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Lambeth Planning  
PO Box 734  
Winchester  
SO23 5DG

Dear Sir / Madam,

**21/04605/ADV - Proposed advertising screen outside Effra Court, Brixton Hill**

Please register my objections to this development.

1. The site lies within the Rush Common Conservation Area. Any developments should be an enhancement to the public realm rather than the degradation that this would be, for reasons set out below.
2. The Constraints fail to mention whether Rush Common consent is required
3. The Planning Statement reminds you that Para. 136 of the NPPF states, *"The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts."* The documents did not show any photomontages showing how the proposal goes against the above, so I have supplied a photo montage below.



The image shows that the screen would be the cause of visual clutter and be detrimental to safety by:

- a. Coming in quick succession behind a Transport for London dot matrix traffic status board and a bus lane sign.
- b. It distracts and hinders the sightline to the junction with Baytree Road, where vehicles come out to turn, and where cycles turn across Brixton Hill southbound to access the road.
- c. From paragraph 3.3 of the Planning Statement, this unit would appear to be replacing the scrolling hoarding that used to stand outside Olive Morris House. The hoarding was terrible for obscuring views of the junction with Sudbourne Road, and this will cause the same issue with Baytree Road.
- d. In case the above image is not persuasive enough, the detail below shows the sheer cumulative visual clutter and distraction.



The disadvantages and general mess are self-evident.



4. Paragraph 3.4 of the Planning Statement claims *“Digital displays of the kind proposed are well on the way to becoming the accepted norm in street furniture advertising in cities across the UK, and in so doing are viewed by passers-by as simply the latest evolutionary step for these established street furniture advertising structures”*

This is a presumptuous and patronising claim. These screens are taking over from the analogue ones because it is very difficult to have objections upheld, and will be doubly so in this case where Lambeth Council will be party to the proceeds. There are plenty of other sites where these screens are a blight, and people are powerless to do anything about it. The following example is on Brixton Hill.



I strongly contend that this is becoming the accepted norm. It's merely becoming the norm that is being imposed upon us. I dispute that many people would have wanted this or think they improve the public realm.

5. Paragraph 3.4 claims *“Given the existing Double-sided internally illuminated sequentially changing 6-sheet FSU at each site, the replacement FSU's and integrated displays are in scale and in keeping with features that characterize the various localities as existing, and would therefore preserve the amenity, character and appearance of the locality related to their siting”.*

No! the previous displays were an imposition on the amenity of the local area, such as the one that obstructed the view of the junction with Sudbourne Road, and its close relative that blocks a substantial part of the pavement width at a very busy location for pedestrians in Acre Lane next to the Tesco store. This proposal seeks to 'preserve' the previous imposition and amplify the mistakes by being in the more vivid digital format.

6. The photos supplied with the application neatly and misleadingly omitted the context of the neighbouring signage. They should have been presented as 'before' and 'after' versions. To this end, I have saved the applicant the trouble below, so that the reader can appreciate the true negative impact.



Yours sincerely,

