

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**

Child Graddon Lewis,
Studio 1,
155 Commercial Street,
London,
E1 6BJ

Switchboard: 020-7937-5464
Direct Line: 020-7361-2236
Extension: 2236
Facsimile: 020-7361-3463

14 OCT 2004

My Ref: CA/04/01943/CADV /
Your Ref: 0403

Please ask for: Central Area Team

Dear Sir/Madam,

TOWN AND COUNTRY PLANNING ACT, 1990
TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS)
REGULATIONS 1992

CONSENT TO DISPLAY ADVERTISEMENT(S) (DA1)

The Borough Council in pursuance of their powers under the above mentioned Act and Regulations, hereby consent to the advertisement(s) referred to in the under-mentioned schedule subject to the conditions specified. This consent is for a maximum of five years. Your attention is drawn to the enclosed Advertisement Information sheet.

SCHEDULE

DEVELOPMENT: Installation of internally illuminated fascias and three non illuminated projecting signs.

SITE ADDRESS: 127 Kensington High Street, London, W8 5SF

RBK&C Drawing Nos: CA/04/01943 and CA/04/01943/A

Applicant's Drawing Nos: 0884/10799/103 Rev G, 120, 121 Rev D, 122 Rev E, 123 Rev D, 124 Rev D and 125 Rev B

Application Dated: 18/08/2004

Application Completed: 19/08/2004

Application Revised: 14/09/2004

**FULL CONDITION(S), REASON(S) FOR THEIR IMPOSITION AND INFORMATIVE(S)
ATTACHED OVERLEAF**



CONDITION(S) AND REASON(S) FOR THEIR IMPOSITION

1. **Any advertisements displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the local planning authority.**
Reason:- As required by the Town and Country Planning (Control of Advertisements) Regulations 1992.
2. **Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.**
Reason:- As required by the Town and Country Planning (Control of Advertisements) Regulations 1992.
3. **Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the local planning authority.**
Reason:- As required by the Town and Country Planning (Control of Advertisements) Regulations 1992.
4. **No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest entitled to grant permission.**
Reason:- As required by the Town and Country Planning (Control of Advertisements) Regulations 1992.
5. **No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).**
Reason:- As required by the Town and Country Planning (Control of Advertisements) Regulations 1992.
6. **The illuminated advertisements hereby approved shall not be illuminated between 2400 hours and 0800 hours the following day. (C403)**
Reason - Illumination outside these hours would be unduly obtrusive and would be detrimental to the amenity of the area. (R403)
7. **The illumination of the sign(s) hereby approved shall not at any time be intermittent. (C404)**
Reason - To safeguard local visual and residential amenity/To prevent the distraction of road users in the vicinity. (R404)

8. **The maximum steady brightness of the illumination of the advertisement(s) hereby approved shall not exceed 685 candelas per square metre. (C402)**
Reason - An advertisement of greater brightness would be unduly obtrusive and would be detrimental to the amenity of the area. (R402)

Yours faithfully,

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

Michael J. French
Executive Director, Planning and Conservation