



Planning Applications
2 Adelaide Road
London SW18 1DA

Apsley House
176 Upper Richmond Road
London SW15 1RS

f.a.o. Julia Kelly

18 October 2021

Dear Julia

Planning Application 2021/3877
Digital billboards at Rosslyn Park SW15

The Putney Society have already commented on this application on 18 October 2021, but have now been alerted to the revised proposals. Which are a lot taller, and more dominant, and at times up to times three times brighter than the already intrusive screens. This is Metropolitan Open Land where any development is only be allowed where it is directly necessary for sporting uses. London Plan Policy G3 says the tests for what can be done in MOL are those for Green Belt. Paragraph 149 of the NPPF allows new facilities in connection with existing sports use, but only *'as long as the facilities preserve the openness of the Green Belt and do not conflict with the purposes of including land within it'*. Raising money for the club by erecting brightly lit towers fails this test on both counts.

There may be new drawings, but a lot of the old documentation remains. Some of this still refers to moving images, and contains unsupported claims that these intentionally attention grabbing screens won't distract drivers, that the light won't affect bats etc. Beware.

Any consent must include

1. A requirement to completely remove the existing structures and illegal 'dark kitchens' (ask your enforcement colleagues) before the new screens can be used.
2. The conditions set out in item 7.1.1 of the pre-application letter
3. A condition making it clear that there will be no moving, sliding, fading or otherwise attention grabbing images, and dark screens around dusk (for the bats)
4. An enforceable condition, which the 2014 one it seems was not, limiting this consent to five years with no deemed consent thereafter.

The Council should also demand that the landscaping and the replacement of the boundary fence included in the 2014 application, but conveniently forgotten as soon as screens went up, is done before any new consent is possible. Rosslyn Park have shown that they think they can pick and choose what planning rules apply. In response the Council need to word any conditions to avoid any 'wriggle room'.

Yours Sincerely

Andrew Catto

Andrew Catto, Buildings Panel Convenor
For and on behalf of the Putney Society.

The Putney Society

The amenity society for Putney and Roehampton. Registered Charity No. 263242

www.putneysociety.org.uk