



Fulham
Football Club
ESTD 1879



Craven Cottage Riverside Stand

Planning Application

Planning Summary

November 2017



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1. Introduction

This Planning Summary has been prepared for Fulham Football Club (FFC). The applicant, Fulham Stadium Limited (FSL), seeks planning permission for the redevelopment of the current Riverside Stand at Craven Cottage, the home of Fulham Football Club. This statement provides an overview of the planning application.

In 2013 planning permission (Ref: 2012/00038/FUL) was granted to redevelop the Riverside Stand to increase the overall Stadium capacity to 30,000 seats. The scheme has been implemented in planning terms. Whilst the 2013 scheme meets many of the Club's aspirations, the new owner of FFC wanted to explore whether the design and operation of the new stand could be enhanced, using several principles established by the 2013 scheme as a starting point.

The proposed new design has developed the 2013 scheme by creating a riverside development befitting of its prominent location on the Thames. It will address the Club's operational and sporting requirements during the football season and also provide a community hub that will add to the vibrancy of the area on non-match days.

Full details of the development are presented in the main application documents, especially the Design and Access Statement.

Section 2 of this document summarises the history of FFC, highlighting a number of recent planning applications. The site and its surroundings are described; especially those aspects which influence the scale and design of the new stand (see section 3). The planning application and the design are described, followed by a summary of the impacts, drawing from the findings of the Environmental Statement ("ES") (sections 4, 5 and 6). Transport and travel is considered in section 7. The development of the design of the new stand has been the subject of thorough consultation; this is set out in section 8. The Club has an important role in the local economy and the effects are discussed in section 9. The planning application needs to be determined in light of planning policies and other material considerations: these are summarised in section 10. The conclusions about the application are set out in section 11 and sources of further information are set out at section 12.

2. Craven Cottage: Home for over 100 years

History

Starting in 1879, Fulham St Andrew's – a church team – played at various grounds in west London before moving to Craven Cottage in 1896. The first stand (known as the Rabbit Hutch) held 1,000 spectators and due to safety concerns – in 1905 – had to be replaced. The new stand, designed by Archibald Leitch, is still in use as the Johnny Haynes Stand and is now over 100 years old. Leitch also designed the Cottage, a corner pavilion that was common at Scottish football grounds (both the stand and the cottage are now Grade II listed)¹.

The Club gained access to the Football League in 1907. There was little change at the ground for the next 50 years. Despite the limited facilities, it accommodated a record crowd – of 49,335 – in 1938.

The Club undertook various improvements in the 1960s and 1970s, including erecting floodlights and building the Riverside Stand that was originally named after Eric Miller (a late Fulham Director).

In both town planning and football terms FFC had a complicated and controversial existence for some 20 years, from the mid-1970s. In 1987 severe financial difficulties meant that the Club came dangerously close to extinction. In 1997 Mohamed Al Fayed purchased FFC and stated it would return to top flight football within five years; this goal was achieved in four years. The Club “ground shared” with QPR, returning to an improved Craven Cottage in 2004.

The Club currently plays in the Championship, the second tier of English football, having been relegated from the Premier League in the 2013-2014 season. Despite dropping down a league, the Club has maintained a strong fan base and regularly attracts large crowds to its home games at Craven Cottage. The ambition of the football club is to return to the Premier League as soon as possible.



Riverside stand view from Putney Embankment, adjacent to Beverley Brook outlet

1. The history of Fulham FC is summarised in Simon Inglis' insightful book "Football Grounds of Britain" (Collins Willow, 1996).

Planning History

The planning history of Craven Cottage is complex, but only a little is of relevance – or material – to the current application. Of particular note are the following:

1. Upgrade works primarily to the Hammersmith End and Putney End Stands to increase capacity to 22,000 (Ref: 2003/02744/FUL and 2003/02742), granted planning permission in December 2003. Scheme completed;
2. End Stand to increase capacity to 25,690 (Ref: 2006/03377/FUL), granted planning permission in March 2007. Scheme completed;
3. Extension to the Riverside Stand and reconfiguration of the Putney End Stand to increase capacity to 30,000 (Ref: 2007/03866/FUL). Whilst the Council resolved to grant planning permission no formal decision was issued as the s106 Agreement was not signed because the Club decided that the scheme did not overcome a number of operational issues;
4. Partial demolition and expansion of the Riverside Stand (Ref: 2012/00038/FUL) to increase the overall seating capacity of the stadium to 30,000, granted permission in July 2013. The permission was implemented but not progressed as the Club has considered other design options (the subject of this application); and

5. Partial deconstruction and reinstallation of the Putney Stand (Ref: 2016/00112/FUL) granted permission in March 2016. Not implemented.

The planning history highlights a number of established development and planning principles of relevance to the new Riverside Stand:

1. A 30,000 capacity is acceptable, including associated impacts in the surrounding area.
2. The current Riverside Stand is a poor quality design, detrimental to the conservation area.
3. A riverside walk is a long standing aspiration and its provision is of significant public benefit.
4. New access to/from Bishops Park is acceptable.
5. Building in the river to create the riverside walkway delivers benefits that outweigh the policy conflict relating to encroachment.
6. A new, taller Riverside Stand can be designed to ensure the impacts on the River Thames are acceptable.
7. A design that 'fronts' the river and gives the new Stand an identity on the riverside is supported.
8. The principle of providing commercial development and event space that also operates on non-match days is accepted.



Johnny Haynes Statue



Existing Riverside Stand pitch view

Site and Surroundings

Craven Cottage has an attractive setting – the River Thames to the west, Bishops Park to the south, Stevenage Park and residential development (River Gardens) to the north and residential property to the east, beyond Stevenage Road.

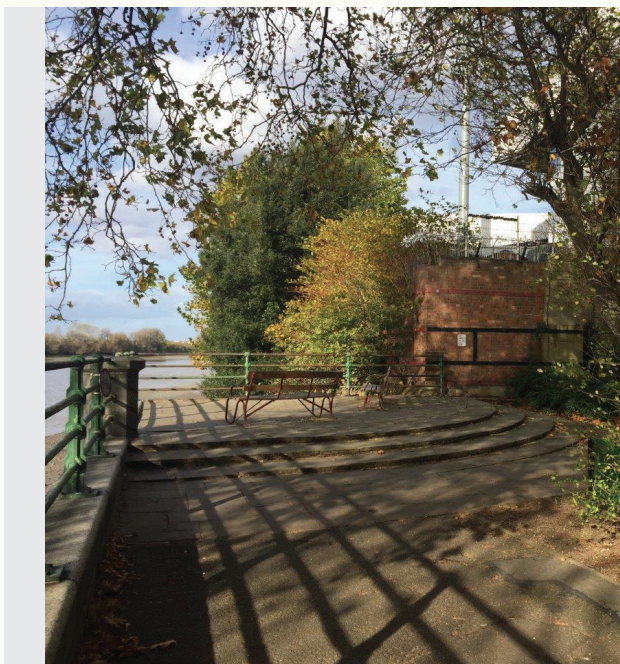
The existing ground occupies a 2.4ha site. The Johnny Haynes Stand (nearly 5,900 seats) facing Stevenage Road is Grade II listed (as is the Craven Cottage). The single tier Hammersmith End and Putney End stands extend to the north and south site boundaries and provide nearly 15,000 general admission seats. The existing 4,689 seat single tier Riverside Stand interrupts the Thames path for the length of the ground. A footpath separates Stevenage Park from the ground.

