

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

Please reply to:
Alan Piper, RIBA,



APiperBrix@aol.com

30 December 2022

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

Your ref:
22/04155/ADV
Our ref: ufm7(12)rtf

457-461 BRIXTON ROAD, SW9 – Scaffold Shroud Advertisement:

Dear Miss Onabanjo,

In response to your recent letter about the above application, the Society **objects** to this proposal, as set out below:

Location: This is a prominent building within the Brixton Town Centre Conservation Area, a survivor from the 1930s general rebuilding of the “high street” frontage between Coldharbour Lane and the high-level railway viaduct. We are anxious that this frontage should not be debased by random advertising.

Advertising Format: The use of animated or back-lit advertising displays is not acceptable in this location.

Lack of Clarity: The applicants have not provided a Design & Access Statement, or even a covering letter, among the application documents. The provision of a timescale for external building repairs suggests that the advertising may only be temporary, in the course of building works, but that is not made explicit. Therefore there is a risk that the advertising may become permanent by default.

In summary, the proposal fails to comply with Lambeth Local Plan policies Q2(i), Q17A(v), and Q22A, and so should be refused.

Yours sincerely,

Hon. Secretary