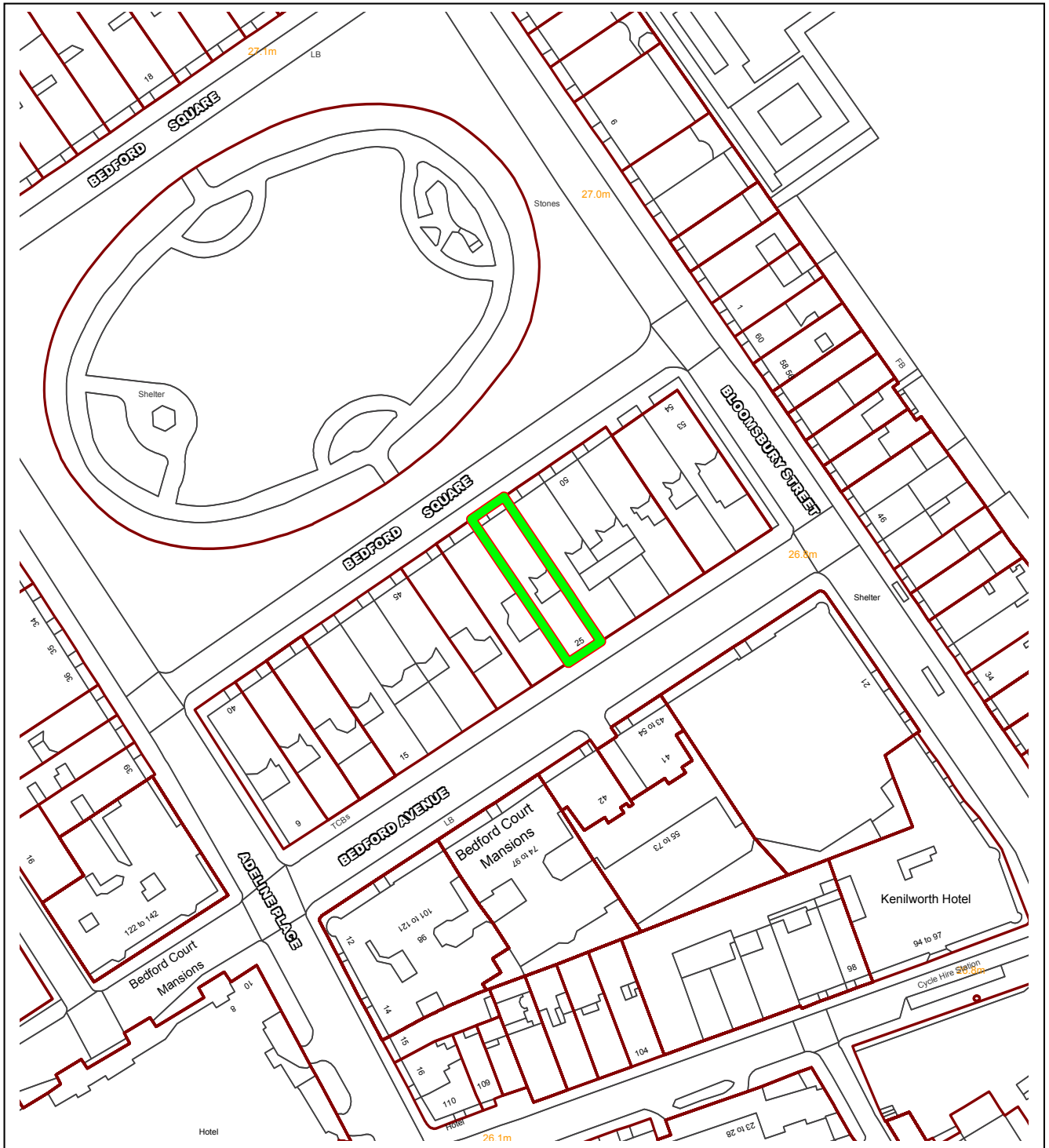


48 Bedford Square (2017/1450/L)



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48 Bedford Square (2017/1450/L)

Photos 1 & 2 – no. 48 Bedford Square (wider views)



Photo 3 – no. 48 Bedford Square



Other existing examples of signs in Bedford Square:

