

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 734,
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Please reply to:

Alan Piper, RIBA,



APiperBrix@aol.com

28 February 2019

For attention of:

Matt Cosson,

MCosson@lambeth.gov.uk

Your ref:

19/00146/ADV

116-120 BRIXTON HILL, SW2 – Advertising Application:

Dear Mr Cosson,

Thank you for your letter of 21 January about the above application. There were no supporting documents available on the Council's planning applications database when I originally responded on 10 February. Now that details of the proposals are finally available, I am writing again to confirm that the Society **objects** to the proposals and to expand on our reasons for doing so.

Context:

This is a prominent site, linking the existing Brixton Hill/ Waterworks Road KIBA with the established shopping frontage immediately to the north. Over the past 40 years, there have been a number of positive changes along the street frontage nearby, with the cumulative effect of tidying up and removing old commercial clutter, but the addition or intensification of any advertising hoardings in this location would be a retrograde step. The Council should enforce Local Plan policy Q17(b) and remove the existing hoardings, rather than allow any intensification.

Road Safety issues:

The applicants' planning statement claims (in para 2.0) that there are no traffic signals or pedestrian crossings in the vicinity, but this is blatantly false, as evidenced by their own proposed views (PY3446-012 & 13) and our recent photo below.

The location of digital or illuminated signs in drivers' fields of view close to the traffic signals and pedestrian crossing is a dangerous distraction and so the proposal clearly contravenes Lambeth Local Plan policy Q17(a)(iv).

Impact on Adjacent Shops:

We have long been opposed to the obtrusive hoardings on the north flank boundary, because they mask and overshadow the shop-fronts between this site and Blenheim Gardens. The latest design will reinforce and perpetuate this problem.

The adjacent hairdresser and dry cleaner are particularly adversely affected. The proposal therefore fails to conform to current Local Plan policy Q2 (iv).



Impact on Conservation Area:

In particular it would have an adverse impact on the surrounding Brixton Hill/ Rush Common Conservation Area, which includes Raleigh Gardens on the opposite side of the road.

The proposal therefore fails to conform to current Local Plan policies Q5(c), Q6, Q7(i) & (ii), Q15(b) and Q22(a).

Impact on Residential Amenity:

In addition, the main building at 116-120 is no longer solely in commercial use, but now includes residential uses on upper floors. Illuminated signs in such close proximity to the housing here, and above the adjacent blocks to north and south, would adversely affect the residents' amenity and sleep patterns, particularly given the proposed inclusion of digital or animated sign displays. The proposal therefore fails to conform to current Local Plan policies Q2 (i) and Q15(b).

Detail Design:

While the plain steel panel backing to the proposed digital signs appears less intrusive at first instance, local experience shows that in practice these panels are likely to attract unsightly graffiti and fly-posting.

There is a lack of detail about how the digital signs will operate, such as whether they will be animated in some form, or simply consist of automatically changing poster designs.

In summary, the proposals fail to meet Local Plan policy Q17(a).

Yours sincerely,

A handwritten signature in black ink on a light blue background. The signature consists of the initials 'A.D.' followed by a large, stylized flourish that extends to the right.

Hon. Secretary