

1A Campaign

PLANNING SERVICES APPLICATION

CONSULTATION SHEET

APPLICANT:

Fern Green Partnership,
20 Shepherdess Walk,
London,
N1 7LB

APPLICATION NO: PP/00/02895

APPLICATION DATED: 13/12/2000

DATE ACKNOWLEDGED: 18 December 2000

APPLICATION COMPLETE: 15/12/2000

DATE TO BE DECIDED BY: 09/02/2001

SITE: 102 Kensington High Street, London, W8 4SG

PROPOSAL: Works to shop including the installation of a new shop front.

ADDRESSES TO BE CONSULTED

- 1. 98-106 (EVEN), ~~102-104~~ KENSINGTON HIGH ST
2.
3.
4. ~~2, 4 HORNTON ROAD~~
5.
6.
7.
8.
9.
10.
11.
12.
13.
14.
15.

CONSULT STATUTORILY

- HBMC Listed Buildings
HBMC Setting of Buildings Grade I or II
HBMC Demolition in Conservation 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
The Environment Agency
Thames Water
Crossrail
LRT/Chelsea-Hackney Line

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
Govt Office for London

Handwritten signature and date 20/12

DEVELOPMENT CONTROL TECHNICAL INFORMATION

THE ROYAL
BOROUGH OF

ADDRESS 102 Kensington High Street

102 KENSINGTON HIGH STREET.



KENSINGTON
AND CHELSEA

POLLING DISTRICT 1A

- PP002895
- | | | | |
|-----|--|--------|--|
| HB | Buildings of Architectural Interest | LSC | Local Shopping Centre |
| AMI | Areas of Metropolitan Importance | AI | Sites of Archeological Importance |
| MDO | Major Sites with Development Opportunities | SV | Designated View of St. Paul's from Richmond |
| MOL | Metropolitan Open Land | SNCI | Sites of Nature Conservation Importance |
| SBA | Small Business Area | REG 7 | Restricted size and use of Estate Agent Boards |
| PSC | Principal Shopping Centre (Core or Non-core) | 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
									C	N						
6									✓							

	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:

Royal Borough of Kensington and Chelsea
GGP Point in Polygon Search Results
Corporate Land and Property Gazetteer
Buildings and their Flats

1st/2nd Floor Flat	98 Kensington High St.	W8 4SG
	98 Kensington High Street	
2nd/3rd Floor Flat	100 Kensington High Street	W8 4SG
	102 Kensington High Street	W8 4SG
	104 Kensington High St.	W8 4S
	106 Kensington High Street	
	106 Kensington High St.	

Total Number of Buildings and Flats Found 27

MEMORANDUM

TO: FOR FILE USE ONLY

**From: EXECUTIVE DIRECTOR
PLANNING & CONSERVATION**

My Ref: PP/00/02895/SP

CODE A1

Room No:

Date: 20 December 2000

DEVELOPMENT AT:

102 Kensington High Street, London, W8 4SG

DEVELOPMENT:

Works to shop including the installation of a new shop front.

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)

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

THE ROYAL
BOROUGH OF



KENSINGTON
AND CHELSEA

File Copy

2079/2080

020-7361-2079/2080

Switchboard: 020-7937-5464

Extension:

Direct Line:

Facsimile: 020-7361-3463

Date: 21 December 2000

My reference:

Your reference:

Please ask for:

My Ref: DPS/DCC/PP/00/02895/SP

Planning Information Office

Dear Sir/Madam,

TOWN AND COUNTRY PLANNING ACT 1990

Proposed development at: 102 Kensington High Street, London, W8 4SG

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. Unfortunately, the Council does not have the resources to advise objectors of the Committee date, and you should telephone for further information.

Proposal for which permission is sought

Works to shop including the installation of a new shop front.

