



**London**  
Magdalen House  
148 Tooley Street  
London  
SE1 2TU  
020 7357 8000

**Harrogate**  
Suite 19, 1 Cardale Park  
Beckwith Head Road  
Harrogate  
HG3 1RY  
01423 502 115

**Bristol**  
13-14  
Orchard Street  
Bristol  
BS1 5EH  
0117 214 1820

**Newcastle**  
Merchant House  
30 Cloth Market  
Newcastle upon Tyne  
NE1 1EE  
01423 502 115

**Submitted via Planning Portal**

Planning Department  
London Borough of Camden

23 September 2022

Our Ref: 6730HER

Dear Sir / Madam,

**Unit 48-50 Brunswick Centre, London, WC1N 1AE**

On behalf of our client Gail's Ltd (Gail's), we are pleased to submit an advertisement consent application, and accompanying Listed Building Consent application, proposing the installation of signage in connection with the occupation of the above address by Gail's Bakery.

**Application Site**

The application site consists of Unit 48-50 Brunswick Centre, a commercial unit which has been vacant since the departure of William Hill. The Brunswick Centre is characterised by a variety of retail, leisure and other commercial uses, and the unit has frontage onto the shopping centres pedestrianised footways.

The site is located within a designated Neighbourhood Centre (Brunswick Centre). The Brunswick Centre itself is Grade II Listed and is also located within Bloomsbury Conservation Area.

**Application Proposals**

Gail's are seeking advertisement consent for the following signage installations:

- Non-illuminated hanging sign to be fixed to the shopfront

These proposed advertisements will result in the enhancement of a currently vacant shopfront and are of high-quality finish. With consideration to NPPF guidance relating to advertisement control (para. 136), the proposed signage will have no negligible impact on the interests of surrounding amenity or public safety. The proposals will also demonstrate complete compliance with Camden Local Plan Policy D4 'Advertisements, which aims to ensure that advertisements *"will preserve the character and amenity of the area and will preserve or enhance heritage assets and conservation areas"*.

The enclosed drawings also show lettering to be installed inside the unit, visible from the units exterior; owing to the internal location of the lettering, this does not require advertisement consent.

**Managing Director**  
Helen Cuthbert

**Directors**  
Stuart Slatter | Claire Temple | Alastair Close  
Dan Templeton | Elliot Jones | Katie Turvey

**Consultant**  
Lorna Byrne

**Associate Directors**  
Heather Vickers | Alan Williams | Sally Arnold | Paul Galgey  
Sam Deegan

**Associates**  
Rob Scadding | Penny Moss | Niall Hanrahan | Charlotte Perry  
Charlotte Hunter | Grace Mollart | Charlotte Parry | Jamie Pert

[www.planningpotential.co.uk](http://www.planningpotential.co.uk)

[info@planningpotential.co.uk](mailto:info@planningpotential.co.uk)

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## Heritage

The Brunswick Centre is Grade II Listed and is also located within the Bloomsbury Conservation Area; as stated in Camden Local Plan Policy D2 'Heritage', *"the Council will not permit the loss of or substantial harm to a designated heritage asset"*, and specifically requires proposals within conservation areas to *"preserve, or where possible, enhance the character or appearance of the area"*.

The installation of this advertisement represents a like-for-like replacement of the units previous signage, therefore maintaining an almost identical appearance to the buildings appearance. The proposed advertisements will ensure retention of shopfronts existing structure and will not result in the presence of any advertisement feature not already present within the Brunswick Centre.

In this respect, the external works are not considered to be harmful to either Designated Heritage Asset and paragraph 201 and 202 of the NPPF do not need to be engaged. Paragraph 197 of the NPPF has been complied with. The collective works and their sensitivity to the both the Listed Building and the wider Bloomsbury Conservation Area are also in compliance with Camden Local Plan Policy D2.

In support of this application, please find enclosed the following:

- Application Forms
- Application Fee of £132.00
- Drawing Pack

We trust that the application meets the council's validation requirements, but should you require anything further please do not hesitate in contacting the undersigned.

Yours sincerely,



James Baker

Assistant Planner

**Planning Potential**

London

Enc.

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Charlotte Hunter | Grace Mollart | Charlotte Ryan-Elliott | Jamie Pert

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