

Delegated Report			Expiry Date:	05/12/2016
Officer		Application Number(s)		
Leela Muthoora		1. 2016/3962/A 2. 2016/4141/L		
Application Address		Application Type:		
2 Brunswick Centre London WC1N 1AE		1. Advertisement Consent 2. Listed Building Consent		
1st Signature	2nd Signature (If refusal)	Conservation	Recommendation(s):	
			1. Refuse Advertisement Consent 2. Refuse Listed Building Consent with warning of Listed Building enforcement action.	
Proposal(s)				
1. Display of 1x internally illuminated projecting sign to Bernard Street elevation. 2. External alterations to display 1x internally illuminated projecting sign to Bernard Street elevation.				
Consultations				
Summary of consultation responses:		Site notice displayed 22 September to 13 October 2016 Press notice published 17 September 2016. The Marchmont Association objected on the following grounds: The Marchmont Association objects to the proposal for this sign to be internal lit, as this does not conform with the listed building conditions attached to this building. The sign should match the other projecting signs within the shopping centre, which are not lit, either internally or externally. We are also uncomfortable about the impact that a projecting sign will have on the external elevation of this iconic building, and the Grade II listed terrace opposite, although we recognise that the business needs to advertise itself to potential customers exiting Russell Square station. Officer response: see section 3.3, 3.4, 3.5, 5.2 and 5.3.		
Site Description				
The Brunswick Centre within the Bloomsbury Conservation Area and is a major landmark within the area. It is a Grade II Listed Building designed by Patrick Hodgkinson and completed in 1972. 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 building was refurbished in the early 2000s and there is a Council approved Signage Strategy for new shop units, which was secured by condition of planning application 2005/3070/P. This application is for the additional signage to a unit in the south west corner at the ground floor located in the central pedestrian retail area. The unit has two fully glazed elevations with an existing projecting sign. One elevation faces the central retail area and the other faces Bernard Street.				
Relevant History				
PSX0104561 & LSX0104562: Refurbishment of The Brunswick Centre. Granted 01/09/2003 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.

2004/1582/P. Approval of details for the standardised retail signage strategy including standard signage sizes and zones within shop front elevations pursuant to condition 12 of planning permission 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 PSX0104561. **Granted 16/09/2005.**

2010/6210/A. Display of 4x externally illuminated freestanding banner signs (Brunswick Sq entrance); 3x non-illuminated freestanding banner signs (Marchmont St); internally illuminated cast resin letters mounted on the building (Bernard St elevation); internally illuminated freestanding totem (Bernard St entrance); internally illuminated advert mounted on freestanding air vent (Marchmont St); 2x non-illuminated freestanding pedestrian directional totem signs (corners of Marchmont/Handel St and Hunter/Handel St); 2x non-illuminated freestanding finger posts (mounted on central pedestrian deck); 2x non-illuminated car park pedestrian entrance signs (mounted on central pedestrian deck and suspended from shop canopy); internally illuminated freestanding supermarket entrance totem (Handel St entrance); internally illuminated freestanding car park entrance sign and wall mounted non-illuminated graphic panel (Marchmont St) and retention of 2 x wall mounted non-illuminated car park entrance signs (Marchmont St). **Granted 14/01/2011.**

2010/6217/L Works associated with the display of advertisements of 22 x advertisements (express advertisement consent ref. 2010/6210/A) was granted on 14/01/2011

Relevant policies

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

2. Proposal

- 2.1. The applications relate to signage on a ground floor retail unit on the corner of Bernard Street and the pedestrian walkway through the Brunswick Centre. The proposal is for an additional internally illuminated projecting sign to the flank wall on the Bernard Street elevation.
- 2.2. Advertisement consent considerations: The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.
- 2.3. Listed building considerations: The impact of the proposed signage on the setting of the listed building and the visual and residential amenity of the neighbouring buildings, street scene and character and appearance of the Conservation Area.
- 2.4. The Centre has an approved standardised retail signage strategy granted under ref: 2004/1582/P and amended by ref: 2005/3070/P that formed part of the original refurbishment of the Brunswick in 2003 which sets out approved locations for each unit including a standardised size of projecting sign.

