

PLANNING SERVICES APPLICATION

CONSULTATION SHEET

COTH

APPLICANT:

Nicholson Graham & Jones,
110 Cannon Street,
London,
EC4N 6AR

APPLICATION NO: PP/00/02812

APPLICATION DATED: 29/11/2000

DATE ACKNOWLEDGED: 7 December 2000

APPLICATION COMPLETE: 07/12/2000

DATE TO BE DECIDED BY: 01/02/2001

SITE: 35 Pembridge Road, London, W11 3HG

PROPOSAL: Application to vary Condition No. 3 of Planning Permission dated 08/03/1990 (Ref. TP/89/2216) to allow Class A3 (Food and Drink) restaurant premises on the first floor to be utilised for restaurant use between 09.00 hours and 00.00 hours Monday to Saturday and 09.00 hours to 23.30 hours on Sunday.

ADDRESSES TO BE CONSULTED

1. 29-41 (odd) - Pembridge Road
2. 46-56 (evens) " "
3. " "
4. " "
5. " "
6. 13a Pontobello Road
7. " "
8. 12 } 12 + Basement
9. 14 } KENSINGTON PARK ROAD. W11 3BU
10. 16 } " "
11. 2A } PEMBERIDGE GARDENS. W2 4DX
12. " }
13. " }
14. " }
15. " }

34

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

✓
12/12/2000

DEVELOPMENT CONTROL

TECHNICAL INFORMATION

THE ROYAL
BOROUGH OF



KENSINGTON
AND CHELSEA

ADDRESS 35 PEMBERIDGE ROAD

35 PEMBERIDGE ROAD

POLLING DISTRICT GA

PP002812

- | | | | |
|-----|--|--------|--|
| 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							
4										✓							

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:

**TWELFTH HOUSE
35 PEMBRIDGE ROAD KENSINGTON**

**SUPPORTING STATEMENT TO APPLICATION
TO VARY CONDITION 3 OF EXISTING PLANNING PERMISSION**

PP002812

**NICHOLSON GRAHAM & JONES
110 Cannon Street
London EC4N 6AR
Ref: SJL/T530-1
Tel: 020 7360 8214**

**R.B.K. & C.
TOWN PLANNING**

11 DEC 2000

RECEIVED

TWELFTH HOUSE
35 PEMBRIDGE ROAD KENSINGTON

SUPPORTING STATEMENT TO APPLICATION
TO VARY CONDITION 3 OF EXISTING PLANNING PERMISSION

A. Proposed style of Twelfth House

The premises will be re-named Twelfth House and will be operated as an astrological café. The aim is to offer superb food (including the use of organic produce wherever possible), great coffee and an opportunity for clientele to have a daily reading of their horoscope.

Daily computer readouts of personal horoscopes will be available. In addition, an astrologer will be present on the premises each day to discuss further clients' individual charts.

Twelfth House's ambition is to reignite café society. It is envisaged that the astrological theme will stimulate conversation and communication rather like an old fashioned saloon.

Twelfth House will emphasise cosiness with soft mellow and comfortable furnishing and decor. The ground floor will be fashioned around a dresser. This style has been chosen primarily as space is limited (seating for 12 will be available) and because the focal point will give the feeling of greater intimacy.

Further detail on the proposed style of operation is provided in the attached article which appeared in Design Week on 29th September 2000.

B. Operations

On the ground floor breakfast and light meals will be served throughout the day and into the evening. This will be café style with newspapers and magazines on offer daily. The intention is to offer a sanctuary where clientele will know that the environment will be relaxed and friendly but where they can hear themselves think.

RISING STAR

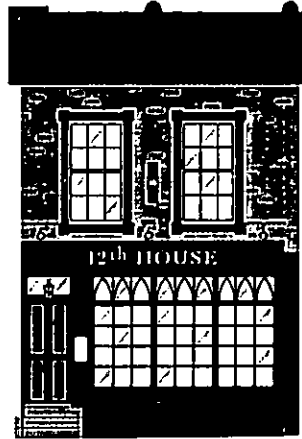
Would you like to have your charts read while sipping a latte? Clare Dowdy talks to the founders and designers of the 12th House, a café that dares to be different

HOW refreshing to come across a new venture that has not been market-researched to death, that is not a pallid copy of an existing success story. And how unusual. These days it feels as if every start-up on the high street is either a close relation of Pret A Manger, or a shameless import from the US – or both. Think anything with the word “bar” on the end – coffee, juice, bagels, nails – you get the picture.

Here is a concept that has been born out of the passion of its creator. “I wanted to drink coffee and talk astrology,” says Priscilla, who, along with her husband Alan, prefers not to mention her surname. And the idea of the 12th House was born. A restaurant, café and bar which serves good food and wine, with good service, but it’s also a place where Priscilla can chat to customers about their stars.

It’s an idea that she has been mulling over with Alan for the past ten years. She has been interested in astrology for longer still, having read the myths instead of fairy tales as a child. She describes her brand of astrology as more about psychology than how to meet a man. “It’s not prophecy; the thing that makes people most unhappy is not accepting themselves,” she says. This can be explained with the help of a chart, which you can order from the menu, based on your date and time of birth.

Priscilla, in her diamondé studded glasses, will then be available to chat through the planetary configurations of her customers. She has her own interpretations of the zodiac signs, which have been drawn by artist Mark Done. So Gemini is represented by a ventriloquist, Sagittarius by



a cowboy, Capricorn by a man climbing a mountain. “It should be a game and give people some instruction,” says Victoria Reid, who will manage the 12th House. Staff, too, are to be trained in all things astrological, and will sport T-shirts decorated with the word Priscilla has come up with to describe their sign, for instance, “caring” for Cancer and “success” for Capricorn. This, it is hoped, will also create topics of discussion.

This will take place in the west London site they have at last secured, off Notting Hill Gate on Pembridge Road, which opens in late October. Priscilla describes it as a seedy, funky street. Located over two floors, it’s a smaller site than they would have wanted, but the coffee chain-inspired boom has pushed rents up and made good sites hard to come by.

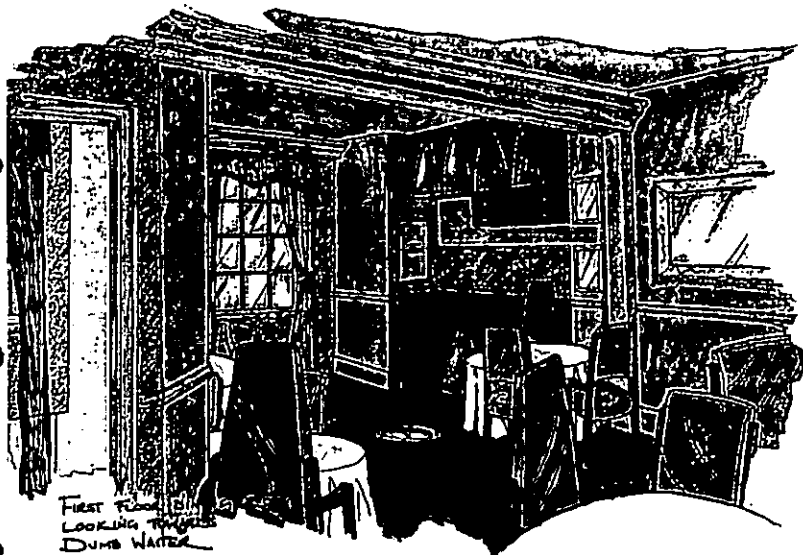
But this isn’t just an eating and drinking place. The hope is that the astrology will bring customers together, giving them something to chat about as Priscilla works her magic. And it will be a place, they hope, where people won’t feel uncomfortable if they come in on their own. “We all have this sense that the world is a smaller place and communications are faster, and yet people have fewer and fewer opportunities to communicate with each other,” says Alan. Maybe, he suggests, the coffee bar phenomenon has something to do with that. And anyway, as Priscilla points out, popular astrology started in the coffee shops. In the 18th century, these were the hang-outs where people would sit around and draw up their charts.

It will work hard as a site, staying open from 8am to 11pm. Upstairs, brunch will be served during the day, and in the evening table cloths and candles will appear to make the room feel less informal. While Priscilla and Alan have no catering experience, Reid has experience running her own cafés in Sydney and more recently ran London-based Urban Espresso.

Although the 12th House’s raison d’être shares little with the coffee and fast food chains, the founders actively sought out the designers of Pret A Manger for the interiors and graphics. “Steve Turner’s very Virgo,” says Priscilla of The Formation’s head of interiors, “I always go for Virgos.” Alan, too, shares this star sign. Virgos, she says, are very hard working and good at details, are self-critical and modest and prefer not to take the credit. According to Priscilla, Virgo is the sign of perfection and order.



Design work for 12th House. Top: Sketch of the façade, by The Formation; Left: Zodiac signs created by artist Mark Done; Right: Interior sketches by The Formation



The founders deliberately asked for a look that was "over, rather than under furnished", according to Priscilla, and a long way from the omnipresent minimalist approach. So the colours used in the interiors are warm and coppery and the armchairs are welcoming. "We wanted it cosy, comfortable and quiet, so you can hear yourself talk," says Reid.

While the whole concept comes from Priscilla's love of astrology, the couple did engage a market research company to see if there really was a market for the venue. Alan declines to name the group, only describing the exercise as "extremely costly and totally useless. Studies tend to be beautifully produced, but not based on sufficient data."

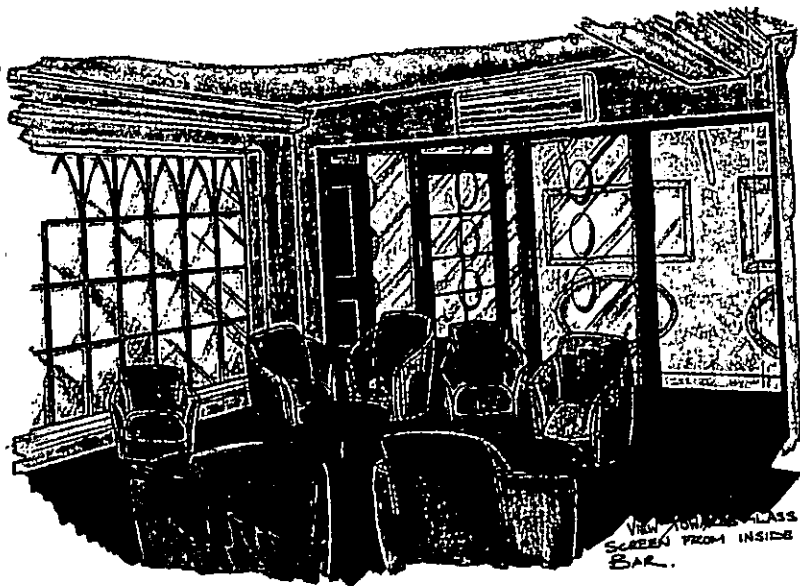
Now, the 12th House is based on their own preferences and interests. This means good, simple, uncluttered food (Alan mentions thick chips and real trifle), and music ranging from classical to classics from the 1940s, 1950s, 1960s and later. "We are paying people the compliment of giving them the things that we like," he says. "It is an expression of our personality."

