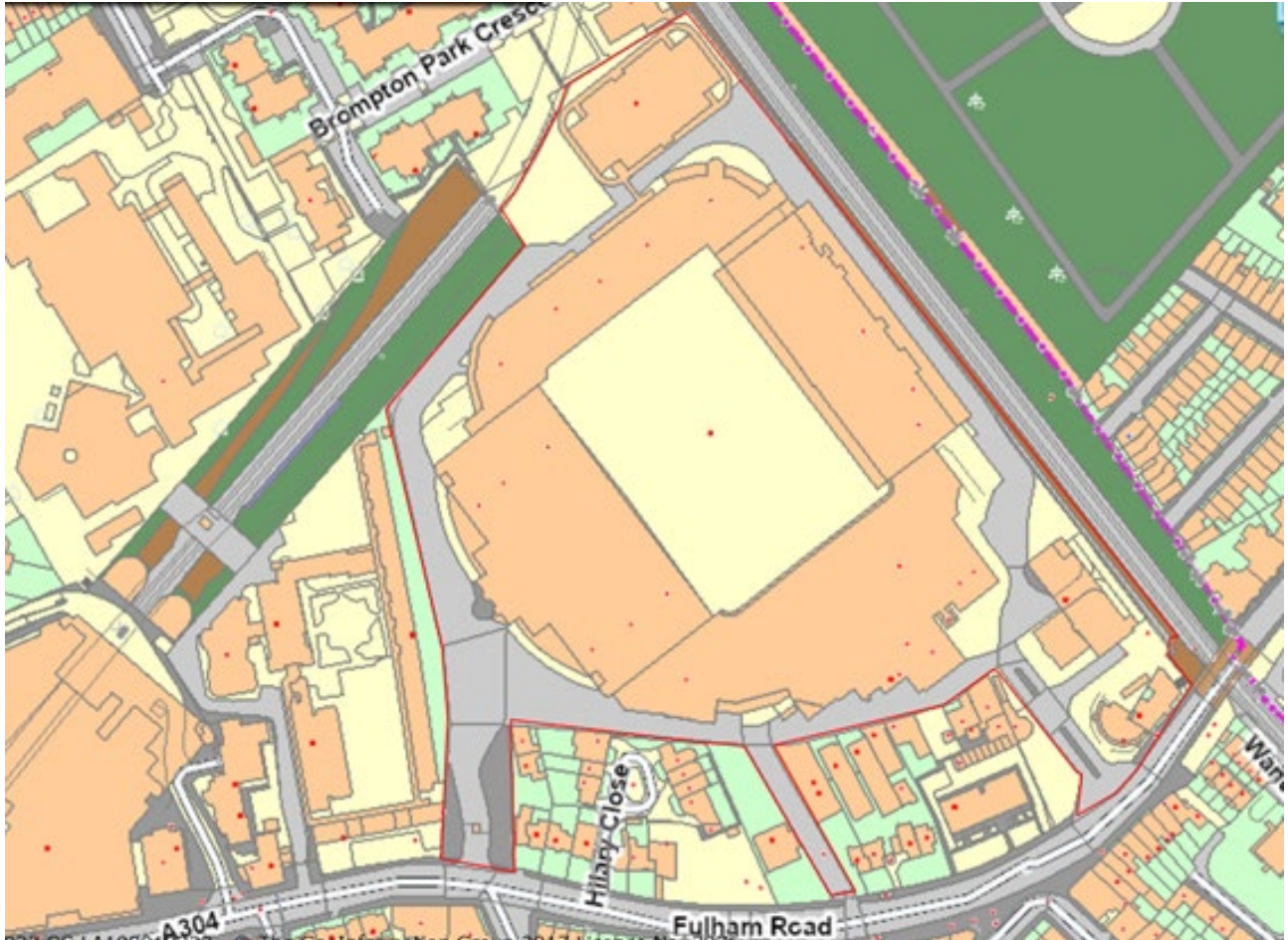

Ward: Walham Green

Site Address:

Stamford Bridge Stadium Fulham Road London SW6 1HS



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For identification purposes only - do not scale.

