

PLANNING SERVICES APPLICATION

CONSULTATION SHEET

APPLICANT:

Harrods Ltd.,
Brompton Road,
Knightsbridge,
London,
SW1X 7XL

APPLICATION NO: LB/04/01231

CASE OFFICER: Mr. J. Shearman

APPLICATION DATED: 11/05/2004

DATE ACKNOWLEDGED: 08 June 2004

APPLICATION COMPLETE: 04/06/2004

DATE TO BE DECIDED BY: 30/07/2004

SITE: HARRODS, 87-135 Brompton Road, London, SW1X 7XL

PROPOSAL: An illuminated "Krispy Kreme" sign fixed inside the store but visible externally through a window - located in Hans Road adjacent to Door 11.

ADDRESSES TO BE CONSULTED

1. 28-50 (evens) Hans Crescent
- 2.
- 3.
4. 79/81 & 83/85 Brompton Road
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.

CONSULT STATUTORILY

English Heritage Listed Bdgs - CATEGORY: (1)
English Heritage Setting of Bdgs Grade I or II
English Heritage Demolition in Cons. Area
Demolition Bodies
DoT Trunk Road - Increased traffic
DoT Westway etc.,
Neighbouring Local Authority
Strategic view authorities
Kensington Palace
Civil Aviation Authority (over 300')
Theatres Trust
National Rivers Authority
Thames Water
Crossrail
LRT/Chelsea-Hackney Line/Cross Rail Line 2
Victorian Society
DTLR Dept. Transport Loc.Gov.& Regions

ADVERTISE

Effect on CA
Setting of Listed Building
Works to Listed Building
Departure from UDP
Demolition in CA
"Major Development"
Environmental Assessment
No Site Notice Required
Notice Required other reason
Police
L.P.A.C
British Waterways
Environmental Health
GLA - CATEGORY:
Govt. Office for London
Twentieth Century Society

✓

✓

✓

✓

✓

✓

✓

✓

✓

✓

✓

25

BBB
10/16

(1)
BBB
10/16

BBB
10/16

DEVELOPMENT CONTROL

TECHNICAL INFORMATION

THE ROYAL
BOROUGH OF



KENSINGTON
AND CHELSEA

ADDRESS

HARRODS

87/135 BROMPTON ROAD

POLLING DISTRICT

BRD

LB041231

HB Buildings of Architectural Interest
AMI Areas of Metropolitan Importance
MDO Major Sites with Development Opportunities
MOL Metropolitan Open Land
SBA Small Business Area
PSC Principal Shopping Centre (Core or Non-core)

LSC Local Shopping Centre
AI Sites of Archeological Importance
SV Designated View of St. Paul's from Richmond
SNCI Sites of Nature Conservation Importance
REG 7 Restricted size and use of Estate Agent Boards
ART IV Restrictions of Permitted Development Rights

Conservation Area	HB	CPO	TPO	AMI	MDO	MOL	SBA	Unsuitable for Diplomatic Use	PSC	LSC	AI	SV	SNCI	REG 7	ART IV
14A	II								C/N						

	Within the line of Safeguarding of the Proposed Chelsea/Hackney underground line
	Within the line of Safeguarding of the Proposed Eastwest/Crossrail underground line

Density	
Site Area	
Habitable Rooms Proposed	
Proposed Density	

Plot Ratio	
Site Area	
Zoned Ratio	
Floor Area Proposed	
Proposed Plot Ratio	

Daylighting	Complies	
	Infringes	

Car Parking	Spaces Required	
	Spaces Proposed	

Notes:

~~XXXXX~~

SYSTEMS.

