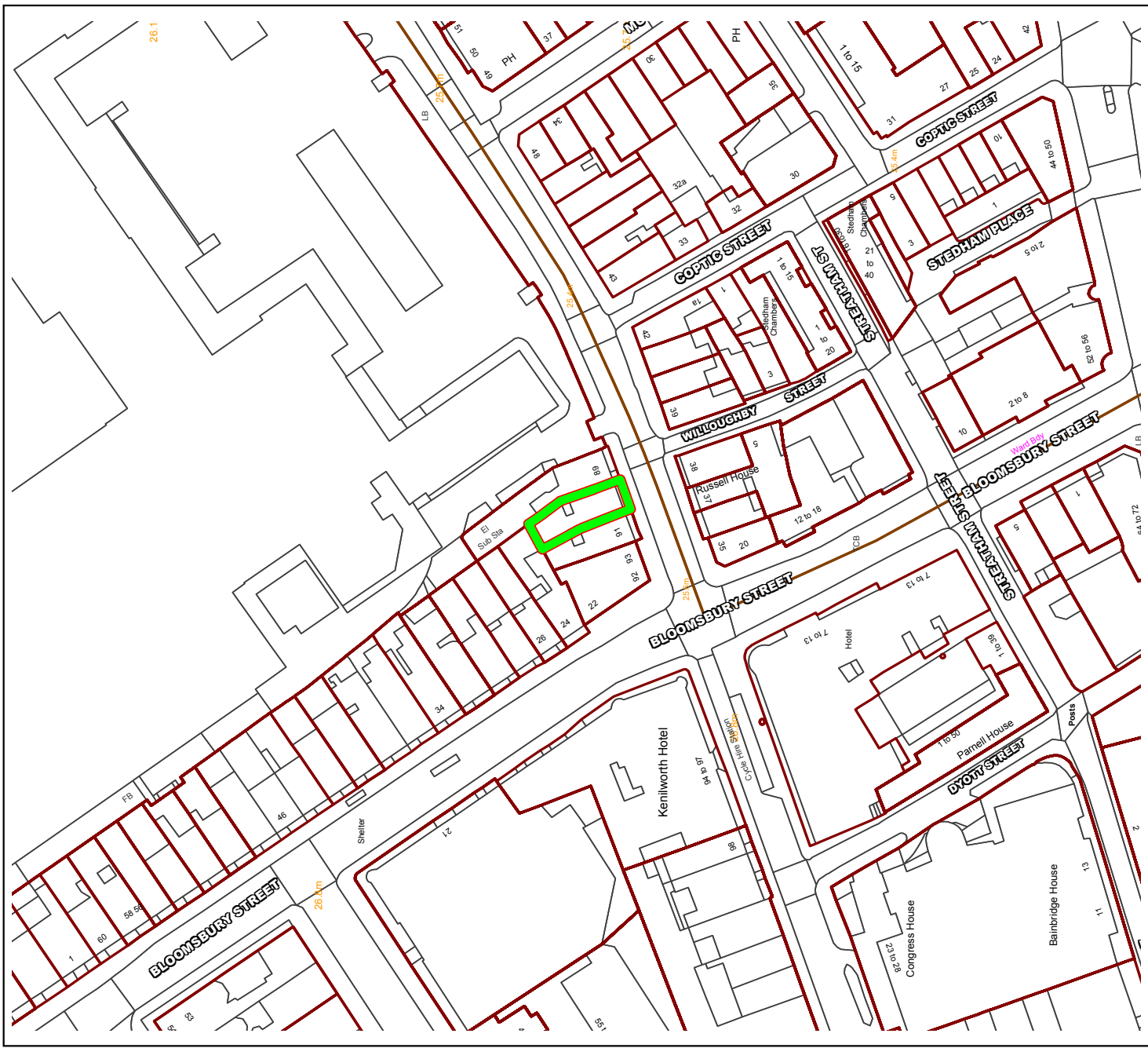


90 Great Russell Street



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Photo 1 – shopfront elevation (pre-existing view)



Photo 2 – shopfront elevation (pre-existing view)



Photo 3 – shopfront elevation (existing view)



Delegated Report		Analysis sheet		Expiry Date:	21/11/2017
(Members Briefing)		N/A		Consultation Expiry Date:	27/10/2017
Officer			Application Number(s)		
Tony Young			2017/5374/L 2017/4612/A		
Application Address			Drawing Numbers		
90 Great Russell Street LONDON WC1B 3PS			Refer to draft decision notice		
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature		
Proposal(s)					
<ol style="list-style-type: none"> External alterations in connection with the display of hand-painted lettering on a non-illuminated fascia board, and painting of shopfront (retrospective). Display of hand-painted lettering on a non-illuminated fascia board (retrospective). 					
Recommendation(s):		<ol style="list-style-type: none"> Grant conditional listed building consent Grant conditional advertisement consent 			
Application Type(s):		<ol style="list-style-type: none"> Listed Building Consent Advertisement 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 29/09/2017 to 20/10/2017</p> <p>Press notice was published on 06/10/2017 and expired 27/10/2017</p>					
CAAC/Local groups comments	<p>The Bloomsbury Association objected to the proposals as follows:</p> <ol style="list-style-type: none"> 1. <i>“The 70's style of 'popular' typography used for both English and Arabic scripts is damaging to the architectural and historic integrity of the listed building and detracts from its value and amenity as a heritage asset.”</i> 2. <i>“We recollect that a previous consent for change of use at this address may have imposed a condition requiring a retail display to be maintained in the shop window. This is absent from images accompanying the current proposal.”</i> <p><u>Officer response:</u></p> <ol style="list-style-type: none"> 1. Please see paragraph 3.9 in main body of report. 2. This proposal does not involve any alterations to the window or display, and as such, has not been considered as part of this application. Notwithstanding this, no such condition has been identified on any previous permissions or consents. <p>The Council's Conservation Officer has assessed the proposal in full and has no objection.</p>					