Bishops Park is Grade II listed on the Register of Parks and Gardens, designated as Metropolitan Open Land and a Conservation Area.

The stretch of the River Thames and pathway are used for various purposes including walking, running, sailing and rowing.

Pedestrian access is from Stevenage Road via access gates/turnstiles. Access by public transport is from Putney Bridge Underground Station (15 minutes walk), Hammersmith Broadway (20/25 minutes) or via bus routes along Fulham Palace Road.

A full description of the site and surroundings is set out in the Design and Access Statement.



From Bishops Park, the River Thames path 'stops' adjacent to the Putney End Stand

Background to Current Scheme

Craven Cottage has been the home of FFC for over 100 years. The Club remains ambitious and wants to return to the Premier League. The football stadium has to match this ambition and deliver a truly memorable experience for the supporters. Furthermore, the Club wants to contribute to, and interact with, the riverside; an important location.

The new design concept therefore is based on creating an iconic but appropriate stand that establishes a benchmark for mixed-use stadia design, which will be used throughout the year, including on non-match days. Integral to achieving this is the completion of the riverside and stadium edge, creating a contemporary waterfront destination and a natural social gathering place for the local community, rather than just a football stand.

Whilst the design has certainly evolved, this has been within the key design parameters established by the 2013 scheme.



Fulham residential area



Bishops Park

3. The Application

The application seeks full Planning Permission for:

1. The redevelopment and expansion of the current Riverside Stand to increase its capacity from 4,689 to 8,650, increasing the overall capacity of Craven Cottage to c.29,600 seats;
2. Creation of a new public riverside walk;
3. New restaurants, cafés, bars, corporate hospitality and event space at ground floor to fourth floor;
4. New river wall;
5. Basement to provide 'back of house' facilities, club and lounge area;
6. Nine serviced apartments;
7. Removal of four floodlight masts on the west and east sides of the Stadium, to be replaced by lighting under the new roof of the Riverside Stand, Putney Stand and Hammersmith Stand and two new floodlight masts on the east side;
8. Minor works to the rear of the Hammersmith Stand and reconfiguration of the west end of the Putney Stand;
9. Provision of new entrance and exit arrangements;
10. Works to the south-west corner of Bishops Park; and
11. Temporary construction platform in the River Thames and contractor's compound in Bishops Park.

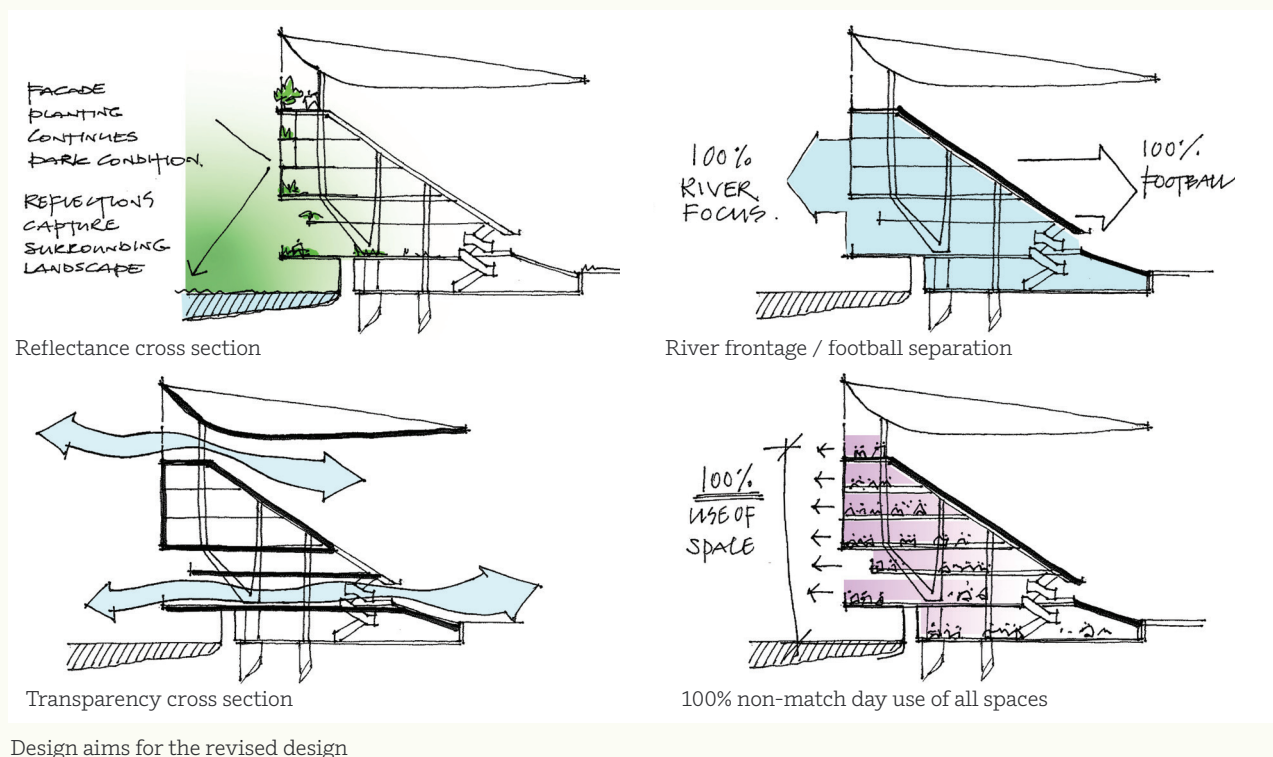


Aerial photograph showing application site boundary (see application drawings for precise boundary)

4. Design

At the outset of the project the following main constraints on, and opportunities for, development at Craven Cottage were identified:

1. The overall ground is “tight” and the pitch/playing area is small. No opportunity to “shift” the centre of gravity of the ground.
2. Both the Hammersmith End and Putney End stands “fill” the available land between the pitch and site boundary. Very limited opportunity to increase capacity.
3. Stevenage Road – the Johnny Haynes Stand – is a listed building and this limits opportunities for development.
4. Craven Cottage is listed – limiting the scope to infill this corner.
5. The Riverside Stand is widely agreed to be architecturally and functionally poor – an opportunity exists to significantly improve this part of the ground with a high quality riverside development.
6. The Riverside Stand interrupts the existing Thames path – an opportunity exists to provide a public link.
7. Pedestrian/spectator congestion occurs on Stevenage Road due to all those attending a match entering/leaving via “one side” of the ground.
8. Spectators walk through Bishops Park, particularly to/from Putney Bridge Station. Movement patterns could be improved by accessing the stadium in the south corner.
9. Demand for more facilities at Craven Cottage: currently relatively few spectators arrive early/stay on after a match, creating more congestion around the ground shortly before and after kick off.
10. Floodlight masts – light spill to the river and residential streets – an opportunity to reduce the impacts.
11. The riverside location should be embraced and enhanced.
12. The development could be more active and used throughout the week, rather than simply being used on match days. This could enhance the role FFC has in the local area.



