

**ROYAL BOROUGH
OF
KENSINGTON & CHELSEA**

DOCUMENT SEPARATOR

DOCUMENT TYPE:

OTHER



OTH

PLANNING SERVICES APPLICATION

CONSULTATION SHEET

APPLICANT:

J.C. Decaux,
991 Great West Road,
Brentford,
TW8 9DN

APPLICATION NO: CA/02/00149

APPLICATION DATED: 17/01/2002

DATE ACKNOWLEDGED: 28 January 2002

APPLICATION COMPLETE: 25/01/2002

DATE TO BE DECIDED BY: 22/03/2002

SITE: Swallow Hotel, 147C, Cromwell Road, London, SW7 4DW

PROPOSAL: The erection and display of a single 48 sheet advert unit to be located on grassed forecourt to Cromwell Road frontage.

ADDRESSES TO BE CONSULTED

- 1.
2. 160 Cromwell Road
3.
4.
5. The Manager, J. Samosbury's
6.
7.
8. 158a Cromwell Road
9.
10. 1-7 (odd) Couringham Place
11.
12. 147a } Cromwell Road
13. 149 }
14.
15. (57)

CONSULT STATUTORILY

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

ADVERTISE

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

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

Building			1	Collingham Place	SW5 0QE
Unit	Flat 1	✓	1	Collingham Place	SW5 0QE
Unit	Flat 2	✓	1	Collingham Place	SW5 0QE
Unit	Flat 3	✓	1	Collingham Place	SW5 0QE
Unit	Flat 4	✓	1	Collingham Place	SW5 0QE
Unit	Flat 5	✓	1	Collingham Place	SW5 0QE
Unit	Flat 6	✓	1	Collingham Place	SW5 0QE
Unit	Flat 7	✓	1	Collingham Place	SW5 0QE
Unit	Flat 8	✓	1	Collingham Place	SW5 0QE
Unit	Flat 9	✓	1	Collingham Place	SW5 0QE
Unit	Flat 10	✓	1	Collingham Place	SW5 0QE
Unit	Flat 11	✓	1	Collingham Place	SW5 0QE
Unit	Flat 12	✓	1	Collingham Place	SW5 0QE
Unit	Flat 13	✓	1	Collingham Place	SW5 0QE
Unit	Flat 14	✓	1	Collingham Place	SW5 0QE
Unit	Flat 15	✓	1	Collingham Place	SW5 0QE
Unit	Flat 16	✓	1	Collingham Place	SW5 0QE
Unit	Flat 17	✓	1	Collingham Place	SW5 0QE
Unit	Flat 18	✓	1	Collingham Place	SW5 0QE

Unit		Flat 14	✓ 3/5	Collingham Place	SW5 0QE
Unit		Flat B 3a	✓ 3/5	Collingham Place	SW5 0QE
Unit		Flat B 3b	✓ 3/5	Collingham Place	SW5 0QE
Unit		Flat B 5a	✓ 3/5	Collingham Place	SW5 0QE
Unit		Flat B 5b	✓ 3/5	Collingham Place	SW5 0QE
Building			7	Collingham Place	SW5 0QE
Unit		Basement Flat	✓ 7	Collingham Place	SW5 0QE
Unit		Flat A: Ground Floor Flat	✓ 7	Collingham Place	SW5 0QE
Unit		Flat B: 1st Floor Flat	✓ 7	Collingham Place	SW5 0QE
Unit		Flat C: 2nd Floor Flat	✓ 7	Collingham Place	SW5 0QE
Unit		Flat D: 3rd Floor Flat	✓ 7	Collingham Place	SW5 0QE
Building	Lahoud Engineering Co (uk) Ltd		147a	Cromwell Road	SW5 0QD
Unit		2nd Floor Flat A	✓ 147a	Cromwell Road	SW5 0QD
Unit		2nd Floor Flat B	✓ 147a	Cromwell Road	SW5 0QD
Unit		3rd Floor Flat A	✓ 147a	Cromwell Road	SW5 0QD
Unit		3rd Floor Flat B	✓ 147a	Cromwell Road	SW5 0QD
Unit	Office	Basement	✓ 147a	Cromwell Road	SW5 0QD
Unit	Office	Ground And First Floor South	✓ 147a	Cromwell Road	SW5 0QD
Building	Swallow International Hotel	Swallow Internat'l Hotel	✓ 147C/149	Cromwell Road	SW5 0TH
Building	Hotel		✓ 158/160	Cromwell Road	SW5 0TL
Building	Shop		✓ 158a	Cromwell Road	SW7 4EF

Unit	Flat 19	1	1	Collingham Place	SW5 0QE
Unit	Flat 20	1	1	Collingham Place	SW5 0QE
Unit	Flat 21	1	1	Collingham Place	SW5 0QE
Unit	Flat 22	1	1	Collingham Place	SW5 0QE
Unit	Flat 23	1	1	Collingham Place	SW5 0QE
Building			3/5	Collingham Place	SW5 0QE
Unit	Flat 1	✓	3/5	Collingham Place	SW5 0QE
Unit	Flat 2a	✓	3/5	Collingham Place	SW5 0QE
Unit	Flat 2b	✓	3/5	Collingham Place	SW5 0QE
Unit	Flat 3	✓	3/5	Collingham Place	SW5 0QE
Unit	Flat 4a	✓	3/5	Collingham Place	SW5 0QE
Unit	Flat 4b	✓	3/5	Collingham Place	SW5 0QE
Unit	Flat 5	✓	3/5	Collingham Place	SW5 0QE
Unit	Flat 6	✓	3/5	Collingham Place	SW5 0QE
Unit	Flat 7	✓	3/5	Collingham Place	SW5 0QE
Unit	Flat 8	✓	3/5	Collingham Place	SW5 0QE
Unit	Flat 9	✓	3/5	Collingham Place	SW5 0QE
Unit	Flat 10	✓	3/5	Collingham Place	SW5 0QE
Unit	Flat 11	✓	3/5	Collingham Place	SW5 0QE
Unit	Flat 12	✓	3/5	Collingham Place	SW5 0QE
Unit	Flat 13	✓	3/5	Collingham Place	SW5 0QE

DEVELOPMENT CONTROL

TECHNICAL INFORMATION

THE ROYAL BOROUGH OF



KENSINGTON AND CHELSEA

ADDRESS

SWALLOW INTERNATIONAL HOTEL
147 C CROMWELL ROAD

POLLING DISTRICT

- | | | | |
|-----|--|--------|--|
| 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							
																✓	

	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:

147C CROMWELL ROAD

Property Card N° : 0225 166 50

Sitename : LONDON SWALLOW INTERNATIONAL HOTEL
SEE LAND BETWEEN 147A-149 CROMWELL ROAD
Comment : ABOVE FOR ALL CASES
TP Arch/History :
See Also :

Xref :
Notes :

CAJ20149

***** No cases attached to this Property Card *****

> Any Queries Please Phone 0171 361 2199/2206/2015 <
> Fax Requests (FOA Records Section) 0171 361 3463 <

147A CROMWELL ROAD

Property Card No : 0225 166 00

Surname :
 Comment :
 TP Arch/History : 42795
 See Also :

CAU20149

Xref :
 Notes :

TP No	Brief Description of Proposal	1	of	21	Adverts & History No
	CONVERSION OF 1ST FLOOR INTO TWO FLATLETS.				H 7273 84/124

Received	Decision & Date
Completed	Unconditional 20/10/1958
Revised	

TP No	Brief Description of Proposal	2	of	21
	CONVERSION INTO OFFICES.			

Received	Decision & Date
Completed	Refused 15/05/1972
Revised	

TP No	Brief Description of Proposal	3	of	21
	THE ERECTION OF AN ADDITIONAL STOREY AND A NEW FIVE STOREY SIDE ADDITION, AND THE CONVERSION OF THE PREMISES INTO TEN SELF CONTAINED TWO BEDROOM FLATS AND A SELF CONTAINED THREE BEDROOM FLAT AND SELF CONTAINED SINGLE BEDROOM FLAT.			

Received	Decision & Date
Completed	Conditional 25/01/1973
Revised	

TP No	Brief Description of Proposal	4	of	21
TP/76/0370	THE CHANGE OF USE FROM RESIDENTIAL TO OFFICE USE.			

Received	Decision & Date
Completed	Refused 21/05/1976
Revised	

147A CROMWELL ROAD

Property Card No : 0225 166 00

Sitename :
 Comment :
 TP Arch/History : 42795
 See Also :

CAU20149

Xref :
 Notes :

TP No TP/76/0581 Brief Description of Proposal 5 of 21
 THE CONVERSION INTO FLAT AND OFFICES.

Received Decision & Date
 Complettd Refused 04/10/1976
 Revised

TP No TP/76/1177 Brief Description of Proposal 6 of 21
 THE CONVERSION AND THE ERECTION OF AN ADDITIONAL
 STOREY TO PROVIDE 1 FIVE ROOMED UNIT, 1 TWO ROOMED
 UNIT AND 10 THREE ROOMED UNITS

Received Decision & Date
 Complettd Conditional 14/01/1977
 Revised

TP No TP/76/1464 Brief Description of Proposal 7 of 21
 THE CONVERSION AND EXTENSION TO PROVIDE ONE 2 BEDROOMED
 BASEMENT FLAT AND 10,529SQ.FT. OF OFFICES BASEMENT, GROUND,
 1ST, 2ND, 3RD AND 4TH

Received Decision & Date
 Complettd Refused 15/04/1977
 Revised

TP No TP/77/0640 Brief Description of Proposal 8 of 21 Adverts &
 History No
 PROPOSED REPAIR, ERECT EXTRA STOREY AND CARRY OUT H 7273
 IMPROVEMENTS TO FORM STORES, OFFICES AND FLATS ON TWO
 UPPER FLOORS.
 APPLICATION NOT ACCEPTABLE, SEE (B) D.OF E DECISION ON
 APPEAL.

Received Decision & Date
 Complettd 30/03/1978
 Revised

147A CROMWELL ROAD

Property Card N° : 0225 166 00

Surname :
 Comment :
 TP Arch/History : 42795
 See Also :

CA020149

Xref :
 Notes :

TP No **TP/77/0641** Brief Description of Proposal 9 of 21
CHANGE OF USE TO OFFICES AT 147A CROMWELL ROAD.