PLEASE
NOTIFY
ENGLISH
HERITAGE
UNDER
CATEGORY 1

Royal Borough of Kensington and Chelsea
GGP Point in Polygon Search Results
Corporate Land and Property Gazetteer at 3rd February 2004
Buildings and their Units

Non-Residential Building	Lloyds Bank Plc: Bank		79/81	Brompton Road	SW3 1DB
Non-Residential Building	Shop		83/85	Brompton Road	SW3 1DB
Building Shell			28	Hans Crescent	SW1X 0LL
Non-Residential Building	Shop		32	Hans Crescent	SW1X 0LZ
Non-Residential Building	Shop		34	Hans Crescent	SW1X 0LZ
Non-Residential Building	Shop		36	Hans Crescent	SW1X 0LZ
Building Shell			38	Hans Crescent	SW1X 0LX
Non-Residential Unit	Storage Unit	Basement	38	Hans Crescent	SW1X 0LZ
Non-Residential Unit	Office Unit	Fifth Floor	38	Hans Crescent	SW1X 0LZ
Non-Residential Unit	Office Unit	First Floor North	38	Hans Crescent	SW1X 0LZ
Non-Residential Unit	Office Unit	First Floor South	38	Hans Crescent	SW1X 0LZ
Non-Residential Unit	Office Unit	Fourth Floor	38	Hans Crescent	SW1X 0LZ
Non-Residential Unit	Office Unit	Second And Third Floor South	38	Hans Crescent	SW1X 0LZ
Non-Residential Building	Shop		40	Hans Crescent	SW1X 0LZ
Non-Residential Building	Shop		42	Hans Crescent	SW1X 0LZ
Non-Residential Building	Arco Ltd: Bar/club/restaurant		46	Hans Crescent	SW1X 0LZ
Building Shell		Hans Crescent Mansions	50	Hans Crescent	SW1X 0NA
Non-Residential Unit	Office Unit	Fifth Floor North And Sixth Floor Part	Hans Crescent Mansions 50	Hans Crescent	SW1X 0NA
Non-Residential Unit	Office Unit	First Floor	Hans Crescent Mansions 50	Hans Crescent	SW1X 0NA

Residential Unit	Flat 17	Hans Crescent Mansions	50	Hans Crescent	SW1X 0NA
Residential Unit	Flat 21	Hans Crescent Mansions	50	Hans Crescent	SW1X 0NA
Residential Unit	Flat 22	Hans Crescent Mansions	50	Hans Crescent	SW1X 0NA
Non-Residential Office Unit	Fourth Floor North	Hans Crescent Mansions	50	Hans Crescent	SW1X 0NA
Non-Residential Office Unit	Fourth Floor South	Hans Crescent Mansions	50	Hans Crescent	SW1X 0NA
Non-Residential Office Unit	Second Floor East	Hans Crescent Mansions	50	Hans Crescent	SW1X 0NA
Non-Residential Office Unit	Second Floor West	Hans Crescent Mansions	50	Hans Crescent	SW1X 0NA
Non-Residential Office Unit	Third Floor North	Hans Crescent Mansions	50	Hans Crescent	SW1X 0NA
Non-Residential Office Unit	Third Floor South	Hans Crescent Mansions	50	Hans Crescent	SW1X 0NA

Total Number of Buildings and Units Found 28

MEMORANDUM

TO: FOR FILE USE ONLY

**From: EXECUTIVE DIRECTOR
PLANNING & CONSERVATION**

My Ref: LB/04/01231/JS

CODE 1D

Room No:

NEWSPAPER DATE: 18/06/2004

Date: 10 June 2004

DEVELOPMENT AT:

HARRODS, 87-135 Brompton Road, London, SW1X 7XL

DEVELOPMENT:

An illuminated "Krispy Kreme" sign fixed inside the store but visible externally through a window - located in Hans Road adjacent to Door 11.

The above development is to be advertised under:-

1. Section 73 of the Planning (Listed Buildings and Conservation Areas) Act 1990 (development affecting the character or appearance of a Conservation Area or adjoining Conservation Area)
4. Town and Country Planning (Listed Buildings and Conservation Areas) Regulations 1990 (applications for Listed building consent)

M.J. French

Executive Director, Planning & Conservation

PLANNING AND CONSERVATION

THE TOWN HALL HORNTON STREET LONDON W8 7NX

Executive Director M J FRENCH FRICS Dip TP MRTPI Cert TS

English Heritage
London Region,
23 Savile Row,
London,
W1S 2ET

Switchboard: 020-7937-5464
Direct Line: 020-7361-2585
Extension: 2585
Facsimilie: 020-7361-3463