Site Description

The application property forms part of a small terrace of 3 Grade II listed buildings (nos. 89-91) which are located on the north side of Great Russell Street and to the east of Bloomsbury Street. This application relates to the late 19th century ground floor shopfront which is currently operating in an educational use (known as the 'Sharek Centre Arabic Language Training'). The upper floors are used as offices.

The site lies within the Central London Area and the Bloomsbury Conservation Area. The ground floor shopfront is recognized within the Bloomsbury Conservation Area Appraisal and Management Strategy (adopted in April 2011) as a *shopfront of merit*.

Relevant History

PSX0104963 - Change of use from solicitor's office (Class B1) to educational use (Class D1). Planning permission was granted 24/10/2001

HB2989 - Internal alterations to comply with fire regulations. Listed building consent granted 05/11/1982

CTP2755 - The uniting of the premises at 90/91 Great Russell Street by means of openings in the party wall on each floor, the erection of a two storey extension at the rear of No. 91 and the conversion of party of the basement of No. 91 to lavatories. Planning permission was granted 09/12/1966

TP67134/SR52/7824 - The erection of a small extension for use as an office. Planning permission was granted 16/06/1964

TP67134/SR/52/7824 - The erection of an extension at the rear. Planning permission was granted 16/12/1952

Relevant policies

National Planning Policy Framework 2012

The London Plan March 2016

Camden Local Plan 2017

A1 - Managing the impact of development

D1 - Design

D2 - Heritage

D3 - Shopfronts

D4 - Advertisements

Camden Planning Guidance

CPG1 (Design) 2015 (including chapters 2: Design Excellence, 3: Heritage, 7: Shopfronts, and 8: Advertisements, signs and hoardings)

CPG6 (Amenity) 2013

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

Town & Country Planning (Control of Advertisements) (England) Regulations 2007

Assessment

1. Proposal

1.1 Retrospective listed building consent is sought for the re-painting of the shopfront.

1.2 Retrospective listed building and advertisement consent is also sought for the display of hand-painted lettering on a non-illuminated fascia board.

2. Assessment

2.1 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 the character and appearance of the Bloomsbury Conservation Area;
- b) impact of the proposal on neighbouring amenity; and

c) impact on public safety (in so far as the Town and Country Planning (Control of Advertisements) Regulations 2007 allow consideration in this regard).

3. Design and appearance

- 3.1 Local Plan Policy D1 (Design) establishes that careful consideration of the characteristics of a site, features of local distinctiveness and the wider context is needed in order to achieve high quality development in Camden which integrates into its surroundings. It advises that all developments, including alterations, should “*be of the highest standard of design*”, as well as, “*comprise details and materials that are of high quality and complement the local character.*” Local Plan Policy D2 (Heritage) also states that the Council will only permit development within conservation areas that “*preserves or, where possible, enhances the character or appearance of the area*” and which would not “*cause harm to the special architectural and historic interest of the building, and resist development that would cause harm to the significance of a listed building through an effect on its setting.*”
- 3.2 The Bloomsbury Conservation Area Appraisal and Management Strategy (adopted in April 2011) supports this when stating that its designation as a conservation area provides the basis for policies designed to “*preserve or enhance the special interest of such an area.*” More specifically that inappropriate signage and external painting can have a detrimental impact on the character and appearance on the area, as well as, the special architectural or historic interest of any listed buildings.
- 3.3 The ground floor premises currently operates within an educational use as a centre for Arabic language training (known as the ‘Sharek Centre Arabic Language Training’) which replaced an English language school. The proposal involves the painting of the shopfront from a previous grey colour to a grey green colour (often described as ‘Georgian Green’). The modest and subtle colouring, along with careful treatment and making good of the external surfaces, are considered to be appropriate for this listed building and to a shopfront identified as being of merit within the Bloomsbury Conservation Area Appraisal and Management Strategy.
- 3.4 The proposal also involves the removal of the existing applied Lettraset type grey lettering and its’ replacement with hand-painted lettering applied directly onto the existing non-illuminated fascia board. The lettering includes principal letters (350mm height) in an off-white colour, olive green shadow lettering with smaller letters (90mm height) underneath in dark olive green, and gold-leaf insignia. The fascia board itself has been painted a grey green colour to match the newly painted shopfront.
- 3.5 With regard to signage in particular, 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.
- 3.6 Local Plan Policy D4 (Advertisements) affirms that the type and appearance of advertisements should be sympathetic to the design of the building and “*must not obscure or damage any special architectural features of the building.*” Further, Camden Planning Guidance (CPG1 – Design) advises that any signage should be sympathetic to the design of the building in which it is located.
- 3.7 Whilst it is accepted that all advertisements are intended to attract attention, special regard must be attached to the desirability of preserving the listed building and its features of special architectural or historic interest. With this in mind, as well as the concerns expressed by the Bloomsbury Association, it is firstly acknowledged that the proposed lettering is appropriately sized and positioned at fascia level and will remain non-illuminated so as not to obscure, damage or

detract from any architectural features of the listed building.

