London Borough Of Hammersmith & Fulham

Planning Applications Committee

Agenda for 26th July 2012

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Palace Riverside 2012/00038/FUL	Fulham Football Club Stevenage Road London SW6 6HH	2
Hammersmith Broadway 2012/01397/FUL	Kings Mall Shopping Centre King Street London W6 0QS	77

Ward: Palace Riverside

Site Address:

Fulham Football Club Stevenage Road London SW6 6HH



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Reg. No: 2012/00038/FUL

<u>Case Officer</u>: Sian Brown

Conservation Area:

<u>Date Valid</u>: 11.01.2012

: Bishops Park Conservation Area - Number 5: Fulham Reach Conservation Area - Number 39

Committee Date:

26.07.2012

Applicant:

Fulham Stadium Ltd C/o Agent

Description:

Partial demolition of the Riverside stand and the western ends of the Putney and Hammersmith stands, and the removal of two floodlight masts; and the expansion of the riverside stand and development of a new upper tier to provide additional seats with new accommodation including lounges, suites, concession units, toilets and circulation. and minor works to the riverside ends of the Hammersmith and Putney stands including the installation of new seats to create a 30,000 seat capacity stadium; a new extended section of riverside walkway: leisure/retail provision including up to 1.000sqm use classes A1, A3 and A4 (A1 not to exceed 100sgm) and use for up to 30 days per calendar year of 525sqm of the lower concourse for use class A1, A3, A5, D1; four residential units; a new roof; a new river wall; a temporary construction platform, and associated landscaping, lighting (including floodlights) and ground works. Drg Nos: 050; 015A; 003B; 004; 007; 100C; 101A; 102A; 103; 104; 105;300A; 301; 302B; 110A; 111A; 200A; 201A; 203A; 204A; Sustainability Statement, dated January 2012;BREEAM New Construction 2011(prepared by WSP, dated 08/12/12);Code for Sustainable Homes(prepared by WSP, dated 16/12/2012); Energy Statement (prepared by WSP, dated December 2012); Summary of Energy Statement, dated 31 May 2012; S-2011P01;

Application Type:

Full Detailed Planning Application

Officer Recommendation:

Subject to there being no contrary direction from the Mayor for London; that the Committee resolve that the Executive Director of Transport and Technical Services be authorised to determine the application and grant permission up on the completion of a satisfactory legal agreement and subject to the condition(s) set out below:

Further Recommendation:

Subject to approval of the main recommendation, Committee resolve that the main reasons and considerations on which its decision is based are all the material considerations contained in the officer's report and raised in the course of debate at Committee, including the environmental information contained in the applicant's Environmental Statement, pursuant to the Town and Country Planning (Environmental Impact Assessment)(England and Wales) Regulations 1999.

- 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: 050; 015A; 003B; 004; 007; 100C; 101A; 102A; 103; 104; 105; 300A; 301; 302B; 110A; 111A; 200A; 201A; 203A; 204A; Sustainability Statement, dated January 2012; BREEAM New Construction 2011 (prepared by

WSP, dated 08/12/12); Code for Sustainable Homes (prepared by WSP, dated 16/12/2012); Energy Statement (prepared by WSP, dated December 2012);

In order to ensure full compliance with the planning application hereby approved and to prevent harm arising through deviations from the approved plans, in accordance with Policies EN2, EN6, EN8B, EN31 and EN31X of the Unitary Development Plan, as amended 2007 and 2011 and Core Strategy 2011 Policy BE1.

3) The seating capacity for the resultant football stadium hereby approved shall not exceed 30,0000 per match.

The increase in seating capacity could raise materially different considerations which the Council would wish to have an opportunity to consider at that time, in accordance with policies TN8, TN13, TN15, EN20A, EN20B, EN20C and EN21 of the Unitary Development Plan, as amended 2007 and 2011, and Policy T1 of the Core Strategy 2011.

4) None of the demolition works shall be undertaken before a scheme for temporary fencing and/or enclosure of the site has been submitted to and approved in writing by the Council, and such enclosure has been erected in accordance with the approved details.

To ensure that the site remains in a tidy condition during and after demolition works and during the construction phase and to prevent harms to the street scene and character and appearance of the conservation area, in accordance with Policies EN2, EN6, EN8B, EN31 and EN31X of the Unitary Development Plan, as amended 2007 and 2011 and Core Strategy 2011 Policy BE1.

5) No development shall commence until a preliminary risk assessment report is submitted to and approved in writing by the Council. This report shall comprise: a desktop study which identifies all current and previous uses at the site and surrounding area as well as the potential contaminants associated with those uses; a site reconnaissance; and a conceptual model indicating potential pollutant linkages between sources, pathways and receptors, including those in the surrounding area and those planned at the site; and a qualitative risk assessment of any potentially unacceptable risks arising from the identified pollutant linkages to human health, controlled waters and the wider environment including ecological receptors and building materials. All works must be carried out in compliance with and by a competent person who conforms to CLR 11: Model Procedures for the Management of Land Contamination (Defra 2004) or the current UK requirements for sampling and testing.

Potentially contaminative land uses (past or present) are understood to occur at, or near to, this site. The conditions are required to ensure that no unacceptable risks are caused to humans, controlled waters or the wider environment during and following the development works, in accordance with policies EN20A and EN21 of the Unitary Development Plan as amended 2007 and 2011, policy CC4 of the Core Strategy 2011, and policy 5.21 of The London Plan 2011.

6) No development shall commence until a site investigation scheme is submitted to and approved in writing by the Council. This scheme shall be based upon and target the risks identified in the approved preliminary risk assessment and shall provide provisions for, where relevant, the sampling of soil, soil vapour, ground gas, surface and groundwater. All works must be carried out in compliance with and by a competent person who conforms to CLR 11: Model Procedures for the Management of Land Contamination (Defra 2004) or the current UK requirements for sampling and testing.

Potentially contaminative land uses (past or present) are understood to occur at, or near to, this site. The conditions are required to ensure that no unacceptable risks are caused to humans, controlled waters or the wider environment during and following the development works, in accordance with policies EN20A and EN21 of the Unitary Development Plan as amended 2007 and 2011, policy CC4 of the Core Strategy 2011, and policy 5.21 of The London Plan 2011.

7) Unless the Council agree in writing that a set extent of development must commence to enable compliance with this condition, no development shall commence until, following a site investigation undertaken in compliance with the approved site investigation scheme, a quantitative risk assessment report is submitted to and approved in writing by the Council. This report shall: assess the degree and nature of any contamination identified on the site through the site investigation; include a revised conceptual site model from the preliminary risk assessment based on the information gathered through the site investigation to confirm the existence of any remaining pollutant linkages and determine the risks posed by any contamination to human health, controlled waters and the wider environment. All works must be carried out in compliance with and by a competent person who conforms to CLR 11: Model Procedures for the Management of Land Contamination (Defra 2004) or the current UK requirements for sampling and testing.

Potentially contaminative land uses (past or present) are understood to occur at, or near to, this site. The conditions are required to ensure that no unacceptable risks are caused to humans, controlled waters or the wider environment during and following the development works, in accordance with policies EN20A and EN21 of the Unitary Development Plan as amended 2007 and 2011, policy CC4 of the Core Strategy 2011, and policy 5.21 of The London Plan 2011.

8) Unless the Council agree in writing that a set extent of development must commence to enable compliance with this condition, no development shall commence until, a remediation method statement is submitted to and approved in writing by the Council. This statement shall detail any required remediation works and shall be designed to mitigate any remaining risks identified in the approved quantitative risk assessment. All works must be carried out in compliance with and by a competent person who conforms to CLR 11: Model Procedures for the Management of Land Contamination (Defra 2004) or the current UK requirements for sampling and testing.

Potentially contaminative land uses (past or present) are understood to occur at, or near to, this site. The conditions are required to ensure that no unacceptable risks are caused to humans, controlled waters or the wider environment during and following the development works, in accordance with policies EN20A and

EN21 of the Unitary Development Plan as amended 2007 and 2011, policy CC4 of the Core Strategy 2011, and policy 5.21 of The London Plan 2011.

Unless the Council agree in writing that a set extent of development must 9) commence to enable compliance with this condition, no development shall commence until the approved remediation method statement has been carried out in full and a verification report confirming these works has been submitted to, and approved in writing, by the Council. This report shall include: details of the remediation works carried out; results of any verification sampling, testing or monitoring including the analysis of any imported soil; all waste management documentation showing the classification of waste, its treatment, movement and disposal; and the validation of gas membrane placement. If, during development, contamination not previously identified is found to be present at the site, the Council is to be informed immediately and no further development (unless otherwise agreed in writing by the Council) shall be carried out until a report indicating the nature of the contamination and how it is to be dealt with is submitted to, and agreed in writing by, the Council. Any required remediation shall be detailed in an amendment to the remediation statement and verification of these works included in the verification report. All works must be carried out in compliance with and by a competent person who conforms to CLR 11: Model Procedures for the Management of Land Contamination (Defra 2004) or the current UK requirements for sampling and testing.

Potentially contaminative land uses (past or present) are understood to occur at, or near to, this site. The conditions are required to ensure that no unacceptable risks are caused to humans, controlled waters or the wider environment during and following the development works, in accordance with policies EN20A and EN21 of the Unitary Development Plan as amended 2007 and 2011, policy CC4 of the Core Strategy 2011, and policy 5.21 of The London Plan 2011.

10) Unless the Council agree in writing that a set extent of development must commence to enable compliance with this condition, no development shall commence until an onward long-term monitoring methodology report is submitted to and approved in writing by the Council where further monitoring is required past the completion of development works to verify the success of the remediation undertaken. A verification report of these monitoring works shall then be submitted to and approved in writing by the Council when it may be demonstrated that no residual adverse risks exist. All works must be carried out in compliance with and by a competent person who conforms to CLR 11: Model Procedures for the Management of Land Contamination (Defra 2004) or the current UK requirements for sampling and testing.

Potentially contaminative land uses (past or present) are understood to occur at, or near to, this site. The conditions are required to ensure that no unacceptable risks are caused to humans, controlled waters or the wider environment during and following the development works, in accordance with policies EN20A and EN21 of the Unitary Development Plan as amended 2007 and 2011, policy CC4 of the Core Strategy 2011, and policy 5.21 of The London Plan 2011.

11) Prior to the commencement of development, a detailed method statement for the eradication of Japanese Knotweed (Fallopia japonica) on the site shall be submitted to and approved in writing by the local planning authority. The method

statement shall include proposed measures to prevent the spread of Japanese Knotweed during any operations such as mowing, strimming, or soil movement. It shall also contain measures to ensure that any soils brought to the site are free of the seeds / root / stem of any invasive plant covered under the Wildlife and Countryside Act 1981. The development shall be carried out in accordance with the approved details.

Condition required by the Environment Agency to prevent the spread of an invasive plant in accordance with the Wildlife and Countryside Act 1981. Without measures to prevent its spread as a result of the development there would be the risk of an offence being committed under the Act and avoidable harm to the environment occurring.

- 12) Prior to the commencement of development, a scheme for on-site ecological mitigation works shall be submitted to and approved in writing by the local planning authority. The development shall be carried out in accordance with the approved details. The scheme shall include (but not necessarily be limited to) the following elements:
 - Details of the reed beds to be created alongside the overhanging walkway, including details of their design, planting schedules, and ongoing maintenance.
 - Details of materials to be used in the fendering and fender piles to provide additional aquatic and intertidal habitat.
 - Details of the removal of the concrete revetment removal riverward of the new flood defence wall and creation of new foreshore habitat.
 - Details of bat and bird boxes to be incorporated into the built environment.

Condition required by the Environment Agency to reduce the impact of the development on the ecological value of the River Thames and it's corridor, and to provide appropriate compensatory habitat to mitigate for the encroachment of the development into the river space.

- 13) Prior to the commencement of development, a construction method statement for all works (including temporary works) within and directly adjacent to the River Thames during the site preparation, construction, and operation phases of the development shall be submitted to and approved in writing by the local planning authority. The development shall be carried out in accordance with the approved details. The statement shall include (but not necessarily be limited to) the following elements:
 - Details of foreshore protection and remediation
 - Details of pollution prevention measures
 - Details of timing and methods of working

Condition required by the Environment Agency to reduce the impact of works within the River Thames on the ecological value of the river and its corridor, particularly during the site preparation and construction phase.

14) Light spill from the development into the adjacent River Thames shall be minimised by ensuring that artificial light sources are directional and focused with cowlings, particularly on the riverside walkway and riverward frontage of the Riverside Stand.

Condition required by the Environment Agency to reduce the impact of the development on wildlife using the River Thames and its corridor, particularly foraging bats which feed on invertebrates and commute along the dark corridor to adjacent habitat such as the London Wetland Centre at Barn Elms and the eyots in the channel upstream of the site2.

- 15) Prior to the commencement of development, a piling method statement for all piling works within the River Thames shall be submitted to and approved in writing by the local planning authority. The scheme should seek to minimise the impact of piling works on the migration and movement of fish in the River Thames. The development shall be carried out in accordance with the approved details. The statement shall include (but not necessarily be limited to) the following elements:

 Details of the piling methods to be used silent or vibrational piling methods should be used unless otherwise agreed. If impact piling is required following
 - should be used unless otherwise agreed. If impact piling is required following vibrational piling, then the gradual ramping-up of sound to scare fish away before sound levels reach lethal limits should deter those fish able to swim away before the full power of the pile driver is felt through the river. A non-metallic pad between the hammer and the head of the pile can also reduce the impact.
 - Details of the timing of piling works there should be no pile driving at night, and low tide working is preferred in intertidal areas wherever possible. The piling work should be carried out over as short a period as is practical preferably during the winter months of the year to avoiding key fish spawning and migration periods3.

Condition required by the Environment Agency to reduce the impact of piling works within the River Thames on the migration and movement of migratory fish species.

- 16) Prior to the commencement of development, a piling risk assessment which demonstrates that piling works (or any other foundation designs using penetrative methods) will not result in an unacceptable risk of pollution to ground and surface water shall be submitted to and approved in writing by the local planning authority. The development shall be carried out in accordance with the approved details.
 - Condition required by the Environment Agency to ensure that intrusive works do not introduce pollutants or create new pathways that could pollute controlled waters.
- 17) Prior to the commencement of development, a scheme to improve and maintain the existing and proposed flood defences (including any temporary works) shall be submitted to and approved in writing by the local planning authority. The scheme shall ensure that a statutory flood defence level of at least 5.54mAOD is maintained at all times (including during any temporary works). The scheme shall be fully implemented and subsequently maintained, in accordance with the timing arrangements embodied within the scheme, or within any other period as may subsequently be agreed, in writing, by the local planning authority in consultation with the Environment Agency.

Condition required by the Environment Agency to reduce the risk of flooding by protecting the structural integrity of existing and proposed flood defences, and to reduce the impact of flooding on the proposed development and future occupants.

- 18) Prior to the commencement of development, a surface water drainage scheme for the site, based on sustainable drainage principles and an assessment of the hydrological and hydro geological context of the development, shall be submitted to and approved in writing by the local planning authority. The development shall be carried out in accordance with the approved details. The scheme shall include (but not necessarily be limited to) the following elements:
 - Details of how the scheme shall be maintained and managed after completion.
 - Details of the location of surface water outfalls to the River Thames and any works required to protect the foreshore and adjacent flood defences from scour.
 - Details of the surface water storage required to allow for tide locking.

Condition required by the Environment Agency to prevent the increased risk of surface water flooding, to improve and protect water quality, improve habitat and amenity, and ensure future maintenance of these.

- 19) Development shall not commence prior to the implementation of a programme of archaeological work in accordance with a written scheme for investigation which has been submitted by the applicant and approved by the Local Planning Authority. The scheme should make provision for:
 - a) Evaluation to assess the presence and significance of archaeology
 - b) geo-archaeological assessment
 - c) excavation to record any significant archaeological features, that cannot be conserved
 - d) historic building recording to be guided by the historic buildings appraisal
 - e) the assessment of the results, and proposals for their publication
 - f) the publication of the results
 - g) the deposition of the site archive

The archaeological works shall be carried out by a suitably qualified investigating body acceptable to the Local Planning Authority. Details can be found on www.archaeologists.net

In order to ensure the preservation or protection of any archaeological interests that may be present on the site, in accordance with Policy EN7 of the Unitary Development Plan, as amended 2007 and 2011 and Policy 7.8 of the London Plan 2011.

20) No demolition shall commence until a programme of historic building recording is undertaken of those buildings highlighted of interest in the historic buildings assessment has been submitted to the Council's Archivist.

To ensure that the appearance of that part of the building to be demolished is recorded for the future, in accordance with Policy EN6 of the Unitary Development Plan, as amended 2007 and 2011.

21) The development hereby permitted shall not commence until a surface water drainage scheme, based on sustainable drainage principles, and a maintenance programme for the sustainable urban drainage measures, have been submitted to and approved in writing by the council. The scheme shall be implemented in accordance with the approved details prior to first occupation of the development

hereby permitted, and thereafter permanently maintained in accordance with the agreed details.

To prevent any increased risk of flooding and to ensure the satisfactory storage of/disposal of surface water from the site in accordance with Policy CC2 of the Core Strategy 2011, Policy 5.13 of The London Plan 2011.

22) Development should not be commenced until impact studies of the existing water supply infrastructure have been submitted to, and approved in writing by, the local planning authority (in consultation with Thames Water). The studies should determine the magnitude of any new additional capacity required in the system and a suitable connection point.

Condition required by Thames Water to ensure that the water supply infrastructure has sufficient capacity to cope with the/this additional demand.

23) No development shall commence until an Environmental Management Plan is submitted to and approved in writing by the Council. This Strategy should outline the measures to be implemented to help mitigate the development's air pollution impacts, from demolition and construction activities.

To ensure the development's air pollution impacts are mitigated in accordance with the requirements of policy 7.14 of the London Plan 2011 and policy CC4 of the Core Strategy 2011.

24) The development hereby permitted shall not commence prior to the submission and approval in writing by the Council of details and samples of all materials to be used on the external faces of the new building and all surface treatments, including boundary walls, railings, gates and fences and no part of the development shall be used or occupied prior to the completion of the development in accordance with the approved details.

To ensure a satisfactory external appearance and to prevent harm to the streetscene, in accordance with Policies EN2, EN6, EN8B, EN31 and EN31X of the Unitary Development Plan, as amended 2007 and 2011 and Core Strategy 2011 Policy BE1.

- 25) The development hereby permitted shall not commence prior to the submission and approval in writing by the Council of details in plan, section and elevation (at a scale of not less than 1:20) of the following matters, and no part of the development shall be used or occupied prior to the completion of that part of the development in accordance with the approved details.
 - a) details of the riverwalk and river wall.

To ensure a satisfactory external appearance and prevent harm to the street scene, in accordance with Policies EN2, EN6, EN8B, EN31 and EN31X of the Unitary Development Plan, as amended 2007 and 2011 and Core Strategy 2011 Policy BE1

26) The development hereby permitted shall not commence prior to the submission and approval in writing by the Council of details in plan, section and elevation (at a

scale of not less than 1:20) of the following matters, and no part of the development shall be used or occupied prior to the completion of that part of the development in accordance with the approved details.

a) entrances to the site and the junction with the riverside walk.

To ensure a satisfactory external appearance and prevent harm to the street scene, in accordance with Policies EN2, EN6, EN8B, EN31 and EN31X of the Unitary Development Plan, as amended 2007 and 2011 and Core Strategy 2011 Policy BE1.

- 27) The development hereby permitted shall not commence prior to the submission and approval in writing by the Council of details in plan, section and elevation (at a scale of not less than 1:20) of the following matters, and no part of the development shall be used or occupied prior to the completion of that part of the development in accordance with the approved details.
 - a) a typical bay of the proposed Riverside Stand [including the proposed frontage to retail units] to show details of proposed cladding, fenestration, balconies and entrances.

To ensure a satisfactory external appearance and prevent harm to the street scene, in accordance with Policies EN2, EN6, EN8B, EN31 and EN31X of the Unitary Development Plan, as amended 2007 and 2011 and Core Strategy 2011 Policy BE1.

The development shall not commence prior to the submission and approval in writing by the Council of details of all proposed external artificial lighting, including security and flood lights. Such details shall include the number, exact location, height, design and appearance and fixtures of the lights and hours of operation, together with data to demonstrate that vertical illumination of neighbouring premises is a maximum of 10lux at ground floor and 5lux at first and higher floor levels. The recommendations of the Institution of Lighting Professionals in the `Guidance Notes For The Reduction Of Light Pollution 2005' shall also be met with regard to glare and sky glow. Approved details shall be implemented prior to occupation of the development and thereafter be permanently retained.

To ensure a satisfactory external appearance and safeguarding the architectural and historic interest of the building, and the setting of the conservation area, and to prevent harm to the occupiers of neighbouring properties, in accordance with Policy EN2, EN3, EN8B,, EN31, EN31X, EN20A, EN20C and EN21 of the Unitary Development Plan, as amended 2007 and 2011, and Policy BE1 of the Core Strategy 2011.

29) Prior to the occupation of the development hereby approved, details shall be submitted to and approved in writing by the Council, of the installation, operation, and maintenance of the extract ventilation system and ducting. Approved details shall be implemented prior to occupation of the development and thereafter be permanently maintained and retained.

To ensure that the amenity of occupiers of surrounding premises is not adversely affected by smell, steam and other effluent. in accordance with Policy EN20A, EN20B and EN21 of the Unitary Development Plan, as amended 2007 and 2011.

30) Prior to the occupation of the development hereby approved, details shall be submitted to and approved in writing by the Council, of the external noise level emitted from plant/ machinery/ equipment and mitigation measures. The measures shall ensure that the external noise level emitted from plant, machinery/ equipment will be lower than the lowest existing background noise level by at least 10dBA, as assessed according to BS4142:1997 at the nearest and/or most affected noise sensitive premises, with all machinery operating together. Approved details shall be implemented prior to occupation of the development and thereafter be permanently retained.

To ensure that the amenity of occupiers of surrounding premises is not adversely affected by noise from mechanical installations/ equipment and their uses, in accordance with Policy EN20A, EN20B and EN21 of the Unitary Development Plan, as amended 2007 and 2011.

31) Prior to the occupation of the development hereby approved, details shall be submitted to and approved in writing by the Council, of a servicing and delivery management plan, which shall include vehicle tracking, detailing management of deliveries to and throughout the site, emergency access throughout the site, collection of waste and recyclables, times of deliveries and collections/ silent reversing methods/ location of loading bays and vehicle movement. The servicing and delivery plan shall thereafter continue to be fully implemented for the lifetime of the development.

To ensure that the use does not generate an excessive number of car trips, and satisfactory servicing and delivery arrangements and to minimise the risk of harm to the existing amenities of the occupiers of neighbouring properties, in accordance with Policies TN5, TN13, TN15, EN20A, EN20B, EN21 and standard S21 of the Unitary Development Plan, as amended 2007 and 2011 and Policy T1 of the Core Strategy 2011.

32) Prior to the occupation of the development hereby approved details of the proposed measures to ensure that the development achieves "secured by design" status shall be submitted to and approved in writing by the Council. No part of the development thereby effected shall be used or occupied prior to the implementation of the approved details.

To ensure that the development incorporates suitable design measures to minimise opportunities for, and the perception of, crime, in accordance with policies 7.3 and 7.13 of the London Plan 2011 and policy EN10 of the Unitary Development Plan as amended 2007 and 2011.

33) Prior to the occupation of the residential units hereby approved, details and drawings at a scale of 1:100 demonstrating that a minimum of 1 of the dwellings hereby approved shall be capable of meeting the additional turning, circulation and storage needs of wheelchair users and shall be designed and capable of adaptation, in accordance with the Council's Supplementary Planning Document

general guidance (Access for All). The development shall be carried out in accordance with such details as approved.

To ensure a satisfactory provision for dwellings, meeting the needs of people with disabilities, in accordance with the Policy H4 of the Core Strategy 2011, Policy 3.8 and 4.5 of the London Plan 2011 and the Council's Supplementary Planning Document general guidance (Access for All).

34) Prior to the occupation of the residential units hereby approved, details and drawings at a scale of 1:100 demonstrating the residential development's compliance with the Lifetimes Home standards shall be submitted to and approved in writing by the Council. The development shall be carried out in accordance with such details as approved and permanently retained thereafter.

To ensure that the new flats are built to `Lifetime Homes' standards, in accordance with Policy H4 of the Core Strategy 2011, Policy 3.8 of The London Plan (2011) and the Council's Supplementary Planning Document General Guidance (Access for All).

35) No part of residential units hereby approved shall be occupied prior to setting out of 6 car parking spaces as identified on approved drawing 003 Rev B. These spaces must be clearly identified and marked out, including 2 spaces set aside for disabled person parking and the spaces shall be retained thereafter for the accommodation of vehicles of users of the development.

To ensure the provision and permanent retention of the parking spaces for wheelchair and non-wheelchair blue badge holders and so as to ensure that the development does not result in additional on-street parking stress detrimental to the amenity of surrounding residents, in accordance with Policy 6.13 of the London Plan 2011, Policy TN13 and TN15 and standard S18 and S19 of the Unitary Development Plan, as amended 2007 and 2011, and Policy T1 and H4 of the Core Strategy 2011.

36) Prior to the occupation of the residential units hereby approved, a car parking management plan detailing the allocation of the residential car parking spaces within the site hereby approved and the management of the cars associated with these residential spaces on matchdays shall be submitted to and approved in writing by the Council. Approved details shall be implemented prior to occupation of the residential development and thereafter be permanently retained.