Received	Decision & Date	
Completd	Refused	25/11/1977
Revised		

TP No Brief Description of Proposal 10 of 21

**APPEAL AGAINST COUNCIL REFUSAL 15.4.77, REF. 76/1464. (A)
 CONVERSION & EXTENSION TO PROVIDE 1 TWO BED BSMNT FLAT &
 10,529SQ.FT. OF OFFICES ON THE BSMNT, 1ST, 2ND, 3RD & 4TH FLR
 (B) TO REFUSE TO ENTERTAIN AN APP. 23.5.77 TO REINSTATE
 OBSOLUTE STRUCTURE & CONSTRUCT ADD.STOREY FOR FLATS & OFFICES**

Received	Decision & Date	
Completd	Refused	30/03/1978
Revised		

TP No **TP/78/0849** Brief Description of Proposal 11 of 21

**RECONSTRUCTION, EXTENSION & ERECTION OF AN ADDITIONAL
 STOREY TO PROVIDE EIGHT SELF CONTAINED RESIDENTIAL UNITS &
 2,500SQ.FT. OF OFFICE ACCOMMODATION INTO FIVE
 SUITES.**

Received	Decision & Date	
Completd	Conditional	05/10/1978
Revised		

TP No **TP/78/0552** Brief Description of Proposal 12 of 21

**THE RECONSTRUCTION, EXTENSION & ERECTION OF AN ADDITIONAL
 STOREY TO PROVIDE SIX RESIDENTIAL UNITS AT 3,456 SQ.
 FT. (NET) OF OFFICE ACCOMMODATION.**

Received	Decision & Date	
Completd	Refused	14/08/1978
Revised		

147A CROMWELL ROAD

Property Card No : 0225 166 00

Site name :
 Comment :
 TP Arch/History : 42795
 See Also :

Xref :
 Notes :

GA020149

TP No TP/79/0452 Brief Description of Proposal 13 of 21

RECONSTRUCT AND EXTENSION OF THE BUILDING, TO FORM EIGHT
 SELF CONTAINED RESIDENTIAL FLATS, 1 SELF CONTAINED BEDSIT
 AND 312SQ.M. OF SELF CONTAINED OFFICES.

Received	Decision & Date	
Completd	Conditional	24/09/1979
Revised	LBC	

TP No TP/81/0147 Brief Description of Proposal 14 of 21

DEMOLITION OF FACADE FRONTING COLLINGHAM PLACE.

Received	Decision & Date	
Completd	Conditional	31/03/1981
Revised	LBC	

TP No TP/81/0537 Brief Description of Proposal 15 of 21

REBUILDING OF THE SOUTH-EAST FACADE ONTO COLLINGHAM PLACE
 TO MATCH THE ORIGINAL.

Received	Decision & Date	
Completd	Conditional	02/06/1981
Revised		

TP No TP/81/0534 Brief Description of Proposal 16 of 21

ALTERATIONS TO A BUILDING IN COURSE OF ERECTION AS APPROVED
 24/09/1979 TO REDUCE EXTENT OF STUCCO DETAILING AND TO
 ELIMINATE STOCK BRICKWORK FROM COLLINGHAM ROAD FRONTAGE.
 WITHDRAWN BY APPLICANT'S LETTER DATED 01/06/2001

Received	Decision & Date	
Completd 30/03/1981	Withdrawn	01/06/1981L
Revised		

147A CROMWELL ROAD

Property Card No : 0225 166 00

Surname :
 Comment :
 TP Arch/History : 42795
 See Also :

CAU20149

Xref :
 Notes :

TP No TP/81/0535 Brief Description of Proposal 17 of 21

PROPOSED ALTERATION TO THE BUILDING IN COURSE OF
 CONSTRUCTION TO ELIMINATE STUCCO DETAILS AND STOCK
 BRICKWORK FROM COLLINGHAM ROAD FRONTAGE.

WITHDRAWN BY APPLICANT

Received	Decision & Date	
Completd	Withdrawn	01/06/1981L
Revised		

TP No TP/81/0536 Brief Description of Proposal 18 of 21

ALTERATIONS TO A BUILDING IN COURSE OF ERECTION (AS
 APPROVED 24.9.79 TP/79/452) TO FORM A LARGE TANK HOUSING
 AREA TO HOUSE LEFT SHAFT ON THE ROOF.

Received	Decision & Date		Works
Completd	Conditional	02/06/1981	Completed
Revised			Y 03/02/1983

TP No PP/01/0909 Brief Description of Proposal 19 of 21

CHANGE OF USE OF EXISTING PART OFFICE AND PART RESIDENTIAL
 BUILDING TO FULL RESIDENTIAL USE INVOLVING INTERNAL
 ALTERATIONS TO CREATE A TOTAL OF FOURTEEN SELF-CONTAINED
 FLATS.

Received	20/04/2001	Decision & Date	
Completd	30/04/2001	Conditional	17/08/2001
Revised	29/05/2001		

TP No PP/01/1140 Brief Description of Proposal 20 of 21

CHANGE OF USE OF EXISTING PLANT ROOM AND EXTENSION TO EXISTING
 MANSARD ROOF TO FORM ONE TWO-BEDROOMED FLAT.

Received	23/05/2001	Decision & Date		Appeal
Completd	29/05/2001	Refused	21/08/2001	Lodged
Revised				Y 24/10/2001

147A CROMWELL ROAD

Property Card No : 0225 166 00

Sitename :
Comment :
TP Arch/History : 42795
See Also :

CA020149

Xref :
Notes :

TP No PP/01/2553 Brief Description of Proposal 21 of 21

CONVERSION AND EXTERNAL ENLARGEMENT OF EXISTING PLANT ROOM AT
ROOF LEVEL INTO A SELF-CONTAINED STUDIO APARTMENT.

Received 13/11/2001 Decision & Date
Completd 15/11/2001
Revised CURRENT

> Any Queries Please Phone 0171 361 2199/2206/2015 <
> Fax Requests (FOA Records Section) 0171 361 3463 <

PLANNING AND CONSERVATION

THE TOWN HALL HORNTON STREET LONDON W8 7NX

Executive Director M J FRENCH FRICS Dip TP MRTPI Cert TS

THE ROYAL
BOROUGH OF



KENSINGTON
AND CHELSEA

FILE COPY

1 2079/2080

020-7361- 2079/2080

Switchboard:
Extension: 020-7937-5464
Direct Line:

Facsimile:

020-7361-3463

My reference:

Your reference:

Please ask **Date: 28 January 2002**

My Ref: DPS/DCSW/CA/02/00149/CC

Planning Information Office

Dear Sir/Madam,

TOWN AND COUNTRY PLANNING ACT 1990

Proposed development at: Swallow Hotel, 147C, Cromwell Road, London, SW7 4DW

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

The erection and display of a single 48 sheet advert unit to be located on grassed forecourt to Cromwell Road frontage.

Applicant Whitbread Hotel Company, c/o Swallow International Hotel, Cromwell Road, London SW5

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

All letters of objection are taken into account when an application is considered. Revised drawings may be received during the consideration of the case and normally you will be informed and given 14 days for further response. Generally planning applications where 3 or more objections have been received are presented to the Planning Services Committee which is made up of elected Ward Councillors. Planning Officers write a report to the Committee with a recommendation as to whether the application should be granted or refused. Letters received are summarised in the report, and copies can be seen by Councillors and members of the public, including the applicant. The Councillors make the decisions and are not bound by the Planning Officer's recommendation. All meetings of the Committee are open to the public.

If you would like further information, about the application itself or when it is likely to be decided, please contact the Planning Department on the telephone number overleaf.

WHERE TO SEE THE PLANS

Details of the application can be seen at the **Planning Information Office, 3rd floor, Town Hall, Hornton Street W.8.** It is open from 9am to 4.45pm Mondays to Thursdays (4pm Fridays). A Planning Officer will always be there to assist you.

In addition, copies of applications in the **Chelsea Area (SW1, SW3, SW10)** can be seen at **The Reference Library, Chelsea Old Town Hall, Kings Road SW3 (020 7361 4158)**, for the **Central Area (W8, W14, SW5, SW7)** can be viewed in the **Central Library, Town Hall, Hornton Street, W.8.** and applications for districts **W10, W11 and W2** in the North of the Borough can be seen at **The Information Centre, North Kensington Library, 108 Ladbroke Grove, London W11 (under the Westway near Ladbroke Grove Station 020 7727-6583).** Please telephone to check the opening times of these offices.

If you are a registered disabled person, it may be possible for an Officer to come to your home with the plans. Please contact the Planning Department and ask to speak to the Case Officer for the application.

PLEASE QUOTE THE APPLICATION REFERENCE NUMBER ON YOUR REPLY

THE ROYAL
BOROUGH OF



KENSINGTON
AND CHELSEA

NOTICE OF A PLANNING APPLICATION

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

MEMORANDUM

TO: FOR FILE USE ONLY

From: EXECUTIVE DIRECTOR
PLANNING & CONSERVATION

NOTICE OF A PLANNING APPLICATION

My Ref: CA/02/00149/CC

CODE SL

Room No:

Date: 28 January 2002

DEVELOPMENT AT:

Swallow Hotel, 147C, Cromwell Road, London, SW7 4DW

DEVELOPMENT:

The erection and display of a single 48 sheet advert unit to be located on grassed forecourt to Cromwell Road frontage.

The above development is to be advertised under:-

NO REQUIREMENT FOR SITE NOTICE/ADVERTISEMENT IN THIS CASE.

M.J. French

Executive Director, Planning & Conservation

**SITE NOTICE CRITERIA NOT MATCHED CHECK CORRECT CODE IS
ENTERED**

REASON FOR DELAY

CASE NO _____ / ____ / _____

This case is identified as a “Target” application, with the target of being passed through to the Head of Development Control within 6 weeks of the completion date.

In the case of this application, there has been a delay, **beyond 8 weeks**,

of.....

I have been unable to ensure that this case has been determined within the 8 week period for the following reason(s) [*highlight – there may be more than one reason!*]

- 1) Delay in arranging initial Site Visit [*a date for this should be fixed up in the first week after you receive the case!*]
- 2) Delays due to internal Consultation [*highlight as many as necessary*]
 - (i) Design – Discussions/initial Obs.
 - (ii) Design – Formal Obs.
 - (iii) Transportation
 - (iv) Policy
 - (v) Environmental Health
 - (vi) Trees
 - (vii) Other
- 3) Further neighbour notification/external consultation necessary [*spread or time period – please specify*]
- 4) Revisions not requested in time
Remember – Request all revisions by end of fourth week to stand reasonable chance of renotifying and determining case within 8 weeks !
- 5) Revisions requested in time, but not received in time
- 6) Revisions received but inadequate – further revisions requested
- 7) Revisions received but reconsultation necessary
- 8) Awaiting Direction from English Heritage/other EH delays...
- 9) Because of the Committee cycle
- 10) Applicant’s instruction
- 11) OTHER REASON [*Please state*].....

