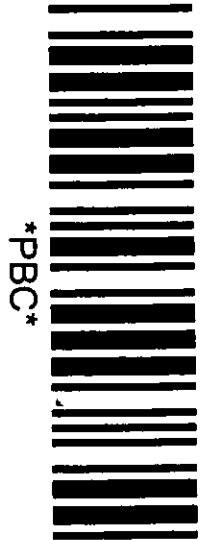


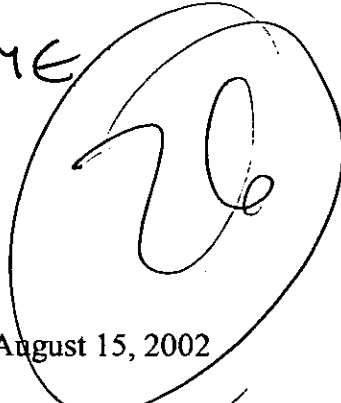
**ROYAL BOROUGH
OF
KENSINGTON & CHELSEA**

DOCUMENT SEPARATOR

**DOCUMENT TYPE:
PUBLIC COMMENT**



Clare Pelham
26 Lots Road
London SW10 0QF
Fax 0207 598-6212
Home Phone 0207 351-4635
Email cappelham@hotmail.com

o/mc

August 15, 2002

M. J. French
Executive Director
Planning and Conservation
The Royal Borough of Kensington and Chelsea
The Town Hall
Hornton Street
London W8 7NX

EX DIR	HDC	TP	CAC	AD	CLU	AO	AK
R.S. K.C.	21 AUG 2002				PLANNING	28	
N	E	SW	SE	APP	IO	REC	
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Dear Mr. French,

RE: DPS/DCSW/CA/02/01792/ME

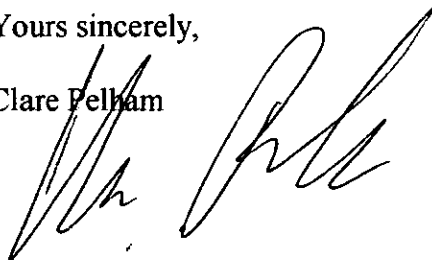
I am writing on behalf of my husband and myself to object to the scheme to position a 7 x 2.45 inflatable bottle on top of the Chelsea Wharf building.

This scheme contrasts with the surrounding residential areas due to its appearance and commercial nature. The surrounding area includes both private homes and the Cremorne Gardens which are used extensively by the local residents. Currently, the Chelsea Wharf building fits in with the surrounding area as it has no other advertisements or billboards. Indeed, no other similar commercial advertisements or structures exist in this area. Also, the bottle will detract from the Listed Power Station which is of historical significance. Such Power Station will likely be converted to a residential development.

The enormous bottle will mar the existing skyline viewed from both the north and south sides of the river. The rows of building lining the Thames in this area are almost exclusively residential including large developments designed to maximise the river view. Finally, this bottle will block sunlight to the homes on the other side of Lots Road. Therefore, we respectfully request that the application for this scheme be denied.

Yours sincerely,

Clare Pelham



735 202 76

THE UNIVERSITY OF CHICAGO
DIVISION OF THE PHYSICAL SCIENCES
DEPARTMENT OF CHEMISTRY
5708 SOUTH WOODLAND AVENUE
CHICAGO, ILLINOIS 60637

Dear Sir:

Enclosed are two copies of a report
on the synthesis of a new
polymer. The report is
dated 11/18/67.

Very truly yours,
R. W. Stevenson

The following information is for your information only. It is not intended to be used as a basis for any action.

The above information is for your information only. It is not intended to be used as a basis for any action.

The above information is for your information only. It is not intended to be used as a basis for any action.

Very truly yours,
R. W. Stevenson

18 LOTS ROAD
LONDON
SW10 0QF

TEL: 020 7351 6088
FAX: 020 7565 0637

rosemary.baker@ukgateway.net

19 AUGUST 2002

O/ME

Matheiu Evans
South West Team
Directorate of Planning Services
The Royal Borough of Kensington & Chelsea
Dept 705, Town Hall
Hornton Street
London W8 7NX

X	HDC	TP	CAC	AD	CLU	AO
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R.B.	22 AUG 2002				PLANNING	
K.C.						
N	C	SW	SE	APP	IO	REQ
				ARB	PLN	DES
						FEEB

Dear Ms Evans

Re: Planning Application for an Illuminated Plastic Bottle Advertisement at 15 Lots Road.

We wish to express our strong opposition to this proposed advertising scheme in Lots Road.

There already are a number of excessively large advertising hoardings available to advertisers in the very close vicinity to Lots Road. Advertising material of the sort proposed is completely out of keeping with the area, which is now predominantly residential. It is a dangerous distraction to motorists and cyclists, and possibly air navigation and a dated anachronism in an age of electronic communication.

We live in Lots Road almost directly opposite the site and during the day the proposed "bottle" will cut down our daylight. At night the illumination will shine straight into our bedroom window making sleep difficult. There is already an external light on Chelsea Wharf that serves no useful purpose for the building but is a problem to us.

We are also concerned that should you permit this application then it will become the proverbial "thin end of the wedge" as in parity you will not be able to deny similar advertising by all other commercial concerns in Chelsea.

In response to the argument that it is intended to be temporary, well, so we were told would the London Eye be, and as a matter of historical interest the Eiffel Tower.

As local residents directly affected by this application we urge you most strongly to refuse this unsuitable planning application.