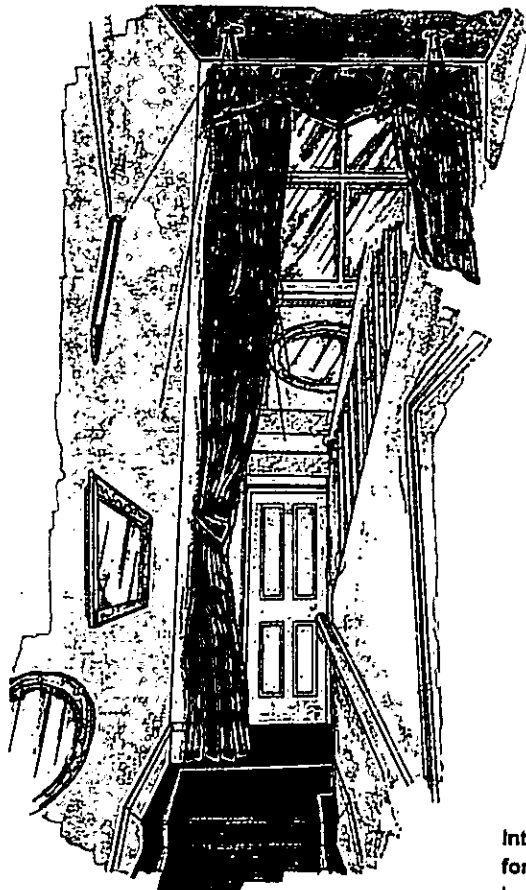
And now they have discarded the market research, there is no target market. In fact, Priscilla's answer to the question "Who do you think the 12th House will attract?" is that she doesn't know, although she's not expecting many Virgos. Apparently, they are disbelievers.

If it takes off, and there is a real demand for Priscilla, they will consider bringing in other astrologers to talk about signs of the zodiac with the customers. "It's nice [for the customers] to be able to talk about themselves," she says. And opening other sites is also a possibility, particularly a bigger one.

While other entrepreneurs are trying to tap into the mood of the nation, Priscilla turns it all on its head. For her, this is a good time for astrology because Neptune is in transit in Aquarius. Hence the recent interest in spas, holistic healing, organic products, and the appearance of films like *The Horse Whisperer*, and the success of the *Harry Potter* books. This will continue, she says, for the next ten years.

Whatever the motivation, it was key that this did not become another themed environment. As *The Formation's* Turner says: "It's about giving somewhere more of a meaning." ►





Interior sketches
for the 12th House
by The Formation

The Design

Priscilla spent the first meeting telling Steve Turner and The Formation's creative director Adrian Kilby about each other. She saw the venue as being an oasis in a busy city where people could find a friendly atmosphere, says Turner. The restaurant's name is consistent with this theme: there are 12 houses of the Zodiac, and the 12th House symbolises a resting period. 'It's almost like the place before birth and the collective unconscious,' says Priscilla, 'where we're in touch with all the senses.'

'The first conversations were about old tea and coffee houses where people debated,' says Turner. The initial idea was for a lay-out comprising lots of little rooms, but this seemed 'a bit furtive', he says. The Pembridge Road site in London was chosen after an extensive search. Turner describes it as small, but a good location with reasonable passing trade. There is one room upstairs, one downstairs, a basement kitchen, and a tiny courtyard.

To create an ethereal feel, The Formation introduced the idea of large lenses. Priscilla explains: 'We wanted something odd, something Neptunian, because the 12th House is run by Neptune.' The 250 and 400mm convex lenses are set in the walls, to give distorted views.

To avoid a contemporary feel, the walls and ceilings have a copper finish. 'We've harked back to old finishes, and the copper

should make people look healthy,' says Turner. Meanwhile, there are lots of mirrors with antique frames, and the curtains are made of sheer materials and heavy velvets. The seating is covered in deep burgundy and deep green suedes.

The 12th House clock logo appears on the outside of the building. The most obvious reference to the astrology is the zodiac signs which are mounted in the portals in the walls. 'One of the main things was for it not to appear too weird. Quirky, but not weird,' says Turner. A large blue clock, commissioned by Priscilla, goes through the different star signs rather than the hours of the day. And that day's star sign will be printed on each receipt.

Downstairs, The Formation commissioned gargoyles to go over the bar. The original idea was to have gargoyles that looked like Priscilla and Alan, 'but that was too quirky', says Turner.

Upstairs in the dining area, each table has one high-backed, throne-like chair. This is the chair Priscilla can take if she is chatting or explaining the stars to customers.

The Formation also designed the website's graphics, and packaging for some of the merchandise. The plan is to sell astrological-related products, and a range of aromatherapy oils – one for each star sign – has also been designed. ■



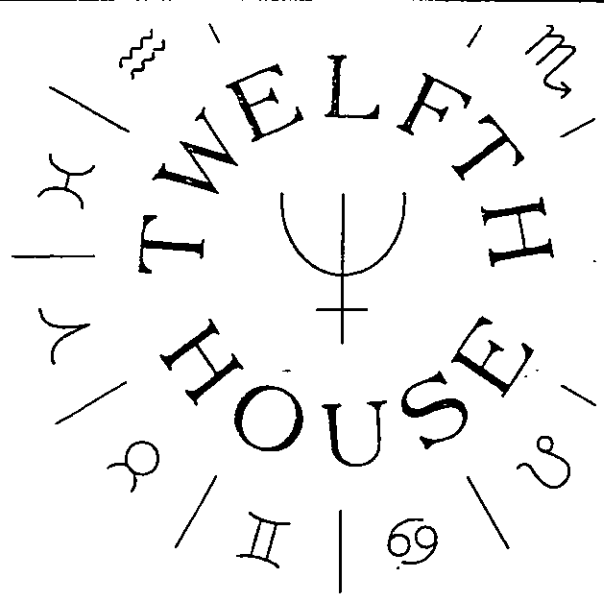
Twelfth House
Café · Bar · Restaurant
No. 35 Pembridge Road
London · W11 3HG
Telephone: 020 7727 9620
www.twelfth-house.co.uk



All Design ©2000 The Formation Creative Consultants Ltd
Telephone: 020 7739 8198
Email: creative@theformation-cc.co.uk

Article ©Design Week 2000





STARTERS

Watercress and potato soup	0.00
Ham hock terrine with piccalilli	0.00
Cured salmon, soused beetroot and horseradish	0.00
Roasted onion and goats cheese tart	0.00
Grilled quail with aubergine chutney	0.00
Squid with green lentils, lemon and tarragon	0.00
Salad of grilled baby aubergines, leeks and fennel	0.00

MAIN COURSE

Pork belly with glazed apples and chestnuts	0.00
Baked pigeon, savoy cabbage and smoked bacon	0.00
Grilled rib-eye steak with mustard and black pepper crust, fat chips	0.00
Roast cod crispy shrimps, char-grilled potatoes	0.00
Warm salad of baby vegetables with broad beans and mustard leaves	0.00
Wild mushroom pancake with a globe artichoke vinaigrette	0.00
Smoked haddock, colcannon potatoes and poached egg	0.00

PUDDINGS

Chocolate tart with bitter orange ice cream	0.00
Apple pie and vanilla cream	0.00
Baked orange cheesecake	0.00
Cherry and almond tart with pear sorbet	0.00
Poached spiced fruit, shortbread and honey ice-cream	0.00
Trifle	0.00
Ice cream and sorbets	0.00
English cheeses and chutney	0.00

COFFEE

Cappuccino	0.00
Large Cappuccino	0.00
Café Latte	0.00
Espresso	0.00
Long Espresso	0.00
Macchiato	0.00

TEA

Earl Grey	0.00
Ceylon	0.00
Green Tea	0.00

TISANE

Camomile	0.00
Peppermint	0.00
Elderflower	0.00
Nettle	0.00
Hot chocolate	0.00

Prices include VAT plus an optional 12.5% service charge.

If you wish to smoke or use your mobile phone please do so with consideration for other customers.

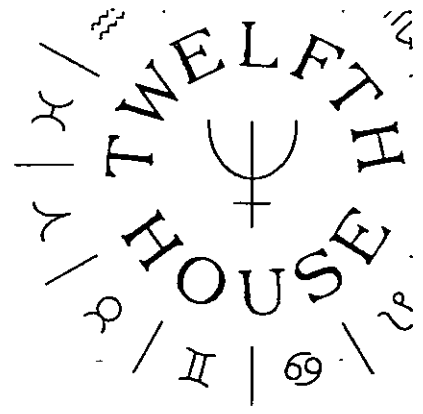
Café · Bar · Restaurant

No. 35 Pembroke Road · London · W11 3JG · Tel 020 7297 9620 · Fax 020 7245 1001

www.twelfth-house.co.uk

PLEASE ASK ABOUT OUR TWELFTH HOUSE SHOP





BRUNCH

Kedgerie	0.00
Eggs benedict	0.00
Baked haricot beans on toast	0.00
Pumpkin soup	0.00
Watercress, char-grilled pear and fig salad	0.00
Roasted onion and goats cheese tart	0.00
Sweet cured salmon and artichoke salad	0.00

Home made sausages with bubble and squeak and poached egg	0.00
Roast field mushroom with thyme and melted cheese	0.00
Corned beef hash, fried duck egg	0.00
Cod, chips and mushy peas	0.00
Fish pie	0.00
Roasted vegetable quiche with baby spinach	0.00

Cakes, biscuits and pastries	0.00
Ice-cream and sorbets	0.00
English cheeses and chutney	0.00

COFFEE

Cappuccino	0.00
Large Cappuccino	0.00
Café Latte	0.00
Espresso	0.00
Long Espresso	0.00
Macchiato	0.00

TEA

Earl Grey	0.00
Ceylon	0.00
Green Tea	0.00
Hot chocolate	0.00

TISANE

Camomile	0.00
Peppermint	0.00
Elderflower	0.00
Nettle	0.00

Orange juice 0.00
other juices subject to availability

Café · Bar · Restaurant

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SPARKLING & CHAMPAGNE

from REFRESHING and LIVELY to ELEGANT and CELEBRATORY

	<i>bottle</i>	<i>glass</i>
N.V. Prosecco Spago Frizzante, Ruggeri, Valdobbiadene, Veneto, Italy	750ml 18.50	125ml 3.75
N.V. Théophile Roederer, Brut, Champagne	29.95	5.95
N.V. Moët & Chandon, Brut Impérial, Champagne	37.50	
N.V. Taittinger, Brut Réserve, Champagne	44.50	