To ensure the appropriate distribution of parking through the development and that all spaces can be readily accessed by vehicles, in accordance with policies 6.9, 6.13 and 7.2 of the London Plan 2011 and Policies TN4 and TN15 and Standard S20 and Table 12.2 of the Unitary Development Plan as amended 2007 and 2011.

37) Prior to the occupation of the residential units hereby approved details of the total number and location of secure cycle parking spaces to be provided in connection with the residential units hereby approved have been submitted to and approved in writing by the Council, and such details as are approved shall be implemented prior to the occupation of the residential units and permanently retained thereafter.

In order to promote alternative, sustainable forms of transport, in accordance with Policy TN6 and standard S20.1 of the Unitary Development Plan, as amended 2007 and 2011, and Policy 6.9 and Table 6.3 of the London Plan 2011.

38) Prior to the occupation of the residential units hereby approved details of the refuse storage for the residential use, including provision for the storage of recyclable materials, have been submitted to and approved in writing by the Council. The residential units hereby approved shall not be occupied or used until the refuse storage arrangements are in place in accordance with such approval and all storage arrangements as are approved shall thereafter be permanently retained and maintained in operational condition.

To ensure that the use does not give rise to smell nuisance and to prevent harm to the street scene arising from the appearance of accumulated rubbish, in accordance with Policy EN17 of the Unitary Development Plan, as amended 2007 and 2011, and the Council's Storage of Refuse and Recyclables Supplementary Planning Document.

39) The noise level in residential rooms at the development hereby approved shall meet the 'good' noise standard specified in BS8233:1999 for internal rooms and external amenity areas. External noise and vibration from existing and proposed commercial noise sources, and building services plant shall be 10dBA Leq below background LA90, as assessed according to BS4142:1997 at the nearest and/or most affected noise sensitive premises, with all machinery operating together.

To ensure that the amenity of occupiers of the development site/ surrounding premises is not adversely affected by noise/ vibration from industrial/ commercial noise sources, in accordance with Policy EN20A, EN20B and EN21 of the Unitary Development Plan, as amended 2007 and 2011.

40) The development hereby permitted shall be constructed in accordance with the Energy Statement (prepared by WSP, dated December 2012) and supporting Summary of Energy Statement, dated 31 May 2012, and energy efficiency and low carbon measures shall thereafter be permanently retained for the lifetime of the development.

To ensure an energy efficient development to help reduce its carbon dioxide emissions, in accordance with Policies 5.1, 5.2, 5.3, 5.6, 5.7, 5.8 and 5.9 relating to energy demand, energy efficiency and renewable energy of The London Plan 2011 and Policy CC1 of the Core Strategy 2011.

41) The development hereby permitted shall be built in accordance with the Sustainability Statement, dated January 2012; BREEAM New Construction 2011 (prepared by WSP, dated 08/12/12); and Code for Sustainable Homes (prepared by WSP, dated 16/12/2012) hereby approved, which includes details of sustainable design and construction and confirms that all 4 dwellings shall meet the requirements of level 4 of the Code for Sustainable Homes. All such approved details shall be installed and maintained for the lifetime of the development.

In the interests of energy conservation, reduction of CO2 emissions and wider sustainability, in accordance with Policies 5.1, 5.2, 5.3, 5.6 and 5.7 7 relating to

energy demand, energy efficiency and renewable energy of the London Plan 2011, Core Strategy Policy H3 and the GLA SPG on sustainable design.

42) The A1 unit at ground floor level shall not exceed 100sqm.

The increase in the size of the A1 unit could raise materially different considerations which the Council would wish to have an opportunity to consider at that time, in accordance with policies TN13, TN15, SH11, EN20A and EN21 of the Unitary Development Plan, as amended 2007 and 2011, and Policy T1 of the Core Strategy 2011.

43) No customers shall be on the premises in connection with the A1, A3 and A4 commercial units at ground floor level hereby approved between 23:00 hours and 07.00 hours the following day.

In order to ensure that any noise and disturbance from customers leaving the premises is confined to those hours when ambient noise levels and general activity are sufficiently similar to that in the surrounding area, thereby ensuring that the use does not cause demonstrable harm to surrounding residents in accordance with Policies EN20A, EN21 and SH11 of the Unitary Development Plan, as amended in 2007 and 2011.

44) The extent of the lower concourse to be used for freestanding A1, A3, A5 and D1 uses shall not exceed 525sqm, and, together with the concession bars (on non match days) shall not be used in this manner for more than 30 days per calendar year. No members of the public shall be on site in connection with the permitted uses other than between 08.00 hours and 18.00 hours.

The increase in use could raise materially different considerations which the Council would wish to have an opportunity to consider at that time, in accordance with policies TN8, TN13, TN15, EN20A, EN20B, EN20C and EN21 of the Unitary Development Plan, as amended 2007 and 2011, and Policy T1 of the Core Strategy 2011.

45) The hospitality spaces at first and second floor levels of the new stand (with the exception of match days) shall not be used for more than 100 events per year, and these events shall not be attended by more than 1000 people.

The increase in use could raise materially different considerations which the Council would wish to have an opportunity to consider at that time, in accordance with policies TN8, TN13, TN15, EN20A, EN20B, EN20C and EN21 of the Unitary Development Plan, as amended 2007 and 2011, and Policy T1 of the Core Strategy 2011.

46) No organised delivery of food shall take place from the commercial floorspace hereby approved using motor vehicles (which include motorcycles, mopeds and motor scooters).

No provision has been made for the parking of vehicles off-street in connection with a delivery service. Any such vehicles would be likely to park on the public highway, which would prejudice the free flow of traffic and public safety contrary to

- policy TN13 of the Unitary Development Plan, as amended 2007 and 2011, and Policy T1 of the Core Strategy 2011.
- 47) None of the shopfronts on the Riverside frontage shall be fitted with external roller shutters.
 - To ensure a satisfactory external appearance, in accordance with Policies EN2, EN8, EN31, EN31X and EN8D of the Unitary Development Plan as amended 2007 and 2011, and Policy BE1 of the Core Strategy 2011.
- 48) The window glass of the shopfronts on the Riverside frontage shall not be mirrored, painted or otherwise obscured.
 - To ensure a satisfactory external appearance and to prevent harm to the streetscene, in accordance with policy EN2, EN8, EN31, EN31X and EN8D of the Unitary Development Plan, as amended 2007 and 2011, and Policy BE1 of the Core Strategy 2011.
- 49) The permitted commercial premises shall not commence until all external doors to the premises have been fitted with self closing devices which, shall be maintained in an operational condition and at no time shall external doors be fixed in an open position.
 - In order that the use does not give rise to conditions detrimental to the amenities of surrounding occupiers by reason of noise disturbance, in accordance with policy EN21 of the Unitary development Plan, as amended 2007 and 2011.
- 50) All ground floor entrances hereby approved should have not less than 1 metre effective clear width and the threshold shall be at the same level as the adjoining ground level fronting the entrances.
 - To ensure adequate access for people with disabilities or mobility difficulties in accordance with Policy 7.2 in the London Plan 2011 that seeks an inclusive environment in which the specific needs of older and disabled people meet BS 8300:2009 and other relevant best practice standards.
- 51) All external entrance doors hereby approved shall be designed and installed so that they only open inwards and thereafter shall be retained in this form.
 - To ensure pedestrian flow is not unduly affected, in accordance with Policy TN5 of the Unitary Development Plan, as amended 2007 and 2011.
- 52) No advertisement shall be displayed on the external elevations of the development, including the shopfronts, or within the building where they would be visible from public vantage points outside the application site, unless full details of the proposed advertisements have first been submitted to and approved in writing by the Council.
 - To ensure a satisfactory external appearance and to preserve the integrity of the design of the building, in accordance with Policies EN2, EN8B, EN31, EN31X and EN8D of the Unitary Development Plan, as amended 2007 and 2011, and Policy BE1 of the Core Strategy 2011.

- 53) Notwithstanding the provisions of the Town and Country Planning (General Permitted Development) (Amendment) (No.2) (England) Order 2008 (or any Order revoking or re-enacting that Order with or without modification), no aerials, antennae, satellite dishes or related telecommunications equipment shall be erected on any part of the development hereby permitted, without planning permission first being granted.
 - In order to ensure that the Council can fully consider the effect of telecommunications equipment upon the appearance of the building, in accordance with Policy EN2B and EN8 of the Unitary Development Plan as amended 2007 and 2011, and Policy BE1 of the Core Strategy 2011.
- 54) No alterations shall be carried out to the external appearance of the development, including the installation of air-conditioning units, ventilation fans or extraction equipment 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, in accordance with Policy EN2B, EN8 and EN21 of the Unitary Development Plan, as amended 2007 and 2011, and Policy BE1 of the Core Strategy 2011.
- Prior to the occupation of the development hereby approved, details shall be submitted to and approved in writing by the Council, of the location and operation of new speakers and noise levels of tannoys and/or PA systems. 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/ vibration from industrial/ commercial noise sources, in accordance with Policy EN20A, EN20B and EN21 of the Unitary Development Plan, as amended 2007 and 2011.

Justification for Approving the Application:

- Principle: The expansion of the club in terms of seating capacity is supported in principle by the NPPF (2012), Policy 3.19 of the London Plan (2011) and Policy CF1 of the Core Strategy (2011). The continued contribution of the Premier League and those London Clubs currently representing at that level contributes significantly to London's World City status which is consistent with the Mayor's aspirations set out in Policy 2.1 of the London Plan (2011).
 - 2. Blue Ribbon Network (microclimate; hydrology; ecology; flood risk)

The proposal supports London Plan (2011) Policy 7.27 A b) and UDP (2011) Policy EN34 by improving access along the waterways, through the completion of a missing link of the Thames Path identified in the Council's Proposals Map. The proposed use of the Thames for transport of bulk construction materials and also demolition material is also in line with policy 7.25 and 2.26. The proposal does fail to comply with UDP Policy EN35 and Policy 7.28 (c) of the London Plan (2011) (development in the river space that does not serve a water related purpose)

however it is considered that the site's unique characteristics, which prevents the club expanding elsewhere within the site, reduces the likelihood of a precedent being set for other sites to encroach into the river.

Microclimate: A Sailing Microclimate Assessment Wind Tunnel Study has been submitted and extensive discussions have taken place between the applicant, the local sailing clubs and the PLA. Whilst it is accepted that sailing on this part of the river would be affected, on the basis of the evidence available, the development proposals would not result in conditions that would preclude the continuation of sailing activity on the river. Notwithstanding this a number of mitigation measures are proposed which will be secured by a S106 Agreement. In addition the navigational safety of the structure for river users including the safety of recreational vessels has been considered through the use of fenders. In this respect the proposal accords with Policy 7.7 of the London Plan (2011) and UDP Policy EN32 (2011).

Hydrology: A report has been submitted modelling the potential impact of the proposed pilled structures on the hydrodynamics of the River Thames in this location which demonstrates that the expected changes will not prejudice navigational safety on this reach. A monitoring regime of the riverbed in the vicinity of the development will required as a condition within any River Works Licence from the PLA (if one was granted). At the request of the EA a piling method statement would be secured by a condition.

Ecology: The EA are satisfied that the proposed mitigation measures, together with a financial contribution towards the Chiswick Eyot project will reduce the environmental effects of the development on-site and provide off-site compensation for any remaining adverse effects. The proposal will bring benefits of a new foreshore and reed bed habitat, along with improvements to the tidal flood defences (including an allowance for climate change). In this respect the proposal accords with the NPPF (2012), Policy 7.19 and 7.28 of the London Plan (2011), UDP Policy EN27 (2011), the Thames River Basin Management Plan (RBMP) and the Water Framework Directive (WFD).

Flooding/Drainage: A Flood Risk Assessment (FRA) has been submitted and has considered risks of flooding to the site and adequate preventative measures have been identified. Sustainable Urban Drainage Strategy would be required by condition. The development is therefore be acceptable in accordance with the NPPF (2012), Planning Policy Statement (PPS) 25, London Plan Policies 5.11, 5.12, 5.13, 5.14 and 5.15 of the London Plan (2011), Core Strategy Policies CC1 and CC2 (2011).

- 3. Housing: The provision of residential units is considered acceptable, in accordance with the NPPF (2012), London Plan Policy 3.3 (2011), Core Strategy Policy H1 and H4 (2011) and UDP Policy H06 (2011). The density, housing mix, internal design and layout of the new residential units are considered satisfactory having regard to London Plan Policies 3.4, 3.5, 3.8 and 3.13 (2011), Core Strategy Policies H2, H3 and H4 (2011) and UDP Policy H06 and Standards S7.A and S13.3 (2011).
- 4. Design and Appearance: The proposed development would be a high quality development which would give an improved river aspect, as well as the

connectivity and increased activity along the riverside provided by the new riverside walk. It is concluded that the proposed development would not have a detrimental impact on the surrounding heritage assets. The NPPF (2012), PPS5, London Plan Policies 7.1, 7.2, 7.4, 7.5, 7.6, 7.7, 7.8, 7.28 (2011), Core Strategy Policies BE1 and RTC1 (2011) and UDP Policies EN2, EN2B, EN3, EN8, EN31 and EN31X (2011) would therefore be satisfied.

- 5. Archaeology: The site lies within the Archaeological Priority Area of 'Thames foreshore & Park' an area of potential for prehistoric, Roman, Saxon, medieval & post-medieval remains. A field evaluation including geo-archaeological assessment in accordance with an approved Written Scheme of Investigation will be secured by a condition, together with a programme of historic building recording. In this respect the proposed development accords with London Plan Policy 7.8 (2011), Core Strategy Policy BE1 (2011) and UDP Policy EN7 (2011).
- 6. Highways matters: The application is supported by a Transport Assessment which provides a comprehensive review of all the potential transport impacts of the proposed development, together with recommended measures to mitigate any adverse consequences. Modelling of the development has shown that the resulting vehicle trip generation from the proposal would not result in unacceptable congestion of nearby road junctions. External impact of the development will be controlled by a comprehensive package of planning obligations, which will include a Travel Plan and funding towards match day safety measures, improvements to pedestrian access, a review of CPZs, provision of cycle hire and CCTV. The submission of a Demolition and Construction Management Plan and Construction Logistics Plan, will also be secured by a S106 Agreement. The proposed development therefore accords with the NPPF (2012) Policies 6.1, 6.3, 6.5, 6.9, 6.10, 6.11, 6.13 6.14, of the London Plan (2011), Core Strategy Policy T1 (2011) and UDP Policies TN4, TN5, TN6, TN8, TN13, TN15 and TN28 and Standards S18, S19, S20, S21, S22 and S23 (2011).
- 7. Environmental Nuisance and Residential Amenity: The impact of the proposed development upon neighbouring residential properties is considered acceptable. It is not considered that the proposal would harmfully affect the outlook and light to neighbouring properties. Residents' privacy would not be materially affected. Measures would also be secured by condition to minimise light pollution and noise and disturbance to nearby occupiers from the commercial uses on the lower concourse. The impacts to Bishops Park will be mitigated by way of a planning obligation to fund the restoration and ongoing maintenance of the park, as well as to provide stewards to manage the crowds. The management of street cleaning will also be secured by a S106 Agreement. In this regard, the development would satisfy the NPPF (2012), London Plan Policy 7.15 (2011), Core Strategy Policy CC4 (2011), UDP Policies EN8, EN20B, EN20C, EN21 and SH11 and standards S12, S13 and S24 of the Unitary Development Plan, as amended 2007 and 2011.
- 8. Sustainability/Energy: The proposed development has been designed to minimise energy use and associated CO2 emissions through a combination of passive design and on-site renewable energy generation, including the use of PV panels and Air Source Heat Pumps. Together with a financial contribution towards off-site energy measures, secured by a S106 Agreement, the development would be capable of meeting the 25% CO2 reduction set out in London Plan Policy 5.2. A Sustainability Statement has been submitted which refers to an intention to comply

with sustainable design and construction policies and of designing the development to meet level 4 of the Code for Sustainable Homes and the 'very good' rating of BREEAM. An Air Quality assessment shows impacts to be negligible as emissions can be minimised by implementing good site practices and suitable dust mitigation measures during construction. Sustainable transport measures will also be implemented to minimise operational impacts. The submission of details of an Environmental Management Plan will be conditioned. In this respect Policies CC1, CC2 and CC4 of the Core Strategy (2011) and Policies 5.1, 5.2, 5.3, 5.6, 5.7, 5.8, 5.9 and 7.14 of The London Plan (2011) are thereby satisfied.

- 9. Land Contamination: Conditions will ensure that the site would be remediated to an appropriate level for the sensitive residential and open space uses. The proposed development therefore accords with policy 5.21 of the London Plan (2011), Policy CC4 of the Core Strategy (2011) and UDP Policy EN20A (2011).
- 10. Planning Obligations: The application proposes that its impacts are mitigated by way of a comprehensive package of planning obligations to fund improvements that are necessary as a consequence of the intensified use and encroachment into the River. The proposed development would therefore mitigate external impacts and would accord with London Plan Policy 8.2 (2011) and Core Strategy Policy CF1 (2011).

LOCAL GOVERNMENT ACT 2000 LIST OF BACKGROUND PAPERS

All Background Papers held by Michael Merrington (Ext: 3453):

Application form received: 10th January 2012

Drawing Nos: see above

Policy Documents: The London Plan 2011

Unitary Development Plan as amended 2007 and 2011

Core Strategy 2011

Consultation Comments:

Comments from:	Dated:
Thames Water - Development Control	06.02.12
Friends Of Bishops Park	02.04.12
Council For British Archaeology	29.05.12
Greater London Authority - Planning Decisions Unit	08.03.12
Highways Agency	26.04.12
Environment Agency - Planning Liaison	26.03.12
Transport For London - Land Use Planning Team	14.02.12
English Heritage London Region	10.05.12
Port Of London Authority	28.02.12
London Borough Of Richmond-upon-Thames	07.02.12
Fulham Society	02.02.12

Hammersmith & Fulham Historic Buildings Group	29.02.12
Friends Of Bishops Park	16.02.12
London Borough Of Wandsworth	15.02.12
Ranelagh Sailing Club	22.02.12
River Gardens Residents' Association	26.01.12
Hammersmith Mall Residents' Association	24.02.12
Greater London Authority - Planning Decisions Unit	09.03.12
Port Of London Authority	01.03.12
London Borough Of Wandsworth	30.04.12
London Borough Of Richmond-upon-Thames	30.04.12
Sport England	07.03.12
Greater London Authority - Planning Decisions Unit	28.05.12
Council For British Archaeology	07.02.12
Hammersmith Mall Residents' Association	27.02.12
English Heritage London Region	29.06.12
English Heritage London Region	28.06.12
Bishops Mansions Limited	09.02.12
Ranelagh Sailing Club	24.03.12
Hammersmith And Fulham Disability Forum	20.02.12
London Borough Of Wandsworth	20.04.12

Neighbour Comments:

Letters from:	Dated:
45 Coombe Gardens New Malden KT3 4AB	27.04.12
125 Ullswater Crescent Kingston Vale London SW15 3RE	08.05.12
50 Ringford Road London SW18 1RR	02.05.12
SW15 1BQ	11.06.12
7Ashley Court Morpeth Terrace London	18.05.12
111 Harbord St London SW6 6PN	10.05.12
Woodlawn Road SW6 6QN	31.05.12
100 Bishops Mansions Bishop's Park Road London SW6 6DY	06.03.12
Putney, SW15 1LB	01.02.12
1 Landford Road	12.03.12
49 Primrose Gardens	06.02.12
106 Bishops Mansions Bishop's Park Road London SW6 6DY	24.01.12
60 Cloncurry Street London SW6 6DU	24.01.12
70 Bishops Mansions Bishop's Park Road London SW6 6DZ	23.02.12
59 Colehill Lane London SW6 5EF	20.02.12
24 Wordsworth Road Hampton Middlesex TW12 1ER	23.02.12
13 Greswell Street London SW6 6PR	09.02.12
Flat 5 Willow Lodge 71 Stevenage Road London SW6 6NW	23.02.12
Flat 1 Willow Lodge 71 Stevenage Road London SW6 6NW	21.02.12
79 Alder Lodge 73 Stevenage Road London SW6 6NR	21.02.12
71 Alder Lodge 73 Stevenage Road London SW6 6NR	22.02.12
Nag	07.03.12
368A Richmond Road	28.02.12
Nag	10.03.12
11 Elm Lodge 75 Stevenage Road London SW6 6NZ	25.02.12
25 Alder Lodge 73 Stevenage Road London SW6 6NP	22.02.12
24 Alder Lodge 73 Stevenage Road London SW6 6NP	23.02.12
85 Liberty Street London	10.03.12

Nag Nag Nag Thames Wharf Studios Rainville Road Nag Nag Nag 49 Averill Street London W6 8ED River Gardens NAG NAG NAG NAG Kelmscott House 26 Upper Mall London W6 9TA	03.02.12 03.02.12 03.02.12 03.02.12 27.02.12 27.02.12 27.02.12 20.02.12 20.02.12 21.02.12 22.02.12
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Chairman River Gardens Amenity Limited 49A Averill Street London W6 8ED 117 Harbord Street, London SW66PN 15 Oakley Avenue Croydon Surrey CR0 4QP	24.02.12 05.04.12 25.01.12 12.03.12
109 Hayes Wood Avenue Bromley BR2 7BQ 121 Stevenage Road London SW6 6PA Flat B 65 Churchfield Road Acton W3 6AX 15 Old Hill Woking Surrey	08.03.12 08.03.12 09.03.12 05.04.12
43 Ampney Crucis Cirencester 148 Sirdar Road London 49 Shakespeare Road Acton London 11 Headley Avenue Wallington	05.04.12 05.04.12 05.04.12 05.04.12
313 Kingston road Epsom surrey 17 Colley House, 9 Whitehall Road Uxbridge Middlesex 6 Comfrey close Farnborough	05.04.12 05.04.12 05.04.12
18 New River Green Exning Newmarket Suffolk24 Byron Avenue Coulsdon Surrey16 Macfarlane Road Shepherds Bush London410a Kingston Road	05.04.12 05.04.12 05.04.12 05.04.12
16, Heybridge Avenue. Streatham, London62 Torrington road Ruislip Middx7 halhord rd	05.04.12 05.04.12 05.04.12
95 Leighton Rd London 12 Falcon Close Basingstoke Hants 74 saxonhurst road Bournemouth Onibury Hedsor Road Bourne End Bucks	05.04.12 05.04.12 05.04.12 05.04.12
9 Forest Hills, Camberley171 Gouldenhouse Bullenstreet34 Stubbington Way Fair Oak Eastleigh Hants.	05.04.12 05.04.12 05.04.12
11 Greenwood Close Fareham Hants88 Guinness Trust, Fulham Palace Road, Hammersmith,4 Brightwells Clancarty Road Fulham4 Brightwells Clancarty Road Fulham	05.04.12 05.04.12 06.04.12 06.04.12
Anglefield Cottage, Tilburstow Hill Rd, Godstone, Surrey 33 BRADBOURNE STREET 22, Edinburgh rd	06.04.12 06.04.12 06.04.12
85 Spencer Road Mitcham Surrey 19 Coronation Road East Grinstead West Sussex	18.02.12 05.04.12

48B Devonshire Road London 10 Rockland Road Putney 91 school lane Addlestone Surrey 3 Copperfield court Kingston road Leatherhead 47, Alder Lodge, 73 Stevenage Road London Flat 6, 45 ivy road Hounslow Middlesex 180 north road, Cardiff 71 Castle Avenue Epsom Surrey KT17 2PJ 46 Brixham Crescent, Ruislip, Middlesex 16 Belmont Road Wilnecote Tamworth Staffs 15 Stanley Cohen House Golden Lane 20 Manor Way Ruislip Flat 10, Birchwood Court, 109a Queens Rd, Weybridge, Surrey 32 Blackwell Drive Watford Hertfordshire 54 Stevenage Rd 56a Danehurst st Fulham 12 knights house 22 Scott ave 11 Kilkie Street Top Floor Flat, Fulham 1 Saffron close 158 King Charles Road, Surbiton, KT5 9BQ 141 parkway Dorking 51 Copthorne Road 30 herbert morrison house lillie road Fulham 29 Craneford Way Twickenham 64 HARBORD STREET FULHAM LONDON 148, Sycamore Road Farnborough Hants 47, Beechwood Avenue, Sittingbourne, Kent 16 Barn Drive Maidenhead 19 Foxhill Bexhill-on-Sea East Sussex 10 Dancer Rd 30 Whittingstall Road Fulham 18a Inglethorpe Street, London, Stevenage Road 148 Barnard Road Marlborough MA USA Flat 3, 16 Buer Road, London 156 Cheeseman Terrace, Star Rd, West Kensington, 156 Cheeseman Terrace, Star Road, West Kensington 26 rathgullion bi358gn 4 Douro Close Baughurst Tadley Hampshire 41 Abbott Ave London 8a Gwendwr road west Kensington London 60 Gowan Avenue London 2 Silverton Road 17 Overstone Road London 73 Ellerby Street London SW6 6EU 29 London street Chertsey surrey 7 Burgoyne Road London Flat C, 13-15 Fordham Street	05.04.12 06.04.12 12.02.12 06.04.12
29 London street Chertsey surrey 29 London street Chertsey surrey 7 Burgoyne Road London	06.04.12 06.04.12 06.04.12

58a Compton crescent, chessington, surrey, 26 drakes drive Northwood Middlesex 9, Knightwood Crescent, New Malden Surrey Basement Flat, 36 Balls Pond Road, London 67 Briscoe Road, Colliers Wood. SW19 2AH 28C CEDARNE ROAD FULHAM Nag 83 Stone Park Avenue Beckenham Kent Flat 19 1-3 Manson Place London 18 Colehill gardens Fulham palace road 53 Coniger rd 52 Melrose Avenue, Wimbledon Park	06.04.12 06.04.12 06.04.12 06.04.12 06.04.12 07.04.12 07.04.12 10.04.12 22.02.12 13.04.12 07.04.12
Maltevang 20 3400 hilleroed Denmark 21 Frogmore London 23 Thorndon Gardens, Ewell, Epsom, Surrey,	07.04.12 07.04.12 07.04.12 08.04.12
11 hitchen drive dukinfield manchester 31 Oaks Way Surbiton 2 Oakdene Drive SURBITON	08.04.12 10.04.12 05.04.12
30 Lavender Avenue Worcester Park Surrey 20 chelsea park gardens 29 Beale Street Burgess Hill	05.04.12 05.04.12 06.04.12
46 St Thomas Close Dacre banks Windmill green Shepperton 12 Coronation Street Barnstaple Devon	06.04.12 07.04.12 07.04.12
15 Broadcroft Avenue Stanmore 8 Grangecliffe Gardens South Norwood 61 Greenacres Avenue Ickenham Middlesex	07.04.12 07.04.12 07.04.12
Windsor Hse Chairmakers Close Princes Risborough Nag Hamlet Gardens	07.04.12 07.04.12 07.04.12
golborn road 11 Dabbs Hill Lane Northolt Middlesex 51 Pickwick Avenue, Chelmsford, Essex	07.04.12 08.04.12 08.04.12
53 Hazel Avenue, Guildford, GU1 1NS 128 Bishops Mansions Bishop's Park Road London SW6 6DY 10 Kempton Avenue Sunbury on Thames	08.04.12 21.02.12 08.04.12
76 Friars Avenue London SW15 3DU 24 Clarkson Street Bethnal Green London 53 Inglethorpe Street London SW6 6NU 27 Pichana Managana Bighan's Park Board London SW6 6DV	07.04.12 07.03.12 01.02.12
87 Bishops Mansions Bishop's Park Road London SW6 6DY 66 Geffers Ride, Burleywood Ascot 10 Empress Place London SW6 1TT	23.02.12 05.04.12 05.04.12
29 Colehill Gardens Fulham Palace Road London 23 Greswell Street London SW6 6PR 42 Stevenage Road London SW6 6HA Flat 2 Heath Royal 59-61 Putney Hill Putney London	18.01.12 25.01.12 13.03.12 23.02.12
16 Bromhouse Road 47 Drummond Drtive Stanmore 43a Warple Road Mews Wimbledon Hazel lea, Bell lane, Nutley, East sussex	05.04.12 05.04.12 05.04.12 06.04.12
38 the Chase London 4 Cwm Road Dyserth Denbighshire	07.04.12 07.04.12

89 Hook Road Surbiton 4 Kerfield Place LONDON 5 harold wilson hse clem attle court 97 langthorne street Flat 127, Bishops Mansions Flat 126 Kings Court 5, Greswell Street London SW6 6PR 113 Bishops Mansions Bishop's Park Road SW6 6DY 15 Haldon Avenue Teignmouth Devon 53 Potter Street Northwood Hills Middlesex 42 Walton Place Weston Turville Aylesbury Bucks 8 Petley Road Hammersmith 30 Eccles Road Battersea London 76 Gilbey Road Tooting Broadway London 24 Alder Lodge 73 Stevenage Road London SW6 6NP 78 Oakhill Road Putney London SW15 2OP 24 Alder Lodge 73 Stevenage Road London SW6 6NP 32 Carrara Wharf Fulham London	07.04.12 08.04.12 18.02.12 21.02.12 21.02.12 21.02.12 21.02.12 07.04.12 07.04.12 24.02.12 24.02.12 24.02.12 19.03.12 19.03.12 21.02.12 06.03.12
Registered Office 80 Dover Road, Northfleet, Kent DA119QD 2 Fielding Court 28 Earlham St. London 21 St Dionis Road Fulham London 12 seymour road chiswick london w4 5 es 41 Engadine Street Southfields London 40 Kingsmead Ave Worcester Park Surrey 5 Barton Road Fulham W14 54 hilary road 120 Ashridge way Surrey 103A Hampden Road 2 Forge Close Bramley Tadley 3 Powers Court Twickenham 13 Boileau Road Ealing London 5 Binden Road London 26 Dymock Street Fulham 70 Campbell Fields, Aldershot	07.03.12 26.02.12 05.04.12 05.04.12 05.04.12 05.04.12 05.04.12 05.04.12 05.04.12 05.04.12 05.04.12 05.04.12 05.04.12 05.04.12 05.04.12
4 Brightwells Clancarty Road Fulham 73 Earle Gardens Kingston upon Thames Surrey The old sawmill Grey field road High littleton Bristol 76 kingwood road 76 kingwood road 20 handside close worcester park 71 Trevithick Close, Feltham 31 Grythorne Road Woking churchill House 12a Wells Road, Fakenham Norfolk. 25 Heath Royal 20 Putney Heath Lane 27b Kenyon Street 17 Barnett Lane Lightwater Surrey 5C St Clements Road Bournemouth Dorset 71 tangley park road, Hampton, London 33 Lytton road Bournemouth 48 Gibson roads high Wycombe bucks 33 Howard close Exeter 46 Colwith road Hammersmith	06.04.12 06.04.12 06.04.12 06.04.12 06.04.12 06.04.12 06.04.12 06.04.12 28.02.12 29.02.12 06.04.12 06.04.12 06.04.12 06.04.12 06.04.12 06.04.12 06.04.12

12 Ollerton Bracknell 28 charterhouse close Bracknell Berkshire 113B Sunnyhill Road 259 Noel Road 3207 Martha Street Honolulu, HI. 96815	07.04.12 07.04.12 07.04.12 07.04.12 08.04.12
36 Glendarvon Street West Putney 44a The Grove Isleworth Middx 55 Mosslea Road Whyteleafe Surrey 15b kingwood rd	04.03.12 10.04.12 10.04.12 10.04.12
33 Woodfield Close Enfield Nag Registered Office 80 Dover Road, Northfleet, Kent DA119QD 13 Stanley Road, Bromley, Kent. BR29JE	06.03.12 07.03.12 07.03.12 29.01.12
26B Lavender Hill London 47 Mount Road 27 Edgarley Terrace London SW6 6QE 18, Goldings Close Kings Hill West Malling Kent	05.04.12 05.04.12 05.04.12 05.04.12
5 Town Mill Mews 33 Southcote Ave 11 Headley Avenue Wallington 3 Ceylon Road London W14 0PY	05.04.12 05.04.12 05.04.12 05.04.12
2 Northwood Way Northwood Middlesex. 14 Halwick Close Hemel Hempstead Herts 66 Mexfield Road Putney London 198 Mayall Road London	05.04.12 05.04.12 05.04.12 05.04.12 06.04.12
13 paxton ave cippenham slough 61 Drayton High Road 104 Penwith Road, Southfields, London 33 Swinburne Road Putney South Lodge Imperhance Long Foot Cripotond West Supply	06.04.12 06.04.12 06.03.12
South Lodge Imberhorne Lane East Grinstead West Susex 23 De La Warr Road, Bexhill, EastSussex 48 Stevens Close Hampton Middlesex The Old Wool House, Biddestone, Chippenham, Wiltshire	06.04.12 06.04.12 06.04.12 06.04.12
12 Abinger Avenue 42 Fairford Gardens Worcester Park Surrey 8 Paul's Dene Crescent Salisbury Wiltshire 56 Burns Avenue	07.04.12 07.04.12 08.04.12 08.04.12
86 Grayhound road Hammersmith London 12 Brook Court, Meads Road, Eastbourne 9 Crowborough Lane, Kents Hill, Mllton Keynes, c/o KBR (UK) H.Q. Op. Herrick, BFPO 792 Camp Bastion	08.04.12 08.04.12 08.04.12
Afghanistan 57 Crabtree Lane Fulham London 11 Thetford Gardens Chandlers Ford Hampshire 401 Harwood Court Upper Richmond Road 11 Woodlands Road Barnes London SW13 0JZ	08.04.12 09.04.12 09.04.12 10.04.12 25.01.12
Nag 49 Finlay Street 32a Trinity Road Rayleigh Essex 30 Broadfields Avenue	06.02.12 21.01.12 10.04.12 10.04.12
20 f Vera road Fulham London 24 Hertsfield Titchfield Common Hampshire PO14 4SE	10.04.12

59 Manor Vale Boston Manor Road Brentford	12.04.12
50 Cloncurry Street	06.02.12
114 Bishops Mansions Bishops Park Road	09.02.12
38 Stevenage Road London SW6 6ET	05.04.12
Luangwa, Carlton Road Woking Surrey	05.04.12
59 Doneraile Street London	06.02.12
102 Bishops Mansion's Bishops Park Road	07.02.12
52a Ramsden Road	16.04.12
27 Alder Lodge 73 Stevenage Road London SW6 6NP	09.02.12
88 Guinness Trust, Fulham Palace Road, Hammersmith,	05.04.12
88, Guinness Trust, Fulham Palace Road, Hammersmith,	05.04.12
29 Bronx road Ottershaw	05.04.12
208A Ley Street, Ilford, Essex,	06.04.12
2 Frederick court 69a Fulham high street	06.04.12
21 Salvin Road	29.02.12
29 Colehill Gardens Fulham Palace Road London	18.01.12
1 Common View Grove Wantage Oxon	05.04.12
14 Sadlers Ride West Molesey	05.04.12
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30 St Peters Road Coggeshall Essex CO6 1SR	05.04.12
24 Merino Place Bexley Da15 9nh	05.04.12
19 Parfrey Street London W6 9EW	05.04.12
8 Stowe Road London W12 8BN	05.04.12
34 Glendarvon Street Putney London	05.04.12
168 Arabella Drive, Barnes, London	25.02.12
22 ELLALINE RD London	06.04.12
23 Broomfield Ride Oxshott Surrey	07.04.12
40 Tewkesbury road Clacton on sea	07.04.12
Sunny Lodge, Abridge Road, Theydon Bois, CM16 7NN	07.04.12
11 Johnson's Close Carshalton Surrey	07.04.12
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11 Grosvenor Gardens London	07.04.12
10 Tragail Mercier road London	07.04.12
35 Bathgate Road	07.04.12
88 Beech Hill Haywards Heath West Sussex	07.04.12
6 Azriel Terrace	07.04.12
30 Herbert Morrison house clam Attlee court Lillie road Fulham	07.04.12
24 Tower Place Warlingham Surrey	05.03.12
58 Cubitt House Oaklands Estate London	05.03.12
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27 Nigel Road London SE15 4NP	29.02.12
C/o The Towpath Embankment Putney SW15 1LB	06.03.12
151A Walton Street Oxford	05.04.12
17 Frogmore Gardens Sutton Surrey	05.04.12
147 New Atlas Wharf 3 Arnhem Place London E143ST	05.04.12
15 Iona Close SM4 6HR Sutton, Surrey	05.04.12
30 Globe Farm Lane Darby Green Blackwater Camberley	05.04.12
24 Bemish Road Putney London SW15 1DG	01.03.12
3 Southfields Mews London SW18 1QU	01.03.12
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24 Wandle Way Garratt Lane Wandsworth London	06.04.12
514 Fulham Palace Road	06.04.12
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7 Manor Court Berwick Road Marlow	05.04.12
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41 Kirikiri Lane Botany Auckland New Zealand	06.04.12
2 Forge Close Bramley Hampshire 106 novello street, fulham sw6 4jb	06.04.12
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10 Ebbas way Epsom Surrey	06.04.12
119 St Julians Farm Road West Norwood London	07.04.12
1b Blenheim Road Epsom, Surrey	07.04.12
27 Bradbourne Street	07.04.12
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17 Bramwell Close Sunbury on Thames	07.04.12
69 Foots Cray Lane Sidcup Kent	07.04.12
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57b Vale Road London	05.04.12
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Flat 19 61-63 Elm Grove Southsea	06.04.12
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2 Homedean Road Chipstead Kent	06.04.12
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51, Meadow Way, Old Windsor. Berks	06.04.12
6 Perceval Avenue London	06.04.12
26 eastern road	06.04.12
16 St Ives Close Welwyn Herts	06.04.12
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13 The Wayback Saffron Walden Essex	06.04.12
13, North Down, Staplehurst, Kent	07.04.12
217 Southbourne Road	07.04.12
11 Perry How, Worcester Park, Surrey	07.04.12
78a great north way Hendon London	07.04.12
28a Stamford Brook Ave London	07.04.12
223 Fulham court	07.04.12
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20 Percy Gardens Isleworth Middlesex	07.04.12
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11 Bloom Park Road Fulham	07.04.12
19 Kenyon Street	29.02.12
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114 Bishops Mansions Bishop's Park Road London SW6 6DY	08.02.12
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81 chantry road chessington surrey	05.04.12
77 Kings Lodge, Ruislip	05.04.12
Holly House Jacobs Well Road Guildford Surrey	06.04.12
4 Willow Court	06.04.12
16 Ellison Road Barnes	06.04.12
37 Grosvenor Court Rayners Road London	08.04.12
Maple Lodge, Risborough Road, Little Kimble Bucks	09.04.12
71 Dolphin House Smugglers Way London	28.02.12
Flat 5, 67 Deodar Road	06.02.12
136 Maysoule Rd Battersea	02.03.12
Embankment Putney London SW15 1LB	02.04.12
11 St Anne's Road Pound Hill Crawley West Sussex RH10 3HJ	
14 Buxton Crescent North Cheam Surrey SM3 9TP	30.03.12
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24 Ewell Park Way Epsom Surrey KT17 2NP	30.03.12
13 Steeple Close London SW6 3LE	30.03.12
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50 Chadacre Road, Stoneleigh, Surrey	10.04.12
99A Clarendon Drive	08.02.12
11 Manns Close Isleworth Middlesex	05.04.12
23 Ridgeway Close Lightwater Surrey	05.04.12
403 Howard House Dolphin Square London	05.04.12
39-58A Digby Mansions	01.03.12
1 Shannon Mews 78A Meadowcourt Road London SE3 9DP	24.02.12
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15 Ridgeway Road, Headington, Oxford	08.04.12
18 waterside close bewbush crawley	08.04.12
30 Lavender Avenue Worcester Park Surrey	09.04.12
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106 Bishops Mansions, London SW6 6DY	03.02.12
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Officer's Report

1.0 BACKGROUND

Site description:

- 1.1 Craven Cottage football ground has been home to Fulham Football Club (FFC) since 1896. The existing ground is on a site approximately 2.4 hectares, and includes four individual stands known as The Jonny Haynes Stand, Riverside Stand, Putney End Stand and Hammersmith End Stand. The Jonny Haynes stand fronting Stevenage Road together with the turnstiles at either end and the two storey building in the south-east corner (Craven Cottage) represent the remaining parts of the original stadium of 1905. These buildings have all been designated as Grade II listed buildings. Until the last few years the only significant change had been the erection of the west (Riverside) stand granted planning permission in 1970. The current stadium has a capacity for 25,700 seats; the Jonny Haynes Stand holds nearly 5,900 seats, the single tier Hammersmith End and Putney End stands provide nearly 15,000 general admission seats, and the single tier Riverside Stand provides 4689 seats.
- 1.2 Craven Cottage Stadium is situated on the east bank of the River Thames and is adjoined on either side by two public parks, to the north by Stevenage Park and to the south by Bishops Park. Stevenage Park is a narrow landscaped open space with an undulating grassed surface planted with deciduous trees that now provide a visual screening of the football stadium for residents of River Gardens, the block of flats situated to the north of the stadium. Bishops Park is a much larger area of open space and is one of the principal parks in the borough extending along the river frontage to Putney Bridge with a further section of the park projecting east towards Fulham Palace Road, which includes a number of listed buildings and a Scheduled Ancient Monument. Bishops Park is a Grade II listed Historic Park on English Heritage's Register and is designated as Metropolitan Open Land. Immediately east, on the opposite side of Stevenage Road lies a residential area comprising a grid-iron pattern of roads and footpaths fronted by attractive late 19th century two storey terraced houses. The Thames Pathway wraps around the site as part of the pedestrian route that links the pathway north and south of the ground. The application site, the parks and the surrounding residential area are all situated within conservation areas.
- 1.3 Pedestrian access to the grounds is from Stevenage Road via access gates/turnstiles. The A219 Fulham Palace Road is located 380 metres north of the site and forms part of the Strategic Road Network (SRN). The nearest section of the Transport for London Road Network (TLRN) is the A4 Hammersmith Flyover, located 1.9 kilometres west of the site.
- 1.4 This site has a relatively low PTAL of between 1 and 2. Putney Bridge London Underground Station is 1.6 kilometres away and offers services on the Wimbledon branch of the District line. Hammersmith Underground station (Hammersmith and City/Circle and Piccadilly/District lines) is located 2.1 kilometres from the site. There are four bus services within 380 metres of the site on Fulham Palace Road. Bus route 424 operates Monday to Saturday, but not on a matchday and terminates adjacent to the stadium.

Case history:

- 1.5 As mentioned above until the last few years the only significant change to the site had been the erection of the west (Riverside) stand granted planning permission in 1970.
- 1.6 More recently, with the promotion of the club into the first (now known as the Championship) division of professional football in England and Wales, and subsequently their promotion into the premier (the Premiership) division, came the requirement for all spectators to be seated. Planning permission was granted in 2001 (2000/0930/P also known as the `Snell scheme') for the redevelopment of the ground by the erection of a new 30,000 all-seater stadium, including a restaurant, café, club shop, sports injury clinic, beautician, club museum, nursery and conference/hospitality space. It also included the erection of a five storey building with 16 residential units, a new River walk and a new floodlight strategy. Whilst permission was granted this was never implemented.
- 1.7 Instead, following planning permission granted in 2003 (2003/02744/FUL), the existing stadium was refurbished in order to provide seating for 22,000 spectators. Primarily, this involved the roofing over of the southern standing terrace (Putney End) together with the provision of seating, the extension of the roof of the northern standing terrace (Hammersmith End) together with the provision of seating and finally the provision of further seating to the lower section of the east (Stevenage Road) stand. Additionally, three corporate hospitality units were erected, one in each corner of the football stadium except for the corner already occupied by Craven Cottage. This was considered by the former Mayor on 19 December 2003 and was broadly supported.
- 1.8 In May 2005, planning permission was granted for further improvements, this time to the Hammersmith End (north) stand proposing a rear extension to the upper part of the stand. This involved raising the roof of the rear part of the stand by 2 metres and projecting it back to meet the stadium boundary with Stevenage Park, a distance of 2.4 metres with a new extension beneath but leaving the existing open undercroft. The changes would allow for the provision of corporate hospitality facilities in the form of a restaurant at either end of the north stand separated by a bar/lounge in the centre. Included in the proposal were the provision of additional toilets and other matchday catering facilities, both underneath the north stand and at the eastern end of the north stand. These facilities would replace those facilities lost by the proposed development and also replace some of the temporary catering facilities removed from the river front. Other temporary catering facilities were to remain along the river front on matchdays only.
- 1.9 Subsequently in December 2006 (2006/03377/FUL) planning permission was granted for the erection of a similar extension, again to the Hammersmith End stand, as that described above, but with changes resulting from the applicant's decision to provide 1100 seats in place of the bar/lounge permitted in the previous application and to replace the restaurant at the Stevenage Road end with an admin/matchday control room facility. The development increased the stadiums capacity to 25,690.
- 1.10 More recently, in December 2007 the LBHF planning Committee resolved to grant permission for the development of the stadium to enable its increase in seating capacity to 30,000 (2007/03866/FUL, also known as `Project 30'). The additional seating capacity was primarily achieved by an extension to the Riverside Stand and replacing

boxes with seats within the Putney End Stand. The scheme also included pedestrian egress into Bishops Park and public access to the Riverside Stand concourse as part of the public river walk. The permission was however never issued and the 106 not signed.

1.11 FFC states that, despite the capacity increase, the abovementioned development did not resolve many shortcomings at the stadium, and as such was not suitable for implementation. Over the last few years FFC state they have seen match attendances rise from 9,000 a game in 1997/1998 to 25,700 today. For the last three years FFC has been at capacity as a result of being a Premier League Club. Within this time FFC have improved the facilities at Craven Cottage but have now reached the limits of what can be done without major redevelopment.

Current Proposal:

1.12 The current application seeks consent for the partial redevelopment and expansion of the Riverside stand to increase the capacity of the ground by approximately 4,300 seats to provide a maximum seating capacity of 30,000 seats.

The main elements of the application can be summarised as follows:

- The partial demolition and rebuild of the western ends of the Putney and Hammersmith stands, including installation of new seats and the removal of two floodlight masts;
- The partial demolition and extension of the Riverside stand through the construction of a new upper tier that will wrap around the existing stand and create new hospitality space, new Riverside facade, new roof, associated A1, A3 and A4 accommodation on the ground floor level (max. of 1,000 sq.m, the A1 retail space will be limited to up to 100 sq.m) and four residential units, 2 at either side of the stand at second, third and fourth floor level.
- The use of part of the lower concourse (525sq.m) for A1, A3, A5 and D1 use on up to 30 days per calendar year;
- A new River Thames wall, and Riverside walkway;
- A temporary construction platform;
- Associated landscaping, lighting (including floodlights) and ground works.

1.13 Environmental Statement:

- 1.14 The application requires an Environmental Impact Assessment (EIA), and the applicant has submitted an Environmental Statement (ES) in accordance with the Town and Country Planning (Environmental Impact Assessment) (England and Wales) Regulations 1999. The submission of the ES follows a Scoping Opinion issued by the Council on 30 November 2011.
- 1.15 The ES as originally submitted refers to the findings of an EIA and contains the following documents in 3 volumes:

Volume I: Non Technical Summary

Volume II: Technical Assessments

- Chapter A: Introduction and Background
- Chapter B: Approach to the EIA
- Chapter C: Site Description and the Environment
- Chapter D: Water Environment (Including Flood Risk)

- Chapter E: Ecology and Nature Conservation
- Chapter F: Heritage
- Chapter G: Townscape and Visual Effects
- Chapter H: Transportation (including a Transport Assessment and Green Travel Plan)
- Chapter I: Air Quality
- Chapter J: Noise and Vibration
- Chapter K: Micro-climate Wind
- Chapter L: Ground Conditions and Contamination
- Chapter M: Socio-Economic
- Chapter N: Cumulative and Residual Effects

Volume III: Technical Appendices A-M

Appendix G1: Analysis Plans and Key Representative Views

Subsequently a Supplementary Environmental Statement has been submitted in responses to additional survey work which has since been carried out.

1.16 The application is referable to the Mayor of London.

2.0 PUBLICITY AND CONSULTATION

- 2.1 A Statement of Community Involvement has been prepared by the applicant in support of the proposal. FFC has held two public exhibitions in connection with the proposed Riverside Stand expansion. The first exhibition was held for 3 days, taking place on the 19th, 20th and 22nd of October 2011, with 5 consultation sessions within this time period. Comments and feedback from the exhibition's attendees and those who visited the project website were recorded and contributed to the reworked proposals, which formed the basis of the second exhibition, which was again held for 3 days, on the 8th, 9th and 10th December, and which again included a further 5 consultation sessions. Over 10,000 people, including football fans, local residents, interest groups and stakeholders were invited to view the two exhibitions via newsletters, with nearly 400 people attending. FFC also established a project website (www.fulhamfcstadium.com) which included a history of the stadium, an explanation of both the proposed stand's design and construction, a questionnaire and a section for more extensive feedback. The website has elicited over 4.000 responses.
- 2.2 The SCI confirms that a majority of the comments received over the two exhibitions and through the project website were supportive of the proposal. 89% of visitors to the second exhibition were supportive of the new stand alongside 76% who supported the proposal at the first exhibition. 72% of visitors supported the plan to open up the River walk and a total of 97% supported the Club's aim of expanding Craven Cottage and increasing its capacity. Predominant areas of concern raised focused around the design of the scheme and residents seeking reassurance that there will not be a detrimental impact on the area.
- 2.3 Since the submission of the current application FFC have held a further public exhibition, taking place on the 25th and 28th January, which was attended by 237 visitors, of which 119 submitted feedback forms. Over 90% of respondents support the expansion of the Riverside walk.

- 2.4 In addition to the above-mentioned public exhibitions FFC have also been liaising directly with interest and community groups. This includes the Ranelagh Sailing Club and the South Bank Sailing Club, who have concerns about how the development may affect the microclimate and available width of the river for sailing. Meetings with the local sailing clubs have been on-going throughout the application process with further wind modelling being conducted. Consultation has also been held with Fulham Society, the River Gardens Resident's Association, the Hammersmith and Fulham Historic Buildings Group (H&FHBG) and Friends of Bishops Park during a Planning Forum held 7th December at Craven Cottage.
- 2.5 In addition to the publicity/community engagement carried out by the applicants themselves, as set out in their Statement of Community Involvement (paragraph 2.1 above) the application has been the subject of separate publicity and consultations by the Council, in accordance with statutory requirements.
- 2.6 The application was advertised by means a press advert and a number of site notices have been displayed in the vicinity of the application site. In addition, approximately 774 individual notification letters were sent to the occupiers of neighbouring properties, and letters were also sent to local amenity groups.
- 2.7 600 representations have been received in response, 453 in support of the development and 145 in objection to the development. 2 representations were received with no comments. In addition to these representations have also been received from a number of amenity groups.
- 2.8 The objections contained in these representations can be summarised as follows:
- the proposed riverside stand is excessive in scale, and out of keeping with the area,
- the proposed riverside stand would be visually obtrusive, visible from long views along the streets, the parks and from both side of the River Thames,
- the proposal would dominate the skyline.
- the proposed stand would be out of keeping with the river and rural setting of the Surrey Bank and Bishops and Stevenage Parks,
- the proposed stand would devalue the views of and from Putney Bridge and Hammersmith Bridge,
- the proposed stand would be harmful to the character and appearance of the conservation area and Bishops Park,
- the proposed stand would be harmful to the listed Jonny Haynes Stand and Craven Cottage.
- the area is predominantly residential, the Club is out of keeping with this character,
- the only advantage is the opening of the riverwalk,
- whose river is it? Encroachment is unacceptable,
- the proposal would set an unwanted precedent for other developments to encroach onto the river,
- the proposal is contrary to the Blue Ribbon Network policies,
- the Mayors plans state that any non-river related encroachment will be strongly resisted.
- the existing stadium is already a massive obstacle in almost all wind conditions, and enlarging it would be severely impede sailing on the river through the disturbance to the airflow and the currents,
- the technical wind study submitted by the applicants is incorrect and flawed,

- the enlarged stand would force local sailing clubs, in particular the Ranelagh and South Bank sailing clubs, and rowing clubs to close which date back 100 years,
- the stadium would be a health hazard to sailors and rowers,
- previous extensions to the club have already restricted sailing conditions,
- the Club is only interested in increasing its finances with little concern for the river users and local community,
- the proposal would have serious ecological and environmental consequences,
- the proposal will lead to the narrowing of the river and consequent changes to the hydrology and scouring of the river bed,
- the proposal would have implications for flooding,
- increase in chronic traffic problems on match days as more people would come by car, additional traffic would result in a total gridlock in the area,
- it is already difficult to move around the area just before and just after matches,
- impossible to park on match days and Fulham Palace Road congested for hours after a match,
- there should be additional public transport infrastructure to cater for the increased number of spectators, existing tube station too small,
- more traffic would result in increase in CO2 levels and other pollutants,
- there should be adequate cycle parking,
- the effect on residential area should be primary criteria consideration,
- the design and access statement does not correctly address the impact to neighbouring properties,
- the fans currently cause noise and disturbance and litter when entering and leaving the stadium, this will worsen substantially.
- loss of light to residential properties,
- loss of privacy to residential properties,
- late night matches happen more frequently and are not the rare occurrence once claimed by FFC,
- the Clubs record of clearing up after matches has deteriorated considerable in recent months.
- increased noise from fans and tannoys during the match,
- this is a residential area, bars and restaurants are not needed,
- bars and cafes will encourage fans to stay in the area longer,
- the development will put off new buyers and devalue properties,
- building works would cause great disruption, traffic congestion and noise pollution,
- -the height of the building may be a problem to aircraft,
- -allowing more fans to move through Bishops Park will threaten to undo much of the restoration of Fulham Place and the surrounding park,
- after matches the park is littered with garbage and graffiti appears on walls, park benches etc. What plans do the Club have to ensure that Bishops Park is not damaged by the increase in the number of fans passing through it?
- allowing direct access into park would be unacceptable and contrary to health and safety of park users and leading to fans congregating in park for longer periods,
- how will the crowds be managed? Fans would not limit themselves to walking through park on footpaths and would therefore cause damage to landscaping and plants,
- more supporters in park would need more policing.
- park is made uninhabitable for young families on matchdays and renders whole park unusable for the whole day.
- use of park after dark would be difficult to police,
- the Club should look at alternative ways of providing access out of the ground that would not encroach onto public space:

- 2.9 The Hammersmith Mall Residents Association raise objection regarding the height and massing of the proposed development; the damage to the conservation areas; damage to protected views of the river; the size and design of the proposed walkway and failure to comply with the Mayors Plan.
- 2.10 The River Gardens Amenity Group state whilst they welcome the riverside walk they strongly object to using the parks for stadium access, and the effect on the recreational use of the river.
- 2.11 Bishops Park Coordinating Group have commissioned a report by RPS Planning & Development which objects to the height, scale and design of the proposed development (out of context with the existing stadium, surrounding residential streets, the River and the conservation area); the impact to heritage assets including the listed Jonny Haynes Stand and Craven Cottage, the conservation area and Bishops Park); damage to Bishops Park from increased footfall and the use of the gates into Bishops Park for both ingress and egress (the 2007 permission restricted the gates to be used only as a means of egress); the principal of encroachment into the river, including land ownership, the impact to river users, biodiversity and flooding; the accessibility of the riverwalk taking into account matches and the closure of Bishops Park on evenings; increased disturbance to residential amenity in terms of noise, traffic generation, parking and antisocial behaviour.
- 2.12 The West London River Group, supported by Thamesbank, River Thames Society and the Tidal Thames Regeneration Trust, object to the proposal on grounds relating to scale, the principal of encroachment into the River (contrary to Blue Ribbon Network policies); harm to the Fulham Reach Conservation Area; inappropriate development adjacent to MOL; visual harm to River views and prospects; encroachment beyond the applicants own site boundary and into the navigable waterway; obstruction to existing river traffic including sailing and rowing; creation of a trap for river-bourne rubbish; reduction to flood capacity and damage to local biodiversity; and the loss of vital quiet tranquil corner of Bishops Park.
- 2.13 London Rowing Club (LRC) objects to the proposal on grounds relating to the principal of encroachment; the impact to river traffic; accumulation of rubbish; the soundness of the wind studies.
- 2.14 The Royal Yachting Association (RYA) Thames Valley & London Region raises concern to the impact upon river users suggesting the wind studies carried out are unsatisfactory, and the ES fails to take into account the matter of Navigational Safety.
- 2.15 Ranelagh Sailing Club (RSC) have concerns about how the development may affect the microclimate and available width of the river for sailing. They question the soundness of the technical wind report stating the report stating it is flawed and fails to grasp the significance of wind deflection and tidal gradients which are core to where they have to sail in the river to combat the tide. The Club state that the proposed development would force the sailing club to close with 42% of races being impossible, 41% being a frustrating lottery and only 17% being raceable. The erection of a construction platform, together with associated barge traffic would further hinder sailing, and the walkway would be a safety hazard for sailing and rowing. In addition the RSC object to the bulk of the building and its harm to the conservation area.

- 2.16 The application has also been referred to the Mayor of London (at stage 1) as required by the Mayor of London Order 2008. In addition to the Greater London Authority (GLA), the Port of London Authority (PLA), the Environment Agency (EA) and Transport for London (TfL), a number of other statutory bodies and non-statutory amenity groups were also consulted/notified of the application. These include Sport England, English Heritage, Thames Water Utilities, London Fire Brigade, Hammersmith and Fulham Historic Buildings Group (H&FHBG), the Fulham Society, the Council for British Archaeology, the Friends of Bishops Park, Wandsworth Council, London Borough of Richmond Upon Thames. The proposal was also presented to the Design Review Panel (DRP) in September 2011. The contents of these representations are summarised below:
- 2.17 The GLA Stage 1 report (received 7 March 2012), states that the application complies with some of the London Plan policies but not with others, for the reasons set out below, but it goes on to identify possible remedies that could address these deficiencies.
- Principle of development: Construction into the River Thames is inconsistent with London Plan policy 7.28. Further information is required regarding impacts on the River Thames and its users as set out in this report.
- Urban design and access: Further views in the context of the listed stand, cottage and conservation areas should be provided to determine the harm arising.
- Climate change mitigation: Carbon reduction targets need to be confirmed and the short fall in terms of the targets set out in London Plan policy 5.2 should be met off site in discussion with the Council and the GLA.
- Transport: Financial contributions are required in terms of works to Putney Bridge station, legible London signage, signalling upgrades on Fulham Palace Road. Other conditions regarding a travel plan and construction logistics and servicing need to be agreed.
- 2.18 Port of London Authority (PLA) have, following a recent meeting with FFC and the local sailing clubs, 22 May 2012, recommended a number of mitigation measures to limit the impact to river users, of which could be dealt with by a S106 Agreement.
- 2.19 The Environment Agency (EA) raises no objection subject to conditions and an offsite financial contribution towards the Thames21 project to protect and enhance the environment at Chiswick Eyot, as mitigation for building in the river space.
- 2.20 Transport for London (TfL) raises no objections to the current proposals subject to a number of mitigation measures including improvements to accessibility at Putney Bridge station, Wayfinding signage, cycle hire, and the submission of a detailed travel plan.
- 2.21 Sport England is satisfied that the proposed development does not adversely impact on any existing playing field. Sport England has consulted with the Football Association (The FA) who fully support the development. Notwithstanding this Sport England requests confirmation that the proposal will not adversely impact upon sailing activities.
- 2.22 English Heritage (Archaeology) raises no objection subject to conditions relating to a programme of archaeological work.
- 2.23 Thames Water raises no objection subject to conditions.

2.24 London Fire Brigade requests the installation of 2 Private Fire Hydrants.

2.25 Fulham Society states:

'The history of sailing clubs is at least as long as that of the Fulham Football Club and we believe that they should have equal rights over this stretch of the river.'

'The increased use of the park by opening a second entrance into Bishops Park will detract from the quiet enjoyment of the park by its many users.'

'The proposed development is very large, and its mass and volume is not in character with the local area. It will become the largest single building in the area and dominate the skyline when viewed from the park and river.'

'The proposed residential units do not seem to be necessary and in our opinion they should be removed in order to mitigate the impact of the development.'

'Until now there has been no encroachment on the river for extensions to any river walk for any extensions to any river walk.'

'The FS is, in principle, supportive of FFC and would like it to stay....but it should recognise that there will be a loss of amenity. It should therefore agree to mitigate this loss through a re-design and contributions towards improvements in the local roads and parks.'

2.26 Hammersmith and Fulham Historic Buildings Group (HFHB&G) states:

'The football stadium is located in an area currently characterised by relatively small 2 storey housing...Into this the Stevenage Road Stand and Craven Cottage sit comfortably. However the proposed new Riverside Stand, which is three times this height (over 30 metres high) is completely out of scale.'

'The stadium will appear as a major blight on views from both Hammersmith and Putney Bridges (both listed) as well as from the opposite side of the River.'

'We believe the impact of a large number of spectators disgorging with a short space of time will have an extremely detrimental effect on an already fragile soft area (Stevenage Park and Bishops Park).'

'The proposed cantilevered construction of the stand will have a marked effect on the micro climate of the river in this area, affecting both rowers and sailors.'

2.27 Friends of Bishops Park raises the following summarised concerns:

The scale, density and height of the proposed Riverside Stand, as it is nearly 2 1/2 times bigger and is three times as high as the Stevenage Road stand; the design whilst modern and guite impressive dominates the Listed Stevenage Road Stand; there are no quarantees that the remaining stands will not be demolished to create more capacity or that future Administrations will stick at 30,000; FFC will need to generate as much revenue as they can from corporate hospitality due to the small capacity of the ground; The increased capacity and the inclusion of two new cafes/restaurants will have an impact on the local amenity; There is not precedence for any football club or business being granted permission to build into the Thames. The Mayor of London has a policy which resists this intrusion into the Thames River; The case for the intrusion into Bishops Park with additional gates on the River Walk side of the park will create further damage to the park and will add to the cost of the current maintenance plan which was a condition of the Heritage Lottery Funding. It has been suggested that monies from a Section 106 Agreement could be used. We would expect a substantial part of the money to be ring fenced for the upkeep of the park and the local area; This planning application will have an adverse affect on sailing on the river as the new stand will produce wind shadow, and this will push the boats into the tidal stream and make sailing in light winds almost impossible; who will have the

authority/responsibility for marshalling fans?; why are the gates closed for so long on match days?

2.28 The Council for British Archaeology states:

'The Committee had no objections but colours would have to be agreed with the Local Planning Authority with Conditions applied to cover details such as junction with gutter, and framing/weathering to joints between metal and glazed cladding (front of stand and side elevations).'

- 2.29 Wandsworth Council raises no objection subject to the wind assessment being accurate, the submission of a Sustainable Travel Plan, and a financial contribution for additional parking surveys.
- 2.30 London Borough of Richmond Upon Thames raises concern to the impact to the character and appearance of the riverscape by reason of the "excessive height and bulk of the proposed stand, and of the glossy and over-reflective external materials proposed".
- 2.31 LBHF Environmental Health (responsible authority under the Safety of Sports Ground Act 1975 (the "Act"), for the safety certification of Fulham Football Club) raises no objection in principal, however confirms that should this application be approved the detailed design and construction of the Riverside Stand and modification of the Putney and Hammersmith Stand, will need to be approved by the authority in accordance with the above Act, and terms and conditions of the existing General Safety Certificate. All works, unless other wise agreed by the authority, will need to comply with the 5th Edition of the Safety of Sports Ground (The Green Guide), associated Building Regulations/Approved Documents / British Standards and relevant guidance issued by the Sports Ground Safety Authority, etc. Any planned alteration to the stadium will require application(s) under section 8 of the Safety of Sports Ground Act 1975, to amend the General Safety Certificate.
- 2.32 The Design Review Panel met on 28 September 2011. Overall the panel acknowledged the significant benefits that could result for the local community e.g. the river walkway; the new access and egress points to help to reduce congestion, the inclusion of adjacent facilities to provide valuable animation to the riverfront; and amenity for local residents and those using the footpath. The panel did however, have reservations with regard to the palette of materials selected and suggested that a simplified design both in terms of its materials and articulation would give a more fluid form and possibly less dominant on the rivers edge.

3.0 PLANNING CONSIDERATIONS

PRINCIPAL OF DEVELOPMENT

- 3.1 The NPPF (para. 70) supports sport venue provision, retention and enhancement. The application site has no specific land use designation in the London Plan however Policy 2.1 `London in its global, European and United Kingdom context' establishes the Mayor's commitment to ensure that London retains and extends its global role.
- 3.2 The current football ground plays a continuing role in London's function as a World City in terms of its continued contribution to the Premier League, association football and in terms of its role in hosting International sporting events including International

football friendly matches and Champions League and European football. In terms of the World City Role, the continued contribution of the Premier League and those London Clubs currently representing at that level contributes significantly to London's World City status which is consistent with the Mayor's aspirations set out in Policy 2.1 of the London Plan.

- 3.3 Policy 3.19 `Sports facilities' of the London Plan affirms the Mayor's Sports Legacy Plan, which aims to increase participation in and to tackle inequality of access to sport and physical activity in London, particularly amongst groups/areas with low level of participation.
- 3.4 More specifically, the policy states that development proposals that increase or enhance the provision of sports and recreational facilities will be supported; those that result in a net loss of sports and recreation facilities, including playing fields should be resisted. The policy adds that temporary facilities may provide the means of mitigating any loss as part of proposals for re-provision. It reiterates the objective that, wherever possible, the multi-use of facilities for sport and recreational activity should be encouraged and that the provision of floodlighting should be supported in areas where there is an identified need for sports facilities to increase sports participation opportunities, unless the floodlighting gives rise to demonstrable harm to local community or biodiversity.
- 3.5 Locally the site is identified in Annex 2 of the Core Strategy in the hierarchy of open spaces as `outdoor sporting facilities' OS41 `Fulham Football Club, Stevenage Road' (0.28 hectares). Core Strategy policy CF1 sets out that the council will work with its strategic partners to provide borough wide high quality accessible and inclusive facilities and services for the community by: supporting the continued presence of the major public sports venues for football and tennis, subject to the local impact of the venues being managed without added detriment to local residents.
- 3.6 In this respect the club expansion in terms of seating capacity is supported in principle, however the impacts of the proposed extension adjacent to and into the River Thames and its potential impacts on river users, in particular sailing and rowing clubs that use this part of the Thames and the effects on navigation should be considered. The Mayors policy on sports facilities needs, therefore, to be considered in terms of the wider impacts on other sports and recreation that may be affected by the proposed development. The specific impacts relate to the Blue Ribbon Network polices which are considered in further detail below. Sport England and the Football Association (FA) support the proposal, subject to there being no adverse impact to other river users.

BLUE RIBBON NETWORK

3.7 The application seeks to redevelop/extend the riverside stand on the existing footprint, but also on land reclaimed from the river by encroachment onto the foreshore. The proposed cantilevered riverside walk will encroach into the river by between 9 and 11 metres. It is important that the development does not compromise navigation, hydrology, biology and flood risk of the River Thames. These issues have involved extensive discussions between the applicant and the Greater London Authority (GLA), the Port of London Authority (PLA), the Environment Agency (EA) and local sailing clubs. In summary the Council considers the proposal supplies appropriate reasoning and shows satisfactory material considerations to justify the proposal. This is discussed in detail below.

- 3.8 The London Plan identifies the `Blue Ribbon Network' as London's strategic network of water spaces, including the River Thames, canals, tributary rivers, lakes, reservoirs and docks; alongside smaller water bodies. It recognises the strategic and multi-functional role of the network as a transport corridor; for drainage and flood management; as a source of water; for the discharge of treated effluent; and in providing a series of diverse and important habitats, green infrastructure, heritage value, recreational opportunities, important landscapes and views.
- 3.9 Thus, from a strategic land use perspective, the principle of constructing out into the River Thames should be assessed against London Plan policies 7.24 to 7.29 on the Blue Ribbon Network; the latter policy relates specifically to the River Thames.
- 3.10 Policy 7.24 aims to ensure that the Blue Ribbon Network contributes to the overall quality and sustainability of London by prioritising uses of the water space and the land around it safely for water-related purposes, particularly for passenger and freight transport. Policies 7.25 and 7.26 affirm the Mayor's commitment to secure an increase in the use of the Blue Ribbon Network for passenger and tourist river services and to transport freight; and his support for the principle of providing additional cruise liner facilities on the River Thames.
- 3.11 Policy 7.26 requires development proposals to ensure the protection of existing facilities for waterborne freight traffic. In particular part B d) notes that `Development proposals close to navigable waterways should look to maximise water transport for bulk materials, particularly during the demolition and construction phases'.
- 3.12 Policy 7.27 requires development proposals to enhance the use of the Blue Ribbon Network by supporting waterway infrastructure and recreational use. In particular part A b) notes that development proposals `protect and improve existing access points to and alongside the Blue Ribbon Network.'
- 3.13 London Plan policy 7.28 `Restoration of the Blue Ribbon Network' also specifically states (part A) that:

Development proposals should restore and enhance the Blue Ribbon Network by:

- a) taking opportunities to open culverts and naturalise river channels.
- b) increasing habitat value; development which reduces biodiversity should be refused.
- c) preventing development and structures into the water space unless it serves a water related purpose (see paragraph 7.84).
- d) protecting the value of the foreshore of the Thames and tidal rivers.
- e) resisting the impounding of rivers.
- f) protecting the open character of the Blue Ribbon Network.
- 3.14 The test regarding whether the scale and level of encroachment of the proposed development brings it into potential conflict with part A f) is set out in the `design and appearance' section of this report.
- 3.15 Of relevance in paragraph 7.84 is that `The BRN should not be used as an extension of the developable land in London nor should parts of it be a continuous line of moored craft'
- 3.16 With respect to the River Thames, policy 7.29 acknowledges its status as a strategically important and iconic feature that should be protected and promoted. To

that end, development proposals within the Thames Policy Area identified in Local Development Frameworks are required to be consistent with the published Thames Strategy for the particular stretch of river concerned. In this case this is the Thames Strategy Kew to Chelsea which is the SPD to the UDP.

- 3.17 In addition to the above London Plan policy 7.6 `Architecture' and policy 7.7 `Tall and large scale buildings' picks up on microclimate impacts. In particular policy 7.6 B d) notes 'buildings and structures should not cause unacceptable harm to the amenity of surrounding land and buildings, particularly residential buildings, in relation to privacy, overshadowing, wind and microclimate. This is particularly important for tall buildings.' And policy 7.7 D notes that 'Tall buildings should not affect their surroundings adversely in terms of microclimate, wind turbulence, overshadowing, noise, reflected glare, aviation, navigation and telecommunication interference.'
- 3.18 UPD Policy EN34 outlines the Council's Aspirations for a continuous riverside walk through the borough alongside the River Thames. The walk should generally be at least 6m wide, and should be accessible to cyclists if this can be achieved without risk to the safety of pedestrians or river users.
- 3.19 UDP policy EN35 resists development that encroaches into the river or onto the foreshore of the Thames, unless it is:
- a) necessary for the construction of new bridges, tunnels, jetties, piers or slipways; or b) represents other minor works required in connection with the retention or improvement of river based recreational facilities or transport facilities or works necessary to provide or improve access to the riverside, including access for disabled people.
- 3.20 The proposal supports London Plan policy 7.27 A b) and UDP Policy EN34 by improving access along the waterways, through the completion of a missing link of the Thames Path identified in the Council's Proposals Map. The proposed use of the Thames for transport of bulk construction materials and also demolition material is also in line with policy 7.26 B d). The proposal does fail to comply with UDP Policy EN35 and Policy 7.28 (c) of the London Plan (development in the river space that does not serve a water related purpose). In this case however Officers acknowledge the applicant's unique circumstances and the site's unique characteristics (site constraints including the location in a residential area and adjacent to listed buildings, parks and MOL, prevents alternative opportunities to expand) would reduce the likelihood of a precedent being set for other sites to encroach into the river. Notwithstanding this the key issue is whether the proposal complies with the above policies and does not compromise navigation, hydrology, flood risk and biology of the River Thames. This view is supported by the EA and PLA. These issues are dealt with in turn below.

Microclimate:

3.21 In addition to the abovementioned policies UDP policy EN32 states that development will not be permitted if it would result in the loss of existing facilities in the river for water-based activities and uses. Whilst normally this policy is related to tangible features in the river it should not preclude the absence of a constant wind flow, to assist sailing on the river, as being a "facility" that would be lost as a result of development by blocking wind flow and creating abnormal conditions prejudicial to sailing.

- 3.22 The sailing clubs, particularly the Ranelagh Sailing Club and members of the Southbank Sailing Club, reiterate their previous objections that the increasing obstructions to wind flows caused by the incremental developments to Craven Cottage are gradually making sailing on the river extremely difficult. This is particularly relevant insofar as racing is concerned. They say that this has resulted in their membership falling since new members cannot be retained given the inconsistency of wind conditions, and if that situation were to continue then eventually the clubs would die and sailing would cease on this stretch of the river. They say that it is the cumulative effect of the increased blocking of wind flows that causes concern and that the recognised problems of unpredictable wind patterns in front of the Riverside Stand shows the importance of air escaping around the sides of this obstruction.
- 3.23 Sailing on this part of the River Thames is dictated by the tide and wind conditions. A variety of conditions occur on the River Thames and therefore the assessment of wind conditions and its impact on sailing is a complex matter. A review of previous schemes reveals that the impact of wind flows and sailing was first examined at a public inquiry in the mid 1990's into the re-development of the football stadium with flats on three sides. Subsequently, the officers' report in 2001 on the scheme to build a new 30,000 all-seater stadium accepted that sailing conditions would be substantially changed but could not conclude, on the evidence available, that the development would bring about the demise of the Ranelagh Sailing Club. Balanced against this, as the report stated, and of relevance to any development of this site that seeks to meet the initial UDP site policy, is the fact that any development, to improve and maintain sporting facilities on this site, would require some element of expansion. In the case of the 2001 scheme, the decision was to permit such development, albeit prejudicial to sailing on this stretch of the river. Subsequently the officers' reports on the 2003 and 2007 schemes, that proposed a lesser scale of development, also faced a similar issue of additional development affecting wind flows, although not on such a scale as the 2001 scheme had proposed. The reports said that whilst sailing would be affected, officers did not consider the development proposals would result in conditions that would preclude the continuation of sailing activity on the river.
- 3.24 There has been substantial work undertaken on the proposed development's potential effect on the microclimate of the River Thames. The applicant has employed a consultant to investigate this issue, and numerous meetings between the applicant and the local sailing clubs have occurred. In particular a recent meeting (22nd May 2012), also attended by the PLA and GLA, focused on the Sailing Microclimate Assessment Wind Tunnel Study prepared by the applicant, together with potential mitigation measures.
- 3.25 Officers accept that whilst individual applications for incremental development at the application site may not individually have a significant effect on sailing, the cumulative impact of such developments makes consistency in wind flows less predictable and thus increasingly presents more of a "lottery" situation for yacht races along this stretch of the Thames, which has an effect on the Ranelagh Sailing Club in particular. The Sailing Microclimate Assessment Wind Tunnel Study prepared by the applicant concludes that when comparing the wind speeds above the River in the presence of the new stands with those of the baseline there are areas where wind speeds increase relative to the baseline (beneficial effect), areas where wind speeds decrease (adverse effect) and areas where the wind speed stays the same (negligible effect). The Ranelagh Sailing Club's own report confirms that following development 42% of races would be impossible, whilst 58% of races would be able to occur, albeit

with 41% being a frustrating lottery. The PLA have confirmed that the methodology used in the Study prepared by the applicant is appropriate. In this respect Officers conclude that whilst sailing would be affected, on the basis of the evidence available, the development proposals would not result in conditions that would preclude the continuation of sailing activity on the river.