Signed..... (Case Officer)

PLANNING AND CONSERVATION

THE TOWN HALL HORNTON STREET LONDON W8 7NX

THE ROYAL
BOROUGH OF

Executive Director M J FRENCH FRICS Dip TP MRTPI Cert TS



**KENSINGTON
AND CHELSEA**

Martin Stephens
Planning Manager
JC Decaux
991 Great West Road
Brentford
TW8 9DN

Switchboard: 020 7937 5464
Extension: 2057
Direct Line: 020 7361 2057
Facsimile: 020 7361 3463
Email: Charlotte.Cook@rbkc.gov.uk
Web: www.rbkc.gov.uk

31 January 2002

My reference: DPS/DCSW/CC/ Your reference:
CA/02/149

Please ask for: Charlotte Cook

Dear Mr Stephens,

**Town and Country Planning Act 1990
Town and Country Planning (Control of Advertisements) Regulations 1992
147c Cromwell Road, SW5
Display of internally illuminated scrolling 48 sheet hoarding**

I write in connection with your application for a scrolling 48 sheet hoarding at the above site.

In order to assist with the processing of the application, please provide the following additional information:

1. Please confirm how the siting of the proposed hoarding relates to the recent planning permission for a revised vehicular entrance layout into the site in connection with substantial works to the frontage of the building (Ref. PP/01/755)?
2. Please provide a section through the proposed hoarding to show its depth and the extent of the hoarding which will be illuminated, including the JCDecaux name panel below the main advertisement.
3. Please confirm that, should consent be granted, the existing hoarding on the site will be permanently removed.

Please provide this information within 14 days of the date of this letter.

Yours sincerely,


John W Thorne
Area Planning Officer
For Executive Director Planning and Conservation *ce*

R

File Note

Address: 147c Cromwell Road, SW5

Date: 11 February 2002

- Existing structure is externally illuminated by suspended trough lighting above the hoarding. The display is a 'tri-vision' changeable display, with LCD date/time/temperature information panel at the bottom. The structure is approx. 1m above the level of the landscaping in this part of the hotel forecourt.
- The proposal will stand significantly above the height of the existing hoarding (approx. 3.5m higher than what is there). The hoarding would be within close proximity of the residential windows of the properties fronting Collingham Place. As such, any significant increase in height, as proposed, is likely to have an adverse effect upon those properties.
- The internal illumination and increased height would significantly increase the visual prominence of this display on the A4, to the detriment of the visual amenities of the area.

Officer *Christie Cook*

RTM
14-2-02.

CROMWELL ROAD ASSOCIATION

*Please reply to: 196a Cromwell Road,
London SW5 0SN*

o/cc

Planning Department,
The Royal Borough of Kensington and Chelsea,
Hornton Street,
London, W.8. 7NX

8th. February 2002

Attention Charlotte Cook

Re. Planning Ref. CA/02/00149 – Advertisement on Swallow Hotel Forecourt

Dear Ms.Cook,

This letter is to confirm this Association's objection to the proposed advertisement hoarding on the Swallow Hotel forecourt

Large posters do nothing to improve the appearance of this road which we are all trying to make as dignified and attractive as possible. It is one of the main entry points to central London and it is important that it makes a good impression.

Apart from any aesthetic consideration we consider that posters, especially of the moving kind proposed, constitute an unnecessary driving hazard as they catch the eye of a driver in a road with one of the highest traffic densities in the Borough.

On behalf of this Association I request that you recommend refusal of planning consent.

Yours sincerely

Hilary Temple
Hilary Temple,
Chairman

EX DIR	HDC	TP	CAC	AD	CLU	AO AK
R.B. K.C.	13 FEB 2002			PLANNING		
N	C	SW	SE	APP	IO	REC
		ARB	FPLN	DES	FEES	

THE SECRETARY OF STATE
Foreign Office
London

Foreign Office
Foreign Office
Foreign Office
Foreign Office
Foreign Office

Foreign Office

Foreign Office

Foreign Office

Foreign Office

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14 February, 2002

London Borough of Kensington and Chelsea
 Planning and Conservation
 The Town Hall
 Hornton Street
 London W8 7NX

Out of Home
Media

F.A.O Charlotte Cook

Dear Ms. Cook

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**

I write further to your letter of the 31st January 2002 and our subsequent conversation.

Before I address the points raised in your letter I must first clarify several matters relating to the application as submitted. The first relates to the proposed height of the display above ground level. Contrary to what appears in the elevational drawing of the display, it is not the intention to mount the panel at a height of 4.50m above ground level. The unit dimensions are correct as appear on the drawing, however the 4.50m refers to the maximum safe height such a unit may be displayed above ground level. In this instance the unit height would be mounted 1.50m above ground level with black feather-edged fencing will mask the steel legs.

In effect the only difference between the display panel currently on site and the proposed panel is in the mechanism by which the advertisements are changes. The currently method is through the rotating blades of an 'ultra', or 'trivision' unit, whereas the proposed unit will incorporate a scrolling mechanism behind a glass face. The proposed unit and the method employed, which is

- Argentina
- Australia
- Austria
- Belgium
- Bosnia
- Brazil
- Bulgaria
- Croatia
- Czech Republic
- Denmark
- Finland
- France
- Germany
- Hong Kong
- Hungary
- Iceland
- Ireland
- Italy
- Japan
- Luxembourg
- Malaysia
- Netherlands
- Norway
- Philippines
- Poland
- Portugal
- Singapore
- Slovakia
- Slovenia
- Spain
- Sweden
- Switzerland
- Thailand
- United Kingdom**
- United States
- Uruguay
- Vietnam
- Yugoslavia

a unique patent to JCDecaux product appears as a far more fluid mechanism.

During our conversation you raised concern over the levels of illumination for the scrolling unit. The existing advertising display was granted on appeal for an externally illuminated 48 sheet 'Ultravision' unit. The current application is for an internally illuminated display consisting of 32 x 58watt cool white fluorescent tube incorporating an adjustable brightness filter set behind the display face. The means of illumination would not be directly visible to highway users. In tests the intensity of illumination for scrolling units do not exceed the maximum level of brightness recommended by The Institute of Lighting Engineers in the Technical Report No.5 (Second Edition).

This brings us to the first point raised in your letter, which questions the position of the display panel in relation to the amended access to the site. I enclose an extract taken from the recently approved Hotel redevelopment scheme, which shows the display panel set within the landscape bed. I also enclose a further specification drawing showing the width of the proposed unit and I apologise for the absence of this dimension from the submitted drawings. In respect of the existing display, I can confirm that should consent be granted for this scrolling display unit the existing 'trivision' will be permanently removed from the site.

I trust the above and enclose address the points you raise and allay any fears you may have regarding this proposal. I do recognise the fact that such applications often tend to become contention issues. The site however has for many years been used for advertising purposes and considered an appropriate location for such a use in accordance with government guidance on outdoor displays.

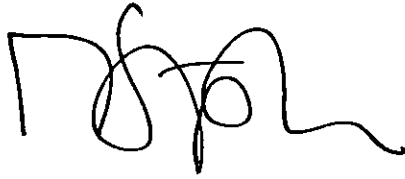
A history of consents from the Local Planning Authority and Inspectors on appeal has reaffirmed this view. It is perhaps therefore not as contentious an issue as a proposal to erect and begin an advertising display on a new site. The area is predominantly commercial and the display set within a

JCDecaux

landscaped bed with a soft natural background is not considered to detrimental affect the amenity of the area.

Please do not hesitate to contact me should you require any further information or clarification on any point.

Yours sincerely

A handwritten signature in black ink, appearing to read 'M Stephens', written in a cursive style.

**Martin Stephens MRTPI
PLANNING MANAGER**

Direct Line: 020 8326 7725

Fax No.: 020 8326 7771

Mobile: 07774 178640

PLANNING AND CONSERVATION

THE TOWN HALL HORNTON STREET - LONDON W8 7NX

Executive Director M J FRENCH FRICS Dip TP MRTPI Cert TS

THE ROYAL
BOROUGH OF



KENSINGTON
AND CHELSEA

FILE COPY

1 2079/ 2080

020-7361- 2079/ 2080

Switchboard: 020-7937-5464

Extension:

Direct Line:

Facsimile:

020-7361-3463

My reference:

Your reference:

Please ask Date: 25 February 2002

My Ref: DPS/DCSW/CA/02/00149/CC

Planning Information Office

Dear Sir/Madam,

TOWN AND COUNTRY PLANNING ACT 1990

Proposed development at: Swallow Hotel, 147C, Cromwell Road, London, SW7 4DW

You were recently notified on, and/or have commented on, the application for development at the above address. The Council has now received **AMENDMENTS** to this application, and brief details of these are set out below. The Council's Planning Services Committee, in considering the proposal, welcomes comments upon these amendments. Members of the public may **inspect copies of the amended plans**, and any other submitted documents. Details are provided overleaf.

Amended Proposal

The erection and display of an internally illuminated scrolling 48 sheet hoarding, 1.5m above ground level - **REVISED DRAWING RECEIVED. Any further comments must be received within 14 days of the date of this letter******

Applicant Whitbread Hotel Company, c/o Swallow International Hotel, Cromwell Road, London SW5

Anyone who wishes to submit comments on the amended application should write to the Council at the above address within **14 days** of the date of this letter.

Yours faithfully

M. J. FRENCH

Executive Director, Planning and Conservation

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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

All letters of objection are taken into account when an application is considered. Revised drawings may be received during the consideration of the case and normally you will be informed and given 14 days for further response. Generally planning applications where 3 or more objections have been received are presented to the Planning Services Committee which is made up of elected Ward Councillors. Planning Officers write a report to the Committee with a recommendation as to whether the application should be granted or refused. Letters received are summarised in the report, and copies can be seen by Councillors and members of the public, including the applicant. The Councillors make the decisions and are not bound by the Planning Officer's recommendation. All meetings of the Committee are open to the public.

If you would like further information, about the application itself or when it is likely to be decided, please contact the Planning Department on the telephone number overleaf.

WHERE TO SEE THE PLANS

Details of the application can be seen at the Planning Information Office, 3rd floor, Town Hall, Hornton Street W.8. It is open from 9am to 4.45pm Mondays to Thursdays (4pm Fridays). A Planning Officer will always be there to assist you.

In addition, copies of applications in the Chelsea Area (SW1, SW3, SW10) can be seen at The Reference Library, Chelsea Old Town Hall, Kings Road SW3 (020 7361 4158), for the Central Area (W8, W14, SW5, SW7) can be viewed in the Central Library, Town Hall, Hornton Street, W.8. and applications for districts W10, W11 and W2 in the North of the Borough can be seen at The Information Centre, North Kensington Library, 108 Ladbroke Grove, London W11 (under the Westway near Ladbroke Grove Station 020 7727-6583). Please telephone to check the opening times of these offices.

If you are a registered disabled person, it may be possible for an Officer to come to your home with the plans. Please contact the Planning Department and ask to speak to the Case Officer for the application.

