

Delegated Report

Expiry Date:

09/11/2012

Officer

Seonaid Carr

Application Number(s)

2012/4865/A

Application Address

24 - 26 The Brunswick
Bloomsbury
WC1N 1AW

Application Type

Advertisement Consent

1st Signature

2nd Signature (If refusal)

Conservation

Recommendation(s)

Grant conditional advertisement consent

Proposal(s)

Display of 2 x internally illuminated fascia signs and a projecting sign to existing retail shop (Class A1).

Consultations

Summary of consultation responses:

N/A

Site Description

The Brunswick Centre was completed in 1972 and comprises dwelling units above a public shopping centre. It is bounded by Bernard Street to the south, Marchmont Street to the west, Handel Street to the north and Brunswick Square to the east. It is designated as a Central London Neighbourhood Centre. The site is Grade II listed and lies within the Bloomsbury Conservation Area.

The current application relates to Units 24-26, which are in retail use(Use Class A1) by one occupier.

Relevant History

PSX0104561 and LSX0104562 - Refurbishment of The Brunswick Centre; the forward extension of the existing retail units fronting the pedestrian concourse; the creation of a new supermarket (Class A1) across northern end of the pedestrian concourse; creation of new retail units (Class A1) within redundant access stairs to the residential terrace; erection of new structure above Brunswick Square for potential alternative use as retail (Classes A1, A2, and A3), business (Class B1) or as non-residential institutions (Class D1); redesign of the cinema entrance; redesign of existing steps and ramps at the Brunswick Square, Handel Street and Bernard Street entrances; removal of two existing car park entrances at pedestrian concourse level; installation of retail display windows within Bernard Street elevation; redesign of the existing southern car park stairway; replacement of waterproofing layers to the pedestrian concourse and the residential terrace; concrete repair works and introduction of new hard and soft landscaping surfaces and works. Application approved.

2004/1582/P - Submission of details of standardised retail signage strategy including standard signage sizes and zones within shop front elevations pursuant to additional condition 12 of planning permission granted subject to a section 106 legal agreement dated 29th January 2002 (Ref.no. PSX0104561). Application approved.

2005/3070/P - Amendment to submission of details already approved (ref. 2004/1582/P) for standardised retail signage strategy pursuant to condition 12 of planning permission Ref.no. PSX0104561). Application approved.

Approved:

Signage Zone 1; The suspended signs from the canopy are now deleted and superseded by a projecting non-illuminated box sign with stove enamelled metal finish. This will appear a modern type

projecting box sign on the line of the wall of the shop unit, and is either fixed to a stanchion or to the face of the column / wall depending on the sign location.

Signage Zone 2, 3 & 4: These are internal zones within the glazed shop front, similar to the previously approved zones, with 2 fascia signage zones - one above the shop entrance door and one where a display window occupies the whole bay, and one at mid zone above ground level. Drg. 2105EFG/1A identifies the relevant Signage Design Parameters that apply for Signage Zones 2, 3 & 4.

Officer's report states that:

The proposed fascia signs zones within the shops would be sited internally so as not to be overly prominent, are appropriate in scale, should allow sufficient flexibility of design within the pre-determined parameters, but encourage visual coherence within the clean appearance of the proposed shop fronts. The projecting sign is also of appropriate scale in relation to the shop front and its non-illuminated design would ensure that it would not detract from the architectural character of the building.

Individual traders will prepare proposals for their own signage within the signage zones and parameters set out by the strategy approved 16/09/2005).

Relevant policies

LDF Core Strategy and Development Policies

CS5 – Managing the impact of growth

CS7 – Promote centres and shops

CS14 – Promoting high quality places and conserving our heritage

DP24 – Securing high quality design

DP25 – Conserving Camden's Heritage

DP26 – Managing the impact of development on occupiers and neighbours

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Camden Planning Guidance 2011 (as amended)

Assessment

Proposal

The application relates to the display of two internally illuminated fascia signs and one non-illuminated projecting sign to the existing retail shop.

The proposed fascia signs would each measure 2.7m wide, 0.65m in height and be sited 2.3m above ground level fixed internally behind the shopfront glazing. Each sign would be centrally located to the two shopfront windows. The fascia signs would be aluminium panels finished in metallic white with 3mm deep black aluminium letters applied to the fascia. Although the proposed fascias would be sited internally, given they would be illuminated and displayed within one metre of the shop window they would require advertisement consent.

The proposed non-illuminated projecting sign would be sited to the right side of unit No.26 and would measure 0.77m wide, 0.58m in height and 0.05m deep. The sign would be sited 2.4m above ground level. The sign would be finished metallic white with directly applied black vinyl text, the panels would be fitted to the existing projecting frame.

The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.

Considerations

1. Amenity

The sign does not obscure any architectural features of the building and are considered acceptable in terms of proportions and design. The proposed signage would accord with the Brunswick Signage Strategy. Point 1 of the signage design parameters states:

‘Signs forming a solid background for logos and lettering, internally or indirectly illuminated.’

Given the proposed fascias would have a solid background with aluminium letters bonded to the fascia and would be internally illuminated, the proposal would accord with the approved strategy.

With regard to the projecting sign, the new signage would be applied to the existing projecting sign and as such would not be significantly different from the existing projecting sign, which accords with the Signage Strategy.

It is not considered that the sign would be unduly obtrusive in the street scene or disturb residents or occupiers.

2. Public Safety

Given the elevated siting of the signage, it is not considered harmful to either pedestrian traffic. The proposal therefore raises no public safety concerns.

3. Other Issues

Such an advert would require Listed Building Consent given the listed status of the parent building. However the applicant has failed to submit an application for Listed Building Consent. Therefore an informative will be placed on the decision advising the applicant of the need to apply for Listed Building Consent and that they are not able to implement the advertisement consent without the Listed Building Consent.

Conclusion:

The proposed advert is in general compliance with policies CS14, DP24 and DP25 of the Local

Development Framework and therefore recommended for approval.

Recommendation

Grant conditional advertisement consent

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