Date: 10 June 2004

THE ROYAL
BOROUGH OF



KENSINGTON
AND CHELSEA

My Ref: DPS/DCSE/LB/04/01231 Your ref: Please ask for: J. Shearman

Dear Sir/Madam,
TOWN AND COUNTRY PLANNING ACT 1990
NOTIFICATION UNDER CIRCULAR 01/2001
CATEGORY 1

Proposed development at: HARRODS, 87-135 Brompton Road, London, SW1X 7XL

I have received an application in connection with the above site 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 30/07/2004. 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



INVESTOR IN PEOPLE

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

Switchboard: 020-7937-5464

Extension: 2079/ 2080

Direct Line: 020-7361- 2079/ 2080

Facsimile: 020-7361-3463

Date: 10 June 2004

My reference: Your reference:
My Ref: PS/DCSE/LB/04/01231/JS

Please ask for: Planning Information Office

Dear Sir/Madam,

TOWN AND COUNTRY PLANNING ACT 1990

Proposed development at: HARRODS, 87-135 Brompton Road, London, SW1X 7XL

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. Please telephone should you require further information.

Proposal for which permission is sought An illuminated "Krispy Kreme" sign fixed inside the store but visible externally through a window - located in Hans Road adjacent to Door 11.

Applicant Harrods Ltd., Brompton Road, Knightsbridge, London, SW1X 7XL

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;
- Amenities 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

All letters of objection are taken into account when an application is considered. Revised drawings may be received during the consideration of the case and normally you will be informed and given 14 days for further response. Generally planning applications where 3 or more 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

REASON FOR DELAY

CASE NO. _____

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]

Delays due to internal Consultation
[highlight one or all]

- (i) Design
- (ii) Transportation
- (iii) Policy
- (iv) Environmental Health
- (v) Trees
- (vi) Other

Further neighbour notification/external consultation necessary (spread over time period)

Awaiting Direction from English Heritage/other EH delays...

Revisions requested, but not received in time

Revisions received but inadequate – further revisions requested

Revisions received but reconsultation necessary

Of the Committee cycle

Applicant's instruction

OTHER REASON.....

..... (Case Officer)

THE ROYAL
BOROUGH OF

NOTICE OF A PLANNING APPLICATION

TOWN AND COUNTRY PLANNING ACT 1990
PLANNING (LISTED BUILDINGS AND CONSERVATION AREAS) ACT 1990



KENSINGTON
AND CHELSEA

Notice is hereby given the Royal Borough of Kensington and Chelsea Council have received an application:

- (a) for development of land in or adjacent to a Conservation Area.
(d) for consent to demolition and/or alteration of a building which is of architectural or historic interest.

Details are set out below.

Members of the public may inspect copies of the application, the plans and other documents submitted with it at:

The Planning Information Office, 3rd floor, The Town Hall, Hornton Street, W8 7NX between the hours of 9.15 and 4.45 Mondays to Thursdays and 9.15 to 4.30 Fridays;

For applications in the Chelsea area: The Reference Library, Chelsea Old Town Hall, Tel. 020-7361-4158.

For postal areas W10, W11 and W2: The 1st floor, North Kensington Library, 108 Ladbroke Grove, W11, Tel. 020-7727-6583.

Anyone who wishes to make representations about this application should write to the Executive Director of Planning and Conservation at the Town Hall (Dept. 705) within 21 days of the date of this notice.

SCHEDULE

Lamp post
18/6/04 MC

Reference: LB/04/01231/JS

Date: 18/06/2004

HARRODS, 87-135 Brompton Road, London, SW1X 7XL

An illuminated "Krispy Kreme" sign fixed inside the store but visible externally through a window - located in Hans Road adjacent to Door 11.