The following key objectives were identified for the new stand:

1. Expand up to 30,000.
2. The design should have an improved relationship with the river.
3. Reduce the floodlighting impacts on the river and adjacent homes.
4. To be sympathetic in scale to the trees to the north and south.
5. Overall scale to tie in with the scale of the two adjoining stands.
6. The riverside walk and new river wall to follow the 2013 approved alignment.
7. Provide a public riverside walkway with public WCs, cafés and restaurants etc.

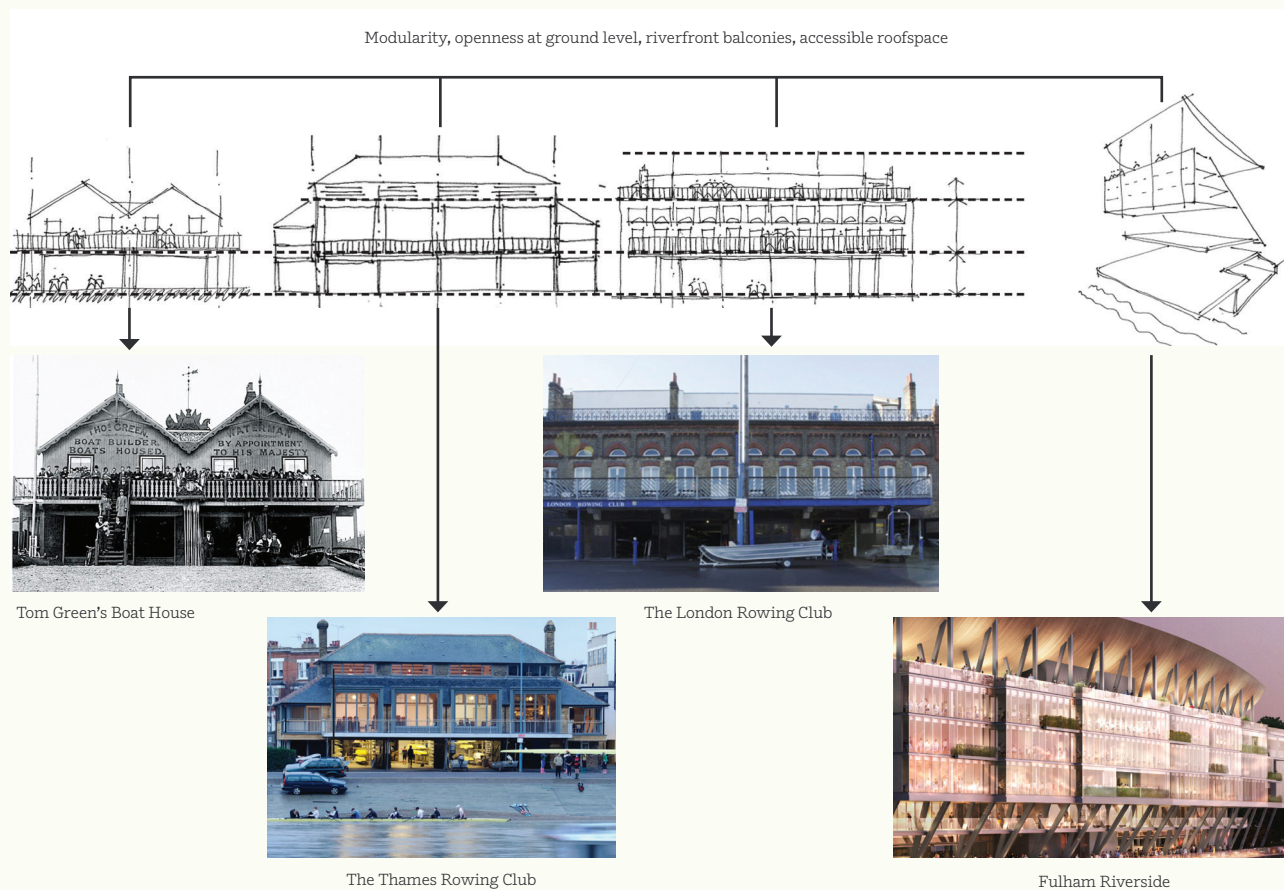
8. Materials and colour to reflect the riverside setting.

9. Provide facilities for other uses and the community on non-match days.

The Design and Access Statement explains the design and compares the size and scale of the new scheme against the 2013 scheme and the existing stadium.

The design is informed by several technical criteria, including the Green Guide and the Accessible Stadia guidance provided by the Sports Ground Safety Authority. It proposes a contemporary waterfront destination, with uses that can be open through the year and not just a football stand.

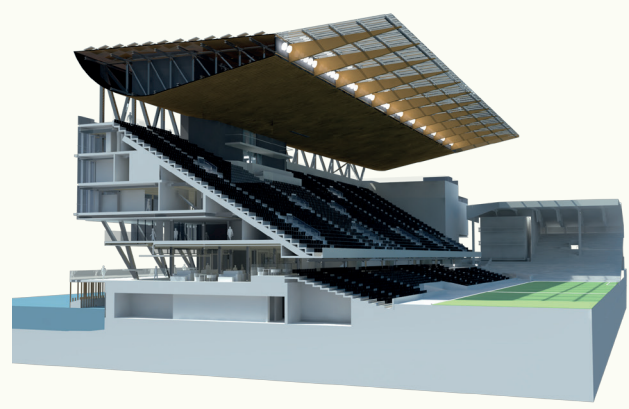
The proposal respects the surrounding heritage and enhances the riverfront using aspects of boathouse design that are synonymous with development along this section of the river.



Design influences: riverside development

The contemporary roof design adds a 'landmark' element to the project and elevates the overall appearance. The proposed commercial elements will add to the vibrancy of the development.

