

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		23/01/2012	
		N/A / attached		<b>Consultation Expiry Date:</b>		N/a	
<b>Officer</b>				<b>Application Number(s)</b>			
Victoria Pound				2011/5824/L			
<b>Application Address</b>				<b>Drawing Numbers</b>			
33 Southampton Row LONDON WC1B 5HJ				See decision letter.			
<b>PO 3/4</b>	<b>Area Team Signature</b>	<b>C&amp;UD</b>	<b>Authorised Officer Signature</b>				
<b>Proposal(s)</b>							
Installation of an internally-illuminated box sign within the shop front window and an internal metal security roller shutter (brick-bond type).							
<b>Recommendation(s):</b>		Grant listed building consent.					
<b>Application Type:</b>		Listed Building Consent					
<b>Conditions or Reasons for Refusal:</b>		Refer to Draft Decision Notice					
<b>Informatives:</b>							
<b>Consultations</b>							
<b>Adjoining Occupiers:</b>		No. notified	00	No. of responses	00	No. of objections	00
				No. electronic	00		
<b>Summary of consultation responses:</b>		N/a – internal GII works only.					
<b>CAAC/Local groups* comments:</b> <small>*Please Specify</small>		N/a – listed building consent only.					

## Site Description

Ground floor retail unit which forms part of the Grade II listed shopping parade with offices, formerly flats, over, dating from 1906-10. In the Bloomsbury Conservation Area. Ground floor with later C20 shopfronts separated by Corinthian columns on plinths carrying an entablature with plain terracotta frieze at 2nd floor level.

## Relevant History

2009/5881/L & 2009/5875/A: **listed building consent and advertisement consent granted**

08.02.2010 for *Works associated with the display of six non-illuminated hanging signs to elevation fronting Southampton Row. (25-35 Southampton Row)*

2011/2121/L & 2011/2115/P **Listed building consent and planning permission granted**

25.07.2011 for *External additions and alterations to include the installation of new shop front to front elevation with internal additions and alterations to include the installation of new stair with balustrade at ground floor level, removal of partition walls, installation of toilet and associated works to walls and floors at basement level to existing shop.*

## Relevant policies

### LDF Core Strategy and Development Policies

CS14 Promoting high quality places and conserving our heritage

DP25 Conserving Camden's heritage

## Assessment

Listed building consent is sought for the installation of an internally-illuminated box sign and a roller shutter. Both items are proposed to be located internally at ground floor level, behind the shopfront.

The sign measures 2200 x 350 x 75mm and is positioned behind the transom light. Only the white lettering will be illuminated. The position, size and method of illumination of the sign is considered to be acceptable in this location.

The proposed roller shutter is an open grille, brick-bond design which will be positioned c. 2.7m behind the shopfront glazing. The shutter box housing will be affixed to the plain plastered walls at either end rather than to the ceiling. Its position, method of fixing and detailed design will not have a detrimental impact on the building's special architectural or historic interest.

The existing canopy and canopy housing over the shopfront is to be retained.

The proposals are considered to comply with relevant local and national policy and guidance, and approval is therefore recommended.

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