

Planning and Borough Development
Kensington Town Hall, Hornton Street, LONDON, W8 7NX

Executive Director Planning and Borough Development
Mr Jonathan Bore



THE ROYAL BOROUGH OF
KENSINGTON
AND CHELSEA

To :

All Estate Agents Operating in the Royal Borough

14th September 2010

My reference: DPS/DC/EA/10/DT

Your reference:

Please ask for: Mr Derek Taylor

Dear Sir/Madam,

TOWN AND COUNTRY PLANNING ACT 1990
PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND)
REGULATIONS 2007
2010 DIRECTION UNDER REGULATION 7 – RESTRICTION OF DEEMED
CONSENT FOR DISPLAY OF BOARDS ADVERTISING SALE OR LETTING

I am writing to you to advise that the Secretary of State for Communities and Local Government, in pursuance of the powers conferred upon him by Regulation 7 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 has directed that the provisions of Class 3A of Schedule 3, Part 1, of the Regulations shall be withdrawn in specified parts of the Royal Borough.

The Direction was made on 24th August 2010, and it **comes into force on Monday 27th September 2010**. The Direction was advertised in the local press last week and on the Council's website, and is valid for 10 years.

In consequence of the Direction, the display of advertisements relating to the sale or letting of land or property upon which they are displayed, in the defined areas, is not permitted unless this Authority has granted express consent for their display.

The effect of the Direction is that, from and including Monday 27th September, any board on display within the newly controlled areas will be open to action to secure its removal, which may culminate in prosecution; *boards on display prior to the 27th are not exempted under the Regulations*. I strongly encourage you to arrange for existing boards to be removed prior to

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Monday 27th, both in the spirit of goodwill and also to avoid the possibility of enforcement action after that date.

The Direction was applied for because of the particular townscape value of most parts of the Royal Borough, where it is considered that a plethora of advertisements of any form is likely to be injurious to visual amenity. For this reason, control over the display of boards is concentrated upon Conservation Areas of the Borough which by definition are considered to be areas of high townscape quality. A few small areas outside designated Conservation Areas are also included in the Direction. As we all have a vested interest in preserving and enhancing the character of the townscape of the Borough, it is most important that the reasoning behind the Direction is understood.

I attach a set of Maps as a pdf which outline the areas where control will be in force from 27th September; the number on each Map is the number of the Conservation Area (for example, Conservation Area 3 is the Ladbroke Conservation Area). The scales of the Maps vary, in order to fit onto one side of paper. The resolution of the images had to be limited to assist e-mailing; they should be sufficiently clear for their purpose, but hard copies are also available at the Planning Information desk if you wish.

If you are in any doubt as to whether a particular property might be within one of the controlled areas, then contact this authority on our Planning Line (0207 361 3012), email on planning@rbkc.gov.uk, or visit the Planning Information Desk in the Customer Services Centre at the Town Hall.

For the moment we only have a Property List of 497 pages identifying each individual property covered, which is too large to circulate either in hard copy or electronically, so you and your board contractors will need to work from the Maps until we have reduced this to manageable form, which should be in a week or two. I will e-mail the List to you once it is ready.

I do hope that this is clear, but please come back to me if it is not.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Derek Taylor', with a long, wavy horizontal line extending to the right.

Derek Taylor
Head of Development Control
For
Executive Director, Planning and Borough Development