

# The Brixton Society

Understanding the Past, Looking to the Future

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*Your ref:*  
22/00741/ADV

## **467 BRIXTON ROAD, SW9 – Proposed Digital Advertising Panel:**

Dear Mr Nash,

Thank you for your recent letter about the above application.  
This is a prominent site within Brixton Town Centre, and the Society must **object** to this proposal, on the following grounds:

### **Conservation Area Setting:**

The proposed location is within the Brixton Town Centre Conservation area, and effectively forms part of the built perimeter enclosing Windrush Square and St. Matthew's Peace Garden.

It is close to Electric Avenue and the Reliance Arcade, which have recently benefitted from restoration works supported by the Townscape Heritage Initiative. Poorly-designed illuminated advertising would undermine these efforts.

The application contravenes Lambeth Local Plan 2020-2035 policies Q2(i), Q5C, Q6(x), Q22A and Q23.

### **Impact on Host Building:**

No.467 is at the southern end of the comprehensive rebuilding of the frontage between Coldharbour Lane and the high-level railway viaduct (now part of the London Overground network) carried out in 1935-39. This moved the building line forward to allow development on the rear half of the original front gardens, while the remainder of the old gardens and forecourts forward of this was used for road widening.

Individual properties are in a variety of styles of the period, but No.467 is a particularly fine example of a "streamline" style with a curved façade sweeping round the corner into Coldharbour Lane.

The whole of the rebuilt premises was initially the Prince of Wales public house, but about 60% of the ground floor space is now occupied separately by KFC, taking up an even greater part of the shopping frontage. Above shopfront level, the brick façade remains unified, and the upper floors and roof terrace are still used as part of the licensed premises.

There are two serious omissions from the drawings supplied by the applicants:

- An important element of the building as seen from Windrush Square is the distinctive Heron windvane, designed by Maggie Hambling and funded by Lambeth Council.
- The drawings show the width of the proposed illuminated panel as only 1.4m, whereas the actual size proposed is 14 metres wide and 5.6m high.

The position of the advertising panel takes no account of the original façade treatment or window pattern, being offset to the left of the raised section of brick parapet, resulting in an unbalanced effect.

Local Plan policies Q4B, Q7(i), Q8B and Q17 have clearly not been met.

#### **Impact on Traffic Intersection:**

We are always concerned about the siting of animated digital displays at busy traffic intersections, because they are very likely to distract drivers, who should be more focussed on traffic lights, other traffic and pedestrians.

This is a very busy traffic intersection at all times, including some complex turning restrictions and lanes with separate traffic lights.

The proposed location is particularly likely to impact on drivers northbound on Brixton Hill, including those turning right into Coldharbour Lane, and eastbound traffic on Acre Lane.

This proposal is clearly harmful to road safety, in addition to the amenity issues raised above, and specifically does not meet Local Plan policy Q17A.

Yours sincerely,



Hon. Secretary