Whilst the design has evolved quite significantly, the aim has been to achieve this within the key design parameters established by the 2013 scheme.



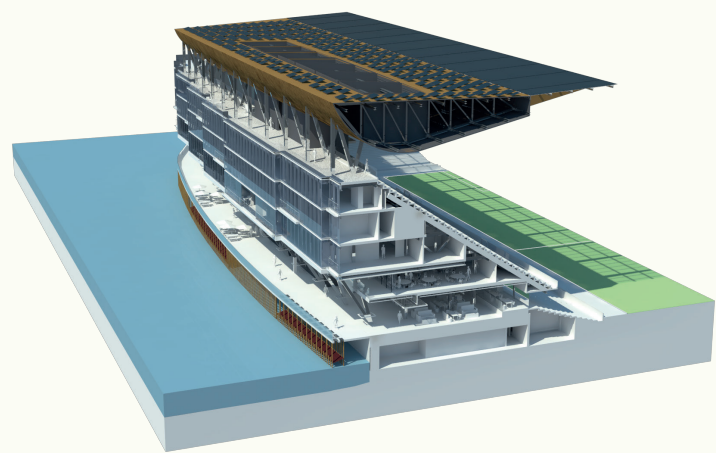
Facts And Figures

Proposed stand

Capacity:
8,650 includes 55 wheelchair places
 Maximum height:
28.6m (34.6m AOD)
 Total internal floorspace:
12,773sqm (GIA)

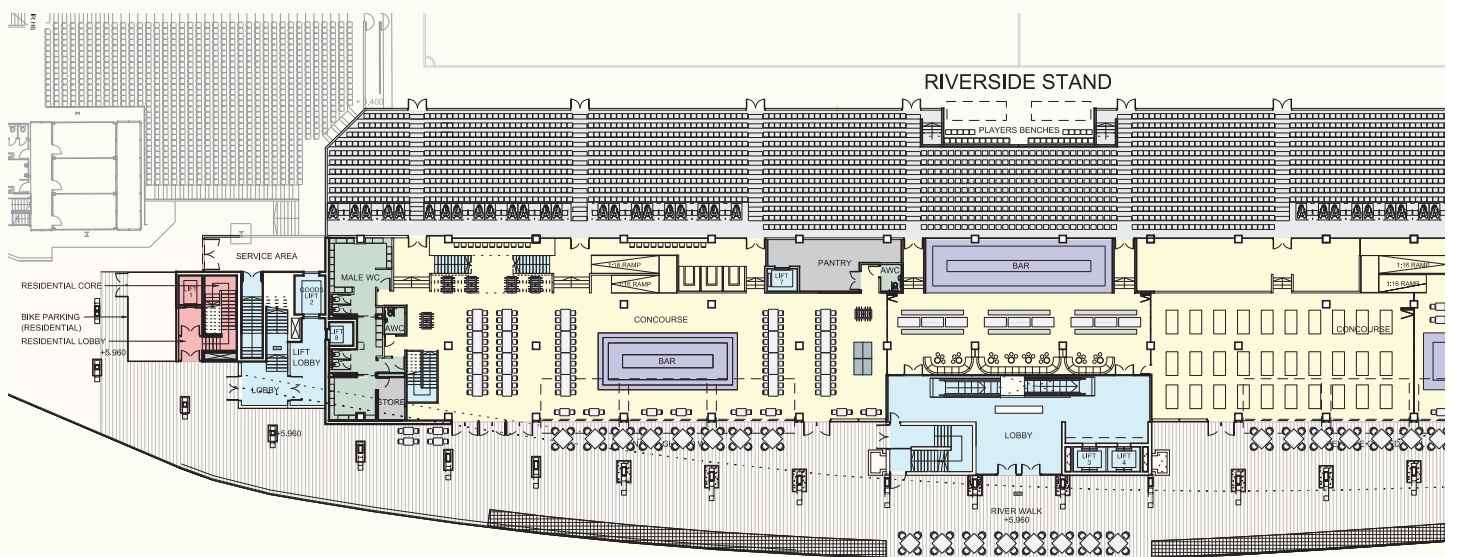
Consented stand

Capacity:
8,989 includes 47 wheelchair places
 Maximum height:
33.84m (39.8m AOD)
 Total internal floorspace:
10,170sqm (GIA)



Sections through the proposed stand from riverside and the pitch

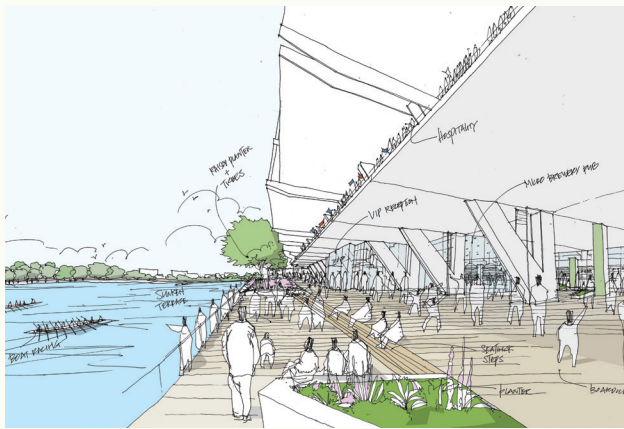
■ Area of active frontage



Ground floor plan on non-match day

The Walkway

A major benefit of the project is the creation of a public riverside walkway, providing an important part of the Thames Path. The walkway will be between c. 6m and 11m wide. The route will be accessible from the north (Stevenage Park) and south (Bishops Park) and will be open to the public. It will only be closed for a limited time prior to, during and following football matches at the stadium and when Bishops Park is closed. The proposals do not develop beyond the river line established by the consented 2013 river walkway. As part of the work, the river wall that is in poor condition will be replaced with a new vertical wall; this will follow the same line as the approved 2013 river wall.



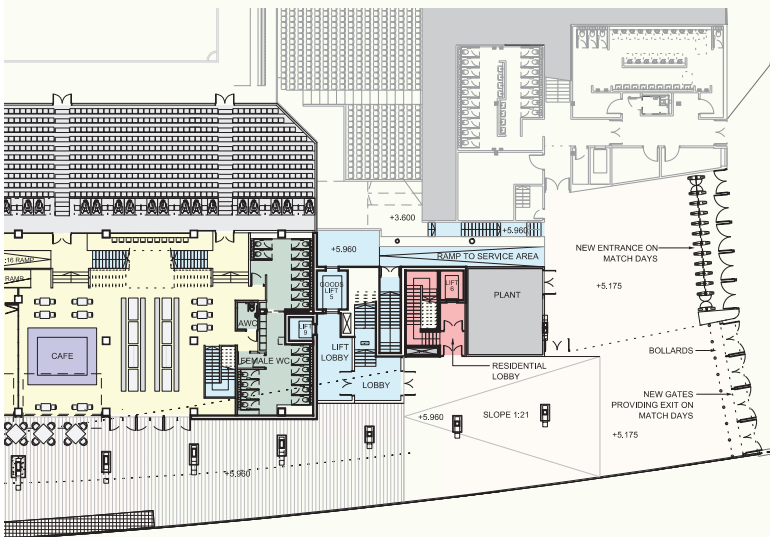
Architect's initial concept for riverside walk

Serviced Apartments

Split between each end of the new stand occupying the void spaces are nine apartments; 1 x 1 bed, 3 x 2 bed and 5 x 3 beds. These will provide some "natural" surveillance of the riverside walk as it reaches Craven Cottage. Unlike the previous scheme that proposed four residential units, the current proposal is for serviced apartments. The incorporation of the apartments does not increase the size of the stand elsewhere.



