

# 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](http://www.brixtonsociety.org.uk)

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22 February 2022

*Your ref:*  
21/04198/ADV

## **222 COLDHARBOUR LANE, SW9 (and elsewhere) – Advertising Banners:**

Dear Ms Leighton,

We have been notified of an advertising application extending east along Coldharbour Lane from Loughborough Park to beyond Herne Hill Road, and also including the nearer sections of Loughborough Road and Hinton Road.

These are prominent sites around the Loughborough Junction Local Centre, and the Society strongly **objects**, as detailed below.

### **1. Misleading Address Information:**

Quoting the address of only a single property at one end of the affected area is a clumsy attempt to disguise the scale of the application, which is for 21 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:**

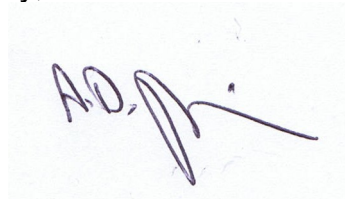
Existing banner signs have formed an important element of efforts to promote local regeneration, and in particular, the work of the Brixton Business Improvement District. Removing this means of promoting the BID would undermine their efforts to revive business and encourage visitors to Brixton.

#### **4. Detriment to Conservation Area and Listed Buildings:**

The applicants have disregarded that the western end of their scheme overlaps with the Loughborough Park Conservation Area. Random and intrusive advertising should be discouraged, particularly where it detracts from the setting of landmark buildings – not only the approach to Loughborough Park, but also Coldharbour Works, the Green Man Skills Centre and the recently-enhanced frontage of Wyck Gardens. In addition, the southern arm of Loughborough Road is predominantly residential, so widespread commercial advertising would be unsuitable for that setting.

To the east of the Thameslink railway line, please note that Hinton Road and Herne Hill Road fall within the area of the Herne Hill Society, whilst the Camberwell Society take an interest in developments around the SE5 arm of Coldharbour Lane.

Yours sincerely,



Hon. Secretary