WHITE

from LIGHT, AROMATIC and UNOAKED to RICHER, FULLER and OAKY

	<i>bottle</i>	<i>glass</i>
1999 Espiga Branco, Quinta da Boavista, Estremadura, Portugal	750ml 13.50	175ml 3.50
1999 Le Fumé Blanc, Sauvignon Blanc, J. & F. Lurton, Pays d'Oc, France	14.95	3.75
1999 San Vincenzo, Anselmi, Monteforte, Veneto, Italy	19.50	
1999 Pinot Bianco, Colterenzaio, Alto Adige, Italy	19.95	
1999 Mâcon-Davayé, Domaine des Deux Roches, Burgundy, France	21.95	
2000 De Gras, Sauvignon Blanc, Colchagua Valley, Chile	14.50	3.75
1999 Verdicchio Classico, Casal di Serra, Umani Ronchi, Marche, Italy	19.95	
1999 Gavi di Gavi, La Minaia, Nicola Bergaglio, Piemonte, Italy	24.95	
1999 Hartenberg Estate, Semillon/Chenin Blanc, Stellenbosch, South Africa	14.95	3.75
2000 Hawksbridge, Sauvignon Blanc, Willowbank Vineyard, Marlborough, N. Z.	24.50	
1999 Pinot Grigio, Lis Neri, Alvaro Pecorari, Isonzo River, Friuli, Italy	28.50	
1998 Viña Monte Verde, Reserve Chardonnay, Maipo Valley, Chile	17.95	4.50
1999 Spice Route, Barrel Fermented Chenin Blanc, South Africa	23.50	

RED

from LIGHT, JUICY and FRUITY to BIG, BROODING and SPICY

	<i>bottle</i>	<i>glass</i>
1999 Espiga Tinto, Quinta da Boavista, Estremadura, Portugal	750ml 14.75	175ml 3.75
1999 Blue Rock Merlot, J. & F. Lurton, Pays d'Oc, France	14.95	3.75
1999 Beaujolais Cuvée Traditionnelle, Domaine du Vissoux, France	19.95	
1999 La Segreta Rosso, Planeta, Sicily	21.50	
1998 Barbera d'Asi, Ceppi Storici, Araldica, Piemonte, Italy	17.95	4.50
1998 Ramsay Estate, Pinot Noir, Oakville, Napa Valley, California	29.50	
1997 Rosso Conero, Vigneto San Lorenzo, Umani Ronchi, Marche, Italy	19.95	
1998 Stormy Cape, Pinotage, Coastal Region, South Africa	16.50	4.25
1998 Tantalus, Shiraz / Cabernet Sauvignon, Elderton, Barossa Valley, Australia	19.95	4.95
1998 Chianti Classico, Castello di Fonterutoli, Tuscany, Italy	29.50	
1999 De Gras, Carménère Reserva, Colchagua Valley, Chile	19.95	
1997 Quinta do Crasto, Reserva, Douro, Portugal	24.50	
1996 Elderton Vineyards, Cabernet Sauvignon, Barossa Valley, South Australia	35.00	

SWEET & PORT

from GRAPY and PRESSU to INTENSE and PLUMMY

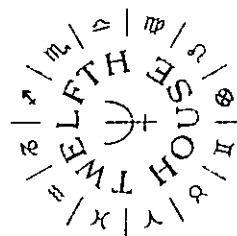
	<i>bottle</i>	<i>glass</i>
1999 Muscat de Rivesaltes, Domaine Cazes, France	375ml 16.95	100ml 4.95
1998 I Capitelli, Recioto di Soave, Anselmi, Monteforte, Veneto, Italy	29.50	
1995 Quinta do Crasto, Late Bottled Vintage Port, Portugal	16.50	4.75

BEVERAGES

Stella Artois	0.00	Tio Pepe Sherry	0.00
Budvar	0.00	Ginger Beer	0.00
San Miguel	0.00	Fernet Branca	0.00
Stout	0.00	Source Water	
Sloegin	0.00	(still & sparkling)	0.00

Prices include VAT plus an optional 12.5% service charge.

If you wish to smoke or use your mobile phone please do so with consideration for other customers.



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www.twelfth-house.co.uk

PLEASE ASK ABOUT OUR TWELFTH HOUSE SHOP

BAR MENU

Roasted grain and nut cereal with natural yoghurt
0.00

12th House bread toasted with our jams
0.00

Pastries
0.00

Roached spiced fruit
0.00

Soup
0.00

Sandwiches
0.00

English cheese and chutney
0.00

Cream tea
0.00

Cakes and biscuits
0.00

COFFEE

Capuccino 0.00
Large Capuccino 0.00

Café Latte 0.00
Espresso 0.00

Long Espresso 0.00
Macchiato 0.00

TEA

Earl Grey 0.00
Ceylon 0.00
Green Tea 0.00

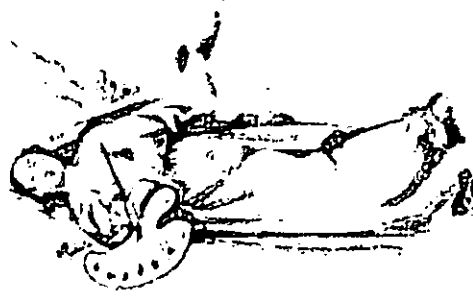
Hot chocolate 0.00

TISANE

Camomile 0.00
Peppermint 0.00
Elderflower 0.00
Nettle 0.00

Orange juice 0.00

other juices subject to availability



Cafe - Bar - Restaurant
No. 55, Buntingford Road - London - W11 5HG
Tel: 020 7747 9626 - Fax: 020 7745 1001
www.thefifthhour.co.uk

PP002812

TWELFTH HOUSE
35 PEMBRIDGE ROAD KENSINGTON

SUPPORTING STATEMENT TO APPLICATION
TO VARY CONDITION 3 OF EXISTING PLANNING PERMISSION

PP002812

RECEIVED BY PLANNING SERVICES							
EX DIR	HDC	N	C	SW	SE	ENF	AO ACK
- 5 DEC 2000							
APPEALS	IO	REC	ARB	FWD PLN	CON DES	FEES	

NICHOLSON GRAHAM & JONES
110 Cannon Street
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B. Operations

On the ground floor breakfast and light meals will be served throughout the day and into the evening. This will be café style with newspapers and magazines on offer daily. The intention is to offer a sanctuary where clientele will know that the environment will be relaxed and friendly but where they can hear themselves think.

It is anticipated that this will become a daily ritual for many and will stimulate repeat visitors.

The first floor will provide a restaurant area with seating for 24 people. During the day a brunch menu will be offered. In the evening dining will be more intimate. The evening menu will include starters, main courses, desserts and cheese.

Copies of the intended menus and while list are attached.

The emphasis on both floors will be on the quality of food and service and the creation of an atmosphere which is conducive to conversation and dialogue. The theme and the design of the premises lend themselves to this.

The proposed opening hours will be as follows:

Ground Floor : Monday to Saturday : 08:00 hours to 00:20 hours
 Sunday : 08:00 hours to 23:50 hours

First Floor : Monday to Friday : 09:00 hours to 00:20 hours
 Sunday : 09:00 to 23:50 hours

RISING STAR

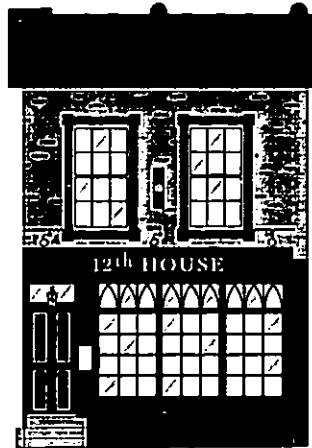
Would you like to have your charts read while sipping a latte? Clare Dowdy talks to the founders and designers of the 12th House, a café that dares to be different

HOW refreshing to come across a new venture that has not been market-researched to death, that is not a pallid copy of an existing success story. And how unusual. These days it feels as if every start-up on the high street is either a close relation of Pret A Manger, or a shameless import from the US – or both. Think anything with the word “bar” on the end – coffee, juice, bagels, nails – you get the picture.

Here is a concept that has been born out of the passion of its creator. “I wanted to drink coffee and talk astrology,” says Priscilla, who, along with her husband Alan, prefers not to mention her surname. And the idea of the 12th House was born. A restaurant, café and bar which serves good food and wine, with good service, but it’s also a place where Priscilla can chat to customers about their stars.

It’s an idea that she has been mulling over with Alan for the past ten years. She has been interested in astrology for longer still, having read the myths instead of fairy tales as a child. She describes her brand of astrology as more about psychology than how to meet a man. “It’s not prophecy; the thing that makes people most unhappy is not accepting themselves,” she says. This can be explained with the help of a chart, which you can order from the menu, based on your date and time of birth.

Priscilla, in her diamanté studded glasses, will then be available to chat through the planetary configurations of her customers. She has her own interpretations of the zodiac signs, which have been drawn by artist Mark Done. So Gemini is represented by a ventriloquist, Sagittarius by



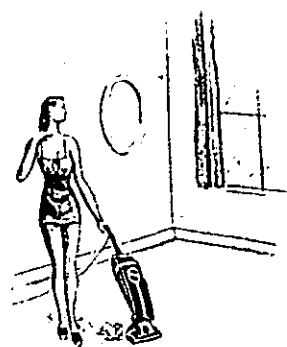
a cowboy, Capricorn by a man climbing a mountain. “It should be a game and give people some instruction,” says Victoria Reid, who will manage the 12th House. Staff, too, are to be trained in all things astrological, and will sport T-shirts decorated with the word Priscilla has come up with to describe their sign, for instance, “caring” for Cancer and “success” for Capricorn. This, it is hoped, will also create topics of discussion.

This will take place in the west London site they have at last secured, off Notting Hill Gate on Pembridge Road, which opens in late October. Priscilla describes it as a seedy, funky street. Located over two floors, it’s a smaller site than they would have wanted, but the coffee chain-inspired boom has pushed rents up and made good sites hard to come by.

