



Appeal Decision

Site visit made on 15 April 2025

by David Prentis BA BPI MRTPI

an Inspector appointed by the Secretary of State

Decision date: 17th April 2025

Appeal Ref: APP/N5660/Z/24/3352171

506-508 Brixton Road, Brixton, London, SW9 8EN

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) against a refusal to grant express consent.
 - The appeal is made by Blow Up Media UK Ltd against the decision of the Council of the London Borough of Lambeth.
 - The application reference is 24/02261/ADV.
 - The advertisement proposed is a temporary decorative scaffold shroud wrap advertisement comprising a 1:1 replica image of the building façade with an inset advertising area measuring 5.7 x 9.3 metres (optional lighting of advertising area by 4 downlights).
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Decision

1. The appeal is allowed and express consent is granted for a temporary decorative scaffold shroud wrap advertisement comprising a 1:1 replica image of the building façade with an inset advertising area measuring 5.7 x 9.3 metres (optional lighting of advertising area by 4 downlights) for a period of 9 months as applied for. The consent is subject to the five standard conditions set out in the Regulations and the following additional conditions:
 - 1) The express consent hereby granted shall be for a period of 9 months which shall begin on the date of commencement of the display of the inset advertisement area or 3 months from the date of this decision, whichever is the sooner.
 - 2) Written notice shall be given to the Council of the date of commencement of the display of the inset advertisement area on the shroud within 7 days of commencement.
 - 3) The advertisement and surrounding shroud hereby granted shall be removed at the end of the period specified in Condition 1 or on completion of the maintenance works detailed in the application, whichever is the sooner.
 - 4) The inset advertising area hereby granted shall only be displayed at the same time as the 1:1 image of the building façade.
 - 5) The advertisement hereby granted shall not display any moving, sequential or apparently moving images.
 - 6) No more than 4 lights shall be used to illuminate the advertisement hereby granted and they shall be positioned as shown on drawing PY4698/005. The intensity of illumination to the advertising area shall not exceed 300 candelas per square metre.

Preliminary matters

2. Advertisements are subject to control in the interests of amenity and public safety. In this case the Council and the appellant agree that there would be no harm to public safety. I share that view.
3. I have paid special attention to the desirability of preserving or enhancing the character or appearance of the Brixton Conservation Area, in accordance with the statutory duty set out in Section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990.

Main issue

4. The main issue is the effect of the proposal on the visual amenity of the surrounding area and the Brixton Conservation Area.

Reasons

5. The appeal relates to a terraced property on the west side of Brixton Road, to the north of the junction with Coldharbour Lane. The property comprises three main storeys, with a commercial unit on the ground floor, plus accommodation within an attic level. The Conservation Area covers the commercial heart of Brixton, a lively and busy area with numerous shops and other businesses. To the south east of the site, across the junction, is a group of prominent public buildings, which are listed buildings, including Lambeth Town Hall, the Tate Library and the Ritzy Cinema.
6. The terrace containing the appeal property is characterised by consistency of scale and materials, with a regular rhythm of windows at the upper levels and gabled windows at the attic levels. The appeal property is typical of the buildings in this terrace. Details have been submitted of the repairs and maintenance to the external fabric of the building that are required. This work is expected to take nine months and will require scaffolding across the front elevation.
7. The proposal is to enclose the upper levels of the scaffolding with a shroud decorated with a replica of the building. An area for displaying advertisements would be inset into the shroud. I acknowledge that the display area would be large and at a higher level than other advertisements along Brixton Road. During my visit, I did not see any advertisements of similar scale nearby. However, the proposed works and associated scaffolding would have a disruptive effect on the appearance of the terrace in any event, albeit for a limited period.
8. Moreover, the position of the display area would relate to the window positions at first and second floor levels. The display area would be framed by replica images of the vertical brickwork elements (together with horizontal banding) which frame the elevations of the underlying building. The replica images would include the parapet, decorated gables and roof slope. In views along Brixton Road, this would help to maintain the regular rhythm of such gables along the terrace. The gables are an important skyline feature. My overall assessment is that the proposal would represent a visual improvement on the likely alternative, which is that the scaffolding would be enclosed with sheeting or netting.
9. The Council has referred to its Advertisements and Signage Guidance (January 2016) which indicates a preference for plain white shrouds where building works are taking place. The guidance states that shrouding buildings with “*giant*

advertisements” will generally harm amenity and that permanent proposals will not be acceptable. It then says that high level shroud advertisements, especially those of large scale, are likely to be harmful to amenity.

