

111a Great Russell Street – 2017/3559/A



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1. Photo showing NW door entrance with existing sign to be replaced.



2. Photo showing NE door entrance with existing sign to be replaced on pillar.



3. Site showing front elevation



4. Site showing front elevation



5. Long view photo taken from junction between Tottenham Court Road and Great Russell Street.

Delegated Report (Members Briefing)		Analysis sheet	Expiry Date:	15/08/2017
		N/A / attached	Consultation Expiry Date:	N/A
Officer			Application Number(s)	
Oluwaseyi Enirayetan			2017/3559/A	
Application Address			Drawing Numbers	
111 A Great Russell Street LONDON WC1B 3NQ			Please refer to decision notice	
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature	
Proposal(s)				
Display of two internally illuminated signs to wall and two internally illuminated projecting signs.				
Recommendation(s):		Grant Conditional Advertisement Consent		
Application Type:		Advertisement Consent		

Conditions or Reasons for Refusal:	Refer to Decision Notice					
Informatives:						
Consultations						
Adjoining Occupiers:	No. notified	00	No. of responses	01	No. of objections	01
Summary of consultation responses:	<p>No public consultation was undertaken due to the type of application, however some objections were received.</p> <p>1x from anonymous address objected on the following grounds:</p> <ol style="list-style-type: none"> 1. Contravenes DCLG guidance about outdoor advertisements 2. Goes against the renewal and upgrade plans for Tottenham Court Road 3. Will have a negative impact on local views. Its a pedestrian route to British Museum 4. Projecting signs are intrusive, due to narrow street the projecting sign is not needed. 5. Proposed signs would introduce unacceptable level of light pollution and would negatively impact on local amenities <p>Case Officer's response:</p> <ol style="list-style-type: none"> 1. The objector refers to outdoor advertisement and signs: a guide for advertisers which sets out what advertisements have the benefit of deemed consent and which require advertisement consent. Advertisements are controlled in respect of their amenity and public safety. In terms of visual amenity, the effect is not considered detrimental to the character of the area as it is in scale with the host building and modest in size, location and illumination. 2. The Tottenham court road upgrade is part of the West End Project to declutter the road along its entirety. This application is not considered to be visually obtrusive and unattractive, hence would not add to visual clutter or deter the project. 3. It will not harm the adjacent conservation area or setting of the listed building. 4. It is not out of character and does not detract from appearance of the street 5. Only the letterings would be illuminated, with a low luminance level of 200cd/m which is considered acceptable and therefore would not have a detrimental effect on local amenities or result in light pollution in this Central London location. 					
CAAC/Local groups* comments:	<p>Bloomsbury Association objected on the following grounds;</p> <ol style="list-style-type: none"> 1. Fails to meet sections 8.5-8.9, 8.11-8.14, 8.17 and 8.19 in section 8 of CPG1. 2. Visual impact on long distant views and the conservation area 3. The proposal is over-signed and makes no reference to the storey-high illuminated sign in the premises window. Light pollution from the proposed signs will impact on the amenity of residential uses directly opposite at 13 Great Russell Street. It may also have an effect on residential uses on Adeline Place <p>Case Officer's response:</p> <ol style="list-style-type: none"> 1. The proposal complies with adopted policy and CPG1 Design guidance. See paragraphs 3.3 and 3.4 of this report. 2. The proposed signs are replacing existing signs so there are no added impact, whilst the projecting signs would be on ground floor level where they would not appear out of character. See photo 5 3. The internal illuminated sign benefits from deemed consent and does not form part of the assessment of this application. The signs in their entirety are considered acceptable due to the scale of the host building and not considered negatively harmful to residence in terms of light pollution due to the location and position of the signs. 					

Site Description

The site relates to a mixed use (hotel, casino and commercial properties) block bounded by Bedford Avenue to the North, Great Russell Street to the south, Tottenham Court Road to the east and Adeline Place to the west.