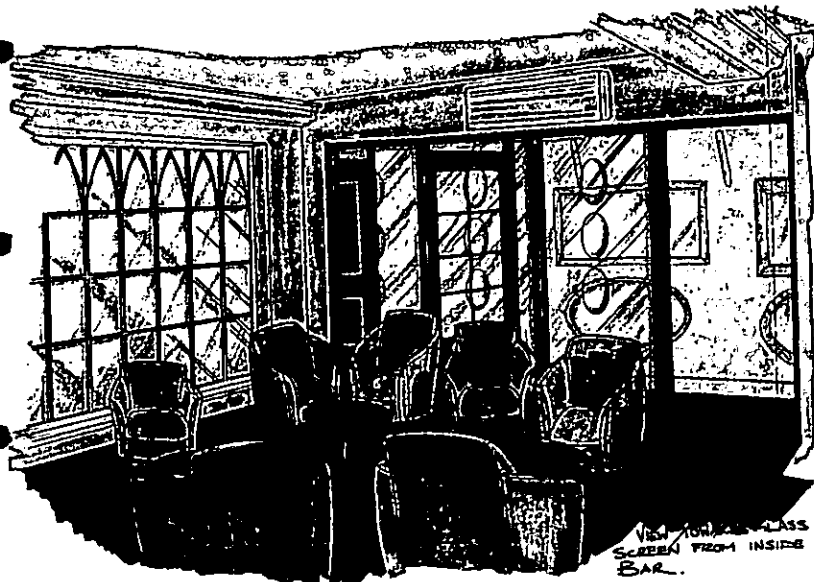
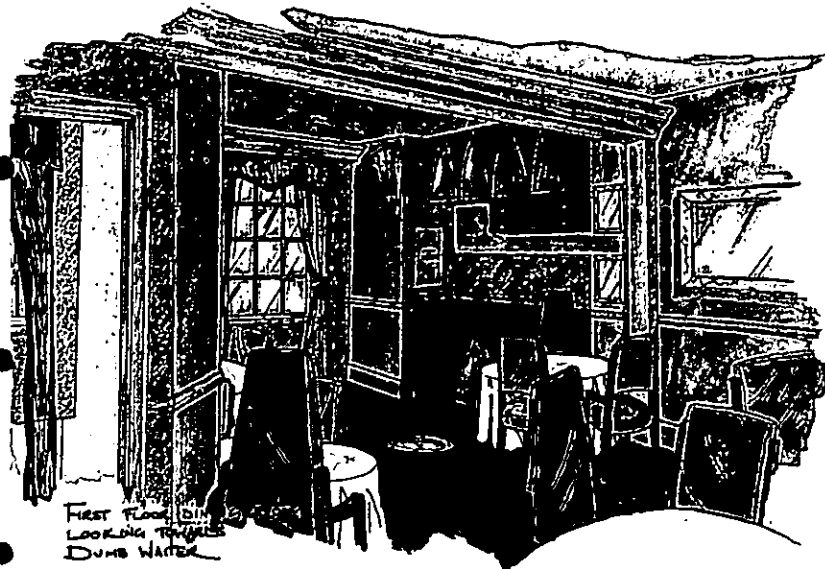
But this isn’t just an eating and drinking place. The hope is that the astrology will bring customers together, giving them something to chat about as Priscilla works her magic. And it will be a place, they hope, where people won’t feel uncomfortable if they come in on their own. “We all have this sense that the world is a smaller place and communications are faster, and yet people have fewer and fewer opportunities to communicate with each other,” says Alan. Maybe, he suggests, the coffee bar phenomenon has something to do with that. And anyway, as Priscilla points out, popular astrology started in the coffee shops. In the 18th century, these were the hang-outs where people would sit around and draw up their charts.

It will work hard as a site, staying open from 8am to 11pm. Upstairs, brunch will be served during the day, and in the evening table cloths and candles will appear to make the room feel less informal. While Priscilla and Alan have no catering experience, Reid has experience running her own cafés in Sydney and more recently ran London-based Urban Espresso.

Although the 12th House’s *raison d’être* shares little with the coffee and fast food chains, the founders actively sought out the designers of Pret A Manger for the interiors and graphics. “Steve Turner’s very Virgo,” says Priscilla of The Formation’s head of interiors, “I always go for Virgos.” Alan, too, shares this star sign. Virgos, she says, are very hard working and good at details, are self-critical and modest and prefer not to take the credit. According to Priscilla, Virgo is the sign of perfection and order.



Design work for 12th House. Top: Sketch of the façade, by The Formation; Left: Zodiac signs created by artist Mark Done; Right: Interior sketches by The Formation



The founders deliberately asked for a look that was "over, rather than under furnished", according to Priscilla, and a long way from the omnipresent minimalist approach. So the colours used in the interiors are warm and coppery and the armchairs are welcoming. "We wanted it cosy, comfortable and quiet, so you can hear yourself talk," says Reid.

While the whole concept comes from Priscilla's love of astrology, the couple did engage a market research company to see if there really was a market for the venue. Alan declines to name the group, only describing the exercise as "extremely costly and totally useless. Studies tend to be beautifully produced, but not based on sufficient data."

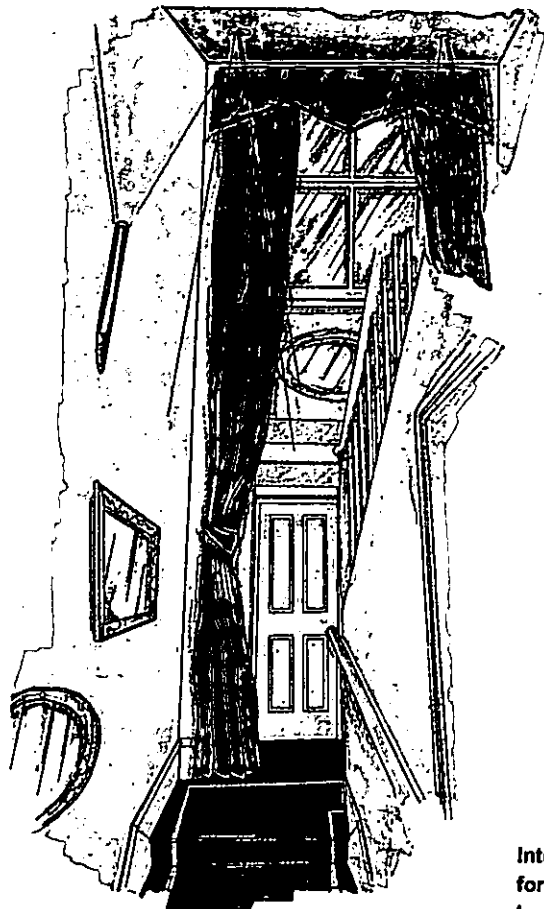
Now, the 12th House is based on their own preferences and interests. This means good, simple, uncluttered food (Alan mentions thick chips and real trifle), and music ranging from classical to classics from the 1940s, 1950s, 1960s and later. "We are paying people the compliment of giving them the things that we like," he says. "It is an expression of our personality."

And now they have discarded the market research, there is no target market. In fact, Priscilla's answer to the question "Who do you think the 12th House will attract?" is that she doesn't know, although she's not expecting many Virgos. Apparently, they are disbelievers.

If it takes off, and there is a real demand for Priscilla, they will consider bringing in other astrologers to talk about signs of the zodiac with the customers. "It's nice [for the customers] to be able to talk about themselves," she says. And opening other sites is also a possibility, particularly a bigger one.

While other entrepreneurs are trying to tap into the mood of the nation, Priscilla turns it all on its head. For her, this is a good time for astrology because Neptune is in transit in Aquarius. Hence the recent interest in spas, holistic healing, organic products, and the appearance of films like *The Horse Whisperer*, and the success of the *Harry Potter* books. This will continue, she says, for the next ten years.

Whatever the motivation, it was key that this did not become another themed environment. As *The Formation's* Turner says: "It's about giving somewhere more of a meaning." ►



Interior sketches
for the 12th House
by The Formation

The Design

Priscilla spent the first meeting telling Steve Turner and The Formation's creative director Adrian Kilby about each other. She saw the venue as being an oasis in a busy city where people could find a friendly atmosphere, says Turner. The restaurant's name is consistent with this theme: there are 12 houses of the Zodiac, and the 12th House symbolises a resting period. 'It's almost like the place before birth and the collective unconscious,' says Priscilla, 'where we're in touch with all the senses.'

'The first conversations were about old tea and coffee houses where people debated,' says Turner. The initial idea was for a lay-out comprising lots of little rooms, but this seemed 'a bit furtive', he says. The Pembridge Road site in London was chosen after an extensive search. Turner describes it as small, but a good location with reasonable passing trade. There is one room upstairs, one downstairs, a basement kitchen, and a tiny courtyard.

To create an ethereal feel, The Formation introduced the idea of large lenses. Priscilla explains: 'We wanted something odd, something Neptunian, because the 12th House is run by Neptune.' The 250 and 400mm convex lenses are set in the walls, to give distorted views.

To avoid a contemporary feel, the walls and ceilings have a copper finish. 'We've harked back to old finishes, and the copper

should make people look healthy,' says Turner. Meanwhile, there are lots of mirrors with antique frames, and the curtains are made of sheer materials and heavy velvets. The seating is covered in deep burgundy and deep green suedes.

The 12th House clock logo appears on the outside of the building. The most obvious reference to the astrology is the zodiac signs which are mounted in the portals in the walls. 'One of the main things was for it not to appear too weird. Quirky, but not weird,' says Turner. A large blue clock, commissioned by Priscilla, goes through the different star signs rather than the hours of the day. And that day's star sign will be printed on each receipt.

Downstairs, The Formation commissioned gargoyles to go over the bar. The original idea was to have gargoyles that looked like Priscilla and Alan, 'but that was too quirky', says Turner.

Upstairs in the dining area, each table has one high-backed, throne-like chair. This is the chair Priscilla can take if she is chatting or explaining the stars to customers.

The Formation also designed the website's graphics, and packaging for some of the merchandise. The plan is to sell astrological-related products, and a range of aromatherapy oils – one for each star sign – has also been designed. ■



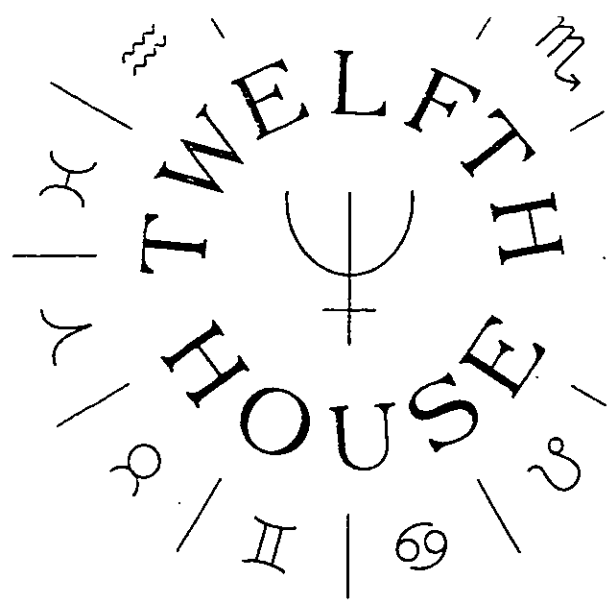
Twelfth House
Café · Bar · Restaurant
No. 35 Pembridge Road
London · W11 3HG
Telephone: 020 7727 9620
www.twelfth-house.co.uk



All Design ©2000 The Formation Creative Consultants Ltd
Telephone: 020 7739 8198
Email: creative@theformation-cc.co.uk

Article ©Design Week 2000





STARTERS

Watercress and potato soup	0.00
Ham hock terrine with piccalilli	0.00
Cured salmon, soused beetroot and horseradish	0.00
Roasted onion and goats cheese tart	0.00
Grilled quail with aubergine chutney	0.00
Squid with green lentils, lemon and tarragon	0.00
Salad of grilled baby aubergines, leeks and fennel	0.00

MAIN COURSE

Pork belly with glazed apples and chestnuts	0.00
Baked pigeon, savoy cabbage and smoked bacon	0.00
Grilled rib-eye steak with mustard and black pepper crust, fat chips	0.00
Roast cod crispy shrimps, char-grilled potatoes	0.00
Warm salad of baby vegetables with broad beans and mustard leaves	0.00
Wild mushroom pancake with a globe artichoke vinaigrette	0.00
Smoked haddock, colcannon potatoes and poached egg	0.00

PUDDINGS

Chocolate tart with bitter orange ice cream	0.00
Apple pie and vanilla cream	0.00
Baked orange cheesecake	0.00
Cherry and almond tart with pear sorbet	0.00
Poached spiced fruit, shortbread and honey ice-cream	0.00
Trifle	0.00
Ice cream and sorbets	0.00
English cheeses and chutney	0.00

COFFEE

Cappuccino	0.00
Large Cappuccino	0.00
Café Latte	0.00
Espresso	0.00
Long Espresso	0.00
Macchiato	0.00

TEA

Earl Grey	0.00
Ceylon	0.00
Green Tea	0.00

TISANE

Camomile	0.00
Peppermint	0.00
Elderflower	0.00
Nettle	0.00
Hot chocolate	0.00

Prices include VAT plus an optional 12.5% service charge.

