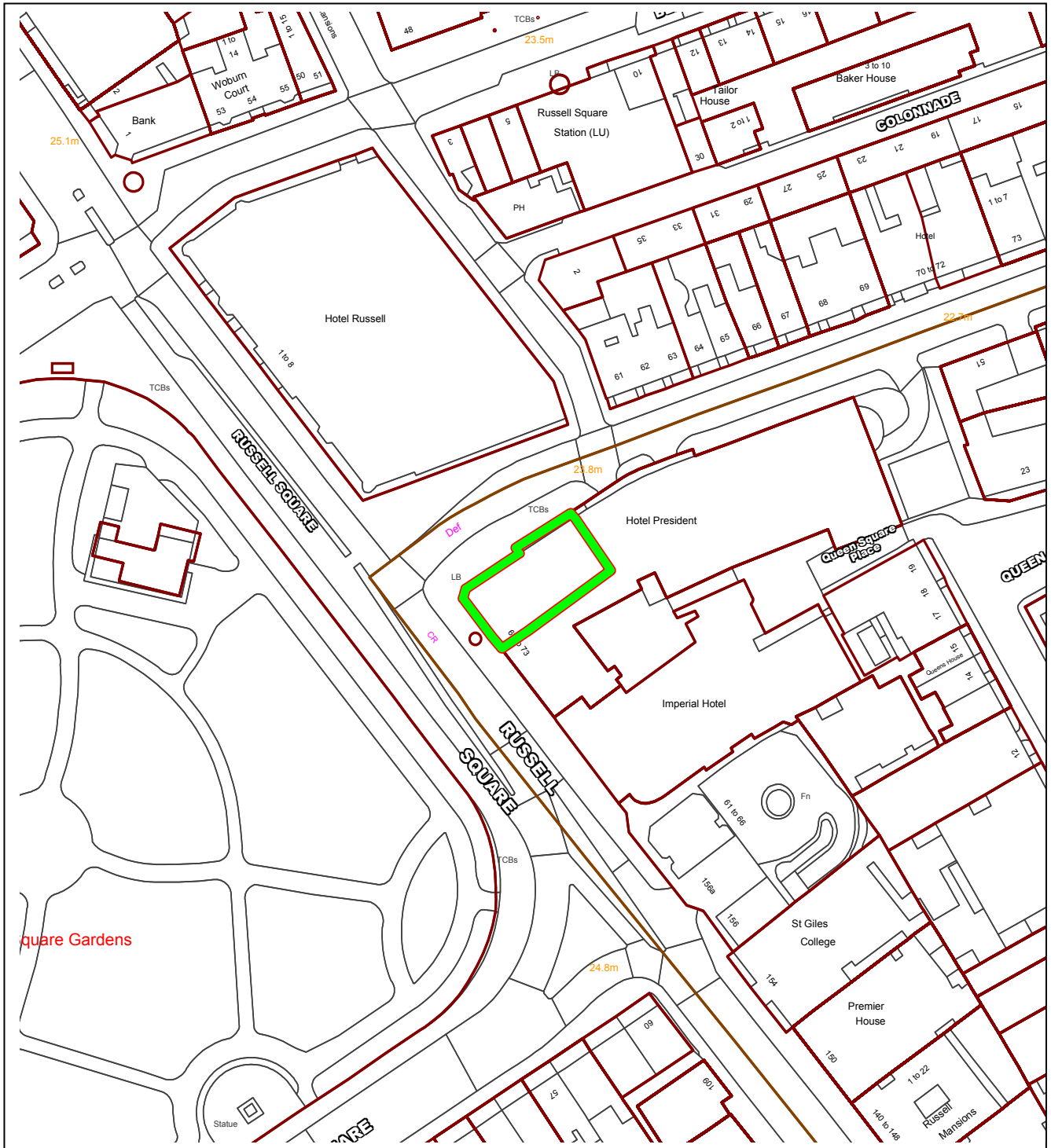


# 2015/5325/P – 73-74 Russell Square



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Site photos of 73 Russell Square.



Russell Square elevation (existing)



Russell Square view south (existing)

Site photos of 73 Russell Square.



