

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.brixton society.org.uk

Lambeth Planning,
(Development Management)
PO Box 734,
Winchester,
SO23 5DG

For attention of:
Felicia Onabanjo,
FOnabanjo@lambeth.gov.uk

Please reply to:
Alan Piper, RIBA,



APiperBrix@aol.com

15 February 2022

Your ref:
22/00087/ADV &
21/04605/ADV

Outside EFFRA COURT, Brixton Hill SW2 – Roadside Advertising Unit:

Dear Miss Onabanjo,

Thank you for your recent letter about the above application.

This is a prominent site on the approaches to Brixton Town Centre, and once again the Society **objects** to this application, as detailed below:

1. Repeat Application:

This is in essence a repeat of the previous refused application 21/04605/ADV, to which we also objected.

Only the details of the proprietary display unit have changed, and the original reasons for refusal have not been addressed. It should therefore be refused out of hand.

2. No Established Use:

We are aware that the promoters are keen to replace existing advertising panels with bigger and brighter digital displays. However, this is not an existing advertising location, and would only add unacceptable street clutter. No case has been made for adding advertising at this location.

3. Road Safety Issues:

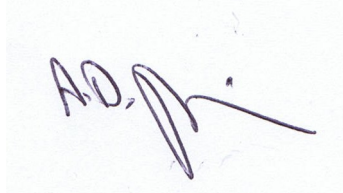
This is a critical location on the A23, particularly for northbound road traffic approaching Brixton Town Centre. The proposed location is distracting for drivers, particularly in close succession to the TfL traffic information display. Any pavement-mounted panel close to the kerb will interfere with sight lines for traffic emerging from Baytree Road, and reduce visibility for pedestrians crossing Brixton Hill.

Residential setting/...

4. Residential Setting:

The location is distant from any commercial frontages where advertising would be less intrusive – north of Baytree Road or south of Trent Road. The immediate setting is residential, with schools and public open space nearby. Therefore the location is inappropriate for commercial advertising.

Yours sincerely,



Hon. Secretary