- 3.8 Furthermore, the lettering has been applied in an appropriate manner through hand-painting directly onto the fascia board by a master sign-writer and calligraphic artist, and this work is considered to be of a suitably high quality with subtle colouring and craftsmanship appropriate to the existing character, architectural and historic merit, and design of the listed building and its' shopfront.
- 3.9 The specific concern by The Bloomsbury Association as to the appropriateness of the typography is not shared by the Council. As stated by the Agent for the application, "*This is not '70's style pop typography'. The styling constitutes the recognised logo of the Sharek Centre as it has been registered and employed in other centres internationally. The Arabic lettering, the speech inflections marks executed in gold leaf which have been woven into the English lettering are part of the Sharek identity and their logo.*" As such, the typography is not considered to harm the listed building nor the Bloomsbury Conservation Area, and is in-keeping with the well-established character of Great Russell Street as a location for orientalist bookdealers, antiquation bookshops, and galleries.
- 3.10 For these reasons, the fascia lettering is considered to be acceptable in terms of its design, dimensions, material, location, colour, and absence of illumination.
- 3.11 Overall, the proposed signage and works to re-paint the shopfront are therefore considered to be visually appropriate and to preserve the special architectural and historic interest of the listed building, and do not harm the character and appearance of the Bloomsbury Conservation Area. The proposal is also in accordance with Council policies and guidance, and acceptable.
- 3.12 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.

4. Amenity

- 4.1 Local Plan Policy A1 (Managing the impact of development) seeks to protect the amenity of Camden's residents by ensuring the impact of development is fully considered and by only granting permission or consent for development or alterations that would not harm the amenity of communities, occupiers and neighbouring residents.
- 4.2 It is considered that the proposal is not unduly obtrusive in the street scene nor will it disturb residents or occupiers. Due to the location and minor nature of the proposals therefore, the proposal is not considered to cause harm to neighbouring amenity in terms of outlook, sunlight/daylight, nor loss of privacy. The proposals therefore accord with policies A1 and D4, and with Camden Planning Guidance.

5. Public Safety

- 5.1 The location of the signage is not considered harmful to either pedestrian or vehicular traffic in accordance with National Advertisement Regulations and Camden Planning Guidance. The proposals therefore raise no public safety concerns.

6. Conclusion

- 6.1 The proposal is considered acceptable in terms of its design and impact on the listed building and

the wider Bloomsbury Conservation Area, and to have no adverse impact on the residential amenity of neighbouring occupiers, nor raise any public safety concerns. The development is also deemed consistent with Council guidance, as well as, in general compliance with the policies identified above.

7. Recommendation

7.1 Grant listed building and advertisement consents.

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 13th November 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'.

Zeidler Partnership Architects
32 Bloomsbury Street
London
WC1B 3QJApplication Ref: **2017/5374/L**
Please ask for: **Tony Young**
Telephone: 020 7974 **2687**

6 November 2017

DRAFT

Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Granted

Address:

**90 Great Russell Street
LONDON
WC1B 3PS****DECISION**

Proposal:

External alterations in connection with the display of hand-painted lettering on a non-illuminated fascia board, and painting of shopfront (retrospective).

Drawing Nos: Site location plan; A-007; unnumbered drawings titled, 'Shopfront Sign Consent Application' (3 pages) dated August 1st 2017; Heritage Statement (from Zeidler Partnership Architects).

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.

Executive Director Supporting Communities



- 2 The development hereby permitted shall be carried out in accordance with the following approved plans: Site location plan; A-007; unnumbered drawings titled, 'Shopfront Sign Consent Application' (3 pages) dated August 1st 2017; Heritage Statement (from Zeidler Partnership Architects).

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 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).
- 2 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.
- 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, 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

Director of Regeneration and Planning

Zeidler Partnership Architects
32 Bloomsbury Street
London
WC1B 3QJApplication Ref: **2017/4612/A**
Please ask for: **Tony Young**
Telephone: 020 7974 **2687**

6 November 2017

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent GrantedAddress:
90 Great Russell Street
LONDON
WC1B 3PS**DECISION**

Proposal:

Display of hand-painted lettering on a non-illuminated fascia board (retrospective).
Drawing Nos: Site location plan; A-007; unnumbered drawings titled, 'Shopfront Sign Consent Application' (3 pages) dated August 1st 2017; Heritage Statement (from Zeidler Partnership Architects).

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.

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