

**Ward:** Sands End

**Site Address:**

Adjacent To Cairns House 291 Wandsworth Bridge Road  
London SW6 2NX



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**For identification purposes only - do not scale.**

**Reg. No:**  
2020/00153/ADV

**Case Officer:**  
Kirti Chovisia

**Date Valid:**  
21.01.2020

**Conservation Area:**

**Committee Date:**  
21.07.2020

**Applicant:**

London Borough Of Hammersmith And Fulham  
Town Hall King Street Hammersmith London  
W6 9JU

**Description:**

Display of a freestanding single sided digitally illuminated LED screen measuring 4.5m (height) x 3m (width) x 0.54m (depth) with the base of the screen at a height of 3.25m above ground level, fronting Wandsworth Bridge Road with associated landscaping at the base (revised proposal).

Drg Nos: Rev. B 2561. PP 02, 03, 04, 05, 06, 07, 08 HIGHWAY SAFETY REPORT  
(March 2020)

**Application Type:**

Display of Advertisements

**Officer Recommendation:**

That the Chief Planning Officer be authorised to grant advertisement consent subject to the conditions below:

That the Chief Planning Officer after consultation with the Head of Law and the Chair of the Planning and Development Control Committee be authorised to make any minor changes to the conditions, which may include the variation, addition or deletion of conditions, any such changes shall be within their discretion.

- 1) The period of this consent shall expire 5 years from the date of this notice.

Condition required to be imposed by the Town and Country Planning (Control of Advertisements) Regulations 1992.

- 2) The development shall be carried out and completed only in accordance with the details and drawings hereby approved.

In order to ensure full compliance with the planning application hereby approved and to prevent harm arising through deviations from the approved plans, in accordance with Policies DC1, DC8 and DC9 of the Local Plan ( 2018).

- 3) Prior to the display of the illuminated advertisement, details shall be submitted to and approved in writing by the Council, of artificial lighting levels (candelas/ m2 size of sign/advertisement). Details shall demonstrate that the recommendations of the Institution of Lighting Professionals in the 'Guidance Notes For The Reduction Of Light Pollution 2011' will be met, particularly with regard to the 'Professional Lighting Guide No 5, 2014 - Brightness of Illuminated Advertisements'. Approved details shall be implemented prior to use/ display of the sign/ advertisement and thereafter be permanently retained.

To ensure that the amenity of occupiers of surrounding premises is not adversely affected by artificial lighting, in accordance with Policy CC11 and CC12 of the Local Plan (2018).

- 4) During daylight hours the illumination of the advertisements shall comply with the recommendations of the Institution of Lighting Professionals in the 'Guidance Notes For The Reduction Of Light Pollution 2011' and the 'Technical Report No 5, 2015 - Brightness of Illuminated Advertisements'.

To ensure that the amenity of occupiers of surrounding premises is not adversely affected by artificial lighting, in accordance with Policy CC11 and CC12 of the Local Plan (2018).

- 5) The advertisement display hereby approved shall not exceed a maximum luminance of 300 cd/sqm during hours of darkness.

To ensure that the amenity of occupiers of surrounding premises is not adversely affected by artificial lighting, in accordance with Policy CC11 and CC12 of the Local Plan (2018).

- 6) The external noise level emitted from plant/ machinery/ equipment and mitigation measures shall ensure that the external noise level emitted from plant, machinery/ equipment will be lower than the lowest existing background noise level by at least 10dBA, as assessed according to BS4142:1997 at the nearest and/or most affected noise sensitive premises, with all machinery operating together at maximum capacity.

To ensure that the amenity of occupiers of the development site is not adversely affected by noise, in accordance with Policy CC11 of the Local Plan (2018).

- 7) Prior to the display of the advertisement hereby approved the planting shall be installed to the living wall and at the planter at the base of the signage. Any planting on the living wall or within the planter at the base that is removed or severely damaged, dying or becoming seriously diseased shall be replaced with the same species. The living wall and landscaped planter at the base shall maintained as such for the lifetime of the display.

