

Delegated Report		Analysis sheet		Expiry Date:		10/08/2009	
		N/A / attached		Consultation Expiry Date:		25/08/2009	
Officer				Application Number(s)			
Aysegul Olcar-Chamberlin				1)2009/1951/A and 2) 2009/2788/L			
Application Address				Drawing Numbers			
16 Great Russell Street LONDON WC1B 3NN				See draft decision notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
1) Display of 2 non-illuminated entrance signs (1 either side of entrance door), 1 externally illuminated projecting sign, and 3 non-illuminated flags above entrance door on front elevation and 1 internally illuminated restaurant sign on front boundary railings in connection with existing hotel (Class C1). 2) Display of 2 non-illuminated entrance signs (1 either side of entrance door), 1 externally illuminated projecting sign, and 3 non-illuminated flags above entrance door on front elevation and 1 internally illuminated restaurant sign on front boundary railings in connection with existing hotel (Class C1).							
Recommendation(s):		1) Grant Advertisement Consent 2) Grant Listed Building Consent					
Application Type:		Advertisement Consent					
Conditions:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:	No. notified	00	No. of responses No. electronic	00 00	No. of objections	00	
Summary of consultation responses:	A site notice was displayed from 07/07/2009 to 28/07/2009. No response received.						
CAAC/Local groups comments:	No response received.						
Site Description							
The application relates to a 4-storey Grade II listed building with attic and basement level accommodation on the south side of Great Russell Street in the Bloomsbury Conservation area. The building is in a neo-Georgian style with symmetrical façade and is built in brown brick & stone under a slated hipped roof with dormers and designed by Sir Edwin Lutyens. It is originally built for the Young Women's Christian Association between 1928 and 1932 and is currently used as a hotel. The hotel's name has been recently changed from 'Jurys' to 'The Bloomsbury Hotel'. The building has three existing flags above the main entrance and an existing projecting sign. The applicant's agent has confirmed that the existing flag and sign are temporary.							
Relevant History							
ASX0004455 – Advertisement consent for the retention of display of an illuminated projecting signage to building and a freestanding sign, was partly approved and partly refused on 21/01/2002. The reason for refusal was: <i>"The proposed freestanding sign is considered to harm the setting of the listed building and the character and</i>							

appearance of the Bloomsbury Conservation area by reason of its location and size.”

The applicant was also advised that the three existing flags to the Great Russell Street elevation are unauthorised, and are considered to cause undue clutter to the front facade, due to their number and location. It was suggested that the applicant contact the Council's Conservation and Urban Design Team for further advice, and he was warned that enforcement action and criminal prosecution may follow if the unlawful installations are not removed within 1 month of. However, this was never followed up.

Relevant policies

Camden Replacement UDP 2006

SD6 – Amenity for occupiers and neighbours

B1 – General design principles

B4B – Advertisements and signs

B6 – Listed buildings

B7 – Conservation areas

Camden Planning Guidance 2006

Advertisement and Signs

Bloomsbury Conservation Area Statement

Assessment

Proposal [and revisions]

The proposal has been amended since it was originally submitted. The original proposal was for the display of 2 internally illuminated entrance signs (1 either side of entrance door), 1 internally illuminated projecting sign, and 3 non-illuminated flags above entrance door on front elevation and 1 internally illuminated restaurant sign on front boundary railings in connection with existing hotel.

The Council's conservation officer raised concerns over the impact of the proposed advertisement signs on the appearance and character of the listed building and conservation area. Consequently, the applicant's agent reduced the illumination and size of the proposed signs.

The current proposal is for the display of 2 non-illuminated entrance signs (1 either side of entrance door), 1 externally illuminated projecting sign, and 3 non-illuminated flags above entrance door on front elevation and 1 internally illuminated restaurant sign on front boundary railings in connection with existing hotel (Class C1). All the proposed advertisement signs would relate to the business carried out in the premises, and would face onto Great Russell Street.

The impact on the appearance and character of the listed building, amenity and public safety are the main considerations in assessing this proposal. The proposed advertisements are not considered to raise public safety issues.

Design and Impact on Listed Building

Policy B4B states that the size, design and siting of advertisements and signs should respect the appearance of the buildings and predominant character of the area. Additionally, the Council's guidance advises that the design and siting of advertisements should contribute positively to the appearance and character of the area.

Entrance signs:

The proposed non-illuminated entrance signs would each be 550mm x 300mm, and would have white text against a brown background. They would be slim and fixed to the either side of the main entrance door. Given their size, low positioning and relationship with the entrance door on the front elevation, they are considered to be acceptable in design terms.

Projecting sign:

The existing projecting sign is 1200mm wide and 1200mm tall. It is fixed just above the ground floor sash windows close to the north west corner of the building on the front elevation. The agent's e-mail dated 25th September 2009 confirms that the existing projecting sign would be retained, re-clad and externally illuminated. The projecting sign would have white text against the brown background. A slim-line light fitting would illuminate both faces of the sign. The Council's planning guidance discourages internally illuminated box signs,

particularly on listed buildings. The external illumination details, size and positioning of the projecting sign is considered to be acceptable in design terms and accords with the Council's guidance.

Flags:

The proposed flags (1800mm x 900mm each) would replace the existing flags and would have white text against a brown background. It is noted that the existing three flags projecting out at first floor level do not benefit from consent. The conservation officer assessing this application noted that the informative attached to the 2002 part approval/part refusal had not been followed up, but considers that the poles and flags are fairly slender objects and not uncommon features on a hotel. He also notes that their concentration into a single location limits their impact, and that on their own they do not have a harmful impact on the building. It is further considered that the proposed replacement flags by reason of their size and positing do not harm the special interest of listed building or the character and appearance of the wider conservation area.

Restaurant menu sign:

The proposed internally illuminated sign (950mm wide x 600mm high x 100mm deep) would be fixed to the boundary railings around the outdoor sitting area at the side entrance, which is set back 13.6m from the front building line. It would have white board with brown frame and would illustrate menus. The location, positioning and size of the restaurant menu sign are considered to be appropriate to the listed building and would not harm the street scene and wider conservation area.

The proposed signs are considered to have minimal impact on the historic fabric of the listed building and would not obstruct or damage important architectural features of the building. In terms of the cumulative impact of the proposed advertisement signs on the appearance of conservation area; the proposed signs would not be likely to clutter the street scene as they are compatible with the scale of the listed building and the existing advertisement signs on Great Russell Street. It is therefore considered that the proposal would comply with the Councils' relevant policies and guidance.

Amenity and Public Safety

The proposed signs, by reason of their positioning, size and illumination details would not be likely to harm the amenities or present conditions prejudicing pedestrian and traffic safety.

Recommendation: Grant both conditional advertisement consent and listed building consent.

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