

Application ref: 2024/1366/A
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Gerald Eve
One Fitzroy
6 Mortimer Street
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**UCL Engineering Front Building
Torrington Place
London
WC1E 7JE**

Proposal:

Display of 12no. window vinyls on south elevation

Drawing Nos: Site Location Plan 950 - 08 - 365, Cover Letter (Gerald Eve dated 25/03/2024), ENG_A001, ENG_A002, Engineering Front Building Proposed Vinyl Designs, Engineering Front Building Front elevation proposed detail, Panel A - Measurements, Panel B - Measurements, Panel C - Measurements, Panel D - Measurements

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:

The proposals involve the display of 12no. window vinyls on the south elevation at ground floor level of the UCL Engineering Building, facing onto Torrington Place.

The works form part of UCL's bicentennial celebrations, and the vinyls would display writing and images relating to the university. The scale, size and location of the vinyls is considered acceptable as they would not dominate the ground floor elevation and an acceptable amount of glazing surrounding the vinyls would be retained, thus ensuring the frontage remains active. They would not detract from the overall appearance of the building nor impact on the wider conservation area.

The vinyls, given their scale, size and siting, would not impact on public safety nor causes hazards to highway users.

The proposal is not considered to cause any adverse impacts on the amenity of adjoining residential occupiers.

No objections have been received prior to making this decision. The planning history of the site has been 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 positioned above the printed name and title.

Daniel Pope
Chief Planning Officer