Photo 4 – no. 49



Photo 5 – no. 35



Photo 6 – no. 29



Photo 5 – no. 22



Delegated Report		Analysis sheet	Expiry Date:	29/05/2017
(Members Briefing)		N/A	Consultation Expiry Date:	04/05/2017
Officer			Application Number(s)	
Tony Young			2017/1450/L	
Application Address			Drawing Numbers	
48 Bedford Square London WC1B 3DP			Refer to draft decision notice	
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature	
Proposal(s)				
External alterations involving the fixing of a slate name plate (600mm x 375mm x 30mm) to the left of the front entrance door.				
Recommendation(s):	Grant conditional listed building consent			
Application Type(s):	Listed Building Consent			

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice					
Informatives:						
Consultations						
Adjoining Occupiers:	No. notified	0	No. of responses	00	No. of objections	00
			No. Electronic	00		
Summary of consultation responses from local residents	<p>Site notice was displayed from 12/04/2017 to 03/05/2017</p> <p>Press notice was published on 13/04/2017 and expired 04/05/2017</p>					
CAAC/Local groups comments	<p>Historic England was consulted on 07/04/2017:</p> <ol style="list-style-type: none"> Response received on 12/04/2017 authorising the Council to determine this application in accordance with national and local policy guidance and on the basis of its specialist conservation advice. <p>Bloomsbury Association objected to the <u>original</u> proposals as follows:</p> <ol style="list-style-type: none"> <i>“The proposed sign, while elegant, is too large for its purpose, will be too dominant in the overall composition of the facade and will detract from its architectural and historical significance. Reference should be made to similar plaques in bronze on the facades of 22 Bedford Square, 100 and 106 Great Russell Street. These, along with numerous blue plaques applied to the facades of other buildings in the Square, record someone or something notable relating to the history of the building that is of public interest and is appropriate to be expressed. The name of a current business, while it may be shown, should be of lesser visual dominance.”</i> <p>Bloomsbury Association objected to <u>revised</u> proposals as follows:</p> <ol style="list-style-type: none"> <i>“Our original comments still stand because we see no rational basis for changing them for a few millimetres lesser dimension. For the past two days I have attended an appeal (non planning) in the High Court during which a considerable amount of time was devoted by learned Counsel to interpretation of the word "alternative". It leads me to conclude that it is not reasonable to reach any sound conclusions on the basis of whether an alternative proposal that is slightly smaller is better. This is an entirely subjective opinion and, in a way, the elegance and craftsmanship evident in the proposed sign detracts from what, under listed building legislation, should be a more rational judgement. My subjective opinion carries no more weight than does yours. I would be inclined to consider the proliferation of other signs around the Square and ask, if this proposal was for a sign in brass or plastic, would the Officer view of appropriateness of the dimensions of the proposal be any different. I would then ask whether the applicant's design and material choice is such that it could be argued that it enhances the building more than might be expected with a more conventional sign. I would also ask, is it a sign or a</i> 					

commemorative plaque and does it really matter? I think it does and fitness for purpose is an issue unless the applicant wishes to put forward the suggestion that this is a work of art, in which case our view may be very different."

Officer response to points 2 & 3 above:

The proposed name plate is a high-quality, hand-carved sign, appropriate in colour, materials and method of fixing. While it is accepted that all signs are intended to attract attention, revisions to reduce the dimensions allow for the craftsmanship and elegance of the sign to be more discretely and appropriately displayed within the context of the setting of this listed building (*please see sections 3-4 of the main body of report*).

The Council's Conservation Officer has assessed the proposals and has no objection to the revised proposals.

Site Description

The application property is a grade I listed terraced former house, which dates from 1775-86 and was probably designed by Thomas Leverton or Robert Palmer for the Bedford Estate. The building forms part of a larger palace-style facade which fronts onto the south side of Bedford Square and forms part of one of the finest pieces of designed Georgian townscape in London. The site lies within the Bloomsbury Conservation Area.

