

**PLANNING AND CONSERVATION**

THE TOWN HALL HORNTON STREET LONDON W8 7NX

Executive Director M J FRENCH FRICS Dip TP MRTPI Cert TS

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*File*  
**THE ROYAL  
BOROUGH OF**



**KENSINGTON  
AND CHELSEA**

Peter Sims Architects,  
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**14 AUG 2000**

My Ref: CA/00/01462/CADV/25/116

Please ask for: South West Area Team

Dear Sir/Madam,

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

**CONSENT TO DISPLAY ADVERTISEMENT(S) (DA1)**

The Borough Council in pursuance of their powers under the above mentioned Act and Regulations, hereby consent to the advertisement(s) referred to in the under-mentioned schedule subject to the conditions specified. This consent is for a maximum of five years. Your attention is drawn to the enclosed Advertisement Information sheet.

**SCHEDULE**

**DEVELOPMENT:** Display of one ultravision unit on Warwick Road forecourt.

**SITE ADDRESS:** Earls Court Exhibition Buildings, Warwick Road,  
Kensington, SW5 9TA

**RBK&C Drawing Nos:** CA/00/01462

**Applicant's Drawing Nos:** D5079/1/3, 3/3 and 4/4

**Application Dated:** 19/06/2000

**Application Completed:** 21/06/2000

**FULL CONDITION(S), REASON(S) FOR THEIR IMPOSITION AND INFORMATIVE(S)  
ATTACHED OVERLEAF**

**CONDITION(S) AND REASON(S) FOR THEIR IMPOSITION**

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1. **Any advertisements displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the local planning authority.**  
*Reason:- As required by the Town and Country Planning (Control of Advertisements) Regulations 1992.*
2. **Any structure of hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.**  
*Reason:- As required by the Town and Country Planning (Control of Advertisements) Regulations 1992.*
3. **Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the local planning authority.**  
*Reason:- As required by the Town and Country Planning (Control of Advertisements) Regulations 1992.*
4. **No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest entitled to grant permission.**  
*Reason:- As required by the Town and Country Planning (Control of Advertisements) Regulations 1992.*
5. **No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).**  
*Reason:- As required by the Town and Country Planning (Control of Advertisements) Regulations 1992.*
6. **The illuminated advertisement hereby approved shall not be illuminated between 2300 hours and 0800 hours the following day. (C403)**  
*Reason - To safeguard local visual and residential amenity/To prevent the distraction of road users in the vicinity. (R404)*
7. **The maximum steady brightness of the illumination of the advertisement(s) hereby approved shall not exceed 200 foot lamberts. (C402)**  
*Reason - An advertisement of greater brightness would be unduly obtrusive and would be detrimental to the amenity of the area. (R402)*
8. **The illumination of the sign(s) hereby approved shall not at any time be intermittent. (C404)**  
*Reason - To safeguard local visual and residential amenity/To prevent the distraction of road users in the vicinity. (R404)*

INFORMATIVE(S)

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1. Your attention is drawn to the Conditions of this Permission and to the Council's powers of enforcement, including the power to serve a Breach of Condition Notice under the Town and Country Planning Act 1990, as amended. (I10)
  
2. Separate approval for the works forming the subject of this application may be required under the Building Act 1984 and/or the Building Regulations 1991, and this decision does not imply that such a consent will be given. The Director of Building Control, Town Hall, Hornton Street W8 7NX should be consulted before works commence. (I21A)
  
3. You are advised that a number of relevant policies of the Unitary Development Plan were used in the determination of this case, in particular, Policy CD68. (I51)

Yours faithfully,



**Michael J. French**  
Executive Director, Planning and Conservation