

The Brixton Society

Understanding the Past, Looking to the Future

Reg'd. Charity No.1058103, Registered with the London Forum of Amenity Societies

Website: www.brixtonsociety.org.uk

Lambeth Planning,
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Please reply to:

Alan Piper, RIBA,

[REDACTED]

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APiperBrix@aol.com

10 February 2019

For attention of:

Matt Cosson,

MCosson@lambeth.gov.uk

Your ref:

19/00146/ADV

116-120 BRIXTON HILL, SW2 – Advertising Application:

Dear Mr Cosson,

Thank you for your recent letter about the above application.

This is a prominent site, linking the existing Brixton Hill/ Waterworks Road KIBA with the established shopping frontage immediately to the north, and the Society therefore **objects** to the proposals, as explained more fully below:

Lack of Supporting Documents:

There are no supporting documents available on the Council's planning applications database. This application should not have been accepted as valid if the applicants cannot be bothered to provide even a site location plan. It is normally a requirement that proposals for illuminated signs should specify the illumination levels, and whether they are backlit, lit from external lamps, or animated in some form.

We question why this application is going forward in such an incomplete state, when the applicant has failed to demonstrate even basic compliance with Lambeth Local Plan policy Q17(a) for new hoardings, or Q17 (b) if retention of the existing unauthorised hoardings is intended.

Impact on Adjacent Shops:

In the absence of clear information from the applicants, it is not clear whether the proposals are to be sited along the main street frontage to Brixton Hill, or on the flank boundaries (as shown overleaf).

Certainly we have long been opposed to the obtrusive hoardings on the north flank boundary, because they mask and overshadow the shop-fronts between this site and Blenheim Gardens. The adjacent hairdresser and dry cleaner are particularly adversely affected. The proposal therefore fails to conform to current Local Plan policy Q2 (iv).



Impact on Conservation Area:

There have been a number of positive changes along the street frontage nearby, with the cumulative effect of tidying up and removing old commercial clutter, but the addition or intensification of any advertising hoardings in this location would be a retrograde step. In particular it would have an adverse impact on the surrounding Brixton Hill/ Rush Common Conservation Area, which includes Raleigh Gardens on the opposite side of the road.

The proposal therefore fails to conform to current Local Plan policies Q5(c), Q6, Q7(i) & (ii), Q15(b) and Q22(a).

Impact on Residential Amenity:

In addition, the main building at 116-120 is no longer solely in commercial use, but now includes residential uses on upper floors. Illuminated signs in such close proximity to the housing here, and above the adjacent blocks to north and south, would adversely affect the residents' amenity and sleep patterns, particularly given the increasing use of digital or animated sign displays.

The proposal therefore fails to conform to current Local Plan policies Q2 (i) and Q15(b).

Yours sincerely,

Hon. Secretary