If you wish to smoke or use your mobile phone please do so with consideration for other customers.

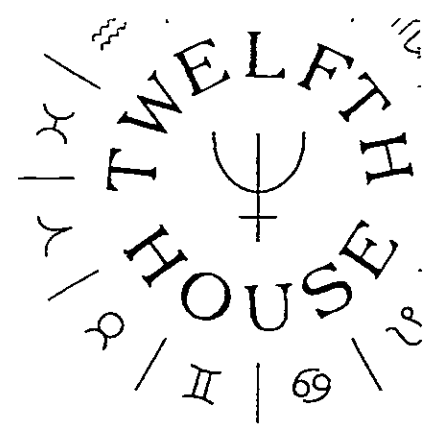
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www.twelfth-house.co.uk

PLEASE ASK ABOUT OUR TWELFTH HOUSE SHOP





BRUNCH

Kedgerree	0.00
Eggs benedict	0.00
Baked haricot beans on toast	0.00
Pumpkin soup	0.00
Watercress, char-grilled pear and fig salad	0.00
Roasted onion and goats cheese tart	0.00
Sweet cured salmon and artichoke salad	0.00

Home made sausages with bubble and squeak and poached egg	0.00
Roast field mushroom with thyme and melted cheese	0.00
Corned beef hash, fried duck egg	0.00
Cod, chips and mushy peas	0.00
Fish pie	0.00
Roasted vegetable quiche with baby spinach	0.00

Cakes, biscuits and pastries	0.00
Ice-cream and sorbets	0.00
English cheeses and chutney	0.00

COFFEE

Cappuccino	0.00
Large Cappuccino	0.00
Café Latte	0.00
Espresso	0.00
Long Espresso	0.00
Macchiato	0.00

TEA

Earl Grey	0.00
Ceylon	0.00
Green Tea	0.00
Hot chocolate	0.00

TISANE

Camomile	0.00
Peppermint	0.00
Elderflower	0.00
Nettle	0.00
Orange juice	0.00

other juices subject to availability

Café · Bar · Restaurant

No. 35 Pembridge Road · London · W11 3JG · Tel 020 7727 9620 · Fax 020 7243 1001

www.twelfth-house.co.uk

SPARKLING & CHAMPAGNE

from REFRESHING and LIVELY to ELEGANT and CELEBRATORY

	<i>bottle</i>	<i>glass</i>
N.V. Prosecco Spago Frizzante, Ruggeri, Valdobbiadene, Veneto, Italy	750ml 18.50	125ml 3.75
N.V. Théophile Roederer, Brut, Champagne	29.95	5.95
N.V. Moët & Chandon, Brut Impérial, Champagne	37.50	
N.V. Taittinger, Brut Réserve, Champagne	44.50	

WHITE

from LIGHT, AROMATIC and UNOAKED to RICHER, FULLER and OAKY

	<i>bottle</i>	<i>glass</i>
1999 Espiga Branco, Quinta da Boavista, Estremadura, Portugal	750ml 13.50	175ml 3.50
1999 Le Fumé Blanc, Sauvignon Blanc, J. & F. Lurton, Pays d'Oc, France	14.95	3.75
1999 San Vincenzo, Anselmi, Monteforte, Veneto, Italy	19.50	
1999 Pinot Bianco, Colterenzio, Alto Adige, Italy	19.95	
1999 Maçon-Davayé, Domaine des Deux Roches, Burgundy, France	21.95	
2000 De Gras, Sauvignon Blanc, Colchagua Valley, Chile	14.50	3.75
1999 Verdicchio Classico, Casal di Serra, Umani Ronchi, Marche, Italy	19.95	
1999 Gavi di Gavi, La Minaia, Nicola Bergaglio, Piemonte, Italy	24.95	
1999 Hartenberg Estate, Semillon/Chenin Blanc, Stellenbosch, South Africa	14.95	3.75
2000 Hawkesbridge, Sauvignon Blanc, Willowbank Vineyard, Marlborough, N.Z.	24.50	
1999 Pinot Grigio, Lis Neris, Alvaro Pecorari, Isonzo River, Friuli, Italy	28.50	
1998 Vina Monte Verde, Reserve Chardonnay, Maipo Valley, Chile	17.95	4.50
1999 Spice Route, Barrel Fermented Chenin Blanc, South Africa	23.50	

RED

from LIGHT, JUICY and FRUITY to BIG, BROODING and SPICY

	<i>bottle</i>	<i>glass</i>
1999 Espiga Tinto, Quinta da Boavista, Estremadura, Portugal	750ml 14.75	175ml 3.75
1999 Blue Rock Merlot, J. & F. Lurton, Pays d'Oc, France	14.95	3.75
1999 Beaujolais Cuvée Traditionelle, Domaine du Vissoux, France	19.95	
1999 La Segreta Rosso, Planeta, Sicily	21.50	
1998 Barbera d'Asù, Ceppi Storici, Araldica, Piemonte, Italy	17.95	4.50
1998 Ramsey Estate, Pinot Noir, Oakville, Napa Valley, California	29.50	
1997 Rosso Conero, Vigneto San Lorenzo, Umani Ronchi, Marche, Italy	19.95	
1998 Stormy Cape, Pinotage, Coastal Region, South Africa	16.50	4.25
1998 Tantalus, Shiraz/Cabernet Sauvignon, Elderton, Barossa Valley, Australia	19.95	4.95
1998 Chianti Classico, Castello di Fontevivoli, Tuscany, Italy	29.50	
1999 De Gras, Carmènère Reserva, Colchagua Valley, Chile	19.95	
1997 Quinta do Crasto, Reserva, Douro, Portugal	24.50	
1996 Elderton Vineyards, Cabernet Sauvignon, Barossa Valley, South Australia	35.00	

SWEET & PORT

from GRAPPY and FRESH to INTENSE and PLUMBY

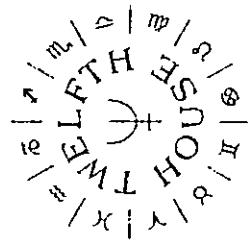
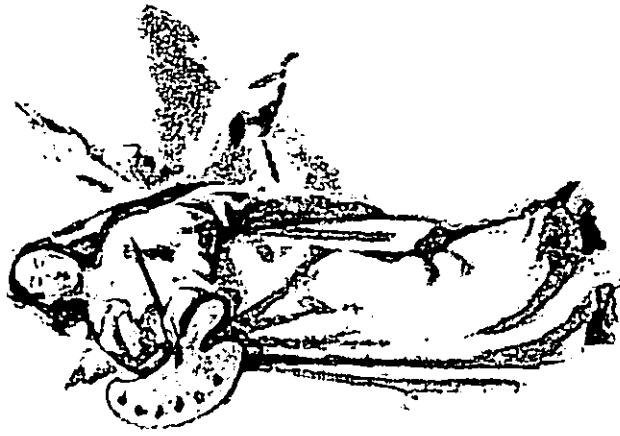
	<i>bottle</i>	<i>glass</i>
1999 Muscat de Rivesalles, Domaine Cazes, France	375ml 16.95	100ml 4.95
1998 I Capitelli, Recioto di Soave, Anselmi, Monteforte, Veneto, Italy	29.50	
1995 Quinta do Crasto, Late Bottled Vintage Port, Portugal	16.50	4.75

BEVERAGES

Stella Artois	0.00	Tio Pepe Sherry	0.00
Budvar	0.00	Ginger Beer	0.00
San Miguel	0.00	Fernet Branca	0.00
Stout	0.00	Source Water	
Sloegin	0.00	(still & sparkling)	0.00

Prices include VAT plus an optional 12.5% service charge.

If you wish to smoke or use your mobile phone please do so with consideration for other customers.



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PLEASE ASK ABOUT OUR TWELFTH HOUSE SHOP

BAR MENU

Roasted grain and nut cereal with natural yoghurt
0.00

12th House bread toasted with our jams
0.00

Pastries
0.00

Poached spiced fruit
0.00

Soup
0.00

Sandwiches
0.00

English chese and chutney
0.00

Cream tea
0.00

Cakes and biscuits
0.00

COFFEE

Cappuccino 0.00

Large Cappuccino 0.00

Café Latte 0.00

Espresso 0.00

Long Espresso 0.00

Macchiato 0.00

TEA

Earl Grey 0.00

Ceylon 0.00

Green Tea 0.00

Hot chocolate 0.00

TISANE

Camomile 0.00

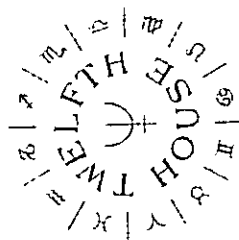
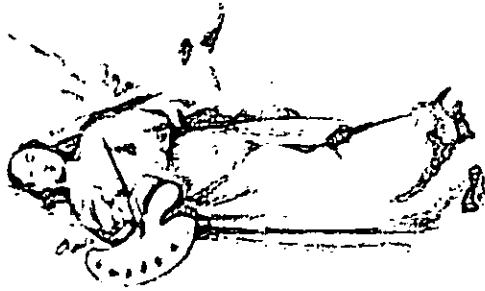
Peppermint 0.00

Elderflower 0.00

Nettle 0.00

Orange juice 0.00

other juices subject to availability



C.F. Bar - Restaurant
No. 55, Pembroke Road - Ladbroke - W11 5MG
Tel: 020 7737 9620 - Fax: 020 7745 1001
www.elftonhouse.co.uk

MEMORANDUM

TO: FOR FILE USE ONLY

**From: EXECUTIVE DIRECTOR
PLANNING & CONSERVATION**

My Ref: PP/00/02812/SW

CODE A1

Room No:

Date: 12 December 2000

DEVELOPMENT AT:

35 Pembridge Road, London, W11 3HG

DEVELOPMENT:

Application to vary Condition No. 3 of Planning Permission dated 08/03/1990 (Ref. TP/89/2216) to allow Class A3 (Food and Drink) restaurant premises on the first floor to be utilised for restaurant use between 09.00 hours and 00.00 hours Monday to Saturday and 09.00 hours to 23.30 hours on Sunday.

