

# **Application form**

**Please Index As**

**File Number**

CA011685

Received 25 JUL 2001 R.B.K&C

Planning Allocation

TP/SW 52

**R.B.K.C. TOWN PLANNING APPLICATION**  
**THE ROYAL BOROUGH OF KENSINGTON AND CHELSEA**

**COMPLETE**

TOWN AND COUNTRY PLANNING ACT 1990

25 JUL 2001

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992

**APPLICATION FOR CONSENT TO DISPLAY AN ADVERTISEMENT**

OFFICE USE ONLY

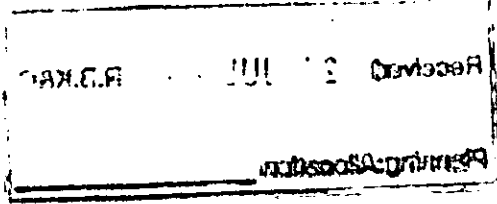
Cash/Cheque £ 50.00 C/N 007726

Date 25/7/01

Receipt No. 0279788

Completed copies of this form and the drawings specified overleaf (see note 3) should be sent to: Planning and Conservation, The Town Hall, Hornton Street, London, W8 7NX.

<p>1. APPLICANT (Block Capitals please)</p> <p>Full Name <b>Sainsbury's Supermarkets Ltd.</b></p> <p>Address <b>STAMFORD HOUSE, STAMFORD STREET, LONDON</b></p> <p>Postcode <b>SE1 9LL</b></p> <p>Tel. No: <b>0207 695 6000.</b></p>	<p>2. AGENT (if any) (Block Capitals please)</p> <p>Full Name <b>HAMILTON ASSOCIATED ARCHITECTS LTD.</b></p> <p>Address <b>No 2 JUBILEE PLACE LONDON</b></p> <p>Postcode <b>SW 3 3TG</b></p> <p>Tel. No: <b>0207 351 5432.</b></p>
<p>3. Full postal address or location of the land on which the advertisement is to be displayed.</p> <p><b>No 295 - 297 Fulham Road, London, SW1 09PZ</b></p>	<p>4. State the purpose for which the land or building is now used.</p> <p><b>RETAIL AND RESIDENTIAL.</b></p>
<p>5. (a) Has the applicant an interest in the land?  <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO</p> <p>(b) If not, has the permission of the owner or any other person entitled to give permission for the display of the advertisement been obtained? (see note 5)  <input type="checkbox"/> YES <input type="checkbox"/> NO</p>	<p>6. (a) State the nature of the advertisement (e.g. hoarding or shop sign).</p> <p><b>SHOP SIGNAGE AND ILLUMINANCES.</b></p> <p><b>SHOP SIGNAGE</b></p> <p>(b) Is the advertisement already being displayed?  <input type="checkbox"/> YES <input type="checkbox"/> NO</p>
<p>7. Description of advertisements</p> <p>(a) Describe the type of each sign, e.g. fascia, projecting box, pole-mounted free standing.</p> <p>(b) Please give the dimensions of the advertisement (metres).</p> <p>(c) Will the advertisement/s be illuminated?</p> <p>(d) If so state the type of illumination (e.g. internally, floodlighting, etc.....)?</p> <p>(e) Will the illumination be static or intermittent?</p> <p>(f) If illuminated, state brightness.</p>	<p><b>DESCRIPTION</b></p> <p><b>1 No 600 x 900 projecting sign, shop front glazing with orange vinyl, black and white (images) manifestations and text applied to the inside face of glass.</b></p> <p><b>1 No consistor lettering at high level - unlit.</b></p> <p><b>1 No externally lit consistor lettering. Light to be approx 5500mm wide, angled down, to be static with 4 x 1200 and 1 x 900 fluorescent strip lights providing 150 lux.</b></p> <p><b>consistor lettering to be 4500mm (approx) w x 450mm (h).</b></p>
<p>8. Period for which consent is sought (see note 2)</p> <p><b>Five years</b></p>	
<p>I/we apply for consent to display advertisement as shown on the attached plans and drawings</p>	
<p>SIGNED: <b>HAMILTON ASSOCIATED ARCHITECTS LTD</b> DATE: <b>12/07/01.</b></p>	



## NOTES

### 1. GENERAL

Under the Town and Country Planning (Control of Advertisements) Regulations 1992 many outdoor advertisements require express consent before they can be lawfully displayed. Applicants should refer to the Regulations for details.

### 2. PERIOD OF CONSENT

Normally the maximum period for which consent may be granted is 5 years; but they have discretion to grant consent for a longer period. If consent is required for a specific period of more or less than 5 years this requirement should be stated in reply to question 8 on the application form.

### 3. DRAWINGS REQUIRED

Two sets of drawings and two copies of the application form are required. Drawings must be to a metric scale. Photographs of the existing building/site would also be helpful. The drawings should show the size of the advertisement and its position on the land or the building in question. For a sign the drawing should indicate the materials to be used, fixing, colours, height above the ground and, where it would project from a building, the amount of projection.