APPLICANT Harrods Ltd.,

French, Michael: PC-Plan

From: French, Michael: PC-Plan
Sent: 05 July 2004 10:48
To: 'Terence Bendixson'; French, Michael: PC-Plan
Cc: Patricia Burr; David LeLay
Subject: RE: 48 Tite Street, S.W.3 (PP/04/1162), 96 Oakley Street, S.W.3.(PP/04/41248) and Harrods Ltd., S.W.1. (PP/04/41231)

Dear Mr. Bendixson,

Thank you for your Society's observations on the above planning applications; I have passed these through to the Area Planning Officers for reporting and consideration before any decision is taken on the applications.

M. J. French,
Executive Director, Planning and Conservation.
020 7361 2944

-----Original Message-----

From: Terence Bendixson [mailto:t.bendixson@pobox.com]
Sent: 04 July 2004 14:14
To: Michael.French@rbkc.gov.uk
Cc: Patricia Burr; David LeLay
Subject: CHELSEA SOCIETY OBSERVATIONS

Dear Mr French

The Chelsea Society attaches three letters making observations on planning applications.

Yours sincerely

Terence Bendixson, Hon. Secretary Planning
The Chelsea Society
c/o 39 Elm Park Gardens, London SW10 9QF
Tel 020 7352 3885



THE CHELSEA SOCIETY

founded by Reginald Blunt in 1927 to protect and foster the amenities of Chelsea

www.chelseasociety.org.uk

From: Terence Bendixson, Hon. Sec. Planning
39 Elm Park Gardens, London SW10 9QF
Tel & Fax 44 (0)20 7352 3885 t.bendixson@pobox.com

Mr M J French, FRICS DipTP MRTPI Cert TS
Executive Director, Planning and Conservation
Royal Borough of Kensington and Chelsea
Town Hall
Hornton Street
London W8 7NX

4 July 2004

Dear Mr French

HARRODS LTD, SW1X 7XL: APPLICATION NO. 041231

The applicant seeks listed building consent to install a coloured, illuminated Krispy Kreme sign inside a ground floor window in Hans Road.

While the Society understands the need for Harrods Limited to offer new goods or services and to advertise them to customers, the department store also benefits from being a listed building in the Thurloe/Smith's Charity Conservation Area.

Policy CD68 empowers the Council 'To resist the change of use of a listed building which would materially harm its character'. The proposal changes the use of a window from internal illumination to advertising hoarding and, while no doubt suited to 'strip' development along an American Main Street, would be out of place in Edwardian Hans Road.

Policy CD76 empowers the Council. 'To resist advertisements if, by reason of size, design, materials or illumination they would harm the appearance of a building or the street scene...' The proposal would add a strong commercial note to a building which is, in itself, a powerful advertisement and to a street scene the character of which is as much quiet residential as it is retail.

On these grounds the Society urges the Council to resist the development.

Yours sincerely

Terence Bendixson

PLANNING AND CONSERVATION

THE TOWN HALL HORNTON STREET LONDON W8 7NX

**THE ROYAL
BOROUGH OF**

Executive Director M J FRENCH FRICS Dip TP MRTPI Cert TS

Councillor David Harland,
2 Markham Place,
LONDON, SW3 3JX.

Switchboard: 020 7937 5464
Extension: 2944
Direct Line: 020 7361-2944
Facsimile: 020 7361 3463
Email: planning@rbkc.gov.uk
Web: www.rbkc.gov.uk

15 July 2004



**KENSINGTON
AND CHELSEA**

My reference: EDPC/MJF

Your reference:

Please ask for: Mr. French

Dear Councillor Harland,

Harods: LB/04/0231 and CA/04/0232

Thank you for your objection to the proposed illuminated "Krispy Kreme" sign at Harrods. I will ensure that this is carefully considered before any decision is taken.

Yours sincerely,

M. J. French,
Executive Director, Planning and Conservation.



INVESTOR IN PEOPLE



THE ROYAL BOROUGH OF KENSINGTON AND CHELSEA
THE TOWN HALL KENSINGTON W8 7NX

Tel: 020 7937 5464 Fax: 020 7938 1445

COUNCILLOR DAVID HARLAND

AS FROM: 2 MARKHAM PLACE • LONDON SW3 3JX
TELEPHONE 020 7589 8449

9th July 2004

Dear Mr. French,

Harrods Ltd.,

Application to install an illuminated sign inside the store
LB/04/01231 & CA/04/01232

I am writing to you about Harrods' application for permission to install an illuminated "Krispy Kreme" sign inside a window adjacent to the store's door number 11.

