

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,
Winchester,
SO23 5DG

Please reply to:
Alan Piper, RIBA,



APiperBrix@aol.com

14 November 2020

For attention of:
Simon Brooksbank,
SBrooksbank1@lambeth.gov.uk

Your ref:
20/03299/FUL
20/03300/ADV

Outside 504 BRIXTON ROAD, SW9 – Proposed Pluvo Column:

Dear Mr Brooksbank,

Thank you for your recent letter about the above application. This is a prominent site within Brixton Town Centre, so my response had to await our monthly committee meeting. The Society's comments are as follows:

Air Quality issues:

We are well aware of the high levels of air pollution along the southern section of Brixton Road, reflecting the heavy volume of traffic, which is generally slow-moving. Although the introduction of electric vehicles should reduce polluting gases in the long term, high levels of particulates are likely to persist because these are largely generated from vehicle braking systems. We are therefore willing to accept a trial installation in the Town Centre, provided that its performance is monitored, and that the columns are removed if they prove ineffective.

Street Clutter:

The southern section of Brixton Road through the Town Centre has a high footfall at most times, so we are wary of adding to the existing street clutter from bins, lamp-posts, street traders and unauthorised signboards placed on the footway by adjacent shops. Individual applications have therefore been examined for undue obstruction of pedestrian movement.

Specific Siting issues:

This location has a high pedestrian flow at most times, including movement between the Town Hall/ Civic Centre and the Tube station. This is further complicated by the bank entrance on the corner and its ATMs on the main

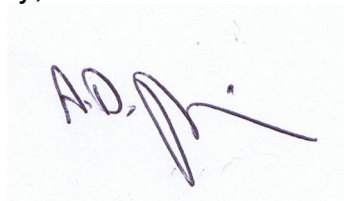
frontage. The proposed location would also block the sightlines of vehicles emerging onto Brixton Road from Brighton Terrace. Therefore we must **object** to this location. A more acceptable location would be the **north** corner of Brighton Terrace.

Advertising Consent:

The proposed display of advertising is acceptable while the columns are operating in their air-cleaning role, but should not become a permanent feature if the columns no longer function. We are aware of how long it took to remove obsolete phone kiosks from similar locations in the past. Therefore consent for such applications should be temporary for no more than 5 years, with an obligation to remove unless consent is renewed.

To avoid distracting drivers, displays should not be flashing or animated.

Yours sincerely,

A handwritten signature in blue ink, appearing to read "A.D." followed by a stylized flourish.

Hon. Secretary