

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		04/10/2006	
		N/A / attached		<b>Consultation Expiry Date:</b>			
<b>Officer</b>				<b>Application Number(s)</b>			
Marilet Swanepoel				2006/2866/A			
<b>Application Address</b>				<b>Drawing Numbers</b>			
The Goose PH 31 Marchmont Street London WC1N 1AP				Site Location Plan, GOOSE 01/A, GOOSE 01/E.			
<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>							
Display of externally illuminated fascia and projecting signs.							
<b>Recommendation(s):</b>		Grand Advertisement Consent					
<b>Application Type:</b>		Advertisement 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
<b>Summary of consultation responses:</b>		N/A					
<b>CAAC/Local groups* comments:</b> *Please Specify		N/A					

## Site Description

The site is located on the corner of the Marchmont Street and Coram Street. It lies opposite the Brunswick Centre. The site is located just outside the Bloomsbury CA and the building is not listed.

## Relevant History

2006/2864/P: Current Planning application for the replacement of 1x window on the side and 3x windows on the front elevation with concertina-type windows.

AS9604168R1: Grant consent for display of externally illuminated fascia panel, projecting sign, carriage lamps.

## 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.

### Replacement UDP June 2006

S1 & S2 Sustainable development

B1 General Design principles

B4 Shopfronts, advertisements and signs

B7 CA

### SPG, July 2002

2.9 Shopfronts

### Planning Guidance (Draft 2006)

Advertisements and signs

## Assessment

Advertisement consent is sought for the display of a new fascia sign and hanging projecting sign. The signage would be externally illuminated. The new 'Marquis of Cornwallis' lettering would be in antique gold.

The signage would replace the existing fascia lettering 'The Goose' and hanging projecting sign with the goose feature removed. No objection is raised to the materials, size or location of the new fascia lettering or the new pictorial hanging sign which would be slightly larger in scale. The externally illumination is welcomed.

The fascia and projecting signs are not considered to be very prominent within the street views and as such, would not have a detrimental impact on either the appearance of the building or the character and appearance of the immediate adjoining CA. Accordingly, the proposal is recommended for approval.

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