- 3.26 Notwithstanding this, in response to discussions held at the abovementioned meeting with the Sailing Clubs and further negotiations with the PLA, Fulham Football Club have agreed on a number of mitigation measures. In terms of land based mitigation the PLA is satisfied that the design of the stand minimises the massing of the building as much as possible whilst achieving the football clubs desire to increase the overall capacity to 30,000. As such the proposed mitigation measures would occur off site. The proposed mitigation for Ranelagh Sailing Club would be their use of South Bank's sailing course on 'wind affected days'. The use of South Bank's sailing course may also result in Ranelagh Sailing Club needing access to South Bank's race related facilities and for Ranelagh to have a suitable means to transport their boats from their club house to the South Bank start/finish line. In response FFC have agreed to make a financial contribution to the South Bank Sailing Club, which will assist the sailing club in their plans to amend/enhance their existing facilities and alter their sailing course to a splayed start/finish line on 'wind affected days.' In addition FFC will pay for the cost of a motor boat which could tow Ranelagh's boats between their club house and the South Bank's start/finish line. FFC have also agreed to make a financial contribution to the thinning of the trees/shrubs between Beverly Brook and South Bank's club house. The above mitigation measures will be secured by the S106 Agreement. In this respect it is not considered the harm caused would justify refusing planning permission.
- 3.27 In addition the navigational safety of the structure for river users including the safety of recreational vessels has been considered. To ensure that users of the river do not become trapped beneath the walkway it is proposed to install horizontal fenders fixed to vertical steel structural posts set into the river bed. Four ladders would be fixed to the fenders at river level together with grab chains and other required life saving equipment to assist people getting out of the water in the event of an emergency. The PLA have confirmed they are satisfied with the approach to fendering in terms of its form and positioning, together with the provision of safety equipment.
- 3.28 The function of the horizontal fenders is principally to prevent access below the walkway by river users, however at the request of the PLA the structure has been designed to withstand accidental impact from a vessel of 1,000dwt at a speed of eight knots (plus the speed of the tide). The fender system would both be spaced such that no vessel can directly impact the piles supporting the walkway or stand and new river wall, and to allow the transfer of any impact forces through the walkway deck to the landside foundations. The PLA have confirmed they are satisfied with the proposal in this respect.
- 3.29 The applicant has also looked at the potential for entrapment of river debris and the need for accessibility to the new river wall for inspection and maintenance. In this case, at the Hammersmith end of the walkway a reduced number of fenders will be installed to permit access below the walkway. Consideration will also be given to the provision of access hatches through the walkway itself.

Hydrology:

- 3.30 Both permanent and temporary works required as part of the proposed approach to construction involve significant pilled structures located within the river. A report has been submitted modelling the potential impact of the proposed development on the hydrodynamics of the River Thames in this location. The report notes that flow speeds are expected to decrease in the vicinity of the proposed development during both the ebb and flood tides and that this impact is situated primarily within the intertidal area. Expected flow differences within the channel are predicted to be minimal. Whilst the area of expected flow change is predicted to be larger during the temporary (construction) phase, this is not expected to result in anything more than localised effects.
- 3.31 The PLA do not consider that these expected changes will prejudice navigational safety on this reach, although the PLA concurs with the report's conclusion that the expected reductions in flow, combined with the existing bed material, may well result in localised accretion of muddy sediments under and in the vicinity of the proposed development. As such a monitoring regime of the riverbed in the vicinity of the proposed development together with the implementation of appropriate mitigation measures if necessary- will be required as a condition within any River Works Licence from the PLA (if one was granted). In addition the EA have required a piling method statement and piling risk assessment to be secured by a condition (conditions 15 and 16).

Ecological assessment/biodiversity:

- 3.32 The River Thames is designated as a `Site of Metropolitan Importance for Nature Conservation.' The site is located within a nature conservation area (M31) as shown on the UDP proposals map. The foreshore affected by this proposal is a habitat for a number of species.
- 3.33 The NPPF states the planning system should contribute to and enhance the natural and local environment, and lists a range of protection, mitigation, preventions and enhancement measures with which this should be achieved. Of particular relevance to the proposal is the minimisation of impacts on biodiversity and provision of net gains in biodiversity where possible.
- 3.34 London Plan Policy 7.28 part A b) and d) notes that `Development proposals should restore and enhance the Blue Ribbon Network by: increasing habitat; and protecting the value of the foreshore of the Thames and tidal rivers.
- 3.35 London Plan policy 7.19 requires proposals for new development to make a positive contribution to the protection, enhancement, creation and management of biodiversity wherever possible; prioritise assistance towards the achievement of targets identified in biodiversity action plans (BAPs), and/or improve access to nature in areas deficient in accessible wildlife sites; and ensure that they do not adversely affect the integrity of European sites. Proposals should be resisted where they would have a significant adverse effect on European or nationally designated sites, or on the population or conservation status of protected species, or a priority species or species identified in a UK, London or appropriate regional or borough BAP.
- 3.36 On Sites of Importance for Nature Conservation, development proposals are expected to:

- Give the highest protection to sites with existing or proposed international designations (SACs and SPAs) and national designations (SSSIs and NNRs), in line with the relevant EU and UK guidance and regulations.
- Give strong protection to sites identified by the Mayor and the borough councils as having of metropolitan importance for nature conservation (SMIs).
- Give sites for borough and local importance for nature conservation, the level of protection commensurate with their importance.
- 3.37 The policy further states (part E) that in considering proposals that would directly, indirectly or cumulatively affect a site of recognised nature conservation interest, the following hierarchy would apply:
- Avoidance of adverse impact to the biodiversity interest.
- Minimising the impact and seeking mitigation.
- Seeking appropriate compensation only in exceptional cases, where the benefits of the proposal clearly outweigh the biodiversity impacts.
- 3.38 UDP Policy EN27 states the Nature Conservation Areas identified on the Proposals Map will be protected from development likely to cause demonstrable harm to their wildlife.
- 3.39 Policy EN28A states permission will not be granted for development that would have a demonstrably harmful effect on a protected species, or the habitat of a protected species, unless planning conditions can be imposed, or a planning obligation is in place, to:
- (a) facilitate the survival of the species on site; or
- (b) cause minimum disturbance of the species and its habitat; or
- (c) sustain current levels of the species' population in an alternative location.
- 3.40 On the basis of the original information submitted the EA were concerned about the physical encroachment into the river space and associated environmental impacts caused by the overhanging walkway and the piling structural support and fendering located in the foreshore. As the proposal does not comply with UDP Policy EN35 and Policy 7.28 (c) of the London Plan (development in the river space that does not serve a water related purpose) the EA were also concerned that without significant ecological mitigation, the development would create a precedent for allowing development into the river space along the River Thames throughout London. The enhancement of biodiversity and on site and off site ecological mitigation works to compensate for building out over the foreshore has therefore involved extensive discussions between the agent and the EA.
- 3.41 In order to address the issues of ecology and nature conservation the proposal initially proposed to minimise the physical encroachment (i.e. the line of the new river wall) of the development and create areas of new foreshore comprising soft sediment and inter tidal habitat (182 square metres) by removing the concrete revetment at the base of the existing flood wall. It was also proposed to remove the Japanese Knotweed on the site. Following the abovementioned discussions with the EA, additional on-site ecological mitigation works and habitat creation have been provided.
- 3.42 In particular, in addition to the above, the footprint of the overhanging walkway has been reduced to provide space for three areas of reed beds (at least 100m² in total) and to provide sunlight to the foreshore below. The proposed reed beds are to be planted in hanging platforms which are set between Mean High Water Springs and Mean High

Water Neap. This replicates the natural level at which reed beds would form at the top of the intertidal range on a natural river bank. The 100 square metres of reed beds created on-site is therefore in addition to the 182 square metres of muddy foreshore created by removing the concrete revetment at the base of the existing flood wall.

- 3.43 Furthermore, the EA welcome the reduction in light spill onto the River Thames corridor due to the removal of the riverside floodlight towers and the erection of the new riverside stand.
- 3.44 The EA state that on-site improvements in London (particularly within the River Thames) are often challenging. As such the applicant has also committed to a financial contribution towards the Thames21 project to protect and enhance the environment at Chiswick Eyot, as mitigation for building in the river space. The project is located within the upper tidal Thames, in reasonably close proximity to the site. Because the river acts as an ecological corridor for the End 2 movement of fish and other species, the EA consider that Chiswick Eyot has both a geographical and functional link to the application site.
- 3.45 Overall, the EA are satisfied that the proposed mitigation measures, together with the contribution towards the Chiswick Eyot project will reduce the environmental effects of the development on-site and provide off-site compensation for any remaining adverse effects. The proposal will bring benefits of a new foreshore and reed bed habitat, along with improvements to the tidal flood defences (including an allowance for climate change). In this respect the proposal will not preclude the achievement of ecological objectives specified under the Thames River Basin Management Plan (RBMP) and the Water Framework Directive (WFD). (Conditions 11 to 14).

Flooding/Drainage:

- 3.46 The NPPF states that inappropriate development in areas at risk of flooding should be avoided by directing development away from areas at highest risk, but where development is necessary, making it safe without increasing flood risk elsewhere. London Plan Policy 5.11, 5.12, 5.13, 5.14 and 5.15 requires new development to comply with the flood risk assessment and management requirements of National Policy, including the incorporation of sustainable urban drainage systems, and specifies a drainage hierarchy for new development.
- 3.47 Policy CC1 requires that new development is designed to take account of increasing risks of flooding. Policy CC2 states that new development will be expected to minimise current and future flood risk and that sustainable urban drainage will be expected to be incorporated into new development to reduce the risk of flooding from surface water and foul water.
- 3.48 A Flood Risk Assessment (FRA) has been produced to assess the potential risk of flooding and the need for mitigation measures on site, which is directly adjacent to the River Thames and in the Environment Agency's Flood Zone 3. This zone is regarded as being in an area at high risk of flooding (1 in 100 (1%) or greater annual chance of flooding from the river), although this rating does not take account of the existence of flood prevention measures such as the river wall and the Thames Barrier that protect the site. Due to its proximity to the river, the site is in a rapid inundation zone should these defences be breached. There are no records of groundwater flooding in the area, however, surface water/sewer flooding is a known problem in the borough.

- 3.49 The river wall adjacent to the site is maintained to provide a flood defence at a height of 5.54m AOD. This is above the flood water levels modelled by the EA for flood events with return periods of 1 in 100, 1in 200 and 1 in 1000 years. Ground levels along the riverside part of the site are generally higher than other parts of the ground, although flood waters could reach the new stand and surrounding areas from Stevenage Road. However, most of the stadium area would remain above flood waters even in a breach/overtopping event.
- 3.50 In terms of the existing River wall, the Environment Agency has categorised its condition as grade 2 (good), on a scale of 1 very good and 5 very poor. The most recent condition survey has identified a number of defects in the wall, but none were considered to be significant. It is however proposed to replace the existing riverwall. Provision has also been made to raise the flood defences to allow for sea level rise as a result of climate change. Levels of the proposed defences will be at or above the statutory defence level (5.54m AOD). As the new river wall will replace an existing wall with defects it will increase the current and future standard of protection within the area. This approach is welcomed by the Environment Agency subject to a condition (condition 17).
- 3.51 Flood mitigation measures that will protect the site include the use of ground levels in excess of 5.5m AOD for the new riverside walkway and all internal floor levels (above maximum flood level height). The undercroft plant area is below the potential flood level as is some of the existing seating. Emergency procedures are in place in the form of a Flood Warning and Evacuation Plan should there ever be a need to evacuate the stadium, although the probability of such an event is very low.
- 3.52 An outline surface water drainage strategy has been prepared. All surface water run-off from the Riverside, Putney and Hammersmith stands and adjacent areas currently drains into the Thames. It is proposed that this arrangement will remain in place for the redeveloped stand, with some modifications to the existing outfall pipes. The Sustainability Statement also outlines plans for some rainwater harvesting, although this will divert only a small amount of surface water run-off. A full surface water drainage scheme will be secured by a condition (condition 18).
- 3.53 In conclusion the impact on flood risk would be negligible. Specifically the EA raise no objection to the proposal on flood risk grounds.

HOUSING AND AFFORDABLE HOUSING

- 3.54 The NPPF seeks to deliver a wide choice of high quality homes, widen opportunities for home ownership and create sustainable, inclusive and mixed communities. London Plan Policy 3.3 B states that an annual average of 32,210 net additional homes should be delivered. Table 3.1 sets an annual target of 615 net additional dwellings for Hammersmith and Fulham. Core Strategy 2011 Policy H1 reiterates the London Plan's annual target of 615 net additional dwellings for the borough. The provision of 4 units would contribute towards these targets
- 3.55 Furthermore Policy H4 (Meeting Housing Needs) requires a choice of high quality residential accommodation that meets the local residents needs and aspirations and market demand. In particular there should be a mix of housing types and sizes in development schemes, especially increasing the proportion of family accommodation.

UDP Policy HO6 requires new residential development to provide a mixture of units to meet the needs of family and non-family households.

- 3.56 At each end of the new stand, within the void spaces, would be two residential units comprising 2 x 2 bedroom at second floor level, 2 x 4 bedroom duplex apartment at third and fourth floor level. The dwelling mix is considered to meet the policy requirement for the provision of a range of unit sizes within new development in accordance with UDP policy H06 and Core Strategy Policy H4.
- 3.57 London Plan policy 3.13 `Affordable housing thresholds' sets out that `Boroughs should normally require affordable housing provision on a site which has capacity to provide 10 or more homes, applying the density guidance set out in Policy 3.4 of this Plan and Table 3.2'. Policy H2 of the Council's Core Strategy sets out that `On sites with the capacity for 10 or more self-contained dwellings affordable housing should be provided'.
- 3.58 The current proposal includes four residential units which is below the threshold of 10 for which affordable housing is required under London Plan Policy 3A.13 (affordable housing thresholds). Whilst previous iterations of a Riverside scheme have included up to 16 residential units this current scheme proposes a total number of 4 units which fall below the threshold for affordable housing contributions.
- 3.59 The primary function of the site is to maintain its use as a sporting facility and therefore its `capacity' for residential accommodation in the context of London Plan policy 3.13 is limited whilst its primary function is retained. In this respect Officers do not consider that it would be appropriate to include further units within the proposed development in order to meet the affordable housing threshold.
- 3.60 Policy 3.5 and Table 3.3 of the London Plan, Core Strategy Policy H3 and UDP Standards S7A and S13.3 expect all housing development to meet satisfactory internal space standards. All of the proposed units would be dual aspect and would exceed the minimum dwelling size requirements of both the London Plan and UDP: two-bed (approximately 65 sqm) and four bed (approximately 240 sqm). The flats to the south end will have a south facing aspect over Bishops Park and the river, while those to the north end will have west/north westerly aspect across the river and Stevenage Park. All four flats would be provided with a private terrace area (2 bed flats 8 sqm; 4 bed duplex flats 36 sqm). In view of the above the proposed residential units would be of adequate size and layout to provide an acceptable outlook and sunlight and daylight levels, and external space to occupiers of the residential units.
- 3.61 Policy 3.8 of the London Plan, Core Strategy Policy H4 (Meeting Housing Needs) and the Council's Supplementary Planning Document `Access for All' requires new residential development to be built to lifetime homes standards, with 1 unit (in this case) designed to be wheelchair accessible or easily adaptable to this standard. As the floor plans of the proposed flats are not detailed beyond the number of bedrooms and location of windows conditions will be attached to secure the above requirements (conditions 33 and 34).

DESIGN AND APPEARANCE

3.62 In respect of design, among the core planning principles of the NPPF are that development always seek to secure high quality design and a good standard of amenity

for all existing and future occupants of land and buildings. Furthermore the NPPF advises on identifying heritage assets and assessing the effect that a development will have on the significance of those assets and their settings. 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.

- 3.63 Good design is central to all objectives of the London Plan and is specifically promoted by the policies contained within chapter seven which address both general design principles and specific design issues. London Plan Policy 7.1 sets out a series of overarching design principles for development in London. London Plan Policy 7.2, 7.4, 7.5 and 7.6 requires all new development to be of high quality that responds to the surrounding context and improves access to social and community infrastructure contributes to the provision of high quality living environments and enhances the character, legibility, permeability and accessibility of the surrounding neighbourhood.
- 3.64 London Plan Policy 7.7, relates to the specific design issues associated with tall and large-scale buildings. This policy sets out specific additional design requirements for tall and large-scale buildings, which are defined as buildings that are significantly taller than their surroundings and/or have a significant impact on the skyline and are larger than the threshold sizes set for the referral of planning applications to the Mayor.
- 3.65 Policy 7.8 C and D Heritage assets and archaeology are also relevant and sets out that 'Development should identify, value, conserve, restore, re-use and incorporate heritage assets, where appropriate' and 'Development affecting heritage assets and their settings should conserve their significance, by being sympathetic to their form, scale, materials and architectural detail'.
- 3.66 London Plan policy 7.28 `Restoration of the Blue Ribbon Network' part A (F) states that development proposals should restore and enhance the Blue Ribbon Network by protecting the open character of the Blue Ribbon Network.'
- 3.67 Core Strategy Policy BE1 `Built Environment' states that all development within the borough, including in the regeneration areas 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.
- 3.68 Core Strategy Policy RTC1, bullet points 3 and 4 seek to ensure the improvement and greening of the Thames path and ensuring high standards of design on the riverside. There is a presumption against tall buildings along the waterways, unless it can be demonstrated that a tall building would be a key design element in a master plan or would have a positive relationship with the riverside. In this case our design and conservation colleagues will be able to reflect on the appropriateness of the new stand in terms of its height and relationship with the river.
- 3.69 Policy EN2 of the UDP states that "development, will only be permitted if the character or appearance of the conservation area is preserved or enhanced." UDP Policy EN2B states that `development, including development outside conservation areas, will only be permitted if the character or appearance of the conservation area in terms of their setting and views into and/or out of them is preserved or enhanced.'

Policy EN3 states that permission will not normally be granted for any development which would not preserve the setting of any listed building.

- 3.70 UDP Policy EN8 relates to the design of new development and states that `Development will not be permitted unless it is of a high standard of design and compatible with the scale and character of the existing development and its setting. Schemes must be formulated to respect the historical context of the area and its sense of place, the scale, mass, form and grain of the surrounding development, relationship to the existing townscape, rhythm and articulation of frontages, local building materials, sustainability objectives and the principles of good neighbourliness'.
- 3.71 UDP Policy EN31 states development within the Thames Policy Area will not be permitted if it would cause demonstrable harm to views along, across and from the River from Hammersmith Bridge, Putney Bridges, Bishops Park and All Saints Church.
- 3.72 UDP Policy EN31X states development will not be permitted within the Thames Policy Area unless it respects the riverside context, is of a high standard of urban design and maintains or enhances the quality of the built environment. Schemes that meet these requirements, and, by their design, contribute to creating an attractive, safe and interesting riparian environment will be welcomed.
- 3.73 Fulham Football ground occupies a prominent and sensitive site, bounded by the River Thames, Bishops Park, Stevenage Park, and residential development to the north and east. The ground extends to the river wall making the riverside inaccessible to the general public at this point. The riverside walk detours inland around the ground
- 3.74 The Club have identified the need to expand capacity from 25700 to 30000 and improve the spectator experience for supporters visiting the ground.
- 3.75 The existing ground fills the site. The four stands surrounding the pitch date from various times. The three unlisted stands have some consistency in their use of cladding materials, but only the listed Stevenage Road stand and the adjacent listed Craven Cottage have architectural quality.
- 3.76 The surrounding context makes expansion extremely difficult. The stands at the northern and southern ends of the ground lie adjacent to open space. At the northern end, the Hammersmith stand neighbours Stevenage Park and the River Gardens residential development dating from the 1970's. Adjacent to the south stand, Bishops Park is Grade 1 listed on the statutory Register of Parks and Gardens. It is designated Metropolitan Open Land, and the focus of a conservation area. The Stevenage Road stand to the east by Archibald Leitch 1905, is listed grade II. Craven Cottage, alongside, is also grade II listed.
- 3.77 In this context, the existing Riverside Stand offers the best opportunity to meet the proposed expansion. Any development here could take the opportunity to open up the riverside for general access with a connecting walkway and assist in providing new access and egress arrangements for supporters attending matches.
- 3.78 The River is approximately 190m wide at this point, affording generous views from the opposite bank. Development of the riverside stand would impact to some degree on the conservation areas which align the river, namely; Fulham Reach, Crabtree and

Bishops Park in this borough. Development would also impact on Castelnau and Putney Embankment conservation areas on the opposite bank.

- 3.79 The curve of the river at this point means that the riverside stand is only visible from limited stretches of the riverside walk. The existing floodlights, due to their height are visible from a slightly wider envelope. Undoubtedly, the greatest visual impact of the development, however, would be from the opposite side of the river.
- 3.80 Views from surrounding streets would be limited in their extent to those from streets running perpendicular to the ground of which Greswell Street / Woodlawn Road offer the limited viewpoints. Views from Bishops Park would be possible where the new stand would be seen through the tree screen and over the Putney stand.
- 3.81 Development of the riverside stand would not be seen from Putney Bridge, but would be visible from the north side only of Hammersmith Bridge, where the silhouette of the roof would be visible.
- 3.82 The existing riverside stand 'turns its back onto river' and does not take advantage of its privileged location. The elevation presents a poor aspect to the river due to its design and cladding materials. Any evaluation of a proposal for redevelopment in a conservation area should be mindful of the reasons for designation, namely that it is the quality and interest of areas rather than specific buildings which should be the prime consideration in identifying conservation areas. It is therefore important that any evaluation addresses the significance of the asset under scrutiny, and whether it makes a positive contribution to the quality and interest of the area. It is concluded that the existing riverside stand, for the reasons outlined above, is not particularly characteristic of, nor makes a positive contribution to, the conservation area. The redevelopment of this building would be acceptable if the proposal for its replacement meets policy objectives.
- 3.83 An opportunity exists to enhance this part of the riverside with a design which respects its riverside location and seizes the opportunities available for improving the character and quality of the area as encouraged by the new National Planning Policy Framework.
- 3.84 The proposed design responds to the riverside location with an elevation which clearly 'fronts' the river giving the stand an identity on the riverside which is lacking with the existing stand. The proposal retains the existing seating as a lower tier, and extends the structure to include the required ground expansion in a new upper tier. The profile of the new tier meets the recommended angle for viewing games, and would include positions for wheelchairs and a television camera platform. The new stand adopts an elegant curved form which also curves in height from 16m at its edges to 26m in the centre. The proposed stand would rise taller than the previously approved stand on the riverside, but would remain open and lower at the corners. The space at the ends in the curved form with no views of the pitch would be utilised for residential with two apartments incorporated into the space at each end.
- 3.85 The design has acknowledged the two main issues arising from the development namely the need to minimise height and minimise encroachment back towards the river. The height of the roof is at the lowest possible position to allow the integration of floodlights within the new structure and avoid the visual impact of free-standing pylons and the current issues associated with them such as light spillage. Night time views

when matches are on should be improved with the removal of two sets of floodlights on the riverside and the glare from them both towards the riverside and the residential neighbourhood to the east. A roof truss has been adopted as the preferred structural solution which has assisted in keeping the roof height at the lowest possible height, and restricting encroachment back to the river. The truss is set towards the pitch side of the roof and away from the riverside.

- 3.86 The stand would be cantilevered over the proposed riverside walkway which would be made available for the general public at all times except during the hours of match days. The proposed walkway would be generous ranging from 7m to 11m wide. The cantilevered section facing the river would accommodate hospitality rooms, press areas, staff facilities and cafes. Some of the function rooms and cafes would be available for use of the local community and general public, thereby increasing the public benefits of the scheme.
- 3.87 The proposed materials include brick to the base, with reconstituted stone and metal shingle cladding to the upper sections which would include stone 'Y' column supporting structure, expressed as part of the architectural interest of the façade. The roof would be covered in standing seam aluminium. When the scheme was discussed at the councils Design Review Panel, the panel were generally supportive of the principle of development and the benefits that the scheme would bring to the local community. The panel did however, have reservations with regard to the palette of materials selected and suggested that a simplified design both in terms of its materials and articulation would give a more fluid form and possibly less dominant on the rivers edge. Officers are keen that the curving form of the stand is clearly expressed and not diluted by a complex mix of materials. Condition are attached to this recommendation to ensure that the final selection of materials achieves this aim, and meets the concerns of the Panel (conditions 24 and 27).
- 3.88 The general presumption remains to protect the historic environment. However, National guidance recognises that change can be beneficial to the area if it sustains or enhances the significance of a heritage asset and supports its long term conservation, and if it 'better reveals the significance of the heritage asset and therefore enhances our enjoyment of it and the sense of place'. With the current proposal, the design of the riverside elevation of the proposed stand respects its setting and allows for public access to the riverside and a connected riverside walk. It is considered that the development better reveals the significance of the riverside as a heritage asset.
- 3.89 The applicants have submitted a series of photomontage views in order that an assessment can be made in accordance with Landscape Institute and English Heritage guidelines. A range of views have been considered including long, mid and short distance views. The magnitude of change can be assessed from these images and a judgement can be made on whether the change is adverse, neutral, or beneficial.
- 3.90 The photomontage studies submitted by the applicant are from publicly accessible viewpoints around the site where the new development would be seen in its townscape context. All views tested are either from, or views to conservation areas and include studies which enable an assessment to be made of the impact of the proposed development on the setting of listed buildings and conservation areas.
- 3.91 Views of the listed Jonny Haynes stand and Craven Cottage are currently limited under existing conditions given the foreground view is predominantly of the existing

Riverside stand. The setting of the Fulham Reach Conservation Area when viewed from the River will be broadly preserved given the existing stand largely turns its back on the River Thames. The Fulham Reach Conservation Area Character Appraisal notes the 'significant `recreation' presence of Fulham Football Ground which defines the southern boundary of the Conservation Area'. The Bishops Park Conservation Area Character Appraisal notes 'The open grassed area with pitches south of the Fulham Football Ground provides for formal recreation and is important due to its open aspect and landscape quality in relation to the development to the north and east'. The tree lined view of the listed Bishops Park and Bishops Park Conservation Area picks up the link between the two conservation areas and its presence as a recreation in the character of the conservation area will remain. The significance of the Bishops Park, its openness and tree line as a feature in views and its setting will also be generally preserved in River views.