To ensure a satisfactory external appearance in accordance with Policies CC12, DC1, DC9, HO11 and T1 of the Local Plan ( 2018) and Key Principle TR28 of the Planning Guidance Supplementary Planning Document (2018).

- 8) Prior to the display of the advertisement hereby approved, a construction management and servicing management plan shall be submitted to and approved in writing by the Council. Details shall include control measures for the erection of the advertisement screen, delivery locations, restriction of hours of work, all associated highways impacts, and activities audible beyond the site boundary to 0800-1800hrs Mondays to Fridays and 0800 -1300 hrs on Saturdays, advance notification to neighbours and other interested parties of proposed works and public display of contact details including accessible phone contact to persons responsible for the site works for the duration of the works. Approved details shall be implemented throughout the lifetime of the consent.

To ensure that there are no adverse impacts on highways safety or the amenities of occupiers of surrounding premises in accordance with The Local Plan 2018 Policy T7 and SPD Key Principle TR21.

**Justification for Approving the Application:**

- 1) The design, size, siting and means of illumination of the proposed advertisement would be acceptable in visual amenity terms and would not have a detrimental affect on the residential amenities of the occupiers of neighbouring properties, or on highway safety. It is considered that the LED advertising panel would not harm visual amenity and would preserve the setting of the adjacent Hurlingham Conservation Area. It is considered that the Independent Safety Assessment provides a robust assessment of the proposal. The proposed advertisements would therefore accord with Policies CC12, DC1, DC8, DC9 and T1 of the Local Plan (2018) and Key Principles SD6 and TR28 of the of the Planning Guidance Supplementary Planning Document (2018).

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**LOCAL GOVERNMENT ACT 2000  
LIST OF BACKGROUND PAPERS**

**All Background Papers held by Andrew Marshall (Ext: 4841):**

Application form received: 20th January 2020  
Drawing Nos: see above

**Policy documents:** National Planning Policy Framework (NPPF) 2019  
The London Plan 2016  
LBHF - Local Plan 2018  
LBHF – Planning Guidance Supplementary Planning Document  
2018

**Consultation Comments:**

**Comments from:**

Transport For London - Land Use Planning Team  
Transport For London - Land Use Planning Team  
Transport For London - Land Use Planning Team

**Dated:**

13.05.20  
14.02.20  
05.05.20

## **Neighbour Comments:**

### **Letters from:**

### **Dated:**

1 Mills Yard Marston Properties Ltd London SW6 3AQ	03.02.20
52 Barton House Wandsworth Bridge Road Fulham SW6 2PD	26.05.20
1 Mills Yard Hugon Road London SW6 3AQ	22.05.20
52 Barton House Wandsworth Bridge Road London SW6 2PD	24.05.20

## OFFICER'S REPORT

### 1.0 BACKGROUND

1.1 The application site is on the eastern side of Wandsworth Bridge Road and relates to a small area within the front car park to Barton House, a 20-storey residential building 220m north of Wandsworth Bridge. Barton House is set back from the street by some 30m with a 15 vehicle car park and a London Cycle Hire Scheme bike rack to its Wandsworth Bridge Road frontage. The site is not located adjacent to the Hurlingham Conservation Area to the north west.

### 2.0 RELEVANT PLANNING HISTORY

2.1 In 2017, the Council's Planning Committee granted advertisement consent (ref 2016/04701/ADV) for the display of a freestanding single sided digitally illuminated LED screen measuring 6m (height) x 4m (width) x 0.73m (depth). The base of the proposed sign was 3.0m high off the ground with an overall height of 9.0m above ground level.

2.2 The current application also involves the display of a freestanding, single sided, digitally illuminated, vertically aligned LED screen measuring 4.5m (height) x 3m (width) x 0.54m (depth) and would be attached to two 7.9m high supporting poles on either side. The base of the screen would be 3.25m above ground level and the overall height would be 7.75m from ground level.