Reg. No:

2022/03649/ADV

Case Officer:

Tom Scriven

Date Valid:

19.12.2022

Conservation Area:

Committee Date:

07.03.2023

Applicant:

Chelsea Football Club Ltd
C/O Agent

Description:

Display of an internally illuminated led video screen measuring 7m (high) x 4m (width) at the entrance to the North Lower Tier (north eastern elevation) of the Matthew Harding Stand of Stamford Bridge Football Stadium.

Application Type:

Display of Advertisements

Officer Recommendation:

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

Conditions:**Time**

- 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 2007.

Approved Drawings

- 2) The development hereby permitted shall be carried out in complete accordance with the following approved drawing numbers, other than where those details are altered pursuant to the conditions of this advertisement consent:

SG-1.29

SG-1.30

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

Level of Illumination

- 3) The illumination of the signs or advertisements shall comply with the recommendations of the Institution of Lighting Professionals in the 'Guidance Note 01/20: Guidance Notes for the Reduction of Obtrusive Light' and the 'Professional Lighting Guide No 5, 2014 - Brightness of Illuminated Advertisements'.

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 Development Management Local Plan.

Hours of Illumination

- 4) The LED screen hereby permitted shall only be illuminated between the hours of 7:00-22:00 on Chelsea FC home matchdays and between 7:00-20:00 on all other days. In addition to this, the illumination shall be switched off for the period of two hours before sunrise and one hour after as well as one hour before sunset and two hours after. For the remainder of the time, outside the permitted hours, the advertisement shall be switched off and shall not display any graphics.

To ensure that the amenity of occupiers of surrounding premises is not adversely affected by artificial lighting and that protected species are not impacted by the illumination, in accordance with Policies OS4, CC12 and CC13 of the Local Plan (2018).

Silent Display – No Audio

- 5) The two LED screens hereby permitted shall be used only for silent display purposes, and there should be no audio associated with their display.

To ensure that the amenities of neighbouring resident / businesses are not unduly affected by additional noise and disturbance in accordance with policies HO11 and CC13 of the Local Plan (2018).

Justification for Approving the Application:

- 1) The proposal would result in acceptable signage, which would be in keeping with, and would not harm the character and appearance of the surrounding area (including designated heritage assets). There would be no significant harm to visual amenity, residential amenity, biodiversity or highway safety and the proposal would be in accordance with Policies DC1, DC8, DC9, T6, HO11, OS4, CC12 and CC13 of the Local Plan (2018) and Key Principles 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: 16th December 2022

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:
Royal Borough Of Kensington And Chelsea

Dated:
10.01.23

Neighbour Comments:

Letters from:

Dated:

26 Waterford road London sw62dr	01.02.23
56 WATERFORD ROAD London SW6 2DR	06.02.23
2 Moore Park Road London SW6 2JT	29.01.23
30A Holmead Road London SW6 2JD	30.01.23
2 Moore Park Road Fulham London SW6 2JT	29.01.23
6 Melbourne Terrace, Moore Park Road London SW6 2JU	30.01.23
60 WATERFORD ROAD LONDON SW6 2DR	31.01.23
39 Waterford Road London SW6 2DT	23.01.23
2 Billing Place London SW10 9UN	31.01.23
16 MOORE PARK ROAD Fulham LONDON SW6 2JS	31.01.23
17 Moore Park Road London SW6 2JB	29.01.23
37 Britannia Road London SW6 2HJ	30.01.23
67 Britannia road London SW62JR	30.01.23
6 Melbourne Terrace, Moore Park Road London SW6 2JU	30.01.23
67 Waterford Road London SW62DT	30.01.23
10 Moore Park Road London SW62JS	30.01.23
12 Moore Park Road London SW62JS	30.01.23
37 Holmead Road London SW6 2JD	02.02.23
70 Waterford Road London SW6 2DR	03.02.23
3 Holmead Road London Sw62JE	30.01.23
55 Britannia Road London SW6 2JR	04.01.23

7 Hilary Close Fulham Road London SW61EA	24.01.23
4, Moore Park Road London SW6 2JT	27.01.23
5 Melbourne Terrace Moore Park Rd London SW6 2JU	30.01.23
7 Maxwell Road London SW6 2HT	30.01.23
5 Holmead road London SW6 2JE	30.01.23
20 Rumbold Road London SW6 2HX	30.01.23
27 Maxwell Road London SW6 2HT	30.01.23
46 Britannia Road London SW6 2JP	31.01.23
53 Brompton Park Crescent London SW6 1SW	05.01.23
59 Waterford road London SW62DT	30.01.23
69 Moore Park Road London SW6 2HH	30.01.23
67 Britannia road London SW6 2JR	30.01.23
31 Maxwell Road London SW6 2HT	29.01.23
5 Maxwell Road London SW6 2HT	29.01.23
46 Waterford Road London SW6 2DR	30.01.23
51 Moore Park Road Fulham SW62HP	31.01.23
35, Waterford road London SW6 2DT	30.01.23
41 Britannia Road London SW62HJ	15.02.23

