

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

for attention of:
Lauren Shallcross,
lshallcross@lambeth.gov.uk

Please reply to:
Alan Piper, RIBA,



APiperBrix@aol.com

12th March 2021

Your ref:
21/040451/ADV

HSBC Bank, 512-514 Brixton Road, SW9 – Scaffold Shroud Advertising:

Dear Miss Shallcross,

Thank you for your recent letter about the above application. This is a prominent site within Brixton Town Centre, and the Society's main concerns are as follows:

Pedestrian Movement:

The section of the pavement in front of the property, between Acre Lane and Brighton Terrace, is one of the most heavily used pedestrian routes within Brixton Town Centre. It is important to minimise obstruction to this busy route by scaffold supports or hoardings, particularly to maintain social distancing while Coronavirus restrictions are likely to continue for a few months yet.

The duration of any consent must therefore be strictly limited to the period of any building works which require external scaffolding. Shrouds or hoardings must be promptly removed on completion of the building works.

We are well aware that this advertising technique has been abused on other nearby sites in recent years by outstaying its welcome way past any actual building repairs.

Visual Amenity:

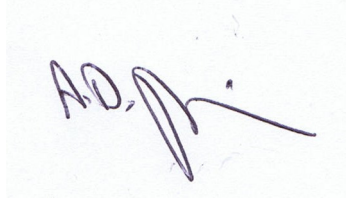
It is strongly felt that the advertising panel should not be over-dominant in this context, and a smaller inset panel size would be preferred.

It is disappointing that the proposed view supplied by the applicants does not show it with a typical advertisement in place.

We have no objection to the outline reproduction of the building façade as such on the scaffold shroud, again provided that this is only temporary for the duration of relevant building works.

The design needs to reflect that the site is within the Brixton Town Centre Conservation Area, and we do not consider that it meets Lambeth Local Plan policies Q17a (iii) to (v).

Yours sincerely,

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

Hon. Secretary