2.3 The proposed screen will face northwards and will show static/non-moving advertisements, changing no less than every 10 seconds. The south facing, reverse side of the sign would include a green wall. At its base, the sign would include a landscaped planter measuring 4.5m x 3.0m. The proposed siting within the car park area will result in the loss of one off street car parking space.

### 3.0 PUBLICITY and CONSULTATIONS

3.1 The application was advertised by site and press notices and 174 individual letters were sent to surrounding properties. Four representations were received which raised objections on the following grounds:

- Adverse impact on the streetscape
- Overly large and unsightly

- Overbearing, out of character and detract from the adjoining Hurlingham Conservation Area.
- Distraction to drivers and school children approaching a pedestrian crossing
- Create cluttered pavement
- Impact on nearby residential properties
- Light pollution

3.2 Transport for London (TfL) are not the highways authority for this road and raised the following comments:

- illumination for the signage must be below the limit set out in the Institute of Lighting Engineers (ILE) technical note number 5;
- signage must not have any intermittent light source, moving feature, animation or exposed cold cathode tubing;
- luminance should not exceed the 300cdm<sup>2</sup> during the hours of darkness;
- The footway and carriageway must not be blocked during the installation and maintenance of the advertising panel. Temporary obstruction during the installation must be kept to a minimum and should not encroach on the clear space needed to provide safe passage for pedestrians or obstruct the flow of traffic;
- All vehicles associated with the installation must only park/ stop at permitted locations and within the time periods permitted by existing on-street restrictions.

#### 4.0 PLANNING CONSIDERATIONS

4.1 The relevant considerations in this case, to be assessed against the policies in the National Planning Policy Framework [NPPF] (2019), The London Plan (as amended March 2016) and the Hammersmith and Fulham Local Plan (2018), the Planning Guidance Supplementary Planning Document [SPD] (2018) and Advertisement Regulations are:

- Visual amenity
- Highways impact

#### VISUAL AMENITY AND HERITAGE

4.2 The NPPF states that 'poorly placed advertisements can have a negative impact on the appearance of the built and natural environment'.

4.3 Paragraph 67 of the NPPF states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment and that they should have an appreciable impact on their surroundings, taking account of the cumulative impacts of other adverts. Paragraph 193 of the NPPF requires great weight to be given to the conservation of designated heritage assets when considering the impact of any proposals on their significance.

4.4 Local Plan Policy DC1 requires all development within the borough to create a high quality urban environment that respects and enhances its townscape context and heritage assets. Local Plan Policy DC8 states that the council will conserve the significance of the Borough's historic environment by protecting, restoring, or enhancing its heritage assets, including the borough's conservation areas. Local Plan Policy DC9 ensures that a high standard of design of advertisements which are in keeping with the character of their location and do not have an unacceptable impact on public safety, the

council will resist excessive or obtrusive advertising and illuminated signage. SPD Key principles TR28 and SDC1 outline that developments including external lighting should control the potentially adverse impacts that it could cause.

4.5 The advertising panel would comprise a total area of 13.5sqm at a height of 3.25m-7.9m above ground level and will be attached to a 7.9m high pole. It will be located within an existing residential car park in front of the 20 storey Barton House and adjacent to the 6 storey Cairns House. It will also be 40m from the Hurlingham Conservation Area (to the north west) and 145m from the Sands End Conservation Area (to the south).

4.6 The proposed advertisement structure would be viewed as being within a car parking area and against a backdrop of tall post-war buildings (Cairns House and Barton House) of no special architectural or historic interest, as such it is considered that the height and scale of the structure is appropriate in its surroundings. The proposed advertising structure would be simply designed with patinated copper cladding. The proposed advertising structure would incorporate a single LED panel facing north. The southern elevation of the proposed advertising panel would be clad in a living wall system to soften the appearance of the structure in the streetscene and in views from adjacent residential properties. The base of the structure would be softened through a planting scheme, details of which would be secured by condition.

