

# The Brixton Society

Understanding the Past, Looking to the Future

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Website: [www.brixtonsociety.org.uk](http://www.brixtonsociety.org.uk)

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29 March 2020

*Your ref:*  
19/04274/ADV,  
20/00351/VOC &  
20/00499/DET

## **116 BRIXTON HILL, SW2 – Proposed Digital Hoardings:**

Dear Ms Nasa,

Thank you for your recent letter about the above applications. This is a prominent site on the southern approach to Brixton Town Centre, and we have been unhappy with the unsightly advertising hoardings at this site for many years.

We were profoundly disappointed that consent was granted at all, given that the approved design fails to address the adverse effects of the old hoardings. In respect of the conditions, we comment as below:

### **Condition 8 – Discontinue after 5 years:**

We welcome this condition as it will eventually remove these eyesores, although we think even a temporary consent for 3 years would be generous. The applicant has failed to provide any arguments or details in support of his application to remove the condition. It appears only to be an attempt to appeal without going through the due process.

### **Condition 9 – Approval of details before construction:**

We must object to the specification of the “green wall”. This is entirely artificial camouflage, so will make no contribution to urban greening, air quality or biodiversity.

We would be more sympathetic if the applicant had actually proposed a “living wall” using real plants, a technique which is becoming more widely used where ground space for planting is limited.

Moreover, it will continue to contribute to the adverse screening and overshadowing of the shops between this site and the corner of Blenheim Gardens.

The large south-facing landscape panel (B) will continue to be a distraction to motorists approaching the traffic lights down Brixton Hill.

Yours sincerely,



Hon. Secretary