The neon sign, whose overall height would be 3'8" and width 4'4", would be intrusive and totally inappropriate when placed in a window which directly faces residential properties on the west side of Hans Road. Its presence would be keenly resented by the residents of that street and by many others who live in the neighbourhood.

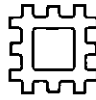
Harrods is a listed building and I do not think the store should be allowed to display such an inappropriate advertisement in its windows.

On behalf of Brompton Ward Councillors I am writing to oppose this proposal and I would request the Planning Committee to refuse the application.

Yours sincerely,

David Harland

M. J. French Esq., FRICS.,
Executive Director of Planning and Conservation,
Royal Borough of Kensington & Chelsea



ENGLISH HERITAGE

Mr J Shearman
Royal Kensington and Chelsea
Planning and Conservation
Town Hall
Horton Street
London
W8 7NX

Direct Dial: 020 7973 3780

Direct Fax: 020 7973 3792

Our reference: L00001764

08th July 2004

Dear Mr Shearman,

Planning (Listed Buildings and Conservation Areas) Act 1990
Notification under DETR/DCMS Circular 01/2001
Application for Listed Building Consent

HARRODS 87-135 BROMPTON ROAD
Application No.(s) 04/01231

Thank you for your letter of 10th June 2004 notifying English Heritage of the application(s) for listed building consent relating to the above site.

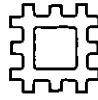
We have considered the application and do not wish to make any representations on this occasion. We recommend that this case should be determined in accordance with government guidance, development plan policies and with the benefit of conservation advice locally. We have drafted the necessary letter of authorisation for your Council to determine the application as you see fit and referred this to the Government Office for London (draft copy attached).

Subject to the Secretary of State not directing reference of the application to him, we will send our formal letter of authorisation to you once returned by the Government Office for London. If your authority is minded to grant listed building consent, you will then be able to issue a formal decision. Please send us a copy of the decision notice in due course.

AL

EX DIR	HDC	TP	CAC	AD	CLU	AO AK
R.B. K.C.		09 JUL 2004			PLANNING	
N	C	SW	SE	APP	IO	REC
			ARB	FPLN	DES	FEES

85



ENGLISH HERITAGE

Please note that this response relates to listed building matters only. If there are any archaeological implications to the proposals it is recommended that you contact the Greater London Archaeological Advisory Service for further advice (Tel: 020 7973 3735).

In the event of material changes to the plans and drawings before the application is determined, please let us know so that we can consider the need for any further advice.

Yours sincerely,

T. D. Jones

E-mail: Tim.Jones@english-heritage.org.uk



ENGLISH HERITAGE

Director of Planning & Transportation
Royal Borough of Kensington & Chelsea
The Town Hall
Hornton Street
LONDON
W8 7NX

Your refs: DPS/DCSE/LB/04
/01231
Our ref: LRS/LRS/422/87
Contact: Mr T.Jones
Direct Dial: 020-7973-3780

For the attention of Mr J.Shearman

Dear Sir/Madam

**Planning (Listed Buildings and Conservation Areas) Act, 1990:
HARRODS, BROMPTON ROAD,SW1**

Applicant: Harrods Ltd.
Grade of building(s): II*
Proposed works: Internal alterations

Drawing numbers: KK/03/58,A-02/E o7a/C Photomontage

Date of application: 11/05/04
Date of referral by Council: 10/06/04
Date received by English Heritage: 15/06/04
Date referred to GOL: 08.07.2004

You are hereby authorised to determine the application for listed building consent referred to above as you think fit. In so doing English Heritage would stress that it is not expressing any views on the merits of the proposals which are the subject of the application, nor any parallel application for planning permission.

