

Delegated Report			Expiry Date:	19/05/2010
Officer		Application Number(s)		
Fast Track TC		1. 2022/0384/P 2. 2021/5980/A		
Application Address		Application Type:		
President Hotel Russell Square London WC1N 1DB		1. Full Planning Permission 2. Advertisement Consent		
1st Signature	2nd Signature (If refusal)	Conservation	Recommendation(s):	
			1. Refuse Planning Permission 2. Refuse Advertisement Consent	
Proposal(s)				
1. Installation of four flag poles above main hotel entrance canopy 2. Installation of four flags above the main hotel entrance canopy				
Consultations				
Summary of consultation responses:				
Site Description				
The site is situated on the corner of Russell Square and Guilford Street, in the Bloomsbury Conservation Area and although not listed, is adjacent to Grade II listed buildings along Guilford Street and the Graded II* listed Russell Hotel.				
Relevant History				
<u>At the application site:</u>				
8501234 - Formation of new entrance to carver restaurant. – Grant or Outline Full Planning Permission 16/07/1985 8701091 - Refurbishment of whole ground floor facade to Russell Square elevation of existing hotels – Grant Full or Outline Perm, with Conditions 21/08/1987 8701952 - Single storey conservatory restaurant extension in rear service yard and change of use of ground floor retail unit to hotel access to Russell Square - Grant Full or Outline Perm, with Conditions 23/09/1987 8703678 - Extension to hotel reception area involving redesign and resurfacing of taxi run-in closure of existing car park exit and reopening of disused spiral exit to Guilford Street - Grant Full or Outline Perm, with Conditions 21/01/1988 8900327 - The erection of a UPVC conservatory and sixth floor roof extension to the east wing as shown on drawings numbered 271/1B 271/2a and revised by letter dated 18th April 1990. - Grant Full or Outline Perm 17/05/1990 9502025R1 - The erection of a seventh floor roof extension to provide "living -in" staff accommodation for the hotel, - Grant Full Planning Permission (conds) 08/03/1996 2020/2047/P - Change of use to partial ground floor and basement level of hotel (Class C1) to a restaurant (Class E), replacement and alterations to windows and doors, infill of lightwell, alterations to the planters and planting of new trees, and associated works. – Granted 30/03/2021 2020/2375/P - Change of use of a shop unit facing on to Russell Square, from restaurant (Class A3) to retail (Class A1). Associated alteration to shopfront including additional doors. – Granted 06/08/2020				

Other relevant planning history:

Hotel Russell - 1-8 Russell Square

2016/7101/A: Display of 8 x internally illuminated fascia signs, 1x non-illuminated hanging sign, 4 x pole and flag sign, 4 x non-illuminated window vinyl signs, 5 x non-illuminated directional signs. Granted 23/02/2017.

Note: The flags approved in this application were replacing previously existing flags.

Disraeli House, 6 Bloomsbury Square

2021/4038/A & 2021/4044/L: 45 degree angled flag pole with flag showing company name/emblem. Refused 19/11/2021

Reason for refusal: The proposed advertisement by reason of its scale and location adding harmful visual clutter would be detrimental to the character and appearance of the host building which is listed, the wider terrace and the Bloomsbury Conservation Area, contrary to policies D2 and D4 of the Camden Local Plan 2017

Relevant policies

National Planning Policy Framework 2021

The London Plan 2021

London Borough of Camden Local Plan 2017

A1 - Managing the impact of development

D1 – Design

D2 - Heritage

D4 - Advertisements

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

Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013

Bloomsbury Conservation Area Appraisal and Management Strategy 2011

Assessment

1. Proposal

- 1.1 The applicant seeks advertisement consent to attach four flagpoles to the first floor above the entrance of the building for the purpose of displaying the resident hotel's logo on four flags.
- 1.2 The Bloomsbury Conservation Area specifically cites flags as being a factor detrimental to the character of the area.
- 1.3 Paragraph 5.6 states: "Building frontages, roads, pavements and the squares are all important elements of the public realm and the cumulative impact of small scale additions can have an overall detrimental impact on the character of the area. Such additions can include: Visual clutter from excessive signage and flags"

1.4 Advertising consent

- 1.5 The historic character of the locality is commercial. The addition, at high level, of commercial impedimenta, such as flags carrying logos would harm the character of the conservation area, as noted in the conservation area statement, above.
- 1.6 The installation of the flagpoles and flags would fail to preserve or enhance the character and appearance of the Bloomsbury Conservation area.
- 1.7 The proposed flag and pole would contribute to visual clutter, contrary to policy D4, which states that only adverts that "preserve or enhance heritage assets and conservation areas" will be supported. Those that "contribute to an unsightly proliferation of signage in the area"
- 1.8 and "contribute to street clutter in the public realm" will be resisted.
- 1.9 The policy goes on to state that: "Advertisements in conservation areas require particularly detailed consideration given the sensitivity and historic nature of these areas. Any advertisements in a conservation area must not harm the character and appearance of that area.
- 1.10 It is not considered that the proposed flagpoles and flags achieve these requirements.

1.11 Public Safety

- 1.12 Given the flags will be non-illuminated, no public safety issues are raised in terms of distracting drivers or having a negative impact on pedestrians.

1.13 Recommendation

- 1.14 It is recommended that advertisement consent be refused for the following reason:
- 1.15 The proposed advertisement by reason of its scale and location adding harmful visual clutter would be detrimental to the character and appearance of the host building, the wider terrace and the Bloomsbury Conservation Area, contrary to policies D2 and D4 of the Camden Local Plan 2017.
- 1.16 It is recommended that Planning Permission be refused for the following reason:
- 1.17 The proposed flagpole by reason of its scale and location adding harmful visual clutter would be detrimental to the character and appearance of the host building, the wider terrace and the Bloomsbury Conservation Area, contrary to policies D1, D2 and D4 of the Camden Local Plan 2017.