### 4. OWNERS CONSENT

It is a condition of every consent granted by or under the Regulations that, before displaying any advertisement, the permission of the owner of the land or other person entitled to grant permission must be obtained. To display any advertisement without this permission is an offence, open to immediate prosecution.

### 5. OTHER CONSENTS

A grant of consent under the Town and Country Planning (Control of Advertisements) Regulations 1992 does not rank as consent which may be required for any other e.g. "Listed Building Consent" where the advertisement is to be displayed on a Listed Building.

### 6. SCALE OF FEES IN RESPECT OF APPLICATIONS FOR CONSENT TO DISPLAY ADVERTISEMENTS

See separate list of fees.

### 7. THE RIGHT TO APPEAL

An applicant has a right to appeal against the council's decision to refuse consent, or to grant consent subject to a condition with which the applicant is dissatisfied, or if the Council fails to issue a decision within 8 weeks (or such longer period agreed in writing to them) of their receipt of the application.

CA011685

hamilton associates

TC/20212/3.1

24 July 2001

2 Jubilee Place  
London SW3 3TQ

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

T: 020 7351 5432  
F: 020 7352 5186  
E: ha@hamilton-assoc.com  
W: www.hamiltonassociates.co.uk

Dear Sir

**Sainsbury's Local, 295-297 Fulham Road, SW10 9PZ**

We now formally submit an application for the consent to display advertisements, on behalf of our client Sainsbury's Supermarkets Ltd.

We enclose:

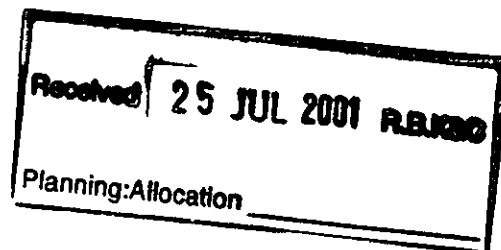
1. Two copies of the application form duly completed.
2. Two copies of drawing numbers FUL-S1 revC , FUL-S revC, (--)-10 revA
3. The fee of £ 50.00 (fifty pounds inc VAT)

Please do not hesitate to contact me if you have any further queries.

Yours Sincerely



Tony Combes  
Hamilton Associates



cc + encl

Mr C.Miles – Longcross  
Mr P.Taylor – HRMS  
Mr J.Khoh – Sainsburys Supermarkets



CA011685

Project: Fulham Rd – Local Store

Project No:20212/2.10 Page no: 1

DRAWING SERIES	D	05	08	08	21	03	20	18	04	05	17	18	24			
<b>Planning</b>	M	12	12	12	03	04	04	06	07	07	07	07	07			
	Y	00	00	00	01	01	01	01	01	01	01	01	01			

NO.	DRAWING TITLE:	SIZE	DATE ISSUED AND REVISION NUMBER													
(--01	Proposed basement	A3	Sk		Sk	/										A
(--02	Proposed Ground floor	A3	Sk		Sk	C	D			E						F
(--03	Proposed first floor	A3	sk		sk	/										
(--04	Proposed plant section/elevation	A3		/	/	/										
(--100	Location plan	A3														
(--10	Proposed shop front Elevations	A3								/	/	/	A			
(2-20	Proposed Ceiling Layout	A3										/				
(2-40	Fire Strategy- Sales area	A3										/				
(2-41	Fire Strategy- Back up	A3										/				
(21)01	Details	A3										/				
(22)01	Disabled WC	A3										/				
(22)02	Internal Elevations AA & BB	A3														
(22)03	Internal Elevations CC & DD	A3														
(31)01	Door Schedule	A3										/				
(31)02	Door elevations & Details	A3										/				
(41)01	Finishes Schedule	A3										/				
FUL-S1	Shop front elevations							A	B		B	C			C	
FUL-S2	Shop front elevations (Beaufort st)							A	B		B	C			C	

DISTRIBUTION

Mark Denton-Denaman Ref	1e	1e														
C.Miles - LX	1e	1e		1e	1e	1				1	1	1e	1			
Andrew Lockwood - ADT			1													
PDP- Phillip Taylor						1			1e	1	1					
Adrain legg - SSL	1e	1e			1e		1			1						
Jamie Khoh -SSL						1					1				1	
Alan Boulton -SSL									1e							
Paul Taylor – Henry Rileys										1					1	
Local Authority - Planning															2	
Local Authority - BCO																
Purpose of Issue	p	p	p	p	p	p	p	p	p	A	A	p	A			
A.I No	TC	TC	T	TC	TC	TC	TC	TC	TC	TC	TC	TC	TC			

Signed: Tony Combes for Hamilton Associates

LEGEND A – Approval/Comment C – Construction T – Tender B – Billing I – Information P – Preliminary R – By Request  
1/d – Denotes one hard copy plus one disk copy. 1/e – Denotes one hard copy plus one copy by email

