



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 is on record as having opposed the construction of the three billboards now along the Upper Richmond Road side of the Rosslyn Park ground. Replacing these three with two is on the face of it attractive, but only if we genuinely get 55% less screen size and absolutely no moving images. The application is ambiguous about this (the Highway Safety report says 'full moving' with no justification as to why this is not worse). As a 25 year trainer for advanced driving I know that safety needs drivers to not be distracted from spotting the movements that matter. As a cyclist who uses that road regularly this proposal scares me.

Any consent must include

1. A requirement to completely remove the existing structure before the new screens can be used.
2. The conditions set out in item 7.1.1 of the pre-application letter
3. One making it clear that there will be no moving, sliding, fading or otherwise attention grabbing images.
4. An enforceable condition limiting this consent to five years with no deemed consent thereafter.

The new site plan marks ten 'proposed' trees. We recall that similar landscaping and the replacement of the boundary fence were included in the 2014 application, but conveniently forgotten as soon as the billboards went up. Curiously one of the 'proposed' trees is immediately next to the new billboard and its concrete base. Really? The Council singularly failed to enforce the landscaping last time around, and should not approve a new application until that, at least is rectified. A promise of future planting is not enough.

The statement of community involvement says 5,000 flyers were sent to 5,000 residents in August. I live very close by but never received this. And what was the selection process for a mere 60 letters sent in April for a scheme with such widespread impact?

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](http://www.putneysociety.org.uk)