

Decision Notice

Please Index As

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

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

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**KENSINGTON
AND CHELSEA**

21 AUG 2001

My Ref: CA/01/01418/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

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

SITE ADDRESS: 14 Norland Road, London, W11 4TR

RBK&C Drawing Nos: CA/01/01418

Applicant's Drawing Nos: Unnumbered Site Plan (received 25/06/01) and unnumbered coloured photograph (received 25/06/01)

Application Dated: 22/06/2001

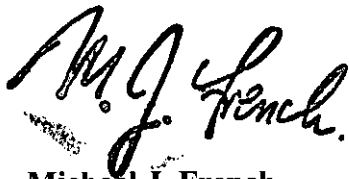
Application Completed: 27/06/2001

REASON(S) FOR REFUSAL OF PERMISSION ATTACHED OVERLEAF

REASON(S) FOR REFUSAL:

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.**

Yours faithfully,

A handwritten signature in black ink, appearing to read "M. J. French". The signature is written in a cursive, flowing style.

Michael J. French
Executive Director, Planning and Conservation



The Planning Inspectorate

ER.

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

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Ms R Gill (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: 17 December 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**

The appellant has now withdrawn this appeal. No further action will be taken on it.

Yours faithfully

Miss Sian Evans

A14B

EX	HDC	TP	CAC	AD	CLU	AO
DIR						AK
RB		20 DEC 2001			PLANNING	
KJC						
N	C	SW	SE	AP	IO	REC
			ARB	FPLN	DES	FEE