1.0 BACKGROUND

- 1.1 The application relates to Stamford Bridge Stadium, the home of Chelsea Football Club, with its main access on the northern side of Fulham Road. To the south of the main stadium along the Fulham Road frontage are Chelsea Studios, Hilary Close and Bovril Court which include mainly residential properties and some artists' studios. To the north lies the District Line underground railway track. Immediately, to the east is an overground railway line and beyond that is Brompton Park Cemetery (Grade 1 Listed). To the west is the Sir Oswald Stoll 4 storey blocks of flats.
- 1.2 The stadium is not within a conservation area, but it is adjacent to the Moore Park and The Billings & Brompton Cutting Conservation Areas. There are several Buildings of Merit to the south and west of the site on Fulham Road, within Chelsea Studios and the Sir Oswald Stoll developments.

Relevant planning history:

- 1.3 The site has an extensive planning history and the most relevant history is set out below:

In November 2002, advertisement consent was approved (ref 2022/02030/ADV) for the display of various signs including:

- 2 internally illuminated fascia signs, 2 externally illuminated banner signs, 1 illuminated kinetic feature wall, 2 non-illuminated projecting signs to West Stand Entrance elevation;
- 1 internally illuminated LED video screen (7m wide x 4m high) and 2 non-illuminated fascia signs on the exterior elevation of Megastore;
- 1 internally illuminated LED video screen measuring (5m wide x 3m high), 1 non-illuminated sign, 1 internally illuminated projecting sign and 1 non-illuminated sign to be painted onto East Stand;
- 1 non-illuminated sign to Matthew Harding Stand elevation;

- 1 non-illuminated painted logo on exterior of Chelsea Museum elevation;
- 1 non-illuminated sign to ticket office elevation.

In 2017, planning permission was granted (ref 2015/05050/FUL) for the demolition of the existing stadium and buildings and the erection of a new 60,000 capacity football stadium (Class D2) with ancillary stadium-related uses including a Combined Heat and Power (CHP) plant, Club shop, kiosks and museum; restaurant/café (Class A3); together with the construction of a decking platform over the District Line railway to the north-west and a decking platform over the Southern mainline railway to the east; external concourse areas; associated excavation works; new pedestrian access from Fulham Broadway Station and Fulham Road; new vehicular access via Wansdown Place; car parking; landscaping and related works.

In 2017, planning permission was granted (ref 2017/01619/FUL) for alterations to an existing shopfront to include: an additional new window display at first floor, new logos and changing of existing yellow metal panels at entrance to white panels with LED rear illumination and perforated metal.

In 2017, advertisement consent was approved (ref 2017/01620/ADV) for 2 non-illuminated box aluminium fascia signs above entrance and 1 applied to the existing perforated panels at first floor; and 2 signs spray applied to the existing perforated panels at first floor.

In 2012, advertisement consent was approved (ref 2012/02471/ADV) 1 internally illuminated screen mounted to the pillar of the front entrance; 1 internally illuminated graphic sign and 1 internally illuminated logo and company name sign fixed to new cladding to entrance, including shadow lighting feature detail to angular joints; 1 stainless steel Delta logo set flush into concrete runway, including installation of LED lighting strips running length of the concrete runway.

In 2008, advertisement consent was approved (ref 2008/01894/ADV) for an internally illuminated fascia sign and projecting sign on east elevation of the stadium.

Proposal:

- 1.4 The current advertisement application relates to the northern corner of the stadium. The proposals involve the display of 1 internally illuminated LED video screen (7m high x 4m wide) at the entrance to the North Lower Tier (north eastern elevation) of the Matthew Harding Stand.

2.0 PUBLICITY AND CONSULTATION

- 2.1 The application has been publicised by means of statutory site notices and press notices. In addition, 42 individual notification letters have also been sent to occupiers adjoining the site. In response, 39 letters of objection were received from 36 separate addresses, the concerns raised can be summarised as follows:

- Impact on Brompton Cemetery (Grade I Listed)
- Impact on character of the area and Conservation Areas (Moore Park and The

Billings & Brompton Cutting Conservation Areas)

- Light pollution / illumination
 - Number of adverts proposed
 - Impact upon wildlife after dark
 - Use of screen in relation to licensing application including for films and videos
 - Neighbouring amenity in relation to a separate licensing application: increase in visitor disruption and antisocial behaviour with associated adverse impact on litter, noise/disturbance, traffic/parking
 - Insufficient consultation
- 2.3 Royal Borough Of Kensington And Chelsea did not raise any objections to the proposals.
- 2.4 Officer Comment: The impact upon the cemetery, Conservation Area, general character of the area, residential amenity and wildlife are assessed below within the relevant sections of this report.
- 2.5 When deciding applications for advertisement consent, we can only have regard to visual amenity and public safety in respect of illumination and highway safety. The concerns raised in relation to the licensing application are therefore not relevant to the current proposal. The activities around the Stadium concourse including the exhibition of films, performance of live music and the playing of recorded music are not a material consideration for this advertisement application. The applicants have confirmed that the screen would not be used in association with any such activities and conditions would be attached to restrict the use of audio and hours.
- 2.6 The public consultation was carried out in line with statutory requirements (see paragraph 2.1 above). Notification letters were sent to immediate neighbours and the application was advertised by way of a site and press notices.

3.0 PLANNING CONSIDERATIONS

- 3.1. The relevant considerations in this case, are 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 (Design and heritage)

- 3.2. The site is not located within a conservation area; however, it is adjacent to the Moore Park and The Billings and Brompton Cutting Conservation Areas. In addition, Brompton Park Cemetery (Grade 1 Listed) lies to the east beyond the railway line and there are several Buildings of Merit to the south and west of the site on Fulham Road, within Chelsea Studios and the Sir Oswald Stoll developments.
- 3.3. 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.

- 3.4 Accordingly, Policy D8 of the London Plan (2021), Policies CC12, DC8, DC9 and T1 of the Local Plan 2018 and Key Principles AH1, AH2, BM2 and CAG3 of the Planning Guidance Supplementary Planning Document (SPD) 2018 are relevant considerations to the determination of this application.
- 3.5 Amongst other things, sub-paragraph B of London Plan Policy D8 states that proposals should seek to ensure the public realm is well-designed, attractive, related to the local and historic context. Specifically, 'lighting, including for advertisements, should be carefully considered and well-designed in order to minimise intrusive lighting infrastructure and reduce light pollution'.
- 3.6 Policy CC12 of the Local Plan requires advertisements to be appropriate for their intended use, utilise the minimum amount of light necessary to achieve its purpose, be energy efficient and provide adequate protection from glare and light spill.
- 3.7. Local Plan Policy DC8 states that the council will conserve the significance of the Borough's historic environment by protecting, restoring, or enhancing its heritage assets, including the borough's conservation areas.
- 3.8 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 which adversely affect the character or public safety. 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.
- 3.9 SPD Key Principle CAG3 states that proposals should not have a harmful impact upon the character and appearance of Conservation Areas. Key Principle AH2 supports the protection of heritage assets. SPD Key principles TR28 and SDC1 outline that developments including external lighting should control the potentially adverse impacts that it could cause.
- 3.10 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 and The Billings and Brompton Cutting Conservation Areas, Brompton Park Cemetery (Grade 1 Listed) and nearby Buildings of Merit.
- 3.11 The Matthew Harding Stand is located on the north west side of the stadium with its primary entrance on the north corner. The proposal consists of 1 internally illuminated LED video screen (7m high x 4m wide) that would face the opposing Chelsea Museum towards the rear of the site. As a result, the primary views of the sign would be from within the site and the impact upon wider character would be

very limited.

