

# 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](http://www.brixtonsociety.org.uk)

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Please reply to:  
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9<sup>th</sup> October 2019

For attention of:  
Maylinne Nasa,  
[mnasa@lambeth.gov.uk](mailto:mnasa@lambeth.gov.uk)

Your ref:  
19/03092/ADV

## **Trinity Gardens public open space, SW2 – Proposed Permanent Advertising Boards:**

Dear Ms Nasa,

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

### **Setting of Protected Square:**

Trinity Gardens is designated as a protected square under the London Garden Squares Act of 1931. The addition of commercial advertising boards or hoardings would clearly detract from its character. Policy Q20(ii) of the Lambeth Local Plan should be applied.

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

This is a key site within the wider Trinity Gardens Conservation Area. Although there are commercial frontages on Acre Lane, the immediate surroundings of the Square remain residential, with only the Trinity Arms public house in one of the original buildings, so introducing commercial advertising would be a retrograde step. Any advertising boards in this context should not be provided with artificial lighting, either floodlit or backlit, because it would detract from the residential setting of the Square. 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 park users.

The proposed siting of panels 03 and 04 together is of particular concern in the latter respect.

**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).

In this case, the quiet location and modest footfall means there is likely to be limited commercial value in any advertising on the proposed board positions, and here this is outweighed by the adverse effect on visual amenity.

Grassed and planted areas should not be overshadowed to the detriment of their amenity value (Policy Q2 iv & vi). Although the location plan fails to include a north point, it appears that the proposed panels 01, 02 and 03 will be detrimental to the planting beds immediately behind them.

**Conclusion:**

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

Yours sincerely,

A handwritten signature in blue ink on a light blue background. The signature consists of the initials 'A.D.' followed by a stylized, cursive flourish.

Hon. Secretary