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Michael Cassidy
Lambeth Planning
PO Box 734
Winchester
SO23 5DG

Your reference: 20/0134/FUL
Our reference: 158553

26th May 2020

planning@lambeth.gov.uk

Dear Mr Cassidy,

RE: Greater London, Brixton, 20-24 Pope's Road; demolition of the existing building and erection of a part four, part nine and part twenty storey building.

We **strongly object** to this application, and our comments are outlined below.

Although the application site itself contains no designated heritage assets, it occupies a highly sensitive location in the setting of the Brixton Conservation Area.

The area of Brixton that is now designated as the conservation area has managed to avoid the intensive development which has blighted many other historic urban centres, and therefore retains its character as a predominantly Victorian town centre with later Edwardian and inter-war additions. The general sympathetic scale of development both in the last century and this, is a key factor behind the continued legibility of this character, and it is crucial that this sense of scale is maintained going forward. The Brixton Conservation Area Appraisal specifically addresses this, noting on page 43 that;

Should sites within or adjoining the conservation area become available, care should be taken to ensure that the new buildings are designed to respect the character or appearance of the area in accordance with UDP policies. Though there are several tall buildings adjacent to the conservation area new tall buildings are unlikely to be appropriate if they dominate or over shadow the conservation area.

The proposal to construct a part 4, part 9, part 20-storey building in the setting of this area is therefore alarming and demonstrates a total failure to understand and respond to the context of the area. Whilst buildings of this height may be appropriate elsewhere in London, it is clear to see that this is not a location where this applies. The proposed would plainly overshadow the surrounding buildings, not only along Electric Avenue, but also Brixton Road, the main thoroughfare and key focal point, and thus cause significant harm to the conservation area. The potential impact of this is clearly demonstrated through the 'Townscape, Heritage and Visual Impact Assessments' included within the application which shows several key buildings in the shadow of the 20-storey section of the building.

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There is moreover a further danger that in granting consent to a scheme such as this, a precedent could be set for further tall buildings on the perimeter of the conservation area which would overshadow the existing, and, in time, completely erode its special character.

It is important that the historical and characterful significance of Brixton Conservation Area, as well as its setting, is protected so that it may retain its individuality as an urban centre. The proposed fails to do this, treating the area as another geographically convenient area for intensive development, and we therefore urge your authority to refuse consent.

I would be grateful if you could inform me of your decision in due course.

Yours sincerely,

Olivia Stockdale

Conservation Adviser