- 3.92 The recent English Heritage publication 'The Setting of Heritage Assets' October 2011, provides a definition of, and key concepts associated with setting. It notes that setting is not a heritage asset but can contribute to the significance of heritage assets. The protection of the setting of heritage assets need not prevent change. What is important is the recognition of, and the response to, the setting of heritage assets. The document goes on to note that where the significance of a heritage asset has been compromised in the past by unsympathetic development affecting its setting consideration needs to be given to whether additional change will further detract from or can enhance the significance of the asset. English Heritage in their document 'Seeing History in the View' [May 2011] state that views are often kinetic in nature and may change as the observer moves around the viewing place. Officers have assessed all of the submitted views on site and have paid regard to how the impact would change as the viewpoint is varied within each area.
- 3.93 The proposed design has been assessed against the relevant National guidance and regional and local policies. In order to meet these policies the proposed design must be of an appropriate scale and height such that it does not have a detrimental impact on key views and the setting of heritage assets. It needs to be of an appropriate form and high quality design to develop a sense of place. It needs to be permeable and provide connectivity to link the development area to adjoining pieces of townscape.
- 3.94 In general the new stand is a substantial addition to the setting of the River Thames. It is however apparent from site inspection that the River is open generally and various buildings appear along its path. The extent of Bishops Park and the Palace provide a bank of trees that picks up on the end of the existing stadium and will continue to do so as part of the new stadium proposals. The encroachment into the River Thames is considered acceptable as set out earlier in this report, and whilst the new stand is a substantial addition into the setting of the River Thames, the open character (London Plan policy 7.28A f) of the River Thames would still be apparent, helped in part due to the London Wetland Centre and Barn Elms Playing Fields on the opposite bank in Richmond. The principle of increasing capacity at the ground will also help to retain its function the function of the listed stand as integral to the continuing operation of the site as a football stadium and the history associated with the club. Finally, in design terms the proposal provides new link and active edge to the Thames Path and a new active frontage that will add interest to users of the River and from the opposite bank.

- 3.95 It is concluded that the proposed development would not have a detrimental impact on the surrounding heritage assets, and that the greater visibility of the stand due to its increased height is outweighed by the form and design of the stand which gives an improved river aspect, as well as the connectivity and increased activity along the riverside provided by the new riverside walk. (Conditions 24 to 28 relate to design matters).
- 3.96 London Plan Policy 7.3 and UDP Policy EN10 (Designing Out Crime) requires new development to incorporate crime prevention measures to provide a safe and secure environment. This will be secured by a condition (condition 32).

Archaeological

- 3.97 The NPPF advises on identifying heritage assets and assessing the effect that a development will have on the significance of those assets and their settings. It promotes the conservation of heritage assets and encourages opportunities to better reveal their significance by enhancing their setting. London Plan policy 7.8 advises that development should incorporate measures that appropriately address the sites archaeology. UDP Policy EN7 and Core Strategy Policy BE1 states a presumption against proposals which would involve significant alteration of, or cause damage to, Archaeological Remains of National Importance and advises that the loss of archaeological value must be outweighed by the need for the development.
- 3.98 The site lies within the Archaeological Priority Area of 'Thames foreshore & Park' an area of potential for prehistoric, Roman, Saxon, medieval & post-medieval remains. As previously confirmed the site also lies within the Fulham Reach conservation area and close to the Conservation Areas of Crabtree & Bishops Park. Fulham Football Club has been located on the site since 1894-96 and the formal stadia continuously in use on site since 1904. The site contains Grade II Listed Buildings and stadia and Bishops Park (Grade II*) is situated immediately to the south-east. Fulham Palace Moated Site lying 400m to the south-east is a Scheduled Ancient Monument. Bollards along the Thames Path are locally listed.
- 3.99 The application is supported by an archaeological desk-based Assessment report. English Heritage have assessed the document and proposals against the Greater London Historic Environment Record (GLHER) and confirm that it accords with relevant Standards and Guidance. The conclusions to the report suggest a low-medium potential for significant deeply buried archaeological remains to be present, in particular for those dating to the prehistoric, medieval and post-medieval periods. In addition English Heritage have considered the additional piling and new structures overhanging the river wall, projecting over the foreshore supported by piles. English Heritage state the present built heritage assets of historic and architectural as well as sporting interest on the site and their settings will also be impacted by alteration and demolition and newbuild extensions.
- 3.100 As such English Heritage have advised further information is required in the form of a field evaluation including geo-archaeological assessment. This will test the presence/absence, level of survival and significance of those remains present. The evaluation is to be undertaken by a suitably qualified Registered Archaeological Organisation, in accordance with an approved Written Scheme of Investigation. The results will be used to form an appropriate mitigation strategy. Any geotechnical

investigations should also be archaeologically and geo-archaeologically monitored to inform the evaluation/mitigation process (condition 19).

3.101 In addition to the below-ground requirements, it is recommend a programme of historic building recording is undertaken prior to demolition/alteration works of those buildings highlighted of interest in the historic buildings assessment. This should be undertaken in accordance with English Heritage guidelines 2006 to at least Levels 2-4 as appropriate. Again this is to be undertaken by a suitably qualified historic buildings analyst in accordance with an approved Written Scheme of Investigation (condition 20).

TRANSPORT

- 3.102 Indeed it is the increase in capacity and the difficulties experienced on matchdays, of the additional traffic that is likely to be generated by increasing the stadiums capacity to 30,000, which is the focus of a number of objections to the proposed development.
- 3.103 The NPPF requires developments that generate significant movement are located where the need to travel will be minimised and the use of sustainable transport modes can be maximised; and development should protect and exploit opportunities for the use of sustainable transport modes for the movement of goods or people.
- 3.104 The London Plan 2011 contains numerous policies relating to sustainable transport modes, highway safety, traffic congestion and car parking and cycling spaces. The following policies are applicable:
- Policy 6.1 sets out the intention to encourage consideration of transport implications as a fundamental element of sustainable transport, supporting development patterns that reduce the need to travel or that locate development with high trip generation in proximity to a range of public transport services. The policy also provides guidance for the establishment of maximum car and cycle parking standards.
- Policy 6.3 requires applications for new development to detail the impacts on transport capacity and that new development does not compromise highway safety.
- Policy 6.5 states contributions will be sought from developments likely to add to, or create, congestion on London's rail network or other strategically important transport infrastructure.
- Policy 6.9 seeks to facilitate an increase in cycling in London and requires that new development provides for the needs of cyclists, whilst Policy 6.10 seeks an increase in walking in London through the provision of high quality pedestrian environments.
- Policy 6.10 of the London Plan encourage a higher quality pedestrian and street environment, including the use of shared space principles such as simplified streetscape, decluttering, and access for all.
- Policy 6.11 seeks a coordinated approach to smoothing traffic flow and tackling congestion through a range of sustainable development principles, public transport improvements and corridor management.
- Policy 6.13 outlines an objective for promoting new development while preventing excessive car parking provision, and states that new development should accord with the London Plan car and cycle parking standards.
- Policy 6.14 seeks to improve freight distribution (including servicing and deliveries) and to promote movement of freight by rail and waterway.
- 3.105 Policy T1 of the Core Strategy seeks improvements with new stations and enhanced local and sub-regional passenger services on the West London Line,

opportunities for walking within the Borough and promotes localised highway improvements. It also requires that new development secures access for all persons and provides appropriate car parking provision to meet the essential needs of the development without impacting on the quality of the urban environment.

- 3.106 Policy TN4 of the UDP requires new development to incorporate ease of access by disabled people and people with mobility impairment. Policies TN5 and TN6 require that the design and layout of development provides for the needs of pedestrians and cyclists respectively. Standard S20.1 of the UDP requires provision for cyclists.
- 3.107 Policy TN8 and Policy TN13 of the UDP require that all development proposals be assessed against their contribution to traffic generation and other impacts on congestion, particularly on bus routes and the primary road network, and against the present and potential availability of public transport and its capacity to meet increased demand. Policy TN15 and Standard S18 relate to car parking provision and Table 12.1 sets out maximum car parking standards. Standards S20 (cycle parking) and S22 (vehicular access) are also applicable. Standard S23 states that shared surfaces will only be considered to be acceptable where it can be assured that vehicle speeds will be low. Policy TN28 requires adequate access is provided for freight movements and servicing.
- 3.108 The site bounds Stevenage Road, Bishops Park and the Thames Pathway. The A219 Fulham Palace Road is located 380m north of the site and forms part of the Strategic Road Network (SRN). The nearest section of the Transport for London Road Network (TLRN) is the A4 Hammersmith Flyover, located 1.9km west of the site.
- 3.109 Public transport accessibility level or PTAL is measured on a scale of 1 to 6b where 6b is the most accessible. This site has a PTAL of between 1 and 2. Putney Bridge London Underground Station is 1.6km away and offers services on the Wimbledon branch of the District line. The two Hammersmith Underground stations (Hammersmith and City / Circle and Piccadilly / District lines are located 2.1km from the site. There are 3 bus services within 380m of the site on Fulham Palace Road, (74, 220 and 430). In addition bus route 424 (Putney Health to Craven Cottage), operates Monday to Saturday, but not on a matchday and terminates adjacent to the stadium.
- 3.110 The site is within Controlled Parking Zone (CPZ) Y, which operates restricted parking Monday to Saturday 9:00am 5:00pm. Furthermore, matchday parking restrictions in Zones X & Y apply as follows:
- Shared permit/pay and display parking bays and single yellow lines operate from 9am to 9.30pm, including Sundays and Bank Holidays. (The normal controlled hours for Zones X & Y are 9am to 5pm, Monday to Saturday, except for bank holidays.)
- Pay and display parking is limited to a maximum stay of one hour throughout the day. (Residents' visitors can park for longer than the one hour maximum, provided that they park in a shared permit/pay and display parking bay and display an activated SMART Visitor Permit for Zone X or Y as appropriate in their vehicle.)

Transport Impact Assessment:

3.111 The application is supported by a Transport Assessment which provides a comprehensive review of all the potential transport impacts of the proposed development, together with recommended measures to mitigate any adverse consequences. Trip generation has been estimated using supporter surveys undertaken

for weekend and weeknight games for the increase in stadium capacity and the TRAVL database for the non-matchday restaurant and conferencing facilities uses. This is considered to be a robust method of assessment.

3.112 In summary the assessment indicates that the proposed car modal share remains fairly high, however this could be reduced considerably by travel planning measures. The assessment also indicates that the additional trips generated by the restaurant and conferencing facilities will be predominantly outside of peaks hours and should not have a material impact. The underground will continue to be the primary mode of travel. The impact of the proposed development on congestion, particularly on the primary road network and on public transport are discussed in more detail below.

Road Impact:

- 3.113 The impact on the existing road network has been considered with the proposed increases in spectator capacity. In order to consider this impact, the difference between a current matchday and non-matchday has been established and this difference is considered to be the result of existing football traffic. This increase has then been prorata increased further to account for capacity increase.
- 3.114 The results of this assessment indicate that on a weekend (Sunday) when a game is being held traffic flows do increase marginally at two of the three junctions being considered (Lillie Road/Fulham Palace Road and Fulham High Street/New Kings Road) with a reduction being recorded at the roundabout at the junction of Fulham Palace Road/Fulham Road.
- 3.115 Improvements to the Fulham Palace Road junction with Hammersmith gyratory have recently been implemented. A programme of further improvements to the remaining Fulham Palace Road pedestrian crossings and junctions is proposed, with the improvements to the Lillie Road / Fulham Palace Road junction due to be implemented this financial year. These highway improvements will be sufficient to mitigate the slight worsening in performance of the Lillie Road/Fulham Palace Road and Fulham High Street/New Kings Road junctions. These improvements will assist in delivery of London Plan Policy 6.3 and 6.11 and UDP Policy TN13 and TN8, and will secured by the s.106 agreement.

Public Transport:

- 3.116 It is considered that the development proposals are unlikely to constrain capacity on existing bus services.
- 3.117 The predicted future year level of demand on Underground and Overground services is also set out in the Transport Assessment. TfL considers that the London Underground District and Piccadilly lines and Putney Rail Line can accommodate the increased demand, however confirms there are station impacts.
- 3.118 Putney Bridge Station is the closest to Craven Cottage and experiences the highest spectator numbers for matches. The station ticket hall at Putney Bridge is limited in size and cannot easily be expanded. The current arrangement for fans wishing to use the station at full time requires a queuing system adjacent to the bus turnaround area. Passengers are allowed to enter the station in waves via the conventional ticket hall and the emergency exit staircases. The staircase is designed as an emergency exit

and is uncovered with metal steps which can become a safety hazard when footfall is high. TfL request that the applicant funds the installation of a canopy over the staircases in order to improve safety on the staircase and help flow through the station, reducing queuing time in the bus turn around area and on the platforms, in accordance with London Plan Policy 6.5. This will be secured by the s.106 agreement.

Car Parking:

- 3.119 It is not proposed to change any existing matchday car parking arrangements and therefore the limited parking that is provided through arrangements with local schools will be retained. Fulham Football Club (FFC) has an arrangement with Henry Compton School, on Kingwood Road, to provide disabled parking for Blue Badge holders on match-days. A shuttle bus arrangement operates to and from the local school for blue badge users. Full details of the number of spaces shall form part of the s.106 agreement.
- 3.120 6 on-site car parking spaces (including 2 disabled bays located under the Putney Stand) are proposed for the 4 residential units. This is at a level of 1 space for each of the two bed units and 2 spaces for each of the four bed units. The provision and location is considered acceptable. On match-days resident's cars would be removed by concierge and parked at the nearby schools to ensure compliance with FLA matchday licensing requirements. A car parking management plans will be secured by a condition (condition 36). In addition, the residential use would also be subject to a legally binding agreement stating that no on-street parking permits would be issued to any future occupiers.
- 3.121 The applicant has undertaken parking surveys for a matchday and non-matchday. The analysis indicates that parking utilisation in the zones analysed rises by approximately 10% 20% on matchdays for the Sunday and Weeknight assessment.
- 3.122 The parking surveys of the CPZs (T, R, U, H and W) closest to Craven Cottage that do not operate matchday parking restrictions reveal that there is only space for an additional 148 cars on a weeknight and 222 at a weekend. Given the limited spare parking availability on matchdays in these CPZs, it is considered that parking demand will disperse into neighbouring CPZs where there is capacity, including into the London Borough of Wandsworth, where some spectator parking already occurs. It should also result in a modal shift away from the car to modes that provide better and more direct access to the ground.
- 3.123 Due to the likelihood of CPZ W experiencing the most pressure from the development proposals, the applicant has agreed to fund a review of this zone and contribute to funding any changes stemming from this, one year after completion of the development. This will be secured by the s.106 agreement.
- 3.124 In this respect Officers do not consider that the development would have an unacceptable impact on existing levels of on-street overnight car parking stress in the vicinity of the application site, in accordance with London Plan Policies 6.1 and 6.13 and UDP Policy T1 of the Core Strategy, UDP Policies TN4, TN8, TN13 and TN15 and Standards 18 and 19.

Construction Traffic:

- 3.125 The applicant has submitted a Framework Construction Logistics Plan. Construction is due to take place over an 18 month period, which includes two offseason periods. It is proposed that the off-season in 2012 will be used to carry out enabling works for the project. The extension to the Riverside Stand would begin at the start of the 2012/13 football season and matches will continue throughout the season.
- 3.126 Due to the constraints of the site and local road network, the river will be used for all major construction loads, with a new jetty constructed to enable materials to be brought up stream and for construction. This is welcomed as being in line with London Plan policy 6.14, The works are located adjacent to the river and therefore the impact on Stevenage Road and adjacent areas will be limited to access and egress of people and vehicular deliveries. It is stated that the vehicle deliveries will be approximately 10-20% of the total deliveries by volume.
- 3.127 The number of river boat trips will vary over the course of the construction period but it is not forecast to exceed 1 or 2 trips per day. The majority of construction vehicles to and from the site will be during the enabling works. Deliveries will peak at approximately 4 deliveries per hour (8 two-way movements per hour).
- 3.128 Demolition and Construction Management Plan (CMP) and Construction Logistics Plan (CLP) would be required prior to the commencement of construction for each phase of the development to ensure that there is no harmful impact on neighbours and on the local highways network. The Demolition and CMP shall include demolition details, contractors' construction method statements, waste classification and disposal procedures and locations, dust and noise monitoring and control, provisions within the site to ensure that all vehicles associated with the construction works are properly washed and cleaned to prevent the passage of mud and dirt onto the highway, and other matters relating to traffic management to be agreed. The CLP shall be in accordance with Transport for London (TfL) requirements, which seeks to minimise the impact of construction traffic on nearby roads and restrict construction trips to off peak hours only. These would be secured as part of the s.106 agreement in accordance with UDP Policies EN19A, EN20A, EN20B, EN20C and EN21 and London Plan Policy 6.3 and 6.14.

Provision for Cycling:

- 3.129 London Plan Policy 6.9 and 6.13 provides guidance for the establishment of cycle parking standards. UDP Standard S20 and Table 12.2 seek to ensure that one cycle space per flat is provided, in accordance with Policy TN6.
- 3.130 The nearest cycle parking facilities to the site are located in Bishops Park, adjacent to the stadium (10 Sheffield Stands), at Putney Bridge Station (16 Sheffield Stands) and at various locations along Fulham Palace Road.
- 3.131 The current cycling mode share for the stadium is 3.7% for a weekend game and is expected to rise by 2026. This will generate a considerable demand for cycle parking in the vicinity of the stadium. The London Cycle Hire Scheme is to be implemented in Hammersmith and Fulham and Cycle Superhighway 9 (CS9) is proposed to run along Fulham Palace Road. Cycle improvements involving the provision of cycle hire station within the area and improved connectivity to CS9 would make cycle use more attractive

and ensure that car trips are minimised. A contribution to the London Cycle Hire Scheme will be secured by the s.106 agreement, together with the inclusion of a demand monitoring mechanism through the travel plan. This proposal would be in accordance with UDP policy TN8 and Core Strategy Policy T1.

3.132 In addition cycle parking for the residential units should be provided in line with the minimum London Plan standards of 1 space per 1 and 2 bedroom unit and 2 spaces per 3+ unit as set out in London Plan Policy 6.13 including Table 6.3. This will be secured by condition (condition 37).

Pedestrian Trips:

- 3.133 Currently access for pedestrians to Craven Cottage is only provided via Stevenage Road. All turnstiles are accessed from this side of the ground. Egress is primarily onto Stevenage Road although an exit gate onto Stevenage Park does provide some additional egress options to the Riverside and Hammersmith Stands.
- 3.134 Six additional turnstiles and gates are proposed to be provided to the southwest boundary with Bishops Park and four additional turnstiles and gates to the Hammersmith End (northwest corner). The implications of the revised access and egress strategy have been tested using LEGION modelling in conjunction with capacity increases proposed. The modelling of the proposed access and egress conditions demonstrate that the additional turnstile capacity for 6,600 spectators, together with the Stevenage Road turnstile upgrade should ensure significantly improved pedestrian access and egress and alleviate pressure on Stevenage Road.
- 3.135 A review of pedestrian routes to and from Craven Cottage has also been carried out by the applicant using the Pedestrian Environment Review System (PERS). The review highlights that crowds disperse relatively quickly along the streets between the stadium and Fulham Palace Road. There are however a number of pedestrian pinch-points particularly around the subway under Putney Bridge and the pathway between the Hammersmith Stand and residential units to the west which leads to the River. Pedestrian improvements to upgrade and improve accessibility along these sections, particularly at the pinch point around the subway, will be funded by Travel Plan contributions, secured by the s.106 agreement.
- 3.136 The proposed river walk will not be less than 6m at any point, which should ensure sufficient space for users. On non-match days the walkway will be open to the public at the same times as Bishops Park. The walkway will be closed by locking gates located to either side of the extended Riverside Stand. On match days the riverwalk will be closed for the duration of the match and for three hours either side to allow for maintenance and for security/safety reasons. During this time turnstile gates will be installed.
- 3.137 As Bishops Park is kept open during matchdays FFC have agreed to contribute towards improved lighting along the river walk through the introduction of lighting columns and improved way finding in the form of Legible London signage between the station and the park. This will also form part of the s.106 agreement. These improvements will ensure consistency with London Plan policy 6.10 and UDP Policy TN5.

Travel Plan:

- 3.138 A Framework Supporters Travel Plan and Workplace Travel Plan have been submitted alongside the TA. The document to some extent assists in reducing the reliance on car travel to the site and encouraging the use of more sustainable forms of transport.
- 3.139 TfL however expect FFC to submit a full 10 year travel plan for the stadium including scenarios for match and non matchday situations prior to occupation of the proposed development. The revised travel plan will be agreed between TFL, the Council and FFC.
- 3.140 It will be the responsibility of a Travel Plan Co-ordinator acting for the applicant to consult and agree with the Council and TfL on the administration, implementation and monitoring of the travel plan. Monitoring of the travel plan will be conducted every three years in line with the London Travel Plan Monitoring Protocol. Annual progress reports will give an overview of progress towards targets and details of actions and measures to be implemented over the next one year period to ensure that targets continue to be met. A full review of the travel plan should be conducted every three years.
- 3.141 It is proposed final travel plans will be secured, monitored, reviewed, and enforced through the s.106 agreement in consultation with TfL and funding is included for monitoring purposes. Overall, it is concluded that the on-site proposals would encourage sustainable travel patterns from the outset but these would be reinforced through the Travel Plan measures to encourage sustainable transport, and provide a basis for monitoring the actual movement patterns which result from the development. This will ensure consistency with London Plan policy 6.3, Core Strategy Policy T1 and UDP Policy TN13 and TN15.

Servicing:

- 3.142 UDP Policy TN28 and Standard S21 require development to provide off-street servicing, and adequate space for loading, unloading and waiting of goods for non-residential developments.
- 3.143 The applicant has submitted a Framework Delivery and Servicing Plan (DSP) for Craven Cottage. The majority of servicing will be contained within the site. The size of vehicles able to service the occupiers of the site is limited to a large refuse vehicle and a Transit van, due to physical constraints. The Delivery and Servicing Plan will be secured by planning condition (condition 31).

ENVIRONMENTAL NUISANCE

- 3.144 The NPPF identifies that planning decisions for new development should aim to avoid noise that gives rise to significant adverse impacts on health and quality of life; and mitigate and reduce to a minimum other adverse impacts, including through the use of conditions.
- 3.145 Policy 7.15 of the London Plan requires development proposals to contribute to the reduction of noise by:
- Minimising the existing and potential adverse impacts of noise on, from, within or in the vicinity of developments.

- Separating new noise-sensitive developments from major noise sources where practicable through the use of distance, screening, or internal layout in preference to sole reliance on sound insulation.
- Promoting new technologies and improved practices to reduce noise at source.
- 3.146 Core Strategy Policy CC4 seeks to protect and enhance environmental quality, including minimising the impact of noise and light pollution. External lights are required to be deigned to avoid glare and light spillage from the site as well as conserve energy.
- 3.147 Policy EN20B and Policy EN21 of the UDP deals with environmental nuisance and states requires all developments to ensure that there is no undue detriment to the general amenities at present enjoyed by existing surrounding occupiers of their properties particularly where commercial and service activities are close to residential properties. Policy EN20C states that where applications include external lighting, this should be designed to provide the minimum amount of lighting necessary to achieve its purpose and to avoid glare and lights pillage from the site, particularly in relation to the effect on local residents. Policy SH11 states that except in predominantly commercial areas, such as parts of town centres, A3 premises shall not be open to customers later than the hour of 2300.
- 3.148 The proposal would result in a net increase of 4,300 seats to the capacity. In addition the proposed extended Riverside Stand will contain a number of new uses. The ground floor level (lower concourse) will provide a maximum of 1,000smq of A1, A3 and A4 floor space (A1 not to exceed 100sqm). The cafes, restaurants and bars will be used as stadium hospitality on match days. During non-match days, some of the café facilities will be open to the general public using the river walkway, and café style tables and chairs will be placed out to the walkway to enjoy the river frontage amenity. Part of the ground floor concourse (525 sqm) will also host occasional exhibitions and farmers market events for 30 days throughout the year (A1, A3, A5 and D1 uses).
- 3.149 On non-match days, the hospitality spaces at first and second floors of the new stand will also be available for corporate/private hire as part of the clubs hospitality package. It is estimated that this will be up to 100 events per year with an average attendance of 100 people, however on some occasions this may increase up to 1000 people. This will be secured by a condition (condition 45).
- 3.150 It is worth noting that there are still a significant number of local residents who support the club and, even if they do not actively support the club, consider the football club to be part of the character of the area and as such should be allowed to increase its spectator capacity if this would benefit its continued existence. However residents have expressed concerns over increases in noise, external lighting, smells and litter emanating from the both the increase number of fans and the proposed uses.
- 3.151 Clearly the influx of crowds of people gathering in a residential area, and in what is normally a quiet, lightly trafficked area can be said to give rise to claims of the adverse impact that such activity creates. However the use of the site as a football ground is long established, with professional football matches being hosted there since the end of the 19th century. It is part of the character and appearance of the conservation area and its preservation accords with the planning policies of both the Council and the Greater London Authority. This is a major consideration in assessing the impact of the current proposals on the surrounding area. Historically, prior to the building of the riverside stand, attendances of more than 30,000 were possible. Indeed

- in 1938, 50,000 people were recorded as watching a match, most of whom would have either walked or travelled by public transport. Of particular relevance are the two recent planning approvals for development which would increase the stadium's seating capacity to 30,000.
- 3.152 Officers consider that the potential pedestrian impact of the additional capacity proposed by this development would not have a significantly greater adverse impact on the environment. As mentioned in the transport section six additional turnstiles and gates are proposed to be provided to the southwest boundary with Bishops Park and four additional turnstiles and gates to the Hammersmith End (northwest corner) which will provide a turnstile capacity for 6,600 spectators. Together with the Stevenage Road turnstile upgrade this should ensure significantly improved pedestrian access and egress and alleviate pressure on Stevenage Road.
- 3.153 Whilst there would be some additional crowd noise it is not considered that this would be so significant or intrusive given that the site is a football stadium and such levels occur for a limited period. However, it is recommended that conditions be imposed to control the location of new speakers and levels of tannoys and/or PA systems (conditions 55).
- 3.154 In terms of litter, there would be an increase in spectators and therefore it is expected that the level of litter would increase. The club say that they already fund the clearance of litter after matches and will continue to do so. This will be secured as part of the s.106 agreement.
- 3.155 It is clear however that the football club must work with the Council and the police to ensure that proper controls are in place in respect of safe and proper access and egress not only within but also outside the stadium. However it should be recognised that the ground's proposed capacity represents the upper limit of any potential disruption. Additionally the impact of the proposals also need to be considered in the light of the number of matches which are likely to take place at the stadium each year.
- 3.156 In terms of the A3 and A4 uses on the lower concourse and the temporary uses for up to 30 days per year conditions will be imposed to restrict the hours of use and to control ventilation and ducting from catering facilities, in accordance with UDP Policy SH11 and Standards S24.2 (conditions 29, 30 and 43).
- 3.157 The occupiers of the proposed residential units will experience some noise and disturbance. A condition will be imposed to control the sound proofing of the flats to ensure an adequate living environment is provided, in accordance with UDP Standard S24.1 (condition 39).
- 3.158 In terms of lighting as mentioned in the `design' section of this report there are currently four floodlight masts which are 40 metres in height and located at each corner of the ground. The floodlights are used between 20-25 times a year for afternoon and evening games. They cause light spill onto adjacent residential properties.
- 3.159 The proposed Riverside Stand expansion will enable the two existing floodlight masts to the west of the site to be removed and a new floodlighting system incorporated beneath the proposed roof structure. The proposed floodlighting system would be set as a maximum height of 24 metres above the pitch (12.5 metres lower than the existing

riverside) and angled down to the pitch to reduce light spill out of the stadium. Temporary lighting will be provided to replace the existing west floodlight towers for the duration of the construction works. New lighting will also be introduced along the River walkway.

