

COMMITTEE REPORT

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ROYAL BOROUGH OF KENSINGTON & CHELSEA

REPORT BY THE EXECUTIVE DIRECTOR, PLANNING & CONSERVATION

PLANNING & CONSERVATION COMMITTEE
PLANNING SERVICES COMMITTEE
MEMBERS' PANEL

APP NO. CA/01/01445
AGENDA ITEM NO.

ADDRESS/SUBJECT OF REPORT:

Tesco food store,
135/179 Warwick
Road, London,
W14

APPLICATION DATED 22/06/2001

APPLICATION REVISED

APPLICATION COMPLETE 27/06/2001

APPLICANT/AGENT ADDRESS:

Healey & Baker,
29 St. George Street,
Hanover Square,
London
W1A 3BG

CONS. AREA N/A CAPS No

ARTICLE '4' No WARD KB

LISTED BUILDING No

HBMC DIRECTION

CONSULTED OBJ.

SUPPORT PET.

RECOMMENDED PROPOSAL:

RBK & C DRAWING NO(S):

RECOMMENDED DECISION:

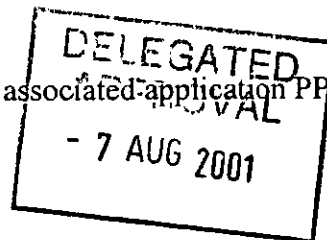
CONDITIONS/REASONS FOR THE IMPOSITION OF CONDITIONS:

1.0 Planning Considerations

- 1.1 The main considerations in this case relate to the signage proposed and its impact upon the appearance of the surrounding area.
- 1.2 The relevant planning policies are contained in the "Conservation and Development" and "Shopping" Chapters of the UDP. Policies CD25 CD63, CD67, CD68, and S21 are of particular relevance to this application.
- 1.3 The first of the signs proposed is a fascia sign to be located above the carpark entrance to the store. This is replacing an existing sign which is of a similar size. The letters are to be individually fixed onto the fascia and internally illuminated.
- 1.4 The second sign proposed is a totem sign to be fixed to the wall 2.5 metres by 1.8 metres in size, and internally illuminated.
- 1.5 The above proposed signage will be viewed when entering the store through the car park entrance which is a location internal to the site. It is unlikely that any view will be obtained beyond the supermarket site and considered that this signage will not have a detrimental impact on the appearance of the surrounding environment.
- 1.6 An associated application is being considered for the associated canopy (PP/01/1444).

2.0 Public Consultation

- 2.1 Eleven properties were notified as part of the associated application PP/01/1444, and no objections were received.



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

Background Papers

The contents of file CA/01/01445 save for exempt or confidential information in accordance with the Local Government (Access to Information) Act 1985.

**Report Prepared By: NC
Report Approved By: PK/MJF
Date Report Approved: 03/08/2001**