

Delegated Report		Analysis sheet		Expiry Date:		06/06/2016	
(Members Briefing)		N/A / attached		Consultation Expiry Date:		13/11/2015	
Officer				Application Number(s)			
Leela Muthoora				1. 2015/4995/A 2. 2015/5823/L			
Application Address				Drawing Numbers			
19-21 Brunswick Centre London WC1N 1AF				See decision notices			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
1. Display of 3x internally suspended illuminated signs. 2. Display of 2x non illuminated projecting signs and Display of 3x internally suspended illuminated signs.							
Recommendation(s):		1. Grant Advertisement Consent 2. Grant Listed Building Consent					
Application Type:		Advertisement Consent 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	01
Summary of consultation responses:	<p>Site Notice displayed 21 October 2015 – 11 November 2015 Press notice published 23 October 2015</p> <p>No comments received</p>					
CAAC/Local groups comments:	<p><u>Brunswick Tenants and Residents Association</u> objected on the following grounds (summarised)</p> <p><i>“With its corner location, the unit is in a key visual location within the Brunswick Centre. As well as being a particularly sensitive location in terms of design and heritage, the presence of extensive residential accommodation in the Brunswick centre including directly above and opposite the unit, means that the need to preserve the residential amenity also requires careful consideration.</i></p> <p><i>Impact of the provision of an exposed neon sign and level of illumination, whether it could be too bright and prominent – adversely impacting residential amenity as well as the special interest of the host listed building and the character and appearance of the conservation area.</i></p> <p><i>Although the previous internal sign to Giraffe was illuminated, the sign was of low level illumination, fabricated of back-lit acrylic, not of exposed neon tube of the proposed sign.</i></p> <p><i>We ask that the council attach conditions to the listed building consent to control the illumination of the sign (light pollution), limiting illumination to 600 candelas per any square meter or less, limiting the hours of illumination of the sign to 10:00 to 22:00 hours and preventing any intermittent illumination.</i></p> <p><i>In addition to the Council’s statutory duties to pay special attention to the desirability of preserving or enhancing the character or appearance of conservation areas’ in the borough and to pay special regard to the desirability of preserving the [listed building] or its setting or any features of special architectural or historic interest. The applicant has failed to demonstrate that regard has been paid to the need to statutory duty to protect the designated heritage assets.</i></p> <p><i>A comparison is made to the other units within the Brunswick Centre. This comparison, however, fails to take into account the care that all other commercial properties, including the previous illumination of Giraffe, have taken to use similar internal signage, to harmonise with the overall building design, as well as a subdued colour scheme, that is consistent with the rest of the Brunswick Centre units.</i></p>					

The internally illuminated neon signage proposed clearly does cause severe light pollution and adversely impact on the quality of life of the adjoining residents.”

Officer response:

Following officer advice the applicant has submitted a heritage statement addressing the points raised by the residents group and demonstrating that regard has been paid to the special interest of the building.

The signs are within the agreed zone for internal signs within the (amended) Council approved Signage Strategy and the sign itself is the agreed dimensions. Internally lit internal signs are acceptable according to the strategy.

The awnings shield any glare or light spill from the signs.

Conditions have been attached to the permission limiting illumination to 600 candelas per any square meter; limiting the hours of illumination of the sign to restaurant opening times and preventing intermittent illumination.

Site Description

The Brunswick Centre was completed in 1972 and comprises dwelling units above a public shopping centre. It is bounded by Bernard Street to the south, Marchmont Street to the west, Handel Street to the north and Brunswick Square to the east. It is designated as a Central London Neighbourhood Centre. The site is Grade II listed and lies within the Bloomsbury Conservation Area.

The building was refurbished in the early 2000s and there is a Council-approved Signage Strategy for all of the new shop units, which was secured by condition of planning application 2005/3070/P.

The retail unit is situated within the Brunswick Centre retail area at the ground floor and located in the central pedestrian retail area. The unit has two fully glazed elevations with existing projecting signs attached to the frontage and existing internally suspended signs. One elevation the approach from Brunswick Square and the other faces the central retail area.

Relevant History

Brunswick Centre

PSX0104561 and LSX0104562

Refurbishment of The Brunswick Centre: 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 for potential alternative use as retail (Classes A1, A2, and A3), business (Class B1) or as non-residential institutions (Class D1); redesign of the cinema entrance; redesign of existing steps and ramps at the Brunswick Square, Handel Street and Bernard Street entrances; removal of two existing car park entrances at pedestrian concourse level; installation of retail display windows within Bernard Street elevation; redesign of the existing southern car park stairway; replacement of waterproofing layers to the pedestrian concourse and the residential terrace; concrete repair works and introduction of new hard and soft landscaping surfaces and works. **Granted** 01/09/2003

2004/1582/P: Submission of details of standardised retail signage strategy including standard signage sizes and zones within shop front elevations pursuant to additional condition 12 of planning permission granted subject to a section 106 legal agreement dated 29th January 2002 (Ref.no. PSX0104561). **Granted** 01/06/2004

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 (Ref.no. PSX0104561). **Granted** 16/09/2005

Unit 19-21

2006/2811/A: Display of 2 no. non-illuminated external projecting signs. **Withdrawn** 31/08/2006 (Deemed consent under Class 5 of Town and Country Planning (Control of Advertisements) Regulations 2007)

2006/3018/L: Works associated with the display of various internal and external signs together with internal refit of the unit. **Granted** 25/08/2006

2006/5808/L: Installation of projecting sign and raised platform for window displays. **Granted** 12/02/2007.

2006/3018/L: Works associated with the display of various internal and external signs together with internal refit of the unit. **Granted** 25/08/2006.