- 3.160 There is no objection to the proposed lighting given it will improve the existing situation. However it is recommended that a condition will be imposed to control the location, levels and hours of any illumination of external artificial lighting to ensure that the amenity of occupiers of surrounding premises is not adversely affected (condition 28).
- 3.161 In addition, to ensure that appropriate steps are taken to limit the impact of the proposed demolition and construction works on the amenities of local residents, as mentioned in the transport section, details of the demolition and construction phases will be secured by a s.106 agreement.

BISHOPS PARK

- 3.162 Whilst there is likely to be little evidence of damage to surrounding streets other than from additional litter, this is not the case in Bishops Park, where the introduction of new gates on the football club boundary and more activity would undoubtedly lead to the physical wear and tear to the park. The impact to Bishops Park is of particular concern in view of the extensive restoration works the park is undergoing, funded primarily by the Heritage Lottery Fund.
- 3.163 The club would have exclusive use of the riverwalk as a means of access to and from the stadium and through Bishops Park on matchdays. Access is already available to the riverwalk at the northern end of the stadium. The provision of access to and from the stadium via Bishops Park by football spectators is considered necessary by the Council, due to Safety at Sports Grounds legislation if further spectator capacity is to be provided within the stadium. It would also assist with the current dispersal of spectators when high attendance levels are achieved. The supporters leaving the stadium via this route would be those who would occupy the south west corner of the stadium.
- 3.164 The policy in regard to historic parks and gardens, of which Bishops Park is one, states that development will not be permitted if it would cause demonstrable harm to the character or appearance of those sites. As a considerable number of spectators use Bishops Park as their means of access to Putney Bridge and destinations beyond in that direction it is recognised that Bishops Park exhibits a different character on matchdays during those periods when it is used by football spectators as their route to and from the stadium both before and after matches, compared to other times. On matchdays the vast majority of pedestrian activity in the park takes the form of football spectators all walking in the same direction along the same footpath route from Putney Bridge to the park gates next to the stadium entrance before a match and then in the opposite direction after a match. However, from officers observations, this constant use of one route through the park before a match, other than for the purpose of gaining access, either into or out of the park during those hours, does not appear to significantly disrupt the activities of other park-users who are in the park at the same time and is an established part of the character of Bishops Park.
- 3.165 In the interests of preserving the character and appearance of the park the applicant is prepared to make financial contributions towards works necessary for the

restoration and ongoing maintenance of Bishops Park, which will also include the installation of lighting along the Riverwalk in order to manage the match day crowds access/egress from the stadium on evening matches, and the reinstatement of the Heritage Gates to Stevenage Road. FFC have also agreed to steward fans through Bishops Park to Councils satisfaction. These contributions and mitigation measures will be secured by the s.106 agreement.

RESIDENTIAL AMENITY (light, outlook and privacy)

3.166 The scale of the development, relative to surrounding properties, in terms of the loss of light, outlook and privacy is a further consideration to this assessment. Due to the location of the development the proposal would not result in a loss of light, outlook or privacy to the residential properties beyond Stevenage Road. The closest residential properties are those to the north within Willow Lodge, a curved riverside development, 37 metres away. Its southern sections comprise three connected blocks overlooking Stevenage Park and the rear elevation of the Hammersmith End Stand. The existing substantial tree screen in Stevenage Park would obscure clear views of the extension from the north for some months of the year but not all. The following comments therefore relate to Willows Lodge.

Daylight and sunlight:

- 3.167 New development should allow for the protection of adequate light to reach adjacent buildings. In considering this, the Council has regard to the guidance set out in 'Building Research Establishments' (BRE) Report 2011 "Site Layout Planning for Daylight and Sunlight A guide to good practice". The applicant has carried out a new sunlight/daylight assessment on the impact of the massing of the proposed building and its impact on surrounding properties and areas of amenity space. The report assesses the impact of the proposal on the windows of surrounding properties using calculations of Vertical Sky Component (VSC) and daylight distribution or Average Daylight Factor (ADF). VSC calculates light reaching a plane of a window whilst ADF (a more detailed interior room calculation) measures the amount of daylight received in a room. The guide should not however be used as an instrument of planning policy and should be interpreted with some flexibility especially as light issues are only one design factor for any scheme.
- 3.168 The study focus's on a selection of windows at ground floor level within Willow Lodge that are most likely to be affected by the development. The analysis confirms that both the daylight and sunlight levels received by the selected windows will be in excess of the BRE guide levels. Stevenage Park has also been assessed in terms of sunlight on ground. The BRE guide recommends that for an open space to appear adequately sunlit through the year, more than half of the space should receive at least two hours of sunlight at the March equinox. The results of the shadowing analysis demonstrates that the shaded area of Stevenage Park which will receive less than two hours of direct sunlight on this date covers 198.2 sqm and constitutes 8.5% of the public space, in accordance with the BRE guide levels.
- 3.169 In summary the proposed development would not give rise to any materially unacceptable daylight, sunlight and overshadowing effects to justify a refusal of planning permission.

Loss of outlook and privacy:

3.170 In terms of outlook, standard S13.1 states that a good guide for preserving outlook is by taking a line at 45 degrees from a point 2 metres high on the boundary with the adjoining gardens if they are over 9 metres long, and from ground level if less than 9 metres. Standard S13.2 states that new windows should normally be positioned so that they are a minimum of 18 metres away from existing residential windows as measured by an arc of 60 degrees taken from the centre of the proposed window. S13.2a further states that development would not be permitted for roof terraces or balconies if their use would cause harm to the existing amenities of neighbouring occupiers by reason of noise and disturbance. The proposal would accord with these standards.

ENERGY

- 3.171 Chapter 5 of the London Plan sets out the approach to climate change and requires developments to make the fullest contribution to minimizing carbon dioxide emissions. London Plan Policy 5.1 states the target to achieve a 60% reduction in London's CO2 emissions by 2025. Policy 5.2 advises that the Policy 5.1 target should be achieved through planning decisions by using less energy, supplying energy efficiently and using renewable energy (lean, clean, green), and specifies CO2 reduction targets for new development (all new residential developments will need to be zero carbon by 2016. The target year for non-residential developments is 2019). Policy 5.3, 5.6, 5.7, 5.8 and 5.9 collectively require developments to make the fullest contribution to tackling climate change by minimising carbon dioxide emissions, adopting sustainable design and construction measures, prioritising decentralised energy supply, and achieving a CO2 reduction requirement of 25% through a combination of energy efficiency measures and low/zero technologies.
- 3.172 Core Strategy Policy CC1 states that the Council will reduce emissions and tackle climate change through ensuring that new development minimises energy use, uses energy from efficient sources and uses renewable energy where feasible, and through meeting London Plan reduction targets.
- 3.173 An Energy Statement has been submitted with the planning application to outline the energy efficiency and low/zero carbon energy generation measures planned for the development. As required by London Plan Policy 5.2, the Mayor of London's energy hierarchy has been used to guide the most appropriate combination of measures with the aim of meeting the required CO2 reduction target of 25% beyond the requirements of the 2010 Building Regulations. The expected annual CO2 emissions from the residential units are calculated to be 19 tonnes. For the remainder of the development, the annual CO2 emissions are calculated to be just under 150 tonnes. These calculations cover emissions associated with energy use covered by the Building Regulations. (Total: 169 tonnes).
- 3.174 In order to reduce energy use and associated CO2 emissions, a range of passive design features and demand reduction measures are proposed. Within the constraints of the site, passive measures such as making the most of natural daylight and solar gain have been incorporated, as have building elements such as floors/walls/windows etc with improved insulation performance levels. The airtightness levels will also improve on the minimum requirements of the Building Regulations. Energy efficient lighting will be used, with appropriate controls and efficient heating, cooling and

ventilation systems will also be installed to minimise energy use. All of these measures will help to reduce energy use and cut heat loss, helping to reduce CO2 emissions by about 7% beyond Regulation requirements.

- 3.175 In terms of low/zero carbon technologies, both gas-fired Combined Heat and Power (CHP) and renewables have been assessed to find the most viable option for the site. Although technically feasible, a CHP system needs to be operating for a substantial part of the year providing base levels of heating. Due to the intermittent use of the football grounds facilities, this is not likely to be an efficient option for the development. This is accepted in this instance.
- 3.176 A range of renewable energy technologies have also been assessed for their feasibility. The Energy Statement concludes that most of the available technologies apart from biomass should be considered further, although it appears that the use of PV panels is seen as the most feasible. Initial assessment shows that 350m2 of panels could be mounted on the residential roof area at the end of the stand, generating enough electricity to offset around 14% of CO2 emissions (19 tonnes per annum). Air Source Heat Pumps are also planned, but these are expected to only provide a small CO2 reduction benefit (around 1%).
- 3.177 In total, the proposed sustainable energy measures are calculated to reduce CO2 measures by 20%, which is less than the target of 25% set in the London Plan policy 5.2. As a result of further discussions between Officers and the applicant it is concluded that all of the possible 'on-site' methods of meeting the London Plan target have been explored. As such to offset the shortfall (a further 9.9 tonnes of CO2), as required to meet the 25% target, the applicant has agreed to make a financial contribution, as part of the s.106 agreement, which the Council will use to invest in appropriate local sustainable energy measures to achieve the required CO2 reduction. This approach is in line with London Plan policy 5.2 on carbon reduction. The implementation of the sustainable energy measures outlined in the Energy Strategy will be secured by a condition (condition 40).

SUSTAINABLE DESIGN & CONSTRUCTION

- 3.178 The London Plan promotes key adaptation principles in Chapter 5 that promote and support the most effective adaptation to climate change. These are to minimise overheating and contribution to heat island effects; minimise solar gain in summer; contribute to flood risk reductions, including apply sustainable drainage principles; minimise water used; and protect and enhance green infrastructure and urban greening. Specific policies cover overheating, urban greening, living roofs and walls and water. London Plan policy 5.3 requires the implementation of sustainable design and construction measures. The GLA SPG on sustainable design and construction outlines essential sustainability performance standards to be complied with. Policy H3 of the Core Strategy requires new housing development to be well designed and energy efficient in line with the requirements of the Code for Sustainable Homes.
- 3.179 A sustainability statement together, with a Code for Sustainable Homes and BREEAM assessment, supports the application and demonstrates general compliance with the relevant London Plan policies on sustainable design and construction and climate change adaptation.

- 3.180 As set out above, the proposals have been designed to reduce carbon dioxide emissions beyond building regulations through energy efficiency measures alone. This includes the use of natural ventilation and techniques to minimise the risks of overheating particularly to the west facing glazed facade.
- 3.181 In addition to the sustainable energy measures outlined in the Energy Statement, additional sustainable design and construction measures are also planned for the development. For example, steps will be taken to reduce use of natural resources, including re-use of demolition materials on-site where feasible and water efficiency measures will be installed, including the use of greywater for toilet flushing. The use of river transport is planned for the removal of building materials which helps reduce traffic impacts.
- 3.182 The supporting information states that the development will be designed to achieve level 4 of the Code for Sustainable Homes for the residential units and the `very good' rating of BREEAM. This level of environmental performance for the development should be adequate to meet the essential sustainability standards outlined in the GLA SPG on sustainable design and construction and meet the requirements of London Plan policy 5.3. The implementation of sustainable design and construction measures in line with the assessments will be secured by condition (condition 41).

AIR QUALITY

- 3.183 Core Strategy Policy CC4 (Protecting and Enhancing Environmental Quality) and London Plan policy 7.14 (Improving Air Quality) required development to support measures to reduce levels of local air pollution and improve air quality in line with the national air quality objectives and the council's Air Quality Action Plan.
- 3.184 The potential air quality impacts of the changes in traffic flows as a result of the increase in capacity have been assessed as part of the Environmental Statement. The Transport Impact Assessment considers that the greatest additional demand in terms of travelling to/from the ground will be on public transport services. The abovementioned highways improvements planned for the roads around the stadium and the implementation of traffic management measures are considered to adequately mitigate impacts so that there will be no material worsening of performance on match days.
- 3.185 A qualitative assessment of the potential impacts on local air quality from demolition and construction activities are also included. These have been assessed by looking at the nature of the works on site, the expected level of vehicle movements and the proximity of sensitive receptors around the ground. PM10 (small particles) could be elevated during construction work as could emissions of Nitrogen Dioxide (NO2) from use of vehicles/plant. However, vehicle movements are expected to be minimised by using river transport to bring construction materials to site. The Air Quality assessment shows impacts to be negligible as emissions can be minimised by implementing good site practices and suitable dust mitigation measures. The submission of details of an Environmental Management Plan will be conditioned for approval by the council (condition 23).
- 3.186 In terms of potential Air Quality impacts once the additional stadium capacity is operational, the additional emissions of PM10 and NO2 have been assessed to determine the relative impact of the increased number of supporters travelling to the ground. To do this, `with development' and 'without development scenarios have been

assessed and compared, looking at potential impacts at a number of locations along local roads. The assessment has been carried out to assess potential impacts under worst case conditions by assuming that the increase in traffic flows associated with match days occur every day.

- 3.187 PM10 levels in this part of the borough are expected to meet the national air quality objectives. The development is expected to have small impacts on some roads, such as Fulham Palace Road (e.g. potential increases of around $0.1\mu g/m3$). However, the objectives continue to be met. In terms of NO2 levels, Most roads around the stadium are also expected to meet the national objectives, apart from Fulham Palace Road, where a low level of exceedences are expected just above the annual mean target of $40\mu g/m3$. In the `with development' scenario, small changes in NO2 concentrations are predicted, adding around $1\mu g/m3$ to annual mean concentrations.
- 3.188 As the overall Air Quality impacts are negligible/small, only limited mitigation measures are required. The abovementioned Travel Plan will be prepared for supporters/employees in order to limit travel to the ground by car and a service/delivery plan will be developed to help minimise impacts. The use of river transport during the construction process will also help reduce vehicle emissions during the initial construction phase.

CONTAMINATION

- 3.189 Policy 5.21 of the London Plan and Policy CC4 of the Core Strategy states that the Council will support the remediation of contaminated land and that it will take measures to minimise the potential harm of contaminated sites and ensure that mitigation measures are put in place. This is supported by UDP Policies EN20A and EN21.
- 3.190 The Council's Environmental Quality Team has advised that potentially contaminative land uses, past or present, are understood to occur at, or near to, this site. The application is supported by a site investigation report, however Council's Environmental Quality Team has advised that the information is not considered to be of sufficient standard or specification to comply with current guidelines and best practice. Therefore in order to ensure that no unacceptable risks are caused to humans, controlled waters or the wider environment during and following the development works conditions will be attached to any permission requiring the assessment of contaminated land to be carried out (conditions 5 to 10).

4.0 PLANNING OBLIGATIONS

4.1 Mayoral CIL (Community Infrastructure Levy) came into effect in April 2012 and is a material consideration to which regard must be had when determining this planning application. CIL Regulations (2010) state that in dealing with planning applications, local planning authorities consider each on its merits and reach a decision based on whether the application accords with the relevant development plan, unless material considerations indicate otherwise. Where applications do not meet these requirements, they may be refused. However, in some instances, it may be possible to make acceptable development proposals which might otherwise be unacceptable, through the use of planning conditions or, where this is not possible, through planning obligations.

- 4.2 This development will be subject to a London-wide community infrastructure levy, charged at a rate of £50 per square metre for development in Hammersmith & Fulham. An estimate of £247,050 based on 4,941 sq m of additional floorspace has been calculated by the applicant. This will contribute towards the funding of Crossrail, and further details are available via the GLA website www.london.gov.uk. The GLA expect the Council, as the Collecting Authority, to secure the levy in accordance with London Plan Policy 8.3.
- 4.3 In addition London Plan policy 8.2 recognises the role of planning obligations in mitigating the effects of development and provides guidance of the priorities for obligations in the context of overall scheme viability. Core Strategy policy CF1 requires that new development makes contributions towards or provides for the resulting increased demand for community facilities.
- 4.4 In accordance with Section 106 of the Town and Country Planning Act 1990 (As Amended) the applicant has agreed to enter into a legal agreement. The Legal Agreement will include the following Clauses:

Flood Mitigation (EA)

(1) Developer to pay a Flood mitigation contribution in the order of £98,232 to the Environment Agency (EA) to EA project at Chiswick Eyot (in addition to the proposed on-site mitigation works).

PLA and Sailing clubs

- (2) Developer to provide written agreement between the Ranelagh Sailing Club and Southbank Sailing Club regarding the use of the Southbank Sailing Club's course by the Ranelagh Sailing Club on `wind affected days'.
- (3) Developer to pay a contribution in the order of £25,000, and £5,000 per year for a further 5 years to the Southbank Sailing Club towards improvements to the race related facilities of the Clubhouse, and to alter the sailing course to a splayed start/finish line for use by the Ranelagh Sailing Club on `wind affected days'.
- (4) Developer to pay a financial contribution towards the provision of suitable means to enable the Ranelagh Sailing Club to transport their boats from their club house to the South Bank Club's sailing start/finish line.
- (5) Developer to make a financial contribution to the thinning of the trees/shrubs between Beverly Brook and South Bank's club house, on the basis of further investigation by the PLA and subject to any relevant consents.

Transport

- (6) Developer to pay a contribution in the order of £37,500 per annum for the first 2 years towards the securing, implementation and monitoring of a Travel Plan, and a contribution in the order of £20,000 for a further 3 years towards any future reviews and associated implementation of any changes.
- (7) Developer to pay a contribution in the order of £150,000 towards the improvements to the emergency exit staircases at Putney Bridge Station.

- (8) Developer to pay a contribution in the order of £25,000 towards the Mayors Cycle Hire Scheme.
- (9) Developer to pay a contribution in the order of £19,140 towards the installation of Legible London signage between Putney Bridge Station and the football stadium via Bishops Park

Highways

- (10) Developer to pay a contribution in the order of £15,000 towards the review of CPZ's (one year after occupation).
- (11) Developer to pay a contribution in the order of £3,000 towards the upgrade of fire barrier.
- (12) FFC to continue the current arrangements for street cleaning whereby FFC are obliged to do at own cost.
- (13) FFC to continue the current arrangements for parking suspensions whereby FFC obliged to do at own cost.
- (14) Developer to pay an annual contribution in the order of £23,000 towards the implementation of match day safety measures, until such time as the Council does not consider the measures to be applicable.
- (15) Developer to pay a contribution in the order of £100,000 towards pedestrian safety measures, including the installation of CCTV cameras and ongoing maintenance.
- (16) Developer to pay a contribution in the order of £40,000 towards the provision of CCTV links between FFC and HTH control room.
- (17) All the future occupiers (apart from blue badge holders) of the (4) residential units to be prohibited from being eligible for on street residential car parking permits in existing/proposed CPZ's.
- (18) Developer to submit for approval by the Council a Demolition and Construction Management Plan (CMP) and Construction Logistics Plan (CLP).
- (19) Developer to submit details of the shuttle bus arrangement which operates to and from Henry Compton School, on Kingwood Road for blue badge users on matchdays, including details of the number of disabled spaces.

Bishops Park

- (20) Developer to pay a contribution in the order of £600,000 for restoration and ongoing maintenance of Bishops Park, plus an annual contribution in the order of £40,000 for 10 years for future park maintenance for as long as the club requires direct access and egress through the park (to be back dated and indexed).
- (21) Developer to pay a contribution in the order of £60,000 to reinstate the Heritage Gates to Stevenage Rd.

(22) FFC to steward fans through Bishops Park to Councils satisfaction.

Climate Change

(23) Developer to pay a contribution in the order of £13,662 towards appropriate local sustainable energy measures to achieve the 25% carbon reduction target required by London Plan Policy 5.2.

Other

- (24) Developer to pay a contribution in the order of £50,000 towards the removal of Japanese knotweed to the edge of Bishops Park.
- (25) Developer to agree to open the public riverside walkway and thereafter make it available for pedestrian use by the public to pass and repass through, with the exception of those times during any match, and when Bishops Park is not open to the public and in exceptional circumstances (e.g. during maintenance or repair works and in the case of an emergency etc.)
- (26) Developer to provide further details regarding the river wall to the Council's Capital Projects Manager including, details of ramping the interface from Bishops Park to the proposed walkway and modifications to the existing guard railing of the riverwall return; drainage; and flood protection during the temporary construction period

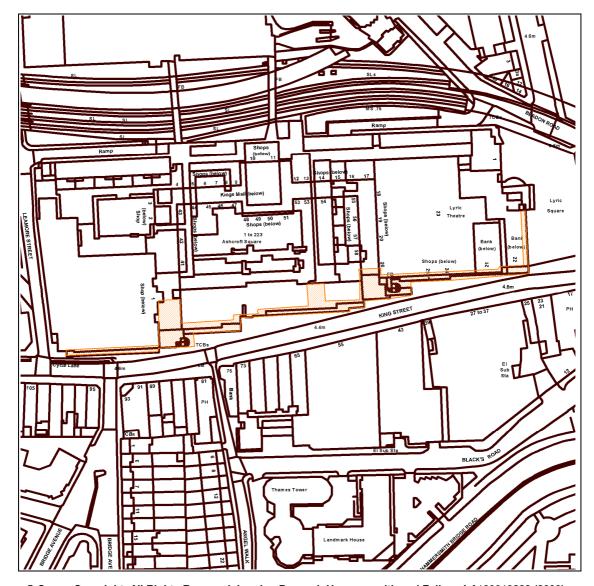
5.0 RECOMMENDATION

5.1 That the application is approved subject to the completion of a legal agreement under Section 106 of the 1990 Act and Section 278 Agreement (and other appropriate powers), subject to no contrary direction from the Mayor of London, and subject to the conditions outlined above.

Ward: Hammersmith Broadway

Site Address:

Kings Mall Shopping Centre King Street London W6 0QS



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Reg. No: 2012/01397/FUL **Case Officer:**

Sarah Ballantyne-Way

<u>Date Valid</u>: 25.04.2012 **Conservation Area:**

Committee Date: 25.07.2012

Applicant:

MP Kings Retail 10 Gloucester Place London W1U 8EZ

Description:

Refurbishment of Kings Mall Shopping Centre comprising external alterations to King Street frontage, extensions to the shopping centre at the frontage to provide additional 96sqm Class A1 (retail floor space) and change of use of Unit 24 from Class A1 (retail) to Class A3 (restaurant). External alterations comprise re-cladding and re-purposing the exterior of the building at ground and first floor levels including the creation of double floor height shop fronts, enhanced east and western mall entrances and installation of projecting banners to accommodate shop signage. External alterations include removal of existing external staircases, canopies and associated signage. Drg Nos:

Application Type:

Full Detailed Planning Application

Officer Recommendation:

That the application be approved subject to the condition(s) set out below:

- 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: 258/005/100; 258/005/101A; 258/005/200D; 258/005/201A; 258/005/202A; 258/005/203; 258/005/204; 258/005/300C; 258/005/301G; 258/005/302A; 258/005/303; 258/005/304; 258/005/305; 258/005/306; 258/005/307; 258/005/400; 258/005/401; 258/005/402A; 258/005/403A; 258/005/404; 258/005/501D; 258/005/502; 258/005/502; 258/005/503; 258/005/504; 258/005/505; 258/005/506; 258/005/507; CGI 01 A; CG1 02 A.
 - In order to ensure full compliance with the planning application hereby approved and to prevent harm arising through deviations from the approved plans, in accordance with Policies EN2B, EN8B, and EN8D of the Unitary Development Plan, as amended 2007 and 2011 and Policy BE1 of the Core Strategy 2011.
- 3) This permission shall be personal to Wasabi, and shall not enure for the benefit of the land. Upon the cessation of the use of the premises by Wasabi the use hereby permitted shall cease.
 - In granting this planning permission the Council has had regard to the special circumstances of the case and wishes to have the opportunity of exercising control over any subsequent use in the event of Wasabi vacating the premises in accordance with Policies TC2 of the Unitary Development Plan as amended 2007 and 2011 and Policies HTC and HTC2 of the Core Strategy 2011.

