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Development Management  
Camden Town Hall Extension  
Argyle Street  
London WC1H 8EQ

## Application for Consent to Display an Advertisement(s)

### Town and Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended)

#### Publication of applications on planning authority websites

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website. If you require any further clarification, please contact the Authority's planning department.

### Site Location

**Disclaimer:** We can only make recommendations based on the answers given in the questions.

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number	<input type="text" value="20"/>
Suffix	<input type="text"/>
Property Name	<input type="text" value="University College London Institute of Education"/>
Address Line 1	<input type="text" value="Bedford Way"/>
Address Line 2	<input type="text"/>
Address Line 3	<input type="text" value="Camden"/>
Town/city	<input type="text" value="London"/>
Postcode	<input type="text" value="WC1H 0AL"/>

Description of site location must be completed if postcode is not known:

Easting (x)	Northing (y)
<input type="text" value="529973"/>	<input type="text" value="182112"/>

Description

This application refers to the Institute of Education

## Applicant Details

### Name/Company

Title

First name

Surname

Company Name

### Address

Address line 1

Address line 2

Address line 3

Town/City

County

Country

Postcode

Are you an agent acting on behalf of the applicant?

☒ Yes

☐ No

Contact Details

Primary number

\*\*\*\*\* REDACTED \*\*\*\*\*

Secondary number

Fax number

Email address

\*\*\*\*\* REDACTED \*\*\*\*\*

Agent Details

Name/Company

Title

First name

Eleanor

Surname

Bird

Company Name

Deloitte LLP

Address

Address line 1

Four Brindleyplace

Address line 2

Address line 3

Town/City

Birmingham

County

Country

United Kingdom

Postcode

B1 2HZ

## Contact Details

Primary number

\*\*\*\*\* REDACTED \*\*\*\*\*

Secondary number

Fax number

Email address

\*\*\*\*\* REDACTED \*\*\*\*\*

## Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Display of non-illuminated signs displaying UCL branding at the Bedford Way and Thornhaugh Mews entrances of the UCL Institute of Education.

**Advertisement Type:**

Fascia Sign

**Height:**

0.1 metres

**Width:**

1.88 metres

**Depth:**

0.01 metres

**What is the height from the ground to the base of the advertisement?:**

3.72 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0 metres

**What is the maximum height of any of the individual letters and symbols?:**

18.5 centimetres

**What materials will the advertisement be made of?:**

External Grade Vinyl

**The colour of text and background:**

Antique White (RAL9001)

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Fascia Sign

**Height:**

0.29 metres

**Width:**

1.052 metres

**Depth:**

0.01 metres

**What is the height from the ground to the base of the advertisement?:**

3.36 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0 metres

**What is the maximum height of any of the individual letters and symbols?:**

29 centimetres

**What materials will the advertisement be made of?:**

External Grade Vinyl

**The colour of text and background:**

Antique White (RAL9001)

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Other type

**Height:**

0.28 metres

**Width:**

0.81 metres

**Depth:**

0.01 metres

**What is the height from the ground to the base of the advertisement?:**

1.3 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0 metres

**What is the maximum height of any of the individual letters and symbols?:**

6.5 centimetres

**What materials will the advertisement be made of?:**

Vinyl

**The colour of text and background:**

White

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Other type

**Height:**

0.6 metres

**Width:**

1.81 metres

**Depth:**

0.01 metres

**What is the height from the ground to the base of the advertisement?:**

1 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0 metres

**What is the maximum height of any of the individual letters and symbols?:**

14.5 centimetres

**What materials will the advertisement be made of?:**

Vinyl

**The colour of text and background:**

White

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Other type

**Height:**

0.44 metres

**Width:**

1.995 metres

**Depth:**

0.01 metres

**What is the height from the ground to the base of the advertisement?:**

1.44 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0 metres

**What is the maximum height of any of the individual letters and symbols?:**

22.5 centimetres

**What materials will the advertisement be made of?:**

Vinyl

**The colour of text and background:**

White / Orange

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Other type

**Height:**

0.295 metres

**Width:**

2.065 metres

**Depth:**

0.01 metres

**What is the height from the ground to the base of the advertisement?:**

1.44 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0 metres

**What is the maximum height of any of the individual letters and symbols?:**

29.5 centimetres

**What materials will the advertisement be made of?:**

Vinyl

**The colour of text and background:**

UCL Logo: White background with clear text

**Will the advertisement be illuminated?:**

Please describe each of the 'Other type(s)' of advertising proposed

Manifestations on glazing

**Location of Advertisement(s)**

Is the advertisement(s) you are applying for already in place?

☐ Yes☒ No

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?

☐ Yes☒ No☐ Not Applicable

Will the proposed advertisement(s) project over a footpath or other public highway?

☐ Yes☒ No**Advertisement(s) Period**

Please state the period of time for which consent is sought for the advertisement

From Date

01/09/2023

To Date

01/09/2033

**Neighbour and Community Consultation**

Have you consulted your neighbours or the local community about the proposal?

- ☐ Yes  
☒ No

## Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?

- ☒ Yes  
☐ No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact?

- ☒ The agent  
☐ The applicant  
☐ Other person

## Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

- ☒ Yes  
☐ No

**If Yes, please complete the following information about the advice you were given (this will help the authority to deal with this application more efficiently):**

Officer name:

Title

First Name

Surname

Reference

Date (must be pre-application submission)

Details of the pre-application advice received

The external manifestations located at the entrance were shown to Rose Todd at a UCL IoE Site Visit on 8 June 2023 and she was advised that an application for advertisement consent would be submitted shortly.

Rose queried what material the signs would be and it was confirmed that the signs would be vinyl and therefore completely reversible.

Rose raised no objections to the proposal and agreed that the signage does not require listed building consent as it is vinyl and therefore reversible.



## Interest in the Land

Does the applicant own the land or buildings where the adverts are to be placed?

- ☒ Yes  
☐ No

## Authority Employee/Member

With respect to the Authority, is the applicant and/or agent one of the following:

- (a) a member of staff  
(b) an elected member  
(c) related to a member of staff  
(d) related to an elected member

It is an important principle of decision-making that the process is open and transparent.

For the purposes of this question, "related to" means related, by birth or otherwise, closely enough that a fair-minded and informed observer, having considered the facts, would conclude that there was bias on the part of the decision-maker in the Local Planning Authority.

Do any of the above statements apply?

- ☐ Yes  
☒ No

## Declaration

I/We hereby apply for Consent to display an advertisement as described in the questions answered, details provided, and the accompanying plans/drawings and additional information.

I/We confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the person(s) giving them.

I/We also accept that, in accordance with the Planning Portal's terms and conditions:

- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be published as part of a public register and on the authority's website;
- Our system will automatically generate and send you emails in regard to the submission of this application.

☒ I / We agree to the outlined declaration

Signed

Emma Williams

Date

23/08/2023