

**ROYAL BOROUGH
OF
KENSINGTON & CHELSEA**

DOCUMENT SEPARATOR

DOCUMENT TYPE:

APPLICATION FORM

APP



APP

JCDecaux

CAU20149

17 January, 2002

Mr Roy Thompson
Area Planning Manager
Planning and Conservation
The Town Hall
Hornton Street
London W8 7NX

EX DIR	HDC	TP	CAC	AD	CLU	AO AK
RB KJC	21 JAN 2002				PLANNING	
N	C	SW	SE	APP	IO	REC
			ARB	FPLN	DES	FEES

**Out of Home
Media**

Dear Mr.Thompson

Town and Country Planning Act 1990
Town and Country Planning (Control of Advertisements)
Regulations 1992

**Re: Application for Express Consent for the erection of a
48 sheet Scrolling Advertisement Display on land at
Swallow International Hotel Cromwell Road SW5**

JCDecaux act for the landowners in this matter.

Please find enclosed three copies of a completed application form for the erection of the scrolling display unit as outlined in the attached details. The unit is a contemporary and unique alternative to the traditional display panels. The French designer Jean Michel Wilmotte created the unit for JCDecaux, which we believe to be a quality product that complements the street scene and reflects the aim of this Company in transforming the outdoor display medium. The proposed panel would replace an existing illuminated 'prisma' unit and as with the existing unit, would be erected on steel supports. The area beneath the panel will again be enclosed with black feather-edged timber panels.

For the avoidance of doubt, I would clarify that this application is not a renewal of the existing ultravision display at the location and is made without prejudice to the consent that currently exists so that should consent be refused for this current proposal, the existing consent will continue in its entirety.

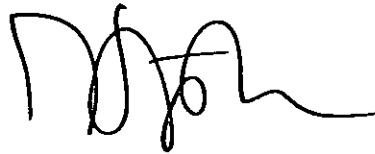
Argentina
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Bulgaria
Croatia
Czech Republic
Denmark
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Italy
Japan
Luxembourg
Malaysia
Netherlands
Norway
Philippines
Poland
Portugal
Singapore
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Spain
Sweden
Switzerland
Thailand
United Kingdom
United States
Uruguay
Vietnam
Yugoslavia

JCDecaux United
Registered office: 991 Great West Road - Brentford - Middlesex - TW8 9DN
Telephone: +44 (0)20 8326 7777 - Fax: +44 (0)20 8326.7775 - www.jcdecaux.co.uk
Registration number: 797437

JCDecaux

If you wish to discuss the application, or to meet on site or at the Council offices, please do not hesitate to contact me.

Yours sincerely

A handwritten signature in black ink, appearing to read 'M Stephens', with a long horizontal flourish extending to the right.

Martin Stephens MRTPI

PLANNING MANAGER

Direct Line: 020 8326 7725

Fax No.: 020 8326 7771

Mobile: 07774 178640

CAU20149

£190.00 c/n 700511

RECEIPT NO 044913

R.B.K.C. TOWN PLANNING APPLICATION
JCDECAUX
 25 JAN 2002
 APPLICATION FOR CONSENT TO DISPLAY AN ADVERTISEMENT

Town and Country Planning Act 1990
 The Town and Country Planning (Control of Advertisements) Regulations 1992

1. **Applicant**
 Whitbread Hotel Company
 C/O Swallow International Hotel
 Cromwell Road
 London SW5

2. **Agent**
 JCDECAUX
 991 Great West Road
 Brentford
 TW8 9DN
 020 8326 7725

3. **Full address or location of the land on which the advertisement is to be displayed**
 Swallow International Hotel
 Cromwell Road SW5

4. **State the purpose for which the land or building is now used**
 Hotel

5. (a) **Has the applicant an interest in the land?**
 YES NO

(b) **If NO, has the permission of the owner, or any other person entitled to give permission for the display of the advertisement, been obtained?**
 YES/NO

6 (a) **State the nature of the advertisement**

~~Single 48 sheet unit to be used for the display of general advertising material~~ See Below

(b) **Is the advertisement already being displayed?**
 YES NO

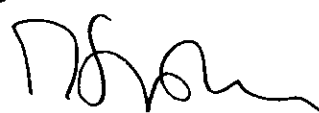
7. **Description of Advertisement**

(i) 1 x 48 sheet Size 6m x 3m Illumination type internal

8. **Period of Consent** Five years

I enclose a cheque to the value of £190

Signed



Date

17th January 2002

THE ERECTION AND DISPLAY OF A SINGLE 48 SHEET ADVERT UNIT TO BE LOCATED ON GRASSED FORECOURT TO CROMWELL ROAD FRONTAGE.

EX DIR	HDC	TP	CAC	AD	CLU	AO AK
RB KJC	21 JAN 2002			PLANNING		
N	C	SW	SE	APP	IO	REC
			ARB	FPLN	DES	FEEs

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