This application relates to a restaurant (Class A3) on the ground floor level facing Great Russell Street. The site is neither listed building nor in conservation area. Nevertheless, it is adjacent to Bloomsbury Conservation Area and the Dominion Theatre which is a Grade II listed building. Historically this site is also known as the "YMCA" Building

Relevant History

2006/0046/P - Alterations to existing shopfront including enclosure of the ground floor entrance area of the restaurant (Class A3) on the Great Russell Street elevation. **Granted 30/03/2013**

2006/0049/A - Display of an externally illuminated panel sign at ground floor level entrance of the restaurant (Class A3) on the Great Russell Street elevation). – **Granted 30/03/2013**

2013/6380/A - The display of 1 x awning sign, 2 x internally illuminated menu board, 1 x internally illuminated window sculpture, 2 x internally illuminated signs to the front and side elevation.- **Granted 13/11/2013**

Neighbouring Sites:

111A Great Russell Street

2014/7963/A - Display of non-illuminated projecting sign, and replaced awning and internally illuminated menu box. – **Granted 26/01/2015**

2015/4503/A - Display of externally illuminated banner sign at 1st floor level – **Refused 23/12/2015**

St Giles Hotel, 12 Bedford Avenue

2006/0049/A - Display of an externally illuminated panel sign at ground floor level entrance of the restaurant (Class A3) on the Great Russell Street elevation). **Granted 30/03/2006**

2014/3894/A - Display of an advertisement awning with 2 x illuminated LED sign to the east, west and non-illuminated fascia sign on existing awning and display of 2 x non illuminated fascia sign to the front elevation in connection with St Giles Hotel.- **Granted 13/08/2014.**

Relevant policies

National Planning Framework (2012)

The London Plan (2016)

Camden Local Plan (2017)

A1 Managing the impact of development

D1 Design

D2 Heritage

D3 Shopfronts

D4 Advertisement

Camden Planning Guidance

CPG1 Design (2015).

CPG 6 Amenity (2011)

Assessment

1. Proposal

1.1 The application seeks advertisement consent for the display of two internally illuminated signs; one fixed near the door frame and the other to pillar wall as a replacement to existing. It also proposes two internally illuminated projecting signs positioned to either side of the shopfront at fascia level.

2. Assessment

The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.

The main issues in this application are:

- Amenity
- Public safety

3. Amenity

3.1. Policy D4 requires advertisements to preserve or enhance the character of their setting and host building. They must respect the form, fabric, design and scale of their setting and host building of the highest standard of design material and detail. Further stating that any advertisements on or near a listed building or in a conservation area must not harm their character and appearance and must not obscure or damage specific architectural features of buildings.

3.2 The Council places great importance on preserving the historic environment. Under the Planning (Listed Buildings and Conservation Areas) Act the Council has a responsibility to have special regard to preserving listed buildings and must pay special attention to preserving or enhancing the character or appearance of conservation areas. Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under s.72 of the Planning (Listed Buildings and Conservation Areas Act) 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

The internally illuminated wall signs

3.3 With regards to the proposed internally illuminated wall signs, they are considered acceptable in size and proportionate in relation to the building. The signs would be replacing existing signage and do not obscure any architectural features of the building and it is not considered that the signs would be unduly obtrusive in the street scene or disturb residents or occupiers. The proposed signs are modest in size compared to existing and in line with Camden Planning Guidance in that they would not be flashing or intermittent, only the letters would be illuminated and not the whole signs.

Projecting signs

3.4 CPG1 states that projecting signs should normally be level with the fascia rather than below or above it. The proposed internally illuminated projecting signs would be positioned to either side of the shopfront due to the largeness of the shopfront and at fascia level in line with Section 7.14 and 7.15 of CPG1 Design which states that two projecting signs may be appropriate in cases of large shopfronts.

4. Public Safety

The proposed advertisements are not considered to raise public safety issues in terms of dazzle or disrupt the free flow of pedestrian movement. The location of the replacement and projecting signs and method of illumination are not considered harmful to either pedestrian or vehicular traffic.

5. Recommendation

5.1 Grant Conditional Advertisement Consent

The decision to refer an application to Planning Committee lies with the Director of Regeneration and Planning. Following the Members Briefing panel on Tuesday 29th August 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'.

Technical Signs
Hille Business Centre
132 St Albans Road
Watford
WD24 4AE

Application Ref: **2017/3559/A**
Please ask for: **Oluwaseyi Enirayetan**
Telephone: 020 7974 **3229**

17 August 2017

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**111 A Great Russell Street
LONDON
WC1B 3NQ**

DECISION

Proposal:

Display of two internally illuminated signs to wall and two internally illuminated projecting signs.

Drawing Nos: Site location plan; 595762- (1Rev B, 2Rev B, 3Rev B).

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

Executive Director Supporting Communities



- (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

DECISION

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

Director of Regeneration and Planning

DRAFT

DECISION