Applicant Ecco Wholesale UK, The Granary, Abbey Mills Business Park,
Godalming, Surrey, GU7 2QW

KENSINGTON TOWN HALL CHRISTMAS OPENING TIMES ARE AS

FOLLOWS:- Friday 22nd Dec 9.00 - 1.00 closed in afternoon. Mon 25th, Tue 26th
Closed. Wed 27th + Thur 28th 9.30 - 1.00 then 2.00 - 4.30. Fri 29th 9.30 - 1.00 closed in
afternoon. Mon 1st Jan Closed.

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;
- Amenity 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

Planning applications where 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. PP/00/2895

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*]

- 1) Delays due to internal Consultation
[*highlight one or all*]
 - (i) Design
 - (ii) Transportation
 - (iii) Policy
 - (iv) Environmental Health
 - (v) Trees
 - (vi) Other
- 2) Further neighbour notification/external consultation necessary (spread or time period)
- 3) Awaiting Direction from English Heritage/other EH delays...
- 4) Revisions requested, but not received in time
- 5) Revisions received but inadequate
- 6) Revisions received but reconsultation necessary
- 7) Of the Committee cycle
- 8) Applicant's instruction
- 9) OTHER REASON.....

Signed..... (Case Officer)

The Royal Borough of  Kensington and Chelsea

Department of Planning Services

SLP
5/3
Jeg 12/1

To: M.J. French
Director of Planning Services

RECEIVED BY PLANNING SERVICES							
EX DIR	HDC	N	C	SW	SE	ENF	AG ACK
12 JAN 2001				51			
TOWN AND COUNTRY PLANNING ACT 1990							

Dept. 705,
The Town Hall,
Hornton Street,
London, W8 7NX.

Ref.: DPS/TP/00/02896

Dear Sir,

Proposal Address <u>102 Kensington High Street</u> <u>W8 4SG</u>	Nature of Proposal <u>Shop front + banner.</u>
--	---

I have inspected the planning application and drawing(s) for the above property and have

NO OBJECTION / OBJECTION * **

to the submitted proposal

Comment

We object to the replacement of the banner
above the shop front. There appears to have been
a banner previously, but we question whether this
was a lawful existing feature. It could form
a precedent for others which would be undesirable
because a "collection" of banners would look very
"fatty" in course of time (and possibly even initially)
and would change unduly the character of the
High Street.

Name: KENSINGTON SOCIETY

Full Address: 24 COPE PLACE
W8 6AA

Date: 11/01/01 Signed: R.L. VIGARIS

* If you wish to object to the proposals, or make any general comments, please give them, in full, in the space above.

Any additional comments may be set down on the back of this form.

** Delete where applicable.



V/AD

RBKC

District Plan Observations

CONSERVATION AND DESIGN

Address 102 Kensington High Street W8	Appl. No. 00/2895	L.B. -	C.A. 6	N C S ✓
Description New Shopfront & Signage		Code S		

Impressive use of very high quality materials, cedar & limestone.
Good proportions on shopfront.

Novel form of fascia constructed of pebbles suspended in a clear resin. Only the lettering will be illuminated, therefore quite discreet.

Not keen on the banner at first floor level. We always resist the clutter of signage above shopfront fascia level. Ideally projecting signage should be mounted on the fascia. However, there is an existing sign at high level & I'm not sure whether you can prevent the banner in this case?

On the whole excellent.

Approve subject to above

SD 12/1/01

Spoke to Melissa Johnson
on Friday 26/1/01.

Revising scheme to remove
banner.

Happy to move in line with
K&C design comments as
have squatters in shop and
want to occupy asap.

This ~~can~~ would cancel objection
by Kensington Society.

SP 26/1/01

MESSAGE FORM

To

WHILE YOU WERE OUT

M

of

Tel. No

CALLED TO SEE YOU		PLEASE RING	
TELEPHONED		PLEASE VISIT	
WANTS TO SEE YOU		WILL RING YOU	
URGENT		WILL CALL AGAIN	

re

Message

.....
.....
.....
.....