PLEASE QUOTE THE APPLICATION REFERENCE NUMBER ON YOUR REPLY

Jenny,

1. ~~Please amend the description to include the following:~~

done

~~"The erection and display of an internally illuminated scrolling 48 sheet hoarding, 1.5m above ground level – revised drawing"~~

2. Please could you arrange for reconsultations of all neighbours again (1st class post, 14 days), plus:

Hilary Temple,
Cromwell Road Association,
196a Cromwell Road,
SW5 0SN

+ letter dated 14/2/02

3. ~~Please send a copy of the drawings to the Kensington Library.~~ *not req'd.*
4. ~~I've passed a copy to the Info Office.~~ *not req'd.*

Thanks,

Charlotte

15/2/02

PC-ACK.
CC

JCDecaux

25 March, 2002

London Borough of Kensington and Chelsea
Planning Department
The Town Hall
Horton Street
London
W8 7NX

Out of Home
Media

Dear Sir or Madam

167C CROMWELL RD

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

**Re: Advertising Display at Kensington Marriott Hotel
Cromwell Road Kensington**

Under the provision of class 8, part 1, Schedule 3 of the 1992 Advertisement Regulations I hereby give notice on the intention to erect advertising displays as part of the enclosure of the above land.

This enclosure of land is pursuant to the Council's grant of planning permission under reference no. PP/01/755 for the redevelopment of the land (copy enclosed). The display(s) will commence on the 10th April 2002, being not more than three months prior to the commencement of the development.

The advertising display(s) will in all respects comply with the conditions and limitations contained within class 8.

Yours faithfully,

JCDecaux UK Limited

*✓om
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- Denmark
- Finland
- France
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- Iceland
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- Japan
- Luxembourg
- Malaysia
- Netherlands
- Norway
- Philippines
- Poland
- Portugal
- Singapore
- Slovakia
- Slovenia
- Spain
- Sweden
- Switzerland
- Thailand
- United Kingdom**
- United States
- Uruguay
- Vietnam
- Yugoslavia

JCDecaux

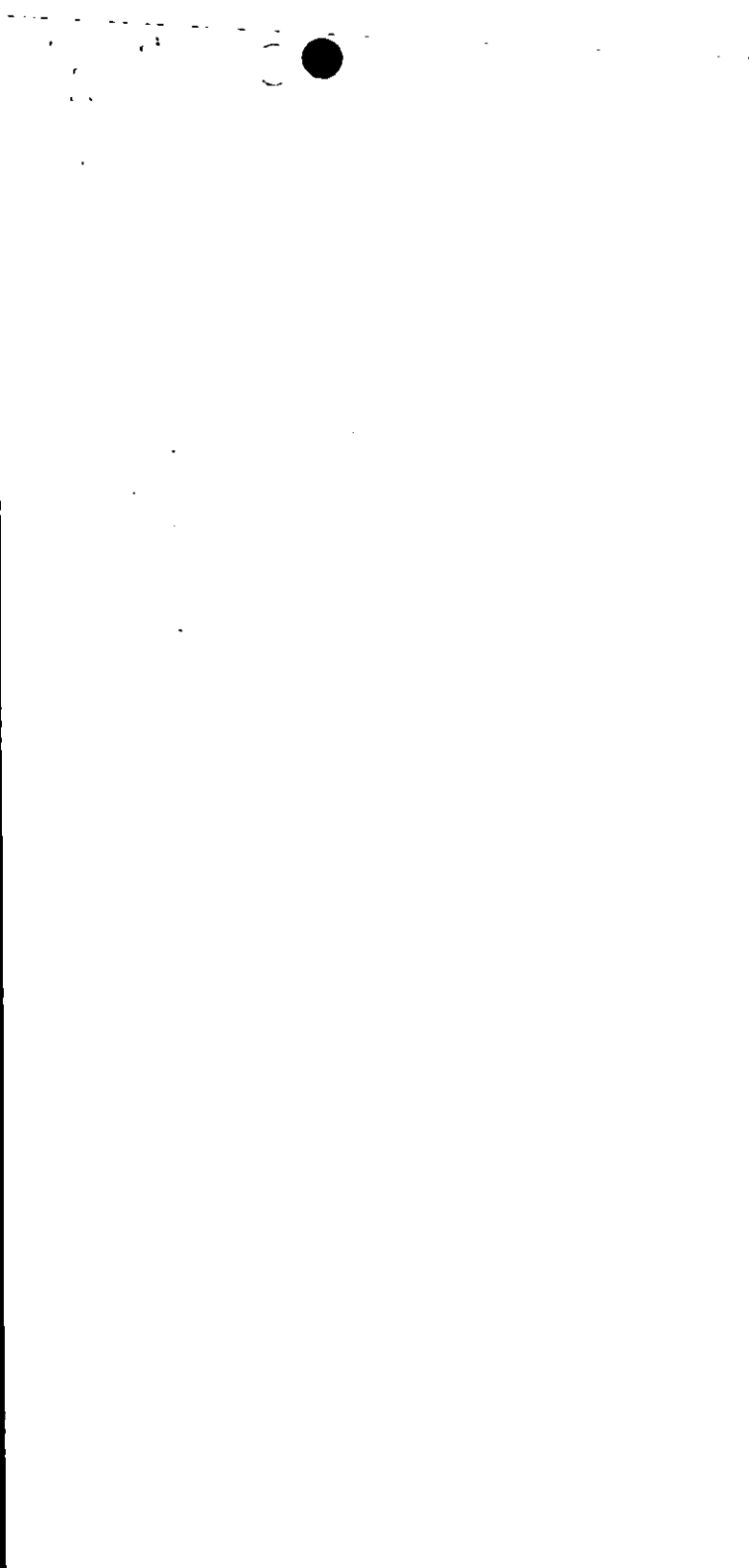
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**Out of Home
Media**

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R.B. K.C.					31 OCT 2002	PLANNING
N	C	SW	SE	ADP	IO	REC
				ARB	FPLN	DEES

JCDecaux United: 991 Great West Road - London - TW8 9DN
Telephone: +44 (0)20 8326 7777 - Fax: +44 (0)20 8326 7775 - www.jcdecaux.co.uk



JCDecaux

14 February, 2002

London Borough of Kensington and Chelsea
Planning and Conservation
The Town Hall
Hornton Street
London W8 7NX

**Out of Home
Media**

F.A.O Charlotte Cook

Dear Ms.Cook

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
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Iceland
Ireland
Italy
Japan
Luxembourg
Malaysia
Netherlands
Norway
Philippines
Poland
Portugal
Singapore
Slovakia
Slovenia
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

a unique patent to JCDecaux product appears as a far more fluid mechanism.

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Please do not hesitate to contact me should you require any further information or clarification on any point.

