

# The Brixton Society

Understanding the Past, Looking to the Future

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*For attention of:*  
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*Your ref:*  
21/00140/ADV

## **253 BRIXTON ROAD, SW9 – Replacement Advertising Panel:**

Dear Miss Harper,

Thank you for your recent letter about the above application. This is a prominent site on the northern approaches to Brixton Town Centre, and the Society must **object** as detailed below:

### **Increased Prominence:**

Despite protestations by the applicants that the display area will be reduced, in fact the new display will rise even higher above the boundary hedge than the existing hoarding.

Taken together with the illuminated digital display changing potentially every 5 seconds, the net effect will be more prominent and distracting than the existing installation.

This is particularly concerning because of the location on the northern approach to the controlled junction with Loughborough Road and Robsart Street, where a rapidly changing display of this large scale would be a distraction to drivers.

The applicants claim the existing display outside 261 Brixton Road (18/000229/ADV) as a precedent, and while we deplore this equally as an eyesore, it is at least sited beyond and to the right of the traffic lights for drivers approaching the junction from the south.

### **Changing Context:**

Some 60 years ago this section of Brixton Road was run-down and dominated by commercial uses. However, this site is no longer in a "commercial or industrial locality" as claimed by the applicants.

This side of the road is now largely occupied by new or refurbished residential properties, with shops concentrated on the opposite side of the road. The

existing advertising hoarding is therefore an anomaly and a relic of earlier times before effective planning control. Continuance – let alone enhancement - of this use is no longer acceptable.

**Conflict with Planning Vision:**

Any large-scale advertising display on this site is in conflict with long-established plans for this locality. These have seen the creation of Max Roach Park to the south of Loughborough Road, and the transformation of what had been car sales sites, a tyre depot and lorry parking as residents' shared garden space, with the housing generously set-back from the main road. This has helped extend the green corridor effect on this eastern side of the A23 northwards from the park.

This is finally achieving the 1970s ambition to echo the green treatment of former Rush Common land south of the Town Centre.

Specifically, the site lies within the Brixton Road/ Angell Town Conservation Area (CA6). The Council's own Character Appraisal for this CA was published in 2003, and its para 5.13 (p.32) describes the setting of 249-255 (then recently restored) as "compromised by hideous advertising hoardings". The advertising display will be a substantial structure which disregards the prevailing building line.

The proposal is therefore in conflict with Lambeth Local Plan policies Q2(i), Q5c, Q6(iv), Q7(ii), and of course Q17(a).

Yours sincerely,



Hon. Secretary