

Application ref: 2019/3017/A
Contact: John Diver
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Date: 26 November 2019

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Christopher Wickham Associates
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Imperial Hotel
61-66 Russell Square
London
WC1B 5BB

Proposal:

Display of 6 x signs with internally illuminated lettering to hotel building (use C1)

Drawing Nos: 1289: P5008-B, P5009-B, P5010-B, P5011-B, P5012-B, P5013-B and P5014-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
(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 Reason for advertisement consent:

The proposed signage strategy is considered appropriate for its location and for the age and style of the building, which is 1960's brutalist-style. The new signage would replace and match existing in terms of font, colours, style of sign and positioning. These all accord with the mid-late 20th late century aesthetic of the host building and helps to build on this character. As a result, the signage is considered to be acceptable in terms of it's size, design, colour, materials and location.

The replacement signage would include individually, internally illuminated lettering. Similar forms of internally illumined signage have previously been approved to many of the buildings surrounding the square, including the host building (refs.2012/2651/A & 2003/0805/A) and the Hotel Russell (refs.2016/7101/A & 2016/5157/A). By illuminating lettering individually, this would not be overly distracting and would remain in keeping with the established character of the local vicinity. Owing to this style of lighting as well as the use of static, soft white LEDs with low luminance levels (0.1cd/m²), the proposed method of lighting would be considered acceptable in this instance.

Given the acceptability of the design and location of the replacement signs, as well as their method of illumination, they would not be considered to impact the character of the streetscene or wider conservation area. The signs would not appear overly prominent or distracting and would preserve the visual amenity of the local area. Whilst glimpses of the high level signage would be visible in longer views, this would be read alongside other similar signage to surrounding properties and would not be considered harmful.

The signage would not have any adverse impact on neighbouring amenity, especially given the modest luminance level, nor would it be harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance. Overall, it is considered that the signage would preserve the street scene and wider character of the Conservation Area, and would be acceptable. The signage would not impact upon the setting of any listed building or structure in the local area.

Considerable importance and weight has been attached and special attention has been paid to the desirability of preserving and enhancing the character and appearance of the conservation area and the setting of surrounding listed buildings, under s.66 and 72 of the Planning (Listed Buildings and Conservation Areas Act) 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

The site's planning and appeals history has been taken into account when coming to this decision. No objections have been received following statutory consultation.

As such, the proposal is in general accordance with policies D2 and D4 of the Camden Local Plan 2017, the London Plan 2016, and the National Planning Policy Framework 2019

- 2 You are advised that this consent only applies to the proposed advertisements and the other proposed developments as shown within the approved drawings as considered within planning permission ref: 2019/2985/P

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2019.

You can find advice in regard to your rights of appeal at:

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

Yours faithfully



Daniel Pope

Chief Planning Officer