Yours sincerely

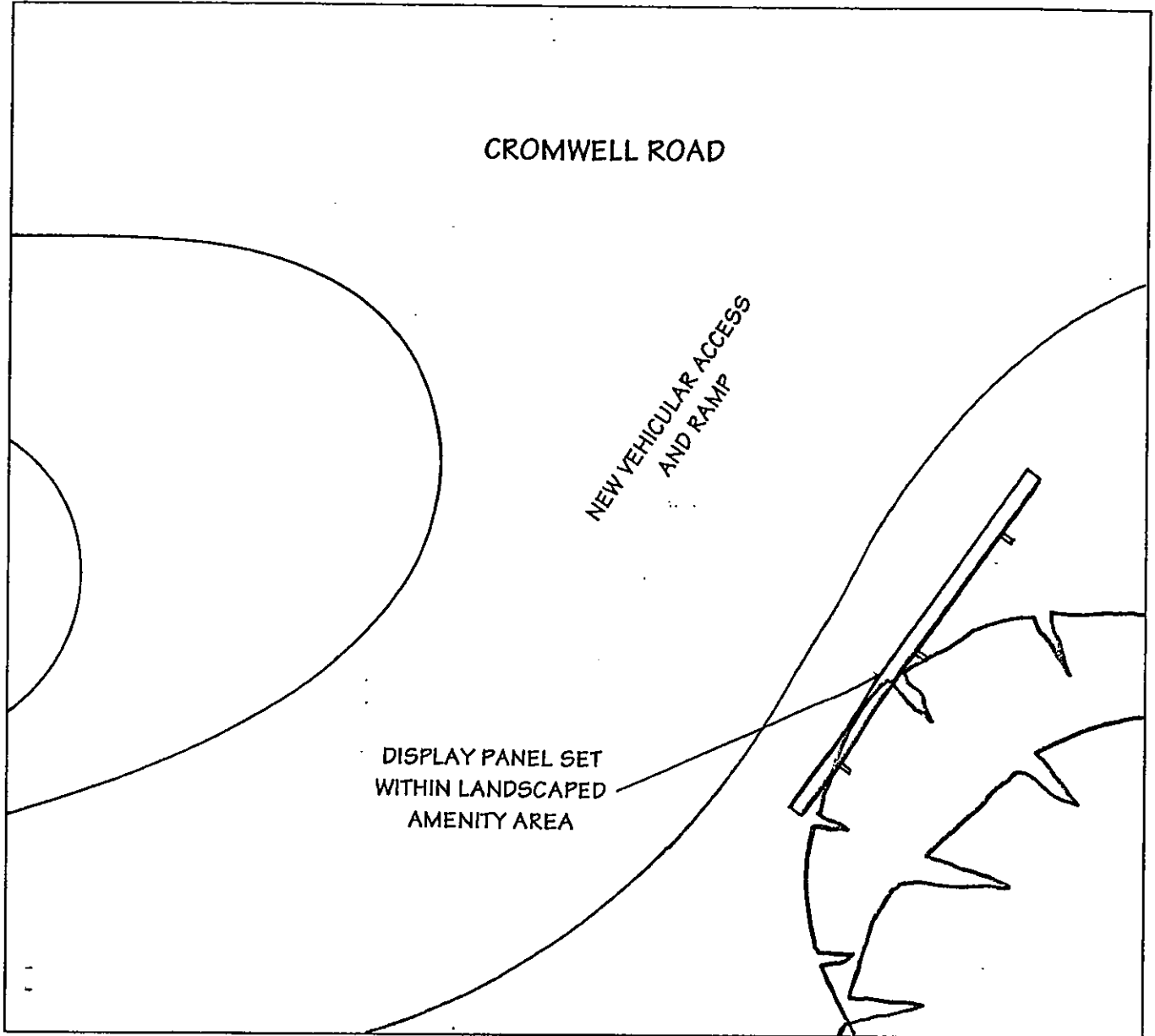


Martin Stephens MRTPI
PLANNING MANAGER

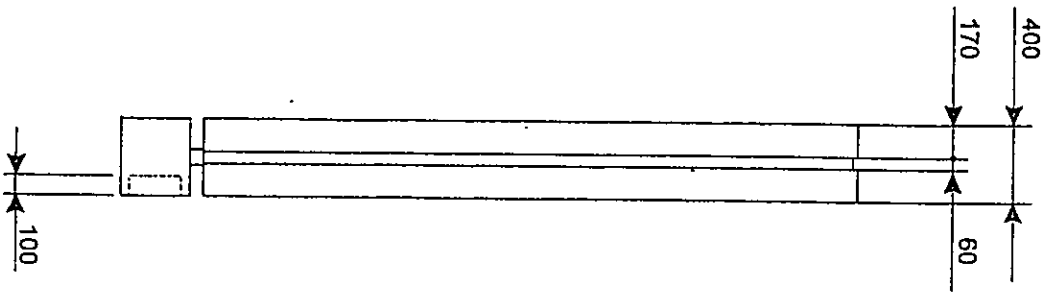
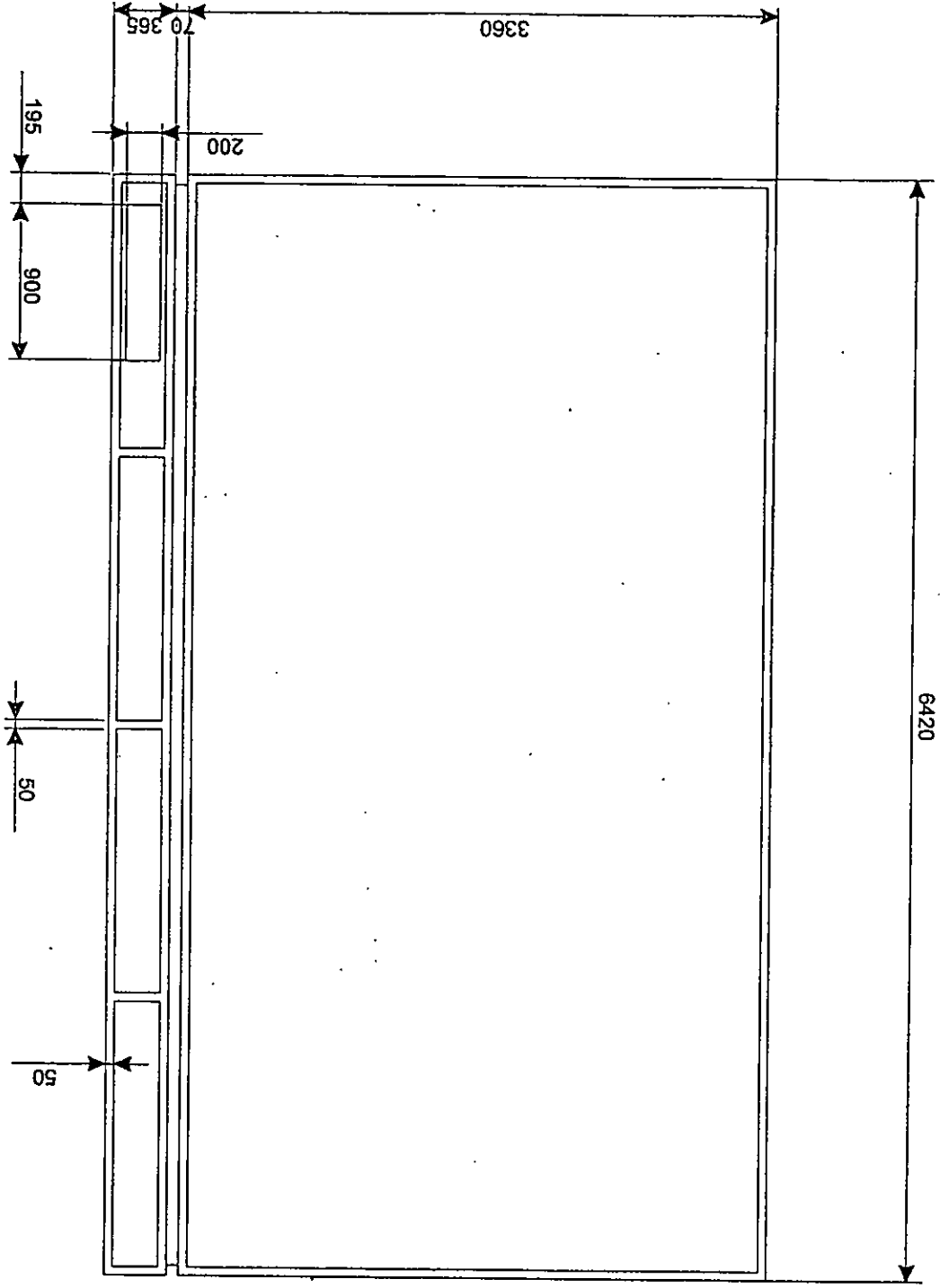
Direct Line: 020 8326 7725

Fax No.: 020 8326 7771

Mobile: 07774 178640



**Swallow International Hotel
Cromwell Road
Kensington**



SINGLE SIDED WILMOTTE SCROLLING 6 X 3 MUPI



DEPARTMENT OF THE ENVIRONMENT

Room TX 308
Tollgate House, Houlton Street, Bristol BS2 9DJ
Telex 449321



Direct Line 0272 218 611
Switchboard 0272 218 611
GPN 5074

A B Cowley Esq
London and Provincial Posters Ltd
Summit House
27 Sale Place
LONDON W2 1PT

Your reference
ABC/JT
Our reference
APP/66001/66/0549
Date 1 OCT 86

1 - OCT 1986

Sir

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1964
APPEAL: THE LONDON INTERNATIONAL HOTEL, CROMWELL ROAD, KENSINGTON

1. I am directed by the Secretary of State for the Environment to refer to the appeal of London and Continental Advertising Ltd against the London Borough of Kensington and Chelsea Council's refusal to permit the display at the above-mentioned premises of a 40-sheet "ultravision" unit.
2. Consideration has now been given to the submitted evidence and the report of the Secretary of State's officer, Mr C Rice, who heard the representations of the parties and visited the site.
3. In his report, a copy of which is enclosed, Mr C Rice came to the following conclusions:

"The Council have referred to Policies 4.13.2 and 4.13.3 in their Development Plan which provide a generally restrictive approach towards the display of poster panels. While I accept that they are entitled to have regard to those policies, I consider that each proposal should be considered on its individual merits and that the requirement contained in policy 4.13.2 that poster panels should provide a positive contribution to amenity is unduly restrictive as far as the Regulations are concerned and this point was conceded by the local authority's representative at the hearing.

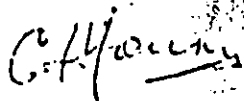
The panel would have a display area of about 6 m by 3 m and would be presented at an angle to westbound traffic on the Cromwell Road. It would generally follow the existing line of the lawned area and would have additional shrubs planted both in front and rear to reduce the frames overall impact. The Council are concerned about the possible effects upon the visual amenity of properties to the rear; however, the garden area is separated from these properties by a substantial brick wall and a number of trees, many of which are evergreen, and the area is already wooded. I do not consider that the proposed high quality unit together with the associated additional screening would have a detrimental impact upon the residential enjoyment of those occupants.

The area is predominantly commercial and, in my opinion, the display of a low level ultravision unit alongside the busy Cromwell Road flanked by large buildings and with a soft natural background would not be detrimental to the general amenity of the area. In addition, I note that many of the existing displays in the area are of a temporary nature during the completion of construction works and that following their removal, the area will not be overburdened with large scale poster panels and I, therefore, consider that this additional panel will not

create a impression of clutter within the area. I conclude, therefore, that the proposed panel with its associated planting scheme, to both front and rear would not be detrimental to amenity.

4. He recommended that the appeal be allowed.
5. The Secretary of State agrees with the conclusions of his officer and accepts his recommendation. He accordingly allows the appeal and grants consent for the display for five years from the date of this letter of the 48-sheet ultraviolet unit, as applied for.
6. This letter does not purport to convey any approval or consent which may be required under any enactment, byelaw, order or regulation other than Regulation 6(1) of the Regulations.

I am Sir
Your obedient Servant



C J YOUNG
Authorized by the Secretary of State
to sign in that behalf

Tollgate House Annex
 Boulton Street
 BRISTOL
 BS2 9DJ

12 September 1986

To the Right Hon Nicholas Ridley MP, Secretary of State for the Environment

Sir

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1984
 APPEAL BY LONDON AND CONTINENTAL ADVERTISING LIMITED IN RESPECT OF LAND ADJACENT
 TO THE LONDON INTERNATIONAL HOTEL, CROSWELL ROAD, KENSINGTON, LONDON W5

1. I have the honour to report that on Monday 7 July 1986 I heard representation at the Town Hall, Kensington, regarding an appeal by London and Continental Advertising Limited made under Regulation 22 against the Royal Borough Council of Kensington and Chelsea's refusal to grant consent for the display of an external illuminated 48 sheet "ultravision" unit at the London International Hotel, Cromwell Road, London SW5.

THE APPLICATION

2. An application was submitted on 11 February 1986 requesting consent to display an illuminated 48-sheet "ultravision" unit at the London International Hotel, Cromwell Road, London.

THE REFUSAL NOTICE

3. The Royal Borough Council of Kensington and Chelsea refused consent on 9 April 1986 for the following reason:-

"The location of the proposed ultravision display unit on the forecourt area of the London International Hotel results in an unacceptable loss of amenity by contributing to visual clutter, by detracting from the open nature of the forecourt area, by reducing residential amenity and outlook to the resident properties to the rear of the unit, and is contrary to the Council's Policy in respect of advertisement hoardings set out in Chapter 4, paragraph 13.12 and 13.13 of the Council's Approved District Plan".

THE APPEAL

4. London and Continental Advertising Limited submitted an appeal on 9 May 1986 on the following precise grounds:-

"We do not agree that the ultravision display unit results in a loss of amenity by contributing to the visual clutter. Neither do we agree that it detracts from nor reduces the residential amenity of the locality. On the contrary, we submit that the light and colour of the changing advertisements will serve to enhance the area".

(5)

SITE AND ITS SURROUNDINGS

5. The panel would be sited within a small raised garden area to the east of the London International Hotel on the southern side of Cromwell Road.
6. The road is flanked by generally large buildings in mixed commercial and residential use; it is heavily trafficked and forms part of a major route into central London (A4). The Hotel is a substantial modern development of some 8-storeys.
7. At the time of the accompanied site inspection the premises displayed lettering flags and a Formula 1 racing car display for a major tobacco manufacturer. Other displays in the area included a number of poster panels, boards and lettering at commercial premises.

