

## UCL signs planning application for Advert Consent

UCL has recently installed new campus wayfinding signs and Building signs at its Bloomsbury Campus. These signs have been through the planning process and have received all necessary consents.

It is proposed here to further reinforce the College identity, and improve pedestrian movement around the buildings by extending these signs to the various buildings occupied by University College London (UCL) which make up a collection of Health Studies facilities and institutions located around the Brunswick Square and Great Ormond Street/Queen Square area.

UCL have previously agreed with London Borough of Camden Planning Dept, a style and form for both building and wayfinding signs at other campus locations nearby, so the aim here is to extend this previously agreed system of signs to mark these buildings.

These new signs are entirely the same as the sign types already installed.

The building signs are at the entrance to each building and show the building address and dept. The wayfinding signs contain a campus map, and key directional information for UCL buildings, and are located at strategic locations for students and visitors finding their way to UCL facilities. The new signs will all be located on UCL owned/leased land.

The building signs are constructed as two trays. The top being black and then with a coloured undertray. The coloured under panel will be the same colour on each sign. The colour is to be the dark stone colour which is one of the four colours agreed previously with Camden Council for the building entrance signs.

This document sets out the following information:

- 1) Overall site plan showing the locations of all the buildings to be signed outlined in red
- 2) Overall locations for the signs.
- 2) Sign schedule setting out the specific size of each sign
- 4) The detailed information for each sign
- 5) Detailed drawings for the sign types