- 3.12 Views of the screen would be from limited vantage points within the site. The primary views would be from the concourse area between the stadium and Chelsea FC Museum building to the north which would prevent the advert from being seen from that direction.
- 3.13 The north east boundary of the stadium site includes a solid boundary wall and past that is a railway line. Beyond the railway sidings, is the Brompton Cemetery and there is a high brick wall between these two areas. The land and properties on the other side of the railway fall within the Billings & Brompton Cutting Conservation Area.
- 3.14 The proposed advertisement screen would be located approximately 60m from the boundary wall of the cemetery - it would be largely screened from within the cemetery due to the existing high boundary wall and its oblique north facing angle towards the Museum rather than north east towards the cemetery and the Conservation Area. Whilst there would be the potential for some views through perforated features within the boundary wall, these would be restricted in nature. In addition to this, any views afforded would be against the backdrop of the existing stadium which includes signage and lighting in this area.
- 3.15 Conditions would be attached to any consent to mitigate the impact of illumination associated with the advertisement. The conditions would control the levels of light and the permitted hours of use which would constrain the impact of illumination into the night. The hours of use would be limited to between 7:00 and 22:00 on match days and 20:00 on non-match days.
- 3.16 Overall, officers consider that the advertisement due to its siting, orientation, commercial setting and controlled illumination which is subject to conditions would not harm the character of the area or setting of nearby heritage assets. On this basis the proposals would be acceptable with regards to Policies DC8 and DC9 of the Local Plan and Key Principle AH2 of the Planning Guidance SPD.

Highways and Transport

- 3.17 Local Plan Policy T6 states that development will not be permitted it would prejudice the effectiveness of roads to distribute traffic. In support of this, SPD Key Principle TR28 (Advertisements and Transport) requires the consideration of public safety and the refusal of applications where public safety is compromised.
- 3.18 The proposed advertisement screen is located to the rear of the application site away from the public highway; given its orientation, it would not be visible from the roads surrounding the site. On this basis, there would be no impact upon the operation of the highway or highway safety. Therefore, the proposal would comply with to policies T6 and DC9 of the Local Plan and SPD Key Principle TR28.

Neighbouring Amenity

- 3.19 Local Plan Policy HO11 seeks to ensure that all development respects the principles of good neighbourliness. CC12 relates to the detrimental impact that developments can have on residential amenity as a result of light pollution. CC13

relates to the control of potentially polluting uses including noise impacts and seeks to ensure any such impacts are suitably mitigated.

- 3.20 The LED advertisement screen would be located at the rear of the site, a significant distance from the residential neighbours at Sir Oswald Stall building and any views from those properties would be obscured by the stadium. Similarly views from the nearest neighbours in Brompton Park Crescent would be physically obstructed by the existing Club Museum building.
- 3.21 Regarding noise, no audio would be associated with proposed use for the advertisement screen. to use audio. A condition would be attached to ensure this. Given the distances and siting of the stadium buildings between the nearest residential properties; officer consider that the proposals would not result in any adverse impact in terms of noise.
- 3.22 Overall, the proposed advertisement would be acceptable in respect of residential amenity for neighbouring occupiers in accordance with Local Plan Policies HO11, CC12, CC13.

Biodiversity

- 3.23 Local Plan Policy OS4 states that nature conservation areas and green corridors identified on the Policies Map (and shown on Map 7 and listed in Appendix 4) will be protected from development likely to cause demonstrable harm to their ecological (habitats and species) value.
- 3.24 Part of the overground railway line, on the boundary to the north of the site has been identified as a nature conservation area. The proposed advertisement screen would be close proximity to the railway cutting and the cemetery, both of which have the potential to support wildlife.
- 3.25 The screen would be sited in close proximity to existing light sources within the stadium and would be orientated so that it would not directly face towards the railway line or cemetery. However, given the size of the screen and levels of illumination involved there would still be the potential for an impact upon wildlife and in particular foraging bats. The Council's Ecological officers have considered the proposals and raise no objections subject to a condition requiring that the screen be switched off during the greatest period of likely activity around dawn and dusk. Subject to this restriction it is considered that the proposal would not unacceptably impact upon bats in the vicinity of the site.
- 3.26 Based on this the use of the screen would not significantly impact upon wildlife within the above identified areas. Therefore, officers conclude that the proposals would accord with Local Plan Policy OS4.

4.0 CONCLUSION

- 4.1 Overall, the proposed single LED screen advertisement would have an acceptable impact in terms of visual amenity (including impact on heritage assets), public highway safety, residential amenity and nature conservation. The proposals would accord with the relevant policies in the London Plan 2021, Local Plan 2018 and SPD 2018.