THE CASE FOR THE APPELLANTS

The main points were:-

8. The site was within the grounds of the London International Hotel, a large multi storey development alongside the busy A4, a heavily trafficked and major route into central London and was in an area of mixed use.
9. The area was part of an expanding commercial locality with a number of large developments in progress which were currently screened with poster displays. The local planning authority had approved five special promotional displays, which could be floodlit, for a total of 70 days per annum on the hotel forecourt and the current display was an example of the type of display made. The area was, therefore, acknowledged as suitable for large scale advertising displays.
10. The panel would be constructed to a high standard mounted on a 4 ft plinth with a brushed aluminium surround. Shrubs would be planted at the front and rear of the panel and the rear would be painted green so that any part visible from the property to the rear would blend in with the conifers and shrubs. The panel and additional planting would reduce the noise levels from the road for the properties at the rear. No objections to the proposal had been received from residents in Collingham Place despite a circular letter being sent to all occupants.
11. Other similar displays in the area were mainly of a temporary nature enclosing development sites and, following their removal, the area would not be over-subscribed with such displays and, therefore, the Council's objection to excess was not applicable.
12. The Council's generally restrictive policy regarding poster displays was contrary to Governmental advice about the consideration of advertisement displays. In particular, panels were not required to make a positive contribution to amenity.

THE CASE FOR THE LOCAL PLANNING AUTHORITY

The main points were:-

13. Cromwell Road was in mixed residential and commercial use with a number of shops and 'bedsit' accommodation and the residential amenity of such properties could be affected by the panel, in particular, those properties in Collingham Place. Although no objections had been received in respect of the display it did not follow that these properties would not be affected.
14. The site was an attractive green space within a substantial built environment and the panel would intrude upon this "oasis" to the general detriment of amenity and it could affect the growth of trees and shrubs to the rear of the panel.

15. Policies 4.13.2 and 4.13.3 of the development plan would be breached by the display. However, the Council acknowledged that panels did not need to provide a positive contribution to amenity and that a number of existing panels in the area were of a temporary nature and would be removed in the near future.

16. There were no public safety objections to the proposed display.

FINDINGS OF FACT

17. I find the following facts:-

i. An application was submitted on 11 February 1986 requesting consent to display a 48 sheet "ultravision" unit at the London International Hotel, Cromwell Road, London.

ii. The panel would be sited within a small raised garden area to the east of the London International Hotel on the southern side of Cromwell Road.

iii. The road is flanked by generally large buildings in mixed commercial and residential use; it is heavily trafficked and forms part of a major route into central London (A4). The Hotel is a substantial modern development of some 8 storeys.

iv. At the time of the accompanied site inspection the premises displayed lettering, flags and a Formula 1 racing car display for a major tobacco manufacturer. Other displays in the area included a number of poster panels, boards and lettering at commercial premises.

v. There were no public safety objections to the display.

CONCLUSIONS

18. The Council have referred to Policies 4.13.2 and 4.13.3 in their Development Plan which provide a generally restrictive approach towards the display of poster panels. While I accept that they are entitled to have regard to those policies, I consider that each proposal should be considered on its individual merits and that the requirement contained in policy 4.13.2 that poster panels should provide a positive contribution to amenity is unduly restrictive as far as the Regulations are concerned and this point was conceded by the local authority's representative at the hearing.

19. The panel would have a display area of about 6 m by 3 m and would be presented at an angle to westbound traffic on the Cromwell Road. It would generally follow the existing line of the lawn area and would have additional shrubs planted both in front and rear to reduce the frames overall impact. The Council are concerned about the possible effects upon the visual amenity of properties to the rear; however the garden area is separated from these properties by a substantial brick wall and a number of trees, many of which are evergreen, and the area is already floodlit. I do not consider that the proposed high quality unit together with the associated additional screening would have a detrimental impact upon the residential enjoyment of those occupants.

20. The area is predominantly commercial and, in my opinion, the display of a low level ultravision unit alongside the busy Cromwell Road flanked by large buildings and with a soft natural background would not be detrimental to the general amenity of the area. In addition, I note that many of the existing displays in the area are of a temporary nature during the completion of construction works and that, following their removal, the area will not be over burdened with large scale poster

(3)

panels and I therefore consider that this additional panel will not create an impression of clutter within the area. I conclude, therefore, that the proposed panel with its associated planting scheme to both front and rear would not be detrimental to amenity.

RECOMMENDATION

21. Bearing in mind the facts listed in paragraph 17 above, I recommend that the appeal be allowed.

I have the honour to be, Sir,
Your obedient Servant


C RICE

ATTENDANCE AT THE HEARING

For the appellants

Mr B Moss - Solicitor, Freeman & Son
Mr A Cowley - London and Continental Advertising Limited
Mr J Parks - London and Continental Advertising Limited

For the local planning authority

Mr A Muir - Solicitor
Mr C Minors - Senior Planning Assistant

DOCUMENTS SUBMITTED AT THE HEARING

Document 1 - Plan showing proposed installation
Document 2 - 4 photographs submitted by the appellants
Document 3 - Proof of evidence of Mr J Parks - London and Continental Advertising Limited.

PLANNING AND CONSERVATION

THE TOWN HALL HORNTON STREET LONDON W8 7NX

Executive Director M J FRENCH FRICS Dip TP MRTPI Cert TS

Martin Stephens
Planning Manager
JC Decaux
991 Great West Road
Brentford
TW8 9DN

Switchboard: 020 7937 5464
Extension: 2057
Direct Line: 020 7361 2057
Facsimile: 020 7361 3463
Email: Charlotte.Cook@rbkc.gov.uk
Web: www.rbkc.gov.uk

31 January 2002

THE ROYAL
BOROUGH OF



KENSINGTON
AND CHELSEA

My reference: DPS/DCSW/CC/ CA/02/149
Your reference:

Please ask for: Charlotte Cook

Dear Mr Stephens,

Town and Country Planning Act 1990
Town and Country Planning (Control of Advertisements) Regulations 1992
147c Cromwell Road, SW5
Display of externally illuminated scrolling 48 sheet hoarding

I write in connection with your application for a scrolling 48 sheet hoarding at the above site.

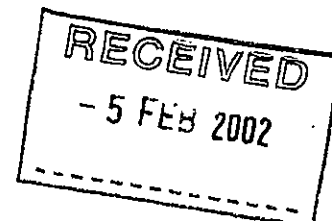
In order to assist with the processing of the application, please provide the following additional information:

1. Please confirm how the siting of the proposed hoarding relates to the recent planning permission for a revised vehicular entrance layout into the site in connection with substantial works to the frontage of the building (Ref. PP/01/755)?
2. Please provide a section through the proposed hoarding to show its depth and the extent of the hoarding which will be illuminated, including the JCDecaux name panel below the main advertisement.
3. Please confirm that, should consent be granted, the existing hoarding on the site will be permanently removed.

Please provide this information within 14 days of the date of this letter.

Yours sincerely,


John W Thorne
Area Planning Officer
For Executive Director Planning and Conservation



PLANNING AND CONSERVATION

THE TOWN HALL HORNTON STREET LONDON W8 7NX

Executive Director M J FRENCH FRICS Dip TP MRTPI Cert TS

J.C. Decaux,
991 Great West Road,
Brentford,
TW8 9DN

Switchboard: 020-7937-5464
Direct Line: 020-7361-2057
Extension: 2057
Facsimile: 020-7361-3463



**KENSINGTON
AND CHELSEA**

Date: 28 January 2002

My Ref: DPS/DCSW/CA/02/00149 Your ref:

Please ask for: Charlotte Cook

Dear Sir/Madam

TOWN AND COUNTRY PLANNING ACT 1990
(CONTROL OF ADVERTISEMENTS) REGULATIONS, 1992 AND 1994

**Application to display Advertisements at: Swallow Hotel, 147C, Cromwell Road,
London, SW7 4DW**

**Proposal: The erection and display of a single 48 sheet advert unit to be located on
grassed forecourt to Cromwell Road frontage.**

Dated: 17/01/2002 Complete: 25/01/2002

Decision due by: 22/03/2002

Fee Received: £190.00

I acknowledge receipt of your application.

If you have not been notified by the Council of its decision within 8 weeks of the date of completion above you are entitled to appeal to the Secretary of State for the Environment in accordance with Part IV of the Town and Country Planning (Control of Advertisements) Regulations 1992. This must be done within one month of that date.

You may, by agreement in writing with the Council, extend the period within which the decision is to be given. Should you wish to discuss the progress of your application, please contact the Case Officer on the above number.

Yours faithfully

M.J. FRENCH

Executive Director, Planning and Conservation

JCDecaux

17 January, 2002

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

**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.

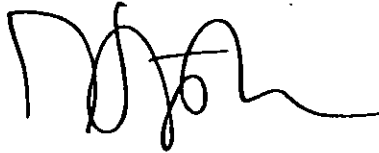
Argentina
Australia
Austria
Belgium
Bosnia
Brazil
Bulgaria
Croatia
Czech Republic
Denmark
Finland
France
Germany
Hong Kong
Hungary
Iceland
Ireland
Italy
Japan
Luxembourg
Malaysia
Netherlands
Norway
Philippines
Poland
Portugal
Singapore
Slovakia
Slovenia
Spain
Sweden
Switzerland
Thailand
United Kingdom
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', written in a cursive style.

Martin Stephens MRTPI
PLANNING MANAGER
Direct Line: 020 8326 7725
Fax No.: 020 8326 7771
Mobile: 07774 178640

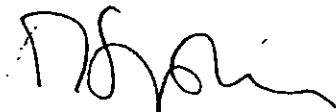
APPLICATION FOR CONSENT TO DISPLAY AN ADVERTISEMENT

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

<p>1. Applicant Whitbread Hotel Company C/O Swallow International Hotel Cromwell Road London SW5</p> <p>2. Agent JCDECAUX 991 Great West Road Brentford TW8 9DN 020 8326 7725</p> <p>3. Full address or location of the land on which the advertisement is to be displayed Swallow International Hotel Cromwell Road SW5</p> <p>4. State the purpose for which the land or building is now used Hotel</p>	<p>5. (a) Has the applicant an interest in the land? <input checked="" type="radio"/> YES <input type="radio"/> NO</p> <p>(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</p> <p>6 (a) State the nature of the advertisement Single 48 sheet unit to be used for the display of general advertising material</p> <p>(b) Is the advertisement already being displayed? <input checked="" type="radio"/> YES <input type="radio"/> NO</p>						
<p>7. Description of Advertisement</p> <table border="1"><thead><tr><th></th><th>Size</th><th>Illumination type</th></tr></thead><tbody><tr><td>(i) 1 x 48 sheet</td><td>6m x 3m</td><td>internal</td></tr></tbody></table>			Size	Illumination type	(i) 1 x 48 sheet	6m x 3m	internal
	Size	Illumination type					
(i) 1 x 48 sheet	6m x 3m	internal					
<p>8. Period of Consent Five years</p>							

