

Lots Road Neighbourhood Forum
2 Stadium Street
London
SW10 0PS
www.lotsroadforum.org

Ms. Emma Kate Barral
Planning Officer
Planning and Place
Kensington Town Hall
Hornton Street
W8 7NX

24th May 2025

Dear Ms. Barral,

Re: CA/25/02538: Planning Application in respect of two internally illuminated LED digital advertising displays and a living wall at 106 Cheyne Walk, SW10 0DG.

I am writing in my capacity as Chair of the Lots Road Neighbourhood Forum, the above mentioned planning application falling within the boundary of the Lots Road Neighbourhood Forum Area, designated by the Royal Borough of Kensington and Chelsea for the purposes of Neighbourhood Planning under section 61F and 61G of the Town and Country Planning Act 1990, as amended.

I have now consulted with members of the Forum and the Chair of the Cheyne Walk Trust and I wish to make the following comments on the above mentioned planning application:

Public Safety

The proposed hoarding is at the bend of a busy road and at the junction for traffic turning in and out of Lots Road. This has long been a section of road that poses significant dangers for pedestrians (including the children of the Chelsea Academy), cyclists and motor vehicles, with recent fatalities at the junctions with Battersea and Albert Bridges. These dangers will be unacceptably exacerbated by the distracting presence of a very large, illuminated advertising hoarding. The recent changes to the road junction at Lots Road, with the addition of a pedestrian controlled traffic light replacing a zebra crossing, has made matters worse, as motor vehicles now speed up when they see the green light rather than displaying caution at the junction, increasing the flow of faster, more dangerous traffic in the area. The placing of such a large, illuminated hoarding is clearly designed to attract the attention of passing motor vehicles, exactly at the point when all road users should be solely focused on the dangers of the road junction ahead. It is therefore critical that binding conditions are placed on the applicant to ensure that the displayed images will be static and will not include any animated, moving, intermittent or video elements. RBKC should also condition the frequency of changes to the adverts, with changes of the image appearing instantaneously, and that strict safety and maintenance protocols are in place to deal with any malfunction in the display.

Visual Amenity

The displays are positioned at the end of the famous and historic Chelsea houseboats and at the entrance to the Lots Village Conservation Area, with its mix of Cremorne Gardens, low rise Victorian terraced housing and river wharfs. It can therefore be argued that digital displays are an incongruous addition to our area. However, we recognise that the living wall will potentially mitigate some of the harm to the visual amenity of our area and we would urge officers to condition the maintenance and upkeep of the living wall so that these benefits are not lost by future cost pressures or neglect.

Light Pollution

Light pollution is a major concern for all London residents and the previous LED and backlit displays on this site posed a significant concern for local residents, especially those living directly opposite the hoardings. It is critical that any consent has strong conditions regarding light levels and hours of illumination to minimise any potential pollution, especially for residents of the Worlds End Estate.

River Thames Conservation Area Management Plan

As you will no doubt be aware a new River Thames Conversation Area Management Plan (RTCAMP) is in progress. We believe that the Thames Conservation Area/Chelsea Embankment should be an Area of Special Control for Advertisements, pursuant to Reg. 20 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. While the current application relates to amendments to an existing permission, as a matter of good governance, we would like a clear statement that this application does not establish any precedent for further digital advertising in the River Thames Conservation Area.

Other matters

The site in question encloses the land surrounding Old Ferry Wharf, a site that many local residents wish to see come forward for development in the coming years. Therefore, nothing in any approval or contractual arrangements entered into by RBKC should preclude the possibility that this site could be developed into a more productive and beneficial use for community.

Lastly, if there are any points in our comments that require greater clarification please do not hesitate to contact me.

Yours sincerely,



Richard Jacques
Chair, Lots Road Neighbourhood Forum