

Application ref: 2022/2310/L
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Date: 9 October 2022

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Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Granted

Address:

Starbucks Coffee Company
Unit 7
Brunswick Shopping Centre
London
WC1N 1AW

Proposal:

Display of 2x internally illuminated projecting signs and an illuminated internal fascia sign located behind existing glazed shopfront.

Drawing Nos: 12420-A-1001; 12420-A-2001; 12420-A-2002; 12420-A-3001; SH-2001; I-1105.

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: 12420-A-1001; 12420-A-2001; 12420-A-2002; 12420-A-3001; SH-2001; I-1105.

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 work and work of making good shall be carried out to match the existing adjacent work as closely as possible in materials and detailed execution.

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:

The site is a shop within a concrete megastructure of 1972, listed grade II and making a positive contribution to the Bloomsbury Conservation Area.

The proposal is for the display of 2x internally illuminated projecting signs, located externally on each elevation of the shopfront and an illuminated internal fascia sign located behind existing glazed shopfront. It appears that the works have already been implemented on site and therefore they are retrospective. The size and positioning of the advertisements accord with the signage design across the Brunswick Centre. Given the modest scale of the signage and its low luminance at 400cd/m², the luminance and nature of the signs is acceptable. The proposed signage is considered to be acceptable in terms of its size, design, colour, materials, position, methods of fixing and illumination, and luminance level.

Any works other than those specifically mentioned in the consented documents are unauthorised. If further works are found to be needed, the permission of the council's conservation team must be obtained in writing, or further listed building consent may be required.

Given the modern nature of the host listed building, the proposed works will not harm its special interest.

The application has been advertised in the press and by means of a site notice, whereby there were no consultation responses, and Bloomsbury CAAC has been notified. The site's planning history has been taken into account in making this decision.

Special attention has been paid to the desirability of preserving the special interest of the listed building, under s.16 of the 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 policy D2 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2021.

- 2 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.

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 2021.

You can find advice about your rights of appeal at:

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

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer