

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		14/12/2006	
		N/A / attached		<b>Consultation Expiry Date:</b>		-	
<b>Officer</b>				<b>Application Number(s)</b>			
Gareth Wilson				2006/4030/A			
<b>Application Address</b>				<b>Drawing Numbers</b>			
Gala Casino 61-66 Russell Square London WC1B 5BA				Site Location Plan; Planning Sheet No. 1; 2			
<b>PO 3/4</b>	<b>Area Team Signature</b>	<b>C&amp;UD</b>	<b>Authorised Officer Signature</b>		<b>Date:</b>		
<b>Proposal(s)</b>							
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).							
<b>Recommendation(s):</b>		<b>Refuse Advertisement Consent</b>					
<b>Application Type:</b>		<b>Advertisement Consent</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>	
<b>Summary of consultation responses:</b>	N/a						
<b>CAAC/Local groups* comments:</b> <small>*Please Specify</small>	N/a						

## Site Description

A Casio located within an internal service courtyard of hotel and surrounding properties. The site falls within the Bloomsbury C.A. but is not listed nor are there any listed buildings adjoining the site.

## Relevant History

- 1985 Erection of a new canopy to the entrance of the casino.
- 1992 The display of internally illuminated signs on the canopy and above the doors and an intermittently illuminated tivolli light as shown on drawing numbers.
- 2000 Display of illuminated canopy, two plaques and additional lighting to existing signage.
- 2001 The erection of a new entrance lobby and canopy, and a new linear canopy between entrances.
- 2001 The display of an internally illuminated box sign above one entrance to replace an existing sign. and halo illuminated letters above a glazed entrance lobby.
- 2002 The display of non illuminated fascia sign and canopy.

## Relevant policies

Set out below are the UDP policies that the proposals have primarily been assessed against, together with officers' view as to whether or not each policy listed has been complied with. However it should be noted that recommendations are based on assessment of the proposals against the development plan taken as a whole together with other material considerations.

B7, B4  
SPG 2002, Draft CPG 2006

## Assessment

Permission is sought to install new signage consisting of a 2.2m wide x1.3m deep internally illuminated box sign over the existing entrance, an internally illuminated fascia sign 0.46m deep x 14.4m long, and a internally illuminated box sign 2.9m x 2.2m on the front elevation wall at ground floor level.

The existing signage consists of 2no. fret cut internally illuminated signs with letters only illuminated. The existing fascia sign is non-illuminated.

Policy and guidance identify that internally illuminated signs should not be allowed where the signs would harm the visual amenity or character of a C.A.

Within regard to the location the site fronts onto a publicly accessed private forecourt that is visible from passers-by on Russell Square. The visual presence of the existing signs when viewed from the driveway that accesses the courtyard is subdued. It should be noted that there are also existing internally illuminated light boxes on the front elevation displaying various information about the Casio. The box signs are already overly prominent when viewed from the C.A. Any increase in the amount of internally illuminated signs on the building could severely impact on the appearance of the building and views into the courtyard from the C.A.

The new scheme involves illumination of all the areas of signage not just individual lettering. Given the large areas of signage it is considered that the scheme would result in excessively large signs with large areas of internal illuminated that would be overly prominent to views from the C.A. The scheme would therefore unacceptable detract from the character and appearance of the C.A. and would harm the appearance of the building.

**Application recommended for refusal.**

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