

28 August 2024

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Planning Department  
London Borough of Camden  
2nd Floor, 5 Pancras Square  
c/o Town Hall, Judd Street  
London  
WC1H 9JE

Dear Planning Department,

**TOWN AND COUNTRY PLANNING ACT 1990  
BIRKBECK, UNIVERSITY OF LONDON, MALET STREET, LONDON, WC1E 7HX  
APPLICATION FOR RESTROSPECIVE 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 advertisements on the Site at Malet Street, WC1E 7HX (the 'Site'). To note, as these advertisements were installed on the 13<sup>th</sup> August 2024, these details are being retrospectively applied for.

Birkbeck is a member institution of the University of London and is an educational establishment based within the Borough of Camden and providing higher education services from its buildings from the University of London Estate within Bloomsbury. Birkbeck's main building is located on Malet Street with its primary entrance on Torrington Square and, in recent years, Birkbeck 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' and the University is looking at how it can improve this building for its educational needs. The acquirement of Birkbeck Central as part of Birkbeck's 200<sup>th</sup> anniversary celebrations signalled Birkbeck's continuing commitment to provide and expand its higher education services within the Borough. Following the expansion of the Birkbeck's portfolio, the University is considering how it can best improve the setting of its buildings and attract further prospective students. The Proposed Development is part of a broader strategy which will help Birkbeck to meet these goals.

To confirm, the Site does not contain any statutory listings, it is however located within the Bloomsbury Conservation Area.



## **Proposed Development**

The planning application for consent to display advertisements proposes the retrospective display of 11no. banners around the Site (the 'Proposed Development'). The design of the advertisements has been considered, with colours and icons selected that are in line with the University's branding to help promote the location of the University and signal its position within the wider University of London campus. The design of the banners has taken influence from the design of similar SOAS banners that are currently in-situ within the public realm. It is not proposed that any of the banners are illuminated.

The following advertisements are sought permission a part of the Proposed Development:

- 6no. banners (1800x10500mm); and
- 3no. banners (1100x10500mm).

The proposed location of the banners can be seen on the accompanying drawings, however this is summarised briefly below:

- Installation of 2no. banners at the corner of Torrington Square and Malet Street, eastern side of the Site;
- Installation of 2no. banners at the corner of Torrington Square and Malet Street, western side of the Site;
- Installation of 1no. banners on Malet Street, on the south facing fascia facing Tottenham court road;
- Installation of 2no. banners on the corner of Malet Street and Torrington Place; and
- Installation of 2no. banners on the corner of Torrington Place and Torrington Square.

## **Assessment**

The Proposed Development is sought alongside other improvement works that are being applied for separately in order to help improve the setting of the Site and help promote Birkbeck's position within its recently expanded portfolio to help attract prospective students visiting the area. The proposed advertisements have been carefully designed and have worked to become artwork that contains associated Birkbeck branding that will be placed on the prominent corners of the Site and help to help activate these parts of the Site. In addition to promoting the University, these banners will act as wayfinding for prospective students and those visiting the Site.

The design of the advertisements has included Birkbeck branding and has been selected as the artwork is visually pleasing. The Applicant has chosen to not propose the illumination of these advertisements in order to be considerate towards the Site's location within the Bloomsbury Conservation Area.



Overall, it is considered that the Proposed Development is suitable in this location given the consideration towards the design of the advertisements and the benefits that this branding will have on helping to attract students to the University.

### **Documents & Fee**

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

- Existing Ground Floor Plan, prepared by Birkbeck;
- Proposed Ground Floor Plan, prepared by Birkbeck;
- Existing East and South Elevation , prepared by Birkbeck;
- Proposed East and South Elevation, prepared by Birkbeck;
- Existing West and North Elevation, prepared by Birkbeck;
- Proposed West and North Elevation, prepared by Birkbeck;
- BBKP-EXT-BAN-ILL-221 – Banner Illustrations, prepared by Birkbeck; and
- Birkbeck - High level banners, prepared by Octink.

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.*

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