planning Legislation. These include (again not in any order of importance):

- Loss of property value;
- Private issues between neighbours such as land covenants, party walls, land and boundary disputes, damage to property;
- Problems associated with construction such as noise, dust, or vehicles (If you experience these problems Environmental Services have some control and you should contact them direct);
- Smells (Also covered by Environmental Services);
- Competition between firms;
- Structural and fire precaution concerns; (These are Building Control matters).

### WHAT HAPPENS TO YOUR LETTER

Planning applications where objections have been received are presented to the Planning Services Committee which is made up of elected Ward Councillors. Planning Officers write a report to the Committee with a recommendation as to whether the application should be granted or refused. Letters received are summarised in the report, and copies can be seen by Councillors and members of the public including the applicant. The Councillors make the decisions and are not bound by the Planning Officer's recommendation. All meetings of the Committee are open to the public.

If you would like further information, about the application itself or when it is likely to be decided, please contact the Planning Department on the telephone number overleaf.

### WHERE TO SEE THE PLANS

Details of the application can be seen at the Planning Information Office, 3rd floor, Town Hall, Hornton Street W.8. It is open from 9am to 4.45pm Mondays to Thursdays (4pm Fridays). A Planning Officer will always be there to assist you.

In addition, copies of applications in the Chelsea Area (SW1, SW3, SW10) can be seen at The Reference Library, Chelsea Old Town Hall, Kings Road SW3 (020 7361 4158), for the Central Area (W8, W14, SW5, SW7) can be viewed in the Central Library, Town Hall, Hornton Street, W.8. and applications for districts W10, W11 and W2 in the North of the Borough can be seen at The Information Centre, North Kensington Library, 108 Ladbroke Grove, London W11 (under the Westway near Ladbroke Grove Station 020 7727-6583). Please telephone to check the opening times of these offices.

If you are a registered disabled person, it may be possible for an Officer to come to your home with the plans. Please contact the Planning Department and ask to speak to the Case Officer for the application.

***PLEASE QUOTE THE APPLICATION REFERENCE NUMBER ON YOUR REPLY***

---

**PLANNING AND CONSERVATION**

---

THE TOWN HALL HORNTON STREET LONDON W8 7NX

---

Executive Director M J FRENCH FRICS Dip TP MRTPI Cert TS

---

The Department of Planning,  
London Borough of Hammersmith & Fulham,  
Town Hall,  
King Street,  
London,  
W6

Switchboard: 020-7937-5464  
Direct Line: 020-7361-2977  
Extension: 2977  
Facsimilie: 020-7361-3463



**KENSINGTON  
AND CHELSEA**

---

Date: 02 July 2001

My Ref: DPS/DCN/CA/01/01418 Your ref: Please ask for: Gavin Shivers

Dear Sir/Madam

**TOWN AND COUNTRY PLANNING ACT 1990**

**Proposed development at: 14 Norland Road, London, W11 4TR**

I enclose a copy of an application, with relevant drawings and/or supporting information, and should be pleased to receive your observations on these proposals as soon as possible.

It is hoped to present this application to the Planning Services Committee prior to 22/08/2001. I look forward to hearing from you in the near future, in order that your comments may be reported to this Committee.

Should you require any further details in respect of this case, please do not hesitate to contact the Case Officer on the above extension.

Yours faithfully

**M.J. FRENCH**

Executive Director, Planning and Conservation

Notting Hill Commercial Properties Ltd  
Grove House  
27 Hammersmith Grove  
London W6 0JL

**NOTTING HILL**  
**COMMERCIAL PROPERTIES**



Tel 020-8357 5000 Fax 020-8357 5080  
DX 32758 Hammersmith 2 Exchange

The Royal Borough of Kensington & Chelsea  
Planning and Conservation  
The Town Hall  
Hornton Street  
London  
W8 7NX

Our ref : MCJ/norland  
Your ref : DPS/DCN/E/01/093/N

Direct line : 020 8357 5150  
Direct fax : 020 8357 5080  
Email : M Cornwall-  
Jones@nhhg.org.uk

22 June 2001



Dear Sirs

**ADVERTISING HOARDING - FLANK WALL, 14 NORLAND ROAD, W11**

An application on behalf of Notting Hill Housing Trust for consent to display an advertisement is enclosed.

We are advised that the existing hoarding does not have planning consent. According to our records an advertising hoarding has been in place on this site since at least 1981 when it replaced a hand painted advertisement.

The hoarding is a valuable source of income. The proceeds raised from it are utilised by the Trust in pursuit of its charitable objectives. That is, providing affordable housing primarily in the Royal Borough and Hammersmith and Fulham. We are a key partner in this of the Royal Borough and house many households nominated by the Council. In addition to our housing functions we provide other services partially funded by enterprise income such as that derived from this hoarding. For example: community development, welfare workers and home support officers.

Furthermore, via the levying of non-domestic rates, the hoarding contributes towards the good works of the Royal Borough of Kensington & Chelsea.

We understand that the Council has received a complaint about the disturbance caused by the revolving motion of the existing display. You will note from our application that we are seeking consent only for a static, non-illuminated, 48 sheet panel that will negate such complaints.

We look forward to receiving the Council's favourable decision on this application. If there is any further information you require please do not hesitate to contact me on the above number.

Yours faithfully

A handwritten signature in black ink, appearing to read "M. Cornwall-Jones". The signature is written in a cursive, flowing style with some overlapping letters.

Matthew Cornwall-Jones  
Commercial Properties Manager

CA011418

Notting Hill Commercial Properties Ltd  
Grove House  
27 Hammersmith Grove  
London W6 0JL

**NOTTING HILL**  
**COMMERCIAL PROPERTIES**



Tel 020-8357 5000 Fax 020-8357 5080  
DX 32758 Hammersmith 2 Exchange

Elen Richards  
The Royal Borough of Kensington & Chelsea  
Planning & Conservation  
The Town Hall  
Hornton Street  
London W8 7NX

Our ref : MCJ/norland  
Your ref : DPS/DCN/E/01/093/N

Direct line : 020 8357 5150  
Direct fax : 020 8357 5080  
Email : MCorwall-  
Jones@nhhg.org.uk

22 June 2001

Dear Ms Richards

**ADVERTISING HOARDING - 14 NORLAND ROAD, W11**

Further to our recent conversations, I enclose a copy of our planning application submitted in respect of the above.

Thank you for your patience and assistance in the matter to date.

Yours sincerely

Matthew Cornwall-Jones  
Commercial Properties Manager

RECEIVED BY PLANNING SERVICES							
EX DIR	HDC	N	C	SW	SE	ENF	AO ACK
26 JUN 2001							
REG	ID	REG	AHB	FWD PLN	CON DEB	FEEB	



CA011418

Notting Hill Commercial Properties Ltd  
Grove House  
27 Hammersmith Grove  
London W6 0JL

COPY

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Furthermore, via the levying of non-domestic rates, the hoarding contributes towards the good works of the Royal Borough of Kensington & Chelsea.

We understand that the Council has received a complaint about the disturbance caused by the revolving motion of the existing display. You will note from our application that we are seeking consent only for a static, non-illuminated, 48 sheet panel that will negate such complaints.

We look forward to receiving the Council's favourable decision on this application. If there is any further information you require please do not hesitate to contact me on the above number.

Yours faithfully

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Commercial Properties Manager

CA011418

Notting Hill Commercial Properties Ltd  
Grove House  
27 Hammersmith Grove  
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COPY

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