

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:
James Hansel,
Jhansel1@lambeth.gov.uk

Your ref:
19/03151/ADV

Windrush Square, Effra Road, SW2 – Proposed Permanent Advertising Boards:

Dear Mr Hansel,

I was disappointed that we were not notified directly about the above application. I must pass on to you the Society's main concerns, as follows:

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 adjacent 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 location of proposed panel 02 is a particular concern for screening an important diagonal footpath.

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).

Detriment to Planted Areas:

Grassed and planted areas should not be overshadowed to the detriment of their amenity value (Policy Q2 iv & vi).

In this case, the proposed location of panel 02 will further reduce the sunlight reaching the grass and planting west of the panel, already partly overshadowed by 5-7 Effra Road to the south-east.

Conclusion:

We must object to advertising consent being granted for panel 02, on the grounds described above, but neither is panel 01 acceptable because it creates a precedent for further applications.

Yours sincerely,

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

Hon. Secretary