Bars and sports using space similar to the ground floor of the new stand



Sustainability

The application documentation includes a sustainability report and an energy report responding to policy and guidance.

A range of sustainable measures are described in the reports, including:

- delivering construction material via the river
- incorporating design features to reduce solar gain
- achieving a 35% reduction in carbon emissions, including incorporating photovoltaics on the roof
- providing travel plans to promote sustainable travel on match days and non-match days

In addition the socio-economic benefits are set out in the Environmental Statement (ES) and Economic Statement. Overall the development is shown to be sustainable in environmental, social and economic terms.

Materials

Materials have been selected to suit the scale, function and location of the stand.

The main façade facing the river is expressed as a series of fully glazed modules that step in on plan towards the ends of the building and elevation to allow the building users to absorb the surrounding landscape. Pitchside of the building is dedicated to seating overlooking the football pitch as well as the central & end cores which are treated with dark grey finish, so as to blend into the background, to emphasise the natural colour of the timber soffit to the main roof. The facing material will be a combination of aluminium louvres, glass reinforced concrete panels and glazing.

Landscaping is fully integrated into the design at different levels and along the façade. Details of the landscape approach are provided in the Design and Access Statement.



Elevated CGI of Riverside Stand

5. Environmental Impact Assessment

The planning application is accompanied by an Environmental Statement (“ES”) which sets out the findings of an Environmental Impact Assessment (“EIA”) of the proposals.

EIA provides a means of analysing the effects of an emerging project and, depending on the outcomes, informs the design. The ES draws together the findings of the analysis of the likely significant environmental effects. This assists local authorities, statutory consultees and other stakeholders in the understanding of impacts arising from the development.

The FFC Riverside Stand EIA has considered these effects during the construction (including the temporary platform and construction compound) and the operation of the proposed new stand.

It has been undertaken in accordance with the Town and Country Planning (Environmental Impact Assessment) Regulations 2017. As well as an assessment of the effect of the proposals against the current condition of the site, analysis has also been carried out to review the key differences in effects between the current scheme and those expected from the 2013 approved scheme.

The main conclusions from the ES on a topic by topic basis are summarised below and demonstrate that compared to the proposed stand the operational effects are largely unchanged, but with improved benefits to the socio economic and pedestrian environment as long a noise management takes place, which the club is committed to.

Table 1 Fulham FC - Riverside Stand (Environmental Effects)

Environmental Topic	Summary of impacts on scheme following mitigation measures (compared to existing baseline)		Summary of impacts as compared to the 2013 approved scheme
	Demolition & Construction	During Operation	
Water Resources and Flood Risk	Minor adverse to no change	Negligible / nil	Unchanged
Ecology and Nature Conservation	Minor adverse to minor / moderate beneficial	Negligible	Unchanged
Heritage	Negligible to minor negative effects on archaeology / moderate, temporary moderate adverse effects on Bishops Park	Nil	Largely unchanged but additional construction phase impact due to use of Bishops Park
Townscape and Visual Effects	Temporary minor to moderate adverse effects (not significant) on Bishops Park and the River Thames, otherwise neutral.	Minor to major beneficial townscape and visual effects, and minor to moderate beneficial night time effects.	Largely unchanged but additional construction phase impact due to use of Bishops Park
Transport	Negligible	Negligible to moderate beneficial	Largely unchanged but with additional pedestrian environment benefits arising from the Riverside Walk
Air Quality	Neutral	Neutral	Unchanged
Noise and Vibration	Minor adverse to neutral	Moderate adverse to neutral effects	Possible additional intermittent noise impacts during the evening when the rooftop bar is in use (but capable of being managed)
Wind Assessment	Moderate Negative to Moderate Positive (depending on receptor location)	Moderate Negative to Moderate Positive (depending on receptor location)	Unchanged
Ground Conditions and Contamination	Negligible	Negligible to moderate beneficial	Largely unchanged
Socio-Economics	Moderate beneficial	Negligible to moderate beneficial	Additional operational phase benefits due to the new uses on the riverside

Source: Fulham FC Riverside Stand Environmental Statement

A number of matters were raised during the pre-application process. The following paragraphs summarise the findings of the EIA in relation to certain key topics, comprising river impacts, socio-economic influences and townscape and design.

River Impacts: Analysis has been carried out for the improved river wall design and degree of encroachment of the river walkway and new stand over the River Thames. The findings have been discussed with the Environment Agency and the Port of London Authority to identify an engineering solution which meets the objectives of the scheme whilst also minimising encroachment into the existing river channel, and addresses ecological effects and possible health and safety risks to users of the river walkway and of the river itself. The works to the river wall will create more inter-tidal habitat, while glass panels in the River Walkway will reduce the impact of shading from the overhanging walkway structure.

The ES explains the wind tunnel modelling undertaken and sets out the anticipated effects of the new stand on sailing conditions. These vary depending on wind direction although are limited to those areas in close proximity to the proposed stand. Generally effects on sailing are similar/better compared to the 2013 scheme.

Socio-economic influences: The proposed range of commercial uses will complement the proposed River Walk, providing a mix of uses and an enhanced public realm environment. These uses will deliver benefits through additional operational employment through additional match-day staff, event hospitality staff and permanent employees in the new commercial floorspace. In addition, it will deliver benefits in terms of enhanced cultural/sports facilities and tourism in the local and wider area.