4.7 Additionally, the proposed advertisement screen has been reduced in size which would result in a reduction (in display area) in advertising space of 44% on site as compared to the advertisement screen approved under application No. 2016/04701/ADV.

4.8 The landscaping at the base of the pole and to the southern or reverse face of the sign will achieve an appropriate streetscape outcome and soften an area that is currently hard paved.

4.9 The screen would not result in harm to the settings of adjacent heritage assets or have an unacceptable impact on visual amenity. Furthermore, brightness levels would comply with relevant regulations. As such, the proposal will accord with paragraphs 67, 131 and 193 of the NPPF and Local Plan Policies DC1, DC8 and DC9.

## HIGHWAYS

4.10 Local Plan Policies T2 and T6 state that development will not be permitted it would prejudice the effectiveness of roads to distribute traffic. Key Principle TR28 Advertisements and Transport of the Planning Guidance SPD requires consideration of public safety, with refusal of applications (including free standing hoardings at important road junctions) where public safety is compromised.

4.11 The A217 or Wandsworth Bridge Road is identified in Local Plan Policy T1 as a Distributor Road and recognised as part of TfL's Strategic Road Network, with the policy stating that it should not prejudice the effectiveness to provide links to the strategic route network, provide access to and between town centres, and distribute traffic to and around, but not within, local areas.

4.12 Wandsworth Bridge Road is single lane in each direction and is subject to a 30mph speed limit. A zebra crossing is located about 24m north of the proposed signage

location with the intersection of Hugon Road and Stephendale Road a further 6m north. The sign is designed and positioned to be viewed by vehicles travelling south, sited behind the front boundary line and is elevated at a height of 3.25m-7.9m above ground level.

4.13 The applicant has submitted an Independent Safety Assessment. It concludes that there would be no likely increased risk associated with the static displays when travelling north on Wandsworth Bridge Road or from vehicles entering at the intersection from Hugon Road or Stephendale Road, whether turning north or south. The Council's Highways officers have reviewed the assessment and agree with its conclusions. Officers raise no objection to the proposals - notably, that driver concentration will be focused on oncoming traffic when turning from either side road.

4.14 Heading south on Wandsworth Bridge Road, the report notes that the signage is located on the eastern side of the road on the same side as road signs to limit eyeline diversion. It will also not conflict with traffic signage and is elevated 3.25m above ground level to ensure that it sits above pedestrian level.

4.15 The sign will be visible to vehicles approximately 70m before the zebra crossing 6m south of the intersection of Stephendale and Hugon Roads (or 5.5 seconds driving time driving at the maximum speed limit). It will also be visible from a short distance or about 2 seconds after the crossing. The report notes an accident rate of 2.4 collisions per year in the immediate vicinity of the location of the sign with most involving pedestrians at the zebra crossing. The report concludes that the straight alignment of the road and the lack of conflict of the signage will ensure that there is no unacceptable distraction.

4.16 The Council's Highways Officer has reviewed the assessment, noting that 'The submitted highway safety report provides a robust assessment of the proposal' and the overall impact upon pedestrian safety is acceptable.

4.17 At night, the luminance levels will be controlled by condition thereby ensuring that there is no distraction arising because of the brightness of the sign.

4.18 The condition requiring luminance levels to be consistent with levels recommended by the Institution of Lighting Professionals in the 'Guidance Noted for the Reduction of Light Pollution 2011' will mitigate against levels posing harm to highway safety. Resultantly, the proposal is not considered to have an unacceptable impact upon road safety and is in line with Local Plan (2018) Policies T2, T6 and DC9 and Key Principle TR28 of the Planning Guidance Supplementary Planning Document (2018).

