

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		03/01/2012	
		N/A / attached		<b>Consultation Expiry Date:</b>		08/12/2011	
<b>Officer</b>				<b>Application Number(s)</b>			
Fergus Freeney				2011/5448/P			
<b>Application Address</b>				<b>Drawing Numbers</b>			
GALA CASINO 61 - 66 RUSSELL SQUARE LONDON WC1B 5BB				See decision notice			
<b>PO 3/4</b>	<b>Area Team Signature</b>	<b>C&amp;UD</b>	<b>Authorised Officer Signature</b>				
<b>Proposal(s)</b>							
Installation of canopy and glazing at ground floor level entrance to replace existing canopy.							
<b>Recommendation(s):</b>		<b>Grant Planning Permission</b>					
<b>Application Type:</b>		<b>Full Planning Permission</b>					
<b>Conditions or Reasons for Refusal:</b>		<b>Refer to Draft Decision Notice</b>					
<b>Informatives:</b>							
<b>Consultations</b>							
<b>Adjoining Occupiers:</b>		No. notified	<b>00</b>	No. of responses	<b>00</b>	No. of objections	<b>00</b>
				No. electronic	<b>00</b>		
<b>Summary of consultation responses:</b>		Site notice: 14/11/2011 – 05/12/2011 Press notice: 17/11/201 – 08/12/2011  No comments have been received.					
<b>CAAC/Local groups* comments:</b> <small>*Please Specify</small>		Bloomsbury CAAC – No comment					

## Site Description

The site is located on the east side of Northampton Row, just south of Russell Square. It comprises a large hotel which fronts the street itself and is also set around a rear forecourt area which is accessible via a small private road from Northampton Row.

The site is not a listed building, but is within the Bloomsbury Conservation Area.

## Relevant History

2011/4592/A - Display of new internally illuminated lettering to the fascia, canopy and above the entrance doors of a hotel / casino (Class C1 / Sui Generis) including new aluminium cladding to the canopy and door canopy, 10 new up-lights illuminating the façade of the building, a new LED strip-light running under the main canopy and associated internally illuminated lettering and cladding to the Russell Square entrance façade. *Granted 15/11/2011*

2007/0246/A - Display of internally illuminated signage to existing casino use (Sui Generis). *Granted 13/03/2007*

2006/4030/A - Display of 2x internally illuminated fascia signs, 2x internally illuminated column signs, 4x internally illuminated poster case signs and 1x internally illuminated lightbox sign to existing casino (sui generis). *Refused 30/11/2006*

### Concurrent applications:

2011/6018A - Display of 1x internally illuminated sign to canopy over front entrance door and 2x internally illuminated signs to entrance columns of casino forecourt. *Decision pending.*

## Relevant policies

### **LDF Core Strategy and Development Policies**

CS5 – Managing the impact of growth and development

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

DP30 – Shopfronts

### **Camden Planning Guidance 2011**

### **Bloomsbury Conservation Area Statement**

## Assessment

### Proposal:

Permission is sought to replace the existing sign and canopy layout at the main entrance to the casino with a simplified canopy.

### Assessment:

The existing entrance arrangement consists of a curved canopy above a large internally illuminated fascia sign, adjacent to this is a long projecting canopy. The proposal would see the curved entrance canopy replaced with a simplified canopy structure which matches the adjoining.

The proposal is considered to be acceptable, the existing arrangement appears messy and unattractive, removing the existing curved canopy and fascia sign and continuing the adjoining canopy above the main entrance is considered to be an improvement in terms of design.

The proposal would not impact upon the amenity of adjoining occupiers as it is within a hotel forecourt, nor will it impact upon pedestrians or vehicles as it would be more than 2m above ground level.

It is noted that internally illuminated lettering is included on the drawings; this is currently subject to a separate and concurrent application (reference 2011/6018/A).

**Recommendation: Grant Planning Permission.**

### Disclaimer

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