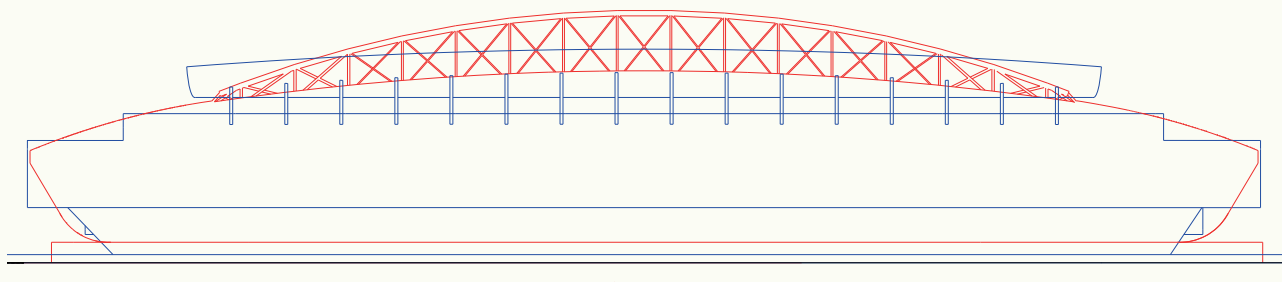
Other river users will benefit from the provision of the river walkway. The development of the new Riverside Walk and additional turnstiles to the stadium during match day periods will result in benefits to pedestrian accessibility on both match days and non-match days.

Townscape and Design: The proposed new stand has been designed largely within the physical parameters of the extant scheme, and the assessment demonstrates that the scale can be readily accommodated in the context of the trees in Bishops Park, the width of the River Thames and the varied character of Fulham Reach. The architectural design reflects elements of boathouse buildings and creates a positive and active frontage to the River.

Following extensive assessment (including night time effects) it is considered that the operational stand will have beneficial effects on the football ground itself, on Bishops Park and on the Fulham Reach conservation area. People using the Thames Path on the Surrey Bank will experience a range of effects ranging from negligible to major beneficial where the existing Stand is seen.

— Approved

— Proposed



Elevational comparison of the proposal stand with the previously consented Riverside Stand

6. Transport and Travel Planning

A thorough analysis of the effects of the additional spectators on the transport network and a series of proposals to encourage spectators not to travel by car are set out in a Transport Assessment (“TA”) and draft Travel Plans (see Appendix H, ES).

The TA examines traffic and transportation matters associated with the revised proposals. Previous planning applications at Craven Cottage have assessed the implication of a 30,000 capacity ground at FFC and have concluded that the transport impacts were acceptable subject to appropriate mitigation. The current proposal for a stadium capacity of 29,600 seats is therefore within the match day parameters previously assessed, however, the TA assumes a worst-case scenario of 30,000 spectators.

The transport and traffic impacts in the assessment are shown to be negligible on both match and non-match days. On non-match days the assessment forecasts that the proposed permanent uses are likely to generate most trips to the site in evenings outside of peak trip hours. Trips on non-match days are expected to be local to the area and undertaken by sustainable modes. On match days, the TA shows a reduced number of match day peak hour trips compared to the 2013 scheme. This is a result of the increased hospitality facilities that the new stand will provide, that will encourage people to arrive earlier before kick off and stay longer afterwards, to socialise within the bars and restaurants. The assessment also shows a reduction in trips across the majority of transport modes in comparison to the 2013 scheme.

For many projects in an urban area, construction activity can raise concerns about traffic impacts. For Fulham FC the River presents an excellent opportunity for the delivery of materials (to a temporary construction platform) to significantly reduce use of the road network.

Whilst the effects of the additional spectators can be accommodated on the transport network, Fulham FC does want to encourage fans to travel by public transport and, where possible, by cycling or walking. A ‘draft match day travel plan’ and a ‘draft non-match day travel plan’ have been prepared. These set out measures to encourage visitors to use these alternative modes of travel, including:

1. Travel leaflets to be mailed to all season ticket holders including details of TfL’s ticket hotline and door-to-door journey planning service.
2. Leaflets to be provided to casual ticket buyers upon purchase.
3. Travel information to be included in match day programmes.
4. Announcements of any public transport problems and alternatives at half time/end of a game, with digital information where necessary.
5. FFC’s website detailing public transport information (walking/cycling from LU stations), a link to TfL’s website, and discouraging travel by car.
6. Leaflets about walking to the ground for nearby supporters.
7. Provision of information about cycle parking/cycle hire/car sharing/car clubs.

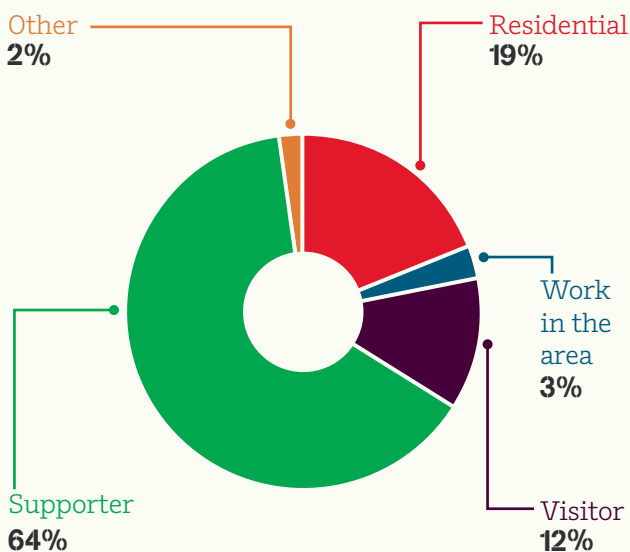


7. Consultation and Community Involvement

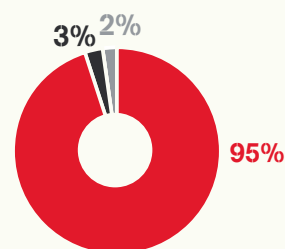
A Statement of Community Involvement (“SCI”) accompanies this application. It draws together the various meetings, presentations and discussions held in the lead up to this application. The process of consultation is recognised as an important part of the planning process and FFC and its consultants have sought to understand and consider the views of a wide range of people and organisations.

A public exhibition event was held on 12 October and 14 October 2017. This was preceded by a range of methods to advertise the consultation and encourage the local community to engage with the process and provide its views. Over 275 people attended the exhibitions and 461 questionnaires were completed either at the exhibition or online and some of the responses are shown on the following charts:

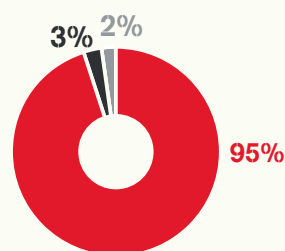
Q2: How would you define your interest in Craven Cottage?



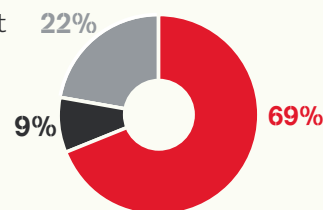
Q3: Do you support the Club’s ambitions to stay at Craven Cottage and expand its capacity from 25,700 to 30,000 seats?



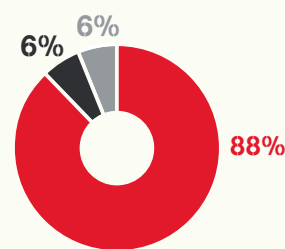
Q4: Do you agree that the Club’s aim to enhance the relationship with the River, including providing a new riverside walkway, would be a major benefit?



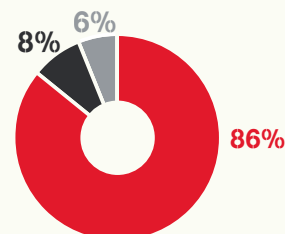
Q5: Do you consider that the revised design is an improvement on the previous design?



Q6: Would you like to see additional facilities such as restaurants and bars provided for fans, the local community and visitors on match day and non-match days?



Q7: On balance, do you support the Club’s new plans for the Riverside Stand?



● Yes ● No ● Unsure

Others consulted during the preparation of the scheme include:

- Environment Agency
- Friends of Bishops Park
- The Fulham Society
- Greater London Authority
- London Borough Hammersmith & Fulham (LBH&F) (various departments)
- LBH&F Design Review Panel

- Port of London Authority
- Ranelagh & South Bank Sailing Clubs
- Transport for London
- Historic England

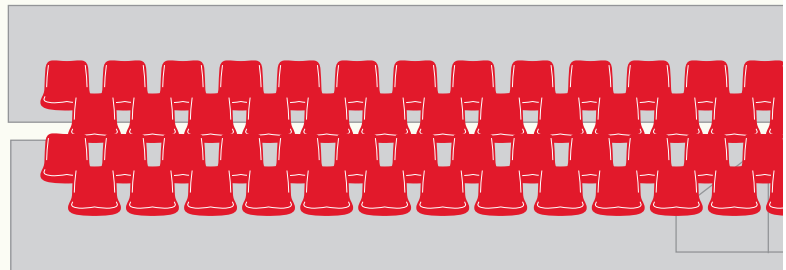
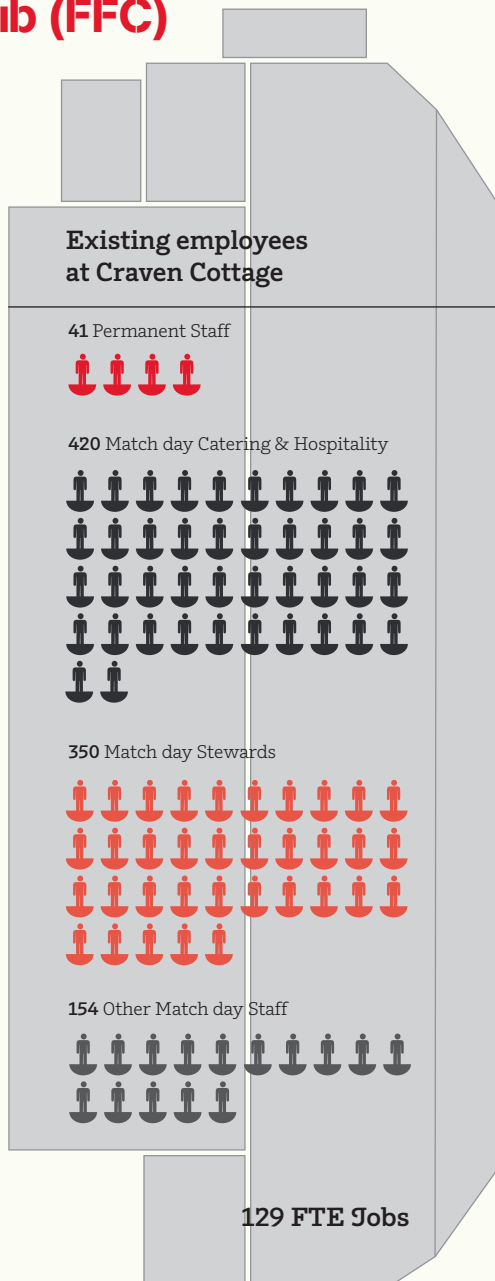
A thorough consultation exercise has been undertaken since the early phase of the project and it is evident from the public consultation that there is strong local support for the revised Riverside Stand design and the investment in Fulham FC that this represents.



Illustrative view of fans on the river walkway

8. Economic Impacts

Current & Future Economic Impact of Fulham Football Club (FFC)



Economic Footprint of FFC

£41.4M

PER SEASON SPENT BY HOME & AWAY FANS (inc friendlies)

AVERAGE HOME FAN SPEND EACH GAME

£55

Attending a Fulham game at Craven Cottage (excluding their ticket)

£111

Average away fan spend each game

£14.30



travel

£9.30



programmes, merchandise or food/drink at the ground

£12.60



food and drink in cafés, restaurants and takeaways

£10.30



in pubs

£6.00



in shops

£3.00



other spend (e.g. accommodation, other entertainment and bets)

WHERE IS IT SPENT?

19%

Craven Cottage

10%

Elsewhere in West London

12%

Elsewhere in the rest of London

30%

Local Fulham / Putney area

TRAVEL 29%

New Riverside Stand - Additional Jobs Created

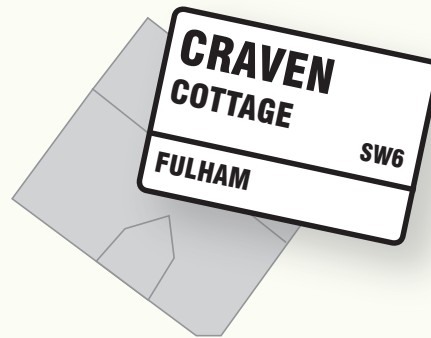
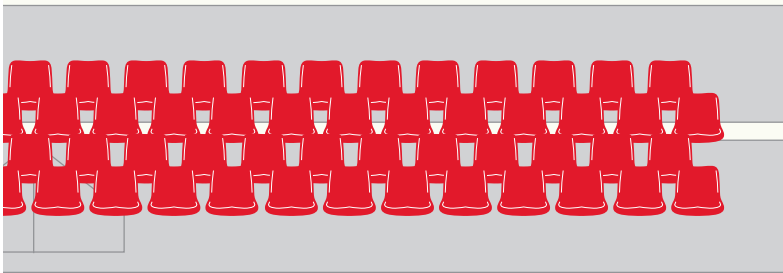
749 Person-years of Construction Work



75 FTE Jobs

245 Non Match day Restaurant/Cafe/Hospitality (136 FTE)

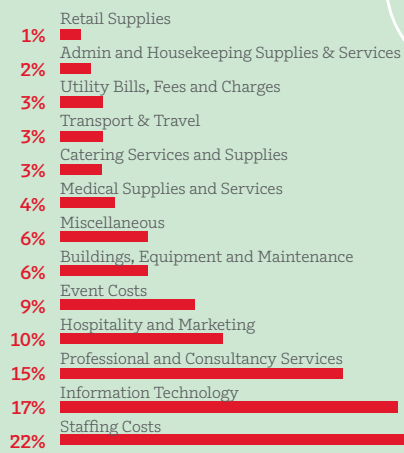




FFC Annual Spend on Suppliers

£4.0M

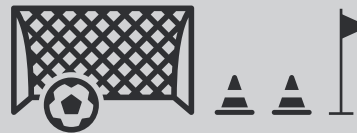
FFC annual spend on supplies and services from London businesses (excludes player / coaching staff wages)



FFC Sport in the Community Work - The Fulham Football Club Foundation

1,320

Sessions delivered for all age groups and backgrounds by the FFC Foundation in the last year.