Signed

Date Time

Frank SP

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

our ref | 230 | | auth |

20 sheperdess walk, london n1 7b

data | 26 | 01 | 01 |

T 020 74907911 F 020 7490 8939

COPY TO INT OFFICE PLEASE
PLANS SECTION

22/11/2001

RECEIVED BY PLANNING SERVICES							
EX DIR	HDC	N	C	SW	SE	ENF	AO ACK
				29 JAN 2001		96	
IO	REC	ARB	FWD PLN	CON DES	FEES		

Dear Simon,

102 High St Kensington, W8

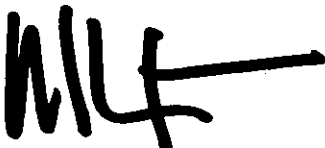
Further to our conversation this morning please find enclosed revised DWGS for the above site. As the banner has been removed the client has requested we fit a illuminated projecting sign at fascia level. See DWG's enclosed for details. Should this amendment require submitting a new application please contact me and I will do so ASAP.

- Drawing enclosed included.

- FG 230/00 Survey & Demolition Plan
- FG 230/01 GA Plan
- FG 230/02 Builderwork plan
- FG 230/03 Floor Finishes /small power Plan
- FG 230/04 Ceiling Plan
- FG 230/05 Section
- FG 230/06 Existing Shopfront
- FG 230/07 Proposed Shopfront
- FG 230/08 Shopfront Planning
- FG 230/09 Shopfront - Door Details
- FG 230/10 Shopfront - Illuminated Signage Details
- FG 230/19 Shopfront - Projecting Signage Details

If you have any queries, please do not hesitate to contact me.

Your sincerely,



Melissa Johnston

Enc.

cc Tim Walley
Ecco

PLANNING AND CONSERVATION

THE TOWN HALL HORNTON STREET LONDON W8 7NX

Executive Director M J FRENCH FRICS Dip TP MRTPI Cert TS

Mr R L Vigars
Kensington Society
24 Cope Place
London
W8 6AA

Switchboard: 020 7937 5464
Extension: 3190
Direct Line: 020 7361-3190
Facsimile: 020 7361-3463



**KENSINGTON
AND CHELSEA**

30 January 2001

My reference: DPS/DCC/PP/00/ Your reference:
2895/SP&CA/00/
2896/SP

Please ask for: Simon Plowman

Dear Mr Vigars


**Town and Country Planning Act, 1990
Town and Country Planning (Control of Advertisements) Regulations, 1992
102 Kensington High Street, London, W8**

I refer to your letter of objection to the proposed shop front and advertisement alterations at the above property. You state your objection is in relation to the proposed high level banner.

Following discussion with the architect the scheme has now been amended with this banner being removed from the scheme. You have raised no other objection to the proposal so I shall treat your objection as being withdrawn and shall proceed to determine both of the above applications (planning permission and advertisement consent) under the delegated powers procedure.

Should you require any further information please contact my assistant, Simon Plowman, on the above telephone number.

Yours sincerely


Paul Kelsey
Area Planning Officer
for the Executive Director, Planning and Conservation

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.

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. 0171-361-4158.

For postal areas W10, W11 and W2: The 1st floor, North Kensington Library, 108 Ladbroke Grove, W11, Tel. 0171-727-6583.

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

Reference: PP/00/02895/SP

Date: 29/12/2000

102 Kensington High Street, London, W8 4SG

Works to shop including the installation of a new shop front.

