

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		<b>11/10/2006</b>	
		N/A / attached		<b>Consultation Expiry Date:</b>		<b>14/09/2006</b>	
<b>Officer</b>				<b>Application Number(s)</b>			
Alex Bushell				1) 2006/3836/P; and 2) 2006/3837/L			
<b>Application Address</b>				<b>Drawing Numbers</b>			
Unit 52 Brunswick Centre London WC1N 1AE				Site Location Plan 3855/L/01, 3855 E/01, and 27xxxx/A06.			
<b>PO 3/4</b>	<b>Area Team Signature</b>	<b>C&amp;UD</b>	<b>Authorised Officer Signature</b>		<b>Date:</b>		
<b>Proposal(s)</b>							
1) Alterations to shopfront comprising the installation of an automated teller machine (ATM) and automatic doors for the Class A2 bank use; and 2) Alterations to shopfront comprising the installation of an automated teller machine (ATM) and automatic doors together with works associated with the display of internal and external advertisements.							
<b>Recommendation(s):</b>		1) Grant Planning Permission subject to Conditions; and 2) Grant Listed Building Consent subject to Conditions					
<b>Application Type:</b>		1) Full Planning Permission; 2) 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	<b>00</b>	No. of responses	<b>00</b>	No. of objections	<b>00</b>
<b>Summary of consultation responses:</b>		S/N displayed - no response					
<b>CAAC/Local groups* comments:</b> *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 for planning permission and listed building consent propose the following:

- The installation of an ATM in the shopfront;
- The replacement of the glazed doors with automatic glazed doors without handles;
- Works associated with the display of an external non-illuminated projecting sign (Deemed therefore advert consent not required);
- Works associated with the display of an internally illuminated fascia sign behind glazing (also deemed); and
- Various applications of manifestations for health and safety reasons on the shopfront glazing and small logos on the entrance door.

The material planning and listed building considerations are as follows:

- The proposed ATM would be installed on the side of the secondary shopfront glazing (ie not within the main shopfront) and central within the specific glazed panel. Consequently it would not be visually harmful or damaging to the fabric of the listed building;
- The proposed replacement doors would appear essentially the same but without the entrance door handles, as they would be automatically openable. The new doors represent an improvement in terms of the DDA due to the excessive weight of the existing doors. In terms of the impact on the listed building and character and appearance of the Conservation Area, the doors would appear essentially the same and the loss of the handles is not considered to be significant;
- The proposed signage would a) comply with the signage strategy referred to the relevant history above (the fascia and projecting sign) and b) relate to new fabric that was permitted as part of the 2003 refurb scheme. Consequently the development would be visually acceptable in the context of other similar units in the parade and would not be harmful to the historic fabric of the building.
- The manifestations are required for partially sighted persons under the DDA and are acceptable; and
- Whilst the logo manifestations of the door do not comply with the signage strategy, as they would be too high, they are very small in scale and are considered acceptable as an exception.

The applications are accordingly recommended for a grant of planning permission and listed building consent subject to the standard time limits conditions.

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