

Application ref: 2023/3477/A
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

University College London Institute of Education
20 Bedford Way
London
WC1H 0AL

Proposal:

Display of non-illuminated vinyl signs at the Bedford Way and Thornhaugh Mews entrances.
Drawing Nos: 3147-P6-2001 P1, 3147-P6-2002 P2, 3147-P6-2003 P3, 3147-P6-2305 P3,
3147-P6-2306 P2, 3147-P6-2307 P8, 3147-P6-2308 P2, 3147-P6-2405 P5, 3147-P6-2406
P1, 3147-P6-2407 P5, and cover letter dated 23/08/2023.

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 Reasons for granting consent

Advertisement consent is sought for the following signs: 3 fascia signs measuring 185mm high and 1880mm wide, 3 fascia signs measuring 290mm high and 1052mm wide, 4 manifestations measuring 280mm high and 810mm wide, 2 manifestations measuring 440mm high and 1995mm wide and 2 manifestations measuring 295mm high and 2065mm wide, all to the Bedford Way entrance at level 3. In addition, 1 manifestation is proposed to the Thornhaugh Mews entrance at level 4 measuring 600mm high and 1810mm wide. All advertisements would be non-illuminated vinyl signs applied to the existing glazing.

The proposed signs are considered acceptable in terms of their size, number and position. They would be installed on the existing entrances to the building and would display the building's address and UCL faculty which is considered appropriate, and would be easily removable in future if required given they are vinyl. The Council's Conservation Officer has assessed the proposals and confirmed they would preserve the significance of the Grade II* listed building and the character and appearance of the conservation area.

The proposed signs would not impact on amenity in terms of light spill or outlook, nor would they be harmful to either pedestrian or vehicular safety or raise any

public safety concerns.

The application site's planning history was taken into account when coming to this decision.

As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2023.

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 2021.

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

<https://www.gov.uk/appeal-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer