

# The Brixton Society

Understanding the Past, Looking to the Future

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

Lambeth Planning,

(Development Management)

PO Box 734,

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SO23 5DG

*For attention of:*

Felicia Onabanjo,

[fonabanjo@lambeth.gov.uk](mailto:fonabanjo@lambeth.gov.uk)

*Please reply to:*

Nicholas Weedon, RIBA,



23 May 2021

*Your ref:*

21/01592/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.

We note that the scale of the proposed panel has been reduced significantly since Application 21/00140/ADV to the extent that it is no higher than the existing one and about 1/3 of the surface area. To that extent, this is a welcome adjustment.

### **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 in the previous application. 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 hoarding or digital 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 proposed advertising display, whilst smaller, will still be a major compromise to the green space and quality of the environment.

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

We are therefore against any hoarding in this location, but if refusal would result in the automatic retention of the existing one, then we we would not object.

**Yours sincerely,**

A handwritten signature in blue ink, consisting of several vertical strokes and a few horizontal ones, appearing to be a stylized name.

Vice Chair