

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,
(Development Management)
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For attention of:
Felicia Onabanjo,
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Please reply to:
Alan Piper, RIBA,



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9th October 2019

Your ref:
19/03067/ADV

Public Open Space at corner of New Park Road and Brixton Hill, SW2 – Proposed Permanent Advertising Board:

Dear Miss Onabanjo,

Thank you for your recent letter about the above application. The Society's main concerns are as follows:

Setting of Locally-Listed Building:

The site serves as foreground to Dumbarton Court, a substantial late-1930s apartment development which is on Lambeth's Local List of buildings of architectural and historic interest. It is a fine example of the "Moderne" style and the railings between the flats and the public open space were replaced about a decade ago in a sympathetic design.

The proposed board would inhibit views of the flats and the railings, and detract from their setting.

Policy Q20(ii) of the Lambeth Local Plan should therefore be applied.

Impact on Conservation Area:

This is an important site within the Rush Common and Brixton Hill Conservation Area. Although there are commercial frontages to the south, this site forms part of a residential frontage extending north to Jebb Avenue, so introducing commercial advertising would be a retrograde step.

Policy Q22(a)ii requires the setting and views to be protected within Conservation Areas, and not just Listed structures.

Security Considerations:

To conform with Policy Q3 of the Lambeth Local Plan, advertising boards should not interrupt open views or screen anti-social activity which would intimidate or discourage legitimate users.

In this case, moving the board to a position 15m to the north-east would maintain clear views of and from the bench set in a bay of the pathway.

Road Safety Considerations:

Advertising boards should not distract drivers, nor block important sight-lines at junctions. For this reason, the advertising board should not be provided with artificial lighting, either floodlit or backlit.

Visual Amenity generally:

Advertising boards should not detract from visual amenity or obstruct existing views (Policy Q2 i & iii). Rather, the aspiration should be to remove unsightly clutter (Policy Q6 vii).

Grassed and planted areas should not be overshadowed to the detriment of their amenity value (Policy Q2 iv & vi). The proposed position will have an adverse effect on the existing planting.

Conclusion:

For this site, we must object to the advertising panel as proposed.

Yours sincerely,



Hon. Secretary