

**ROYAL BOROUGH  
OF  
KENSINGTON & CHELSEA**

**DOCUMENT SEPARATOR**

**DOCUMENT TYPE:**

**COMMITTEE REPORT**



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ROYAL BOROUGH OF KENSINGTON & CHELSEA

REPORT BY THE EXECUTIVE DIRECTOR, PLANNING & CONSERVATION

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PLANNING & CONSERVATION COMMITTEE  
PLANNING SERVICES COMMITTEE  
DELEGATED

APP NO. CA/02/00067  
AGENDA ITEM NO.

ADDRESS/SUBJECT OF REPORT:

Flank wall, 2  
Nevern Place,  
London, SW5 9PR

APPLICATION DATED 17/12/2001

APPLICATION REVISED

APPLICATION COMPLETE 21/12/2001

APPLICANT/AGENT ADDRESS:

Co:sign Media  
Ltd.,  
Unit 16 and 17,  
The Henfield  
Business Park,  
Shoreham Road,  
Henfield, West Sussex  
BN5 9SL

CONS. AREA 11D CAPS Yes

ARTICLE '4' No WARD L

LISTED BUILDING No

HBMC DIRECTION

CONSULTED OBJ.

SUPPORT PET.

RECOMMENDED PROPOSAL:

RBK& C DRAWING NO(S):

RECOMMENDED DECISION:

CONDITIONS/REASONS FOR THE IMPOSITION OF CONDITIONS:

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

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To: Chief Administrative Officer (Planning) Date: 12 February 2002  
From: The Executive Director, Planning & Conservation Our Ref: CA/02/00067/CADV

Application Date: 17/12/2001 Complete Date: 21/12/2001

Agent: Co-sign Media Ltd., Unit 16 and 17, The Henfield Business Park, Shoreham Road,  
Henfield, West Sussex BN5 9SL  
Address: Flank wall, 2 Nevern Place, London, SW5 9PR

This application is for a class of development to be determined under powers delegated to me by the Council on 18th July, 2001 and is not a major, controversial or sensitive application nor one which a Ward Councillor has asked to be considered by Planning Services Committee.

- Class - 8th Schedule development
- Class - shop fronts
- Class - conversion from non s/c dwellings etc
- Class - amendments as requested by T.P. Committee
- Principal
- Class - grant or refuse certificates of Lawful development under
- Class - Crossover under S.108 of the Highways Act 1980
- Class - Listed building consent for above Classes.
- Class - Conservation area consent
- Class - approval of facing materials
- Class - grant of planning permission for a change from one kind of non-residential use to another non-residential use except where this would involve the loss of a shop in a core shopping frontage.
- Class - grant permission license or no objection Sections 73, 74, 138, 143, 152, 153, 177 & 180 of the Highways Act

**DELEGATED**  
14 FEB 2002  
**REFUSAL**

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

**DESCRIPTION OF PROPOSED DEVELOPMENT**

**Erection for a one year period of an illuminated 9m x 9m mesh weave building cover displaying signage to be affixed to upper parts of flank wall above ground floor level.**

**RECOMMENDED DECISION Refuse Control of Advertisement Consent**

RBK&C drawing(s) No. CA/02/00067 Applicant's drawing(s) No. A, B, KEN/MEG/01/038/A - B

**Number of Objections - 2**

I hereby determine and grant/refuse this application 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

*[Signature]* 14/2/02

*[Signature]*  
12/2/02

*[Signature]* 12/2/02

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**REASONS FOR REFUSAL**

1. **The use of the site for the display of advertisements is considered to cause substantial injury to the visual amenity of the area and is contrary to the Council's policies, as set out in the Unitary Development Plan and Proposed Alterations thereto, in particular CD25 and CD68.**

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**1.0 THE SITE**

1.1 The property is a terraced house located on the corner of Nevern Place and Earl's Court Road. The ground floor of the building is occupied as a retail unit with frontage to Earl's Court Road with a hostel with frontage to Nevern Road in the floors above. The property forms part of the Nevern Square Conservation Area and is not a listed building.

**2.0 THE PROPOSAL**

2.1 Planning permission is sought for the erection of an illuminated 9 metres by 9 metres mesh weave building cover to the flank wall of the building. The building cover would display advertising signage and would be for a temporary one-year period.

**3.0 RELEVANT PLANNING HISTORY**

3.1 In 1980 planning permission was granted for the conversion of the building to form sixteen self-contained bedsit flats.

**4.0 PLANNING CONSIDERATIONS**

4.1 The main considerations in this case relate to the effect that the advertising signage would have upon amenity and public safety.

4.2 The relevant policies for consideration are included within the 'Conservation and Development' chapter of the Unitary Development Plan. The most relevant policies to be considered are Policies CD25 (standard of design) and CD68 (advertising signs).

4.3 The proposed signage would be erected on the flank wall of the building facing onto Earl's Court Road. The sign, due to its large size, would be erected at a high level and would cover the majority of this wall which is exposed above ground floor level. There is an existing shop at ground floor level with entrance from Earl's Court Road and it is above this shop that the sign would be erected. The means of illumination would be external with bracket-mounted lights positioned so that the lights would shine back onto the sign itself. These brackets would project approximately 1.2 metres from the wall

4.4 The proposed sign would be excessively large and dominating and would constitute an obtrusive feature along Earl's Court Road. The sign would be out of character with other signage along Earl's Court Road which generally has a pattern of signs at fascia level. Advertising signs above fascia level are usually resisted especially one of such substantial size and illumination that it would be detrimental to the street scene and conservation area. It is considered that the advertisement sign would be over-large, unduly prominent and out of scale with its surroundings. The sign would add visual clutter to this elevation of the property and detract from the character of the building. The advertisement is therefore considered to cause substantial visual harm to the amenity of the area.



4.5 Although Earl's Court Road is characterized by retail shops and hotel/hostel accommodation there are several buildings which are also in residential use in the upper floors. An excessively large illuminated sign would affect the amenity of these residential properties and occupiers of hotels/hostels through unnatural light spillage in the evening and at night.

4.6 The proposal is not considered to have implications for public safety.

4.7 The Council has, over a four-year period, expedited a program of environmental improvements to Earl's Court Road which has attracted Single Regeneration Budget funding for improvements to shop fronts and signage. An advertisement of the type proposed would be a retrograde step in this context.

**5.0 PUBLIC CONSULTATION**

5.1 Eighteen letters of notification were sent to adjoining occupiers on Earl's Court Road and the Earl's Court Neighborhood Association and Residents Association.

5.2 One letter of objection was received which objected to the proposal on the grounds that it was unsuitable and unsightly. These issues have been discussed in the body of this report.

**Report by:** KL  
**Date:** 06/02/2002

**M.J. FRENCH**  
**EXECUTIVE DIRECTOR, PLANNING AND CONSERVATION**

**Background Papers**

**The contents of file CA/02/00067 save for exempt or confidential information in accordance with the Local Government (Access to Information) Act 1985.**

**Report Prepared By:** KL  
**Report Approved By:** JT/LAWJ JT/LAWJ  
**Date Report Approved:** 11/02/2002 13/2/02