3. Amenity

- 3.1. Amenity is usually understood to mean the effect on visual amenity in the immediate neighbourhood where residents or passers-by will be aware of the advertisement. So, in assessing amenity, the council considers the local characteristics of the neighbourhood and whether the proposed advertisement is in scale and in keeping with these features.
- 3.2. Camden Planning Guidance states that good quality advertisements respect the architectural features of the host building and the character and appearance of the surrounding conservation area. Advertisements on a listed building require detailed consideration given the sensitivity and historic nature of the building.
- 3.3. CPG guidance for design states that properties should only have one main fascia sign and one ancillary projecting sign per street frontage. The unit has an existing projecting sign and fascia sign that comply with the approved standardised retail signage strategy. The proposal is for an additional internally illuminated projecting sign on the flank wall of the Bernard Street elevation. There are no identified locations for additional signs on this wall in the approved signage strategy. The only sign with approval on this flank wall is for directional name sign consisting of the letters 'The Brunswick'.
- 3.4. It is considered that the location of additional projecting sign in association with all the other signs within the unit would contribute to visual clutter on the external elevation to Bernard Street and that it would detract from the appearance of the listed building and as a consequence have a detrimental impact on the character and appearance of the street scene and cannot be considered as an appropriate feature to this prominent elevation.
- 3.5. CPG 1 guidance for illumination advises that the type and appearance of illuminated signs should be sympathetic to the design of the building on which it is located. Illuminated advertisements have been approved within the centre but are either located within the retail area or are directional signs, this location is not appropriate for an illuminated projecting sign.

4. Public Safety

- 4.1. The projecting sign would be visible from the junctions of Marchmont Street and Bernard Street and also from the pedestrian crossing point on Bernard Street, however, the position of the sign is not considered to raise public safety issues in terms of distracting road users as the sign is in a typical position and the illumination would be an appropriate level.

5. Listed buildings and Conservation Area

- 5.1. The projecting sign is considered inappropriate due to its location and method of illumination and is considered to have a detrimental impact on the special architectural and historic interest of the host building and the Bloomsbury Conservation Area.
- 5.2. It is considered that the concrete Bernard Street elevation that is currently void of any signage (apart from the centre's name) contributes to the centres' Brutalist character and was deliberately intended to be left plain and free of visual clutter, in this case in the form of advertising, in contrast to the glazed shop fronts facing into the central pedestrian concourse which are of a later date.
- 5.3. The Bloomsbury Conservation Area Management Strategy states that illuminated signage can have a major impact in conservation areas. The sign would not preserve and enhance the character and appearance of the Bloomsbury Conservation Area and would harm the appearance by adding visual clutter to this mainly blank façade in question.

6. Enforcement

- 6.1. Following a site visit there are existing signs that do not form part of this application, 6.2 and 6.3 benefit from deemed consent and 6.4 to 6.6 require express consent. All signs require listed building consent. The signs are:
- 6.2. A non-illuminated projecting sign on the elevation facing the central retail area. This complies with the Standardised Retail Signage Strategy granted under ref: 2004/1582/P and amended by ref: 2005/3070/P. The dimensions of the existing projecting sign are 0.80m width by 0.6m height x 0.10 depth, positioned at a height of 3.5m, with letters/symbols of 12.5cm and non-illuminated. As such the existing projecting sign benefits from deemed consent under Class 5 of the advertisement regulations. However it requires listed building consent which has not been applied for.
- 6.3. A fascia sign formed of 3 sections and a menu board positioned behind the glazing to the entrance of the retail unit. These signs also appear to benefit from deemed consent under Class 5 and comply with the Standardised Retail Signage Strategy. However, the Conservation officer has recommended that the three panel fascia sign is reduced to one central sign, which would reduce the visual clutter on this elevation. However it requires listed building consent which has not been applied for.
- 6.4. A vertical lettering sign consisting of illuminated light bulbs in the form of the letters 'LEON' and positioned behind the glazing facing Bernard Street. Due to its illumination and position behind the glass, this sign has deemed consent but requires listed building consent which has not been applied for.
- 6.5. A large vinyl sign applied externally to the glazing of the fourth window to the retail unit on the Bernard Street elevation. Due to its size and external application this sign would require express consent. However it requires listed building consent which has not been applied for.
- 6.6. Three banner signs on the temporary hoardings surrounding the scaffolding on Bernard Street adjacent to the unit. Due to their size they would require express consent. As they are not attached to the building they would not require listed building consent.

7. Recommendation:

The proposed projecting sign by reason of its location and method of illumination would be visually prominent and would result in visual clutter that would be harmful to the character and appearance of the host building and conservation area contrary to policies CS14 (Promoting

high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy; and policies DP24 (Securing high quality design) and DP25 (Conserving Camden's Heritage) of the London Borough of Camden Local Development Framework.

The proposed projecting sign by reason of its location and method of illumination would be visually prominent on this façade and would be harmful to the special architectural interest of the listed building contrary to policy CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy and policy DP25 (Conserving Camden's heritage) of the London Borough of Camden Local Development Framework Development Policies.

With respect to the additional advertisements in place on site there is a warning of listed building enforcement action to be taken in respect of the signs described in 6.3, 6.4, 6.5 and 6.6.

7.1. **Refuse Advertisement Consent.**

7.2. **Refuse Listed Building Consent and warning of Listed Building enforcement action**