

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,
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Please reply to:

Alan Piper, RIBA,

[REDACTED]

[REDACTED]

APiperBrix@aol.com

26 May 2025

For attention of:

Senan Seaton Kelly,

sseatonkelly@lambeth.gov.uk

Your ref:

25/01173/ADV

Our ref: ufm13(20)rtf

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

Dear Mr Kelly,

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 large-format advertising.

Proportions: Although the hoarding purports to advertise H&M Stores, it is shown as extending beyond that frontage across the adjacent EE mobile phone store. Therefore the design explicitly ignores Lambeth Local Plan policy Q17C in respect of shop signage.

Moreover, the layout and proportions are at odds with the distinctive “Moderne” façade design of the upper floors.

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

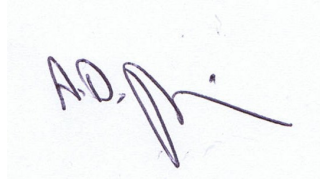
Screening of Works: The applicants claim that the hoarding will be temporary and intended to screen restoration works on the building façade. I recall that a similar claim was made for an earlier application in 2022, which proved not to be the case.

It is notable once again that it is proposed to support the hoarding from metal supports fixed direct to the face of the building, and NOT as a temporary screen over the face of normal access scaffolding. Neither would the shroud screen the whole frontage where repairs might be expected to take place.

Clearly this is not a justifiable approach for the duration of building works, but a foot-in-the-door proposal in the hope of establishing a longer-term advertising right.

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