

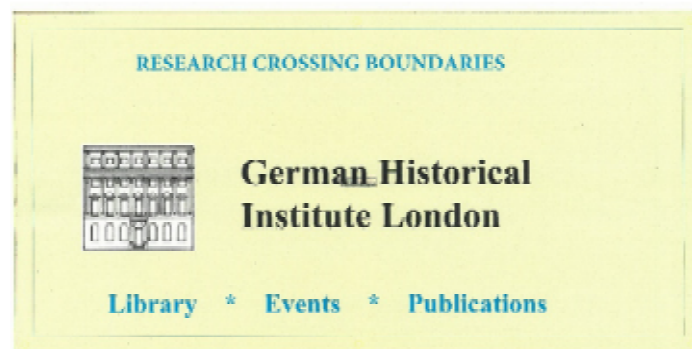


## **Heritage Statement for listed building consent application to display outdoor advertising banner**

Application number PP-08177155v1

### **1. The proposal**

This application is for the temporary fixture of two outdoor pvc advertisement banners on the railings of the building situated at 17 Bloomsbury Square, occupied by the German Historical Institute London. The banners should run along the railing to the right of the main entrance at Bloomsbury Square and to the left of the Great Russell Street entrance. The proposed size is a height of 70cm and width of 200cm. Cable ties will be used to hold the banners in place. The background colour will be cream to closely match the paint of the building's exterior. The banners will have black and blue lettering as well as a logo, advising of a library and events open to the public.



### **2. Significance of the building and Grade II listing**

The Site forms the north-western corner of Bloomsbury Square and Great Russell Street and has entrances on both roads related to the time the property was subdivided into two houses by John Nash. The building is on four storeys plus basement, the third-floor having been added in 1859. The exterior is close to John Nash's 1777 remodelling, although the fenestration has been replaced in the mid-nineteenth century and later. The Doric porch, (with trygliph frieze and mutule cornice) which frames the main entrance at ground floor level, was added in 1860.

The principal Bloomsbury Square front is symmetrical, across seven window bays with central door, and with an eight window bay return to Great Russell Street. Giant order Corinthian pilasters run above the ground floor rustication to the entablature above the second floor.

The Site was Grade II listed on the 24 October 1951, National Heritage List for England list entry number 1244453. The Site is within the Bloomsbury Conservation Area and in the vicinity of a number of other listed heritage assets including Grade II listed No.14 Bloomsbury Square to the

south, Grade II listed Numbers 66 to 71 Great Russell Street to the west and the Grade II listed park and garden of Bloomsbury Square.



### 3. Assessment of Impact

None of the building's fixtures will be altered or damaged by the proposed positioning of two pvc banners on the railings. The visual impact will be minimal as the size and colouring of the proposed advertisement is in keeping with the building's exterior. It is planned to periodically renew/ replace the banners as necessary if wear and tear occurs.