4) The development hereby permitted shall not commence prior to the submission and approval in writing by the Council of details and samples, where appropriate, of all materials to be used on the external faces of the building, other building works and surface treatments (which shall include paving), and street furniture, and no part of the development shall be used or occupied prior to the implementation of the approved details.

To ensure a satisfactory external appearance and to prevent harm to the street scene, in accordance with Policy EN2B and EN8 of the Unitary Development Plan as amended 2007 and 2011, and Policy BE1 of the Core Strategy 2011.

- 5) The development hereby permitted shall not commence prior to the submission and approval in writing by the Council of details in plan, section and elevation (at a scale of not less than 1:20) of the following matters, and no part of the development shall be used or occupied prior to the completion of that part of the development in accordance with the approved details.
 - a) Details in plan section and elevation at a scale of no less than 1:20 of a typical shop front with zones for signage clearly demarcated.
 - b) Details of proposed signage area.
 - c) Details of proposed lighting.
 - d) Details of proposed public realm improvements and paving.

To ensure a satisfactory external appearance and prevent harm to the street scene, in accordance with Policy EN2B and EN8 of the Unitary Development Plan, as amended 2007 and 2011, and Policy BE1 of the Core Strategy 2011.

6) No plumbing, extract flues or pipes, other than rainwater pipes shall be fixed on the King Street elevations of the buildings.

To ensure a satisfactory external appearance and to prevent harm to the street scene, in accordance with Policies EN2B, EN8B and EN8D of the Unitary Development Plan, as amended 2007 and 2011 and Policy BE1 of the Core Strategy 2011.

7) No external roller shutters shall be attached to the shop fronts hereby approved.

To ensure a satisfactory external appearance and to prevent harm to the street scene, in accordance with Policy EN2B, EN8 and EN8D of the Unitary Development Plan as amended 2007 and 2011 and Policy BE1 of the Core Strategy 2011.

8) The window glass of the shop fronts hereby approved shall not be mirrored, painted or otherwise obscured.

To ensure a satisfactory external appearance and to prevent harm to the street scene, in accordance with Policy EN2B and EN8 of the Unitary Development Plan as amended 2007 and 2011, and Policy BE1 of the Core Strategy 2011.

9) All ground floor entrance doors hereby approved shall not be less than 1 metre wide and the threshold shall be at the same level as the adjoining ground level fronting the entrances. To ensure adequate access for people with disabilities or mobility difficulties, in accordance with Policy EN11 of the Unitary Development Plan as amended 2007 and 2011.

10) Prior to the commencement of the development details of the proposed measures to ensure that the development achieves "secured by design" status shall be submitted to and approved in writing by the Council. No part of the development thereby effected shall be used or occupied prior to the implementation of the approved details.

To ensure a safe and secure environment for users of the development, in accordance with policy EN10 of the Unitary Development Plan, as amended 2007 and 2011.

11) No customers shall be on the premises in connection with the A3 use hereby permitted other than between the hours of 1100 and 2300 Sundays to Thursdays and between 1100 and 2400 on Fridays and Saturdays.

In order that noise disturbance which may be caused by customers leaving the premises is confined to those hours when ambient noise levels and general activity are sufficiently similar to that in the surrounding area, thereby ensuring that the use does not cause demonstrable harm to surrounding residents in compliance with Policies EN21 and SH11 of the Unitary Development Plan, amended 2007 and 2011.

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

To ensure that the amenity of occupiers of surrounding premises is not adversely affected by noise from mechanical installations/ equipment, in accordance with Policy EN20A, EN20B and EN21 of the Unitary Development Plan, as amended 2007 and 2011.

13) Any changes to the external appearance of the building, including new shop front, air-conditioning units, ventilation fans or extraction equipment not shown on the approved drawings, must first be submitted and approved in writing by the Council prior to their installation.

To ensure a satisfactory external appearance and prevent harm to the street scene and to avoid any disturbance detrimental to the enjoyment of neighbouring occupiers of their properties in accordance with Policies EN2B, EN8 and EN21 of the Unitary Development Plan, amended 2007 and 2011.

14) Prior to use, machinery, plant or equipment, the extract/ ventilation system and ducting at the development shall be mounted with proprietary anti-vibration isolators and fan motors shall be vibration isolated from the casing and adequately silenced and maintained as such.

To ensure that the amenity of occupiers of surrounding premises is not adversely affected by vibration, in accordance with Policy EN20A, EN20B and EN21 of the Unitary Development Plan, as amended 2007 and 2011.

15) Prior to commencement of the use, details shall be submitted to and approved in writing by the Council, of the installation, operation, and maintenance of the odour abatement equipment and extract system, including the height of the extract duct and vertical discharge outlet, in accordance with the `Guidance on the Control of Odour and Noise from Commercial Kitchen Exhaust Systems' January 2005 by DEFRA. Approved details shall be implemented prior to the commencement of the use and thereafter be permanently retained.

To ensure that the amenity of occupiers of surrounding premises is not adversely affected by cooking odour, in accordance with Policy EN20A and EN21 of the Unitary Development Plan, as amended 2007 and 2011.

16) Prior to the display of the illuminated sign advertisement, details shall be submitted to and approved in writing by the Council, of artificial lighting levels (candelas/ m² size of sign/advertisement). Details shall demonstrate that the recommendations of the Institution of Lighting Professionals in the `Guidance Notes For The Reduction Of Light Pollution 2005' will be met, particularly with regard to the `Technical Report No 5, 1991 - Brightness of Illuminated Advertisements'. Approved details shall be implemented prior to use/ display of the sign/ advertisement and thereafter be permanently retained.

To ensure that the amenity of occupiers of surrounding premises is not adversely affected by artificial lighting, in accordance with Policy EN20C and EN21 of the Unitary Development Plan, as amended 2007 and 2011.

17) Prior to commencement of the development, details of external artificial lighting shall be submitted to and approved in writing by the Council. Lighting contours shall be submitted to demonstrate that vertical illumination of neighbouring premises is a maximum of 10lux at ground floor and 5lux at first and higher floor levels. The recommendations of the Institution of Lighting Professionals in the `Guidance Notes For The Reduction Of Light Pollution 2005' shall be met and details should also be submitted for approval of measures to prevent glare and sky glow by correctly using, locating, aiming and shielding luminaries. Approved details shall be implemented prior to occupation of the development and thereafter be permanently retained.

To ensure that the amenity of occupiers of surrounding premises is not adversely affected by lighting, in accordance with Policy EN20C and EN21 of the Unitary Development Plan, as amended 2007 and 2011.

18) The entrance door(s) to the use hereby permitted shall have a level threshold at the same level as the pavement fronting the entrance.

To ensure adequate access for people with disabilities or mobility difficulties, in accordance with Policy 7.2 of the London Plan 2011.

19) No demolition or construction works shall commence prior to the submission and approval in writing by the Council of a demolition method statement, a demolition

and construction management plan and a construction logistics plan (in accordance with Transport for London guidelines), which shall include details of the steps to be taken to re-use and recycle waste, details of site enclosure throughout construction and details of the measures proposed to minimise the impact of the construction processes on the existing amenities of the occupiers of neighbouring properties, including monitoring and control measures for dust, noise, vibration, lighting and working hours, waste classification and secure off-street loading and drop off facilities, and the measures proposed to prevent the passage of mud and dirt onto the highway by vehicles entering and leaving the site in connection with the demolition and construction processes. All construction works shall be carried out in accordance with the approved details.

In order that appropriate steps are taken to limit the impact of the proposed demolition and construction works on the amenities of local residents and the area generally, in accordance with ordnance with policies EN2B, EN8, EN19A, EN20A, EN20B, EN20C and EN21 of the Unitary Development Plan as amended 2007 and 2011.

Justification for Approving the Application:

1) It is considered that the proposed scheme represents an acceptable use of a primarily vacant existing retail store within Hammersmith Town Centre and would not be of detriment to the vitality of the town centre. The development would be of an acceptable visual appearance and would not harm the appearance of the street scene or adjoining conservation areas. It is not considered that the development would result in a substantial increase in traffic generation or have an unacceptable impact on the existing amenities of the occupiers of neighbouring residential properties, subject to conditions. In this respect the development would comply with Policies TC2, E11, EN2B, EN8B, EN8D, EN14, SH11, TN13, TN15 and EN20A, EN20B, EN20C, EN21 and Standards S13, S14, S18 and S24 of the Unitary Development Plan as amended 2007 and 2011; Policies BE1, HTC and HTC2 of the Core Strategy and London Plan Policy 3D.7.

LOCAL GOVERNMENT ACT 2000 LIST OF BACKGROUND PAPERS

All Background Papers held by Michael Merrington (Ext: 3453):

Application 1	orm receiv	ed: 24th A	April 2012
Drawing No:	s: see abo	ove	

Policy Documents: The London Plan 2011

Unitary Development Plan as amended 2007 and 2011

Core Strategy 2011

C	01	าร	ul	ta	tic	n	Co	n	n	ne	n	ts	:

Comments from:	Dated:
	Daica.

Neighbour Comments:

Letters from:Dated:Tiger Retail Ltd 41-42 Kings Mall22.05.12Lyric Hammersmith15.06.12

1.0 BACKGROUND

- 1.1 The subject site is Kings Mall, a shopping centre located on the northern side of King Street. The site lies within Hammersmith Town Centre and is part of the centre's prime retail frontage. The application site is not situated within a conservation area but adjoins the King Street (East) Conservation Area and Hammersmith Broadway Conservation Area. The site is also within Environment Agency Flood Risk Zones 2 and 3.
- 1.2 Kings Mall was developed in the late 1970's, and comprises a ground floor and first floor shopping centre. It is U shaped centre and has two main entrances which front King Street. Each of these two entrances to the shopping centre is obscured by an external staircase, providing access to the podium level. Above the podium of the shopping centre is Ashcroft Square, a development of 6 and 8 storey blocks of flats (223 flats). Also off this podium is the Lyric Theatre, offices and a multi storey car park. Unit 24 Kings Mall is a double frontage unit on the King Street frontage. The unit is currently vacant but was last used for Class A1 purposes and has an existing floor space of 450 sqm.
- 1.3 There are a number of planning records relating to advertisements and shop fronts at the Kings Mall. In August 2010 planning permission was refused for the partial demolition of the existing stairs to the podium deck and part of the podium deck; refurbishment of entrances to the shopping malls together with partial alterations to the face of the canopy and the upper windows of some of the shop units fronting King Street; erection of new escape stair for the Lyric Theatre; demolition of podium level plant housing and erection of glazed enclosure (ref: 2010/01503/FUL). This application was refused on visual amenity grounds.
- 1.4 This application is for the refurbishment of Kings Mall Shopping Centre, comprising external alterations to the King Street frontage, extensions to the shopping centre at the frontage to provide additional 96sqm Class A1 (retail floor space) and a change of use of Unit 24 from Class A1 (retail) to Class A3 (restaurant).
- 1.5 The proposed tenant for the proposed A3 use is Wasabi, a well-established retailer of Japanese food.
- 1.6 The shopping centre has suffered from a lack of investment and the proposals submitted aim to halt the gradual decline of Kings Mall, and forms part of a wider refurbishment strategy for the shopping centre. As well as these proposals for the external appearance of the mall, a number of internal improvements are proposed that do not require planning permission.

2.0 PUBLICITY AND CONSULTATION

- 2.1 The application was advertised by way of a site notice, press advert and 440 individual notification letters were sent to neighbouring properties including the residents in Ashcroft Square.
- 2.2 To date, two responses have been received one from a retail operator in the shopping mall and the Lyric Theatre supporting the proposals. The Lyric Theatre states the proposals would benefit King Street and increase its attractiveness to visitors by improving the streetscape and upgrading the retail offer. Add the external works are designed to complement the Lyric's planned works and request that applicant continues to work closely with neighbouring land owner to ensure complimentary designs of both developments and to determine any change in location of fire escape arrangements, due to the removed external stair cases.

3.0 PLANNING CONSIDERATIONS

- 3.1 There are two main planning issues for consideration with regard to this planning application. The first relates to the proposed change of use of Unit 24 from A1 to A3. This unit is sited on King Street and forms part of the prime retail frontage. Any change of use from A1 is contrary to the Core Strategy and therefore a departure from this plan. The second relates to whether the proposal is acceptable in terms of design and its impact on the Conservation Area. This report will also assess the impact of the development on residential amenity, traffic, highway safety, parking, flood risk and other relevant planning matters.
- 3.2 The London Plan (2011) sets out in Policy 2.15 that proposals should sustain and enhance the vitality and viability of the centre and support and enhance quality and diversity in Town Centres. Core Strategy Strategic Policy HTC states that the council will encourage the regeneration of the town centre and take opportunities to improve the environment and public realm and in particular promote the improvement of Kings Mall shopping centre. The policy goes on to state that all new developments should create a high quality urban environment and accord with the urban design principles of the borough wide strategic policy on the built environment Policy BE1.
- 3.3 Core Strategy Strategic site policy HTC2 is specifically related to the Kings Mall shopping centre and the Ashcroft Square estate above. The policy seeks to encourage proposals which improve the contribution the Mall makes to the town centre by enhancing the attractiveness of, and access to, the shopping centre and its appearance on King Street.
- 3.4 UDP policy TC2 (Prime Retail Frontages in Town Centres) identifies areas of prime retail frontage within town centres where the priority is to maintain A1 uses.
- 3.5 Unitary Development Plan policies EN2B, EN8B and EN8D as amended 2007 and 2011 are also relevant with regard to the proposed internal and external refurbishments.
- 3.6 Particular regard must also be given to the recently published National Planning Policy Framework (NPPF) which encourages local authorities to be creative in finding ways to enhance and improve places in which people live their lives and to proactively drive and support sustainable economic development to deliver businesses and thriving local places. With specific reference to Town Centres, the NPPF recognises the

importance of supporting viability and vitality of town centres and when town centres are in decline, local authorities should plan positively for their future to encourage economic activity.

3.7 The Proposed Submission Development Management DPD (July 2012) is also of relevance.

Change of Use

- 3.8 A change of use of the currently vacant Unit 24 from Class A1 to A3 is proposed. This would result in a loss of prime retail frontage along King Street and is contrary to Policy TC2 of the UDP. The applicant has indicated in their supporting evidence that the change of use should be considered as an exception to Policy TC2 on the following grounds:
- the unit has remained vacant and has been marketed for two years without success,
- allowing the unit to remain empty would have a more damaging effect on the health of the centre.
- a proposed food court (inside and at the rear of Kings Mall) would be turned into a 1000 sqm retail anchor store in 2019 (upon expiry of the leases),
- would facilitate regeneration of the mall, including an uplift in retail floorspace of 96 sqm.
- 3.9 In order to justify the change of use, evidence of marketing of the unit has been provided by the applicant. This consists of a letter from the letting agent along with an additional marketing summary. Officers are satisfied that the information provided by the applicant demonstrates that the unit has been marketed for a considerable period and that is has been done at a realistic market level.
- 3.10 However, given the current economic climate it is not considered that lack of demand during a recession is alone sufficient to justify the loss of an A1 unit on a prime retail frontage.
- 3.11 An appeal decision has been highlighted by the applicant whereby an enforcement notice for a coffee shop in A3 use on a prime retail frontage was quashed after an Inspector decided that it would not harm the vitality of the primary shopping area.
- 3.12 The Inspector concluded that the use upheld pedestrian flows, complemented the retail function of the area, and increased its attraction by drawing people to it.
- 3.13 Officers consider that Hammersmith Town Centre already has good footfall, evidenced by a walk along the King Street however, this does not translate into vitality for Kings Mall. The applicant considers that the purpose of this proposal is to harness the existing footfall along Kings Street to create a more vibrant and successful Kings Mall through the provision of services proposed that would attract customers.
- 3.14 However, officers do not consider this reason alone to be sufficient to justify the loss of an A1 unit on the prime retail frontage.
- 3.15 Officers have therefore considered whether there are any other unique and special circumstances that exist with regard to this proposal that would permit change from A1 to A3 of Unit 24.

- 3.16 Officer have concluded that, given the proposal for the change of use forms part of a wider investment and refurbishment programme which will bring environmental improvements for the whole of Kings Mall and the town centre, which is in accordance with Policies HTC and HTC2 of the Core Strategy and the evidence provided regarding marketing and vitality, this combination of factors create a unique situation whereby the change of use is acceptable.
- 3.17 In addition, the NPPF requires local authorities to be more creative when it comes to assessing proposals, particularly where development would meet the needs of business and can support the local economy. It also requires authorities to plan positively in order to encourage economic activity.
- 3.18 Officers do however consider it necessary to limit the A3 use to the proposed end user, Wasabi. Officers consider that Wasabi, through its uniqueness, would provide variety to the shopping centre, and therefore improve the vitality of Kings Mall. It is not considered appropriate to permit an `open' A3 use on site which would technically allow "more of the same" type of A3 occupier which would be of little or no benefit to the town centre. A planning condition has therefore been included, should planning permission be granted, restricting the A3 use of the unit specifically to Wasabi.
- 3.19 In summary, officers have considered that although the change of use is contrary to Policy TC2 of the UDP (and Policy C2 of the proposed submission DM DPD) the proposals are a one off given the special and unique circumstances of the application and will not result in a precedent being set. In addition, it is considered that the change of use is in accordance with the NPPF which gives strong support for finding alternative approaches that boost economic growth to reverse declining town centres.

Design

- 3.20 The proposal is for the external works to Kings Mall Shopping Centre comprising the re-cladding and re-purposing the exterior of the building at ground and first floor levels, including the creation of double floor height shop fronts, enhanced east and western mall entrances and installation of projecting banners to accommodate shop signage. External alterations include removal of existing external staircases, canopies and associated signage.
- 3.21 Policy EN2B of the UDP relates to the effect of development on the setting of conservation areas and views into and out of them and states that `development will only be permitted if the character or appearance of conservation areas, in terms of their setting and views into or out of them, is preserved or enhanced'.
- 3.22 UDP Policy EN8B relates to the design of extensions and states that 'the Council will require a high standard of design in all extensions and alterations to existing buildings which should be compatible with the scale and character of existing development its neighbours and its setting'. The policy also clarifies that extensions should be subservient to the original building.
- 3.23 Policy EN8D (Shop fronts) requires that, where a complete or substantially complete original shop front remains, the council will expect it to be retained, repaired and restored.
- 3.24 Policy EN14 (Advertisements) cross-references the 1992 Advertisement Regulations (now superseded by the 2007 Regulations) and Council policy standards

on public safety and amenity. It identifies the need to protect the character of buildings and streets. It also highlights that the special character of conservation areas require that advertisement proposals are given very careful consideration to ensure that they do not adversely affect the character of individual buildings and streets.

- 3.25 Standard S14.1 (Visual Amenity) recognises the considerable impact advertisements have on the character of individual buildings and the street scene and identifies that the Council will normally refuse consent for any advertisements which would be displayed where the preservation of visual amenity is of prime importance.
- 3.26 The proposals aim to upgrade the appearance of Kings Mall shopping centre in order to improve its vitality and create a vibrant street frontage. The design approach addresses the reasons for refusal of the 2010 application.
- 3.27 The design has been developed following an analysis of the existing situation and is mindful of the architectural character and design approved for the extension to the Lyric theatre.
- 3.28 The existing concrete band would be over clad with powder coated aluminium panels which would retain the original design of a strong capping to the podium but would have a lighter appearance. A proposed champagne colour would harmonise with the red brick and concrete elsewhere on the building. The proposed panels would include lighting in its soffit and integrate signage for the shopping centre.
- 3.29 The external stair towers would be removed which would improve the legibility of the entrances, reduce clutter and provide opportunities to improve the public realm integrating the space with the King Street improvement scheme. At present the staircases access decks and low level projecting canopies. The removal of these staircases would improve security by restricting access to the podium and by opening the pavement directly into the mall entrances.
- 3.30 The entrances to the shopping mall would remain in the same locations but the west doors are proposed to move forward so in line with the corner of River Island. The doors are to be replaced and a large internally lit window inserted at first floor level above each entrance containing the main entrance signage. The removal of the external staircase and the cutting back of the canopy results in an open air. Two internally lit glass boxes are to be located on the cut back canopy, perpendicular to the entrance.
- 3.31 The shop frontages have been redesigned to create the appearance of double-height space along King Street. The existing low level canopy which runs between the ground floor and first floor units is to be removed and the ground floor shop fronts of units 19/20, 44/45 and 46 brought forward so that they are in line with the first floor.
- 3.32 Double height glazing will be installed in units 19/20, 44 and 45, and 46 which is the entrance to The Lyric, while all other units will have new glazing installed at ground floor and first floor levels. Display areas will be installed at first floor to help increase the 'visual retail presence' along the street.
- 3.33 A zone for fascia signage has been incorporated into the design for all the units and a projecting banner sign of a consistent form and design is proposed between each unit. Centre signage would be incorporated within new high level cladding and glazed

banner signs. These advertisements are the subject of a separate Consent to Display and Advertisement application.

- 3.34 Although internal works to Kings Mall do not require planning permission, it should be noted that a comprehensive strategy involving refurbishment of new flooring, lighting, seating, fittings and sign is proposed, details of which are set out above. Shop front design and signage will be controlled through a tenant's handbook to ensure that the consistency of high quality design along the frontage is secured.
- 3.35 The overall building currently presents an unattractive façade. The proposal would significantly enhance the frontage in King Street and contribute to the vitality of this part of the town centre.
- 3.36 It is considered that the external alterations would be unlikely to have a material detrimental impact upon the character and appearance of the nearby conservation area and/or views into/out of it, in accordance with policy EN2B.

Transport and Highways

3.37 Officers have raised no objection to the scheme as no works to the public highway are proposed. Officers consider that the removal of the external staircases will aid pedestrian movement and will be a positive contribution to the public realm.

Sustainability

3.38 Given the small scale of the proposals, detailed information regarding the sustainability of the scheme is not required. However, information provided with the application shows that the new shop fronts will be better insulated and reduces heat loss. Lighting (both internal and external) will be provided by energy efficient fittings. The removal of the low level concrete canopies will also help reduce the need for artificial lighting by improving daylight levels in the retail units along King Street.

Flood Risk

- 3.39 The site falls within Flood Risk Zones 2 and 3. However, the proposal in essence is for the refurbishment of the existing shopping mall and change of use of one of the existing ground floor units with the only modifications at the ground level involving moving the ground floor. As the footprint and impermeable areas are to remain practically the same the development is not considered a concern and the occupants of the shopping mall would not be in great risk of flooding from the proposals.
- 3.40 The applicants have submitted a basic Flood Risk Assessment which concludes that the floor levels within the proposed development would be set no lower than existing and that flood proofing has been considered and incorporated where appropriate. Given the small-scale nature of the works which focus on refurbishing the existing structure and the non-sensitive nature of the building (shopping centres are classified as `less vulnerable uses by the Environment Agency) it is considered that the proposals are acceptable in flood risk terms.

Amenity

3.41 Policy SH11 of the UDP is concerned with the impact of the proposal on the amenity of neighbouring properties and Policy EN21 requires that there is no environmental nuisance as a result of the development. Standard 24 relating to Food and Drink establishments is also relevant.

3.42 It is not considered that the proposals will have a detrimental impact on the amenity of surrounding properties. Conditions are recommended that control opening hours, noise and other environmental impacts associated with the proposed A3 use.

Fire Strategy

- 3.43 The applicant has submitted a fire strategy as part of the planning application which assesses the impact the removal of the two external staircases will have on the existing fire escapes for the building. The report concludes that the removal of the external staircases is acceptable in fire risk terms in relation to its impact on Kings Mall and the Ashcroft Square Estate above.
- 3.44 With regard to the Lyric Theatre, the east external staircase forms an escape route from second floor level (Lyric) down to street level. A new temporary fire escape will be installed from second floor to podium level with the escape route through to the car park, prior to the demolition of the eastern external staircase. The temporary staircase will be in use until the extension works to the Lyric Theatre are complete. A permanent fire escape staircase will be constructed adjacent to the temporary escape and be ready for use for when the Lyric Theatre extension is completed to a stage where the works are complete and the temporary staircase removed.

4.0 RECOMMENDATION

- 4.1 It is considered that the proposed scheme represents an acceptable use of a primarily vacant existing retail store within Hammersmith Town Centre. The development would be of an acceptable visual appearance and would not harm the appearance of the street scene or conservation area. It is not considered that the development would result in a substantial increase in traffic generation or have an unacceptable impact on the existing amenities of the occupiers of neighbouring residential properties, subject to conditions. In this respect the development would comply with Policies TC2, E11, EN2B, EN8B, EN8D, EN14, TN13, SH11, TN15 and EN20A, EN20B, EN20C, EN21 and Standards S13, S14, S18 and SH24 of the Unitary Development Plan as amended 2007 and 2011; Policies BE1, HTC and HTC2 of the Core Strategy and London Plan Policy 3D.7.
- 4.2 For the reasons stated above the application is considered to be acceptable and approval of planning permission is recommended subject to conditions.