

Mr Matt Gilbody
Epr Architects
Sixth Floor to Eighth Floor y Block 30
Millbank LONDON SW1P 4DU

Application Ref: **2016/7101/A**
Please ask for: **Raymond Yeung**
Telephone: 020 7974 **4546**

23 February 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

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

Proposal:

Display of 8 x internally illuminated fascia signs, 1x non-illuminated hanging sign, 4 x pole and flag sign, 4 x non-illuminated window vinyl signs, 5 x non-illuminated directional signs.
Drawing Nos: Proposed vinyl signs drawings (Bernard, Russell Square & Guildford Street), EXT-GF, 10089-T-01-9020-ZXX Rev03, 10089-T-01-9021-Z00, 10089-T-01-0100-ZXX-Rev01, 10089-T-01-0101-ZXX-Rev02, 10089-T-01-9021-Z00Rev02, External Signage to be Removed (photographs) , RSL-External Signage Plans, RSL External Schedule 081216 dwg. ref Rev 1 (8/12/16); 1a (Black and silver), 1c, 2, 5a, 5b, 6, 09, 11, 13, 15, 17, 19, Design & Access statement December 2016.

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 & 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 Reasons for granting permission.

The proposed external signs, lettering, directions and flag poles are considered acceptable in terms of size, design, location and method of illumination as they would respect the design, scale and historic fabric of the host building. Many of the signs are similar in size, colour and design to that seen previously on the building, the council's conservation officer visited the site, and considers the advertisements are not unduly dominant on the street nor would they harm the Bloomsbury Conservation Area.

Whilst the advertisements will have some impact in terms of light spill, light fittings are positioned away from the nearest windows and they are not considered to be

harmful to the amenity of neighbouring occupiers. The signs are positioned in a typical location on a commercial property within the street and are considered not to impact on pedestrian or vehicular safety and therefore raise no public safety concerns.

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

Special regard has been attached to the desirability of preserving the listed building and the features of special architectural or historic interest which it possesses. Considerable importance and weight has been attached to the harm and special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area under s.66 and s.72 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

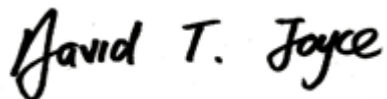
As such, the proposed development is in general accordance with policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy and policies DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with the London Plan 2016 and the National Planning Policy Framework.

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:

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

Yours faithfully

A handwritten signature in black ink that reads "David T. Joyce". The signature is written in a cursive, slightly slanted style.

David Joyce
Executive Director Supporting Communities