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Application Ref: **2016/7110/L**  
Please ask for: **Raymond Yeung**  
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23 February 2017

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 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), SAF-LG, SAF-GF, SAF-LI, SAF-L2, SAF-L3, SAF-L4, SAF-L5, SAF-L6, SAF-L7, SAF-L8, INT-LF, INT-GF, INT-LI, INT-L2, INT-L3, INT-L4, INT-L5, INT-L6, INT-L7, INT-L8, EXT-GF, 10089-T-01-9020-ZXX Rev03, 10089-T-01-9021-Z00, 10089-T-01-9021-Z00Rev02, 10089-T-01-0100-ZXX-Rev01, 10089-T-01-0101-ZXX-Rev02, External Signage to be Removed (photographs), RSL Internal Signage Schedule 9685, RSL Fire Safety Signage Schedule - 210915, 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 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 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.

The proposed internal and 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 listed Grade II\* 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 to the host property.

The site's planning history and relevant appeal decisions were taken into account when coming to this decision. Historic England raises no objection as a result of consultation.

Special regard has been attached to the desirability of preserving the listed building and its features of special architectural or historic interest, under s.16 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 CS14 of the London Borough of Camden Local Development Framework Core Strategy and 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.

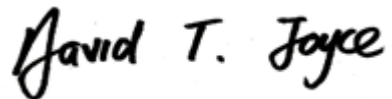
- 2 The emerging Local Plan is reaching the final stages of its public examination. Consultation on proposed modifications to the Submission Draft Local Plan began on 30 January and ends on 13 March 2017. The modifications have been proposed in response to Inspector's comments during the examination and seek to ensure that the Inspector can find the plan 'sound' subject to the modifications

being made to the Plan. The Local Plan at this stage is a material consideration in decision making, but pending publication of the Inspector's report into the examination only has limited weight.

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 that reads "David T. Joyce". The signature is written in a cursive style with a large initial 'D'.

David Joyce  
Executive Director Supporting Communities