

Delegated Report	Analysis sheet	Expiry Date:	05/09/2011
	N/A / attached	Consultation Expiry Date:	3/8/2011

Officer	Application Number(s)
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Hugh Miller	A: 2011/2538/P B: 2011/2542/A
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Application Address	Drawing Numbers
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73 Russell Square London WC1B 5BG	Please refer to draft decision notice.
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PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature
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Proposal(s)

A: 2011/2538/P - Installation of 2 new air condensing units at basement level lightwell of existing bank (Class A2).

B: 2011/ 2542/A - Display of 2 x internally-illuminated fascia signs to front and side elevations and 1 x internally-illuminated projecting sign to Russell Square elevation of existing bank (Class A2)

Recommendation(s):	Grant planning permission – ref. A: 2011/2538/P Grant Advertisement Consent – ref. B: 2011/2542/A
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Application Type:	Full Planning Permission
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Conditions or Reasons for Refusal:	Refer to Draft Decision Notice
Informatives:	

Consultations

Adjoining Occupiers:	No. notified	07	No. of responses	00	No. of objections	00
			No. Electronic	00		

Summary of consultation responses:	None
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CAAC/Local groups* comments: <small>*Please Specify</small>	Not located within a Conservation Area.
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Site Description

The application site is occupied by Barclays Bank (Use Class A2) located on the intersection of Russell Square and Guildford Street. The site is surrounded by a mixture of commercial properties and hotel accommodation. Bloomsbury Square is located directly south west of the site. 73 Russell Square is not located within a Conservation Area; however, the site adjoins the Bloomsbury Conservation Area.

Relevant History

- March 2008 – PP granted - Installation of new ATM to replace the existing ATM machine on the corner of Russell Square and Guilford Street; ref. 2007/4785/P.
- February 1999 – PP granted - Installation of 2No. new ATM cash machines in new location and making good facade when existing machine is removed; ref. PS9805058.
- March 2008 – Advert Consent granted - Display of new internally illuminated signage associated with the installation of new ATM on the corner of Russell Square and Guilford Street; ref. 2007/4786/A.
- February 1999 - Display of internally illuminated advertisement signs above new cash dispensers; ref. AS9805059

Relevant policies

LDF Core Strategy

CS1 – Distribution of growth

CS5 – Managing the impact of growth and development

Development Policies

DP24 – Securing high quality design

DP26 - Managing the impact of development on occupiers and neighbours

DP28 – Noise and vibration

DP30 – Shopfronts

Camden Planning Guidance 2006

Camden Planning Guidance April 2011

Assessment

Situation

This report comprises two proposals for Barclays Bank at 73 Russell Square.

Proposal – A/C units

2011/2538/P - Installation of 3 new air condensing units at basement level and replacement plant at basement floor flat roof of existing bank (Class A2).

Design and appearance

External works /alterations Plant machinery

The host building has mix uses as Bank and Hotel. On the north side (Guilford Street) lies a lightwell enclosed with iron railings at the ground floor / pavement level. It is proposed to install mechanical plant equipment (air condenser units and extraction fans) within the lightwell on raised platform. There are existing plants / equipment fixed to a raised platform setting midway between the ground/ pavement level and basement floors. The existing and replacement plants / equipment would be covered by fixed timber/canopy setting below the level of the pavement that provides a screen for the a/c units. The proposed a/c units would be located at sub-pavement /street level close to through traffic traversing along Guilford Street. The works here is considered satisfactory because the enclosure and location adjacent to the side elevation of the host building.

The proposed a/c units would only be partially visible from the public realm; and not from the adjacent buildings. They would be suitable obscured from views due to their location. The proposed a/c units are considered satisfactory and would not be harmful to the appearance of the host building or the streetscene.

Amenity for occupiers and neighbours

The host building has commercial use at ground floor level with hotel use on its upper floors. Opposite the application building is located Hotel Russell and a Bar restaurant.

The acoustic report carry out unmanned noise monitoring survey commenced 6th to 7th July 2011 over a period of 24 hours of daytime and nighttime. The report states that the noise levels recorded were 59.5dBA and 55.6dBA. Plant items ref/model - RAV-SP802AT-E with noise level 49dB (A) are recommended to be installed at the application site. The Council's noise standards require that noise levels measured outside sensitive windows should be 5 dB(A) less than existing background levels and 10dB(A) where tonal and the acoustic noise report is in keeping with the Council's noise

standards.

The Council's Environmental Health officer has assessed the submitted acoustic report, and has concurs with the recommendations in section 6 and deemed it to comply with Camden's requirements set out in the LDF Core Strategy and Development Policies. The units should only be in use during the office opening hours. Conditions are recommended to ensure that the plant, when installed, continues to meet the Council's noise standards.

The siting and the location of the proposed a/c units plus enclosures would ensure no impact on neighbouring occupiers' in terms of their outlook and the proposal is acceptable.

It is considered that the installation of the plant would not result in material harm in terms of design and appearance to the host building. The submitted acoustic report has demonstrated that there would be no harm to neighbouring occupiers' amenities (noise nuisance) at nearby buildings and a condition is proposed to ensure this noise levels remain within the Council's standards in the future.

Recommendation. Grant planning permission.

Proposal - advertisements

2011/2542/A - Display of 2 x internally-illuminated fascia signs to front and side elevations and 1 x internally-illuminated double –sided projecting sign to Russell Square elevation of existing bank (Class A2)

The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider visual amenity and public safety matters in determining advertisement consent applications.

Visual amenity

New signage/ fascia level

It is proposed to replace the existing fascia panel and signage on the Russell Sq & Guilford Street elevations. The fascia panel measure 520mm and it provides the demarcation between the Hotel and the bank uses of the building. The new replacement sign that measures 2800mm x 390mm height x .01mm depth. It would have individual, illuminated letters and is considered satisfactory here. The single projecting double-sided illuminated sign measure 770mm and 850mm and positioned approx. 3141mm above the pavement level. The projecting sign would be located on the Russell Sq. frontage fascia level.

A replacement dark blue vinyl to ATM surround and new nameplate are satisfactory and would not harm the appearance of the building.

The signs are considered not to harm neighbour amenity or to have a detrimental impact on the street scene. The proposed illuminated fascia & projecting signs are considered to be in accordance with policies CS5, CS14, DP26 and DP30.

Public Safety

The proposed illuminated fascia and projecting signs in terms of their location and size are not considered to be harmful to either pedestrian or vehicle traffic as the signs are unlikely to obscure or hinder the understanding of any road traffic sign and the signs are unlikely to distract motorists. The proposal is, therefore, in accordance with policies CS14, DP30 and CPG guidelines.

Recommendation: Grant Advertisement Consent

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