Yours faithfully

T.Jones
London Region

LR/D





ENGLISH HERITAGE

Director of Planning & Transportation
Royal Borough of Kensington & Chelsea
The Town Hall
Hornton Street
LONDON
W8 7NX

Your refs: DPS/DCSE/LB/04
/01231
Our ref: LRS/LRS/422/87
Contact: Mr T.Jones
Direct Dial: 020-7973-3780

For the attention of Mr J. Shearman

Dear Sir/Madam

Planning (Listed Buildings and Conservation Areas) Act, 1990:
HARRODS, BROMPTON ROAD, SW1

Applicant: Harrods Ltd.
Grade of building(s): II*
Proposed works: Internal alterations

EX DIR	HDC	TP	CAC	AD	CLU	AO AK
R.B. K.C.	14 JUL 2004				PLANNING	
N	C	SW	SE	APP	IO	REC
			ARB	FPLN	DES	FEE

Drawing numbers: KK/03/58,A-02/E o7a/C Photomontage

Date of application: 11/05/04
Date of referral by Council: 10/06/04
Date received by English Heritage: 15/06/04
Date referred to GOL: 08.07.2004

You are hereby authorised to determine the application for listed building consent referred to above as you think fit. In so doing English Heritage would stress that it is not expressing any views on the merits of the proposals which are the subject of the application, nor any parallel application for planning permission.

Yours faithfully

Timothy Jones
T.Jones
London Region

The Secretary of State has
considered the information given
above and does not intend to
require the application concerned
to be referred to him

Signed *J.R. Rank*
Date *12/7/04*

LR/D



RBKC
CONSERVATION & DESIGN

GRADE II LISTED BUILDINGS
FORMAL OBSERVATIONS

Address: Harrod's Ltd, 87-135 Brompton Road, London, SW1.

Description: An illuminated "Krispy Kreme" sign, fixed inside the store but visible externally through a window located in Hans Road adjacent to Door 11.

Application No: LB/04/01231. **DC Case Officer:** JS.

Drawing Nos: KK/03/58, A-02/E, **CD Case Officer:** HSB.
A-07a/C. Photomontage showing
elevation.

Date: 29th July 2004.

Grant/Refuse: REFUSE.

Formal Observations:

This is a retrospective application for the retention of an illuminated sign on the Hans Road elevation of the building. The sign is situated behind a plate glass window, but when illuminated is visible from the street.

Harrod's is a fine example of an Edwardian department store, notable for its opulent and flamboyant style. It is situated within the Han Town Conservation area which is a residential area built during the 19th century. The store and its setting within the townscape are therefore defined by the period and elegance of the late Victorian/Edwardian age.

The illuminated Krispy Kreme sign, with its neon lighting, and contemporary lettering, is stylistically and aesthetically inappropriate for this location, and sets an unwelcome precedent for similar advertisements. It is considered that the installation is detrimental to the special architectural and historic character of the building and is therefore unacceptable.

Conditions:

Signed: *Hilary Bell*

Date: *29th July 04*

Approved: *David M. Smith*

Date: *29/07/04*

Other Notes:

LB041231

EX DIR	HDC	TP	CAC	AD	CLU	AO AK
R.B. K.C.		25 MAY 2004			PLANNING	
N	C	SW	SE	APP	IO	REC
			ARB	FPLN	DES	FEES

DELEGATED
30 JUL 2004
REFUSAL



PROPOSED 'HOT' SIGN

Harrods
KINGSTON BRIDGE

CA 41232

EX DIR	HDC	TP	CAC	AD	CLU	AO AK
R.B. K.C.		04 JUN 2004			PLANNING	
N	C	SW	SE	APP	IO	REC
			ARB	FPLN	DES	FEES



Harrods
LONDON

PROPOSED 'HOT' SIGN



EX DIR	HDC	TP	CAC	AD	CLU	AO AK
R.B. K.C.		25 MAY 2004			PLANNING	
N	C	SW	SE	APP	IO	REC
		ARB		FPLN	DES	FEE

LB041231



PROPOSED 'HOT' SIGN

Harrods
KINGSTON BRIDGE