

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)
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For attention of:
Emily Leighton,
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Please reply to:
Alan Piper, RIBA,



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13 February 2022

Your ref:
21/04197/ADV

11 Trinity Homes, Acre Lane, SW2 (and elsewhere) – Advertising Banners:

Dear Ms Leighton,

We have been notified of an advertising application extending east along Acre Lane from Porden Road, thence along Coldharbour Lane to Gresham Road, and also including the whole of Atlantic Road.

These are prominent sites within Brixton Town Centre, and the Society strongly **objects**, as detailed below.

1. Misleading Address Information:

Quoting the address of only one small flat within a single property at one end of the route is a clumsy attempt to disguise the scale of the application, which is for 50 lamp-post mounted signs distributed along three separate roads.

2. Adverse Visual Impact:

We are aware that a number of lamp-post mounted banner signs are already in place along the route. However, these have always formed part of a unified scheme for providing public information or promoting local regeneration on a collective basis. In contrast, a variety of commercial advertisements would be visually disruptive, poorly co-ordinated and degrade the street scene.

3. Detriment to Local Regeneration Efforts:

Existing banner signs have formed an important element of efforts to promote local regeneration, and in particular, the work of the Brixton Business Improvement District. Removing this means of promoting the BID would undermine their efforts to revive business and encourage visitors to Brixton Town Centre.

4. Detriment to Conservation Area and Listed Buildings:

The applicants have disregarded that most of Brixton Town Centre – including the majority of the proposed banner sites - now lies within a Conservation Area. There is also the Loughborough Park Conservation Area immediately to the east of this, embracing banner sites 76-79.

Random and intrusive advertising should be discouraged, particularly where it detracts from the setting of landmark buildings – not only Trinity Homes, but also the recently-restored Iver House and Town Hall, the Ritzy Cinema, the former Temperance Billiard Hall, the Market Row and Brixton Village arcades, Carlton Mansions and the new Brixton House Theatre.

Yours sincerely,



Hon. Secretary