

Application ref: 2018/5010/L
Contact: Tony Young
Tel: 020 7974 2687
Date: 16 December 2018

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk/planning

Technical Signs
Hille Business Centre
132 St Albans Road
Watford
WD24 4AE

Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Granted

Address:

**44 Brunswick Centre
London
WC1N 1AE**

Proposal:

Alterations in connection with the replacement of a halo illuminated hanging text sign and vinyl located behind the glazing within the premises, and the application of new vinyl panels externally to an existing non-illuminated projecting sign.

Drawing Nos: Site location plan; (595980-)1, 2; Design and access statement from Technical Signs (dated 29/10/2018); x2 Images from Technical Signs (dated 31/07/2018).

The Council has considered your application and decided to grant Listed Building Consent subject to the following condition(s):

Conditions And Reasons:

- 1 The works hereby permitted shall be begun not later than the end of three years from the date of this consent.

Reason: In order to comply with the provisions of Section 18 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

- 2 The development hereby permitted shall be carried out in accordance with the

following approved plans: Site location plan; (595980-)1, 2; Design and access statement from Technical Signs (dated 29/10/2018); x2 Images from Technical Signs (dated 31/07/2018).

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy D2 of the Camden Local Plan 2017.

- 3 All new external works and finishes, and works of making good to the retained fabric, shall match the existing adjacent work with regard to the methods used and to material, colour, texture and profile, unless shown otherwise on the drawings or other documentation hereby approved or required by any condition(s) attached to this consent.

In particular, due care should be taken when fixing any signage to the existing fabric of the building to ensure that minimal intervention is made to the existing external material, as well as, during any subsequent removal of signs in the future to ensure that works of making good return the building as closely as possible to its existing state.

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy D2 of the Camden Local Plan 2017.

Informative(s):

- 1 Reason for granting listed building consent:

The principal consideration material to the determination of this application is the impact of the proposal on the Grade II listed building, and its features of special architectural or historic interest.

The signage proposals are similar to those approved by listed building consent (2015/2235/L) dated 03/07/2015. Similarly, they are considered to be acceptable in terms of their size, design, location, method of illumination, and luminance levels, and would not obscure any significant architectural features or otherwise visually harm the appearance of the listed building, nor detract from the character and appearance of the Bloomsbury Conservation Area. As such, the proposed signage is considered to be acceptable.

The site's planning and appeal history has been taken into account when coming to this decision. No objections have been received in relation to the proposals.

Special regard has been attached to the desirability of preserving the listed building and its features of special architectural or historic interest, under s.16 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposal is in general accordance with policies D1 and D2 of the Camden Local Plan 2017, the London Plan 2016, and the National Planning Policy Framework 2018.

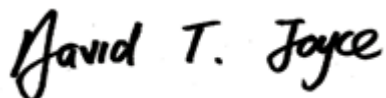
- 2 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts that cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (tel: 020-7974 6941).
- 3 You are advised that any works of alterations or upgrading not included on the approved drawings which are required to satisfy Building Regulations or Fire Certification may require a further application for listed building consent.
- 4 Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You are advised to consult the Council's Noise and Licensing Enforcement Team, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (Tel. No. 020 7974 4444 or search for 'environmental health' on the Camden website or seek prior approval under Section 61 of the Act if you anticipate any difficulty in carrying out construction other than within the hours stated above.
- 5 The applicant is advised that proposals as shown on the submitted drawings are considered to benefit from deemed advertisement consent, as defined by Schedule 3, Part 1, Classes 5 and 12 of the Town and Country Planning (Control of Advertisements) Regulations 2007, and therefore do not require formal determination by the local authority in the form of an advertisement consent application.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2018.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully



David Joyce
Director of Regeneration and Planning