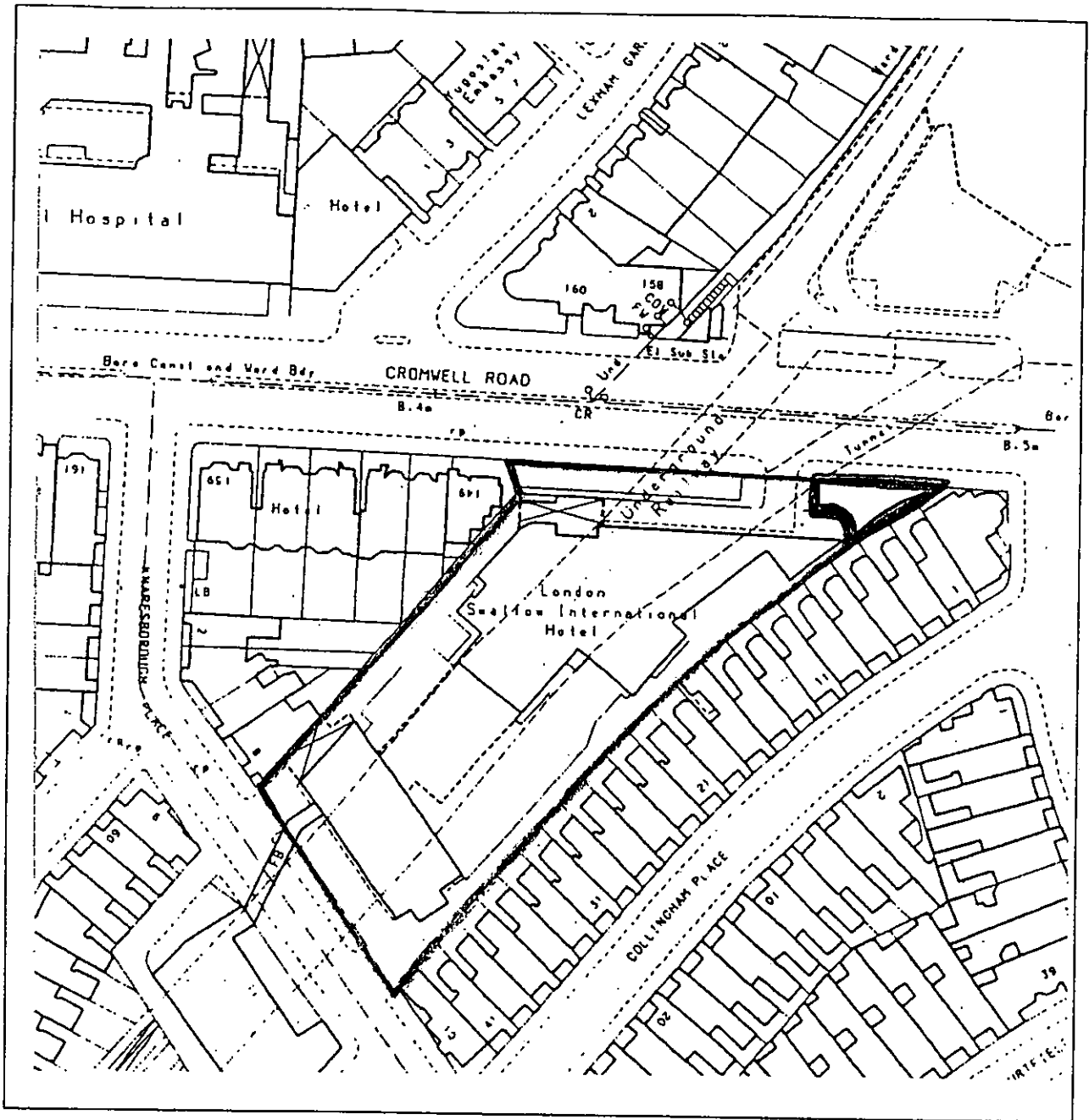
I enclose a cheque to the value of £190

Signed



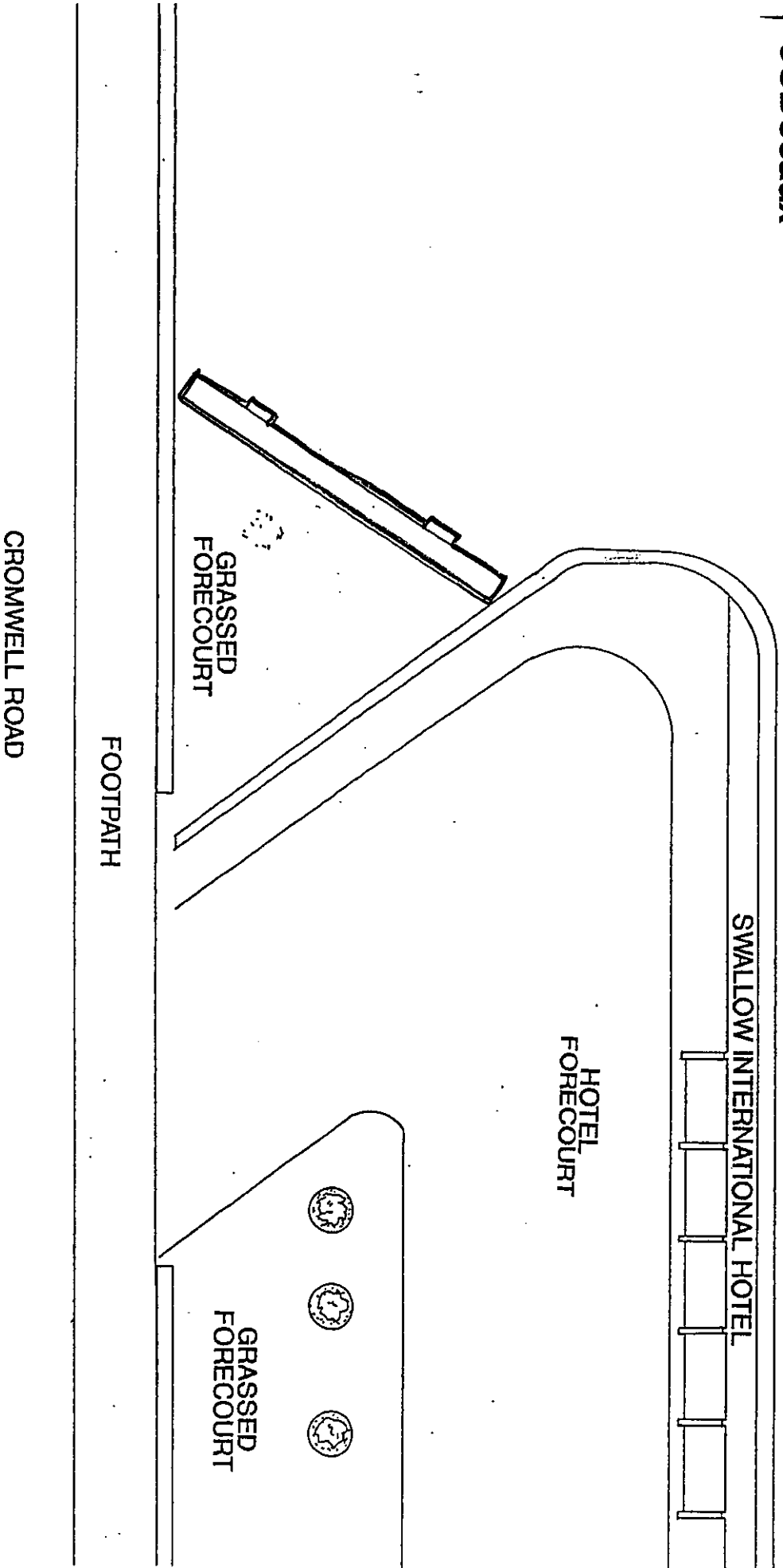
Date

17th January 2002



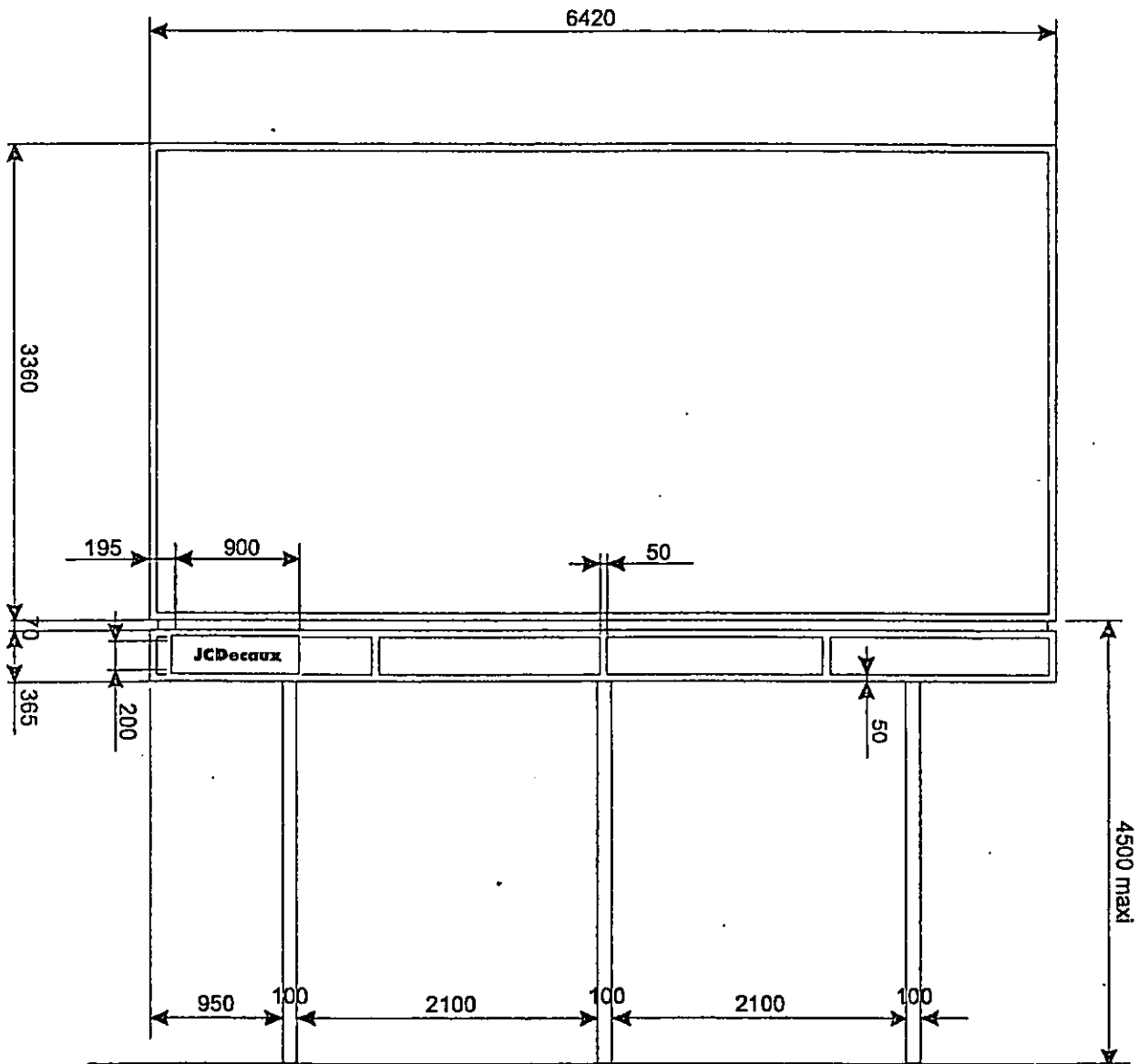
Swallow International Hotel
Cormwell Road
London SW5