Relevant History

2017/1449/P & 2017/1626/L - Replacement of non-original fanlight over front door. Planning permission & listed building consent granted 28/04/2017

2003/2492/L - Installation of new handrail to existing railings and entry phone. Listed building consent refused 02/03/2005

LSX0104587 - Installation of commemorative plaque to front elevation. Listed building consent granted 25/09/2001

Relevant policies

National Planning Policy Framework 2012

The London Plan March 2016

LDF Core Strategy and Development Policies

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)

Camden Planning Guidance

CPG1 (Design) July 2015

Draft Camden Local Plan*

A1 (Managing the impact of development)

D1 (Design)

D2 (Heritage)

D4 (Advertisements)

* The Inspector's report on the Local Plan was published on 15 May 2017 and concludes that the plan is 'sound' subject to modifications being made to the Plan. While the determination of planning applications should continue to be made in accordance with the existing development plan until formal adoption, substantial weight may now be attached to the relevant policies of the emerging plan as a material consideration following publication of the Inspector's report, subject to any relevant recommended modifications in the Inspector's report.

Bloomsbury Conservation Area Appraisal and Management Strategy (adopted April 2011)

Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013

Assessment

1. Proposal

- 1.1 The applicant (Maggs Bros.) have held a Royal Warrant from the time of George V and a listed building application has been submitted for consent to affix a slate name plate displaying this warrant along with the company name to the front elevation at no. 48 Bedford Square and to the left of the entrance door.
- 1.2 The proposed name plate would be made of Welsh slate, grey in colour, with fine lettering cut into the slate. It would measure 600mm high x 375mm wide x 30mm in thickness. The plate would be held off the existing brickwork by 10mm and be discretely fixed to plugs held within the mortar joints.

2. Revisions

- 2.1 Following concerns initially raised with the applicant that the sign might appear too large and dominant within the existing façade so as to detract from the architectural and historical significance of the host building, revisions were submitted reducing the dimensions of the proposed sign from 725mm high x 450mm wide to 600mm high x 375mm wide.
- 2.2 It is noted that as a consequence of these revisions the proposal is considered to benefit from deemed advertisement consent, as defined by Schedule 3, Part 1, Class 2B of the Town and Country Planning (Control of Advertisements) Regulations 2007, and therefore does not require formal determination by the local authority in the form of an advertisement consent application. An informative will be attached to any consent accordingly.

3. Assessment

- 3.1 The principal considerations material to the determination of this application are:
- a) the design and impact of the proposal on the special architectural and historic interest of the listed building and on the character and appearance of the Bloomsbury conservation area; and

b) the impact of the proposal on neighbouring amenity.

4. Design and Appearance

4.1 Core Strategy Policy CS14 (Promoting high quality places and conserving our heritage) of the LDF Core Strategy and Development Policies 2010 aims to ensure the highest design standards from developments. This is supported by Policy DP24 (Securing high quality design) which requires that all development, including alterations and extensions, should be of the highest standard of design and respect the character, setting, form and scale of the host building and neighbouring properties, as well as, the wider historic environment and buildings.

4.2 Policy DP25 (Conserving Camden's heritage) states that the Council will only permit development that preserves and enhances the character and appearance of the conservation area, and will not permit development that it considers would cause harm to the setting of a listed building. This is supported within the Bloomsbury Conservation Area Appraisal and Management Strategy (adopted April 2011).

4.3 Section 3.22 of Camden Planning Guidance, CPG1 (Design) emphasises that the Council has a statutory duty when assessing listed building consent applications to have a "*special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.*" More specifically, section 8.9 requires that "*signage must not obscure or damage specific architectural features of buildings.*"

4.4 It is acknowledged that the proposed name plate is larger than most signage at ground floor level within the square (though a larger plaque is displayed on the front façade at no. 22). However the design and high quality of craftsmanship, including the choice of materials (hand-carved Welsh slate) and colour, result in the proposed sign blending in well with the dark-grey brickwork of the host building and the grand proportions of the wider façade and square.

4.5 The methodology for affixing the name plate to the mortar joints is such that it won't damage the external brickwork and will be completely reversible. Furthermore, the position of the name plate would not obscure or damage any architectural features of the building.

4.6 Therefore, in terms of the proportions, position and design of the name plate, as well as the materials, colour, method of fixing and non-illuminated nature of the proposed sign, it is considered that the proposals would preserve the special architectural and historic interest of the Grade I listed building and would not harm the character and appearance of the Bloomsbury conservation area, and as such, the proposals are acceptable.

