

Delegated Report		Analysis sheet	Expiry Date:	04/11/2013
		N/A / attached	Consultation Expiry Date:	17/10/2013
Officer		Application Number(s)		
Victoria Pound		2013/5319/L 2013/5320/A		
Application Address		Drawing Numbers		
University College London 16-26 Gordon Square London WC1H 0AT		See decision letter.		
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature	
Proposal(s)				
Addition and replacement of external signage.				
Recommendation(s):		Grant listed building consent. Grant advertisement consent.		
Application Type:		Listed Building Consent Advertisement Consent		

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice					
Informatives:						
Consultations						
Adjoining Occupiers:	No. notified	00	No. of responses	00	No. of objections	00
			No. electronic	00		
Summary of consultation responses:	Press and site notices displayed – no responses received.					
CAAC/Local groups* comments: *Please Specify	N/a					

Site Description

Nos. 16 – 25 comprises a Grade II listed terrace of 10 houses dating from the mid-C19; stucco-fronted in Italianate style. No. 26 adjacent is a terraced house dating from the early C19, also listed Grade II. The buildings are in educational use, and some have been laterally linked.

Relevant History

2013/5365/L – listed building consent granted 01/10/2013 for *Addition and replacement of internal signage*.

Relevant policies

LDF Core Strategy and Development Policies

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Camden Planning Guidance 2011 (as amended)

CS5 – Managing the impact of growth

CS14 – Promoting high quality places and conserving our heritage

DP24 – Securing high quality design

DP25 – Conserving Camden's Heritage

DP26 – Managing the impact of development on occupiers and neighbours

Assessment

Listed building consent and advertisement consent is sought for the installation of wayfinding signage to the buildings' exteriors, all at the rear lower ground level. The buildings are in educational use, and are occupied by various different UCL departments. The main access for staff and students is at the rear elevations of the buildings.

There are existing plaque signs which are not providing adequate wayfinding, so it is proposed to install projecting signs, for clarity. The existing ad hoc and out of date signage will be removed and replaced with consistent signage.

The projecting signs will measure 440mm x 600mm. One projecting sign will be affixed to the rear elevation of each closet wing. In addition, there will be a departmental sign measuring 650mm x 260mm located on the rear wall of each building, below cill level, adjacent to the entrance doors. Finally, three map signs are proposed, which measure 600mm x 800mm.

None of the signage will be illuminated.

Listed building consent:

The proposed signs will be screw fixed in to the wall, into the mortar joints, to avoid damage to facing brickwork. They will be finished in black, with a stone colour trim. Their position, low down on the rear elevations, method of fixing and finish are not considered to cause harm to the special interest of the buildings. The principle of the signage is considered acceptable given the buildings' use. All existing redundant signage will be removed, so the new signage will not create visual clutter.

Advertisement consent:

The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.

Amenity: the proposed signs do not obscure any significant architectural features, and are considered

to be acceptable in terms of proportions and design.

It is not considered that the sign would be unduly obtrusive in the street scene or disturb residents or occupiers.

Public Safety: the location of the signage is not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

Recommendation:

The proposed signage complies with the relevant local and national policies and guidance. The applications are therefore recommended for approval.