Yours sincerely

Martyn M and Rosemary C Baker

20 LOTS ROAD, LONDON SW10 0QF

20th August '02

O/ME
[Handwritten signature]

Ref: DPS/DCSW/CA

Proposed development at Unit 16A Chelsea Wharf, Lots Rd

Dear Sir

I am writing to express doubts about the elevation of an illuminated inflatable bottle as advertising facing onto Cremorne Gardens from the roof of Chelsea Wharf.

Even though the development is of a "temporary" nature, the advertising with illumination at night does set an unattractive precedent when giving on to a garden and more particularly to local residents at night.

Perhaps Pete and Johnny PLC could be invited to advertise in come other more conventional, and possibly more potentially successful medium.

Thank you letting me know about this development.

Yours faithfully

Carola Shephard

Carola Shephard

M J French, Esq.,
Planning & Conservation
The Town Hall
Hornton St., W8 7NX

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R.B.	<i>[Handwritten signature]</i>				AUG 2002		PLANNING
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N	G	SW	SA	APP	IO	REC	

g/mc
29

20 LOTS ROAD, LONDON SW10 0QF

ref:DPS/DCSW/CA

21st August '02

Dear Sir

Thank you for your letter of 13th August regarding an advertisement at the top of Chelsea Wharf.

I do not feel that the illuminated inflatable bottle proposed in this application is suitable for the district, which has become more and more residential; at night extra illumination of any kind detracts from relative peace.

Cremorne Gardens would be overlooked by this unsuitable effect and I would therefore ask that the proposal be turned down.

Yours faithfully

Henry Shephard

Henry Shephard

EX	HDC	TP	CAC	AD	CLU	AO
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						FEE

M J French Esq.,
Planning and Conservation
The Town Hall, Hornton Street
W8 7NX

1792
14/2/9

1792



ST
9/11/02

THE CHELSEA SOCIETY

founded by Reginald Blunt in 1927 to protect and foster the amenities of Chelsea

www.chelseasociety.org.uk

**From: Terence Bendixson, Hon. Sec. Planning
39 Elm Park Gardens, London SW10 9QF
Tel & Fax 44 (0)20 7352 3885 t.bendixson@pobox.com**

Mr M J French, FRICS DipTP MRTPI Cert TS
Executive Director, Planning and Conservation
Royal Borough of Kensington and Chelsea
Town Hall
Hornton Street
London W8 7NX

4 September 2002

Dear Mr French

UNIT 16A CHELSEA WHARF, LOTS ROAD, SW10 0QJ: APPLICATION NO. 01792

The applicants propose to mount, at roof top level, a temporary, internally illuminated bottle measuring 7 metres tall. The bottle would be for advertisements.

The site lies immediately adjacent to the Thames Policy Area – one of metropolitan importance. The Society estimates that the bottle would be visible not just from Cremorne Gardens but from many points along the Chelsea Embankment and Battersea Bridge.

To erect such an advertisement would be contrary to Policies CD1 (to protect views along the riverside) and CD4 (to require riverside development to preserve or enhance the waterfront character...)

The bottle would also be a flagrant breach of Policy CD68 (to resist advertisements if their size, design or illumination would harm the street scene.)

The Society would wish strongly to support the Council in rejecting this unwelcome application.

Yours sincerely

Terence Bendixson

FENS
46 LOTS ROAD
CHELSEA
LONDON S.W.10 OQF

yh
10/9.

31

Mr. Evans
Planning and Conservation
The town Hall
Horton Street
London W. 8. 7. n.s.

O/ME

Ref: DPS/DCSW/CA/02/01792/ME

3 September 2002

EX	HDC	TP	CAC	AD	CLU	AK
DIR						
R.B.	6 SEP 2002		PLAN. NG			
K.C.						
N	C	SW	SE	APP	IO	REC
			ARB	FPLN	DES	FEEs

Dear Mr. Evans,

Regarding the proposal to position a large illuminated inflatable bottle (7m.by2.45m.) I wish to strongly object to this, as I live opposite Chelsea Wharf and already have to suffer their large illuminated sign "Chelsea Wharf" shining through my front windows. So yet another illuminated object would just be intolerable to me and my quality of life for the same reason, and what seems like a tasteless attempt at advertising would not be in keeping with the rest of the Chelsea Wharf building or surrounding area. I already have enough intrusion in my life during the day with the constant noise from Cremorne Wharf Recycling Centre, so to have another form of intrusion at night is not a situation I would like to have to endure.

Thank you for taking the time to read this letter.

Yours sincerely,

Colin He Wilkins

Signature



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CA/02/A92

✓ 10/9

o/mc

Sonia Richardson
The Garden Maisonette
32A Lots Road
Chelsea, London SW10 0QJ
Tel: 020 7352 8943

M.J. French
Executive Director, Planning and Conservation
The Royal Borough of Kensington and Chelsea
The Town Hall
Hornton Street
London W8 7NX

September 5th 2002

EX DIR	HDC	TP	CAC	AD	CLU	AD SK
R.B.	09 SEP 2002			PLANNING		
K.C.						
N	C	SW	SE	APP	IO	REC
			ARB	FPLN	DES	FEEs

26

Dear Mr. French,

Re: Proposed development at Unit 16A, Chelsea Wharf, Lots Road, SW10 0QJ

I am writing to lodge my objection to the proposal to place an illuminated inflatable bottle, for advertising purposes, at roof top level in/on Chelsea Wharf. This seems to me to be totally unnecessary, to add nothing to the local environment, to be a purely commercially-driven proposal, and to yet again highlight the conflict between commercial considerations and the quality of life of local residents. I object to this proposal in the strongest terms.

Yours sincerely,

Sonia Richardson

Sonia Richardson

N.B, I have been unable to view the documents as these were not available at Chelsea Library

1792