

11 April 2024

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London
WC1H 9JE

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Dear Planning Department,

TOWN AND COUNTRY PLANNING ACT 1990
BIRKBECK, UNIVERSITY OF LONDON, MALET STREET, LONDON, WC1E 7HX
APPLICATION FOR CONSENT TO DISPLAY ADVERTISEMENTS

On behalf of the Applicant, Birkbeck, University of London ('Birkbeck'), we hereby enclose an application to the Local Authority for a consent to display an advertisement on the site at Malet Street, WC1E 7HX (the 'Site').

Birkbeck is a member institution of the University of London and is an educational establishment based within the Borough providing higher education services from its buildings within Bloomsbury. Birkbeck's main building is located on Malet Street with its primary entrance on Torrington Square and, in recent years, it has acquired the former 'Student Central' building on Malet Street which neighbours the extension to Birkbeck's main building. Following this acquisition, this building has been subsequently rebranded as 'Birkbeck Central'. The acquirement of Birkbeck Central as part of Birkbeck's 200th anniversary celebrations signalled Birkbeck's continuing commitment to provide and expand its higher education services within the Borough. Birkbeck is now considering how best to improve its buildings and surrounding environment within its portfolio and is seeking advertisement consent to input branding into this space as part of this improvement strategy.

Birkbeck Central's main entrance opens to the south-west (Malet Street) whilst Birkbeck's Main Building's entrance opens to the north-east (Torrington Square). The most direct access between the two buildings runs through a 'link' courtyard of the extension to Birkbeck's main building within the public realm – shown within the accompanying site location plan. Birkbeck has recently gained planning permission under ref. 2023/2312/P for improvement works to this space, including a screened storage area and electric charging points for trolleys. In looking to improve upon the agreed position, the Applicant are now applying for Birkbeck branding to be put on hoarding within this space to better present an area that is screened off from the public.

Proposal

The public realm link provides a connection between Malet Street to Torrington Square and is used by Birkbeck students and staff, students and staff of other educational institutions within the area, as well as visiting members of the public. As existing, this link is considered poor quality space



however is being improved upon by the siting of the improvement works already agreed through planning.

Planning Permission is sought to Birkbeck branding on hoarding placed within the screened area and is applying for this branding on 8no. hoarding panels. The exact wording for the advertisements is still to be agreed, so this application is seeking to agree the size and design of the proposed advertisements. Further details of the design of the hoarding is shown within the accompanying pack of information.

Assessment

The scale, position and design of the hoarding have all been sensitively considered for the area in which the proposal is located. The details of the proposed advertisements have been selected to assist in the promotion of the University, the information includes artwork and promotional text which will be viewable to those passing under its buildings – these advertisements have been positioned to ensure that they do not project onto the main square, or onto any nearby roads, and are viewable only by those who are utilising Lavender Link.

The hoarding is one part of a greater work of improvement to this area that represent a net benefit to the wider area in which the Site is located. Without such hoarding, the unsightly area that is proposed to be screened will be viewable to the public and it is therefore considered that this installation will be a visual improvement to the Bloomsbury Conservation Area. As a result, it is considered that this proposal is in line with planning policy and should be granted consent.

Documents & Fee

Alongside this Covering Letter, the following documents accompany this application:

- Site Location Plan, prepared by Birkbeck;
- Hoarding Graphics, prepared by Birkbeck;
- Plan and Section AA (BCB south elevation) - as Existing, prepared by Birkbeck; and
- Plan and Section AA (BCB south elevation) – Proposed, prepared by Birkbeck.

We trust that the enclosed information is sufficient for notification purposes. Should you wish to discuss any aspect of this notification, please contact Marcus Stuart of this office.

Yours faithfully,

DP9 Ltd.