

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		07/08/2007	
		N/A / attached		<b>Consultation Expiry Date:</b>		24/07/07	
<b>Officer</b>				<b>Application Number(s)</b>			
Victoria Fowlis				2007/1980/L			
<b>Application Address</b>				<b>Drawing Numbers</b>			
Unit K1 Brunswick Centre London WC1N 1AP				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>							
Works associated with the display of external projecting sign and installation of internal protector screen behind the entrance doors to the shop (A1 use).							
<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>		Site notice displayed – no comments received					
<b>CAAC/Local groups* comments:</b> *Please Specify		n/a – listed building consent only.					

## Site Description

The Brunswick Centre lies at the heart of Bloomsbury and is a major landmark within the area. It is a Grade II Listed Building and is within the Bloomsbury Conservation Area. It was completed in 1972 and was designed by Patrick Hodgkinson. The design, in reinforced concrete, is a complex megastructure of 2 "A" framed blocks of 560 flats, linked by a raised podium containing shops and a cinema set over a basement car park on 2 levels.

The Brunswick Centre is currently being refurbished. There is an (amended) Council-approved Signage Strategy for all new shop units.

## Relevant History

**PSX0104561 & LSX0104562:** Refurbishment of The Brunswick Centre.

Including 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. Included condition 12, which required the submission of a signage strategy for all commercial units.

**Granted January 2002.**

**2004/1582/P.** Approval of details for the standardised retail signage strategy pursuant to condition 12 of planning permission granted the discharge of condition 12 of PSX0104561. **Granted June 2004.**

**2005/3070/P.** Amendment to submission of details already approved on 1st June 2004 (ref. 2004/1582/P) for standardised retail signage strategy pursuant to condition 12 of planning permission granted subject to a section 106 legal agreement dated 29th January 2002 (Reg.no. PSX0104561). **Granted Sep 2005.**

## Relevant policies

UDP 2006

B6 – listed buildings

## Assessment

Listed building consent is sought for the display of a projecting sign and glass protection screens behind the main entrance doors.

The projecting sign complies with the approved signage guidelines for the Brunswick Centre, and as such is considered to be acceptable.

The glass screens have been installed immediately inside the entrance in order to protect the automatic sliding doors. They are 800mm high and 600mm wide, and do not have a detrimental effect on the building's special architectural or historic interest.

The proposal is recommended for approval.