4.7 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 Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

5. Amenity

5.1 Policy CS5 (Managing the impact of growth and development) seeks to protect the amenity of Camden's residents by ensuring the impact of development is fully considered. Policy DP26 (Managing the impact of development on occupiers and neighbours) seeks to ensure that development protects the quality of life of occupiers and neighbours by only granting permission to development that would not harm the amenity of neighbouring residents.

5.2 Due to the location and modest nature of the proposals, they are not considered to cause harm to neighbouring amenity in terms of a loss of outlook, daylight or privacy. The proposals

therefore accord with policies CS5 and DP26, and with Camden Planning Guidance, CPG6 (Amenity).

6. Recommendation

- 6.1 The proposed development is considered acceptable in terms of its design and impact on the conservation area and listed building, and there is considered to be no adverse impact on the residential amenity of neighbouring occupiers. The proposal is in general compliance with policies CS5, CS14, DP24, DP25 and DP26 of the Local Development Framework, and as such, the listed building consent application is therefore recommended for approval with conditions attached.
- 6.2 The proposal is considered to benefit from deemed advertisement consent, as defined by Schedule 3, Part 1, Class 2B of the Town and Country Planning (Control of Advertisements) Regulations 2007, and therefore does not require formal determination by the local authority in the form of an advertisement consent application. The applicant is therefore advised to withdraw the associated advertisement consent application (2017/1891/A).

DISCLAIMER

The decision to refer an application to Planning Committee lies with the Director of Regeneration and Planning. Following the Members Briefing panel on Monday 22nd May 2017, nominated members will advise whether they consider this application should be reported to the Planning Committee. For further information, please go to www.camden.gov.uk and search for 'Members Briefing'.

Long & Kentish architects
27 Horsell Road
London
N5 1XL

Application Ref: **2017/1450/L**
Please ask for: **Tony Young**
Telephone: 020 7974 **2687**

12 May 2017

DRAFT

Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Granted

Address:
48 Bedford Square
London
WC1B 3DP

DECISION

Proposal:

External alterations involving the fixing of a slate name plate (600mm x 375mm x 30mm) to the left of the front entrance door.

Drawing Nos: (BS_)01, 02; (BS_P_)01_A, 02_A, 03_A.

The Council has considered your application and decided to grant 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.

Executive Director Supporting Communities



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 2010 and policy DP25 of the London Borough of Camden Local Development Framework Development Policies 2010, and policies D1 and D2 of the Camden Local Plan Submission Draft 2016.

- 3 All new external works and finishes, and works of making good to the retained fabric, shall match the existing adjacent work with regard to the methods used and to material, colour, texture and profile, unless shown otherwise on the drawings or other documentation hereby approved or required by any condition(s) attached to this consent.

In particular, due care should be taken when both fixing the sign to the existing fabric of the building to ensure that minimal intervention is made to the existing external material, as well as, during any subsequent removal of the sign in the future to ensure that works of making good return the building as closely as possible to its existing state.

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 2010 and policy DP25 of the London Borough of Camden Local Development Framework Development Policies 2010, and policies D1 and D2 of the Camden Local Plan Submission Draft 2016.

Informative(s):

- 1 The Inspector's report on the Local Plan was published on 15 May 2017 and concludes that the plan is 'sound' subject to modifications being made to the Plan. While the determination of planning applications should continue to be made in accordance with the existing development plan until formal adoption, substantial weight may now be attached to the relevant policies of the emerging plan as a material consideration following publication of the Inspector's report, subject to any relevant recommended modifications in the Inspector's report.
- 2 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).
- 3 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 Noise and Licensing Enforcement Team, 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.

- 4 The proposal is considered to benefit from deemed advertisement consent, as defined by Schedule 3, Part 1, Class 2B of the Town and Country Planning (Control of Advertisements) Regulations 2007, and therefore does not require formal determination by the local authority in the form of an advertisement consent application. You are therefore advised to withdraw the associated advertisement consent application (2017/1891/A).

You can find advice about your rights of appeal at:

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

Yours faithfully

Director of Regeneration and Planning

DRAFT

DECISION