

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,
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For attention of:
Emily Leighton,
planning@lambeth.gov.uk

Please reply to:
Alan Piper, RIBA,



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21 February 2022

Your ref:
21/04199/ADV

131-133 DULWICH ROAD, SE24 (and elsewhere) – Advertising Banners:

Dear Ms Leighton,

We have been notified of an advertising application extending east along the whole of Dulwich Road, and into the northern section of Norwood Road.

These are prominent sites within two Conservation Areas as well as the Herne Hill Local Centre, and the Society strongly **objects**, as detailed below.

1. Misleading Address Information:

Quoting the address of only a single property at random within the affected area is a clumsy attempt to disguise the scale of the application, which is for 37 lamp-post mounted signs distributed along two 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 Herne Hill Forum. Removing the banner locations from their control would undermine their efforts to revive business and encourage a community identity.

4. Detriment to Conservation Area and Listed Buildings:

The applicants have disregarded that their scheme is bounded by the Brockwell Park Conservation Area to the south-west, and the Poets Conservation Area to the north-east of Dulwich Road.

Their sole concession has been to omit two sites at the western end of Dulwich Road, close to the Brixton Water Lane Conservation Area.

Random and intrusive advertising should be discouraged, particularly where it detracts from the setting of landmark buildings – not only the approach to Brockwell Park and Hall, but also Brockwell Lido and the former St. Jude's Church.

In addition, Dulwich Road to the west of Hurst Street is predominantly residential, so widespread commercial advertising would be unsuitable for that setting.

Please note that only Dulwich Road to the west of Hurst Street falls within the area covered by the Brixton Society, whilst sites to the east are covered by the Herne Hill Society, who may also comment.

Sites 63-611, as identified by the applicants, lie within the London Borough of Southwark.

Yours sincerely,



Hon. Secretary