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

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

Maisonette Flat		29	Pembridge Road	W11 3HG
		31	Pembridge Road	W11 3HG
		33	Pembridge Road	W11 3HG
		35	Pembridge Road	W11 3HG
		37	Pembridge Road	W11 3HG
1st Floor Flat		41	Pembridge Road	W11 3HG
		46	Pembridge Road	W11 3HN
		48	Pembridge Road	W11 3HN
Flat 1: Basement		48	Pembridge Road	W11 3HN
Flat 2: Ground Floor		48	Pembridge Road	W11 3HN
Flat 3: 1st Floor		48	Pembridge Road	W11 3HN
Flat 4: 2nd Floor		48	Pembridge Road	W11 3HN
		54	Pembridge Road	W11 3H
		56	Pembridge Road	W11 3HN
	13a		Portobello Road	W11 3DA
Flat 1	13a		Portobello Road	W11 3DA
Flat 2	13a		Portobello Road	W11 3DA
Flat 3	13a		Portobello Road	W11 3DA
Flat 4	13a		Portobello Road	W11 3DA
Flat 5	13a		Portobello Road	W11 3DA
Flat 6	13a		Portobello Road	W11 3DA
Flat 7	13a		Portobello Road	W11 3DA
Flat 8	13a		Portobello Road	W11 3DA
Flat 9	13a		Portobello Road	W11 3DA
Flat 11	13a		Portobello Road	W11 3DA
Flat 12	13a		Portobello Road	W11 3DA

Total Number of Properties Found 26

PLANNING AND CONSERVATION

THE TOWN HALL HORNTON STREET LONDON W8 7NX

Executive Director M J FRENCH FRICS Dip TP MRTPI Cert TS

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BOROUGH OF



KENSINGTON
AND CHELSEA

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Switchboard: 020-7937-5464

Extension: 2079/2080

Direct Line: 020-7361- 2079/2080

Facsimile: 020-7361- 3643

Date: 12 December 2000

My reference:

Your reference:

Please ask for:

My Ref: DPS/DCN/PP/00/02812/SW

Planning Information Office

Dear Sir/Madam,

TOWN AND COUNTRY PLANNING ACT 1990

Proposed development at: 35 Pembridge Road, London, W11 3HG

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

Application to vary Condition No. 3 of Planning Permission dated 08/03/1990 (Ref. TP/89/2216) to allow Class A3 (Food and Drink) restaurant premises on the first floor to be utilised for restaurant use between 09.00 hours and 00.00 hours Monday to Saturday and 09.00 hours to 23.30 hours on Sunday.

Applicant Nicholson Graham & Jones, 110 Cannon Street, London, EC4N 6AR

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.

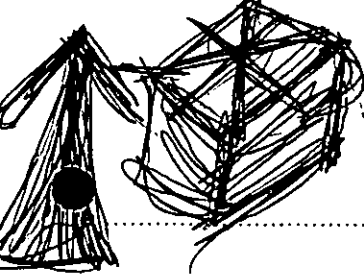
WHERE TO SEE THE PLANS

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 Ladbrooke Grove, London W11 (under the Westway near Ladbrooke 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



MESSAGE FORM

WHILE YOU WERE OUT

M. of D. Nall - Cam 39A Pembroke Rd

of 37+39

W11 3HG

Tel. No 7727 6132

CALLED TO SEE YOU	<input type="checkbox"/>	PLEASE RING	<input checked="" type="checkbox"/>
TELEPHONED	<input checked="" type="checkbox"/>	PLEASE VISIT	<input type="checkbox"/>
WANTS TO SEE YOU	<input type="checkbox"/>	WILL RING YOU	<input type="checkbox"/>
URGENT	<input type="checkbox"/>	WILL CALL AGAIN	<input type="checkbox"/>

re 35 Pembroke Rd

Message new rest only open one week.

- noise from carp'd doors being shut
 - noise from lift which also serves B/G
 - music, + noise from voices etc.
- Noise travels through joints to 39.

Signed 2 Bedrooms adjoin the Party wall

Date Time

INFORMATION REQUEST FORM

Planning Services to Environmental Health

TO ENVIRONMENTAL HEALTH TO PLANNING SERVICES TO ENVIRONMENTAL HEALTH TO PLANNING SERVICES TO...

To: Paul Morse - Director of Environmental Health

Address/Issue
35 Pembroke Rd, W11

Planning Reference No.: PP00 02812

Planning Case Officer: S. WILDEN

Summary of Proposal:

Policy Issue/Subject of Advice

(key Features)(Uses, Scale etc.)(Main Issues/Problems).

Proposed extension of hours of use of 1st floor restaurant from 11.00 - 23.00 to 09.00 - midnight (M-Sat) and 09.00 - 23.30 (Sunday)

Schedule of Attachments:

Specifications
Drawings
Supporting Info.
Draft Text etc.

Schedule of Key Dates:

1. Case initiated/Application received:
4. Information required by:
2. Sent by Planning Services:
5. Returned by Environmental Health:
3. Entered on EHIS

Purpose/Status of Request:

- | | | |
|--|--|---|
| <input checked="" type="checkbox"/> Planning Application | <input type="checkbox"/> Planning Appeal | <input type="checkbox"/> Planning Brief |
| <input type="checkbox"/> Planning Issues paper | <input type="checkbox"/> Planning Guidance | <input type="checkbox"/> UDP Consultation |
| <input type="checkbox"/> Impact Assessment | <input type="checkbox"/> General Advice | <input type="checkbox"/> Other |

Nature of Request in brief: Please advise on acceptability of extended hours given that it adjoins bedrooms of maisonette at NO 37-39 (known as 39A - occupier Mr Nall - Cain (7727 6132) says he has complaints to N+N before.

Previous Planning History:

B+GF restaurant long established. 1st floor PP granted 1990, subject to hours + no noise from music condelion etc. COPY ENCLOSED.
Need for telephone discussion of background

Essentials of relevant UDP or other Policy:

CO.34
Need for telephone discussion of background

Specific Issues for Environmental Health Comment

- | | | | |
|--|--|--------------------------------------|--------------------------------|
| <input type="checkbox"/> Food | <input type="checkbox"/> Health and Safety | <input type="checkbox"/> HMO's | <input type="checkbox"/> Other |
| <input checked="" type="checkbox"/> Noise and Nuisance | <input type="checkbox"/> Contaminated Land | <input type="checkbox"/> Air Quality | |

E.H. Response: (Continue on reverse if necessary)

EHIS Reference No.:

E.H. Case officer(s) and telephone number(s):

RBK&C TRANSPORTATION COMMENTS

PP Number: 00/2812	Address: 35 Pembridge Road		Date of obs: 21 Dec 2000	
Proposal: Application to vary condition No.3 of planning permission dated 8/3/1990 (Ref TP/89/2216) to allow class A3 (food and drink) restaurant on the first floor to be utilised for restaurant use between 09.00 hours and 0.00 hours Monday to Saturday and 09.00 hours to 23.30 hours on Sunday.			Obj	No Obj ✓
File Number As above	Initial Observations		Transportation Officer: Steve Lauder	D C Officer: SW
	Full Observations	✓		

Supplementary information:

Comments:

The existing condition states that 'the use shall not take place between 23:00 hours and 11:00 hours the following day.

This application requests that they be allowed to open for an extra hour at the end of each day Monday to Saturday, and an extra half hour on Sundays.

In my view this does not give rise to any transportation concerns.

The reason for the imposition of the existing condition is to 'safeguard the amenities of nearby residents'. There may be amenity issues associated with the use of vehicles, such as car engines starting up, and car doors being shut, and this may be something you will wish to consider.

Relevant transportation policies: none

Recommendation: no objection

Signed: 

NOTICE OF A PLANNING APPLICATION

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



Notice is hereby given the Royal Borough of Kensington and Chelsea Council **KENSINGTON
AND CHELSEA**
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/00/02812/SW

Date: 15/12/2000

35 Pembridge Road, London, W11 3HG

Application to vary Condition No. 3 of Planning Permission dated 08/03/1990 (Ref.
TP/89/2216) to allow Class A3 (Food and Drink) restaurant premises on the first floor to be
utilised for restaurant use between 09.00 hours and 00.00 hours Monday to Saturday and
09.00 hours to 23.30 hours on Sunday.

APPLICANT Nicholson Graham & Jones,

Nicholson Graham & Jones

SW

19/12

Wilden, Sarah: PC-PlanSvc

From: Hutson, Sally: ES-EnvHlth
Sent: 11 January 2001 10:30
To: Wilden, Sarah: PC-PlanSvc
Subject: PP 00 02182 - 35 Pembridge Road

Sarah,

I have received a copy of the planning application for the above premises regarding an extension of hours.

We have had a lot of problems in the past with the previous owners and did have notices served on the premises for noise which have now been discharged.

Have you had any objections to the proposals and what views do you have on whether or not the application will be approved.

I have tried to contact the main complainant about the previous owners as he has the direct ear of one of the Councillors' to find out his views.

I would appreciate your views.

Thanks
Sally
(ex 5699)

Mr C A Rae
Property Manager
CB Property Management Services
3 Erncroft Way
Twickenham
Middx TW1 1DA

39A Pembridge Rd
London W11 3HG

WITHOUT PREJUDICE

18.1.99

Dear Mr Rae

Re: 35 Pembridge Road, London W11

I think it is an appropriate time to write to you regarding the number of noise pollutants from the above premises. I understand that a new lease will be issued for this premises this year and I hope that changes can be incorporated to bring about significant changes in the points below.

I know you are well aware of the difficulties with Mr Parker, the present Leaseholder, regarding his co-operation in bringing about any changes that he has not instigated. I have a history dating back to July 1996 with Mr Parker who has not brought about any significant changes in resolving the points below.

I sincerely hope that there is now an opportunity to make significant changes so that my wife and I can have a better home environment. As you know we live on the first floor next to 35 Pembridge Road.

I have listed below the various troublesome complaints:

1. KITCHEN EXTRACTOR UNIT:

- (1) Motor noise, excessive volume and until late evening.
- (2) Motor noise and vibration penetrating through rear wall into bedroom.
- (3) Food smells penetrating throughout flat.

2. REFRIGERATION UNIT:

- (1) Motor noise, cutting in and out 24 hours per day.
- (2) Housing for motor missing.

3. INTERNAL ELECTRIC LIFT:

- (1) Motor noise excessive and penetrating into bedroom and flat.

Victoria Reid
12th House
35 Pembridge Road
London W11

39a Pembridge Road
London W11 3HG

13.12.00

Dear Victoria

We thought it would be useful to write to you regarding the noise issues we are now experiencing since the restaurant has opened. We very much hoped that with all the new equipment that has been installed that there would be some significant improvements in the noise problems.

The restaurant looks wonderful and is a real asset to the street. However, we think it would be better for us to mention now various problems and perhaps remedies, following our past poor experience with the previous restaurant owners. In essence the problem is that whilst it is night for us it is day for you. So either early in the morning or late evening we wish to sleep and you are still active at work. In effect from approximately midnight (or when the last person leaves the building) until 7.30 am we have a quiet period for sleep. Listed below are the immediate problems:

1.
The lift motor is loud, especially when it first starts. The council previously recommended a sound proof hood and rubber mountings to reduce engine noise, perhaps this would help.
2.
The outdoor compressor for the walk-in fridge operates throughout the night. The council also recommended a sound proof hood for this motor.
3.
The extractor has been left on during the night twice. It is also turned on first thing when the restaurant is opened in the morning, which has woken us up. The council also recommended a time switch for this extractor because in their experience if the neighbours know the times when the motor will be turned on and off each day it has a large effect on calming the noise issue. We think this could be most helpful.
4.
There is a significant number of thuds or thumps that we hear. This not only wakes us up in the morning when the staff first arrive but also continues until last thing at night when we are trying to get to sleep. We imagine it must be the closure of cupboards, drawers or sliding shelves along the party wall on both the ground and first floor levels. Perhaps different hinges or soft pads may cushion the closure and take the bite out of the sound.
5.
We have noticed a significant increase in cooking smells especially from the front of our building. During our opening hours we keep our shop door open and so these smells enter our shop. Perhaps there is a way to prevent these smells from exiting your kitchen via the opening below your front window.

