

Mr Adam Knight  
Hugh Broughton Architects  
41a Beavor Lane  
London  
W6 9BL

Application Ref: **2017/3468/L**  
Please ask for: **Darlene Dike**  
Telephone: 020 7974 **1029**

16 August 2017

Dear Sir/Madam

## **DECISION**

Planning (Listed Building and Conservation Areas) Act 1990

### **Listed Building Consent Granted**

Address:  
**Congress House**  
**23-28 Great Russell Street**  
**London**  
**WC1B 3LN**

Proposal:

Alterations to display 5 internally applied vinyl signs and replacement of existing brass finish lettering to two plinths.

Drawing Nos: Site Location Plan (Ref. 205/E1000\_RevP1); 205/P1049-RevP1; 213/E1001\_RevP1; 205/E1022-RevP1; 205/P1022-RevP2; Design, Access and Heritage 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 safeguard the special architectural and historic interest of the building in accordance with the requirements of policy D2 of the Camden Local



Plan 2017.

- 2 The works hereby approved are only those specifically indicated in the drawings referred to above.

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy D2 of the Camden Local Plan 2017.

- 3 All new external works and finishes, and works of making good shall be carried out to match the existing work as closely as possible with respect to materials, colour, texture and profile and detailed execution.

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy D2 of the Camden Local Plan 2017.

#### Informative(s):

- 1 Reason for granting consent:

Proposals largely seek to replace the existing embossed lettering to the two plinths within the entrance-way, with matching lettering that incorporates a simplified logo. The new lettering will comprise the same materials and finish as the existing, namely 'penny bronze', and will be near identical in height, width and location. Given this, the proposed lettering is deemed acceptable in terms of its size, design and location.

Sited in the same position as the existing lettering, the proposed lettering would not obscure any significant architectural features or otherwise visually harm the building, and so is appropriate in terms of its placement. Proposals would also not result in the loss of original or otherwise significant historic fabric and so will not impact the special architectural interest of the Grade II\* listed building.

Proposals also seek to introduce one vinyl sign to the entrance glazing and another four smaller vinyl signs to a central window display at the ground floor level of the building. The vinyl signs are to be situated within the transoms above the doors and windows to which they are present, so would only occupy a limited proportion of the building's glazing and thus appear unobtrusive.

Though tinted, the vinyl signs will not be opaque and so will not interrupt the building's current transparency at ground floor level. The colours and logo selected are also sympathetic, co-ordinating with the turquoise and light blue tiles to the South Side of the building. In view of this, and the reversibility of the proposed vinyl signs, they are not deemed to negatively affect the appearance and character of the host Grade II\* listed building, or wider conservation area.

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 2013.

No objections have been received prior to making this decision. The planning history of the site has been taken into account when coming to this decision.

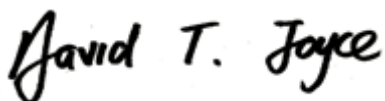
As such, the proposed development is in general accordance with policy D2 of the Camden Local Plan 2017. The proposed development also accords with policies of the London Plan 2016 and the National Planning Policy Framework.

- 2 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts that 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, Judd St, Kings Cross, London NW1 2QS (tel: 020-7974 6941).
- 3 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.
- 4 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, Judd St, Kings Cross, London NW1 2QS (Tel. No. 020 7974 4444 or search for 'environmental health' on the Camden website 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.

You can find advice about your rights of appeal at:

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

Yours faithfully



David Joyce  
Director of Regeneration and Planning