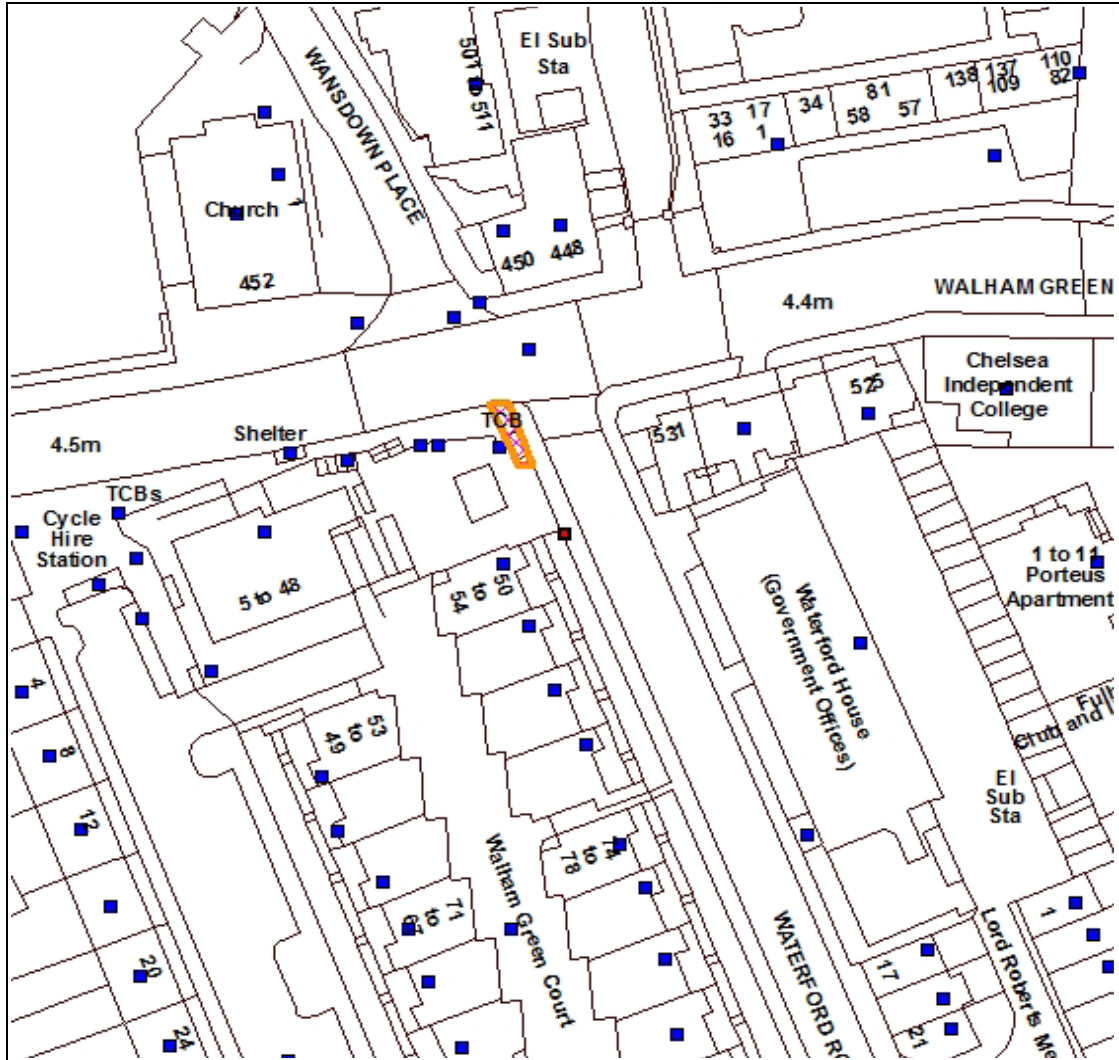


Ward: Parsons Green And Walham

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.