Inner London

ILMCS

Magistrates' Courts Service

WEST LONDON PSA

WEST LONDON MAGISTRATES' COURT
181 TALGARTH ROAD
LONDON W6 8DN

DX
Tel-Switchboard
Fax
Tel-Direct Line
Person Dealing

124800

HAMMERSMITH 8
0845-600-8889
020-8700-9366
020-8700-9368/69
LICENSING

David Nall-Cain
39A Pembridge Road
London
W11 3HG

Date: 7th September 2000

Dear Mr David Nall-Cain

Re: TWELFTH HOUSE 35 Pembridge Road, London W11

Thank you for your letter dated 1st September 2000, the contents of which have been noted.

After referring your letter to the licensing clerk she has advised me to keep your letter on file for future reference.

She has also asked me to inform you of future licensing sessions for this year and ask that you ring the court a couple of days after the closing date for each hearing to see if we have received an application regarding the above-mentioned premises.

I hope this is of assistance.

Yours sincerely



For the Clerk to the Licensing Justices'

Enc.

6.

We did in fact talk to you about the bottle collection at midnight and how the noise of bottles being thrown and then crushed in the truck outside would often disturb us. You did hope to find a recycling service to avoid this nuisance at this late hour. Is this still a possibility ?

7.

It would seem imperative to inform all the staff that we live the other side of the wall and that all care must be taken to keep noise down to a minimum. We would be most grateful if this could be impressed upon all the staff. We did talk to your barman who had no idea we lived upstairs.

We very much hope that we can resolve many, if not all of these issues. We do not wish to be combative or aggressive over these issues or involve the council. We very much appreciate that you are now focusing on establishing your new business and do not need this letter, yet, from our side we feel it is important to inform you sooner rather than later. If these things are allowed to fester it will result in controversy. No doubt if this was not our home we would not feel so strongly about these issues.

Please do come and talk to us about this letter if you want.

Best regards

A handwritten signature in black ink, consisting of a horizontal line with a small loop at the end.

David & Alby Nall-Cain

Licensing Department
West London Magistrates Court
181 Talgarth Road
London W6 8DN

39a Pembridge Road
London W11 3HG

1.9.00

Re: 12th House, 35 Pembridge Road, London W11

Dear Sir

I am writing concerning the possible application for a Supper Hours Certificate from the existing Justices Full On License for the above premises.

I understand that the existing License allows this operator to serve alcohol from 11am until 11pm. I also understand that an application for a Supper Hours Certificate would allow this applicant to serve alcohol with a table meal until midnight.

If this extension in their hours was applied for I would like to be informed since I have an objection. My wife and I live next door to this restaurant and on the first floor, which will contain table and chairs for eating, the party wall between our bedroom and this eating area is a mere 9 inches thick. We are able to hear a large number of noises through this wall and into our bedroom. We would be opposed to an extension to midnight or any hour beyond the existing 11pm limit.

I understand that the license for 12th House is due for renewal during February 2001. It may be that an application to change the existing license will be submitted to you before this date and I would be grateful if you would inform me of any such application. I understand that the applicant will need to put a notice in their window and it could be that we do not manage to see this notice for some reason.

I appreciate your co-operation in this matter.

Yours sincerely

A handwritten signature in black ink, appearing to read 'David Nall-Cain', with a long horizontal flourish extending to the right.

David Nall-Cain

ENVIRONMENTAL SERVICES

COUNCIL OFFICES PEMBROKE ROAD LONDON W8 6PW

Executive Director MICHAEL STROUD BSc DipTE CEng FICE FIHT FIMgt

Director of Environmental Health PAUL MORSE MSc MCIEH

The Hon D Nall-Cain
39A Pembridge Road
London
W11 3HG

Switchboard: 020 7937 5464
Extension: 5624
Direct Line: 020 7341 5624
Facsimile: 020 7341 5234
Email: dehajm@rbkc.gov.uk
website: www.rbkc.gov.uk

14 July, 2000

THE ROYAL
BOROUGH OF



KENSINGTON
AND CHELSEA

My reference: 690427/99/D2N Your reference:

Please ask for: Andy Mitchell

Dear Mr Nall-Cain

THE ORGANIC RESTAURANT, 35 PEMBRIDGE ROAD, W11

I refer to the above and to our recent meeting and write to summarise the situation.

The complaints you have made are listed below.

1. Noise from kitchen extract system
2. Smells from kitchen extract system
3. Noise from dumb waiter hoist
4. Noise from music
5. Noise from refrigerator

I am pleased to note your satisfaction with the result of the works to reduce noise from the kitchen extract system (item 1) which was most significant of all the complaints. This item had been the subject of a Statutory Notice which we are now able to withdraw.

I understand that the smells (item 2) have been significantly reduced by the redirection of the extract cowling. From time to time you are still troubled by smells but are prepared to wait, pending the sale of the restaurant, to discover the impact of smells, if any, once the new owners have taken over.

Items 3,4, and 5 have not been the subject of any recent communication and I understand that, as with item 2, you are happy to await the commencement of the new business in this premises to see whether these matters are still significant.

I therefore trust we can regard the matter, for the time being, as concluded.

Yours sincerely

Andrew J Mitchell
Principal Environmental Health Officer

cc: Councillor Miss Doreen M Weatherhead

4. FIRST FLOOR RESTAURANT:

- (1) Music penetrating through wall into bedroom.
- (2) When used for parties noise excessive and often into early hours.
- (3) After closure when staff are clearing restaurant volume of music increased and therefore more disturbing.

5. STAFF NOISE:

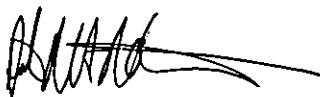
- (1) At rear of building especially during summer.
- (2) Also cigarette ends thrown over wall into our garden.

6. RUBBISH COLLECTION:

- (1) Usually at midnight, excessive noise especially with bottles.

I would be most grateful if you would keep me fully informed of your actions regarding the above and any progress that is made. I would like to think that you will be able to bring about the necessary changes so that I do not need to resort to the local authority and/or my solicitor. We have tolerated this unpleasant situation for too many years.

Yours sincerely



David Nall-Cain
Freeholder

cc Cllr D Weatherhead.

cc to Sally
Hudson
B6H0

AB
22/12

① Ark

② SW

Mrs Sarah Wilden
Case Officer
Planning & Conservation
Town Hall
Hornton St
London W8 6PW

13a Pembridge Road
London W11 3HG

RECEIVED BY PLANNING SERVICES							
EX DIR	HDC	MA	SW	SE	ENF	AO ACK	
42		22 DEC 2000					
APPEALS	IO	REC	ARB	FWD PLN	CON DES	FEES	

19.12.00

Your Ref: DPS/DCN/PP/00/02812/SW

Dear Mrs Wilden

Re: Proposed development at 35 Pembridge road, London W11 3HG

Further to our telephone conversation last Friday, I am writing to you regarding your notification of this application to extend the Food and Drink hours.

My wife and I are opposed to this application for the following reasons:

1. The council have been actively involved since the summer of 1995 with various noise issues from this premises (see copy of council's letter dated 14.7.00 ref: 690427/99/D2N). This letter states that after the new restaurant opened we would re-evaluate the noise issues.
2. Please find enclosed a copy of my letter dated 18.1.99 to the previous managing agents (Mr Rae of CB Property Management Services) which clearly outlines the noise issues.
3. Please find enclosed a copy of my letter dated 1.9.00 to the West London Magistrates Court, together with their reply dated 7.9.00. This further demonstrates our concern with the noise issues.
4. Please find enclosed a copy of my letter dated 13.12.00 to Victoria Reid at the restaurant. We were informed some months ago that this was the person to talk to regarding any concerns during and after the building works prior to opening. This letter was hand delivered to the restaurant the day before I received the letter from the council regarding their application to extend the hours. This letter outlines the noises we are now experiencing since the opening of the restaurant on 6.12.00. It should be noted that the restaurant has only been open little more than a week and that to truly judge the noise from the first floor restaurant when it is busier can only increase the noises we will experience.

During the renovation works of the restaurant we spoke with Mrs Reid and the owner both on site and in our premises. They were clearly informed that we lived upstairs and the noises we had experienced with the previous restaurant. They expressed a real desire to make changes and we were very hopeful of real changes. My letter is written in this spirit and at this stage I do not wish to involve the council in taking any action before they have

had a chance to remedy the points in my letter. I believe this is the correct action to follow at this stage.

The notion that they wish to extend the hours is difficult in the extreme to contemplate given the current situation.

5.

In addition to the noise issues, the removal of the internal chimney breasts on both floors on the party wall between 35 and 37 Pembridge Road has contributed to noise penetration into our building.

6.

The previous restaurant only opened during the week at 5pm (closed on Mondays) and all day from 9am on Saturdays and Sundays. The present restaurant is entered by staff who wake us up at 7.30am every morning and is exited by them at midnight or even later. During the hours of approximately midnight and 7.30 the next morning do we have any peace to sleep.

7.

This application to extend the hours until midnight will mean that the staff will not leave until 1am or even later. The first floor party wall is a mere 9 inches thick which separates our bedrooms from their restaurant. Our time for sleeping would be further reduced to some 6 and a half hours only every day of the week.

8.

It would appear that the ground floor has no restrictions on trading hours from a planning point of view. This area of the premises is a bar/lounge area and potentially could create as much or more noise than the restaurant on the first floor. We are now very concerned that this area is not restricted and whilst this application is only concerned with the first floor, we would formally request that the ground floor be restricted by planning for the existing hours until 11pm.

9.

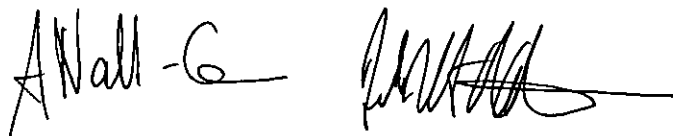
Currently the premises is open to the public at 8am. Effectively the business has 15 hours each day for trading. As a qualified (HNDHCIMA) catering manager with experience in this field, I am of the opinion that this should allow ample opportunity to profit from their sales.

10.

I do not know if any member of the council staff have personally experienced living next to a restaurant. It is perhaps difficult to appreciate the effect it has on any individual. I will say that the result for us is sleep deprivation and a form of mental anguish.

We respectfully request that the council refuses this application on the above grounds.

Yours sincerely

Two handwritten signatures in black ink. The first signature is 'A Nall - G' and the second is 'Alby Nall-Cain'.