Former bank

<b>Delegated Report (Members Briefing)</b>		<b>Analysis sheet</b> N/A / attached	<b>Expiry Date:</b> 19/11/2015
			<b>Consultation Expiry Date:</b> See draft decision notice
<b>Officer</b>		<b>Application Number(s)</b>	
Oluwaseyi Enirayetan		2015/5325/P 2015/5328/A	
<b>Application Address</b>		<b>Drawing Numbers</b>	
73-74 Russell Square London WC1B 5BG		Refer to Draft 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>			
<p><b>A:</b> 2015/5325/P - Alterations to shopfront and associated works to elevations fronting Russell Square and Guildford Street.</p> <p><b>B:</b> 2015/5328/A - Display of 5x internally illuminated fascia/lettering signs to front and side elevations and 2x externally illuminated projecting signs.</p>			
<b>Recommendation(s):</b>	<b>Grant Planning Permission</b> <b>Grant Advertisement Consent</b>		
<b>Application Type:</b>	<b>Full Planning Permission</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>6</b>	No. of responses	<b>01</b>	No. of objections	<b>01</b>
			No. Electronic	<b>00</b>		
<b>Summary of consultation responses:</b>	Neighbours were consulted by letter, a site notice was placed outside the property on the 30 <sup>th</sup> September 2015 for three weeks and a press notice was published on the 1 <sup>st</sup> October 2015.					
<b>CAAC/Local groups* comments:</b> *Please Specify	<b>Bloomsbury CAAC - Objects</b>  <i><b>Glazing not in keeping with architectural style, extremely large panes of glass and impact on opposite Russell Hotel.</b></i>  Officer Response: Please see design section below					

## Site Description

The proposal relates to a commercial premises on the east side of Russell Square. The site is one of the ground floor units of the Imperial Hotel and occupies a position on the corner of Russell Square and Guilford Street. It lies within the Bloomsbury Conservation Area, and although the commercial units are not specifically mentioned in the Conservation Area statement, the Imperial Hotel (beneath which the premises are located) is deemed as making a neutral contribution to the conservation area. There is a mix of commercial uses along Russell Square. The site was previously a Barclays Bank (Class A2) which closed in December 2014.

## Relevant History

2007/4785/P - Installation of new ATM to replace the existing ATM machine on the corner of Russell Square and Guilford Street. – Granted 28/03/08

2007/4786/A - Display of new internally illuminated signage associated with the installation of new ATM on the corner of Russell Square and Guilford Street. – Granted 28/03/08

2011/2538/P - Installation of 2 new air condensing units at basement level lightwell of existing bank (Class A2). – Granted 02/09/2011

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) – Granted 02/09/2011

## Relevant policies

### NPPF 2012

**London plan March 2015 (Consolidated with alterations since 2011)**

### LDF Core Strategy

CS5 – Managing the impact of growth and development

CS14 - Promoting high quality places and conserving our heritage;

### Development Policies

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 1 (CPG) 'Design'

Bloomsbury Conservation Area Appraisal and Management Strategy(April 2011)

## Assessment

### 1. Proposal:

- Install new shopfront facing Russell Square and Guildford Street.
- Display of adverts

### 2. Assessment

#### Design/ Impact on the Conservation Area

2.1 Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under s.72 of the Planning (Listed Buildings and Conservation Areas Act) 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

2.2 CPG1 Design section 7.1 'Well designed shopfront increase the attractiveness of a building and the local area and can have an impact on commercial success by increasing the attraction of shops and shopping centres to customers. This is particularly important in town centres and the character and appearance of where conservation area and listed buildings'

2.3 The proposed works comprise alterations to the shopfront facing both Russell Square and Guilford Street elevations. The proposed shopfront on both elevations will be largely glazed, but will retain the tiled stallrisers and granite pilasters. The glazing to three of the shop windows will be broken up by a single central mullion, with the largest window subdivided by two mullions. In the context of the neighbouring shopfronts this is considered appropriate. The host building dates from the 1960s and such a treatment is not considered harmful to the a building of this age nor is such a contemporary approach considered harmful to the adjacent 19<sup>th</sup> Century Hotel Russell.

2.4 The Bloomsbury Conservation Area Appraisal and Management (April 2011) does not specifically make mention of the commercial units in its statement, but states the Imperial Hotel (beneath which the premises are located) is deemed as making a neutral contribution to the conservation area.

2.5 The ground floor area of the host building comprises a mix of commercial units with various modern designs along the street. In the context of the surrounding architectural styles of the ground floor facades the proposal would not be out of character, and is considered to preserve the appearance of the host and adjacent buildings, the streetscape and the conservation area.

