

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)
PO Box 734,
Winchester,
SO23 5DG

Please reply to:
Alan Piper, RIBA,

APiperBrix@aol.com

9th October 2019

For attention of:
Jeni Cowan,
Jcowan1@lambeth.gov.uk

Your ref:
19/03093/ADV

Windmill Gardens public open space, Blenheim Gardens, SW2 – Proposed Permanent Advertising Boards:

Dear Miss Cowan,

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

Setting of Listed Building:

The centre-piece of this pocket park is the original Ashby Windmill of 1817, a rare survival within Inner London and a listed structure. The proposed boards would inhibit views of the mill and detract from its setting.

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

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

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 panel 01 would create a secluded corner with increased risk of anti-social activities.

The proposed panel 05 would block views towards the windmill for visitors approaching from Brixton Hill via Blenheim Gardens.

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). In this case, the sheltered location, with footfall limited to park users or visitors, 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.

Conclusion:

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

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'A.D.' followed by a stylized flourish.

Hon. Secretary