David & Alby Nall-Cain

cc
to SALLY
HUTSON
BETHO

101 Ach
OM @ SW
27/12.

10, THE OLD TELEPHONE EXCHANGE
13A PORTOBELLO ROAD
LONDON W11 3DA
TEL: 020 7221 3902
FAX: 020 7229 3980

Your ref:
DPS/DCN/PP/00/02812/SW

21ST December 2000

Attn: Mrs. Sarah Wilden.
Executive Director
Planning & Conservation
R.B.K. & C.
Town Hall,
Hornton Street,
London W8 7NX

RECEIVED BY PLANNING SERVICES							
EX DIR	HDC	N	G	SW	SE	ENF	AO ACT
27 DEC 2000						36	
APP	IO	REC	AP	PLN	CON DES	FEES	

Dear Sir,

TOWN & COUNTRY PLANNING ACT. 1990.
Proposed Development at: 35, Pembroke Road.
W11.

I refer to the above proposed development to vary Condition No.3 of Planning Permission dated 8.3.90 to allow Class A3 (Food & drink) restaurant

2.

on the first floor to be utilized for restaurant use between 0900 hours and 00.00 hours Monday to Saturday and 09.00 hours to 23.30 hours on Sunday.

Please note that we (I and my wife) OBJECT to this proposed development.

This restaurant backs right on to our property and is extremely close to it. We were already previously extremely disturbed by smells and noise late in the evening from the restaurant at this address, its area is immediately behind and adjoining our windows and ground floor garden terrace.

This proposed development

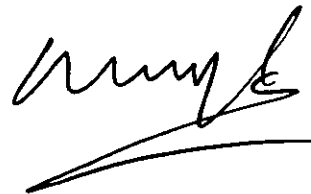
3.

will make the nuisance and disturbance worse, and furthermore will set a precedent which would surely encourage other restaurants to open and/or seek to extend hours, in Pembroke Road.

Consequently we object most strongly to this proposed new development.

Thank you.

Yours faithfully,



W.R.C. FOYLE

Sire

35 Pembroke Road

Can you advise me how many vehicles are likely to be generated by the first floor use and where they would be likely to park.

My concern is that people could not park outside because of double yellow lines, may park in quieter streets further from NTH Gate and their departure at midnight will be more disturbing than say, at 11.00 pm. i.e. amenity rather than parking issue but needs your input to help assess!

Thanks,

Sarah

PS Print of 1990 approved plan attached.
Layout was for former operator.

TRANSPORTATION COMMENTS

App Number PP/00/2812	Address 35 Pembridge Road	Date of Obs 1/2/01	
Description additional opening time		Objection for info	
Area N	Obs further	Transportation Officer Gillian Palmer	D C Officer SW
Other information			

1. The first floor is shown as seating 28 which, if the floorspace is 27.5 sq. m., is a reasonable number. This could result in 6 cars at the kerbside. It is unlikely that people would park outside, they are more likely to park in Pembridge Gdns, Sq., Cres, as well as Ladbroke Road and Ken Park Road.
2. these cars are already there, and few new arrivals would take place in the final hour. You will have to judge if you think the later departure of a max. of 6 cars will be noticeable in this context.
3. You may consider asking the Applicant to accept a condition on numbers as a negotiating point. The numbers are uncontrolled at present. The floorspace could hold 3 per sq. m. (depending on MOE) if customers were standing.

① Ach
② SW

12 Kensington Park Road
London W11 3BU
27 December 2000

Your Ref: DPS/DCN/PP/00/028/SW

Mr. M..J.. French
The Royal Borough of Kensington and Chelsea
The Town Hall
Hornton Street
London W8 7NX

2812

✓ CT
5/1/2001 -

RECEIVED BY PLANNING SERVICES							
EX DIR	HDC		C	SW	ST	ENF	AD ACK
(13) - 4 JAN 2000							
APPEALS	O	REL		PLN	CON DES	FEES	

Dear Sir

TOWN AND COUNTRY PLANNING ACT 1990

PROPOSED DEVELOPMENT AT 35 PEMBRIDGE ROAD, LONDON W11 3HG

Thank you for your letter of 12 December 2000.

I have considered the application most carefully and wish to object to the proposed extension of hours for restaurant use Class A3 (Food and Drink) on the first floor of the above address, to 00.00 hours, Monday to Saturday and 23.30 hours on Sunday.

I understand from your file that the reason why Condition 3 was attached to the planning permission granted on 8 March 1990 (Ref. TP/89/2216) in relation to the first floor was "to safeguard the amenities of nearby residents." I do not see any reason whatsoever for any relaxation of this condition today.

As you know, this is a Conservation Area and, apart from the terrace of shops etc. in Pembridge Road, the surrounding area is entirely in residential use. Additionally the terrace of houses in Kensington Park Road, in which my property is situated, are mainly in family use and the rear of this residential terrace is very vulnerable to the effects of any extension of commercial use to the properties in Pembridge Road in terms of noise, specially from A3 (Food and Drink) use.

The applicants refer to the Calzone restaurant at 2a Kensington Park Road and claim that there is no objection by local residents to its benefiting from a Supper House Certificate and therefore extended opening. There is, however, no comparison between the location of the restaurant, the subject of the above application and the location of the Calzone Restaurant which is situated within the area which forms much more a part of The Notting Hill Gate shopping and commercial area.

I trust that you will refuse to grant planning permission for the proposed development.

Yours faithfully

P.M. GREGORY (Mrs.)

16, KENSINGTON PARK ROAD,
LONDON, W11 3BU

① Ach
② SW

RECEIVED BY PLANNING SERVICES										727 6929
EX DIR	HDC	C	SW	SE	EMP	FAK	0171	727	3262	AC
5 JAN 2001										
35 Kensington Road W11 3HG										
APPLS	IO	REC	AM	SW	PLN	DES	RES	DES	RES	DES

1 January 2001

Dear Sir,

✓ CT
5/1/2001.

I refer to your letter of 12 December and strongly object to the proposed extension of hours at the above address.

The restaurant adjoins and backs on to entirely residential property and the enhanced noise pollution caused by extended eating hours would disturb long standing residents and their families.

Yours faithfully

J. M. Kennedy.

①PC

②SW

FILE

NICHOLSON GRAHAM & JONES

For the attention of Mrs S Wilden

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

Our ref SJL/dfm/T530-5/L10
Direct tel
Direct fax 020 7360 8214
E-mail SHARON.LONG@NGJ.CO.UK
DPS/DCN/PP/00/02812
Your ref
Date 2 March 2001

CF
3/3/2001

BY FAX: 020 7361 3463

RECEIVED BY PLANNING SERVICES									
EX DIR	HDC		C	SW	SE	ENF	AO ACK		
5 MAR 2001							80		
APPLS	IO	REC	ARB	FWD PLN	CON DES	FEES			

Dear Sirs

35 PEMBRIDGE ROAD KENSINGTON W11

We refer to the above matter and to our conversation earlier this week with Mrs Wilden, the Case Officer, when we discussed the progress of the application. We note that you are awaiting to hear from your Transportation Department regarding whether or not it is envisaged that the potential increase in traffic generation as a consequence of an additional hour of opening will affect residential amenity.

With regard to the other issue we discussed, namely the history of noise complaints, we have discussed this with our client and we are undertaking the following:-

- We have written to the Environmental Health Department to try and ascertain what exactly is being complained of. As we mentioned to you in the course of the telephone conversation this was the first we had heard about noise complaints having been received in respect of operations at the property. We attach a copy of our letter to them to this letter for your information.
- As you will see from the letter our client is concerned to ensure it is a good neighbour and accordingly when it has details of the complaints it will do all it can to ensure that the source of any noise nuisance to residential occupants is eradicated.

In order to enable us to complete our enquiries we should be grateful if you would please confirm that you are happy that determination of the matter be suspended for a period of 8 weeks to enable us to complete enquiries and to undertake any measures or works considered necessary. We would then hope that we would be able to demonstrate to the satisfaction of the Council that operations will not affect neighbouring residents.

NO

NICHOLSON GRAHAM & JONES

Date 2 March 2000 / Royal Borough of Kensington & Chelsea

Page No. 2

We look forward to hearing from you with agreement to our proposal. We will attempt to contact you early next week to confirm whether or not you are happy to defer the matter for the time being.

Yours faithfully

A handwritten signature in cursive script that reads "Nicholson Graham & Jones". The signature is written in black ink and is positioned above the printed name of the firm.

Nicholson Graham & Jones

NICHOLSON GRAHAM & JONES

DCN**Fax Transmission**

21 February 2001

From	Ref	Direct Fax	Direct Tel
Sharon Long sharon.long@ngj.co.uk	SJL/szl/T530-5	020 7360 6417	020 7360 8214

To	Company	Fax	Telephone
For the attention of: Mrs S Wilden	The Royal Borough of Kensington & Chelsea	020 7361 3463	020 7361 2082

Copy	Company	Fax	Telephone
Alan Fenton Esq		020 7370 1527	

Total number of pages (including this page): 2

Please see letter attached.

R.B.K. & C.
TOWN PLANNING

22 FEB 2001

RECEIVED

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NICHOLSON GRAHAM & JONES

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

Our ref SJL/sz/TS30-5
Direct tel
Direct fax 020 7360 8214
E-mail SHARON.LONG@NGJ.CO.UK
Your ref
Date 21 February 2001

For the attention of: Mrs S Wilden

By Fax No. 020 7361 3463

Dear Sirs

APPLICATION TO VARY CONDITION 3 OF PLANNING PERMISSION DATED 08.03.1990
REFERENCE: TP/89/2216
YOUR REFERENCE: DPS/DCN/PP/00/02812 35 Pembroke Rd

We refer to the above matter and to your letter dated 7th December which indicated that the expiry of the eight week period in which to make the determination expired on the 1st February 2001.

We should be grateful if you would please contact the writer of this letter Sharon Long on 7360 8214 to discuss the progress of the application and to confirm if the matter is to be dealt with under delegated authority or by reference to a planning subcommittee.

We look forward to hearing from you at your earliest convenience. We understand that you are currently away from the office and will attempt to contact you on your return on Friday of this week.

Yours faithfully

Nicholson Graham & Jones

Nicholson Graham & Jones

*If sound insulation offered + acceptable
may overcome one reason for obj.*

Transport reasons/obj.?

First floor = 2 tables

5 x 4 seats 2 x 2 seats = 24 seats

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PLANNING AND CONSERVATION

THE TOWN HALL HORNTON STREET LONDON W8 7NX

Executive Director M J FRENCH FRICS Dip TP MRTPI Cert TS

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110 Cannon Street,
London,
EC4N 6AR

Switchboard: 020 7937 5464
Extension: 2082
Direct Line: 020 7361 2082
Facsimile: 020 7361 3463



**KENSINGTON
AND CHELSEA**

13 March 2001


My reference: DPS/DCN/SW/ Your reference: SJL/szl/T530-5 Please ask for: Mrs. S. Wilden
PP/00/2812

Dear Sirs,

TOWN AND COUNTRY PLANNING ACT 1990
35 PEMBRIDGE ROAD, W11.

Further to your letter of 8th March, I confirm that your application has now been treated as withdrawn.

Yours faithfully,


D. Taylor,
Area Planning Officer,
For the Executive Director,
Planning and Conservation.