

Mr Nigel Ball
Rivermeade Signs Ltd
Roslin Road
London
W3 8BW

Application Ref: **2016/5205/L**
Please ask for: **Darlene Dike**
Telephone: 020 7974 **1029**

4 November 2016

Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Granted

Address:
Hotel Russell
1-8 Russell Square
London
WC1B 5BE

Proposal:
Installation of internally illuminated lettering to west elevation, to replace existing.

Drawing Nos: Site Location Plan (Ref. S9912 Russell External REF 03); S9912 Russell External REF 01; S9912 Russell External REF 02; Drawing D - Proposed Lettering; Drawing E - Proposed West Elevation; Heritage, Design and Access Statement

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

Conditions And Reasons:

- 1 The works hereby permitted shall be begun not later than the end of three years from the date of this consent.

Reason: In order to comply with the provisions of Section 18 of the Planning (Listed Buildings and Conservation Areas) Act 1990.



- 2 All new work and work of making good shall be carried out to match the original work as closely as possible in materials and detailed execution.

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy CS14 of the London Borough of Camden Local Development Framework Core Strategy and policy DP25 of the London Borough of Camden Local Development Framework Development Policies.

- 3 The works hereby approved are only those specifically indicated on the drawing(s) referred to above.

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy CS14 of the London Borough of Camden Local Development Framework Core Strategy and policy DP25 of the London Borough of Camden Local Development Framework Development Policies.

Informative(s):

- 1 Reasons for granting listed building consent:

Proposals simply seek to replace the existing lettering and supporting rails with new lettering and supporting rails. The new signage will comprise the same materials as the existing, namely aluminium and opal acrylic, and will be identical in height at 540mm tall. The main difference between the existing and proposed signage, save for the change in name, is to the method of illumination, which will switch from neon to white internal LEDs, and so provide an improvement on the existing condition. The proposed internally illuminated lettering is thus considered acceptable in terms of its size, design and method of illumination. Positioned in the same location as the existing signage, the proposed lettering would not obscure any significant architectural features or otherwise visually harm the building, and so is appropriate in terms of location. Proposals would also not result in the loss of original or otherwise significant historic fabric and so will not impact on the special architectural and historic interest of the Grade II* listed building.

The site's planning history and relevant enforcement and appeals have been taken into account when coming to this decision. No representations were received as a result of consultation.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under s.66 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposal is in general accordance with policy CS14 of the London Borough of Camden Local Development Framework Core Strategy, and policy DP25 of the London Borough of Camden Local Development Framework

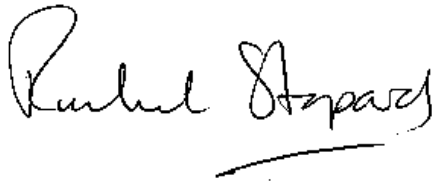
Development Policies. The proposed development also accords with the London Plan 2016 and the National Planning Policy Framework 2012.

- 2 You are advised that any works of alterations or upgrading not included on the approved drawings which are required to satisfy Building Regulations or Fire Certification may require a further application for listed building consent.

You can find advice about your rights of appeal at:

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

Yours faithfully

A handwritten signature in black ink, appearing to read 'Rachel Stopard', with a horizontal line underneath.

Rachel Stopard
Executive Director Supporting Communities