10. The more recent Lambeth Local Plan (September 2021) states that temporary shroud advertisements at high level on scaffolding are generally only considered appropriate in town centre locations. It goes on to say that applicants will be required to provide a full schedule of the building works being undertaken and a timescale for those works so that any consent granted can be time limited.
11. For reasons discussed above, I do not consider that the proposal is for a “*giant advertisement*.” Although large, it would be set within the replica façade. The site is within a town centre. A full schedule of building works and timescale has been provided. A condition has been suggested to limit the period of display to nine months, or the completion of the works, whichever is the sooner.
12. The Council has drawn attention to various listed buildings in the vicinity. I consider that the Church of St Matthew is too far from the site to be affected. The Brixton Markets are, in the main, appreciated from within and would not be affected either. As noted above, Lambeth Town Hall, the Tate Library and the Ritzy Cinema are located nearby. These listed buildings, together with the Tate Bust (which stands in a public space in front of the library), have group value. For those moving through the area and appreciating this group, the appeal proposal would be a peripheral feature, forming part of a busy commercial environment. The contribution that these listed buildings make to the visual amenity of the area would not be harmed.
13. Attention has been drawn to an appeal decision at 512-514 Brixton Road,¹ which is very close to the appeal site. That appeal, which was allowed in November 2019, was for a similar temporary scaffold shroud advertisement. That appeal decision is a material consideration which adds some weight to my own conclusions on the merits of this appeal.
14. My overall assessment is that the proposal would be perceived as a temporary feature related to the associated building works. It would represent a visual improvement on the likely appearance of the site during those works if there were no advertisement and no decorative shroud. There is no reason to think that a decorative shroud would be provided without the display area that has been proposed. Subject to appropriate conditions, the proposal would not be harmful to the visual amenity of the surrounding area. The character and appearance of the Brixton Conservation Area would be preserved.
15. I have taken account of Lambeth Local Plan policies Q2, Q5, Q17, Q20 and Q22, together with the Advertisements and Signage Guidance, insofar as they are material to this appeal. As I have not identified harm to amenity or to the character and appearance of the conservation area, there is no conflict with the objectives of these policies.

Conditions

16. In addition to the five standard conditions set out in the Regulations, it is necessary to impose some further conditions. The period of the consent should be limited to

¹ APP/N5660/Z/19/3233937

nine months, to reflect the intentions of the application and the anticipated duration of the works. As it will no doubt take some time for the works to be commenced and the scaffolding erected, the nine month period should begin when the display commences or three months from the date of this decision, whichever is the sooner. The Council should be given written notice of the commencement of the display, to enable effective monitoring.

17. The advertisement should be removed at the end of the nine month period, or on completion of the maintenance works detailed in the application, whichever is the sooner. This is to reflect the intentions of the application and to ensure that the advertisement is removed when the shroud is no longer needed. For the same reasons, a condition is needed to ensure that the advertisement would only be displayed at the same time as the 1:1 image of the building façade. Conditions restricting moving images and limiting the method and intensity of illumination are necessary in the interests of public safety.
18. The conditions that I have imposed on the period of the consent and removal of the advertisement at the end of that period are more stringent than those suggested by the Council. It follows that those suggested by the Council are not necessary. The Council has suggested a condition requiring the advertisement to be displayed in accordance with the plans. This is not necessary because express consent is granted on the basis of the application plans. A suggested condition relating to traffic signs is not necessary because this issue is covered by the standard conditions.

Conclusion

19. For the reasons given above, I conclude that the appeal should be allowed.

David Prentis

Inspector