

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 80771,
London,
SW2 9QQ

Please reply to:
Alan Piper, Dip.Arch.,



APiperBrix@aol.com

16th August 2025

For attention of:
Senan Seaton Kelly,
sseatonkelly@lambeth.gov.uk

Your ref:
25/02118/ADV

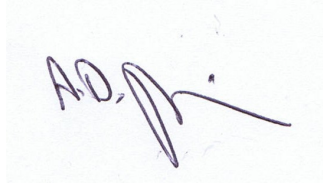
457-461 BRIXTON ROAD, SW9 – Advertising Enforcement:

Dear Mr Kelly,

In response to your recent letter about the above application, once again we must **object** on the following grounds:

1. This application has only been made in response to an outstanding enforcement notice. In effect, the applicants are asking to be allowed to continue breaching advertising regulations and ignoring good practice.
2. As proposed, the applicants have no incentive to complete building repairs promptly, so that the advertising could be in place for an extended period of time. Their approach so far has been to maximise the period for which advertising is in place.
3. We share the Council's concern about the neglect of the façade and the unacceptable delay in carrying out repairs. To put this in context, the building is a prominent part of the reconstruction of the Brixton Road frontage between Coldharbour Lane and the high-level railway viaduct, carried out in 1935-39. This is an important element within the Brixton Town Centre Conservation Area. Any further extension of the advertising activity would breach policy Q17 of the Lambeth Local Plan.
4. The adverse impact of the external advertising has been reinforced by similarly persistent external advertising at the adjacent property, 463-465 Brixton Road.

Yours sincerely,

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

Hon. Secretary