

Delegated Report		Analysis sheet		Expiry Date:		13/10/2006	
		N/A / attached		Consultation Expiry Date:		14/09/2006	
Officer				Application Number(s)			
Alex Bushell				1) 2006/2948/A; 2) 2006/3854/L.			
Application Address				Drawing Numbers			
Unit 8 Brunswick Centre London WC1N 1AE				DD-A9-00-D, DD-A9-01-A, DD-A9-02-B, DD-A2-00-G, DD-A2-01, DD-A3-00-E, CD-A4-00-3, CD-A4-05-1 and DD-A5-00-A			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature		Date:		
Proposal(s)							
1) Display of a non-illuminated projecting column mounted sign to Unit 8 (Class A1); 2) Works associated with the internal refit of the shop unit and the display of internal and external advertisements.							
Recommendation(s):		1) Grant Express Advert Consent subject to Conditions; and 2) Grant Listed Building Consent subject to Conditions.					
Application Type:		1) Advertisement Consent; and 2) Listed Building Consent.					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	00	No. of responses	00	No. of objections	00
Summary of consultation responses:		S/N displayed - no response					
CAAC/Local groups* comments: *Please Specify		The Bloomsbury CAAC has no objection.					

Site Description

Application site is a shop unit on the main pedestrian deck of the Brunswick Centre, a Grade II listed building designed by Patrick Hodgkinson. The site is also within the Bloomsbury Conservation Area.

Relevant History

2003 - original pp and lbc for the refurbishment and extension of the Brunswick Centre, the planning permission being subject to, inter alia, condition 12 which requires the submission of a signage strategy for all commercial units.

2004/1582/P and 2005/3070/P are the relevant approval of details which allow a projecting sign and fascia signs behind the glazed shopfront or applied to the glazing. Illumination allowed subject to it lighting the lettering only or being indirect. The second application amended the location of the projecting signs to allow column mounting instead of a location fixed to the underside of the projecting canopy.

Relevant policies

Set out below are the UDP policies that the proposals have primarily been assessed against, together with officers' view as to whether or not each policy listed has been complied with. However it should be noted that recommendations are based on assessment of the proposals against the development plan taken as a whole together with other material considerations.

B1, B4, B6, B7

Assessment

The applications proposes the following signage:

- The display of a column mounted non-illuminated projecting sign;
- The display of an internal hanging signs inside the shopfront above the entrance door;
- Note: the advert consent app relates to the projecting sign only as the others would be internal and benefit from deemed consent rights.
- The internal refit of the shop units incorporating partitioning and installation of display units; and
- The application of vinyl manifestations along the glazed shopfront for health and safety reasons.
- Note: the application has been revised to address the comments of the Conservation and Urban Design Team.

The material advert and listed building considerations are as follows:

- The proposed signage complies with the signage strategy detailed in the relevant history above and would therefore be visually acceptable both in terms of the impact on the listed building and the character and appearance of the conservation area; and
- The signage would be fixed to a new column (recently extended shopfront) and to the suspended ceiling and would not therefore harm the fabric of the building.
- The new shop unit is essentially an empty shell with substantial concrete columns and the proposed internal works would not be detrimental to the special architectural or historic interest of the building;
- The manifestations are required to meet building regulations for glazed shopfronts and would have minimal impact.

The applications are accordingly recommended for a grant of consent subject to standard conditions required by the relevant Acts.

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