## OTHER MATTERS

### Residential Amenity

4.19 Local Plan (2018) Policy CC12 relates to the detrimental impact that developments can have on residential amenity as a result of light pollution. Policy CC11 of the Local Plan (2018) states that noise-generating development will not be permitted if it would be liable to materially increase the noise experienced by the occupants of existing noise-sensitive uses in the vicinity. Policy CC13 (Control of Potentially Polluting Uses) states that the Council will, where appropriate, require mitigation measures if a nuisance (such as smoke, smell, or noise) would be likely to occur. With specific reference to outdoor



uses, Key Principle NN5 states that outdoor uses need to be assessed with regard to frequency and times of use, and the noise level likely to be emitted from activities.

4.20 The advertisement would be a digital internally illuminated panel in accordance with best practice set out in the Institute of Lighting Professionals (ILP) Technical Note 5. There will be no moving images, which will minimize contrasting changes in light or illumination.

4.21 During the daytime, the illumination will increase (automatically by sensor) to reflect light, seasonal and weather conditions. Subject to Condition 4, daytime luminance will comply with the recommendations of the Institute of Lighting Professionals 'Guidance Note for The Reduction of Light Pollution 2011'. The sign is designed to ensure that there is no sideways or upwards light spill and will have a maximum luminance from dusk to dawn will not exceed 300 cd/m<sup>2</sup>.

4.22 To the south, the rear of the sign (which includes a green wall) would be 25m away, from the nearest residential property at Cairns House. To the east, the nearest residential property is Barton House which is some 27m away. To the north, some 40m away is the side elevation of 283 Wandsworth Bridge Road, which includes two residential windows at first and second floor. To the west, the property opposite the advert screen will be approx. 15m away and the advert screen would be facing towards north, as such it is not considered to impact the properties located to the west. The proposal has been reviewed by the Council's Environmental Protection Team and conditions to mitigate light pollution are proposed. Officers consider that the nearest residential properties would be sufficiently located away from the signage not to warrant concern. Furthermore, the LED screen will not be accompanied by sound and there is no audible sound in the operation or changing of advertisements.

4.23 Overall, the degree of illumination and any resulting light pollution is not sufficient to warrant refusal of the application. It is considered that the LED advertisement screen would not cause excessive harm to the amenities of neighbouring residents. The proposals accord with Policies CC11, CC12 and CC13 of the Local Plan 2018, subject to conditions.

#### Biodiversity

4.24 Key Principles BD1 and BD7 of the Supplementary Planning Document (2018) require the protection of biodiversity in the borough including protecting and providing trees as necessary.

4.25 The proposal includes landscaping at the base of the signage in the form of an elevated concrete planter measuring 4.5m x 3.0m and comprising woodchip, hydroponic kit and evergreen shrubbery. A green wall is also proposed to the reverse of the sign facing south. Both elements achieve a positive visual impression in the streetscape and an improvement in bio-diversity. It is acceptable with regard to Key Principles BD1 and BD7 of the Supplementary Planning Document (2018).

#### Loss of car parking

4.26 The application will involve the removal of one car parking space from the ground level car park in front of Barton House. As there is parking elsewhere on the site,

including at lower ground level and at the rear of the site, the loss of one car space is considered reasonable in accordance with the Council's policies and is not opposed by the Council's Highways department.

## 5.0 CONCLUSION

5.1 The illuminated LED advertising panel would preserve amenity and preserve the setting of the adjacent Hurlingham Conservation Area. Subject to conditions, there are no objections on highway or public protection grounds.

5.2 The proposals accord with Paragraphs 67, 131 and 132 of the NPPF (2019), Local Plan Design Policies DC1, DC8 and DC9, Light and Noise Pollution Policies CC11, CC12 and CC13, Public/Highway Safety Policies T2, T6 and DC9 and Key Principle TR28 and Biodiversity Key Principles BD1 and BD7 of the Planning Guidance Supplementary Planning Document (2018).

## 6.0 RECOMMENDATIONS

- 1) That the Chief Planning Officer be authorised to grant advertisement consent subject to the conditions.
  
- 2) That the Chief Planning Officer after consultation with the Head of Law and the Chair of the Planning and Development Control Committee be authorised to make any minor changes to the conditions, which may include the variation, addition or deletion of conditions, any such changes shall be within their discretion.