Partnerships with 8 local schools to deliver training sessions and activities.



Construction Value (inward investment into UK)

Estimated total cost of construction of new Riverside Stand.

£80m

350 Match day Catering & Hospitality (33FTE)



169 Overall FTE Staff



Design by Lichfields (November 2017)

9. Planning Policy and Guidance

A Planning Statement submitted to LBH&F explains the relationship between the application, planning policy and material considerations. In principle development is to be encouraged: this is clear from the NPPF. Furthermore, the planning history and widely shared opinion about the poor quality of the existing stand reinforces why redevelopment is acceptable in principle.

Policy at all levels encourages sports facilities to be improved to assist teams to achieve at the highest level. It is known that this positively filters through the population, encouraging people to take part in sport.

The Planning Statement reviews policy and guidance, and various supplementary documents and considers the application in light of several topics. These are set out below.

1. **Sport and Leisure:** Improving facilities for sport is an objective of the NPPF, GLA and LBH&F.
2. **Economy:** Job creation attracts significant policy support.
3. **Community:** Enhanced facilities support Fulham FC Foundation. The riverside walk and the commercial facilities are a major benefit.
4. **River Thames:** Creating the walkway meets a long standing aspiration to enhance the “Blue Ribbon network”. The river can be positively used for efficient delivery of materials.
5. **Ecology:** No significant adverse impacts – some gains.
6. **Wind Environment:** No adverse pedestrian conditions and an overall modest improvement to sailing conditions compared to the 2013 scheme.
7. **Flood Risk:** No unacceptable residual risk due to new wall and over-sailing walkway.
8. **Design:** A high quality building that significantly enhances the site and its important riverside setting.
9. **Consultation:** A thorough engagement process has informed this design. Public reaction is much in favour of the proposals.
10. **Sustainability:** The scheme achieves strong sustainability credentials.
11. **Heritage:** Overall no adverse effects subject to watching brief for archaeology. Setting of the stand preserved and the Conservation Area will be enhanced.
12. **Residential Amenity:** Satisfies LBH&F test of “no added detriment” to local residents. Floodlighting will be much improved, the walkway is a significant benefit and new facilities on the riverside enhances amenities. Crowd noise will only be noticeably louder in the vicinity of a few flats, where spectators are already clearly heard.
13. **Bishops Park:** Temporary impacts during construction. Once in operation impacts arise visually and due to new access for spectators but benefits include reducing congestion on Stevenage Road and the numbers crossing the pitch, whilst the new stand will be a positive landmark.
14. **Transport:** Overall, impacts of the scheme will be negligible, with the exception of pedestrian accessibility where there will be a moderate beneficial effect.
15. **Serviced Apartments:** Beneficial in design terms, will be high quality, and will assist with the club's operation.



2013 Approved scheme from Thames towpath



Proposed scheme from Thames towpath

10. Conclusions

1. FFC wants to remain at Craven Cottage; its home since 1896. The Club is ambitious; wanting to re-establish itself within the Premier league. The football stadium has to match this ambition and deliver a truly memorable experience.
2. The Council has supported schemes to increase the capacity to 30,000. The surrounding context of Craven Cottage has not changed to such an extent that a different conclusion could be drawn.
3. Consultation has shown a high level of support (95%) for the redevelopment of the Riverside Stand. 88% of people have confirmed they would like to see additional facilities in the stand.
4. The design work has sought to balance the needs of the Club with the surroundings, to avoid any unnecessary harmful impacts and, in several instances, enhance the situation.
5. The existing Riverside Stand is unattractive, detracting from the riverside and conservation area: it turns its back on the Thames. The new stand celebrates the location and creates a positive landmark on the Thames involving high quality architecture.
6. The scale of the stand has been carefully determined, balancing the required capacity uplift with the surrounding environment.
7. Designed to minimise encroachment in the River Thames whilst achieving the required capacity, the scheme delivers a substantial riverside walkway. It maintains the line of the 2013 new walkway and river wall. The environmental impacts of this marginal encroachment are acceptable.
8. Providing a public walkway and associated facilities is a major public benefit, completing the Thames Path.
9. The application documentation identifies that the proposal will not result in any unacceptable adverse impacts on the environment that cannot be mitigated; indeed, it will have a range of positive environmental effects that help justify it in policy terms. In respect of wind, the scheme creates an environment marginally better for pedestrians and river users than the 2013 scheme.
10. The economic and community role of FFC has been studied. The new Riverside Stand will create up to 326 net additional FTE jobs in LBH&F and 388 net additional FTE jobs in London. The importance that a Council is expected to apply to economic considerations is clearly set out in the NPPF.
11. A broad range of planning guidance and policy has been examined. The development satisfies the majority of policies and taking a balanced approach, planning permission is justified.
12. FFC is committed to implementing this project; aiming for the stand to be operational for the 2011/12 season. To achieve this, FFC has set out that it would welcome a decision on this application in February 2011 and is committed to meeting with the Council and others as necessary, over the next few months to resolve any issues.



Existing night view from Greswell Street



Night view of proposed scheme from Greswell Street

11. Sources of Information

Documents submitted with the planning application:

1. Planning application form and notices
2. CIL additional information requirement form
3. Design and Access Statement
4. Economic Statement
5. Energy Assessment
6. Planning Statement
7. Sustainability Statement
8. Waste Management Strategy
9. Statement of Community Involvement
10. Retail and Sequential and Impact Assessment
11. Section 106 Draft Heads of Terms
12. Environmental Statement





Planning Summary prepared by Lichfields
www.lichfields.uk



Fulham
Football Club
ESTD 1879

Applicant

Fulham Stadium Limited

Architect

Populous

Planning and Economics Consultant

Lichfields

ES coordination

Lichfields

**Project Engineer & Environmental
Consultant**

WSP Group Plc

Project Manager

Venue Consulting Limited

Cost Consultants/Employer's Agent

Core 5

Micro-Climate Consultant

RWDI UK