

# The Brixton Society

Understanding the Past, Looking to the Future

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Please reply to:  
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27 December 2024

For attention of:  
Felicia Onabanjo,  
[FOnabanjo@lambeth.gov.uk](mailto:FOnabanjo@lambeth.gov.uk)

Your ref:  
24/03816/ADV

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

Dear Miss Onabanjo,

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

We previously objected to similar proposals at this address in December 2018 (18/04710/ ADV) and again in April 2023 (23/00899/ADV & 22/00880/ADV).

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

### 1. Departure from Submitted Design:

While the application seeks an extension of a previous permission, the submitted design bears no resemblance to the existing installation. The “as proposed” photo-montage shows a shroud bearing a replica image of the upper storeys of the building, with an inset display panel, the whole screening external scaffolding standing on the public footway.

In contrast, the whole fabric screen is dedicated to advertising use, with no attempt to replicate any of the original building elevation. I have attached a photo of the existing installation, taken this morning (sunp.0606).

This configuration was installed on Sunday 8<sup>th</sup> December, to replace a previous unauthorised advertisement on the façade of the H&M store immediately to the north.

The applicants also sought to justify the extension to allow completion of building works, whereas no works to the façade are even possible because the screen is too close to the façade.

### 2. 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.

**3. 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 restored a couple of years ago, 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.

**4. 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.

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

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

Yours sincerely,



Hon. Secretary