APPLICANT Ecco Wholesale UK,

*Lamp post
29/12*

**THE ROYAL BOROUGH OF KENSINGTON AND CHELSEA
MEMORANDUM - SECTION 101 - LOCAL GOVERNMENT ACT, 1972**

AC
DPI

To: Chief Administrative Officer (Planning)
From: The Executive Director, Planning & Conservation
Our Ref:
Applicant's Ref: 230
Application Date: 13/12/2000 Complete Date: 15/12/2000 Revised Date:
Applicant: Fern Green Partnership, 20 Shepherdess Walk, London,
N1 7LB
Address: 102 Kensington High Street, London, W8 4SG

Date: ~~30 January 2001~~

PP/00/02895 /MINR

11/2/2001

29/01/2001

This application is for a class of development to be determined under powers delegated to me by the Council on 21st July, 1976, and/or by the Town Planning Committee 6th November, 1979, and/or by the Town Planning Committee on 18th March 1986, 23rd May 1988 and 8th January 1990 and is not such as I wish to refer to the Planning Application Committee. No relevant planning objections have been received.

- | | |
|---|--|
| Class (i) - 8th Schedule development | Class (vi) - listed building consent for above Classes. |
| Class (ii) - shop fronts | Class (vii) - approval of facing materials |
| Class (iii) - conversion from non s/c dwellings etc | Class (viii) - grant of planning permission for a change from one kind of non-residential use except from one kind of non-residential use except where this would involve the loss of shop use |
| Class (iv) - amendments as required by T.P. Committee | |
| Class (iv) - amendments as required by T.P. Committee | Class (ix) - grant permission licence or no objection by T.P. Committee under Sections 73, 74, 138, 143, 152, 153, 177 & 180 of the Highways Act |
| Class (v) - above classes after D.P. Committee agree | Class (x) - Crossover under S. 108 of the Highways Act 1980 |

Consent under T&CP Control of Advertisement Regulations 1984-90; incl. refusal of consent for Reg. 15 applications.

DESCRIPTION OF PROPOSED DEVELOPMENT

~~Works to shop including the~~ installation of a new shop front.

RECOMMENDED DECISION Grant planning permission

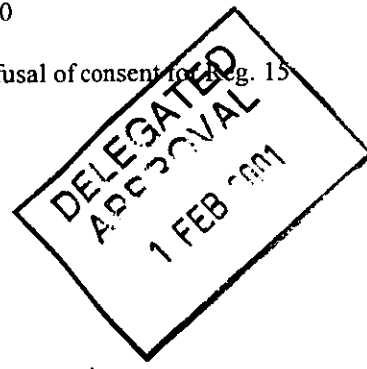
RBK&C drawing(s) No. PP/00/02895 Applicant's drawing(s) No. FG230/06, FG230/07B, FG230/08B, FG230/09A, FG230/10A, FG230/19

I hereby determine and grant/refuse this application (subject to HBMC Direction/Historic Building authorisation) under the powers delegated to me by the Council, subject to the condition(s) indicated above imposed for the reason(s) appearing thereunder, or for the reasons stated.

Exec. Director Planning and Conservation Head of Development Control Area Planning Officer

issues
31/1/01

31/1/01



CONDITIONS AND REASONS FOR THEIR IMPOSITION

1. **The development hereby permitted shall be begun before the expiration of five years from the date of this permission. (C001)**
Reason - As required by Section 91 of the Town and Country Planning Act 1990, to avoid the accumulation of unexercised Planning Permissions. (R001)
2. **The development hereby permitted shall be carried out exactly and only in accordance with the drawings and other particulars forming part of the permission and there shall be no variation therefrom without the prior written approval of the Local Planning Authority. (C068)**
Reason - The details are considered to be material to the acceptability of the proposals, and for safeguarding the amenity of the area. (R068)
3. **All work and work of making good shall be finished to match the existing original work in respect of material, colour, texture, and profile and, in the case of brickwork, facebond and pointing unless otherwise approved by the Executive Director, Planning and Conservation in writing. (C071)**
Reason - To ensure a satisfactory standard of external appearance. (R071)
4. **The maximum steady brightness of the illumination of the advertisement(s) hereby approved shall not exceed 200 foot lamberts. (C402)**
Reason - An advertisement of greater brightness would be unduly obtrusive and would be detrimental to the amenity of the area. (R402)
5. **The illuminated advertisements hereby approved shall not be illuminated between 19:00 hours and 9:00 hours the following day. (C403)**
Reason - To safeguard local visual and residential amenity/To prevent the distraction of road users in the vicinity. (R404)
6. **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)