JCDecaux



		Client Whitbread	Scale 1:100 Date 01/02 Drawn MGS	Drawing title Swallow International Hotel Cromwell Road Kensington
	Job Title Advertising Display			MGS A 45

JCDecaux



SINGLE SIDED WILMOTTE 6 X 3 MUPI
ON STEEL UPRIGHTS

PLANNING AND CONSERVATION

THE TOWN HALL HORNTON STREET LONDON W8 7NX

Executive Director M J FRENCH FRICS Dip TP MRTPI Cert TS

Mills and Allen
Summit House
27 Sale Place
London
W2 1YR

Switchboard: 020 7361 5464
Extension: 2275
Direct Line: 020 7361 2275
Facsimile: 020 7361 3463

25 October 2000

THE ROYAL
BOROUGH OF



KENSINGTON
AND CHELSEA

My reference: DPS/DCSW/RT/ Your reference:
CA/Pending

Please ask for: Roy Thompson

Dear Mr Koscienc,

Town and Country Planning Act 1990
Poster panel at Swallow Hotel, Cromwell Road

Thank you for your letter dated 17th October, concerning the above.

Having visited the site and taken legal opinion, it is my view that the proposed illuminated hoarding will require Advertisement Consent. I would however add that in my opinion such consent would be likely be forthcoming given the location of the sign, on the understanding that the dimensions of the hoarding would be no larger than and in the same location as the existing, and the luminance is properly controlled.

Yours sincerely

Roy Thompson
Area Planning Officer
For the Executive Director, Planning and Conservation

THE PLANNING INSPECTORATE

Sheet 1

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992

ADVERTISEMENT APPEAL TO THE SECRETARY OF STATE FOR TRANSPORT, LOCAL GOVERNMENT AND THE REGIONS

THE PLANNING INSPECTORATE, [PINSAA SAC], 3/17 EAGLE WING, TEMPLE QUAY HOUSE, 2 THE SQUARE, TEMPLE QUAY, BRISTOL BS1 6PN

- PLEASE READ THE ATTACHED NOTES FOR GUIDANCE BEFORE COMPLETING YOUR APPEAL
- PUT X IN THE APPROPRIATE BOX THROUGHOUT.

A - Appellant's details (please use capital letters)

Name and address of any agent or professional representative to whom letters should be sent

1. Full name WHITBREAD HOTEL

J. C. DECAUX

Address SWALLOW INTERNATIONAL HOTEL

991 GREAT WEST ROAD

CROMWELL ROAD,

BRENTFORD 1

KENSINGTON Post code SWS

Post code TW8 9DN

Telephone No: Your ref:

Telephone No: Your ref:

020 8326 7732

B - Appeal and grounds

2. I appeal against:-

- ~~KENSINGTON~~ Council's decision on (date) (ref)
to refuse consent for the display of advertisement(s);
- condition(s) imposed by the Council on the grant of consent to display advertisement(s);
- the Council's failure to give notice within the specified period of their decision on an application, or that it has been referred to the Secretary of State
- the Council's service of a discontinuance notice on (date) (ref)

To accompany copy of the appeal sent to the Planning Inspectorate

3. I enclose a copy of:-

- the advertisement application made to the Council;
- all relevant plans and particulars submitted to the Council;
- the notice of the Council's decision;
- any relevant correspondence with the Council;
- the discontinuance served by the Council.

4. Description, measurements and colours, including details of illumination if applicable, of the advertisement(s) involved in this appeal.

REPLACEMENT OF EXISTING 48. ILLUMINATED PRISMA UNIT WITH
A 48 SHEET ILLUMINATED SCROLLING UNIT.

5a. Address or location of the site to which the appeal relates.

FORE COURT - SWALLOW HOTEL. CROMWELL ROAD.

5b. Has the land/site owners consent been obtained?

NO

YES

5c. Is the site on highway land?

NO

YES

6. Is the advertisement in position?

NO

YES

7. Is there any other current appeal to the Secretary of State involving this site in any way?

NO YES

If yes, what is it?

Reference Nos.

- An appeal under Town and Country Planning (Control of Advertisements) Regulations 1992
- A planning appeal under section 78 of the Town and Country Planning Act 1990
- An enforcement appeal under section 174 of the 1990 Act
- An appeal involving any listed building on the site

8. Please state the precise grounds or reasons for your appeal (use additional paper if necessary)

NON - DETERMINATION. APPLICATION SUBMITTED TO THE COUNCIL IN JANUARY 2002 TO REPLACE EXISTING DISPLAY WITH A MORE MODERN FORMAT.

C - Late appeals

9. If your appeal is late (see Notes for Guidance), please give reasons for the delay. (use additional paper, if necessary)

D - Procedures for deciding your appeal

10. Which procedure do you wish to be used in deciding your appeal?

- consideration of written statements, photographs and an unaccompanied site inspection by an officer of the Inspectorate
- a hearing at which I or my representatives and a representative of the Council will make oral representations to an officer of the Inspectorate

If the last box is indicated, it would be helpful if you could state fully your reasons why the written representations method would be inadequate in this case. (use additional paper if necessary).

I certify I have sent a copy of this appeal to the Council against whose decision I am appealing.

Date 29th October 2002

Signature [Signature]
(on behalf of) J.C. Decaux



The Planning Inspectorate

3/17 Eagle Wing
Temple Quay House
2 The Square
Temple Quay
Bristol BS1 6PN
<http://www.planning-inspectorate.gov.uk>

Direct Line 0117-3728579
Switchboard 0117-3728000
Fax No 0117-3728181
GTN 1371-8579

Ms R Gill (Dept Of Planning & Conservation)
Kensington And Chelsea R B C
3rd Floor
The Town Hall
Hornton Street
London
W8 7NX

Your Ref: DPS/DCSW/CC/CA/02/00149
Our Ref: APP/K5600/H/02/1102827
Date: 1 November 2002

Dear Madam

**TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992
APPEAL BY WHITBREAD HOTEL
SITE AT FORECOURT-SWALLOW HOTEL, CROMWELL ROAD, KENSINGTON, SW5**

I refer to the above mentioned advertisement appeal and enclose a copy of correspondence for your information.

Yours faithfully

Miss Sarah Banwell

EX DIR	HDC	TP	CAC	AD	CLU	AO AK
R.B. K.C.		- 4 NOV 2002			PLANNING	
N	C	SW	SE	APP	IO	REC
			ARB	FPLN	DES	FEEs

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The Planning Inspectorate

3/17 Eagle Wing
Temple Quay House
2 The Square
Temple Quay
Bristol BS1 6PN

<http://www.planning-inspectorate.gov.uk>

Direct Line 0117-3728579
Switchboard 0117-3728000
Fax No 0117-3728181
GTN 1371-8579

J C Decaux Ltd
991 Great West Road
Brentford
Middlesex
TW8 9NS

Your Ref:

Our Ref: APP/K5600/H/02/1102827

Date: 1 November 2002

Dear Sir/Madam

**TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992
APPEAL BY WHITBREAD HOTEL
SITE AT FORECOURT-SWALLOW HOTEL, CROMWELL ROAD, KENSINGTON, SW5**

I refer to the above mentioned appeal.

The Regulations require that a fully documented appeal be sent to the First Secretary of State within 8 weeks from the date you should have received the Council's decision. In this instance, your appeal against the Council's failure to give notice of their decision is out of time.

The First Secretary of State has power under the Regulations to use his discretion and allow late appeals, but will only do so if he is satisfied that there are sufficient reasons.

Please let me have full reasons why your appeal is late within the next 14 days.

A copy has been sent to the Council.

Yours faithfully

Miss Sarah Banwell

A21



The Planning Inspectorate

3/17 Eagle Wing
Temple Quay House
2 The Square
Temple Quay
Bristol BS1 6PN

<http://www.planning-inspectorate.gov.uk>

Direct Line 0117-3728579
Switchboard 0117-3728000
Fax No 0117-3728181
GTN 1371-8579

Ms R Gill (Dept Of Planning & Conservation)
Kensington And Chelsea R B C
3rd Floor
The Town Hall
Hornton Street
London
W8 7NX

Your Ref: DPS/DCSW/CC/CA/02/00149
Our Ref: APP/K5600/H/02/1102827
Date: 11 November 2002

Dear Madam

**TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992
APPEAL BY WHITBREAD HOTEL
SITE AT FORECOURT-SWALLOW HOTEL, CROMWELL ROAD, KENSINGTON, SW5**

You should have received a copy of an advertisement appeal [on form DOE 14075B], from Whitbread Hotel for this site/premises. If you have not received an appeal, please inform us immediately on the enclosed reply slip.

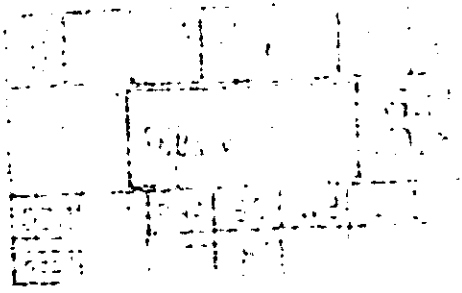
The appeal will be dealt with by the procedure described in paragraph 42 of DOE Circular 5/92; and an officer of the Inspectorate will be appointed by the First Secretary of State to decide the appeal. The Council's statement, photographs, scaled plan and any other relevant document, should be sent to the appellant(s) and us within 3 weeks of you receiving the appeal. This is in accordance with the Town and Country Planning (Control of Advertisements) Direction 1992. **When preparing your statement, the advice in paragraph 43 and Appendix D to DOE Circular 5/92 is very relevant.**

Yours faithfully

Miss Sarah Banwell

X IR	HDC	TP	CAC	AD	CLU	AO AK
R.B.	13 NOV 2002				PLANNING	
K.C.						
N	C	SW	SE	ABP	IO	REC
			ARB	FPLN	DES	FEES

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The Planning Inspectorate
3/17 Eagle Wing
Temple Quay House
2 The Square, Temple Quay
Bristol BS1 6PN

Reference No.
APP/K5600/H/02/1102827
DPS/DCSW/CC/CA/02/00149

Dear Sir/Madam

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992
Appeal by Whitbread Hotel
Site at Forecourt-Swallow Hotel, Cromwell Road, Kensington SW5

We have not received an advertisement appeal in respect of this site.

Yours faithfully

A6B