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| Delegated Report | | | Expiry Date: | 26/04/2013 |
| Officer | | | Application Number(s) | |
| Gideon Whittingham | | | 1) 2013/0869/A 2) 2013/0861/L | |
| Application Address | | | Application Type | |
| 8 Hunter Street, 7 & 33 Queen Square, and 43 Great Ormond Street | | | 1) Advertisement Consent 2) Listed Building Consent | |
| 1st Signature | 2nd Signature (If refusal) | Conservation | Recommendation(s) | |
| | | | 1) Grant Advertisement Consent 2) Grant Listed Building Consent | |
| Proposal(s) | | | | |
| 1) Display of 4 x non-illuminated aluminium panel signs mounted on No.8 Hunter Street elevation, No.43 Great Ormond Street elevation, and Nos. 7 and 33 Queen Square elevations. 2) Alterations associated with display of 4 x non-illuminated aluminium panel signs mounted on No.8 Hunter Street elevation, No.43 Great Ormond Street elevation, and Nos. 7 and 33 Queen Square elevations. | | | | |
| Consultations | | | | |
| Summary of consultation responses: | | A site notice was displayed from 06/03/2013 and a public notice was published in the Ham & High from 214/03//2013. To date no representations have been received. | | |
| Site Description | | | | |
| 8 Hunter Street: The UCL Institute of Neurology (Hunter Street Health Centre) is a grade II listed, four storey building located on the east side of Hunter street, on the corner junction with Handel Street. The site lies within the Bloomsbury Conservation Area. | | | | |
| 7 Queen Square: The UCL Institute of Neurology is a grade II listed, five storey (plus basement) building located on the west side of Queen Square. The site lies within the Bloomsbury Conservation Area. | | | | |
| 33 Queen Square: The UCL Institute of Neurology is a grade II listed, six storey building located on the east side of Queen Square. The site lies within the Bloomsbury Conservation Area. | | | | |
| 43 Great Ormond Street: The Institute of Child Health is a grade II listed, four storey (plus basement) building located on the south side of Great Ormond Street. The site lies within the Bloomsbury Conservation Area. | | | | |
| Relevant History | | | | |
| 2006/2773/A- Consent granted for the display of non-illuminated signage and one halo illuminated sign (sign 014) at various sites throughout the university campus within the Bloomsbury Conservation Area. Granted August 2006 | | | | |
| 2007/5762/A – Consent granted for the display of non-illuminated and one halo illuminated external signage on buildings throughout the university campus. | | | | |
| In 2009- Consent granted for various applications for the display of internally illuminated wall mounted | | | | |

signs on various UCL sites in association with Campus wayfinding scheme: (Refs: 2009/1353/A; 1339/A; 1352/A; 1365/A; 1357/A; 1358/A; 1359/A; 1360/A; 1361/A; 1343/A; 1344/A; 1345/A; and 1346/A)

Relevant policies

National and Regional Policy

National Planning Policy Framework 2012

London Plan 2011

LDF Core Strategy and Development Policies

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

CPG1: Design - chapter 8

Bloomsbury Conservation Area Appraisal and Management Strategy 2011

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

Camden Planning Guidance 2011 (as amended)

Assessment

Proposal:

1.1 The application proposes the installation of 4 non-illuminated aluminium panel signs mounted on various University of London (UCL) sites. The building signs are at the entrance to each building. The new signs will all be located on UCL owned/leased land.

1.2 The signs will be constructed from an internal aluminium tray with a fabricated aluminium front panel with branding. These panels will be held in place with hidden fixings behind.

1.3 The sites proposed are:

8 Hunter Street: The UCL Institute of Neurology (Hunter Street Health Centre) - Portrait measuring 440mm x 600mm

7 Queen Square: The UCL Institute of Neurology - Landscape measuring 650 mm x 260 mm

33 Queen Square: The UCL Institute of Neurology - Portrait measuring 440mm x 600mm

43 Great Ormond Street: The Institute of Child Health – Landscape measuring 590 mm x 260 mm

1.4 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.

Setting

1.5 The sign does not obscure any special architectural features or setting of the relevant listed buildings.

Amenity

1.6 The sign does not obscure any architectural features of the relevant building and are considered acceptable in terms of proportions and design.

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

1.8 It is not considered that the signs would be unduly obtrusive in the street scene or disturb residents or occupiers. They would not result in visual clutter. The graphics and colours applied to the signs have been designed to match signage already approved (signage on buildings), therefore established as acceptable to the council.

Public Safety

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

Recommendation:

- 1) **Grant Advertisement Consent**
- 2) **Grant Listed Building Consent**