

# 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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*For attention of:*  
Maylinne Nasa,  
[mnasa@lambeth.gov.uk](mailto:mnasa@lambeth.gov.uk)

*Please reply to:*  
Alan Piper, RIBA,



[APiperBrix@aol.com](mailto:APiperBrix@aol.com)

19 April 2023

*Your ref:*  
23/00899/ADV &  
22/00880/ADV.

## **463-465 Brixton Road, SW9 – Shroud Screen Advertising:**

Dear Ms Nasa,

Thank you for your recent letter, drawing our attention to the above advertising application.

Once again, the Society **objects** to this proposal on the following grounds:

### **Sustained adverse impacts:**

We are disappointed at the Council's ongoing failure to prevent this type of advertising within the Brixton Town Centre Conservation Area. We first objected to a similar proposal at this address in December 2018 (18/04710/ADV).

There is no case for extending the existing use, beyond commercial greed, and urgent enforcement action should be taken.

### **Detail Design:**

The temporary use of shroud advertising is sometimes acceptable in association with active building works, but that is clearly not the case here. The support framework is fixed to the building face and designed only to carry the fabric bearing the advertising. There is no actual scaffolding behind it that would allow access to the façade for any building works.

### **Adverse Impact on Townscape of Conservation Area:**

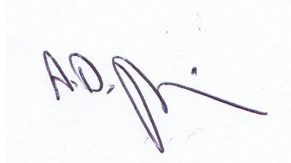
On the east side of Brixton Road, the whole frontage between Electric Avenue and Coldharbour Lane was rebuilt in 1935-39 in connection with road widening, and now represents a good selection of commercial architecture of the period. It all lies within the Brixton Town Centre Conservation Area. The nearby Reliance Arcade was recently restored as a key element of the Brixton Townscape Heritage Initiative.

This section of Brixton Road is particularly prominent when approaching the Town Centre from Acre Lane or Brixton Hill.

While substantive commercial uses are welcome, temporary and disruptive elements like this should be resisted where they degrade the townscape pattern.

Specifically, this proposal would be contrary to Lambeth Local Plan policies Q5C, Q6(iv), Q6(x) and Q17A, and should therefore be refused.

Yours sincerely,

A handwritten signature in blue ink, appearing to be 'A.D.' followed by a stylized flourish.

Hon. Secretary