2.6 As such, the proposed development is in general accordance with policies CS5, CS7 and CS14 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24, DP25, DP26 and DP30 of the London Borough of Camden Local Development Framework Development Policies.

2.7 The proposed development also accords with policies 7.4, 7.6 and 7.8 of the London Plan March 2015, consolidated with alterations since 2011; and paragraphs 56 -68 and 126-141 of the National Planning Policy Framework.

### 3 Advert

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

#### Amenity

3.2 The signs do not obscure any architectural features of the building and are considered acceptable in terms of proportions and design. It is not considered that the signs would be unduly obtrusive in the street scene or disturb residents or occupiers. The proposed signage would have internally illuminated lettering similar to other shops in the parade and in line with Camden Planning Guidance.

Public Safety

3.3 The location of the signage is not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

**Recommendation:** Grant permission and Grant Advertisement Consent

**DISCLAIMER**

**Decision route to be decided by nominated members on Monday 9th November. For further information please go to [www.camden.gov.uk](http://www.camden.gov.uk) and search for 'members briefing'**



Mr Rhys Govier  
Savills  
12 Windsor Place  
Cardiff  
CF10 3BY

Application Ref: **2015/5325/P**  
Please ask for: **Oluwaseyi Enirayetan**  
Telephone: 020 7974 3229

5 November 2015

**DRAFT**

Dear Sir/Madam

**DECISION**

Town and Country Planning Act 1990 (as amended)

**Full Planning Permission Granted**

Address:  
**73-74 Russell Square**  
**London**  
**WC1B 5BG**

**DECISION**

Proposal:  
Alterations to shopfront and associated works to elevations fronting Russell Square and Guildford Street.  
Drawing Nos: Site location plan; 15-PRET- RS (02, 03, 04); Cover letter.

The Council has considered your application and decided to grant permission subject to the following condition(s):

Condition(s) and Reason(s):

- 1 The development hereby permitted must be begun not later than the end of three years from the date of this permission.

Reason: In order to comply with the provisions of Section 91 of the Town and Country Planning Act 1990 (as amended).

- 2 The development hereby permitted shall be carried out in accordance with the



following approved plans Site location plan; 15-PRET- RS (02, 03, 04); Cover letter.

Reason: For the avoidance of doubt and in the interest of proper planning.

- 3 All new external work shall be carried out in materials that resemble, as closely as possible, in colour and texture those of the existing building, unless otherwise specified in the approved application.

Reason: To safeguard the appearance of the premises and the character of the immediate area in accordance with the requirements of policy CS14 of the London Borough of Camden Local Development Framework Core Strategy and policy DP24 and DP25 of the London Borough of Camden Local Development Framework Development Policies.

Informative(s):

- 1 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts which cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Argyle Street WC1H 8EQ, (tel: 020-7974 6941).
- 2 Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You are advised to consult the Council's Compliance and Enforcement team [Regulatory Services], Camden Town Hall, Argyle Street, WC1H 8EQ (Tel. No. 020 7974 4444 or on the website <http://www.camden.gov.uk/ccm/content/contacts/council-contacts/environment/contact-the-environmental-health-team.en> or seek prior approval under Section 61 of the Act if you anticipate any difficulty in carrying out construction other than within the hours stated above.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice about your rights of appeal at:

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

Yours faithfully

Director of Culture & Environment

**DRAFT**

**DECISION**

Savills  
12 Windsor Place  
Cardiff  
CF10 3BYApplication Ref: **2015/5328/A**  
Please ask for: **Oluwaseyi Enirayetan**  
Telephone: 020 7974 3229

5 November 2015

**DRAFT**

Dear Sir/Madam

**DECISION**

Town and Country Planning Act 1990

**Advertisement Consent Granted**Address:  
**73-74 Russell Square**  
**London**  
**WC1B 5BG****DECISION**

Proposal:

Display of 5x internally illuminated fascia/lettering signs to front and side elevations and 2x externally illuminated projecting signs.

Drawing Nos: Site location plan; 15-PRET- RS (02, 03, 04, 05, 06,); Cover letter.

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town &amp; Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2 No advertisement shall be sited or displayed so as to
  - (a) endanger persons using any highway, railway, waterway, dock, harbour or



aerodrome (civil or military);

(b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or

(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

Informative(s):

1

**DECISION**

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice in regard to your rights of appeal at:

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Yours faithfully

Director of Culture & Environment

**DRAFT**

**DECISION**