

Application ref: 2023/2978/A  
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Date: 3 October 2023

**Development Management**  
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DP9  
c/o Agent  
London  
SW1Y 5NQ

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**University Of London Union Building**  
**Malet Street**  
**London**  
**WC1E 7HY**

Proposal:  
Wayfinding vinyl lines and markings with associated lighting.

Drawing Nos  
BBK-EXT-PRI-DR-100-Site Plan, BBK-EXT-PRI-DR-101 Plan as Existing, BBK-EXT-PRI-DR-102 Plan as Proposed, BBK-EXT-PRI-DR-201-Long Elevations as existing, BBK-EXT-PRI-DR-202-Long Elevations as proposed, BBK-EXT-PRI-DR-203-Cross Elevations and plan as existing, BBK-EXT-PRI-DR-204-Cross Elevations and plan as proposed, BBK-EXT-PRI-DR-205-West Elevation detail, Lavender Link FS73 Birkbeck University of London Project Brief v2 24/10/22.

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 The 'Lavender Link' is a pedestrian route around and under the building between the entrance of Birkbeck Central building and Birkbeck Main building. The lighting and vinyl markings on the floor will work to direct people through the undercroft, improving wayfinding and the perception of the safety particularly after daylight hours. This advert consent is submitted in conjunction with application 2023/2312/P which also takes measures to improve the undercroft area.

The works are modest in nature, and are not considered to detract from or be insensitive to the host building or the wider conservation area. The vinyl lines, arrows and dots on the floor would be particularly easy to replace if they deteriorated or remove if they were no longer needed. Due to the modest scale of the proposal and the lighting proposed the Council's Transport team do not have any concerns.

The works would not harm the amenity of neighbouring occupiers in terms of outlook. The design is in accordance with the Design CPG, would not be hazardous to vehicular or pedestrian traffic, and therefore the proposal raises no public safety concerns.

No objections have been received prior to making this decision and the site's planning history was considered in the determination of this application.

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 positioned above the printed name and title of the signatory.

Daniel Pope  
Chief Planning Officer