

# The Brixton Society

Understanding the Past, Looking to the Future

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

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9<sup>th</sup> October 2019

For attention of:  
Rowena Folkes,  
[RFolkes@lambeth.gov.uk](mailto:RFolkes@lambeth.gov.uk)

Your ref:  
19/03095/ADV

## **St. Matthew's Peace Garden, Brixton Hill, SW2 – Proposed Permanent Advertising Boards:**

Dear Ms Folkes,

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

### **Setting of Listed Building:**

The churchyard includes the original St. Matthew's Church and two substantial monuments, all listed structures. The proposed boards would inhibit views of these, and detract from their setting.

Furthermore, the advertising boards should not be provided with artificial lighting, either floodlit or backlit, because it would detract from the setting of the listed buildings within the site.

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

### **Impact on Conservation Area:**

This is a prominent site within Brixton Town Centre Conservation Area. Although there are commercial frontages to the north, the southern end, around St. Matthew's Churchyard and Windrush Square, has long had the character of a "civic space" within the Conservation Area, 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 the 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 park users.

Proposed panel 01 at the north end near the Budd Memorial is of particular concern in this respect.

**Road Safety Considerations:**

Advertising boards should not distract drivers, nor block important sight-lines at junctions. Proposed panel 03 is a potential distraction by introducing visual clutter in the sight-line of drivers descending Brixton Hill.

**Visual Amenity generally:**

Advertising boards should not detract from visual amenity or obstruct existing views (Policy Q2 i & iii). Rather, the aspiration is 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). This is a particular concern for proposed panel 03.

**Conclusion:**

For this site, we must object to all the proposed advertising panels.

Yours sincerely,



Hon. Secretary