2006/4607/L: Display of a 2000mm by 1400mm free standing internally illuminated box and illuminated red glass panel sign behind the glass and display of a non-illuminated projecting sign. **Part**

granted part refused 13/11/2006.

2009/3333/A: Continued display of a projecting sign to shopfront (Class A1). **Granted** 25/11/2009.

2009/4761/L: Retention of new internal fascia sign and external projecting sign to shopfront (Class A1). **Granted** 25/11/2009.

Similar consents in the Brunswick Centre

11 & 13 Brunswick Centre - **2005/5223/A:** Display of 3no. internally illuminated fascia signs behind glazing and 1no. non-illuminated projecting sign. **Granted** 27/01/2006

52 Brunswick Centre - **2012/5472/A:** Display of 1x internally illuminated fascia sign, 1x internally illuminated projecting sign, 1x internally illuminated sign around ATM surrounds and other signs to existing bank. **Granted** 18/12/2012

52 Brunswick Centre - **2012/5745/L:** Replacement fascia and projecting signage, and internal redecoration to include re-cladding of cashier counters. **Granted** 18/12/2012

5 Brunswick Centre - **2014/1466/A:** Display of one fascia sign with internally-illuminated lettering and one internally-illuminated projecting sign. **Granted** 15/05/2014

5 Brunswick Centre - **2014/1463/L:** Display of one fascia sign with internally-illuminated lettering and one internally-illuminated projecting sign. **Granted** 15/05/2014

Relevant policies

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

NPPF 2012

London Plan 2016

LDF Core Strategy and Development Policies

CS5 – Managing the impact of growth

CS14 – Promoting high quality places and conserving our heritage

DP24 – Securing high quality design

DP25 – Conserving Camden’s Heritage

DP26 – Managing the impact of development on occupiers and neighbours

Camden Planning Guidance 2011/2015

CPG1 Design 2015 - Ch.3 Heritage and Ch. 8 Advertisements

CPG 6 Amenity 2011- Ch.5 Artificial Lighting

Bloomsbury Conservation Area Appraisal and Management Strategy 2011 (paragraphs 5.0, 5.49 and 5.50)

Assessment

1. Proposal

Replacement signage is proposed to an existing restaurant. Three internally-illuminated fascia signs to be positioned behind the shopfront glazing above the doors and two non illuminated projecting signs are proposed.

2. Assessment

2. Advertisement consent considerations:

2.1. Following officer advice, the double sided non illuminated projecting signs were reduced in size to meet the Standardised Retail Signage Strategy granted under ref: 2004/1582/P. The projecting signs are 930mm x 550mm with letters approx. 27cm.

2.2. The Town and Country Planning (Control of Advertisements) Regulations 2007 permits advertisements on business premises with certain limits and conditions. The amended projecting signs fall under Schedule 3, Part 1, Class 5 of the Control of Advertisement Regulations, therefore advertisement consent is not required and main considerations are those to impact the Listed building.

3. Listed building considerations:

3.1 The impact of the proposed signage on the setting of the listed building.

3.2 The impact of the proposed signage on the visual and residential amenity of the neighbouring buildings, street scene and character and appearance of the Conservation Area.

Camden Planning Guidance for Design advises that good quality advertisements respect the architectural features of the host building. They have been considered in terms of their impact of adding to visual clutter resulting in harm to the character and appearance of the Centre and if they are considered to result in a detrimental effect on the setting of the listed building.

3.1 Setting of the listed building.

The existing retail spaces at this level are of limited architectural interest. It is considered that the signs would not harm the special interest of the building. The position, size, method of illumination and method of fixing of the proposed signage is in line with the approved Brunswick signage strategy and is considered to preserve the building's special interest. The proposal is not considered to have a negative impact on the listed building.

3.2 Appearance of the Conservation Area.

The signs would not obscure any architectural features of the building and are considered acceptable in terms of proportions and design. It is not considered that the signs would be unduly obtrusive in the street scene or disturb residents or occupiers. The signs are not considered to be unduly dominant when viewed from the surrounding roads and therefore not considered to detract from the conservation area.

3.2 Residential amenity.

Camden Planning Guidance for Amenity advises that artificial lighting can be damaging to the environment and result in visual nuisance including by having a detrimental impact on the quality of life of neighbouring residents, that nuisance can occur due to 'light spillage' and glare which can also significantly change the character of the locality. The advertisements are located at a typical shop fascia level and suspended internally within the ground floor restaurant unit. Although visible, the signs are not considered to appear visually obtrusive in the context of the modern commercial retail area at upper ground level. There are awnings on the shop front that help reduce light pollution and this permission includes a condition restricting the hours of operation and level of illumination to reduce the impact when viewed from the residential units above.

3.3 Additional Conditions

The Residents Association have highlighted that the level of illumination is higher than that applied for, it is considered appropriate to restrict the level of illumination and hours of display by condition which have been attached to this decision.

3.4 Conclusion

The signs would not obscure any architectural features of the building, are considered acceptable in terms of proportions and design and would not harm the special interest of the building. It is not considered that the signs would be unduly obtrusive in the street scene or disturb residents or occupiers. The location of the signage is not considered harmful to pedestrians or traffic in this location, therefore the proposal raises no public safety concerns.

4. Recommendation:

The proposed signage is in general compliance with policies CS5, CS14, DP24, DP25 and DP26 of the Local Development Framework the application is therefore recommended for approval.

Disclaimer

The decision to refer an application to Development Control Committee lies with the Executive Director of Supporting Communities. Nominated members will advise whether they consider this application should be reported to the Development Control Committee on Monday 13th June 2016.

For further information, please go to www.camden.gov.uk and search for 'Members Briefing'.