

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,
Winchester,
SO23 5DG

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

Please reply to:
Alan Piper, RIBA,



APiperBrix@aol.com

13 February 2022

Your ref:
21/04196/ADV

457-461 BRIXTON ROAD, SW9 (and elsewhere) – Advertising Banners:

Dear Ms Leighton,

We have been notified of an advertising application extending through Brixton Town Centre, southwards from Ferndale Road and into Brixton Hill as far as Porden Road/ St. Matthew's 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 property along the route is a clumsy attempt to disguise the scale of the application, which is for 29 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.

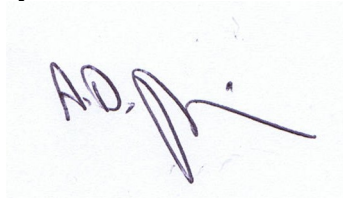
3. Detriment to Local Regeneration Efforts:

Existing banner signs have formed an important element of efforts to promote local regeneration, and in particular, the work of the 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 banner sites - now lies within a Conservation Area. Random and intrusive advertising should be discouraged, particularly where it detracts from the setting of landmark buildings – not only St. Matthew’s Church, but also the recently-restored Department Store, the Bon Marche building, the entrance to Electric Avenue and the Town Hall, again recently-restored.

Yours sincerely,



Hon. Secretary