

Application ref: 2023/2127/L
Contact: Fast Track TC
Tel: 020 7974
Email: Tania.Clifford@Camden.gov.uk
Date: 19 July 2023

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk

www.camden.gov.uk/planning

Delta Bravo
Academy House
London Road
Camberley
GU15 3HL
United Kingdom

Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Granted

Address:

**34 Brunswick Centre
London
Camden
WC1N 1AE**

Proposal:

Display of 1x non-illuminated projecting sign, 1x internally fascia sign and vinyl graphics applied internally to the windows.

Drawing Nos: DB566-SG07 REV B; DB566-LP; DB566-EX02; DB566-SEC13

The Council has considered your application and decided to grant Listed Building Consent subject to the following condition(s):

Conditions And Reasons:

- 1 The works hereby permitted shall be begun not later than the end of three years from the date of this consent.

Reason: In order to comply with the provisions of Section 18 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

- 2 The development hereby permitted shall be carried out in accordance with the following approved plans: DB566-SG07 REV B; DB566-LP; DB566-EX02; DB566-SEC13

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy D2 of the Camden Local Plan 2017.

- 3 All new work and work of making good shall be carried out to match the existing adjacent work as closely as possible in materials and detailed execution.

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy D2 of the Camden Local Plan 2017.

Informative(s):

- 1 The site is a Grade II listed building situated in the Bloomsbury Conservation Area. The proposal is for the display of 1x non-illuminated projecting sign, 1x internally illuminated fascia sign behind glazing and vinyl graphics internally applied to the windows. The Bloomsbury Conservation Area Advisory Committee were consulted but they raised no objections. The size and positioning of the advertisement accords with the signage design across the Brunswick Centre, so therefore preserves the listed building.

The site's planning history has been taken into account when making this decision

Special regard has been attached to the desirability of preserving the listed building and its features of special architectural or historic interest, under s.16 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposal is in general accordance with policy and D2 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2016 and the National Planning Policy Framework.

- 2 You are advised that any works of alterations or upgrading not included on the approved drawings which are required to satisfy Building Regulations or Fire Certification may require a further application for listed building consent.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2021.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is positioned above the printed name and title.

Daniel Pope
Chief Planning Officer