

PLANNING SERVICES APPLICATION

CONSULTATION SHEET

4

APPLICANT:

Peter Sims Architects,
4 Rickett Street,
London,
SW6 1RU

APPLICATION NO: CA/00/01462

APPLICATION DATED: 19/06/2000

DATE ACKNOWLEDGED: 22 June 2000

APPLICATION COMPLETE: 21/06/2000

DATE TO BE DECIDED BY: 16/08/2000

SITE: Earls Court Exhibition Buildings, Warwick Road, London, SW5 9TA

PROPOSAL: Existing 3 No. ultravision rotating signs to be joined as one via 2 No. ultravision rotating infill panel signs, existing and proposed to be facelit.

ADDRESSES TO BE CONSULTED

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.

NONE
NECESSARY

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
- National Rivers Authority
- 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

DEVELOPMENT CONTROL

TECHNICAL INFORMATION

THE ROYAL
BOROUGH OF



KENSINGTON
AND CHELSEA

EARLS COURT

ADDRESS A Exhibition Buildings
Warwick Road



POLLING DISTRICT _____

- CA001462
- | | | | |
|-----|--|--------|--|
| 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
									CIN						

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:

1 copy
+ top copy

DAI AC
6

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

To: Chief Administrative Officer (Planning)
From: The Executive Director, Planning & Conservation

Date: 26 July 2000
Our Ref: CA/00/01462 / CADV

Application Date: 19/06/1900 Complete Date: 21/06/1900 Revised Date:
Agent: Peter Sims Architects, 4 Rickett Street, London,
SW6 1RU
Address: **Earls Court Exhibition Buildings, Warwick Road, London, SW5 9TA**

25
116

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 (ii) - shop fronts
- Class (iii) - conversion from non s/c dwellings etc
- Class (iv) - amendments as required by T.P. Committee
- Class (v) - above classes after D.P. Committee agree
- Class (vi) - Listed building consent for above Classes.
- Class (vii) - approval of facing materials
- 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 (ix) - grant permission licence or no objection under Sections 73, 74, 138, 143, 152, 153, 177 & 180 of the Highways Act
- Class (x) - Crossover under S. 108 of the Highways Act 1980

DELEGATED APPROVAL
14 AUG 2000

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

DESCRIPTION OF PROPOSED DEVELOPMENT

Display of one ultravision unit on the Warwick Road forecourt.

RECOMMENDED DECISION ~~Mnemonic Not Found~~ Grant Advertisement Consent Conditionally
RBK&C drawing(s) No. CA/00/01462 Applicant's drawing(s) No. D5079/1, 3, 4/4

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 below imposed for the reason(s) appearing thereunder, or for the reasons stated.

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

hdws
12.8/00

7

CONDITIONS AND REASONS FOR THEIR IMPOSITION

Standard Conditions 1-5.

- 6. **The illuminated advertisement hereby approved shall not be illuminated between 2300 hours and 0800 hours the following day. (C403)**
Reason - To safeguard local visual and residential amenity/To prevent the distraction of road users in the vicinity. (R404)

- 7. **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)

- 8. **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

- 1. I10

- 2. I21A.

- 3. I 51, ... Policy CD68.

DELEGATED REPORT
ADVERTISEMENTS

8

Address

Earl's Court
Boulder

Reference CA/00/1462

Conservation Area NO

Listed Building Yes/No

Fascia

Projecting

Hoarding

Other

Illuminated/Not Illuminated/Both

Site

Concourse

Objections (incl. internal)

Amenity

See Arund

Public Safety

GRANT CONSENT

Non-Standard Conditions

Report By

JR

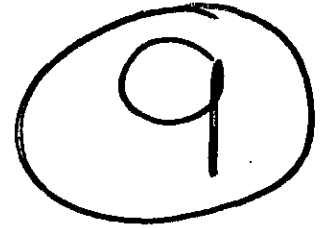
Date

Agreed

PC

10/8/00

D451



1.0 Planning Considerations

- 1.1 Control of Advertisement consent is sought to replace three existing ultravision units with one ultravision unit to the north side of the main Warwick Road entrance.
- 1.2 The main consideration in connection with this proposal is the impact of the proposed ultravision unit on visual amenity and public safety.
- 1.3 The most relevant planning policy is Policy CD68 of the adopted Unitary Development Plan.
- 1.4 Control of Advertisement consent was granted on 8th September 1995 for the display of three ultravision hoardings on the Warwick Road forecourt.
- 1.5 It is proposed to replace the three existing illuminated ultravision units each measuring 3.5m high and 6.4m wide with one illuminated ultravision unit measuring 3.5m high and 21.4m wide. The height therefore would be the same as the existing units although the width would be increased by 2.2m.
- 1.6 The proposed ultravision unit is considered to be acceptable given its location within the grounds of the Exhibition Centre and that it is angled slightly away from the Warwick Road.
- 1.7 The proposed unit is not considered to cause harm to either visual amenity or public safety and is therefore recommended favourably.

2.0 Public Consultation

- 2.1 No objections have been received.

M.J. FRENCH
EXECUTIVE DIRECTOR, PLANNING AND CONSERVATION

List of Background Papers:

The contents of file CA/00/01462 save for exempt or confidential information in accordance with the Local Government (Access to Information) Act 1985.

Report Prepared By: TR
Report Approved By: TR/LAWJ
Date Report Approved: