

Planning and Development Control Committee

Agenda

Tuesday 12 October 2021 at 7.00 pm
Main Hall (1st Floor) - 3 Shortlands, Hammersmith, W6 8DA

MEMBERSHIP

Administration:	Opposition
Councillor Rachel Leighton (Chair) Councillor Rebecca Harvey (Vice-Chair) Councillor Wesley Harcourt Councillor Natalia Perez Councillor Asif Siddique	Councillor Alex Karmel Councillor Matt Thorley

CONTACT OFFICER: Charles Francis
Governance and Scrutiny
Tel 07776 672945
E-mail: charles.francis@lbhf.gov.uk

Public Notice

The meeting is open to the press and public but spaces are limited due to social distancing requirements. If you would like to attend the meeting in person please contact: charles.francis@lbhf.gov.uk . You can also watch live on YouTube: <https://youtu.be/FiVgWr7h31s>

Should exempt information need to be discussed the committee will pass a resolution requiring members of the press and public to leave.

For details on how to register to speak at the meeting, please see overleaf.
Deadline to register to speak is 4pm on Thursday 7th October 2021.

A loop system for hearing impairment is provided, along with disabled access to the building.

For queries concerning a specific application, please contact the relevant case officer

www.lbhf.gov.uk/committees

Date Issued: 04/10/21

PUBLIC SPEAKING AT PLANNING AND DEVELOPMENT CONTROL COMMITTEE

Members of the public are welcome to attend the Planning and Development Control Committee meeting.

Who can speak?

Only the applicant or their agent and people who have commented on the application as part of the planning department consultation process in support or against will be permitted to speak at the meeting. They must have been registered to speak before addressing the committee. Ward Councillors may sometimes wish to speak at meetings even though they are not part of the committee. They can represent the views of their constituents. The Chair will not normally allow comments to be made by other people attending the meeting or for substitutes to be made at the meeting.

Do I need to register to speak?

All speakers except Ward Councillor must register at least two working days before the meeting. For example, if the committee is on Wednesday, requests to speak must be made by 4pm on the preceding Friday. Requests received after this time will not be allowed. Registration will be by email only. Requests are to be sent to speakingatplanning@lbhf.gov.uk with your name, address and telephone number and the application you wish to speak to as well as the capacity in which you are attending.

How long is provided for speakers?

Those speaking in support or against an application will be allowed three minutes each. Where more than one person wishes to speak for or against an application, a total of five minutes will be allocated to those speaking for and those speaking against. The speakers will need to decide whether to appoint a spokesperson or split the time between them. The Chair will say when the speaking time is almost finished to allow time to round up. The speakers cannot question councillors, officers or other speakers and must limit their comments to planning related issues.

At the Meeting - please arrive 15 minutes before the meeting starts and make yourself known to the Committee Co-ordinator who will explain the procedure.

What materials can be presented to committee?

To enable speakers to best use the time allocated to them in presenting the key issues they want the committee to consider, no new materials or letters or computer presentations will be permitted to be presented to the committee.

What happens to my petition or deputation?

Written petitions made on a planning application are incorporated into the officer report to the Committee. Petitioners, as members of the public, are welcome to attend meetings but are not permitted to speak unless registered as a supporter or objector to an application. Deputation requests are not accepted on applications for planning permission.

Covid Guidance for Attendees

Members of the public and press are welcome to attend the meeting but unless you have to attend, we recommend watching on YouTube:

<https://youtu.be/FiVgWr7h31s>

If you need to attend in person, you can do so but spaces are limited due to social distancing measures. Please contact charles.francis@lbhf.gov.uk and say which item you would like to attend for. Priority will be given to those who are participating in the meeting. Observers will be allocated seats on a first come first serve basis.

Before attending the meeting

Do not attend a meeting if you are experiencing Coronavirus symptoms.

Anyone experiencing symptoms of Coronavirus is eligible to book a swab test to find out if they have the virus. You can register for a test after checking your symptoms through the NHS website: <https://www.gov.uk/get-coronavirus-test-or-by-calling-119>

Even if you are not experiencing Coronavirus symptoms, you should take a lateral flow test in the 24 hours before attending the meeting.

You can order lateral flow tests online or visit one of our testing centres:

<https://www.lbhf.gov.uk/coronavirus-covid-19/health-and-wellbeing-advice/covid-19-testing>

Lateral flow tests will also be available at the meeting venue but if you intend to take a test at the venue, please arrive 40 minutes early.

If your lateral flow test returns a positive result, you should follow Government guidance to self-isolate and make arrangements for a PCR test.

Attending the meeting

To make our buildings Covid-safe, it is important that you observe the rules and guidance on social distancing and hand washing. Face coverings must be worn when entering the building and in communal areas but can be removed when seated.

You must follow all the signage and measures that have been put in place. They are there to keep you and others safe.

Security staff will be waiting in reception to direct members of the public to the meeting room.

Planning and Development Control Committee Agenda

12 October 2021

<u>Item</u>		<u>Pages</u>
1.	APOLOGIES FOR ABSENCE	
2.	DECLARATION OF INTERESTS	
	<p>If a Councillor has a disclosable pecuniary interest in a particular item, whether or not it is entered in the Authority's register of interests, or any other significant interest which they consider should be declared in the public interest, they should declare the existence and, unless it is a sensitive interest as defined in the Member Code of Conduct, the nature of the interest at the commencement of the consideration of that item or as soon as it becomes apparent.</p> <p>At meetings where members of the public are allowed to be in attendance and speak, any Councillor with a disclosable pecuniary interest or other significant interest may also make representations, give evidence or answer questions about the matter. The Councillor must then withdraw immediately from the meeting before the matter is discussed and any vote taken.</p> <p>Where Members of the public are not allowed to be in attendance and speak, then the Councillor with a disclosable pecuniary interest should withdraw from the meeting whilst the matter is under consideration. Councillors who have declared other significant interests should also withdraw from the meeting if they consider their continued participation in the matter would not be reasonable in the circumstances and may give rise to a perception of a conflict of interest.</p> <p>Councillors are not obliged to withdraw from the meeting where a dispensation to that effect has been obtained from the Standards Committee.</p>	
3.	MINUTES	6 - 8
	<p>To approve as an accurate record, and the Chair to sign, the minutes of the meeting of the Committee held on 22 September 2021.</p>	
4.	1 - 3 CHESILTON ROAD, LONDON SW6 5AA, TOWN, 2021/01526/FUL	9 - 25
5.	WALHAM GREEN COURT, WATERFORD ROAD, LONDON, PARSONS GREEN AND WALHAM, 2020/02525/ADV	26 - 37

6. **TRAFFIC ISLAND LOCATED AT JUNCTION OF FULHAM PALACE ROAD AND TALGARTH ROAD LONDON, HAMMERSMITH BROADWAY, 2021/01544/FR3** 38 - 52

7. **TRAFFIC ISLAND LOCATED AT JUNCTION OF FULHAM PALACE ROAD AND TALGARTH ROAD LONDON, HAMMERSMITH BROADWAY, 2021/02292/ADV** 53 - 64

Agenda Item 3

**London Borough of Hammersmith & Fulham
Planning and Development Control Committee
Minutes**



Wednesday 22 September 2021

APOLOGIES FOR ABSENCE

Apologies for absence were provided by Councillors Rachel Leighton and Asif Siddique. Apologies for lateness were provided by Councillor Matt Thorley.

ADJOURNMENT OF THE MEETING

The Chair proposed that the meeting was adjourned for 15 minutes, to allow Councillor Matt Thorley to join and participate in the meeting. This was seconded by Councillor Alex Karmel.

DECLARATION OF INTERESTS

PRESENT: Councillors Wesley Harcourt, Rebecca Harvey (Vice-Chair), Alex Karmel, Natalia Perez and Matt Thorley

Others: Councillor Mark Loveday

There were no declarations of interest.

MINUTES OF THE MEETING HELD ON 7 SEPTEMBER 2021

The minutes of the meeting held on 7 September 2021 were agreed.

ITEM 4 – 14 - 16 PETERBOROUGH ROAD, LONDON SW6 3BN

Please see the Addendum attached to the minutes which amended the report.

The Committee heard a representation from a resident's representative in objection to the application.

The Committee heard a representation from a representative of the Applicant in support of the application.

The Committee heard a representation in objection from Councillor Mark Loveday, Ward Councillor.

The Committee voted on the recommendations for application 2020/02668/FUL as follows:

Officer Recommendation 1:

For:
3
Against:
2
Not Voting:
0

Councillors Alex Karmel and Matt Thorley requested that their votes against the application be recorded in the minutes.

Officer Recommendation 2:

For:
5
Against:
0
Not Voting:
0

RESOLVED THAT:

Planning Application 2020/02668/FUL be approved, subject to:

1. That the Chief Planning Officer be authorised to grant planning permission upon the completion of a satisfactory legal agreement and subject to the conditions listed below;
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 proposed Heads of Terms of the legal agreement or conditions, which may include the variation, addition or deletion of conditions, any such changes shall be within their discretion.

ITEM 5 - ST MICHAEL'S CENTRE TOWNMEAD ROAD LONDON SW6 2SR

Please see the Addendum attached to the minutes which amended the report.

A verbal correction was made to report - Condition 45, to replace the word 'first' with 'fire'.

The Committee voted on the recommendations for application 2021/00802/FUL as follows:

Officer Recommendation 1

For:

5

Against:

0

Not Voting:

0

Officer Recommendation 2

For:

5

Against:

0

Not Voting:

0

RESOLVED THAT:

Planning Application 2021/00802/FUL be approved, subject to:

1. That the Chief Planning Officer be authorised to grant permission upon the completion of a satisfactory legal agreement and subject to the conditions listed below;
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 proposed Heads of Terms of the legal agreement or conditions, which may include the variation, addition or deletion of conditions, any such changes shall be within their discretion.

Meeting started: 7:00 pm
Finished: 8:58 pm

Chair

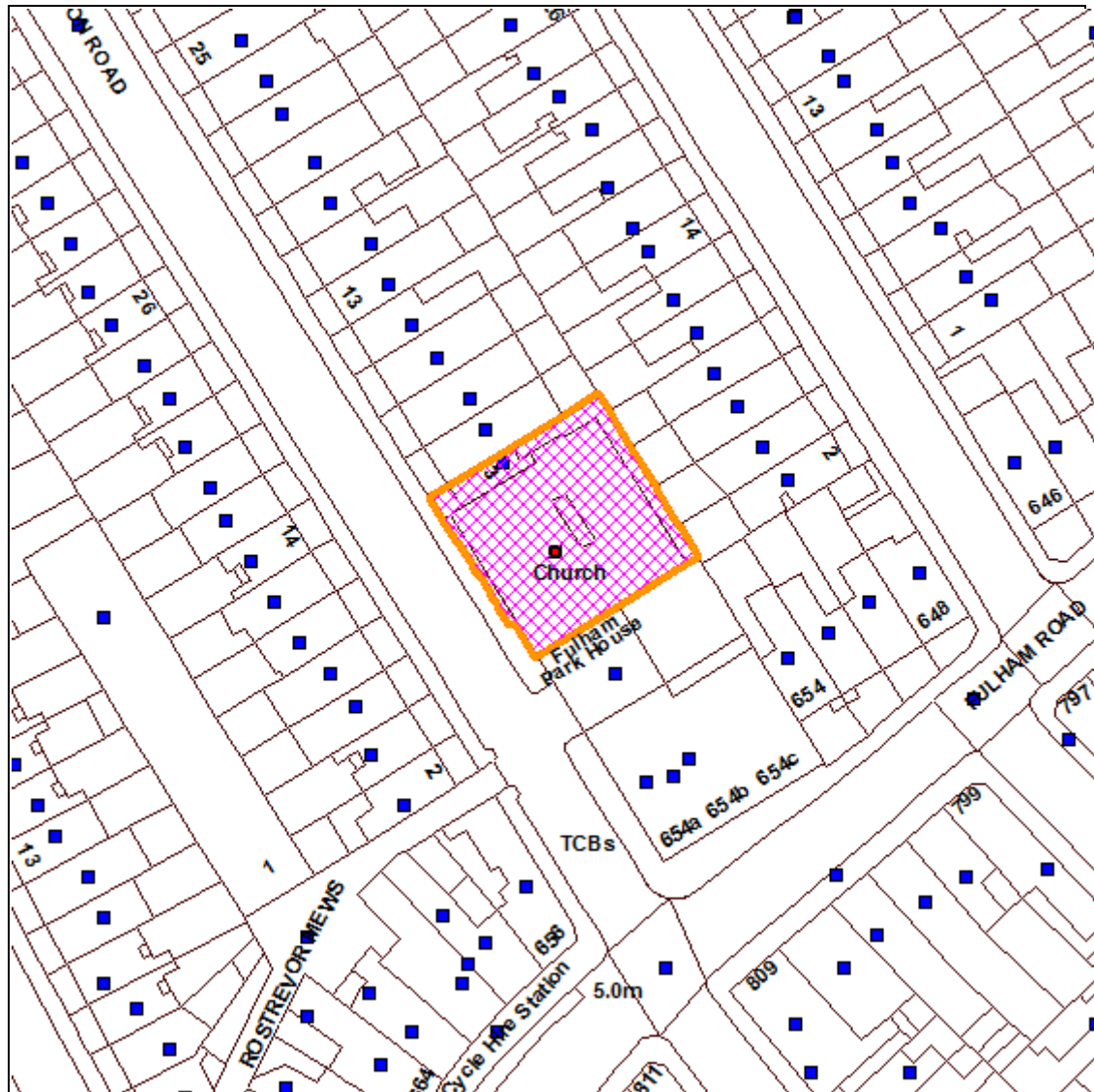
Contact officer: Charles Francis
Committee Co-ordinator
Governance and Scrutiny
Tel 07776 672945
E-mail: charles.francis@lbhf.gov.uk

Minutes are subject to confirmation at the next meeting as a correct record of the proceedings and any amendments arising will be recorded in the minutes of that subsequent meeting.

Ward: Town

Site Address:

1 - 3 Chesilton Road London SW6 5AA



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For identification purposes only - do not scale.

Reg. No:
2021/01526/FUL

Case Officer:
Sally Moorhead

Date Valid:
17.05.2021

Conservation Area:

Committee Date:
12.10.2021

Applicant:

Antonio Neto
C/O Agent C/O Agent C/O Agent C/O Agent
C/O Agent

Description:

Erection of a front extension at second floor level, including the formation of a roof terrace.

Drg Nos:

Application Type:

Full Detailed Planning Application

Officer Recommendation:

- 1) That the Committee resolve that the Chief Planning Officer be authorised to grant permission subject to the condition(s) listed below:
- 2) That the Committee resolve 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 proposed conditions, which may include the variation, addition or deletion of conditions, any such changes shall be within their discretion.

Conditions:

- 1) The development hereby permitted shall not commence later than the expiration of 3 years beginning with the date of this planning permission.

Condition required to be imposed by section 91(1)(a) of the Town and Country Planning Act 1990 (as amended by section 51 of the Planning and Compulsory Purchase Act 2004).

- 2) The development shall not be erected otherwise than in accordance with the following approved drawings:

PA1.10.0.1 Rev 19; PA1.10.1.1 Rev 18; PA1.10.2.1 Rev 18; PA1.10.3.1 Rev 18;
PA1.20.0.1 Rev 18; PA1.20.0.2 Rev 18; PA1.30.0.1 Rev 18; PA.1.30.0.2 Rev 18;

To ensure full compliance with the planning application hereby approved and to prevent harm arising through deviations from the approved plans.

- 3) Any alterations to the elevations of the existing building shall be carried out in the same materials as the existing elevation to which the alterations relate, unless otherwise approved.

To ensure a satisfactory external appearance and to prevent harm to the street scene, in accordance with Policies DC1 and DC4 of the Local Plan (2018).

- 4) The works shall be carried out in accordance with the relevant approved Construction Logistics Plan (Construction Management Plan 30/06/2021 Rev A).

Approved details shall be fully implemented and retained and maintained throughout the construction phase of the development.

To minimise the impacts of construction-related vehicle movements and facilitate sustainable construction travel to the site in accordance with policies T1 and T6 of the Local Plan (2018).

- 5) No alterations shall be carried out to the external appearance of the building, including the installation of air-conditioning units, ventilation fans, plant, water tank, water tank enclosure, extraction equipment or any other such structure not shown on the approved drawings, without planning permission first being obtained. Any such changes shall be carried out in accordance with the approved details.

To ensure a satisfactory external appearance and to prevent harm to the amenities of the occupiers of neighbouring residential properties and nearby heritage assets, in accordance with Policies DC1, DC2 and DC8 of the Local Plan (2018).

- 6) The roof terraces shall not exceed the dimensions indicated on approved drawing no. PA1.10.2.1 Rev 18. There shall be no access to the terrace other than for essential maintenance.

The increase in size of the roof terraces, or use of any other areas as roof terraces or amenity spaces would increase the likelihood of harm to the existing residential amenities of the occupiers of neighbouring properties as a result of noise and disturbance, contrary to Policy CC11 of the Local Plan (2018).

- 7) The number of students on the school register shall not exceed 1000 per day and each of the three, 3 hour periods of instruction per day shall not exceed 350 students per period.

In order to safeguard the amenities of neighbouring occupiers and the area generally, in accordance with Policy T1 and CC11 of the Local Plan (2018).

- 8) The development hereby approved shall be carried out and completed in accordance with the materials (including colour and finish) specified on the drawings and Schedule of Materials 03/08/2021 Rev 001 hereby approved. The development shall be permanently retained in accordance with the approved details. Any works of making good to existing elevations shall be carried out in materials to match the elevation to which the works relate.

To ensure a satisfactory external appearance, in accordance with Policies DC1 and DC4 of the Local Plan (2018).

- 9) The development hereby approved shall be carried out and completed in accordance with the materials details (including colour and finish) specified below:

- The shade and texture of the render to the front elevation must match the existing building.

The development shall be permanently retained in accordance with the approved details. Any works of making good to existing elevations shall be carried out in

materials to match the elevation to which the works relate.

To ensure a satisfactory external appearance, in accordance with Policies DC1 and DC4 of the Local Plan (2018).

- 10) Prior to the occupation of the development, details shall be submitted to and approved in writing by the Council, of sound insulation of the building envelope and other mitigation measures, as appropriate. Details shall demonstrate that noise from uses and activities is contained within the building/ development site and shall not exceed the criteria of BS8233:2014 at neighbouring noise sensitive/ habitable rooms and private external amenity spaces. Approved details shall be implemented prior to occupation of the development and thereafter be permanently retained.

To ensure that the amenity of occupiers of the development site/ surrounding premises is not adversely affected by noise, in accordance with Policies CC11 and CC13 of the Local Plan 2018

- 11) Prior to the use of the development, details shall be submitted to and approved in writing by the Council, of the external sound level emitted from plant/ machinery/ equipment and mitigation measures as appropriate. The measures shall ensure that the external sound level emitted from plant, machinery/ equipment will be lower than the lowest existing background sound level by at least 10dBA in order to prevent any adverse impact. The assessment shall be made in accordance with BS4142:2014 at the nearest and/or most affected noise sensitive premises, with all machinery operating together at maximum capacity. A post installation noise assessment shall be carried out where required to confirm compliance with the sound criteria and additional steps to mitigate noise shall be taken, as necessary. Approved details shall be implemented prior to occupation of the development and thereafter be permanently retained.

To ensure that the amenity of occupiers of the development site/ surrounding premises is not adversely affected by noise from plant/mechanical installations/ equipment, in accordance with Policies CC11 and CC13 of the Local Plan 2018

- 12) Prior to the use of the development, details of anti-vibration measures shall be submitted to and approved in writing by the Council. The measures shall ensure that machinery, plant/ equipment, extract/ ventilation system and ducting are mounted with proprietary anti-vibration isolators and fan motors are vibration isolated from the casing and adequately silenced. Approved details shall be implemented prior to occupation of the development and thereafter be permanently retained.

To ensure that the amenity of occupiers of the development site/ surrounding premises is not adversely affected by vibration, in accordance with Policies CC11 and CC13 of the Local Plan 2018.

- 13) The development hereby approved shall ensure the retention of 6 cycle parking spaces, in accordance with the plans, hereby approved. The development shall be permanently retained in accordance with the approved details.

To ensure cycle parking facilities are provided in accordance with Policy T2 and

T3 of the Local Plan (2018).

- 14) The development hereby approved shall not be occupied until full details of an updated School Travel Plan in line with TfL's STAR framework for the school have been submitted to and approved in writing by the council. Upon the occupation of the extended building, the School Travel Plan shall be implemented in full compliance with the approved details and shall thereafter continue to be fully implemented whilst the use remains in operation. Such details shall include information on how alternative methods of transport to and from school other than by car will be encouraged. Thereafter it shall be reviewed annually, in line with Transport for London's STAR Framework, to a minimum of 'Bronze' standard.

To ensure that the development does not generate an excessive number of car trips which would be contrary to the Council's policies of car restraint set down in Policies T2 and T4 of the Local Plan (2018).

- 15) Prior to commencement of above ground works in the development hereby permitted a Ventilation Strategy Report to mitigate the impact of existing poor air quality for all receptor locations where the World Health Organisation (WHO) air quality guideline values for Nitrogen Dioxide (NO₂) and Particulate Matter (PM_{2.5}, PM₁₀) are already exceeded and where current and future predicted pollutant concentrations are within 5 % of these limits shall be submitted to and approved in writing by the Local Planning Authority. The report shall include the following information:

- a) Details and locations of the ventilation intake locations at rear roof level
- b) Details of restricted opening windows (100mm maximum opening for emergency purge ventilation only) on all floors.
- c) Details and locations of ventilation extracts, to demonstrate that they are located a minimum of 2 metres away from the air ventilation intakes, openable windows, terraces
- d) Details of the independently tested mechanical ventilation system with Nitrogen Dioxide (NO₂) and Particulate Matter (PM_{2.5}, PM₁₀) filtration with air intakes on the rear elevation to remove airborne pollutants. The filtration system shall have a minimum efficiency of 75% in the removal of Nitrogen Oxides/Dioxides, Particulate Matter (PM_{2.5}, PM₁₀) in accordance with BS EN ISO 10121-1:2014 and BS EN ISO 16890:2016.

The whole system shall be designed to prevent summer overheating and minimise energy usage. The maintenance and cleaning of the systems shall be undertaken regularly in accordance with manufacturer specifications and shall be the responsibility of the primary owner of the property. Approved details shall be fully implemented prior to the occupation/use of the development and thereafter permanently retained and maintained

To provide further mitigation measures and ensure compliance with Local Plan Policy CC10 and London Plan Policy SI 1.

- 16) Prior to occupation of the development hereby permitted, details of a post installation compliance report of the approved ventilation strategy as required by condition 14 shall be submitted to and approved in writing by the Local Planning Authority. The post installation compliance report shall be produced by a

Chartered Building Services Engineer (CIBSE). Approved details shall be fully implemented prior to the occupation/use of the development and thereafter permanently retained and maintained.

To provide further mitigation measures and ensure compliance with Local Plan Policy CC10 and London Plan Policy SI 1.

- 17) Prior to occupation of the development hereby permitted, details of the installation of the Zero Emission MCS certified Air/ Water Source Heat Pumps or Electric Boilers to be provided for space heating and hot water for the development shall be submitted to and approved in writing by the Local Planning Authority. Approved details shall be fully implemented prior to the occupation/use of the development and thereafter permanently retained and maintained.

To ensure compliance with Local Plan Policy CC10 and London Plan Policy SI 1.

- 18) Prior to the commencement of the demolition and construction phases of the development hereby permitted, details of Nitrogen Oxides (NOx) and Particulate (PM10, PM2.5) emission control of Non-Road Mobile Machinery (NRMM) and On Road Vehicles in order to mitigate air pollution shall be submitted to and approved in writing by the Local Planning Authority. The submitted details shall include:

- a) Details of the Non-Road Mobile Machinery (NRMM) used on the site with CESAR Emissions Compliance Verification (ECV) identification that shall comply with the minimum Stage IV NOx and PM10 emission criteria of The Non-Road Mobile Machinery (Type-Approval and Emission of Gaseous and Particulate Pollutants) Regulations 2018 and its subsequent amendments. This will apply to both variable and constant speed engines for both NOx and PM. An inventory of all NRMM for the first phase of demolition and construction works shall be registered on the NRMM register <https://london.gov.uk/non-road-mobile-machinery-register> prior to commencement of demolition works and thereafter retained and maintained until occupation of the development;
- b) Details of the use of on-road London Ultra Low Emission Zone (ULEZ) compliant vehicles from on-site contractors and suppliers of services and materials to the site e.g. minimum Petrol/Diesel Euro 6 (AIR Index Urban NOx rating A) and Euro VI;

Developers must ensure that on-site contractors follow best practicable means to minimise dust, particulates (PM10, PM2.5) and NOx emissions at all times in compliance with Mayor of London 'The Control of Dust and Emissions during Construction and Demolition', SPG, July 2014. Approved details shall be fully implemented and permanently retained and maintained during the demolition and construction phases of the development.

To ensure compliance with Local Plan Policy CC10 and London Plan Policy SI 1.

Justification for Approving the Application:

- 1) The proposed development with regards to the proposed extensions and alterations considered acceptable in respect of the visual amenities of the property, streetscene, the significance of the adjacent Conservation Area. Subject to conditions the proposals would not result in an undue impact upon the amenities of neighbouring residential properties, would not have an unacceptable impact upon on-street parking in surrounding streets. In this respect the proposal is acceptable with regards to the relevant provisions of the NPPF (2021), the London Plan (2021) and Policies DC1, DC4, CF1, CC10, CC11, CC12, CC13, T1, T3, and T4 of the Hammersmith and Fulham Local Plan (2018) and relevant Housing Standards, Noise and Transport of the Planning Guidance Supplementary Planning Document (2018).

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

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

Application form received: 6th May 2021

Drawing Nos: see above

Policy documents: National Planning Policy Framework (NPPF) 2021
The London Plan 2021
LBHF - Local Plan 2018
LBHF – Planning Guidance Supplementary Planning Document
2018

Consultation Comments:

Comments from:

Dated:

Neighbour Comments:

Letters from:

Dated:

Flat First And Second Floors 10 Chesilton Road SW6 5AB	25.05.21
9 CHESILTON ROAD FULHAM LONDON SW6 5AA	24.05.21
63 Flood Street London SW3 5SU	30.05.21
2 Radipole Road FULHAM London SW6 5DL	01.06.21
6 Radipole Road London SW6 5DL	29.05.21
2 Radipole Road Ground floor flat London SW65DL	18.06.21
4 Chesilton Road GROUND FLOOR FLAT LONDON SW6 5AB	10.06.21
7 Chesilton Road London SW6 5AA	24.05.21
Unit 8 Fulham Park House 1a Chesilton Road SW6 5AA	24.05.21
6 Chesilton Road London SW6 5AB	28.05.21
4 Chesilton Road London SW6 5AB	15.06.21
Chesilton Road London SW6 5AB	25.05.21
18 Chesilton Road Fulham SW6 5AB	24.05.21

Genesis Financial Planning Ltd, 1a Chesilton Rd SW6 5AA	26.05.21
28 Chesilton Road London SW6 5AB	08.07.21
23 Chesilton Road London SW6 5AA	24.05.21
2A Chesilton Road London SW6 5AB	02.06.21
10a Chesilton Road Basement Flat London SW6 5AB	26.05.21
Flat 2 Fulham Park House London SW6 5AA	25.05.21
1a Chesilton Road Fulham London SW6 5AA	25.05.21
6, Fulham Park House 1A Chesilton Road London SW6 5AA	05.06.21
Fulham Park house 1a Chesilton Road London SW6 5AA	24.05.21
LBHF Children's Services 145 King Street London W6 9XY	17.06.21
Flat 1, Fulham Park House 1A Chesilton road London SW6 5AA	21.05.21
4 Chesilton Road 1st/2nd Floor Mtte London SW65AB	14.06.21
Fulham Park House 1A Chesilton Road London SW6 5AA	26.05.21

1. SITE AND SURROUNDINGS

- 1.1. The application site comprises a two/ three storey building in use as a school on the eastern side of Chesilton Road, close to the junction with Fulham Road. The application building fronting Chesilton Road is situated between a three-storey residential terrace to the north and the three-storey Fulham Park House to the south, which comprises commercial space at ground and first floor with residential units above. The surrounding area is predominantly residential, comprising three storey terraced houses.
- 1.2. The site is not within a conservation area; however the boundary of the Central Fulham Conservation area is immediately to the rear of properties on the western side of Chesilton Street.
- 1.3. The site has a PTAL rating at 3 and within Flood Risk Zone 2.

2. RELEVANT PLANNING HISTORY

- 2.1. In 2020 a planning permission (reference: 2019/03776/FUL) was granted for the erection of a dormer roof extension; an extension at second floor level; installation of new stairs and access ramp to the front entrance alongside a double glazed entrance door, replacement of the existing fenestration with double glazed windows to the front and rear elevation, and new frameless double glazed panels above the entrance; associated external alterations. The proposal has been implemented.
- 2.2. In 2011 a planning permission (reference: 2011/01385/FUL) was granted for the erection of an additional floor at roof level to provide an additional 200 sqm of multi-functional educational space; installation of disabled ramp to front elevation. This permission was not implemented.

3. CURRENT APPLICATION

- 3.1. The application seeks planning permission for the erection of a front extension at second floor level, including the formation of a flat roof terrace.
- 3.2. The proposed development would deliver an additional 183sqm of additional floor space at the second floor level, to provide three new classrooms, corridor,

storage, staircase and toilet facilities. The remaining portion of the flat roof (20sqm) would be used for maintenance access only.

4. PUBLICITY AND CONSULTATION

4.1. In addition to the site and press notices, 74 individual notification letters were sent to neighbouring properties. In response, 25 letters of objection were received. The grounds for objections are summarised below.

- Design and not in keeping with the residential street,
- Mass/ bulk inappropriate with Victorian architecture and streetscape of Chesilton Road
- Outlook and aspect
- Noise and nuisance from air-conditioning / additional plant areas
- Overlooking
- Overshadowing and right to light
- Structural damages to party wall
- Noise and disturbance from building works
- Noise from use of roof terrace as outdoor play area, classrooms and outdoor areas as PE classrooms
- Noise disturbance limits adjoining residents from opening their windows for air circulation
- Lack of consultation / engagement from developer, original consultation advised no additional levels nor outdoor areas
- Increase in traffic and pollution
- Safety of pedestrian access
- Light pollution, overnight lights within the school
- Litter pollution
- Devaluation of residential properties
- Health and Safety concerns with children located a roof top level
- Fire escape noise disturbance
- Smoke and vape disturbance from terrace

5. POLICY FRAMEWORK

5.1. The Town and Country Planning Act 1990, the Planning and Compulsory Purchase Act 2004 and the Localism Act 2011 are the principal statutory considerations for town planning in England.

5.2. Collectively the three Acts create a plan led system which requires local planning authorities to determine planning applications in accordance with an adopted statutory development plan unless there are material considerations which indicate otherwise (section 38(6) of the 2004 Act as amended by the Localism Act).

5.3. In this instance, the statutory development plan comprises the London Plan (2021) and the Local Plan (2018).

National Planning Policy Framework (NPPF)

5.4. The NPPF came into effect on 27 March 2012 and was subsequently revised in 2019 and more recently in 2021 and is a material consideration in planning decisions. The NPPF, as supported by the Planning Practice Guidance (PPG),

sets out national planning policies and how these are expected to be applied.

- 5.5. The NPPF does not change the statutory status of the development plan as the starting point for decision making. Proposed development that accords with an up to date Local Plan should be approved and proposed development that conflicts should be refused unless other material considerations indicate otherwise.

The London Plan

- 5.6. The London Plan was published in March 2021 and is the Spatial Development Strategy for Greater London (hereafter referred to as London Plan 2021). It sets out a framework for how London will develop over the next 20-25 years and the Mayor's vision for Good Growth.

The Local Plan

- 5.7. The Council adopted the new Local Plan on 28 February 2018. The policies in the Local Plan (hereafter referred to as Local Plan 2018) together with the London Plan make up the statutory development plan for the borough. The Planning Guidance Supplementary Planning Document (SPD) (February 2018) is also a material consideration in determining planning applications (hereafter referred to as Planning Guidance SPD). It provides supplementary detail to the policies and is organised around key principles.

6. PLANNING CONSIDERATIONS

- 6.1. The main planning considerations in the assessment of this application are summarised as follows: -

- a) Acceptability of the land use
- b) Heritage and Design
- c) Neighbour Amenities
- d) Highways and Transportation

7. ACCEPTABILITY OF LAND USE

Land Use

- 7.1. Policy S3 (Education and Childcare Facilities) of the London Plan (2021) seeks to ensure there is a sufficient supply of good quality education and childcare facilities to meet demand and offer educational choice.
- 7.2. Policy CF1 (Supporting Community Facilities and Services) of the Local Plan (2018) seeks to provide borough-wide high quality accessible and inclusive facilities and services for the community including the improvement and/or expansion of secondary schools.
- 7.3. The existing lawful use of the site is as a school., The proposal involves an extension at roof level to provide enhanced additional school floor space including new classrooms, storage and toilet facilities.
- 7.4. Overall, the proposal seeks to retain and enhance the existing school use and

complies with Policy S3 of the London Plan (2021) and Policy CF1 of the Local Plan (2018).

8. DESIGN, TOWNSCAPE AND HERITAGE

- 8.1. The NPPF seeks to secure high quality design and a good standard of amenity for all existing and future occupants of land and buildings. The NPPF also requires that proposals should conserve heritage assets in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of this and future generations.
- 8.2. The NPPF states that good design is a key aspect of sustainable development and should contribute positively to making places better for people. Part 12 of the NPPF outlines the requirement for good design and Paragraph 127 sets out that planning policies and decisions should ensure that developments:
- o will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;
 - o are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;
 - o are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities);
 - o establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit;
 - o optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks; and
 - o create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users; and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience.
- 8.3. Chapter 3 (Design) of the London Plan (2021) seeks to secure the delivery of good design through a variety of ways. Policies D4 (Delivering Good Design) is particularly relevant to the consideration of this application.
- 8.4. Local Plan Policies DC1 and DC4 are particularly relevant to the assessment of design. Policy DC1 (Built Environment) states that all development within the borough should create a high-quality urban environment that respects and enhances its townscape context and heritage assets. There should be an approach to accessible and inclusive urban design that considers how good design, quality public realm, landscaping and land use can be integrated to help regenerate places. Policy DC4 (Alterations and Extensions, Including Outbuildings) sets out to ensure that a high standard of design will be achieved in all alterations and extensions to existing buildings.

- 8.5. The application site does not lie within a Conservation Area, nor does it contain a Listed Building or a locally listed Building of Merit. Nevertheless, it is still important that the proposal preserves the character and appearance of the parent building, adjacent conservation area and the surrounding streetscene.
- 8.6. The proposals result in an additional storey at second floor along Chesilton Road. The extension would measure 2.6m in height, atop the existing parapet and be set back 2.0m from the building frontage. In terms of scale, when viewed from Chesilton Road, the resulting three-storey building would appear visually recessive against the existing three-storey buildings either side and would sit comfortably in the streetscene.
- 8.7. The proposed front elevation would include aluminium frame double glazed windows, colour to match the existing front windows and some smooth coloured render. The windows would be framed by smooth textured vertical stone fins to match the entrance. The proposed vertical fins respond to the smooth textured vertical fins approved and implemented under the recent 2020 planning permission (reference 2019/03776/FUL) and therefore and together with the proposed materials, unifies the front elevation.
- 8.8. Overall, the extension would appear lightweight and would successfully integrate with the architectural design of the host building and being compatible with the scale, form and grain of neighbouring properties. The development would visually acceptable and designed in accordance with the principles of the NPPF (2019), Policies D4 of the London Plan (2021), and Policies DC1, DC2 and DC4 of the Local Plan (2018).

9. RESIDENTIAL AMENITY

- 9.1. Local Plan Policies DC1 and DC4 requires the Council to ensure that applications consider the principles of good neighbourliness in particular the amenities of the neighbouring properties and other properties most directly affected by the proposed. SPD Housing Key Principles HS6, HS7, HS8 contain safeguards against sense of enclosure, loss of outlook, loss of privacy, loss of daylight and disturbances against neighbouring occupiers.
- 9.2. Key Principle HS6 (Housing Standards) seeks to protect the existing amenities of neighbouring residential properties in terms of outlook, privacy, light and noise and disturbance. Key Principle HS7 (iii) requires new windows to positioned at least 18 metres away from existing windows or if the standard cannot be met, then they must be designed to ensure no loss of privacy. Key Principle HS8 requires that balconies and terraces do not cause harm to the existing amenities of neighbouring occupiers by reasons of noise and disturbance or opportunities for overlooking.

Outlook

- 9.3. Key Principle HS6 of the Planning Guidance SPD requires that all new development enable an unobstructed angle of 45 degrees from a point at 2 metres above ground floor level on the boundary of the site, or at ground level where rear gardens are less than 9m in depth. Where the proposed building infringes an

angle of 45 degrees on site judgement will be the determining factor.

- 9.4. There are residential properties on all three sides of the application site. To the north is no. 5 Chesilton Road, a three storey residential property which is built to the shared boundary and does not have any windows which face towards the subject site. To the east are the properties in Radipole Road - the proposed extension would be located towards the front of the existing flat roof and would be visually screened from properties in Radipole Road by the existing rear dormer on the rear part of the flat roof (reference 2019/03776/FUL). To the south is Fulham Park House - the proposed extension would abut the shared side boundary of this property, which does not include any facing windows. To the west, on the opposite side of Chesilton Road (even Nos, 4 - 12) are subdivided into flats at basement, ground, first and second floor levels. These properties are located 19m from the proposed front extension at roof level.
- 9.5. In terms of outlook, the proposals would have no adverse impact on neighbouring property and would comply with Policy DC1 and DC4 of the Local Plan and Key Principle HS6 of the Planning Guidance SPD.

Privacy

- 9.6. SPD Key Principle HS7 (iii) states that new windows should be positioned at least 18 metres from existing habitable room windows to ensure no loss of privacy. If the standard cannot be met, then windows should be designed to ensure that no loss of privacy will occur.
- 9.7. The nearest opposing windows are road are at Nos. 4-12 Chesilton Road and these are at least 19m away. The proposed front roof terrace (20sqm), facing Chesilton Road would be used for maintenance only and would be screened by the existing vertical fin parapet to the front elevation. This will be secured by condition.
- 9.8. Overall, the proposals would not result in any loss of privacy and would accord with Planning Guidance SPD Key Principle HS7.

Noise and disturbance

- 9.9. London Plan Policy (2021) D14 seeks to ensure developments reduce, manage and mitigate noise to improve health and quality of life.
- 9.10. Local Plan (2018) Policy CC11 seeks to control the noise and vibration impacts of developments, requiring the location of noise and vibration sensitive development in the most appropriate locations. Design, layout and materials should be used carefully to protect against existing and proposed sources of noise, insulating the building envelope, internal walls floors and ceilings, and protecting external amenity areas. Noise assessments providing details of noise levels on the site are expected 'where necessary'. In addition, Local Plan (2018) Policy CC13 seeks to control pollution, including noise, and requires proposed developments to show that there will be 'no undue detriment to the general amenities enjoyed by existing surrounding occupiers of their properties'.
- 9.11 The current use of the site as a school is long established and the proposals do

not include any increase in the existing number of pupils. A condition would be attached to any permission requiring the submission of a further separate should additional numbers be sought in the future. Furthermore, the proposed front roof terrace (20sqm) would only be used for maintenance purposes and this would also be secured by condition.

9.12. The Council's Public Protection team has been consulted on the application and raises no objection subject to conditions regarding sound installation, external noise from machinery and anti-vibration mounts and silencing of machinery.

9.13. Regarding, noise and disturbance the proposals accord with London Plan D14 and Policy CC11 and CC13 of the Local Plan.

Light Pollution

9.14. Policy CC12 of the Local Plan 2018 seeks to control the adverse impacts of lighting arrangements including that from signage and other sources of illumination. The proposed extension would introduce new openings. In this instance, the proposal is located at third floor level, setback 2m from the front of the existing building line and 2.6m in height above the existing parapet. The new openings would be located 19m from the opposing terrace and would be further away than the existing school windows at ground and first floor. Overall, officers do not consider the level of illumination is out of character with the location and would not be unduly harmful to residential amenity.

Daylight / Sunlight

9.15. Under Policy DC4 of the Local Plan, proposals should have regard to good neighbourliness in particular the amenities of the neighbouring properties, and other properties most directly affected by the proposal.

9.16. The British Research Establishment (BRE) guide on 'Site layout planning for daylight and sunlight', set out good practice for assessing daylight and sunlight impacts for new development. In urban and city centre areas, BRE Guidelines advise that the guidance be applied flexibly.

9.17. The extension at second floor is located to the front of the existing flat roof, The recessive design includes a set back of 2.0m along the front elevation and siting of the proposed extension behind the recently implemented extension on the rear part of the roof would have no undue daylight and sunlight impacts to adjacent residential properties. The proposals would accord with Policy DC4 of the Local Plan.

10. TRANSPORT AND HIGHWAYS

Policy Context

10.1. Policies T1, T3 T4 of the London Plan seeks to ensure that the impacts of development in transport capacity and the transport network are fully assessed. Local Plan Policy T1 sets out the Council's intention to 'work with strategic partners to improve transport provision, accessibility and air quality in the borough, by improving and increasing the opportunities for cycling and walking, and by

improving connections for bus services, underground, national and regional rail'. Local Plan Policy T2 relates to transport assessments and travel plans and states "All development proposals would be assessed for their contribution to traffic generation and their impact on congestion, particularly on bus routes and on the primary route network". Policies T3, T4, T5 and T7 relate to opportunities for cycling and walking, vehicle parking standards, blue badge holders parking and construction and demolition logistics. Policy CC7 sets out the requirements for all new developments to provide suitable facilities for the management of waste.

Cycle Parking

- 10.2. Local Plan Policy T2 states borough wide targets are to develop and promote a safe environment for cyclists to encourage residents and businesses to consider these modes. Policy T3 seeks to increase and promote opportunities for cycling through the provision of convenient, accessible, and safe secure cycle parking within the boundary of the site. The Cycle parking is required to be designed and laid out in accordance with the guidance contained in Chapter 8 of the London Cycling Design Standards (LCDS). London Plan Policy T5 sets the specific quantum of long and short term cycle parking required for each use.
- 10.3. The London Plan would require that provision is made for 30 bicycles.
- 10.4. A total of 6 cycle parking spaces are proposed as part of this development - no additional staff or students are proposed. The cycle parking provision has been reviewed by the Council's Highways Officers - they acknowledge that the number of spaces is less than the target. However, the proposals are considered acceptable in this instance because the floorspace involved is relatively modest and there is no uplift in either pupils or staff (secured by condition). In this instance, the proposals accord with Policy T2 and T3 of the Local Plan and Policy T5 of the London Plan

Construction Logistics

- 10.5. To reduce the effects of construction vehicles and construction activity on the local highway network and the surrounding area, an Outline Construction Logistics Plan (CLP) has been prepared and submitted with the planning application. The CLP includes further information on the type and management of construction vehicles, construction vehicle access and routing arrangements, and measures to ensure pedestrian, cyclist and vulnerable road user safety during construction activity.
- 10.6. A detailed Construction Logistics Plan has been reviewed by Council's Highways and Transportation Officers who raised no objection, this will be secured by condition.

Travel Plan

- 10.7. A travel plan for the site has been submitted in accordance with Policy T2. The travel plan sets out objectives and targets for staff to utilise sustainable modes of transport along with measures to encourage this.
- 10.8. The submitted Travel Plan was reviewed by Council's Highways and Transportation Officers and considered inadequate to mitigate the requirement for

a pre-commencement condition, as such further detail will be submitted by way of a travel plan. This will be secured by condition.

11. ACCESSIBILITY

11.1. Policy D5 of the London Plan requires that all new developments achieve the highest standards of accessible and inclusive design and can be used safely, easily and with dignity by all; are convenient and welcoming with no disabling barriers; are flexible and responsive; and realistic. Policy D2 (h) of the Local Plan requires that new developments incorporate the principles of accessible and inclusive design. Council's SPD Key principle - DA1 'Inclusive design' states that a design and access statement for a school extension should explain how it will assist in improving accessibility for pupils and other users of the building.

11.2. The entrances to the building will continue to be step free from Chesilton Road and includes a disabled access ramp. In addition, lift access will be extended to the additional floorspace at second floor.

11.3. The proposal would provide a high standard of accessible and inclusive design that can be used safely and easily by all in accordance with Policy D5 of the London Plan and Policy D2 of the Local Plan and in accordance with Key Principle DA1 of the Planning Guidance SPD.

12. FIRE SAFETY

12.1. Policy D12 of the London Plan 2021 states that 'all development proposals must achieve the highest standards of fire safety'. Based on the proposed small-scale development, a Fire Statement is not required, however, the following should be considered by the applicant prior to the building control stage, and is outlined in supporting text 3.12.1 to 3.12.8 of the London Plan 2021:

- demonstrate on a site plan that space has been identified for the appropriate positioning of fire appliances. These spaces should be kept clear of obstructions and conflicting uses which could result in the space not being available for its intended use in the future.
- show on a site plan appropriate evacuation assembly points. These spaces should be positioned to ensure the safety of people using them in an evacuation situation.
- issues of fire safety should be included at outset - particularly in blocks of flats, as building users and residents may be less familiar with evacuation procedures
- suppression systems (such as sprinklers) should be explored
- include stair cores which are suitably sized, should also be explored and provided wherever possible.
- In line with inclusive design (Policy D5), where provided fire evacuation lifts and associated provisions should be appropriately designed and constructed, and should include the necessary controls suitable for the purposes intended.

12.2. The applicant has submitted a statement regarding Fire Safety which makes clear that there is an existing fire strategy for the building, and in line with Building Regulations, the strategy will take into account the new facilities included in the proposed extension. The proposals have been considered by an approved Building Control inspector to ensure that the proposed development achieves the highest fire safety standards. Fire safety has been considered early in the design

process, and will also be formally considered again as part of the building control process.

13. AIR QUALITY

13.1. The Fulham Senior School development site is within the borough wide Air Quality Management Area (AQMA) and an area of existing poor air quality due to the road traffic emissions from Fulham Road (A304). The development proposal will introduce new sensitive school children receptors into an area of very poor air quality. In respect to this development site the air quality specifically the NO₂, PM₁₀, and PM_{2.5} concentrations at the proposed property even in the background currently fail the WHO Air Quality Guideline values.

13.2. Further Mitigation measures will be required to make the development acceptable in accordance with Local Plan Policy CC10 and London Plan Policy SI 1. This will be secured by condition.

14. CONCLUSION

14.1. The proposed erection of a front extension at second floor level, including the formation of a roof terrace is acceptable in principle and would support the enhancement of the school facilities. The proposed alterations are modest in scale and acceptable in visual terms, and would not have an adverse impact on the character and appearance of the adjacent conservation area. The impacts on the neighbouring amenities and highways impacts are satisfactory. The proposals are in accordance with the NPPF (2021), the London Plan (2021) and the Local Plan (2018).

15. RECOMMENDATION

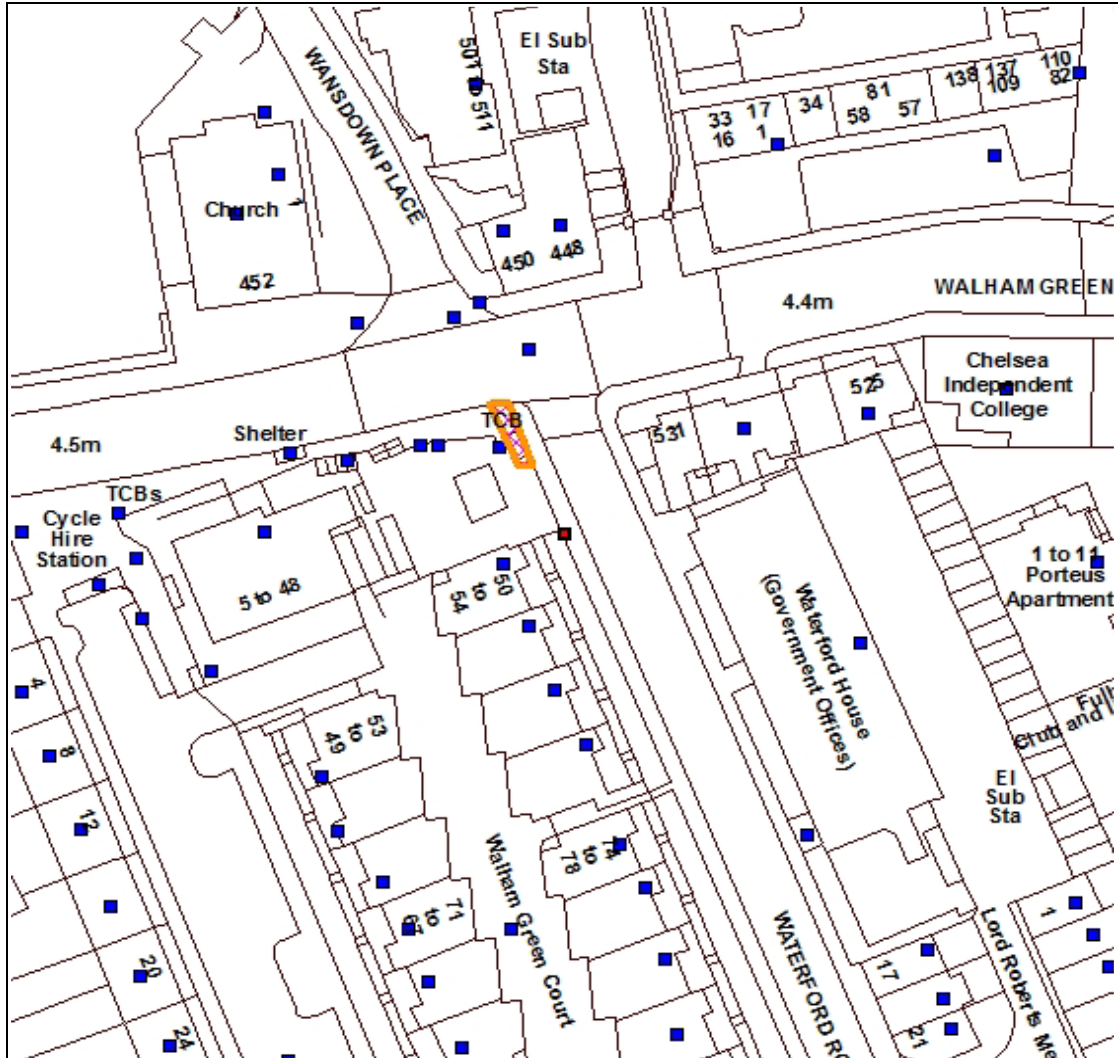
1) Therefore, officers support the proposals in line with the recommendations at the start of the report.

Agenda Item 5

Ward: Parsons Green And Walham

Site Address:

Walham Green Court Waterford Road London



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For identification purposes only - do not scale.

Reg. No:
2020/02525/ADV

Case Officer:
Steven Mielczarek

Date Valid:
23.11.2020

Conservation Area:
Constraint Name: Moore Park Conservation Area -
Number 30

Committee Date:
12.10.2021

Applicant:

Town Hall King Street Hammersmith London
W6 9JU

Description:

Retention of existing advertisement structure fronting Fulham Road with alterations to existing cladding and installation of a living wall; display of existing single sided LED digital screen measuring 6m (height) x 3m (width) x 0.7m (depth) and display of existing single sided LED digital screen measuring 0.4m (height) x 0.8m (width) x 0.7m (depth).

Application Type:

Display of Advertisements

Officer Recommendation:

That the Committee resolve that the Chief Planning Officer be authorised to grant permission subject to the condition(s) listed below:

That the Committee resolve 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 proposed conditions, which may include the variation, addition or deletion of conditions, any such changes shall be within their discretion.

Conditions:

- 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 advertisement hereby approved shall be erected and displayed only in accordance with the following approved drawings and shall thereafter be retained in this form:

2555-PP-02 Rev.B; 2555-PP-03 Rev.B; 2555-PP-04 Rev.B; 2555-PP-05 Rev.B;
2555-PP-06 Rev.B; 2555-PP-07 Rev.B; 2555-PP-08 Rev.B; SD101; 1948/22;
1948/21 Rev P3; 1948/01 Rev P4; Viridiwall v2.10 (12/10/2016);

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

- 3) The advertisement display hereby approved shall be displayed in accordance with the recommendations of the Institution of Lighting Professionals in the 'Guidance Note 01/20: Guidance Notes for the Reduction of Obtrusive Light'.

To ensure that the amenity of occupiers of surrounding premises is not adversely

affected by artificial lighting, in accordance with Policies CC12 and CC13 of the Local Plan (2018).

- 4) The advertisements shall comply with the recommendations of the Institution of Lighting Professionals in the 'Professional Lighting Guide No 5, 2014 - Brightness of Illuminated Advertisements'.

To ensure that the proposals would not have an unacceptable impact upon road safety and is in accordance with Local Plan (2018) Policies T1, T6 and DC9 and Key Principle TR28 of the Planning Guidance Supplementary Planning Document (2018).

- 5) The external sound level emitted from plant, machinery or equipment at the development hereby approved shall be lower than the lowest existing background sound level by at least 10dBA in order to prevent any adverse impact. The assessment shall be made in accordance with BS4142:2014 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/ surrounding premises is not adversely affected by noise from mechanical installations/ equipment, in accordance with Policies CC11 and CC13 of the Local Plan (2018).

- 6) Prior to the display of the advertisements hereby approved the living wall shall be installed in accordance with the Plant Design Biotope and Biotope Living Wall Maintenance Scope of Works hereby approved. Any planting on the living wall that is removed or severely damaged, dying or becoming seriously diseased shall be replaced with the same species. The living wall shall be maintained for the lifetime of the advertisement display in accordance with the maintenance plan hereby approved.

To ensure a satisfactory external appearance and preserve the character and appearance of the Conservation Area in accordance with Policies DC8 and DC9 of the Local Plan (2018).

- 7) The advertisements hereby approved shall be displayed in accordance with the submitted living wall servicing management plan and Maintenance Services and Schedules (UNILED SEP 2020). The approved details shall be implemented for the duration of the advertisement display.

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

- 8) The advertisements hereby approved shall not display sequential advertisements that change more frequently than every 10 seconds and the change between advertisements will take place over a period no greater than one second.

To ensure that the amenity of occupiers of surrounding premises is not adversely affected by artificial lighting, and in the interest of highway safety and visual amenity and to preserve the character and appearance of the Conservation Area, in accordance with policies DC8, DC9, CC12 and CC13 of the Local Plan (2018).

- 9) Within 3 months of the date of this consent details (including material samples) of the copper cladding for the supporting structure of the signage hereby approved shall be submitted to the Local Planning Authority for its approval. Within 6 months of the date of this consent the copper cladding shall be installed to the supporting structure in accordance with the approved details and it shall be permanently retained thereafter.

To ensure a satisfactory external appearance and to preserve the character and appearance of the Conservation Area in accordance with Policies DC8 and DC9 of the Local Plan (2018).

- 10) The development shall be implemented in accordance with the submitted Construction Phase Plan 2.0 10/09/2020, and Risk Assessment and Method Statement Highway Servicing Management Plan EAC Digital 12/11/2020, unless otherwise agreed in writing by the local planning authority. The works shall be carried out in accordance with the approved details.

To ensure that appropriate steps are taken to limit the impact of the proposed construction works on the operation of the public highway, the amenities of local residents and the area generally 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 signage would be acceptable in terms of visual amenity and the proposal would not have a detrimental affect on amenity or public safety. The character and appearance of the Moore Park Conservation Area, the setting of the adjacent Walham Green Conservation Area and the settings of adjacent listed buildings and Buildings of Merit would be preserved. It is considered that the Independent Safety Assessment provides a robust assessment of the proposal. The proposed advertisements would therefore accord with the NPPF (2021), Policies CC11, CC12, CC13, DC8, DC9, T1 and T6 of the Local Plan (2018) and Key Principles AH1, AH2, BD1, BD7 and TR28 of the of the Planning Guidance Supplementary Planning Document (2018).

LOCAL GOVERNMENT ACT 2000 LIST OF BACKGROUND PAPERS

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

Application form received: 4th October 2020

Drawing Nos: see above

Policy documents: National Planning Policy Framework (NPPF) 2021
The London Plan 2021
LBHF - Local Plan 2018
LBHF – Planning Guidance Supplementary Planning Document
2018

Consultation Comments:

Comments from:

Dated:

Neighbour Comments:

Letters from:

Dated:

Fulham Society 1 Rosaville Road London SW6 7BN	28.12.20
63 Walham Green Court London SW6 2DQ	23.12.20
88 Walham Green Court London sw6 2de	22.12.20
26 Walham Green Court London SW6 2DH	11.09.20
61 Walham Green Court Fulham London SW6 2DQ	23.12.20

1.0 BACKGROUND

1.1. This application relates to land on the Walham Green Court Estate on the southern side of Fulham Road at the intersection with Waterford Road and 150m east of Fulham Broadway. The site is located adjacent to a 12 storey residential tower and other smaller residential dwellings forming part of the Walham Green Court Estate. The site is within the Moore Park Conservation Area and is situated adjacent to the Walham Green Conservation Area. The site is located within the settings of the Grade II* listed Fulham Town Hall 100m to the west, the Grade II listed former Fulham Broadway Underground Station entrance building further west at 472 Fulham Road and the Grade II listed frontage block of Sir Oswald Stoll Mansions to the east on Fulham Road. There are also Buildings of Merit within the immediate vicinity of the site.

2.0 RELEVANT PLANNING HISTORY

- 2.1. In 2016, Advertisement Consent (ref 2016/04700/ADV) was granted for the display of a free standing single sided digitally illuminated LED screen measuring 6m (height) x 3m (width) x 0.74m (depth) fronting Fulham Road. The screen would face west, would show static/non-moving advertisements, changing no less than every 10 seconds. On the reverse of the sign would be a green wall facing east which would be supported by two poles to a total height of 9.7m.
- 2.2. The current application is in part retrospective, as the support structure has already been erected, in a slightly different location to that previously approved in 2016/04700/ADV due to local ground conditions. The overall height of the structure is also 0.1m higher than previously approved. The main digital LED screen of the same size as previously consented and a further smaller logo box digital screen have been installed on-site. However, it is understood that apart from some initial testing, the signage has not been turned on and that no advertisements have yet been displayed.
- 2.3. The current application involves the retention of the existing advertisement structure fronting Fulham Road, including the display of the existing free standing, single sided, digitally illuminated, vertically aligned LED screen measuring 6m (height) x 3m (width) x 0.7m (depth) and the display of the existing single sided LED digital screen (Logo Box) measuring 0.4m (height) x 0.8m (width) x 0.7m (depth) x 3m (width) x 0.54m (depth). The screens face westwards

and are supported by two supporting poles on either side, that rise above an existing elevated concrete walkway. The base of the larger screen is 3.6m above ground level and the overall height is 9.8m from ground level.

- 2.4. The proposed alterations in connection with the retention of the existing digital screens and support structure in their current location and at their current height involve the installation of copper cladding to the support structure replacing the existing aluminium panels and the installation of a planted living wall on the east facing elevation replacing the existing artificial planting. It is proposed that conditions would secure the implementation of these remedial works in a timely manner. The application was also amended as a result of resident concerns relating to potential fire safety issues, as a column for the advert support structure was installed internally on the landing of the internal staircase that provides a secondary means access to the basement car park area from Fulham Road. Although Hammersmith & Fulham Building Control did not consider that there were any fire safety concerns arising from what had been installed, the amended drawings now propose the removal of the support structure from the landing of the internal staircase leading up from the basement car park, and this means of support would instead be relocated externally in the form a vertical support on the corner of the estate boundary wall at the junction of Fulham Road and Waterford Road and a horizontal metal collar inside the parapet wall at the base of the advert support structure, so that there would be no potential obstruction of the internal staircase and circulation route from the basement car park.

3.0 PUBLICITY and CONSULTATIONS

- 3.1. The application was notified to 189 surrounding residents, a site notice was posted and a notice was placed in the local press. Five representations were received which raised objections on the following grounds:

- Adverse impact on the streetscape
- Overly large and unsightly
- Distraction to drivers and pedestrians
- Create cluttered pavement
- Light pollution will impact on nearby residential properties
- May result in Fire Safety issues, as it is positioned near a fire exit.
- Whether the electricity charges for the advertising board would be separated from the general communal lighting and electricity costs of the estate.

- 3.2. The Fulham Society raised the following summary comments:

- The proposals are out of character and will detract from the nearby Fulham Town Hall which is a Listed Building, and the Moore Park Conservation Area.

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] (2021), The London Plan (2021) and the Hammersmith and Fulham Local Plan (2018), the Planning Guidance Supplementary Planning Document [SPD] (2018) and Advertisement Regulations are:

- Amenity including impact on heritage assets
- Public safety

VISUAL AMENITY AND HERITAGE

- 4.2. Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires special attention to be paid to the desirability of preserving or enhancing the character or appearance of the conservation area within which the land is situated. The signage is located within the Moore Park Conservation Area and is also adjacent to the Walham Green Conservation Area. It is also within the setting of the Grade II* listed Fulham Town Hall, the Grade II listed frontage block of Sir Oswald Stoll Mansions on Fulham Road and the Grade II listed former Fulham Broadway Underground Station entrance building at 472 Fulham Road. There are also Buildings of Merit within the vicinity of the site including at 525-531 Fulham Road to the east of the site.
- 4.3. Paragraph 136 of the NPPF states that the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. Paragraph 199 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 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. Large adverts such as digital screens, will be acceptable where they are of an appropriate scale with their surroundings and where they do not have a detrimental impact on areas sensitive to the visual impact of hoardings such as conservation areas, listed buildings and other heritage assets, residential areas, open spaces or waterside land.
- 4.5. Officers have carried out an assessment of the impact of the proposal on visual amenity and of the potential impact on the character and appearance of the Moore Park Conservation Area, the potential impact on the setting of the Walham Green Conservation Area and the potential impact on the settings of adjacent listed buildings and Buildings of Merit.
- 4.6. The proposed advertising structure would be positioned on the south side of Fulham Road on the western side of the junction with Waterford Road. The proposal would be located in the communal grounds of the Walham Green Court Estate above an elevated walkway.
- 4.7. The main digital LED advertisement screen would measure a total area of 18m² to a height of 3.6m-9.7m above ground level and would be displayed within a metal frame supported by two posts. The amended drawings now propose the removal of the support structure from the landing of the internal staircase leading up from

the basement car park, and this means of support would instead be relocated externally in the form a vertical support on the corner of the estate boundary wall at the junction of Fulham Road and Waterford Road and a horizontal metal collar inside the parapet wall at the base of the advert support structure, so that there would be no potential obstruction of the internal staircase and circulation route from the basement car park. The proposed advertising structure would also incorporate a smaller digital LED screen beneath the main screen. Both screens would be single sided, facing west. The proposed advertising structure would be simply designed and would be clad with patinated copper cladding. The rear of the panel would include a 'living wall' which would include planting to soften the appearance of the structure in the street scene.

- 4.8. The marginal increase in height compared to the previously approved structure is not considered to create any harm to visual amenity. The proposed remedial works to clad the advertisement structure in copper cladding and to install a planted living wall to the east facing panel of the advertisement structure would ensure a satisfactory external appearance, as had been intended with the previously consented structure. The proposed external support column to replace the internal support column within the staircase below, would not result in any significant visual bulk or obstruction of the footpath on the corner of Fulham and Waterford Road, as the compact L-shape column would be neatly secured on the corner of the existing staircase building, and is considered to be of an acceptable visual appearance, that would not alter the positioning or height of the advertisement sign, and would ensure there is not obstruction to the fire escape staircase below the sign. Conditions would secure the completion of the remedial works in a timely manner.
- 4.9. The application site lies just outside the eastern boundary of Fulham Town Centre and the area around the site includes a mix of commercial and residential uses. Walham Green Court is a 1970s residential development that includes a 12 storey tower and which is of no special architectural or historic interest. On the opposite side of Fulham Road there are several commercial premises including the contemporary Fulham Broadway Centre. The proposed advertisement structure would be visible in long views along Fulham Road from the east and west and would be seen against the backdrop of the Walham Green Court Estate and in particular, the 12 storey tower. In closer views the advertisement structure would be seen within the context of the hard landscaped urban environment of this part of the Walham Green Court Estate, including the wall and railings around the podium deck and metal cage over the light well to the basement car park. Given the context it is not considered that the proposal would be harmful to visual amenity, subject to the proposed remedial works being carried out in accordance with the conditions.
- 4.10. Since the previous consent was granted in March 2017 there have been changes to the boundary between the Moore Park and Walham Green Conservation Areas in the vicinity of the application site. At its western edge the extent of the Moore Park Conservation Area has been reduced and the commercial development within the town centre is now entirely included in the expanded Walham Green Conservation Area. From within the Moore Park Conservation Area the proposed digital LED screens would only be visible in views from the street for a short distance along the south side of Fulham Road in front of the 12 storey tower on the Walham Green Court Estate. The majority of views of the proposed

advertisement structure from the street within the Moore Park Conservation Area would be of the planted living wall on the east facing panel. The Walham Green Court Estate is now at the far western edge of the Moore Park Conservation Area and does not form part of its special architectural or historic interest, being a clear contrast in terms of architectural style, period, height and massing to the development within the network of Victorian streets and terraces that make up the core of the Conservation Area and which justified the Conservation Area designation. As such the character and appearance of the Moore Park Conservation Area would not be harmed. The proposed digital LED screens and advertisement structure would be visible from the street along Fulham Road from within the adjacent Walham Green Conservation Area. In these views they would be seen against the backdrop of the hard urban environment of the Walham Green Court Estate and the dominating presence of the 12 storey tower in the foreground, which are clearly already different in character and appearance from the predominantly Victorian streetscapes of the Walham Green Conservation Area. As such the setting of the Walham Green Conservation Area would not be harmed.

- 4.11. There would be limited intervisibility between the proposed advertisement structure and the Grade II* listed Fulham Town Hall and the Grade II listed former Fulham Broadway Underground Station entrance building, 472 Fulham Road due to their distance from the application site and any views from the listed buildings would be dominated by the intervening presence of the 12 storey tower at Walham Green Court. Since the previous consent was granted in March 2017 the street frontage block, gates, walls and railings of Sir Oswald Stoll Mansions, Fulham Road have been added to the statutory register of buildings of special architectural or historic interest at Grade II and this is now the closest listed building to the application site. There would be limited intervisibility between the proposed advertisement structure and the listed building due to the setback of the frontage block from Fulham Road and in views from the listed building the most obvious feature would be the planted living wall seen against the backdrop of the 12 storey tower at Walham Green Court. As such the settings of the adjacent listed buildings would not be harmed. The settings of the adjacent Buildings of Merit at 525-531 Fulham Road would also not be harmed.
- 4.12. Overall, the advert structure and digital LED screens would not result in harm to visual amenity or harm to the character and appearance of the Moore Park Conservation Area. The settings of the adjacent Walham Green Conservation Area, adjacent listed buildings and adjacent Buildings of Merit would not be harmed, subject to the proposed conditions and the remedial works being carried out. As such, the proposal would accord with s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990, the NPPF (2021), Local Plan Policies DC8 and DC9 and Planning Guidance SPD Key Principles AH1 and AH2.

HIGHWAYS

- 4.13. Local Plan Policies T1 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.

- 4.14. The A304 or Fulham Road is identified in Policy T6 of the Local Plan as a Distributor Road, 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.
- 4.15. Fulham Road has three lanes in total and is subject to a 30mph speed limit. There are controlled crossings 52m to the west and 22m to the east of the proposed sign, with the sign designed and positioned to be viewed by vehicles travelling east. There are no zebra crossings in the immediate area.
- 4.16. 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 west on Fulham Road or from vehicles entering at the intersection from Wandsdown Place of Waterford Road, whether turning north or south. Upon review of the assessment, there is no objection to the conclusion that driver concentration will be focused on oncoming traffic when turning from either side road.
- 4.17. Heading east on Fulham Road, the report notes that the signage will not conflict with traffic signage and is elevated 3.6m above ground level to ensure that it sits above pedestrian level. As the sign is on a straight stretch of Fulham Road, it will be visible to vehicles at Fulham Broadway, some 150m to the west. It is also removed from any zebra crossings and there is no unacceptable conflict with other signage. This will ensure that there is no unacceptable distraction and the proposal is acceptable.
- 4.18. 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 road and pedestrian safety is acceptable.
- 4.19. At night, the luminance levels will be adhered to by condition thereby ensuring that there is no distraction arising because of the brightness of the sign.
- 4.20. The condition requiring luminance levels to be consistent with levels recommended by the Institution of Lighting Professionals in the 'Professional Lighting Guide No 5, 2014 - Brightness of Illuminated Advertisements' 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 T1, T6 and DC9 and Key Principle TR28 of the Planning Guidance Supplementary Planning Document (2018).

OTHER MATTERS

Residential Amenity - Light Pollution

- 4.21. SPD Key principle TR28 outlines that developments including external lighting should control the potentially adverse impacts that it could cause.
- 4.22. 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.

- 4.23. 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.
- 4.24. 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 Institution of Lighting Professionals in the 'Guidance Note 01/20: Guidance Notes for the Reduction of Obtrusive Light'.
- 4.25. 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

- 4.26. 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.
- 4.27. The proposal includes a green wall to the reverse of the sign facing east which would provide 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).

5.0 CONCLUSION

- 5.1. Subject to the conditions and the required remedial works being implemented, the proposed digital LED advertising panels and associated structure would preserve the character and appearance of the Moore Park Conservation Area, preserve the setting of the adjacent Walham Green Conservation Area and preserve the settings of adjacent listed buildings and Buildings of Merit. Subject to conditions, there are no objections on amenity, highway or public protection grounds.
- 5.2. The proposals accord with Paragraphs 136 and 199 of the NPPF (2019), Design Policies DC8 and DC9, Light and Noise Pollution Policies CC11, CC12 and CC13, Public/Highway Safety Policies T1 and T6 of the Local Plan (2018) and Key Principles AH1, AH2, BD1, BD7 and TR28 of the Planning Guidance Supplementary Planning Document (2018).

6.0 RECOMMENDATIONS

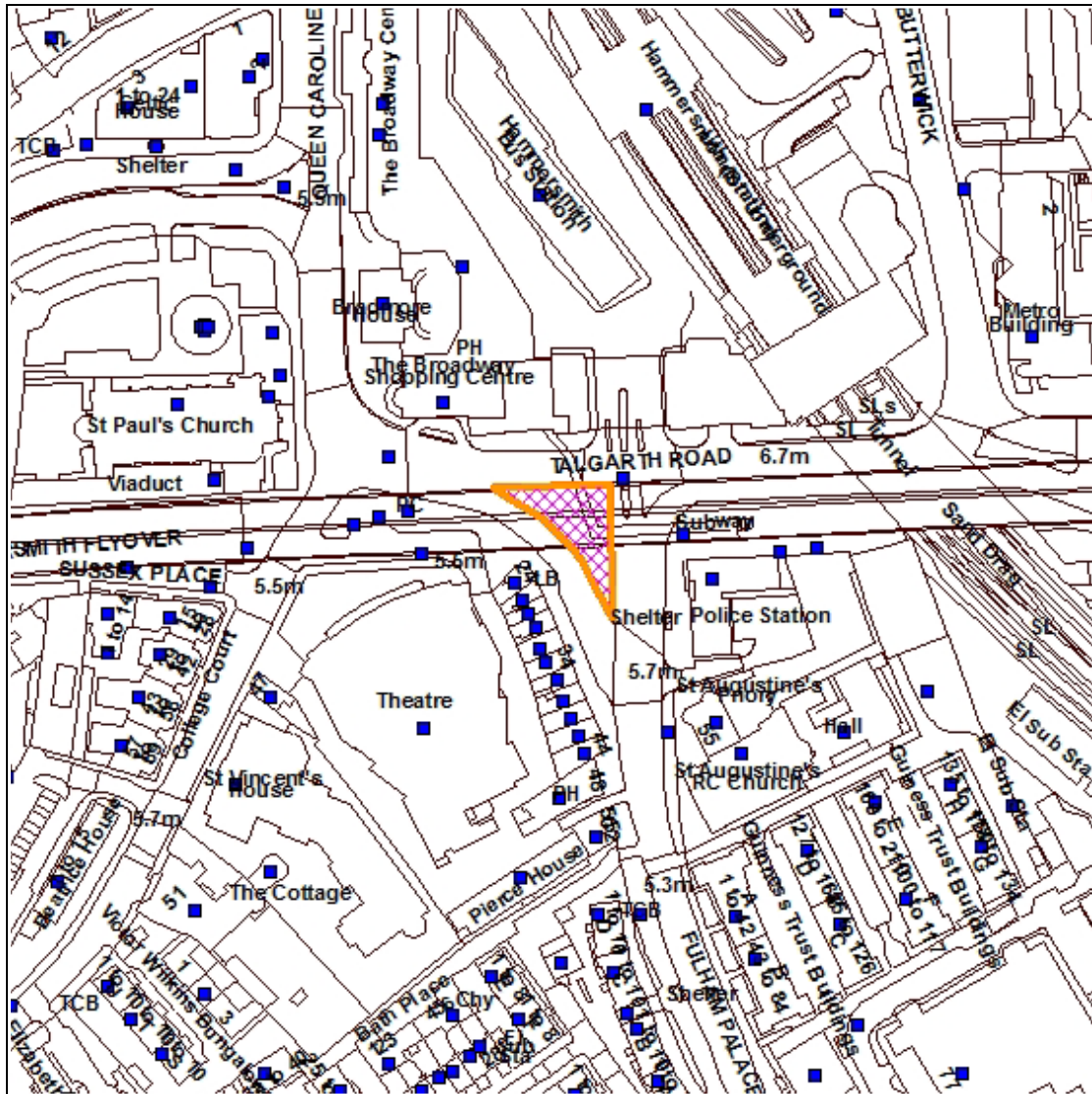
6.1. Therefore, officers support the proposals in line with the recommendations at the start of the report.

Agenda Item 6

Ward: Hammersmith Broadway

Site Address:

Traffic Island Located At Junction Of Fulham Palace Road And Talgarth Road London



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For identification purposes only - do not scale.

Reg. No:
2021/01544/FR3

Case Officer:
Elliot Brown

Date Valid:
25.06.2021

Conservation Area:
Constraint Name: Hammersmith Odeon
Conservation Area - Number 44

Committee Date:
12.10.2021

Applicant:

Mr Michael Masella
145 King Street London W6 9JT United Kingdom

Description:

Erection of a single storey structure on the public highway to provide 85 no. secure cycle parking spaces.

Drg Nos: See condition 02

Application Type:

Full Regulation 3 - LBHF is Developer

Officer Recommendation:

1) That the Committee resolve that the Chief Planning Officer be authorised to grant planning permission subject to the conditions listed below;

2) That the Committee resolve 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 proposed conditions, which may include the variation, addition or deletion of conditions, any such changes shall be within their discretion.

Conditions:

- 1) The development hereby permitted shall not commence later than the expiration of 3 years beginning with the date of this planning permission.

Condition required to be imposed by section 91(1)(a) of the Town and Country Planning Act 1990 (as amended by section 51 of the Planning and Compulsory Purchase Act 2004).

- 2) The development hereby approved shall be erected only in accordance with the following approved drawings and shall thereafter be retained in this form:

PP-09797292-1000006179-00 Rev 2; 24374-JP-S-200 Rev P1C; 3135-PRO-HAM-GA Sheets 1, 2, 3, 4, 5, 6 ; 1000006179-RSA1 dated 19/4/21; Construction Logistics Plan Rev 02 September 2021; Design and Access Statement; Flood Risk Assessment (Ref. 1000006179, Issue 01, dated 29.03.21).

In order to ensure full compliance with the application hereby approved and to prevent harm arising through deviations from the approved plans, in accordance with policies DC2 and DC8 of the Local Plan (2018).

- 3) No development shall commence until details and samples of all external elevations, including vinyls, and the roof of the cycle hub, have been submitted to, and approved in writing by, the council. Thereafter the development shall be built in accordance with the approved details and permanently retained as such.

To ensure a satisfactory external appearance and preserve the character and appearance of the Conservation Area, in accordance with Policies DC2 and DC8 of the Local Plan (2018).

- 4) External artificial lighting at the development shall not exceed lux levels of vertical illumination at neighbouring premises that are recommended by the Institution of Lighting Professionals in the 'Guidance Note 01/20: Guidance Notes for the Reduction of Obtrusive Light'. Lighting should be minimized, and glare and sky glow should be prevented by correctly using, locating, aiming and shielding luminaires, in accordance with the Guidance Notes.

To ensure that the amenity of occupiers of surrounding premises is not adversely affected by lighting, in accordance with Policies CC12 and CC13 of the Local Plan (2018).

- 5) The development hereby permitted shall only be carried out in accordance with the development-specific flood resistance and resilience measures outlined within the Flood Risk Assessment (Ref. 1000006179, Issue 01, (dated 29.03.2021) Prepared Project Centre, which accompanied the application and these measures shall be retained for the lifetime of the development.

To mitigate the susceptibility of the development to flooding in accordance with Policy CC3 of the Local Plan (2018).

- 6) Prior to commencement of the development hereby approved, details of the hard and soft landscaping (including the rain gardens) of all areas external to the building shall be submitted to and approved in writing by the Council. The development shall not be occupied or used until such landscaping as is approved has been carried out. This shall include planting schedules and details of the species, height and maturity of any trees and shrubs and proposed landscape maintenance and management. Any landscaping removed or severely damaged, dying or becoming seriously diseased within 5 years of planting shall be replaced with a tree or shrub of similar size and species to that originally required to be planted.

To ensure a satisfactory external appearance and promote biodiversity in accordance with Policies OS5 and DC8 of the Local Plan (2018) and in the interest of air quality in accordance with Policy CC10 of the Local Plan (2018)'.

- 7) Prior to commencement of the development hereby approved, details of two replacement trees within the locality of the application site, shall be submitted to, and approved in writing by, the Local Planning Authority. This shall include the location of the replacement trees and details of the species, height, diameter and maturity of the replacement trees. The proposed trees shall be planted in the next available planting season following the installation of the cycle hub. Any landscaping removed or severely damaged, dying or becoming seriously diseased within 5 years of planting shall be replaced with a tree or shrub of similar size and species to that originally required to be planted.

To ensure a satisfactory visual appearance and promote biodiversity, in accordance with Policies DC8 and OS5 of the Local Plan (2018).

- 8) No development shall commence until detailed drawings in plan, section and elevation at scale of not less than 1:20 of a typical bay of each elevation including the proposed vinyls and the fixing method to the metal panels and of a typical part of the roof of the proposed building have been submitted to, and approved in writing by, the Council. Thereafter the development shall be built in accordance with the approved details and permanently retained as such.

To ensure a satisfactory external appearance and to preserve the character and appearance of the Conservation Area, in accordance with Policies DC2 and DC8 of the Local Plan (2018).

- 9) Prior to commencement of the development hereby approved, details of the rainwater drainage system from the cycle hub to the proposed rainwater gardens shall be submitted to and approved in writing by the Council. The development shall not be occupied or used until such details as approved has been installed. The installation shall thereafter be permanently retained in this manner.

To ensure a satisfactory external appearance, preserve the character and appearance of the Conservation Area and promote biodiversity in accordance with Policies OS5, DC2 and DC8 of the Local Plan (2018) and in the interest of air quality in accordance with Policy CC10 of the Local Plan (2018).

- 10) The development shall be carried out in accordance with the submitted Construction Logistics Plan Rev 02 dated 22/09/21.

To ensure that construction works do not adversely impact on the operation of the public highway, and that the amenity of occupiers of surrounding premises is not adversely affected by noise, vibration, dust, lighting, or other emissions from the building site, in accordance with Policies T7, CC11 and CC13 of the Local Plan (2018).

Justification for Approving the Application:

- 1) The proposed cycle hub would assist the Council's objectives in respect of the post pandemic economic recovery of Hammersmith town centre by providing a secure cycle storage facility to support sustainable travel. Furthermore it would deliver improved cycle infrastructure in the town centre in accordance with Strategic Policy HRA and would not undermine the potential contribution of the site to the Council's objectives for the wider Hammersmith Regeneration Area as set out in both Strategic Policy HRA and Strategic Site Policy HRA2 in the Local Plan. Additionally, it is considered that the proposed development would make a positive contribution towards the facilitation of cycling within the borough, in accordance with Policy T5 of the London Plan (2021) and Policies T1 and T3 of the Local Plan (2018). The development is judged to be of an acceptable quality of design and would not result in harm to the character and appearance of the Hammersmith Odeon Conservation Area and would also preserve the settings of the surrounding designated and non designated heritage assets. Furthermore, Officers consider that the proposed development would not result in harm to the amenity of surrounding occupants, nor the net-loss of biodiversity, nor would the proposal result in an increase in flood risk concerns. In this respect the development is considered to comply with Policies DC2, DC8, CF1, CC10, CC11, CC12, CC13, of the Hammersmith and Fulham Local Plan (2018).

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

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

Application form received: 7th May 2021

Drawing Nos: see above

Policy documents: National Planning Policy Framework (NPPF) 2021
The London Plan 2021
LBHF - Local Plan 2018
LBHF – Planning Guidance Supplementary Planning Document
2018

Consultation Comments:

Comments from:	Dated:
Transport For London - Land Use Planning Team	23.08.21
Crime Prevention Design Advisor - Hammersmith	14.09.21
Transport For London - Land Use Planning Team	21.07.21
Transport For London - Land Use Planning Team	03.08.21
Crime Prevention Design Advisor - Hammersmith	03.08.21

Neighbour Comments:

Letters from:	Dated:
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1.0 BACKGROUND

- 1.1 The proposal relates to a traffic island at the north end of Fulham Palace Road, which lies partially under and to the south of Hammersmith Flyover. The traffic island serves as a pedestrian crossing route and contains street furniture including a number of Sheffield cycle stands and two street trees.
- 1.2 The application site is partly situated within the Hammersmith Odeon Conservation Area and partly outside of it, and is in close proximity to the Hammersmith Broadway Conservation Area (which lies to the north of the Hammersmith Flyover).
- 1.3 The nearest statutorily Listed Buildings are the Hammersmith Apollo (Grade II*) and St. Paul's Church (Grade II*), which are located to the west and north-west of the site, respectively. The Guinness Trust Estate and St Augustine's R.C Church and Priory are both locally listed Buildings of Merit, and are situated to the south and south-east of the site, respectively. On the east side of Fulham Palace Road the Guinness Trust Estate buildings and St Augustine's Catholic Church and Priory are locally listed Buildings of Merit and these are situated to the south east of the site. On the west side of Fulham Palace Road the Peabody Estate buildings and the Duke of Cornwall PH, 48 Fulham Palace are locally listed Buildings of Merit and these are situated to the south west of the site.

- 1.4 The site is also located within Hammersmith Town Centre and the Hammersmith Regeneration Area. Fulham Palace Road is classified as a London Distributor Road.
- 1.5 The current application is submitted on behalf of the council and is for the Erection of a single storey structure on the public highway to provide 85 no. safe and secure cycle parking spaces.
- 1.6 The southern part of the traffic island is also subject to a current Council own application (2021/02292/ADV) to display an LED digital advertisement screen. The advertisement structure has been designed to be compatible with the Council's aspirations for the proposed cycle hub, including providing sufficient clearance between the advert support structure and the cycle hub structure to allow for maintenance of both structures and for rainwater dispersal from the cycle hub. It is understood that the proposed foundation designs for the digital advert screen have been shared with the Council's Highways Officers who are dealing with the cycle hub project.
- 1.7 The applicants have confirmed that the proposal is to provide a high-quality parking facility for all cycle users, designed to be fit for purpose, safe, secure and well located in the vicinity of Hammersmith underground and bus stations. This is in line with The Mayor's Vision for Cycling that promised more cycle parking at central London termini and suburban stations to enable better integration between transport modes and help embed types of travel behaviour that support trip changing. Users of the hub would have to register to use this facility and can then book and pay for spaces using a phone application/computer.

2.0 PUBLICITY AND CONSULTATIONS

- 2.1 The application was publicised by means of a site notice and a press advertisement, together with letters of notification to neighbouring properties.
- 2.2 No representations have been received.
- 2.3 Metropolitan Police (Design Out Crime) - No objection.
- 2.4 TfL Spatial Planning - No objection.
- 2.5 TfL Infrastructure Protection - No objection.

3.0 POLICY FRAMEWORK

- 3.1 The Town and Country Planning Act 1990, the Planning and Compulsory Purchase Act 2004 and the Localism Act 2011 are the principal statutory considerations for town planning in England. Collectively the three Acts create a plan led system which requires local planning authorities to determine planning applications in accordance with an adopted statutory development plan unless there are material considerations which indicate otherwise (section 38(6) of the 2004 Act as amended by the Localism Act).
- 3.2 In this instance the statutory development plan comprises the London Plan (2021)

and the Local Plan (2018). A number of strategic and local supplementary planning guidance and other documents are also material to the determination of the application.

National Planning Policy Framework (2021)

- 3.3 The National Planning Policy Framework (NPPF) came into effect on 27 March 2012 and was revised in 2021 and is a material consideration in planning decisions. The NPPF, as supported by the Planning Practice Guidance (PPG), sets out national planning policies and how these are expected to be applied.
- 3.4 The NPPF does not change the statutory status of the development plan as the starting point for decision making. Proposed development that accords with an up to date Local Plan should be approved and proposed development that conflicts should be refused unless other material considerations indicate otherwise.

London Plan

- 3.5 The London Plan was published in March 2021. It sets out the overall strategic plan for London and a fully integrated economic, environmental, transport and social framework for the development of the Capital over the next 20-25 years. It forms part of the development plan for Hammersmith and Fulham.

Local Plan

- 3.6 The Council adopted the new Local Plan on 28 February 2018. The policies in the Local Plan together with the London Plan make up the statutory development plan for the borough. The Planning Guidance Supplementary Planning Document (SPD) (February 2018) is also a material consideration in determining planning applications. It provides supplementary detail to the policies and is organised around key principles.

4.0. POLICY FRAMEWORK

- 4.1 The Town and Country Planning Act 1990, the Planning and Compulsory Purchase Act 2004 and the Localism Act 2011 are the principal statutory considerations for town planning in England.
- 4.2 Collectively the three Acts create a plan led system which requires local planning authorities to determine planning applications in accordance with an adopted statutory development plan unless there are material considerations which indicate otherwise (section 38(6) of the 2004 Act as amended by the Localism Act).
- 4.3 In this instance, the statutory development plan comprises the London Plan (2021), the Local Plan (2018).

National Planning Policy Framework (NPPF)

- 4.4 The NPPF came into effect on 27 March 2012 and was subsequently revised in 2019 and more recently in 2021 and is a material consideration in planning decisions. The NPPF, as supported by the Planning Practice Guidance (PPG), sets out national planning policies and how these are expected to be applied.

- 4.5 The NPPF does not change the statutory status of the development plan as the starting point for decision making. Proposed development that accords with an up to date Local Plan should be approved and proposed development that conflicts should be refused unless other material considerations indicate otherwise.

The London Plan

- 4.6 The London Plan was published in March 2021 and is the Spatial Development Strategy for Greater London (hereafter referred to as London Plan 2021). It sets out a framework for how London will develop over the next 20-25 years and the Mayor's vision for Good Growth.

The Local Plan

- 4.7 The Council adopted the new Local Plan on 28 February 2018. The policies in the Local Plan (hereafter referred to as Local Plan 2018) together with the London Plan make up the statutory development plan for the borough. The Planning Guidance Supplementary Planning Document (SPD) (February 2018) is also a material consideration in determining planning applications (hereafter referred to as Planning Guidance SPD). It provides supplementary detail to the policies and is organised around key principles.

5.0 PLANNING CONSIDERATIONS

- 5.1 The relevant considerations in this case, to be assessed against the policies in the NPPF (2021), The London Plan (2021) and the Hammersmith and Fulham Local Plan (2018) and the Planning Guidance Supplementary Planning Document [SPD] (2018) are:

- Principle of the use
- Design and impact upon the character and appearance of the surrounding area (including designated and non designated heritage assets);
- Impact upon neighbouring amenity;
- Secure by design;
- Highways/pedestrian safety;
- Trees.

PRINCIPLE

- 5.2 The site currently comprises a number of cycle parking stands, forms part of the pedestrian route around the gyratory system and also includes 2 street trees. The proposal would introduce an enclosed, safe and secure cycle parking facility (85 spaces) within the traffic island, whilst not compromising the existing pedestrian route. The proposal would result in the loss of 31 existing cycle spaces (so still an uplift of some 54 spaces), as well as the loss of the 2 street trees. Officers consider that in principle the provision of additional cycle parking is an extension of

the existing uses in this area, and does not introduce any new activities for this site. It is considered the principle of the cycle parking hub is acceptable. All other factors with regard to this proposal are considered below.

VISUAL AMENITY AND HERITAGE

- 5.3 Paragraph 126 of the NPPF (2021) specifies that the creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve. Paragraph 134 goes on to state that development that is not well designed should be refused, especially where it fails to reflect local design policies and government guidance on design, taking into account any local design guidance and supplementary planning documents.
- 5.4 Paragraph 199 of the NPPF (2021) states that, when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation. Any harm to, or loss of, the significance of a designated heritage asset should require clear and convincing justification.
- 5.5 Policy HC1 (Heritage Conservation and Growth) of the London Plan (2021) specifies that development proposals affecting heritage assets, and their settings, should conserve their significance, by being sympathetic to the asset's significance and appreciation within their surroundings.
- 5.6 Policy DC1 of the Hammersmith and Fulham Local Plan (2018) notes that all development should seek to create a high-quality urban environment which respects and enhances its townscape setting, whilst Policy DC2 notes that new build development should achieve a high standard of design and be compatible with the scale and character of existing development and its setting. Policy DC8 specifies that applications affecting designated heritage assets will only be permitted if the significance of the heritage asset is preserved and/or enhanced. Policy OS5 seeks to enhance biodiversity and green infrastructure in the borough.
- 5.7 Key Principles AH1 and AH2 of the Planning Guidance SPD (2018) relate to heritage assets and confirms that there will be a presumption in favour of the conservation of heritage assets; the more significant the heritage asset, the greater the presumption in favour of its conservation will be. Key principle CAG3 relates to new developments in Conservation Areas.
- 5.8 Key Principle BM2 of the Planning Guidance SPD (2018) specifies that development will not be permitted if it would result in the demolition, loss or harmful alteration to buildings, structures and artifacts that are of local townscape, architectural or historic interest, including all locally listed Buildings of Merit.

SITE CONTEXT AND CONSTRAINTS

- 5.9 The proposal relates to part of a traffic island at the north end of Fulham Palace Road within the Hammersmith Town Centre boundary designated on the Policies Map and within the Hammersmith Regeneration Area. The part of the application site south of Hammersmith Flyover is located within the Hammersmith Odeon Conservation Area, the part of the site directly beneath the Hammersmith Flyover is not located within a Conservation Area. The Hammersmith Broadway

Conservation Area is located on the northern side of the Hammersmith Flyover. The site is located within the setting of a number of Buildings of Merit including St Augustine's Catholic Church and St Augustine's Priory, 55 Fulham Palace Road; the Guinness Trust Estate buildings and the Peabody Estate buildings both on Fulham Palace Road and the Duke of Cornwall PH, 48 Fulham Palace Road. The Grade II* listed Hammersmith Apollo is situated to the west on the south side of Queen Caroline Street. On the opposite side of Hammersmith Flyover to the north west is the Grade II* listed St Paul's Church.

- 5.10 The traffic island was created as part of recent streetscene improvement works to the public highway, previously there were steps down to the pedestrian subway network that was built as part of the Hammersmith gyratory system in the 1960s. The site is currently occupied by two recently planted street trees and a number of cycle parking stands. The visual appearance of the site is heavily affected by the looming presence of the Hammersmith Flyover and the tall buildings that form part of the commercial development on the Centrewest site to the north. The character of the area is mixed and contains retail, office, residential and community uses.

DESIGN AND HERITAGE

- 5.11 The relevant design and heritage Local Plan Policies are Strategic Policy HRA, Strategic Site Policy HRA2, DC1, DC2, DC8 and OS5. Key Principles AH1, AH2 and CAG3 of the Planning Guidance SPD are also relevant.

The relevant statutory duties are:

- o In relation to development within Conservation Areas, s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires special attention to be paid by the LPA to the desirability of preserving or enhancing the character or appearance of the Conservation Area;
- o In relation to development which affects a listed building or its setting, s.66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires the LPA to have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.

- 5.12 The northern extremity of the Hammersmith Odeon Conservation Area is dominated by the highway infrastructure associated with the Hammersmith Flyover and the Hammersmith gyratory system and the traffic island itself does not form part of the special architectural or historic interest of the Conservation Area. The location is considered suitable for the provision of cycle infrastructure. The entrance to the cycle hub would be on the north side of the structure in a highly visible location directly opposite the Talgarth Road entrance to the Hammersmith Broadway Shopping Centre with easy access to Hammersmith District/Piccadilly line Underground Station and the two bus stations.

- 5.13 The cycle hub would be a modular structure consisting of black metal panels raised 8cm above the level of the pavement to enclose the cycle parking spaces. A mix of solid and perforated panels would allow for views into the cycle hub from the street, creating the opportunity for passive surveillance of activity within the cycle hub. The interior of the cycle hub would receive daylight through fibre glass reinforced polyester translucent panels in the roof, but would also have artificial

lighting. The fascia will be vinyl in red to draw attention to the presence of the facility. It is understood that further vinyls will be applied to the south, and west facing elements of the western elevation and to the east facing element of the east elevation, these will enliven the appearance of the proposed cycle hub and relieve the appearance of the black metal elevations. The submission of detailed drawings of these elevations and the roof will be conditioned. The proposed rainwater gardens to the west of the cycle hub would provide new soft landscaping and soften the appearance of the structure.

- 5.14 The cycle hub would be clearly seen within the Hammersmith Odeon Conservation Area and as part of its setting, as well as within the setting of the adjacent Hammersmith Broadway Conservation Area and adjacent Buildings of Merit. Given the site specific circumstances including the town centre location, extensive highway infrastructure and the backdrop of tall commercial buildings in the town centre it would not have a harmful impact on visual amenity or on the significance of the Hammersmith Odeon Conservation Area or its setting or on the settings of adjacent designated and non designated heritage assets. The setting of the Grade II* listed Hammersmith Odeon would not be harmed due to the distance between the listed building and the cycle hub and the dominance of Hammersmith Flyover in the setting of the listed building. There would be very little intervisibility between the Grade II* listed St Paul's Church and the cycle hub due to the distance between the two structures and the intervening supports of the Hammersmith Flyover and therefore the setting of the church would not be harmed.

IMPACT UPON NEIGHBOURING AMENITY

- 5.15 Policy D14 of the London Plan (2021) specifies that residential and other non-aviation development should mitigate and minimise the existing and potential adverse impacts of noise on, from, with, as a result of, or in the vicinity of new development, to avoid significant adverse noise impacts on health and quality of life.
- 5.16 Policies CC11 and CC13 of the Local Plan (2018) specify that all proposed development will be required to demonstrate that there will be no undue detriment to the general amenities enjoyed by existing surrounding occupiers as a result of nuisances (including noise).
- 5.17 Policy CC12 of the Local Plan (2018) specifies that the potential adverse impacts from lighting arrangements will be controlled to ensure that any lighting (including illuminated signs and advertisements) are appropriate for the intended use and provide adequate protection from glare and light spill.
- 5.18 Policy HO11 of the Local Plan (2018) specifies that any proposal should ensure an acceptable impact upon the amenity of neighbouring residential occupiers, especially with regard to outlook, privacy, daylight/sunlight and a sense of enclosure.
- 5.19 The closest residential properties are on the upper floors of 24 - 44 Fulham Palace Road, the front elevations of these units would face in the direction of the proposed cycle hub, and accordingly it is important that the proposal does not

result in detrimental harm to the amenity of these occupants.

- 5.20 Officers consider that this is a mixed use area, with retail, commercial and residential uses in close proximity, along with the existing cycle storage facilities within the traffic island. Officers recognise that the proposal would be visible to staff/customers within these commercial units, as well as residential occupiers above. However, given the relatively small scale, massing and material finishes proposed, it is considered that the cycle hub would not result in any demonstrable harm with regard to any outlook and/or sense of enclosure to nearby occupiers of these properties.
- 5.21 Officers acknowledge that the proposed single-storey structure would be visible from the front elevation windows which serve the upper-level residential units on Fulham Palace Road. Nevertheless, the maximum height of the proposed single-storey structure would be 2.6m, and officers consider that this would ensure that the proposal would sit well below the level of these residential windows. This together with its location adjacent to extensive highways infrastructure and the tall buildings nearby would contribute towards reducing the visual prominence of the structure from these residential units. As such, officers consider that the proposal would not result in detrimental harm to the amenity of residential occupants, and other property users nearby with regard to outlook and a sense of enclosure.
- 5.22 With regard to lighting and illumination, the submitted elevation drawings demonstrate that elevations A, B and C of the proposed single-storey structure would contain sections of perforated panels (10mm diameter), to allow natural light into the single-storey structure. Officers acknowledge that the perforated panels could also facilitate light spill from the proposed internal lighting, particularly at night-time. Nevertheless, a condition restricting the illuminance level of artificial light at the development to no more than that recommended by the Institution of Lighting Professionals in the Guidance Note 01/20: Guidance Notes for the Reduction of Obtrusive Light is recommended, to mitigate against an adverse impact upon neighbouring amenity, with regard to light.
- 5.23 With regard to noise levels, Officers draw attention to the application site's Hammersmith Town Centre designation, the mixed commercial and residential usage of the locality, and the site's location partially under and partially south of Hammersmith Flyover. Moreover, part of the island site is already used as cycle storage (via a number of Sheffield stands) so In this context, Officers do not consider that provision and operation of the single-storey cycle storage structure would result in significantly different noise levels that would out of keeping with the existing high background noise levels within the locality of the application site. As such it is considered the development would not result in noise nuisance and disturbance.
- 5.24 Overall, for the reasons outlined above, Officers consider that the proposal would not result in detrimental harm to neighbouring amenity, in accordance with Policy D14 of the London Plan (2021) and Policies CC11, CC12 and HO11 of the Local Plan (2018).

SECURE BY DESIGN

- 5.25 Policy D11 of the London Plan (2021) specifies that boroughs, working alongside

local Metropolitan Police Service 'Design Out Crime' Officers, should support the provision of necessary infrastructure to maintain a safe and secure environment and reduce the fear of crime. Paragraph 3.11.3 of the London Plan (2021) further outlines that measures to design out crime should be integral to development proposals, and should be considered early in the design process, taking into account the principles contained within guidance such as the Secured by Design scheme published by the Police.

5.26 The safety and security of persons using the facility are a key consideration. All new developments should provide details on how the scheme deals with crime prevention concerns and detail proposed security measures.

5.27 Consultee comments received from Metropolitan Police (Design Out Crime) confirm that the applicant engaged them in discussions on security and crime prevention principles prior to the submission of the current planning application. A number of security and crime prevention measures have been included in the proposal, including:

- the installation of a total of four (4) dome CCTV cameras internally, within each corner of the cycle hub. These will be added to the Hammersmith Town Centre CCTV and will be monitored by North Tech.
- the site is already close to existing CCTV coverage in the street area, which covers the areas to the north of the application site, as well as the pedestrian routes around and past the proposed site.
- the use of 'streetpod' cycle stands, achieves secured by design accreditation and is officially recommended by UK Police through the 'Police Preferred Specification Scheme'.

5.28 Metropolitan Police (Design Out Crime) have confirmed in writing that the crime prevention principles and security features discussed with the applicant prior to the application have been incorporated into the proposal, and therefore they raise no objection to this proposal in regard to crime and safety.

HIGHWAYS/PEDESTRIAN SAFETY

5.29 The traffic island is already used as a pedestrian access (predominantly the northern end of the site adjacent to the existing crossings, with pedestrian traffic travelling east/west by the gyratory. The proposal will not change that, there would still be sufficient room for the levels of pedestrian traffic. There are also currently a number of 'Sheffield' stands on the island for cyclists to use. 31 cycle spaces would be lost as a result of the proposal; however the cycle hub would provide 85 spaces (uplift of 54 spaces), albeit within a safe and secure structure, rather than open to the elements. There are still a significant number of 'Sheffield' cycle stands within the vicinity of the site, which would provide free cycle parking for any users who did not want to register and pay for these spaces provided under this proposal. The proposal would increase the number of cycle spaces in the area and provide an alternative choice to the existing cycle parking provision.

5.30 The applicant has submitted a Stage 1 Road Safety Audit (Ref. 1000006179-RSA1, dated 19.04.2021) Prepared by Project Centre as part of this application. This document raises no highway safety problems in relation to the proposed cycle

hub proposal. Officers have examined this audit and are satisfied that this is a robust assessment.

CONSTRUCTION LOGISTICS PLAN

- 5.31 Policy T6 of the Local Plan (2018) outlines that developments, construction and other operations that affect the borough's road network will be regulated according to the Council's hierarchy of roads. Notably, for strategic routes part of the Transport for London Road Network, development will not be permitted if it would prejudice the effectiveness of the strategic route network to provide safe and unobstructed road connections to national and international transport networks, amongst other measures.
- 5.32 Policy T7 of the Local Plan (2018) outlines that construction and demolition works within the borough will be required to mitigate against the impact of any additional traffic or potential disruption to the highway network.
- 5.33 The applicant has submitted an outline construction logistics plan (CLP) as part of this application. The Council's Highways team have reviewed this document, who are satisfied that the construction logistics plan is in accordance with Transport for London guidance. Officers are therefore of the opinion that the CLP would help to mitigate against harmful levels of disruption to the highway network during the installation process. Compliance with the CLP is conditioned.

TREES

- 5.34 Policy OS5 of the Local Plan (2018) specifies that the Council will seek to enhance biodiversity and green infrastructure within the borough by seeking to prevent the removal or mutilation of protected trees, amongst other measures.
- 5.35 Two existing semi-mature Hornbeam trees, approximately 5m in height, are located on the subject traffic island. These trees would be lost as a result of the proposed development. However, officers consider that whilst the trees are currently in good health, it is likely that they would grow, asymmetrically to the south as a result of the shading from the flyover to the north of the trees. Taking into account the benefits from the provision of high quality cycle parking provision, which it is considered will contribute towards an increased uptake of cycling within the borough it is considered that if 2 replacement trees were provided in the vicinity of the site, that this would balance this loss and ensure that biodiversity is preserved and maintained.
- 5.36 Furthermore it is intended to create some planting to the western side of the site in the form of two small rain gardens which will further help with biodiversity.
- 5.37 A condition has been attached requiring the submission of further details of the location, species and size of the proposed replacement trees, to be planted in the next available planting season, following the installation of the cycle hub. In this respect, the proposal would be considered consistent with the aims of Policy OS5 of the Local Plan (2018), which seek to preserve and enhance biodiversity and green infrastructure within the borough.

FLOOD RISK

- 5.38 The application site lies within the Environment Agency's Flood Risk Zone 3, and accordingly a flood risk assessment (FRA) has been submitted as part of this application.
- 5.39 The submitted FRA outlines that the proposal would be classified as a less vulnerable use in terms of flood risk. Furthermore, the Council's Environmental Policy (Flood Risk) team have reviewed the proposal and have also highlighted that the application site is well protected from flood risk from the River Thames due to the presence of flood defences such as the Thames Barrier. Were these breached or overtopped, Environment Agency flood modelling indicates that the site should remain outside of the area impacted by flood water.
- 5.40 Furthermore, as mentioned above, two rain gardens would be installed to the west of the proposed single-storey structure as part of this proposal. Rainwater would go through gutters that would have pipes leading into the rain gardens. This element of the proposal is welcomed in terms of helping to manage surface water run-off in this location.
- 5.41 On balance, officers consider that the flood risks of this site are low, and the proposal includes measures that should contribute towards reducing surface water flood risks. In this respect, the proposal is considered to be consistent with Policies CC3 and CC4 of the Local Plan (2018).

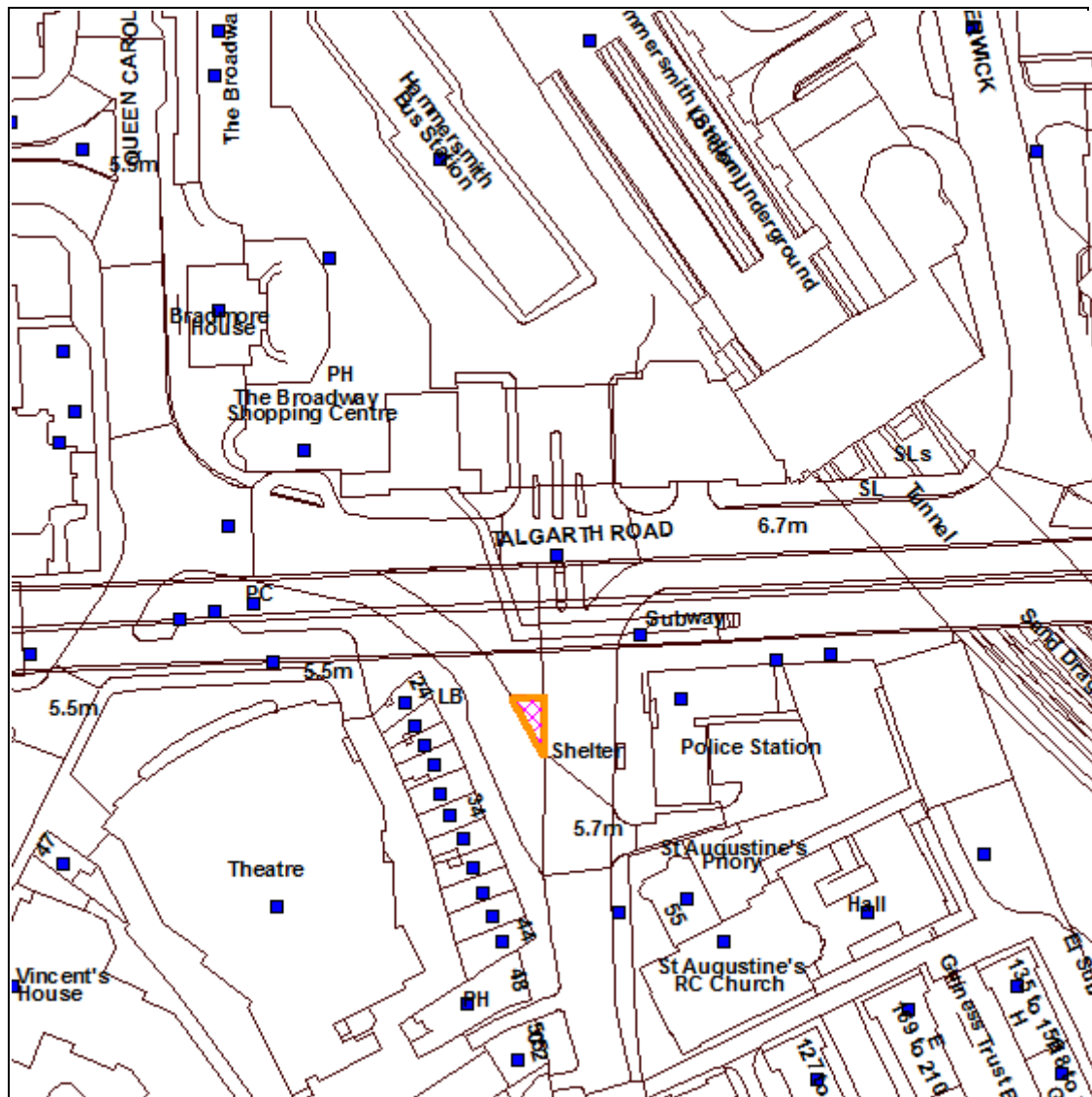
6.0 RECOMMENDATION

- 6.1 The proposed cycle hub would assist the Council's objectives in respect of the post pandemic economic recovery of Hammersmith town centre by providing a secure cycle storage facility to support sustainable travel. Furthermore it would deliver improved cycle infrastructure in the town centre in accordance with Strategic Policy HRA and would not undermine the potential contribution of the site to the Council's objectives for the wider Hammersmith Regeneration Area as set out in both Strategic Policy HRA and Strategic Site Policy HRA2 in the Local Plan. Additionally, it is considered that the proposed development would make a positive contribution towards the facilitation of cycling within the borough, in accordance with Policy T5 of the London Plan (2021) and Policies T1 and T3 of the Local Plan (2018). The development is judged to be of an acceptable quality of design and would not result in harm to the character and appearance of the Hammersmith Odeon Conservation Area and would also preserve the settings of the surrounding designated and non designated heritage assets. Furthermore, Officers consider that the proposed development would not result in harm to the amenity of surrounding occupants, nor the net-loss of biodiversity, nor would the proposal result in an increase in flood risk concerns.
- 6.2 Therefore, officers support the proposed development in line with the recommendations at the start of the report.

Ward: Hammersmith Broadway

Site Address:

Traffic Island Located At Junction Of Fulham Palace Road And Talgarth Road London



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For identification purposes only - do not scale.

Reg. No:
2021/02292/ADV

Case Officer:
Elliot Brown

Date Valid:
02.08.2021

Conservation Area:
Constraint Name: Hammersmith Odeon
Conservation Area - Number 44

Committee Date:
12.10.2021

Applicant:

Mr David Pearlman
Town Hall King Street Hammersmith London
W6 9JU

Description:

Display of a freestanding single sided internally illuminated LED digital advert screen facing south measuring 4m (width) x 6m (height) x 0.061m (depth) at a height of 2.5m above ground level and associated landscaping.

Drg Nos: See condition 02

Application Type:

Display of Advertisements

Officer Recommendation:

- 1) That the Committee resolve that the Chief Planning Officer be authorised to grant advertisement consent subject to the conditions listed below;
- 2) That the Committee resolve 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 proposed conditions, which may include the variation, addition or deletion of conditions, any such changes shall be within their discretion.

Conditions:

- 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 advertisement hereby approved shall be erected and displayed only in accordance with the following approved drawings and shall thereafter be retained in this form:

PA03, PA04, PA05, PA06, PA07, Highway Safety Report by Vectos dated July 2021.

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

- 3) The advertisement display hereby approved shall be displayed in accordance with the recommendations of the Institution of Lighting Professionals in the 'Guidance Note 01/20: Guidance Notes for the Reduction of Obtrusive Light'.

To ensure that the amenity of occupiers of surrounding premises is not adversely

affected by artificial lighting, in accordance with Policies CC12 and CC13 of the Local Plan (2018).

- 4) The advertisements shall comply with the recommendations of the Institution of Lighting Professionals in the 'Professional Lighting Guide No 5, 2014 - Brightness of Illuminated Advertisements'.

To ensure that the proposals would not have an unacceptable impact upon road safety and is in accordance with Local Plan (2018) Policies T1, T6 and DC9 and Key Principle TR28 of the Planning Guidance Supplementary Planning Document (2018).

- 5) The advertisements hereby approved shall not display sequential advertisements that change more frequently than every 10 seconds and the change between advertisements will take place over a period no greater than one second.

To ensure that the amenity of occupiers of surrounding premises is not adversely affected by artificial lighting, and in the interest of highway safety and visual amenity and to preserve the character and appearance of the Conservation Area, in accordance with Policies DC8, DC9, CC12 and CC13 of the Local Plan (2018).

- 6) Any illumination shall not be intermittent and there shall be no changing light patterns.

An intermittent illumination would be unacceptable in the interests of public safety as it is likely to distract the attention of drivers of vehicles, in accordance with Policy DC9 of the Local Plan (2018).

- 7) The external sound level emitted from plant, machinery or equipment at the development hereby approved shall be lower than the lowest existing background sound level by at least 10dBA in order to prevent any adverse impact. The assessment shall be made in accordance with BS4142:2014 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/ surrounding premises is not adversely affected by noise from mechanical installations/ equipment, in accordance with Policies CC11 and CC13 of the Local Plan (2018).

- 8) Prior to commencement of the development details of external materials and finishes including external material samples of the advert support structure and a detailed elevation drawing at a scale of not less than 1:20 of the proposed laser cut pattern to be incorporated into the metal panels on the rear of the advert support structure shall be submitted to the Local Planning Authority for its approval. The development must be completed in accordance with the details as approved and it shall be permanently retained thereafter.

To ensure a satisfactory external appearance and to preserve the character and appearance of the Conservation Area in accordance with Policies DC8 and DC9 of the Local Plan (2018).

- 9) Prior to the display of the advertisement hereby approved full details of landscaping including a landscaping plan and planting schedules and details of a landscaping maintenance plan for the area of soft landscaping at the base of the advert support structure as shown on the approved drawings shall be submitted to the Local Planning Authority for its approval. The landscaping must be completed in accordance with the details as approved prior to the display of the advertisement and it shall be permanently retained and maintained in accordance with the details as approved for duration of the display of the advertisement.

To ensure a satisfactory external appearance and to enhance the character and appearance of the Conservation Area in accordance with Policies DC8 and DC9 of the Local Plan (2018).

- 10) Any planting within the area of soft landscaping shown on the approved drawings at the base of the advert support structure that is removed or severely damaged, dying or becoming seriously diseased shall be replaced with the same species. The area of soft landscaping at the base of the advert support structure shall maintained as such for the duration of the display of the advertisement.

To ensure a satisfactory external appearance and to enhance the character and appearance of the Conservation Area in accordance with Policies CC12, DC8, DC9 and T1 of the Local Plan (2018) and Key Principle TR28 of the Planning Guidance Supplementary Planning Document (2018).

Justification for Approving the Application:

- 1) The design, size, siting and method 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 the character or appearance of the Hammersmith Odeon Conservation Area or the settings of adjacent designated and non designated heritage assets. It is considered that the Highway Safety Report provides a robust assessment of the proposal. The proposed advertisements would therefore accord with Policies CC12, DC8, DC9, T1 and T6 of the Local Plan (2018) and Key Principles AH1, AH2, BD1, BD7, SD6 and TR28 of the of the Planning Guidance Supplementary Planning Document (2018).

LOCAL GOVERNMENT ACT 2000 LIST OF BACKGROUND PAPERS

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

Application form received: 12th July 2021
Drawing Nos: see above

Policy documents: National Planning Policy Framework (NPPF) 2021
The London Plan 2021
LBHF - Local Plan 2018
LBHF – Planning Guidance Supplementary Planning Document

Consultation Comments:

Comments from:
Hammersmith & Fulham Historic Buildings Group

Dated:
23.08.21

Neighbour Comments:

Letters from:

Dated:

8 Chancellors Road Hammersmith London, UK W6 9RS	23.08.21
Fulham Society 1 Rosaville Road London SW6 7BN	16.09.21
263 Goldhawk Road London WE12 8EU	02.08.21
54 College Court Queen Caroline Street LONDON W6 9DZ	09.08.21
26 Chancellors Road London W6 9RS	24.08.21
44 Parfrey Street London W6 9EN	01.09.21

1.0 BACKGROUND

- 1.1 The proposal relates to a traffic island at the north end of Fulham Palace Road which lies underneath and to the south of Hammersmith Flyover. The traffic island serves as a pedestrian crossing route and contains street furniture including a number of Sheffield cycle stands and two street trees.
- 1.2 The application site relates to the southern part of the traffic island and is situated within the Hammersmith Odeon Conservation Area and is in close proximity to the Hammersmith Broadway Conservation Area (which lies to the north of the Hammersmith Flyover).
- 1.3 The nearest statutorily Listed Buildings are the Hammersmith Apollo (Grade II*) and St. Paul's Church (Grade II*), which are located to the west and north-west of the site, respectively. On the east side of Fulham Palace Road the Guinness Trust Estate buildings and St Augustine's Catholic Church and Priory are locally listed Buildings of Merit and these are situated to the south east of the site. On the west side of Fulham Palace Road the Peabody Estate buildings and the Duke of Cornwall PH, 48 Fulham Palace are locally listed Buildings of Merit and these are situated to the south west of the site.
- 1.4 The site is also located within Hammersmith Town Centre and the Hammersmith Regeneration Area. Fulham Palace Road is classified as a London Distributor Road.
- 1.5 The current application is for:
- The display of a single-sided internally illuminated LED digital advert screen within a free standing advertisement support structure facing south down Fulham Palace Road;
 - The digital advert screen would measure 4m in width, 6m in height and 0.061m in depth and would be displayed at a height of 2.5m above ground level;

- It would display static images, which would change at a minimum 10 second interval;

- Soft landscaping would be installed in front of the advertisement support structure at the southern apex of the traffic island.

1.6 The northern part of the traffic island is also subject to a current Council own application (2021/01544/FR3) to erect a single storey structure to provide secure cycle storage. The advertisement structure has been designed to be compatible with the Council's aspirations for a cycle hub in this location, including providing sufficient clearance between the advertisement support structure and the cycle hub structure to allow for maintenance of both structures and for rainwater dispersal from the cycle hub. It is understood that the proposed foundation designs for the digital advert screen have been shared with the Council's Highways Officers who are dealing with the cycle hub project.

2.0 RELEVANT PLANNING HISTORY

2.1 An application was submitted in 2016 (2016/04702/ADV) for the Display of a free standing single-sided digitally illuminated LED screen (measuring 6m x 4m x 0.85m).

2.2 The above application was withdrawn.

3.0 PUBLICITY AND CONSULTATIONS

3.1 The application was publicised by means of a site notice and a press advertisement, together with letters of notification to neighbouring properties.

3.2 Three (3) representations have been received, which object to the proposal on the following grounds:

- The proposal would have a detrimental impact upon the character and appearance of the surrounding area, including designated heritage assets;

- The proposal would have a detrimental impact upon neighbouring amenity, especially with regard to light pollution;

- The proposal would have a detrimental impact upon highway safety;

3.3 One representation has been received, which supports the proposal stating that: The proposal would help to improve the appearance of the area approaching, and under, the Hammersmith Flyover.

3.4 Additionally, three comments objecting to the proposal have also been received from the Fulham Society, the Hammersmith Society and the Hammersmith and Fulham Historic Buildings Group. Their concerns can be summarised as follows:

Hammersmith Society - Hammersmith Town Centre requires a coherent and specific advertising policy, which sets out permissible locations and denies alternative locations, to avoid a haphazard and distracting array of hoardings littering this important area of the borough...careful placing is essential to maintain

a subservient role within the urban landscape and avoid visual distraction from the static surroundings of the built environment. LBHF Planning must plan and establish an overview to ensure advertising placement takes place in an organised, pre-determined manner, and not in a haphazard fashion..

Hammersmith and Fulham Historic Buildings Group - The Gyrotory system which encircles the Broadway centre is one of the busiest traffic areas in the borough..... The addition of cycle routes does little to calm the situation. In our opinion it is important that as little distraction as possible is introduced to this gyratory. Unless it is necessary for safety or guidance reasons, i.e., direction signs and clear lane marking. Distraction cannot be measured, it is a human reaction which is unique to an individual, and can take many forms, in particular moving images. To introduce an illuminated, coloured, moving advertising display, would in our view further denigrate and downgrade an area of which the Borough should be proud. We request that this application to site an advertising screen in this prime location with several listed building in close proximity be refused.

Fulham Society - We would like to comment as we are very concerned about this application. This is a very busy and complicated junction with the special bus lane, and any distraction we feel could well cause problems and accidents. So we are totally opposed to the idea of putting an advertisement of any kind at this point.

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] (2021), The London Plan (2021) and the Hammersmith and Fulham Local Plan (2018), the Planning Guidance Supplementary Planning Document [SPD] (2018) and Advertisement Regulations are:

- Design and visual impact including impact on designated and non designated heritage assets;
- Highways/pedestrian safety;
- Other matters.

VISUAL AMENITY AND HERITAGE

4.2 The proposal relates to the southern part of a traffic island at the north end of Fulham Palace Road within the Hammersmith Town Centre boundary designated on the Policies Map. The site is located within the Hammersmith Odeon Conservation Area. The site is located within the setting of a number of Buildings of Merit including St Augustine's Catholic Church and St Augustine's Priory, 55 Fulham Palace Road; the Guinness Trust Estate buildings and the Peabody Estate buildings both on Fulham Palace Road and the Duke of Cornwall PH, 48 Fulham Palace Road. The Grade II* listed Hammersmith Apollo is situated to the west, behind the shopping parade on the west side of Fulham Palace Road. On the opposite side of Hammersmith Flyover to the north west is the Grade II* listed St Paul's Church.

4.3 The traffic island was created as part of recent streetscene improvement works to

the public highway, previously there were steps down to the pedestrian subway network that was built as part of the Hammersmith gyratory system in the 1960s. The visual appearance of the site is heavily affected by the looming presence of the Hammersmith Flyover and the tall buildings that form part of the commercial development on the Centrewest site to the north. The character of the area is mixed and contains retail, office, residential and community uses. The northern extremity of the Conservation Area is dominated by the highway infrastructure associated with the Hammersmith Flyover and the Hammersmith gyratory system and the traffic island itself does not form part of the special architectural or historic interest of the Conservation Area.

4.4 The relevant Local Plan Policies are DC8 and DC9. Key Principles AH1 and AH2 of the Planning Guidance SPD are also relevant. The relevant statutory duty is s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 which requires special attention to be paid by the LPA to the desirability of preserving or enhancing the character or appearance of the Conservation Area. Furthermore, Paragraph 136 of the NPPF (2021) states that the quality and character of places can suffer when advertisements are poorly sited and designed....Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. Paragraph 199 of the NPPF (2021) requires great weight to be given to the conservation of designated heritage assets when considering the impact of any proposals on their significance.

4.5 Local Plan 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 seeks to ensure 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, and states that the council will resist excessive or obtrusive advertising and illuminated signage. It states that large adverts such as digital screens, will be acceptable where they are of an appropriate scale with their surroundings and where they do not have a detrimental impact on areas sensitive to the visual impact of hoardings such as conservation areas, listed buildings and other heritage assets, residential areas, open spaces or waterside land.

4.6 The proposal would introduce a single LED digital advert screen measuring 6m in height and 4m in width facing south which would be displayed at a height of 2.5m above a solid black metal powder coated panel. In long views from the south the digital advert screen and structure would be seen against the backdrop of the Hammersmith Flyover, the tall office buildings on the Centrewest site at the centre of the Hammersmith Gyratory system and within a highway network characterised by heavy slow moving vehicular traffic. The surrounding area is brightly lit, including by the street lighting to Hammersmith Flyover at a higher level.

4.7 The rear of the structure would be clad in perforated black powder coated metal panels which would incorporate a laser cut pattern. There was a living wall proposed in the previous application, however, this has been omitted with the current application due to concerns about the difficulty of servicing it from the public highway where stopping is not allowed. There were also concerns about the difficulty in sustaining the planting on a living wall on the rear of the digital advert screen, which would face north and not benefit from any direct sunlight. Instead soft landscaping is proposed at ground level in front of the digital advert

screen at the southern apex of the traffic island.

- 4.8 The digital advert screen and the advert support structure would be clearly seen in relation to the wider Conservation Area and adjacent Buildings of Merit but given the site specific circumstances including the town centre location, extensive highway infrastructure and tall commercial buildings it would not have a harmful impact on visual amenity or on the significance of the Conservation Area or the settings of adjacent non designated heritage assets. The settings of the Grade II* listed Hammersmith Apollo and St Paul's Church are unlikely to be affected due to their distance from the proposed advert support structure and the lack of intervisibility between the listed buildings and the advert support structure given the presence of the Hammersmith Flyover. Furthermore the advert screen itself would face south, away from the settings of the listed buildings.
- 4.9 There is an existing advert structure with digital screens at high level facing east and west on the northern part of the Guinness Trust Estate fronting Talgarth Road and Hammersmith Flyover. There would be some intervisibility between the two structures due to the gaps between the buildings on the east side of Fulham Palace Road but there is not likely to be any harmful cumulative impact due to the distances involved and the different directions that the digital screens are orientated towards. For the purposes of comparison it is noted that the digital advert screens (2008/00911/ADV) outside the L'Oreal building at 145 Hammersmith Road are 6m in height x 3m in width and that these screens are also displayed above ground level within an advert support structure and that their principal audience is also pedestrians and drivers in slow moving or stationary traffic either on or entering the Hammersmith Gyrotory.
- 4.10 In light of the above, it is considered that the principle of an LED digital advert screen in this location as well as the size of the screen, method of illumination and detailed design of the advert structure are considered to be acceptable.

HIGHWAYS/PEDESTRIAN SAFETY

- 4.11 Local Plan Policies T1 and T6 state that development will not be permitted if 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.
- 4.12 The subject traffic island is located between the Fulham Palace Road north and south-bound carriageways on land to the south of the A4 Hammersmith Flyover. Fulham Palace Road is identified in Policy T6 as a London distributor road 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.
- 4.13 The Fulham Palace Road approach to the subject traffic island from the south consists of two lanes, and the speed limit in the vicinity of the site is a maximum 20 miles per hour, which is confirmed in road markings seen on site visits and in street photography. The digital advertisement display will be directed towards traffic approaching from the south on Fulham Palace Road.

- 4.14 The applicants have submitted an independent Safety Assessment that reviews the highway safety implications of the proposed digital advertising board, including a site assessment and relevant accident data. This assessment (Ref. VN91535, Issue 3, July 2021) prepared by 'Vectos' as part of this advertisement application, concludes that there would be no likely increased risk associated with the static display when travelling north-bound on Fulham Palace Road. The Council's Highways Officer has reviewed this document, noting that the submitted highway safety report provides a robust assessment of the proposal and that the overall impact upon road and pedestrian safety is acceptable.
- 4.15 At night, the illuminance levels will be reduced to a maximum of 300 candelas/m² to be controlled by condition 4 thereby ensuring that there is no distraction arising because of the brightness of the sign.
- 4.16 The condition requiring luminance levels to be consistent with levels recommended by the Institution of Lighting Professionals in the 'Professional Lighting Guide No 5, 2014 - Brightness of Illuminated Advertisements' 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 T1, T6 and DC9 and Key Principle TR28 of the Planning Guidance Supplementary Planning Document (2018).

OTHER MATTERS

Residential amenity

- 4.17 SPD Key Principle TR28 outlines that developments including external lighting should control the potentially adverse impacts that it could cause.
- 4.18 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.
- 4.19 The advertisement would be a LED digital internally illuminated panel displayed in accordance with best practice as 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.
- 4.20 The illumination will increase (automatically by sensor) to reflect light, seasonal and weather conditions. Subject to Condition 03, luminance levels will comply with the recommendations of the Institution of Lighting Professionals in the 'Guidance Note 01/20: Guidance Notes for the Reduction of Obtrusive Light'. Condition 04 will ensure that the brightness levels will be in compliance with the recommendations of the Institution of Lighting Professionals in the Professional Lighting Guide No5, 204 - Brightness of Illuminated Advertisements.

- 4.21 In this instance, the site is located on a paved island located adjacent to a parade of shops, offices and residential units within Hammersmith Town Centre. As such, the context of the surroundings is best described as mixed in character. Given that there are retail units present along this stretch of Fulham Palace Road it would not be considered unusual to see commercial advertising at this location. There are many advertisements on fascia signs linked to retail premises in the immediate surroundings and there are other examples of digital advertising in the vicinity. The nearest residential properties are located above retail units approximately 15m to the west on Fulham Palace Road. These properties will be relatively unaffected by the proposal both due to the fenestration of the residential properties and the orientation of the sign. Whilst there may be some flats on Fulham Palace Road where the advert could be visible, this would be at an oblique angle. The luminance of the advertisement would be limited to 300 cd/sqm at night time, which would be in accordance with the Institute of Lighting Professionals (ILP) Technical Note 5 on roadside advertisements. Furthermore, the applicants have confirmed that the displays are adjustable to 1% of their maximum brightness meaning that any concerns over lighting can be addressed quickly and remotely through an adjustment to the brightness level.
- 4.22 Overall, it is considered that 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 Policy CC12 of the Local Plan 2018, subject to the proposed conditions.

Biodiversity

- 4.23 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.
- 4.24 The proposal includes an area of soft landscaping to the south of the proposed advert support structure, which would provide a positive visual impression in the streetscape and an improvement in bio-diversity. It is considered to be acceptable with regard to Key Principles BD1 and BD7 of the Planning Guidance Supplementary Planning Document (2018).
- 4.25 The proposed LED digital advert screen and support structure would not undermine the Council's objectives in respect of the post pandemic economic recovery of Hammersmith town centre or the potential contribution of the site to the Council's objectives for the wider Hammersmith Regeneration Area as set out in Strategic Policy HRA and Strategic Site Policy HRA2 in the Local Plan.

5.0 CONCLUSION

- 5.1 The design, size, siting and method of illumination of the proposed advertisement is considered to be acceptable in visual amenity terms and would not have a detrimental effect 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 the character or appearance of the Hammersmith Odeon Conservation Area or the settings of adjacent designated and non designated

heritage assets. It is considered that the Highway Safety Report provides a robust assessment of the proposal. The proposed advertisement would therefore accord with Policies CC11, CC12, CC13, DC8, DC9, T1 and T6 of the Local Plan (2018) and Key Principles AH1, AH2, BD1, BD7, SD6 and TR28 of the of the Planning Guidance Supplementary Planning Document (2018).

6.0 RECOMMENDATION

- 6.1 Therefore, officers support the proposals in line with the recommendations at the start of the report.