INFORMATIVES

2. I21
3. I09

1. You are advised that a number of relevant policies of the Unitary Development Plan were used in the determination of this case, in particular, Policies CD62, CD63 and CD67. (I51)

DELEGATED REPORT

Address

102 Kensington Church St.

Reference

PP/00/2895

Conservation Area

Yes

Listed Building Yes/No

Type of Application

Planning Permission/Approval of Materials/Variation of Condition/Listed Building Consent/Conservation Area Consent

Type of Development

Residential Extension

Roof

Rear

Storeys

Side

Front

Garden

Residential Alterations

Residential Conversion

From

To

Other

Shopfront

Non-Residential Extension

Listed Building Demolition

whole

part

Listed Building Alterations

Unlisted Building - Demolition

whole

part

continued

D4/51(a)

Objections (withdrawn etc.) (incl. internal – Design, Policy, Transportation etc.)

Who _____

Overcome by Amendment/Withdrawn/Not Relevant/Other _____

Existing

Issues/Policy/Precedent/Conditions/Third Schedule

see Award

Standards

satisfactory

Light	<input type="checkbox"/>
Privacy	<input type="checkbox"/>
Room Sizes	<input type="checkbox"/>
Parking	<input type="checkbox"/>
Trees	<input type="checkbox"/>
HBMC Direction/Obs.	
Obs. Rec'd	<input type="checkbox"/>
Direction Rec'd	<input type="checkbox"/>
Consultation Expired	<input checked="" type="checkbox"/>

GRANT/APPROVE

subject to conditions

Informatives

Report by *SP*

Date

Agreed *ACHAW*
31.1.01.

1.0 Planning Considerations

- 1.1 The main considerations in this case relate to the design of the shopfront, impact upon the shopping centre and impact upon the character and appearance of the Conservation Area.
- 1.2 The relevant planning policies are contained within the "Conservation and Development" chapter of the UDP. Policies CD62, CD63 and CD67 are of particular relevance to this application.
- 1.3 The proposed shopfront, constructed of cedar and limestone, is considered to have high quality materials and good proportions. The fascia will be constructed of pebbles suspended in a clear resin. The lettering within the signs, projecting sign and fascia sign, will be the only part to be illuminated. The existing banner at first floor level is to be removed as part of the scheme. The door width of 1200mm and gentle slope are considered adequate to allow access to people with special mobility needs.
- 1.4 The proposed shopfront would not result in any reduction in levels of amenity enjoyed by residents of nearby property.
- 1.5 The Observations of the Conservation and Design Officer are appended.

2.0 Public Consultation

- 2.1 Four letters of notification were sent to properties in Kensington High Street.
- 2.2 To date, one letter has been received from the Kensington Society objecting to the banner at first floor level.

Following the revision of the scheme this banner has been deleted from the scheme. This objection is no longer relevant to this application.

M.J. FRENCH
EXECUTIVE DIRECTOR, PLANNING AND CONSERVATION

PP002395



R.B.K. & C.
TOWN PLANNING
15 DEC 2000
RECEIVED

P7002395



R.B.K. & C.
TOWN PLANNING

15 DEC 2000

RECEIVED

H. K. & C.
TOWN PLANNING
10 DEC 2000
RECEIVED

FP 002895



P. B. K. & C.
TOWN PLANNING
15 DEC 2000
RECEIVED

PP002895



R.B.K. & C.
TOWN PLANNING
18 DEC 2000
RECEIVED

PH 002895



F. ... A. ...
TOWN PLANNING
19 DEC 2000
RECEIVED

PP002895

